

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX28
Course Title	Social and Rural Entrepreneurship

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Identify the significance of social entrepreneurship and the role played by social entrepreneurs in rural development.
2. Develop required skills and competencies to be a successful social entrepreneur.
3. Formulate a plan for social and rural development through entrepreneurship

Syllabus

Teaching Hours

<p>Unit I: Social Entrepreneurship Theory</p> <ul style="list-style-type: none"> • Social Entrepreneur • Social Entrepreneurship Mindset • Characteristics and Competencies of a Social Entrepreneur • Why and How to be a successful social entrepreneur? • Key motivations 	05
<p>Unit II: Social Entrepreneurship Model</p> <ul style="list-style-type: none"> • Social Entrepreneurship Theories • Social Entrepreneurship landscape in Indian Context • The Nature of Social Entrepreneurship • The Need for Social Enterprises 	05
<p>Unit III: Traits and Mind-sets, Social Venture Planning</p> <ul style="list-style-type: none"> • Ideating, Germinating and Incubating a Social Idea • Brainstorming, Identifying Steps required for Exploiting an Innovative Idea or Opportunity to Develop an Existing Business for a Social Cause • Launch a New Venture, or Initiate a Social Enterprise • The Process of Social Entrepreneurship and Ecosystem 	05

Suggested Readings:

1. Kummitha, R.K., Social Entrepreneurship: Working towards greater inclusiveness Sage Publications
2. Mondal, S., & Ray, G. L., Textbook on Rural Development Entrepreneurship and Communication Skills. Kalyani Publishers.

w.e.f. Academic Year 2019-20 and onwards