

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Specialization: Entrepreneurship and Family Business

Subject Name: Social Entrepreneurship (SE)

Subject Code: 3539264

1. Learning Outcomes:

- Understanding the need and development of social entrepreneurs for sustainable society
- Understanding of the field of social entrepreneurship and the opportunities, challenges, and issues facing social entrepreneurs
- Learning conceptual frameworks and tools to develop self-sustainable, replicable, and scalable social businesses

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each

3. Course content:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Introduction: Social Entrepreneurship- concepts and importance; characteristics of a successful social entrepreneur; Problems faced by social entrepreneurs, Difference between mainstream entrepreneurs and social entrepreneurs. Social sectors in India; Impact of culture, society, demographics, life style and behavioral aspect in social entrepreneurship. Role of society, media and government at large to develop social businesses. Real cases of first generation social entrepreneurs; Gujarati entrepreneur and contribution to India/ World.	9	17
II	Developing the Social Enterprise: Problem /gap identification for development of a socio business model; Social enterprise goals, objectives and mission; Business and revenue models, Threats to business models; Developing social enterprises' business plans- business plan summary, description of the enterprise, team- stake holders and volunteers; the market and industry, marketing and fund raising, financial plan, risk assessment, supporting documents, pitfalls.	9	18

III	Measuring Social value: Why Measure Value, How do we measure Value and social return on investment, organization effectiveness of social enterprise. Earned Income: Mobilizing resources, Income Sources	9	17
IV	Donations and Government Income: Private Giving, Venture Philanthropy, Government Subsidies. Entrepreneurial Fund Raising and Marketing: types of fund raising, fund raising strategies, volunteer recruitment and attrition, social enterprise marketing. Launch, Growth and Goal Attainment: Preparing for Growth, Social Enterprise growth strategies, Intrapreneurship and Entrepreneurial intensity, and The end of social enterprise process Understanding of ecosystem: Central and state –level institutions supporting social businesses in India; Government schemes for promoting social enterprise. Monetary and non-monetary benefits to founders and cofounders	9	18
V	Practical Application with reference to strategic Perspective: Develop a social enterprise business plan, prepare a report and/or give public presentation in the class. GTU's 25 'Innovation Sankuls' and Skill Development Councils (SDCs) located all over Gujarat in urban and rural areas may be contacted by the students seeking help to select Social Entrepreneurs / Enterprises for their practical study.	---	(30 marks CEC)

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions
- Audio-visual Material (Using Clippings/ online videos/ movies)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment-50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Arthur C. Brooks	Social Entrepreneurship: A Modern Approach to Social Value Creation	Prentice Hall	Latest Edition
2	David Bornstein	How to Change the World: Social Entrepreneurs and the Power of New Ideas	Oxford University Press, USA	Latest Edition
3	Agrawal, Anirudh, Kumar, Payal (Eds.)	Social Entrepreneurship and Sustainable Business Models: The Case of India	Palgrave Macmillan	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Journals/Periodicals/Magazines/Newspapers, etc.

1. Journal of Social Entrepreneurship - Taylor & Francis Online
2. Social Enterprise Journal - Emerald Insight
3. Social Innovation and Social Entrepreneurship: A Systematic Review