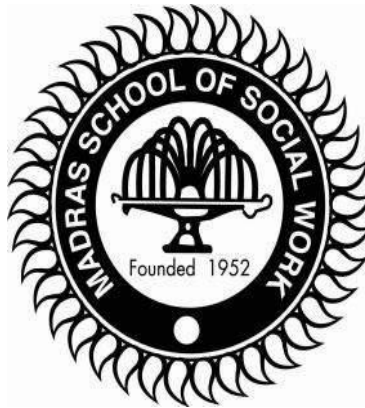


MADRAS SCHOOL OF SOCIAL WORK
(Affiliated to the University of Madras)
32 Casa Major Road, Egmore, Chennai – 600 008



M.A. IN SOCIAL ENTREPRENEURSHIP
COURSE REGULATIONS AND SYLLABUS
(2018 – 20)

B: SYLLABUS MATRIX**SEMESTER I**

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
1.	ME/18C/101	Introduction to Social Entrepreneurship (Core)	3	50	50	100
2.	ME/18C/102	Fundamental of Management for Social Enterprise (Core)	3	50	50	100
3.	ME/18C/103	Human Resource Management (Core)	3	50	50	100
4.	ME/18A/104	Indian Society and Polity (Allied)	2	50	50	100
5.	ME/18A/105	Marketing Intelligence and Management (Allied)	2	50	50	100
6.	ME/18C/106	Field Immersion I (Core)	6	50	50	100
7.	ME/18S/107	Soft Skills I – Personal and Interpersonal Connect	2	50	--	50
TOTAL CREDITS			21			

SEMESTER II

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
8	ME/18C/201	Research Methodology (Core)	3	50	50	100
9	ME/18C/202	Development Economics (Core)	3	50	50	100
10.	ME/18C/203	Social Marketing (Core)	3	50	50	100
11.	ME/18C/204	Financial Accounting and Management (Core)	3	50	50	100
12.	ME/18A/205	Fund Resource Mobilization (Allied)	2	50	50	100
13.	ME/18C/206	Field Immersion II (Core) - Case Study Analysis	6	50	50	100
14.	ME/18S/207	Soft Skills II	2	50	--	50
15.	ME/18C/208	Summer Internship	2			
TOTAL CREDITS			24			

SEMESTER III

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
16.	ME/18C/301	Women and Entrepreneurship (Core)	3	50	50	100
17.	ME/18C/302	Entrepreneurship Development (Core)	3	50	50	100
18.	ME/18C/303	Legal Framework of Social Enterprises (Core)	3	50	50	100
19.	ME/18C/304	Vulnerability and Sustainable Environment (Core)	3	50	50	100
20.	ME/18A/305	Total Quality Management (Allied)	2	50	50	100
21	ME/18C/306	Field Immersion III (Core)	6	50	50	100
22.	ME/18S/ 307	Soft Skills III	2	50	--	50
TOTAL CREDITS			22			

SEMESTER IV

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
23	ME/18C/401	Social Entrepreneur Strategies (Core)	3	50	50	100
24.	ME/18C/402	Social Leadership (Core)	3	50	50	100
25.	ME/18C/403	Social Innovation and Entrepreneurship (Core)	2	50	50	100
26.	ME/18A/404/A, B	Project Management / Product Management (Allied)	3	50	50	100
27..	ME/18C/405	Research Project (Core)	6	50	50	100
28.	ME/18C/406	Field Immersion IV (Core)	6	50	50	100
29.	ME/18S/407	Soft Skills IV	2	50	--	50
TOTAL CREDITS			25			

Note: *The Soft skill courses will not be taken into account for classification. But candidates should appear and pass all these subjects for course completion.*

Semester I

INTRODUCTION TO SOCIAL ENTREPRENEURSHIP

(Credits-3) 45 hours

OBJECTIVES:

- **To provide knowledge about The Social Entrepreneurship**
- **Help students to develop “a Social entrepreneurial imagination and to bring out the practice of Social Entrepreneurship in India.**

UNIT-I (10 HRS)

ENTREPRENEUR AND ENTREPRENEURSHIP

Meaning, definition: Entrepreneur, Entrepreneurship. Types of Entrepreneurs –Social entrepreneur, Serial entrepreneur, Life style entrepreneur. Types of Entrepreneurship –creative entrepreneurship, inclusive entrepreneurship, knowledge entrepreneurship. Entrepreneurial characteristics: Inspiration, creativity, direct action, courage and fortitude. Characteristics of entrepreneur: innovate, introduces new technologies, catalyst, creative, generating opportunity for profit or reward. Entrepreneurship development in India. Scope of entrepreneur development. Concepts of Value Creation.

UNIT-II (15 HRS)

SOCIAL ENTREPRENEUR, SOCIAL ENTREPRENEURSHIP AND SOCIAL ENTERPRISES

Meaning, definition: Social entrepreneur, social entrepreneurship, social enterprises. Characteristics of Social Entrepreneurship - Explicitly formulated mission to create and sustain social value and to benefit the communities, high degree of economic risk and autonomy in activities related to producing goods and/or selling services, pursuit of new opportunities and exploration of hidden resources to serve that missions, quest for sustainable models, based on well elaborated feasibility study, ongoing engagement in innovation, adaption and learning, decision- making power not based on capital ownership, participatory and collaborative nature involving various stake holders, limited distribution of profit and minimum amount of paid, change opportunities lying in the hands of every individual.

Characteristics of Social Entrepreneur- social catalysts, socially aware, opportunity seeking, innovative, resourceful, accountable. Differences between Business and Social entrepreneur, Entrepreneurship and Social Entrepreneurship. Social Entrepreneurship in developing countries and in India.

UNIT-III (5 HRS)

THE SOCIAL ENTREPRENEURSHIP PROCESS

The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) frame work, The Case Model, The Social Entrepreneurship Frame work. Sources of Social Entrepreneurship -Public Sector, Private Sector, Voluntary Sector.

Qualities and Skills of Social Entrepreneur - Entrepreneurial, innovative, transformatory, leadership, storytelling, people, visionary opportunities, alliance building, questions and doubts, accountability, missing skills, succession, scale.

UNIT-IV (10 HRS)

SOCIAL ENTREPRENEURSHIP IN PRACTICE

Bangladesh Rural Advancement Committee (BRAC), The Grameen Bank (GB), The Self Employment Women's Association (SEWA), Aravind Eye Hospital, Barefoot College, Bhartiya Samruddhi Investment & Consulting Services (BASIX), Narayana Hrudayalaya Institute of Medical Sciences, Technology Informatics Design Endeavour (TIDE). Boundaries of Social Entrepreneurship – Social service provision, Social activism.

