



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration

Semester: 3

Branch: Innovation, Entrepreneurship and Venture development

Subject Name: Social Entrepreneurship

Subject Code: N2539406

Rationale:

Social entrepreneurship education exposes management students to the principles of ethical leadership and social responsibility. By studying social entrepreneurship, students learn how to incorporate ethical considerations into their decision-making processes and understand the broader impact of business activities on society. This fosters the development of future leaders who prioritize social and environmental concerns alongside profitability. This course introduces students to the concepts, theories, and practices of social entrepreneurship. It explores the intersection of business and social impact, focusing on the development of innovative and sustainable solutions to address social and environmental challenges.

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To <i>understand</i> the principles and characteristics of social entrepreneurship.
CO2	To <i>explore</i> the ethical dimensions of social entrepreneurship and the importance of social responsibility
CO3	To <i>analyze</i> successful social entrepreneurial ventures and their impact on society.
CO4	To <i>develop</i> entrepreneurial and innovative thinking to identify social problems and create viable solutions.

Course Content:

Unit No.	Content	No. of Hours	Marks
1	<p>Introduction to Social Entrepreneurship</p> <ul style="list-style-type: none"> • Definition and characteristics of social entrepreneur • Historical background and evolution of the field • Key differences between social entrepreneurship and traditional entrepreneurship • Problems faced by social entrepreneurs <p>Ethics and Social Responsibility</p> <ul style="list-style-type: none"> • Ethical considerations in social entrepreneurship • Social impact assessment and measurement • Balancing social and financial objectives 	8	12
2	<p>Understanding Social Ventures</p> <ul style="list-style-type: none"> • Analyzing successful social ventures • Learning from failure and resilience in social entrepreneurship • Examining diverse sectors: education, healthcare, environment, etc. 	12	21



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	Identifying Social Problems and Opportunities <ul style="list-style-type: none"> Understanding social issues and needs assessment Market research for social entrepreneurship Identifying target beneficiaries and stakeholders 		
3	Developing Innovative Solutions <ul style="list-style-type: none"> Design thinking and problem-solving methodologies Generating creative ideas for social ventures Prototyping and testing social innovations Business Models for Social Ventures <ul style="list-style-type: none"> Social enterprise models: non-profit, for-profit, hybrid Revenue generation strategies for sustainability Legal and governance structures for social ventures 	12	21
4	Funding and Financing for Social Ventures <ul style="list-style-type: none"> Funding sources: grants, impact investing, crowdfunding Social impact bonds and innovative financing models Developing a compelling pitch and investment proposal Provision for CSR funding and components for CSR funding proposals Crowd Funding, venture finance, seed funding Social Innovation and Technology <ul style="list-style-type: none"> Role of technology in social entrepreneurship Leveraging digital platforms for social impact 	8	16
Total		40	70

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Module-1	06	0	12	0	0	0	0	12
II	Module-2	12	0	10	11	0	0	0	21
III	Module-3	12	0	0	4	4	6	7	21
IV	Module-4	08	0	0	0	6	6	4	16
	Total	40	0	22	15	10	12	11	70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.



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Suggested Student Activities for Progressive Assessment (PA): (50 Marks)

- Develop a social enterprise concept and business plan
- Case study analysis and discussion participation
- Class presentations on selected social ventures

Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation Continuous Evaluation Component	(Internal Assessment- 50 Marks)
	• Project Report	20 marks
	• Class Presence & Participation	10 marks
	• Quiz / Assignments / Role Play	20 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Entrepreneurship: A Modern Approach to Social Value Creation	Arthur C. Brooks	Pearson ISBN-13- 978-0132330763
2	How to Change the World: Social Entrepreneurs and the Power of New Ideas	David Bornstein	Oxford University Press, USA ISBN-13 978-0195334760
3	Social Entrepreneurship and Sustainable Business Models: The Case of India	Agrawal, Anirudh, Kumar, Payal (Eds.)	Palgrave Macmillan ISBN-13 978 3319744872
4	Social Entrepreneurship: What Everyone Needs to Know	David Bornstein and Susan Davis	Oxford University Press, New York, 2010 ISBN: 978-0195396331
5	The Social Entrepreneur's Handbook: How to Start, Build, and Run a Business That Improves the World	Rupert Scofield	McGraw-Hill Education, New York, 2011 ISBN: 978-0071750295
6	Creating Good Work: The World's Leading Social Entrepreneurs Show How to Build a Healthy Economy	Ron Schultz	Palgrave Macmillan, New York, 2013 ISBN: 978-1137353543
7	The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World	John Elkington and Pamela Hartigan	Harvard Business review Press, Boston, 2008 ISBN: 978-1422104064
8	Social Entrepreneurship	Manuel London and Richard G. Morfopoulos	Routledge -Taylor and Francis Group, NY ISBN-13: 978-0-415-80128-7

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.



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List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

- Journal of Social Entrepreneurship published by Taylor & Francis
- Journal of Business Ethics
- Social Enterprise Journal
- The International Journal of Social Entrepreneurship and Innovation

