



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-6 (BBA)

Subject: Social Entrepreneurship – BBAIE16323

Type of course: Major (Core)

Prerequisite:

Students should have basic knowledge of business, entrepreneurship, and social issues.

Rationale:

This course equips students with skills to create innovative, sustainable solutions for social problems and understand social enterprise dynamics.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Understanding Social Entrepreneurship <ul style="list-style-type: none"> • Concept of Social Entrepreneurship • Difference between Social Entrepreneurship and Business Entrepreneurship • Social Entrepreneurship and Government • Dimensions of Social Entrepreneurship • Dr. Verghese Kurien Father of the White Revolution- A Case study 	15	25
2	Types and Models of Social Enterprise <ul style="list-style-type: none"> • Characteristics and Emergence of Social Enterprises • Social Enterprises by Mission Orientation • Types of Social Enterprise Models • Strategic Management in a Social Enterprise • Ela Bhatt's Self-Employed Women's Association (SEWA) 	15	25
3	Social Youth Entrepreneurship <ul style="list-style-type: none"> • Social Youth Entrepreneurship: Definition, Values, Goals, Elements and Approaches • Examples of young Social Entrepreneurship • Managing People in a Social Enterprise Environment • Gandhiji and Khadi movement 	15	25
4	Innovative Social Entrepreneurship and Development <ul style="list-style-type: none"> • Role of Innovation in Social Enterprises • Centre for Social Innovation (CSI) • Role of GOs and NGOs • Various Programs: Health, Education, Employment and Environment • Implications for Youth and Career Development • Examples of Social Entrepreneurship in India: SELCO, AMPL 	15	25



Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	Social Enterprise Timeline Students will prepare a timeline showing the key milestones of a social enterprise or entrepreneur's journey, and submit it as a PDF on the GMIU Web Portal.	10
2	Field Visit Reflection of NGO Students will visit a local NGO or social enterprise, observe its operations and social impact, and submit a 1-page reflection report as a PDF on the GMIU Web Portal.	10
3	EDP Phase Chart Students will create a visual chart illustrating the phases of an Entrepreneurship Development Program (EDP) and key activities in each phase, and submit it as a PDF on the GMIU Web Portal.	10
4	Community Problem Identification Students will visit their local community, identify one major social issue, and propose a small entrepreneurial solution. They will document findings and proposed intervention in PDF and upload on the GMIU Web Portal.	10
5	CSR Campaign Mock-up Students will design a mock Corporate Social Responsibility (CSR) campaign for a hypothetical company, showing objectives and initiatives, and submit it as a PDF on the GMIU Web Portal.	10
6	Case Study of a Social Entrepreneur Faculty will provide a case study on social entrepreneur to students. They will upload solution as a PDF on the GMIU Web Portal.	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	30%	10%	0%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fundamentals and dimensions of social entrepreneurship
CO2	Identify types, models, and strategies of social enterprises.
CO3	Explore youth involvement and leadership in social entrepreneurship
CO4	Analyze innovation, institutional support, and social enterprise impact.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] Nisha Pandey, Arunaditya Sahay (2022): Social Entrepreneurship in India, Palgrave Studies in Indian Management
- [2] Madhukar Shukla (2020): Social Entrepreneurship in India, Sage Publications
- [3] Anirudh Agrawal, Prajakta Khare (2019): Social Entrepreneurship in India: Models and Application, Routledge
- [4] Bornsetin, David (2004): How to Change the World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press
- [5] Prahalad CK. (2004): Fortune at the Bottom of the Pyramid