UNIT-V (5 HRS)

ETHICAL ENTREPRENEURSHIP AND CHALLENGES IN SOCIAL ENTREPRENEURSHIP

Ethical entrepreneurship: Meaning. Empirical ethics, eternal ethics. Entrepreneur and customer, Entrepreneur and employee, Entrepreneur and Government. Challenges in Social Entrepreneurship

References:

1. Robert A. Philips Margret Bonefiel Ritesh Sharma, Social entrepreneurship, the next big business opportunity Global Vision Publishing House, New Delhi, 2011
2. S.S.Khanka, Entrepreneurship in India, perspective and practice, Akansha publishing house, New Delhi, 2009
3. Jill Kickul and Thomas S.Lyons, Routledge, Understanding social entrepreneurship, the relentless pursuit of mission in an ever changing world, New York, 2012
4. Vasanth Desai, Entrepreneurial development, Himalaya Publishing House, 2008, web resources
5. Bornstein, David, *how to change the world: social entrepreneurs and the power of new ideas* New York, Ny: oxford university press, 2004
6. Dees, j. Gregory, "the meaning of social entrepreneurship" center for the advancement, 2007. of social entrepreneurship duke university http://www.caseatduke.org/documents/dees_sedef.pdf
7. Martin, roger and Osberg, sally, "social entrepreneurship: the case for definition", Stanford social innovation review. 2008

FUNDAMENTAL OF MANAGEMENT FOR SOCIAL ENTERPRISE (Credits 3)
45 hours

UNIT - I

Management definition - principles and process of management - the evolution of management thoughts - specific management, administrative management, human relation and system approach to management. Planning - principles and types of planning - steps in planning - limitations of planning. Policymaking - general policies and specific policies in an organization - basic areas of policymaking and goal setting.

UNIT II

Organizing - organizational structure and design - authority and hierarchy - span of management - pros and cons of narrow and wide spans of control- optimum span. Use of organizational charts and manuals - lines and staff relationship - delegation - centralization of authority and the pros and cons of each.

UNIT III

Communication - Traits of Good communication - Formal and Informal Channel – Non-Verbal Communication in Business Relationship-Follow up –Business Communication Formats.

UNIT IV

Co-ordination and control - Concept of Co-ordination-Need for co-ordination - Techniques of securing co-ordinations.

Concepts of control - process of control - methods of control - application of the process of control at different levels of management - performance standards - Measurements of performance - Remedial action-Budgetary Control.

UNIT V

Decision making - models and techniques of decision making and implementation - Management by objectives - Management by Exception - Management by walking around. Problem Solving techniques

Reference Books:

1. Hellriegel / Jackson/ Solum, Management-A Competency based approach, Thomas, South Western, 11th Edition, 2007
2. Allen, L.A., Management and organization, Mcgraw Hill publishing co., ltd. 2002
3. Chandrabose.D.Principles of Management and Administration PHI 2002.
4. Hannagan, Management concepts and practices, Macmillan India Ltd., 2009
5. Koontz O'Donnell, Principles of Management Mcgraw Hill publishing co., ltd.,2011

6. Prasad, L.M, Principles and practices of Management Sultan hand & Sons. 9th Edition, 2016.
7. Sathya Raju, Management: Text & Cases, PHI, 2002.

HUMAN RESOURCE MANAGEMENT (Credits 3) 45 hours

UNIT I INTRODUCTION

Definition of HRM, Objectives of HRM, Importance, Nature, Scope, Qualities of a good Personal Manager, Evolution and Growth of Personnel Manager, evolution and growth of personnel management in India.

UNIT II HUMAN RESOURCE PLANNING

Meaning, Definition, Importance, Factors Affecting and Different process of Human Resource Planning - Long term and Short term planning - Job Analysis - Skill Inventory - Job Description and Job Specification - Succession Planning

UNIT III RECRUITMENT AND SELECTION

Purpose and Methods of Recruitment and Selection - Relative Merits of different Methods - Personnel search, Selection, Induction, Orientation and Placement.

UNIT IV COMPENSATION MANAGEMENT

Job Evaluation - Assessing Job worth and developing wage structure - wage salary Administration : Meaning, Calculation of Wages - Salary - Perquisites, Incentives, Performance based pay and fringe Benefits - Personal taxation - Performance Appraisal.

UNIT V TALENT MANAGEMENT

Retention strategies - Mentoring – Counseling - Competency Mapping and Competency Building, Dismissal and VRS - HR Audit

Reference Books

1. Gray Dessler: Human Resource Management, PHI, 14th Edition, 2015
2. Edwin Flippo, Principles of Personnel Management - Mc.Graw Hill. 8th Editoin, 1976
3. Douglas Mc.Gregor, the Human Side of Enterprise, 2011
4. Performance Appraisal, Theory and practice - AIMA VIKAS Management series, New Delhi, 1986.
5. Dale S.Beach, Personnel - The Management of people at work, 4th Edition, 2007.
6. C.B.Mammoria, Personnel Management - Himalayan Publishing co, New Delhi. 12th Edition, 2015
7. Deccenzo/ Robbins: Personnel/ Human Resource Management, PHI,2002.
8. Pattanayak: Human Resource Management, PHI,2002
9. Ashwatappa, Human Resource Management, 8th Edition, 2017.

INDIAN SOCIETY AND POLITY (CREDITS2) 30 HOURS

Unit1.

The Concepts on Nation, State, Constitution (Fundamental Rights, DPSP) Government and Democracy. Panchayat Raj, The rule of State and Democracy in Development. The nature of the Indian Political System:

- a) Basic features of the Indian Constitution with special reference to the Parliamentary Democracy and the Federal System.
- b) Preservations or Protective Discrimination for Weaker Sections.
- c) The Nature of Government in India.

Unit 2.

Society – Meaning and characteristics Major theoretical formulations in sociology Angnete Comte (Social Statics and Social Dynamics), Herbert Spencer (Organism Analogy), Karl Marx (Class Conflict), Emile Durkheim (Social Fact). Key concepts in the understanding of society; community, association, social groups, social processes, social interaction, social control, heredity and environment.

Unit 3.

Culture – Meaning features and types, Socialization – Meaning, Agencies. Social Institutions – Meaning, features, major social institutions, family, religion, economy, education, politics (Meaning features, types, recent changes and relation to development), Non-economic factors affecting development (with special reference to Indian).

- i) Family ii) Values iii) Religion iv) Caste v) Education vi) Politics

Unit 4.

The Indian Society – A brief social history, typical features of Indian society; multi, religions, multi-care, multi-lingual, rural, tradition vs modernity. Social Stratification – Meaning and features, forms of stratification, distinction between caste and class, caste in Indian traditional and changing aspects,

Unit 5.

