

<b>Course title:</b> SOCIAL ENTREPRENEURSHIP				
<b>Course code:</b> PPM 178	<b>No. of credits:</b> 2	<b>L-T-P:</b> 16-12-0	<b>Learning hours:</b> 28	
<b>Pre-requisite course code and title (if any):</b>				
<b>Department:</b> Social Entrepreneurship				
<b>Course coordinator:</b> Dr Sapna A Narula		<b>Course instructor:</b> Dr Avijit Chakravarti		
<b>Contact details:</b> avijitjournalist@gmail.com				
<b>Course type:</b> Elective		<b>Course offered in:</b> Semester 3		
<b>Course description:</b> The proposed course will aim to sensitize students on the concept and practices of social entrepreneurship. Besides introducing students to the concept, the course will enable them to ideate, work on intent clarity, discover and also prepare an elementary business plan. In other words, it's a course based on the philosophy of Learning by Doing.				
<b>Learning objectives:</b> The main objective of this course is to create a group of future students and professionals who can – <ul style="list-style-type: none"> <li>▪ Appreciate the need for creating a self-driven and reflective journey towards understanding the relevance of using entrepreneurship as a tool to solve social problems</li> <li>▪ Understand and apply the tools of Value Proposition Design, Business Model Canvas and Effective Presentations to develop social entrepreneurial initiatives.</li> </ul>				
<b>Course content:</b>				
SNo	Topic	L	T	P
1.	<b>Dynamics of Development: The Indian Perspective</b> An Overview of the Development Sector Focus on the Global and Indian Development Discourse Ideology Versus Action NGOs, Social Enterprises and Community-based Organizations	4		
2.	<b>Social Entrepreneurship</b> Case Studies of Social Enterprises in the Global and Indian Context	4		
3.	<b>Advocacy and Social Marketing</b> A Perspective on Social Communication, Media and Marketing	2		
4.	<b>Social Impact</b> An Introduction to Qualitative and Quantitative Social Research; Understanding Indicators; Baseline Studies, Mid-Term Reviews and Impact Assessments	2	2	
5.	<b>Clarify Intent</b> Understanding Self in Context of Social Entrepreneurship Personal Business Model Canvas Problem Identification Matching Self and Challenge	1	2	
6.	<b>Innovate Concepts</b> Discovery Value Proposition Design Financial Model Preparation Business Model Generation Social Business Model	1	4	
7.	<b>Pilot/Prototype</b> Methods Execution	1	2	
8.	<b>Financial Planning</b> Budgeting Raising Finance	1	2	
	<b>Total</b>	16	12	
<b>Evaluation criteria</b>				
▪ Test 1		40%		
▪ Test 2		40%		
▪ Test 3		20%		

The evaluation policy is designed to verify the knowledge acquired by students during the course. Evaluation will be based on the practical knowledge gained to convert a social idea into a business reality. Each student has to work on a Business Plan. Students will be individually mentored for their presentations. The entire business model canvas will be converted into Why, What and How -- the three most strategic components of a successful business plan.

- **Test 1:** Value Proposition Design and Business Model Canvas: 40% weightage.  
These are the 2 most fundamental tools to test the sustainability of any business idea. The parameters on which the evaluation will be done are (1) successful completion of the chart (2) on whether the canvases are based on a proper discovery of the real world or not and (3) clarity on each component (At the end of module 2)
- **Test 2:** A Business Plan Presentation: 40% weightage.  
This evaluation is based on the following parameters -- (1) Description of the Entrepreneur's Personal Journey (2) Clear articulation of Vision and Mission (3) Marketing Strategies (4) Clear Articulation of Innovation (5) Cost versus Revenue Analysis (At the end of Module 5)
- **Test 3:** Class Room Participation: 20% weightage. This will be evaluated based on discussions and co-creation of knowledge, giving peer feedbacks, and self-reflection. (Throughout the course)

All Business Plan presentations will be evaluated by successful social entrepreneurs. Students will get real feedback from practitioners.

### **Learning outcomes**

After attending this course,

- A group of future students will be able to create a social business venture and (Test 1, 2, and 3)
- All the students will be able to understand & analyze ways and means to make these sustainable (Test 1, 2, and 3)

### **Pedagogical approach**

Classroom discussions and free debates

Sharing of knowledge among student

Individual mentoring of students to work on business ideas

### **Materials**

#### **Suggested readings**

- Social Entrepreneurship by David Bornstein (Oxford University Press)
- Social Business by Muhammad Yunus
- How to Change the World by David Bornstein
- Fortune at the Bottom of the Pyramid by CK Prahlad
- Case Studies (Grameen Bank, Narayana Hridayalaya)
- Lessons from real social enterprises (ACT, Slam Out Loud, Teach for Green, SaanjhiTokri, Changing Concern into Action, Kaitley, Mind Pipers, Muskaan etc.)
- Additional Readings, Case Studies and Research Papers will be suggested from time to time in the class

### **Student responsibilities**

The students are expected to freely ask unconventional questions in the class and seek for solutions to those questions. They should actively work with their business model canvases and develop good presentations of their business plans.

## **Course Reviewers**

1. Tushar Sankar Banerjee, BIMTECH
2. Vinod Kumar, IMI New Delhi