

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

Specialization: Sustainable Global Businesses (Immersion Study)

Subject Name: Agents of Change & Innovation (SE-ACI)

Subject Code: 2830901

1. Course Objective:

- Understanding of the field of social entrepreneurship and understanding many of the opportunities, challenges, and issues facing social entrepreneurs
- Meeting leading social entrepreneurs who are using business skills to address complex social problems.
- Develop a business plan for a social venture.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each.

3. Course Contents:

Module No.	Modules / Sub-Modules	Sessions	70 Marks (External Evaluation)
I	An Introduction to Social Entrepreneurship: What is social entrepreneurs, The Landscape of social entrepreneurs, theories of social entrepreneurs, Who are social entrepreneurs, Myths of social entrepreneurship. Ideas and Opportunities: Creative Process of Social Entrepreneurship, Moving from Ideas to Opportunities.	7	17
II	Developing the Social Enterprise Concept: Social Enterprise Mission, Business Models, threats to Business Models. Social Enterprise Business Plans: Business Plan Summary, Description of the Enterprise, Team, the Market and Industry, Marketing and Fund Raising, Financial Plan, Goals and Objectives, Risk Assessment, Supporting Documents, Pitfalls.	7	17
III	Measuring Social value: Why Measure Value, How do we measure Value, social return on investment,	7	18

	organisation effectiveness on social enterprise. Earned Income: Mobilizing resources, Income Sources.		
IV	Donations and Government Income: Private Giving, Venture Philanthropy, Government Subsidies. Entrepreneurial Fund Raising and Marketing: types of fund raising, fund raising strategies, volunteer recruitment and attrition, social enterprise marketing. Launch, Growth and Goal Attainment: Preparing for Growth, Social Enterprise growth strategies, Intrapreneurship and Entrepreneurial intensity, and The end of social enterprise process.	7	18
V	Developing a social enterprise business plan, preparing the report and/or giving public presentation in the class.	8	Internal Evaluation (20 Marks of CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Discussion on concepts and issues on social entrepreneurship.
- (b) Case discussion covering a cross section of social entrepreneurship.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

GTU's 25 'Innovation Sankuls' and Skill Development Councils (SDCs) located all over Gujarat in urban and rural areas may be contacted by the students seeking help to select Social Entrepreneurs / Enterprises for their practical study.

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 50% (Internal Assessment- 50 Marks)
B	Mid-Semester examination	Weightage 30 % (Internal Assessment-30 Marks)
C	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of
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				Publication
T1	Arthur C. Brooks	Social Entrepreneurship: A Modern Approach to Social Value Creation	Prentice Hall	Latest Edition
T2	David Bornstein	How to Change the World: Social Entrepreneurs and the Power of New Ideas	Oxford University Press, USA	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Marla / Taori	Operationalising Holistic Human Development – Food for Thought & Ideas for Action in the Rural Context	Concept Publishing Co., New Delhi	2007, Latest
R2	Dr Kamal Taori and Irmel Marla	Marketing the Unmarketed	www.kamaltaori.com	English edition (under print)
R3	Dr Kamal Taori	Entrepreneurship in Decentralised Sector	Regency Publication	Latest edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

9. Session Plan:

Session Nos.	Topics to be covered
1-3	An Introduction to Social Entrepreneurship: What is social entrepreneurs, The Landscape of social entrepreneurs, theories of social entrepreneurs, Who are social entrepreneurs, Myths of social entrepreneurship.
4-6	Ideas and Opportunities: Creative Process of Social Entrepreneurship, Moving from Ideas to Opportunities.
7	Case Studies
8-10	Developing the Social Enterprise Concept: Social Enterprise Mission, Business Models, threats to Business Models.
11-13	Social Enterprise Business Plans: Business Plan Summary, Description of the

	Enterprise, Team, the Market and Industry, Marketing and Fund Raising, Financial Plan, Goals and Objectives, Risk Assessment, Supporting Documents, Pitfalls.
14	Case Studies
15-17	Measuring Social value: Why Measure Value, How do we measure Value, social return on investment, organisation effectiveness on social enterprise.
18-20	Earned Income: Mobilizing resources, Income Sources.
21	Case Studies
22-23	Donations and Government Income: Private Giving, Venture Philanthropy, Government Subsidies.
24-27	Entrepreneurial Fund Raising and Marketing: types of fund raising, fund raising strategies, volunteer recruitment and attrition, social enterprise marketing. Launch, Growth and Goal Attainment: Preparing for Growth, Social Enterprise growth strategies, Intrapreneurship and Entrepreneurial intensity, and The end of social enterprise process.
28	Case Studies of at least 2 Sustainable Global Enterprises in a foreign country, or India
29-36	Developing a social enterprise business plan, preparing the report and/or giving presentation in the class.