Social Mobility – Meaning, types, factors affecting social mobility with special reference to India. Social change – Meaning, nature of change, theories of social change, obstacles to social change.

Books for References:

1. S.C. Dube : Indian Society, 2005.
2. Antony Giddens – Sociology, 8th Edition, 2017.
3. Neil Smelser – Sociology, 5th Edition, 1994.
4. Yogendra Singh : Social Stratifications and Change in India, 2nd Edition, 1997.
5. Milton Singer and Cocha B.S. : Structure and Change in Indian Society, 1968.

MARKETING INTELLIGENCE AND MANAGEMENT - (Credits 2) – 30 Hours

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

UNIT-I Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview. Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; consumer versus organizational buyers; Consumer decision-making process.

UNIT-II Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

UNIT-III Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

UNIT-IV Marketing Research: Meaning and scope of marketing research; Marketing research process. Marketing Organisation and Control: Organising and controlling marketing operations.

UNIT-V Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

Suggested Readings :

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi, 13th Edition, 2017.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi, 1993.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi, 5th Edition, 2017.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York, 15th Edition.

Course 6: Field Immersion I**Observation Visits**

No of Visits: 6

Duration: 6 Days

Component objectives

- To get exposure to different social entrepreneurship development programme
- To know the strength and contribution of social entrepreneurship towards development of India
- To observe areas of social entrepreneurship
- To document the outcome of visits
- To get practical knowledge on social entrepreneurship

Evaluation:

1. Observation visits to Social Organizations working in various sectors.
2. Individually the Student has to report on the visits made and observation done by him/her.
3. Discussion on field work with the faculty members.
4. Presentation based on the visits.
5. Students are to report to an organization 2 days in a week and need to have a firsthand exposure to the activities of the concerned social enterprise for a period of 6 weeks
6. It carries 100 marks (50 marks for internal assessment & 50 marks for external viva voce)

Course 7: Soft Skills -1 (Credit 2) 30 hours

Unit I : - Introduction, Need for Communication, Process of Communication - Written and Verbal Communication, Visual communication, Signs, Signals and Symbols, Silence as a Mode of Communication - Inter-cultural, Intra-cultural, Cross-cultural and International communication - Communications skills, Communication through Questionnaires, Business Letter Writing, Electronic Communication

Unit II : -Business Cases and Presentations, Letters within the Organizations, Letters from Top Management, Circulars and Memos - Business Presentations to Customers and other stakeholders, Presenting a Positive Image through Verbal and Non-verbal Cues, Preparing and Delivering the Presentations, Use of Audio-visual Aids - Report Writing

Unit III : Barriers to Communication Improving Communication Skills -Preparation of Promotional Material -Non-verbal communication -Body language -Postures and gestures -Value of time -Organizational body language - Importance of Listening -Emotional Intelligence

Semester II

RESEARCH METHODOLOGY (Credits3) 45 hours

UNIT I

Research meaning, scope and objectives- types of research and research design - exploratory, descriptive, Experimental, case study research. Problem definition the research problem, Review of Literature-Meaning

UNIT II

Methods of data collection – Census, Sample, Techniques of Data Collection-Questionnaire design, interview, scheduling - scaling techniques - normal, ordinal, ratio, interval-Population-sampling techniques and sample size determination , Formulation of Hypothesis- Hypothesis testing, Reliability, Validity

UNIT III

Data analysis-Editing and coding of Data; univariate-Mean, Median, Mode, Standard Deviation Bivariate- chi-square test - correlation and Regression analysis - Single and Two factor analysis of variance - Application and statistical tests - Parametric and Non-Parametric and interpretation of test results.

UNIT IV

Multivariate Analysis - Elementary concepts of factor analysis, Multiple Regression Analysis, Discriminate analysis, cluster analysis and co-joint analysis and their application in Management problem solving. Use of SPSS, AMOS

UNIT V

Presentation of Research results: Tabulation- Need, Nature and Guidelines- ungrouped and grouped frequency tables, charts and diagrams, organizing report: Report Writing- Mechanics of report writing-Use of Executive summary, appendix and Bibliography.

Reference Books:

1. Kothari-Research Methodology, 4th Edition, 2017.
2. Anderson, Quantitative methods in Business, Thomson, 12th Edition, 2013..
3. Richard I Levin and David S.Rubin Statistics for Management. Pearson Education Asia, 7th Edition, 2014.
4. David M.Levin, Simothy C Krehbiel and Mark L Berenson. Business Statistics - A first course. Pearson Education Asia, 5th Edition, 2017.
5. Levin and S.Rubin, Statistics for Management, 7th Edition, 2012.
6. S.P.Gupta - Statistical Methods, 9th Edition, 2016.
7. Cooper and Schindler - Business Research Methods, 11th Edition, 2013.

DEVELOPMENT ECONOMICS (CREDITS 3) 45 Hours

Unit I: concepts of development (14 Hours)

Development: meaning and concepts - Concepts of developed and developing economics – basic characteristics of the Indian economy – major issues of development – importance of knowledge of economics for social entrepreneurs. Causes for uneven economy in India - The problems of entrepreneurs in today's scenario.

Major features of the economy at independence; growth and development under different policy regimes——sustainability savings and investment.

Unit II : Measurement Of Human Development (7 Hours)

Millennium Development Goals and Targets – Concepts and Measures of Human Development – Human Development Index Gender Development Index – Gender Empowerment Measure – Human Development in India and States

Unit III: Political Institution -Agriculture and Economy (10 Hours)

Political Institutions and the Functioning of the State. The determinants of democracy; state ownership and regulation; government failures and corruption.

Agriculture and economy: place of agriculture- cause for low productivity – farm size – fragmentation of holdings – co-operative forming – concepts of food security and self-sufficiency - green revolution and– agriculture policy.

Unit IV: Industry and Development (7 Hours)

Industry and economy: role of industrialization, pattern of industrialization, definition and role of public and private sector, IT sector, Service Sector, Small Scale Industry, Village and Cottage Industry. Five-year plans and current industry policy – central and state and Special Economic Zones – issues and implications.

Unit V Globalization and WTO (7 Hours).

Globalization and its impact on Indian economy – World Bank – GATT – TRIPS – WTO: mission, principles, functions, and impact of WTO on Indian economy

References:

1. Datt, Ruddar, “Sundaram, Indian Economy” KPM Sultan Chand, 67th Edition, 2015.
2. Dhandekar, : Indian Economy 1947 -92 agriculture,” V M sagar Publication , 1994.
3. World development reports 2009: World Bank Publication, Oxford University Press.

SOCIAL MARKETING (Credits 3) 45 hours

Objectives:

- Define social marketing and understand the concepts of behavior change for social good.
 - Analyse the social marketing environment
 - Be able to select target audiences, objectives and goals
 - Apply the basic and advanced techniques for development of social marketing strategies.
 - Develop price, promotion and place strategies for a chosen social marketing issue.
- Understand how to effectively manage the implementation and evaluation of social marketing projects.

Unit I (15 Hours)

Social marketing: concepts & definition - types – objectives – instruments – branding - History of social marketing - Principles of social marketing - Features of social marketing theory Steps in the strategic marketing planning process Tips for success - Application of social marketing in social entrepreneurship.

Unit II (8 Hours)

Analyzing the social marketing environment: Determining research needs and options - Choosing a purpose, focus for your plan, and conducting situation analysis

Unit III (7Hours)

Selecting target audiences, objectives and goals: Segmenting, evaluating and selecting target audiences Setting behavioral goals and objectives - Identifying barriers, benefits, competition and influential others.

Unit IV (8 hours)

Developing social marketing strategies: Crafting a desired positioning - creating a product platform. Determining monetary and non-monetary incentives, Place: Making access convenient and pleasant. Promotion: Deciding on messages, messengers, and creating strategies, Selecting communication channels.

Unit V (7 hours)

Managing social marketing program: Developing a plan for monitoring and evaluation - Establishing budgets and finding funding -Creating an implementation plan and sustaining behavior.

References:

1. Social marketing “influence behavior for good” By Nany R. Lee Philip Kotler , Sage Publication 2001. Isbn : 978-81-321-1021
2. Kotler, Ph., Lee, N. Social Marketing: Influencing Behaviors for Good Sage Publications, 2011.
3. Case studies from Taylor and Francis: Cases in Public Health Communication and Marketing
4. Case studies from The Wharton School at the University of Pennsylvania
5. By Rob Donovan, Nadine Henley, Principles and Practice of Social Marketing: An International Perspective, 2nd Edition, 2010

Financial Accounting & Management (Credits 3) 45 hours

Unit I – Introduction to Accounting:

Accounting –Meaning-Definition-Objectives-Importance- Branches -Functions-Advantages-Limitations. Accounting concepts and Conventions. Accounting Standards. General Rules of Accounting.

Unit II – Financial Accounting & Budgeting:

Introduction –Meaning of Book Keeping –Distinction between Book keeping and Accounting. Basic Accounting Procedure – Trial Balance. Marginal costing – BEP, Budgetary control, Operating and Financial Budgets & Flexible Budgets.

Unit III – Final Accounts

Final Accounts – Meaning, need & objectives, types – Trading Account – Profit & loss Account – Balance Sheet- Meaning, Final Accounts with adjustment entry and Company Accounts (Latest Amendments)

Unit IV – Basics of Financial Management

Financial Management - Meaning –Objectives –scope – Functions. Role of Financial Management in an Organisation. Relationship of finance Department with other departments - Role of finance manager.

Unit – V – Sources of Finance

Short term Finance -Trade Credit, Bank Credit, Installment credit ,Customer Advances and Loan from co-operatives. Merits and Demerits of Short Term Finance. Long term Finance: Capital Market-Special Financial Institutions, Mutual Funds, Leasing Companies, Foreign Sources and Retained Earnings. Merits and Demerits of Long term Finance. Analysis of Financial Statements – Cash Flow and Fund Flow statement

Text Books :

- Dr. S. N. Maheshwari, Financial Accounting For Management, 3rd Edition, 2013.
- M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2nd Edition, 2006.
- M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd. 11th Edition, 2015.

Reference Books:

- Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2010.
- Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2017.

FUND RESOURCE MOBILIZATION (Credits 2) 30 Hours

Objective:

1. The students will gain basic knowledge and gain familiarity with the current fundraising environment.
2. The students will be able to learn and implement fundraising methods.
3. The students will be get an overview on the challenges faced during fund raising.
4. The students will be able to build a development plan and to write a proposal.

UNIT-1: Introduction

Introduction to Fundraising and Development. Basic concepts of Fundraising and philanthropy. Importance of fundraising. The characteristics of a successful fundraiser. General characteristics of the individual and corporate donors. Creating donors' profile. Challenges faced during fundraising.

UNIT-2: Methods and process:

The suspect-prospect-donor process. Methods of fundraising. Getting business support (in-kind or cash donations, sponsorship, gift-matching, payroll giving, cause-related marketing, corporate volunteering). Special events, Peer-to-peer fundraising, Concept of Crowd funding.

UNIT-3: Source of Fund raising:

Resource mobilization- concept and strategies. Raising funds from the local community. Employees and volunteers' help in raising funds, preparing the organization for fundraising. Using Internet and the new media in fundraising. Income-generating activities.

UNIT-4: Ethics and Proposal writing.

Ethics and policies in fundraising. Fund development plans. Grantsmanship and proposal writing. Role of Entrepreneur in fund raising.

UNIT-5: Advocacy, Campaigning and Lobbying.

Introduction to advocacy and campaigning. Strategies of advocacy and lobbying. Group with Power of Influence and Power Map. Stakeholder Analysis

References:

1. Meher C. Nanavatty, P.D. Kulkarni, Ngos In The Changing Scenario, 1998.
2. Saket Sahu, Management of NGOs, Print Media Publications.
3. Suresh Chandra , Anne Karen Trollope, Non-Governmental Organizations - Origin And Development, 2015.

Field Immersion II (Core) **Case Study Analysis (Credits 6)**

Case Study Analysis:

A case study is a description of an actual administrative situation involving a decision to be made or a problem to be solved. It can be a real situation that actually happened just as described, or portions have been disguised for reasons of privacy. Most case studies are written in such a way that the reader takes the place of the manager whose responsibility is to make decisions to help solve the problem. In almost all case studies, a decision must be made, although that decision might be to leave the situation as it is and do nothing.

The Case Method as a Learning Tool

The *case method of analysis* is a learning tool in which students and Instructors participate in direct discussion of case studies, as opposed to the lecture method, where the Instructor speaks and students listen and take notes. In the case method, students teach themselves, with the Instructor being an active guide, rather than just a talking head delivering content. The focus is on students learning through their joint, co-operative effort.

Assigned cases are first prepared by students, and this preparation forms the basis for class discussion under the direction of the Instructor. Students learn, often unconsciously, how to evaluate a problem, how to make decisions, and how to orally argue a point of view. Using this method, they also learn how to think in terms of the problems faced by an administrator. In courses that use the case method extensively, a significant part of the student's evaluation may rest with classroom participation in case discussions, with another substantial portion resting on written case analyses. For these reasons, using the case method tends to be very intensive for both students and Instructor.

Case studies are used extensively throughout most business programs at the university level, and The F.C. Manning School of Business Administration is no exception. As you will be using case studies in many of the courses over the next four years, it is important that you get off to a good start by learning the proper way to approach and complete them.

Objectives:

The case study is designed to complement the other materials available on the website, rather than serve as a standalone teaching tool. The other, static, portions of the site provide content, specifically on the rules governing responsible image processing.

The primary goal of the case study is to give users an opportunity to see how the image guidelines apply in the context of an actual lab, and how they intersect with issues of mentoring, authorship and technical training; a secondary goal is to reinforce the understanding of the rules guiding image presentation. The case study also aims to help users identify various temptations

and pressures that make misconduct more likely, and to reflect on ways to avoid those temptations.

Preparing the Case

Before you begin writing, follow these guidelines to help you prepare and understand the case study:

1. **Read and examine the case thoroughly**
 - Take notes, highlight relevant facts, underline key problems.
2. **Focus your analysis**
 - Identify two to five key problems
 - Why do they exist?
 - How do they impact the organization?
 - Who is responsible for them?
3. **Uncover possible solutions**
 - Review course readings, discussions, outside research, your experience.
4. **Select the best solution**
 - Consider strong supporting evidence, pros, and cons: is this solution realistic?

Drafting the Case

Once you have gathered the necessary information, a draft of your analysis should include these sections:

1. **Introduction**
 - Identify the key problems and issues in the case study.
 - Formulate and include a thesis statement, summarizing the outcome of your analysis in 1–2 sentences.
2. **Background**
 - Set the scene: background information, relevant facts, and the most important issues.
 - Demonstrate that you have researched the problems in this case study.
3. **Alternatives**
 - Outline possible alternatives (not necessarily all of them)
 - Explain why alternatives were rejected
 - Constraints/reasons
 - Why are alternatives not possible at this time?
4. **Proposed Solution**
 - Provide one specific and realistic solution
 - Explain why this solution was chosen
 - Support this solution with solid evidence
 - Concepts from class (text readings, discussions, lectures)
 - Outside research
 - Personal experience (anecdotes)
5. **Recommendations**
 - Determine and discuss specific strategies for accomplishing the proposed solution.
 - If applicable, recommend further action to resolve some of the issues

- What should be done and who should do it?

Finalizing and evaluating the Case

After you have composed the first draft of your case study analysis, read through it to check for any gaps or inconsistencies in content or structure: Is your thesis statement clear and direct? Have you provided solid evidence? Is any component from the analysis missing?

When you make the necessary revisions, proofread and edit your analysis before submitting the final draft. (Refer to Proofreading and Editing Strategies to guide you at this stage).

It carries 100 marks (50 marks for internal assessment & 50 marks for external viva voce)

Soft Skills 2 (Credits 2) 3 hours

Individual Interaction and skills Basic Interaction Skills –Within family, Society Personal and interpersonal intrapersonal skills Types of skills; conceptual, supervisory, technical, managerial and decision-making skills. Problem Solving, Lateral Thinking Self Awareness and Self Esteem Group Influence on Interaction Skills Human relations examples through role – play and cases

Leadership Skills, working individually and in a team leadership skills 15 Lectures Leadership: Lessons through Literature Team work & Team building Interpersonal skills – Conversation, Feedback, Feed forward Interpersonal skills – Delegation, Humor, Trust, Expectations, Values, Status, Compatibility and their role in building team – work Conflict Management – Types of conflicts, how to cope with them Small cases including role – plays will be used as teaching methodology.

Negotiation Skills (To be Taught through Role Plays and Cases) Types of Negotiation Negotiation Strategies Selling skills – Selling to customers Selling to Superiors Selling to peer groups, team mates & subordinates Conceptual selling, Strategic selling Selling skills – Body language

Semester III

WOMEN AND ENTREPRENEURSHIP (Credits 3) 45 hours

OBJECTIVES:

- To impart knowledge on Women and Entrepreneurship
- To study the various aspects to become an entrepreneur
- To know the status of women Entrepreneurs in India

UNIT: I –GENDER, WOMEN AND WOMEN ENTRPRENEURSHIP: (8hrs)

Understanding Gender, Culture, Patriarchy and Development, Gender Analysis Framework and gender mainstreaming Concept of Women Entrepreneur, meaning, importance, entrepreneurial traits, factors contributing to women entrepreneurship,

UNIT –II - WOMEN AND SOCIAL ENTREPRENEURSHIP: (8 hrs)

Meaning of Social Entrepreneurship, Scope, objectives, characteristics of social entrepreneurship, availability of sources for social entrepreneurship, target groups in social entrepreneurship. Functions of women social entrepreneurs, growth of women social entrepreneurship, problems of women social entrepreneurs, developing women social entrepreneurs, limitations of women social entrepreneurship.

UNIT –III –WOMEN SOCIAL ENTREPRNEURSHIP AND EMPOWERMENT: (7 hrs)

National and International scenario. Evolution of micro credit, women empowerment through micro credit. Determinants of social entrepreneurial success. Women social entrepreneurship through SHGS –model. Stages to become an efficient social entrepreneur. Strategies of capacity building. Successful Women Social Entrepreneurs – Case Studies.

UNIT –IV- WOMEN ENTREPRENEURSHIP ORGANISATIONS: (15 hrs)

National Level Standing Committee on Women Entrepreneurs, Small Industries Development organization (SIDCO), District Industries Centre (DIC) , Entrepreneurship Development Institute (EDI), National Alliance of Young Entrepreneur (NAYE), National Institute for Entrepreneurship and small business Development (NIESBUB), Association of Women Entrepreneurs of Karnataka (AWAKE) , Association of Lady Entrepreneurs of Andra Pradesh (ALEAP), Indian Council of Women Entrepreneurs, Self Employed Women’s Association (SEWA).National Science and technology Entrepreneurs, National Small Industries Corporation Ltd (NSIC), Centre for Entrepreneur Development,(CED), Consortium of Women Entrepreneurs of India (CWEI), Federation of Indian Women Entrepreneurs(FIWE), Federation of Ladies Organization (FLO), Women in India Trust (WIT), State Government Schemes foe Development of Women and Children in Rural Areas (DWCRA).

UNIT-V –WOMEN SOCIAL ENTREPRENEURSHIP- FUTURE PERSPECTIVE: (7 hrs)

Promotional strategies for developing Women Social Entrepreneurs, Training, Role of Government Sector, Role of Private Sector, Role of Non Governmental Organisations (NGOS).

REFERENCES:

1. B.S. Rathore, S.K. Dhameja, Entrepreneurship in the 21st century, Rawat Publications 1999
2. Sami Uddin, Entrepreneurship in India, Mittal Publications, 1989,
3. D.Lalitha Rani, Women entrepreneurs' Aph Publishing, 1996
4. Robert A.Philips, Margret Bonefiel Ritesh Sharma, Social Entrepreneurship, the next big business opportunity, Global Vision Publishing House, New Delhi, 2011
5. S.S.Khanka, Entrepreneurship in India, Akansha publishing house, New Delhi, 2009.
6. Vasant Desai, Entrepreneurial development- volume-1, Himalaya publishing housing, Mumbai 2008

ENTREPRENEURSHIP DEVELOPMENT (CREDIT 3) 45 HOURS

Unit I (12)

Introduction - understanding rural entrepreneurship, characteristics of an entrepreneur, Entrepreneurial scene in India. . Types of entrepreneurship, social entrepreneurship, life cycle in entrepreneurship, general myths about entrepreneurship, Importance of business plan. Idea generation, Idea to opportunity, Innovations and creativity, opportunity evaluation - discuss a tool - domains, Quality enhancement.

Unit II (7)

Business Plan - concept, preparation, issues. Discuss Business Plan Presentations. Product plan Presentations. - Failure analysis. - Structure of entrepreneurial ventures - pros and cons. Financial models – VC seed money, Special emphasis on working capital, private and public bank collaborations.

Unit III (7)

Family business- Rural community, characteristics, Resource mobilization, Succession plans, Women entrepreneur, rural marketing, rural product highlights, case studies on successful rural entrepreneurs.

Unit IV (13)

Knowledge and competence of rural entrepreneur : Dynamics of rural entrepreneurship – competences and leadership of rural entrepreneurship – business opportunity guidance - Market Survey – Theory, Practice & Analysis - Effective Communications Skills - Working Capital and its management - Marketing Management - Managing the customers - Marketing – practical field exposure – Banking - Book Keeping and Accountancy - Business laws – Taxation and related laws - Inventory Management..

Unit V (6)

Launching Formalities, Common crisis in business - Pitfalls & their control - Growth and diversification of Enterprises. –Break even analysis, Ratio analysis, techno - commercial feasibility, Costing, Pricing and Profit Management -Manpower Management - Rule and regulations - statutory and others. Exit options

References:

1. Byrd, W.A. 'Entrepreneurship, capital and ownership'. Washington, D.C. The World Bank. Mimeo, 1987.
2. Hisrich, R.D. and, C. Brush, 'The Women Entrepreneurs: Management Skills and Business Problems'. Journal of Small Business Management, 22, pp. 30-37. 1984.
3. Johnstone, W.D., C. Nicholson, M.K. Stone and R.E. Taylor, Community Work, Billings Book Plan, Worcester, Great Britain, 1990.
4. Jones, L. and I. Sakong, Government, Business and Entrepreneurship in Economic Development: Korean Case, Cambridge, MA: Harvard University Press, pp. 190-207, 1980.

5. Petrin, T., 'The Potential of Entrepreneurship to Create Income and New Jobs for Rural Women and Families', paper presented at the Fifth Session of the FAO/ECA Working Party on Women and the Agricultural Family in Rural Development, Prague, 2-5 October, 1990.

Legal Framework of Social Enterprises (Credit3) 45 hours

Unit - I
Indian Trust Act (1882)

Unit - II
Societies Act (1860)

Unit - III
Companies Act (1956)

Unit - IV
Foreign Contribution and Regulation Act (2010), Income Tax Act (1961)

Unit - V
Employee State Insurance Act 1948,
Right to information Act (2005)

Reference Books:

1. Kapoor N.D. Hand book of Industrial Law, Sultan Chand & Sons, New Delhi, 2011.
2. Justice Subhro Kamal Mukherjee, , S.P.Sen Gupta Indian Trust Act 1882, Kamala Law book house 5th Edition, 2015.
3. Lal & Rajesh Gupta Commentary on Societies Registration Act with State Amendment Rules, Kamala Law Book house, 2016

Vulnerability and Sustainable Development (Credits 3) 45 hours

UNIT I –BASIC CONCEPTS

Understanding Uncertainty: Ecological, livelihood and knowledge uncertainties; Shocks, trends, seasonality and changes. Shocks, trends, seasonality and changes

UNIT II: Contextualizing Vulnerability

Uncertainty and vulnerability; Meaning and definitions of vulnerability; Vulnerable groups and livelihoods: Peasants, Shepherds, Nomadic tribes, Traditional fishworkers, Forest-dependent communities; Manual scavengers, Mining workers, Women in households, Women in insecure working conditions, child labourers, bonded labourers; disability and vulnerability- Models to understand progression of vulnerability

UNIT III-Global Environmental Change and Marginal Livelihood

Natural Resource Management; Common Pool Resources and Rural Livelihoods; Climate Change and Livelihoods – Agriculture, Fisheries and Forests. Climate Change and Health

UNIT IV- Livelihood Asset

Natural, Physical, Human, Financial, Social and Cultural Capital; Access to Resources; Structures and Processes in deciding access to resources – State, Market and the Civil Society.

UNIT V- Livelihood Adaptation Strategies

Resource Valuation, iterations and Livelihood Strategies; Mobility, Storage, Communal Pooling, Livelihood Diversification, Market Exchange; Planned and Autonomous Adaptation Strategies; Role of State and NGOs. Local Knowledge Systems in Livelihood Adaptation. Vulnerability Mapping

Text Books:

1. Adger, W.N. (2006) Vulnerability, *Global Environmental Change*, 16 (3): 268–281.
2. Agrawal, A. (2008) The role of local institutions in adaptation to climate change, Paper presented at the Social Dimensions of Climate Change, Social Development Department, The World Bank, Washington DC, March 5-6.
3. Birkman, J. (Eds) (2006) *Measuring Vulnerability to Natural Hazards: Towards Disaster-Resilient Societies*, Hong Kong: United Nations University Press.
4. Blaikie, P.; T. Cannon; I. Davis and B. Wisner (2005) *At Risk: Natural Hazards, People's Vulnerability and Disasters*, London: Routledge Bromley D.W. And Cernea M (1989) *The Management of Common Property Natural Resources: Some Conceptual and Operational Failures*, Washington D C: World Bank. Chambers, R (1989) Editorial Introduction: Vulnerability, Coping and Policy, *IDS Bulletin*, 20:2.
5. Cleaver, F (2002) Moral Ecological Rationality, Institutions and the Management of Common Property Resources, *Development and Change*, 13(2), pp. 361-383.

TOTAL QUALITY MANAGEMENT (Credits 2) 30 hours

OBJECTIVES:

To facilitate the understanding of Quality Management principles and process.

UNIT I INTRODUCTION

Introduction – Need for quality – Evolution of quality – Definitions of quality – Dimensions of product and service quality – Basic concepts of TQM – TQM Framework – Contributions of Deming, Juran and Crosby – Barriers to TQM – Quality statements – Customer focus – Customer orientation, Customer satisfaction, Customer complaints, Customer retention – Costs of quality.

UNIT II TQM PRINCIPLES

Leadership – Strategic quality planning, Quality Councils – Employee involvement – Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen – Supplier partnership – Partnering, Supplier selection, Supplier Rating.

UNIT III TQM TOOLS AND TECHNIQUES I

The seven traditional tools of quality – New management tools – Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types.

UNIT IV TQM TOOLS AND TECHNIQUES II

Control Charts – Process Capability – Concepts of Six Sigma – Quality Function Development (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Performance measures.

UNIT V QUALITY SYSTEMS

Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors.

References:

1. V. Jayakumar & Dr. R. Raju, Total Quality Management, Lakshmi Publications, 2014.
2. N. Srinivasa Gupta & B Valarmathi, Total Quality Management, 2nd Edition, McGraw Hill Education, 2009.
3. Dale . H. Besterfield , Glen H. Besterfield, Total Quality Management, Revised Edition, Pearson Education, 2011.
4. R.P. Mohanty & R.R. Lakhe, Total Quality Management in the Service Sector, 1st Edition, Jaico Publishing, 2013.

Field Immersion III

Field Immersion (Credits 6)

Field immersion means visiting a particular society or community, befriending with people living there and living with them for a certain period of time to gain a detailed understanding about them. For example, if we are interested in learning Tharu culture, we may live in a Tharu society. During our stay with them, we will get an opportunity to observe their culture. This close observation will enable us to gain an in-depth knowledge of this culture.

Evaluation System:

1. Students are to make a report based on the field they were in and the report would be kept for evaluation, both for internal & external.
2. It carries 100 marks (50 marks for internal & 50 marks for external assessments)

Soft Skills III

CONSUMER BEHAVIOUR

I CONSUMER BEHAVIOUR — ISSUES AND CONCEPTS

- 1 Consumer Behaviour – Nature, Consumer Scope and Application Behaviour
- 2 Consumer Behaviour and An Introduction Life Style Life-style Marketing to Course MS-61 Marketing
- 3 Organisational Buying Behaviour

II INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR

- 4 Perceptions
- 5 Consumer Motivation and Involvement
- 6 Attitude and Attitude Change
- 7 Learning and Memory
- 8 Personality and Self-concept

III GROUP INFLUENCES ON CONSUMER BEHAVIOUR

- 9 Reference Group Influence & Group Dynamics
- 10 Family Buying Influences, Family Life-cycle and Buying Roles
- 11 Cultural and Sub-cultural influences

IV THE BUYING PROCESS

- 12 Problem Recognition & Information Search Behaviour
- 13 Information Processing
- 14 Alternative Evaluations
- 15 Purchases Process & Post-purchase Behaviour

V MODELLING BUYER BEHAVIOUR

- 16 Early Models
- 17 Howard Sheth Model
- 18 Recent Developments in Modelling Buyer Behaviour

Semester IV

SOCIAL ENTREPRENEUR STRATEGIES (Credits 3) – 45 Hours

Objective:

- The students will gain basic knowledge and gain familiarity about different strategies in social entrepreneurship.
- The students will be able to learn and implement different strategies namely market, pricing, management and financial.

UNIT-1: Introduction

Concept on entrepreneurial strategy - Creating strategic service vision - Developing an Entrepreneurial Competitive Strategy.

UNIT: 2 Pricing Strategy

Product and pricing strategies: Different pricing strategies. Stages of new product development, Price elasticity's, price and psychology, and other influencers and their impact on pricing.

UNIT-3: Cooperative Strategy:

Building Networks, Partnerships, and Alliances. Treating the Donors as Investors Managing the Board Entrepreneurially. Growing with an Entrepreneurial Mind-Set. Managing Organizational Change. Major approaches to customer relationship management

UNIT: 4Market Strategy:

Leading, Retailing, and Rewarding People Entrepreneurially. Performance Information that Really Performs. Key skills involved in personal selling. Growing and exploring new market directions.

UNIT-5: Financial strategy

Developing Viable Earned Income Strategies. Challenges in financial management and strategies to overcome the challenges.

References:

1. Jeremy C. Short, Todd W. Moss, and G. T. Lumpkin, Research in social entrepreneurship: past contributions and future opportunities, 2009.
2. Michael schaper, Making Ecopreneurs: Developing Sustainable Entrepreneurship, 2nd Edition, Gower Book, 2010.
3. Srinivas sridharan (Richard Ivey School of Business, University of Western Ontario, London, Canada) .Madhu viswanathan , (Department of Business Administration, University of Illinois, Champaign, Illinois, USA), Marketing in subsistence marketplaces: consumption and entrepreneurship in a South Indian context, 2008.
4. Tarun Khanna, Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours, 2011.

SOCIAL LEADERSHIP (Credit 3)

45 hours

Objectives:

Identify and describe major leadership theories and the researchers associated with those theories;

2. Describe the behaviors of effective leaders in a variety of situations;
3. Discover the personal, behavioral and situational factors in a leadership situation that lead to success or failure;
4. Use self-assessment tools to evaluate the level of leadership development;
5. Identify the skills of effective leaders;
6. Discuss the leadership strategies of leaders depicted in popular culture and the media;
7. Create a leadership product that demonstrates the level of the student's awareness of entrepreneurial leadership principles.

Unit I (15Hours)

Leadership and entrepreneurship: Leadership in entrepreneurship – successful types to help democratic leadership –global leadership in entrepreneurship - Images of Entrepreneurial Leadership - social entrepreneur leadership skills: teamwork, Communication skills, Problem-solving skills, Strong work ethic, Analytical / quantitative skills, Technical knowledge related to job, Initiative, Computer skills, Flexibility / adaptability. Leadership Traits; Characteristics and Motives - Entrepreneurial Dreams and Aspirations Charismatic and Transformational Leaders; Leadership Styles.

Unit II (8 hours)

Competency and motivation: Competencies of an entrepreneur: essential competencies for an entrepreneur – ten states to become an entrepreneur in total. Entrepreneurial motivation: motivating factors – factors motivating entrepreneurs – entrepreneurial motivation; need for power, need of affiliation, need for achievement.

Unit III (7 hours)

Creativity, innovation and entrepreneurship: Process, process of innovation, innovation and invention, classification of innovation, innovation and creativity in social entrepreneurship, entrepreneurship and generation of ideas.

Unit IV (8 Hours)

Types of Entrepreneurs and their Challenges; Situational Leadership and Social Responsibility Film Assignment: Tucker – The Man and His Dream - Influence, Power, Politics and Ethics for Leadership Developing Teamwork -Motivation and Coaching Skills of the Entrepreneurial Leader: The Creative, Innovative Leader, Communicating, negotiating and resolving Conflict.

Unit V (7 hours)

Strategic Leadership -Leadership in a Diverse World - Developing Leaders and Planning Succession

Leadership Issue for Future Entrepreneurs

References:

1. Bholanath dutta, Entrepreneurship Management, Excel Books, New Delhi, 1st Edition, 2009.
2. S. Mohan and R. Elangovan, Current Trends in Entrepreneurship, Deep & Deep Publications pvt. Ltd., New Delhi – 2006.
3. Dinh, Lord, Gardner, Meuser, Linden, & Hu, Leadership Theory and Research in the New Millennium: Current Theoretical Trends and Changing Perspectives, 2014.
4. Lord, Dinh, & Hoffman A Quantum Approach to Time and Organizational Change, 2014
5. Lichtenstein & Plowman, The Leadership of Emergence: A Complex Systems Leadership Theory of Emergence at Successive Organizational Levels Identifying Entrepreneurial Leadership in Practice & Process: Forging a New Path, May 29, 2009.

SOCIAL INNOVATION AND ENTREPRENEURSHIP (Credit 3) 45 Hours

UNIT I : INTRODUCTION TO SOCIAL INNOVATION

Innovation – Meaning, Need and Components of Innovation. Social Innovation –Meaning-Definition- History -Drivers-Types and Implications. Social Entrepreneur and Entrepreneurship. Difference between Social Entrepreneurship, Social Enterprise and Social Economy.

Unit II : SOCIAL THOUGHT

Systems Thinking and Social Innovation , Social Innovation and the Enabling Environment , Strategic Approaches to Social Innovation - Social Intrapreneurship, CSV & B-Corps. Agripreneurship

UNIT III: PROCESS OF SOCIAL INNOVATION

Social Innovation Process: Prompts – Proposals – Prototypes – Sustaining-scaling and Systematic change. Connecting People, Ideas and Resources: Innovation Intermediaries – champions – Teme-Hubs – Institution – Network and Platforms . Different Ways of Supporting Social Innovation: In the Public Sector –In the Third Sector –In the Market Economy –In the Household Economy.

UNIT IV: FUNDS FOR SOCIAL INNOVATIONS :

Different ways to get funding :Business plan competitions, challenges and winning awards-Seed stage and angel funding-Grants and donations-Crowd funding-Social enterprise incubators-Social Venture Capital firms-Debt Financing –Loan Guarantees – Pooling –Social Impact Bonds – Micro Finance – Others

UNIT V: SOCIAL INNOVATION PROJECTS

Social Innovative projects in Foreign Countries.-Social Innovative projects in India-Humanitarian Innovation. Case Studies

RECOMMENDED BOOKS:

1. Brendan Galbraith, Francesco Molinari, Social Innovation and Entrepreneurship Case Studies, Practices and Perspectives Paperback – September 8, 2014
2. Stephen Goldsmith, The Power of Social Innovation: How Civic Entrepreneurs Ignite Community Networks for Good, 1st Edition, 2010.

PROJECT MANAGEMENT – (Credits 2) 30 hours

Objective : The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.

Unit 1(6 hours)

Concept of project: Basic concepts, classification, characteristics of project, Project life cycle, Project management, Tools & Techniques of project management, project organization.

Unit II(6 hours)

Project identification: Identification, generation of ideas, SWOT analysis, Preliminary screening, project rating index. Market & Demand Analysis: Collection of data, market survey, market planning, market environment, project risk analysis, demand forecasting techniques. Participatory Project Planning

Unit III (7 hours)

Technical Analysis: selection of technology, material input and utilities, plant capacity, location & site, machinery and equipment, structures and civil work, environmental aspects, project charts and layouts. Financial Estimation: Project cost, source of finance, cost of production.

Unit IV (6 hours)

Financial Analysis: Characteristics of financial statement, Working Capital, Project income statement, projected cash flow statement, projected balance sheet, projected profitability. Investment Evaluation: Investment decision rule, techniques of evaluation, payback period, accounting rate of return, profitability index method, Net profitability index, Internal rate of return, discounted payback period.

Unit V (5 hours)

Social Cost Benefit Analysis: Concept of social cost benefit, significance of SCBA, Approach to SCBA, UNIDO approach to SCBA, Shadow pricing of resource, the little miracle approach, Project Implementation: Schedule of project implementation, Project Planning, Project Control, Human aspects of project management, team building, high performance team.

SUGGESTED READINGS:

1. Marwah-Project Management, Wiley Dreamtech, 2011.
2. Chaturvedi & Jauhari-Project Management, Himalaya Publishing, 1st Edition, 2016.
3. Chandra Prasanna - Project: Preparation, Appraisal, Budgeting and Implementation. TMH, 7th Edition, 1st Edition, 1987.
4. Mishra - Project Management, Excel Books, 1st Edition, 2012.
5. Goyal BB – Project Management: A Development Perspective, Deep & Deep, 1996.
6. Gopalan- Project Management Core Text Book (Wiley), 2nd Indian Edition, after 2006.

PRODUCT MANAGEMENT (Credits 2) 30 hours

Unit I : (4 hours)

Product management introduction - Basic Concepts - The Product Management Process - The Product Planning System

UNIT II (6 hours)

Managing products - Product Line Decisions - Product Life Cycle - Product Portfolio - Product Pricing branding and packaging decisions: Branding Decisions - Positioning Decisions - Brand Equity - Packaging Decisions

UNIT III (8 hours)

New product development: Organising for New Product Development - Generation, Screening and Development of New Product Ideas - Economic Analysis. Product range analysis : Product range concept -Definition , Dimensions Large versus short product range, Roles on the product lines, Product range analysis, Why product range analysis - Tools and methods - SWOT - Operational dimension ABC method - Strategic approach - BCG - - Mc Kinsey - 3ADL

UNIT IV (6 hours)

Implementing New Product Decision: Concept Development and Testing - Physical Development of the Product - Pretest Marketing and Test Marketing - Product Launch - Packaging as a tool of market cultivation New Product.

UNIT V (6 hours)

Product planning and development: Product planning - Price planning -Break even point analysis - Communications planning -.Advertising planning Distribution planning. **Products versus services:** Products specifications - Product – Province – