

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SESM11 MBM5SESM11 MFB5SESM11
Course Title	Social Entrepreneurship

Course Learning Outcomes (CLO):

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

1. Analyze the significance of social entrepreneurship and the role played by social entrepreneurs in building a sustainable society.
2. Develop required skills and competencies to be a successful social entrepreneur.
3. Develop a social venture plan.

Syllabus

Teaching Hours

Unit I: Sensitization Phase <ul style="list-style-type: none"> • Social Entrepreneurship • Nature of Social Entrepreneurship • Issues in Business Plan Social Venture • Characteristics of Social Entrepreneur 	10
Unit II: Identity and Conceptualization Phase <ul style="list-style-type: none"> • The Need for Social Enterprises • Mind set Characteristics and Competencies • Why and how to be a Social Entrepreneur • Feasibility Analysis 	10
Unit III: Planning and Implementation Phase <ul style="list-style-type: none"> • Implementation, Financial planning, Marketing & Sales • Implementation Operations & Human • Financing - raising Capital. 	10

Suggested Readings:

1. Kumitha, R.K, Social Entrepreneurship: Working towards greater inclusiveness, Sage Publications
2. Macmillan, I C and Thompson, J D., The Social Entrepreneur's Playbook: Pressure test, plan, and launch and scale your enterprise. Philadelphia: Wharton Digital Press

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