

GPA-312: Social Entrepreneurship (3 CHs)

Prerequisite: None

Course Description:

This course aims at providing students with the knowledge in terms of the role played by entrepreneurs and entrepreneurship. Through this course, students will explore, critique, assess and celebrate the phenomenon of entrepreneurship. Entrepreneurship is approached as an innate ability / personality, a way of thinking and acting, as an attitude and a behavior. Main focus will be on entrepreneurial intention, entrepreneurial execution and entrepreneurial success.

Course Objectives:

The course will facilitate students to:

- Understand the concept, strategies, and opportunities of social entrepreneurship.
- Identify and analyze strategies and impacts of social entrepreneurship.

Course Outcomes :

Upon completion of this course, students will be able to:

- Describe the challenges and opportunities of social innovation
- Explain the purpose and roles of social ventures and the benefits to society of this form of entrepreneurship
- Define a social problem and the scope and parameters of the system that needs to be changed for the problem to be addressed
- Identify opportunities for innovation, collaboration, and new business development in response to evolving environmental and social issues
- Address unique funding and financial challenges facing social ventures
- Anticipate future developments and prospects in the field of social entrepreneurship
- Design appropriate methods to measure social impacts and ensure accountability
- Launch, support, or scale a social venture through business analysis and the application of business tools and skills

Course Contents:

- An Introduction to Social Entrepreneurship
- Dimensions of Social Entrepreneurship
- The Dynamics of Social Change- Theories
- Understanding the Philosophy of Social Change, Equilibrium and Complexity, Theory of Social Emergence
- Social Capital Built by Social Entrepreneurs
- Social Networks, Personality Traits That Facilitate the Building of Social Capital
- Marketing Research for Social Entrepreneurship
- Business Modelling
- Finance for Social Entrepreneurship
- Introduction to Existing Policies Regarding Startups

Details of Lab Work, and Workshop Practice (If Applicable):

Students are to be engaged in a Social Enterprise Team Project. The students will be required to do a project through group activity, the details are as follows:

- Locate a service/product gap in your locality/ village/ city and come up with an idea of filling that gap by developing a social enterprise.
- Identify the target community, and explain why is your idea significant in bringing a positive change in the lives of the target community/ market?
- Conduct thorough market research to have concrete knowledge about the product or service you desire to sell.
- The plan must include detailed budgeting related to the product/ service and the means of financing.
- Remember, you are working on a social enterprise, hence the project must answer the following questions; o How and what kind of social change is expected from the project? o What are your plans for the sustainability of your social enterprise? o How is this project challenging the status quo, and what are the challenges this project is expected to face? o What kind of creative destruction this project is aiming to carry out?

Reference Books:

- Gupta, P., Chauhan, S., Paul, J., & Jaiswal, M. P. (2020). Social entrepreneurship research: A review and future research agenda. *Journal of business research*, 113, 209-229.
- Hansen, A. V., Fuglsang, L., Gallouj, F., & Scupola, A. (2022). Social entrepreneurs as change makers: expanding public service networks for social innovation. *Public Management Review*, 24(10), 1632-1651.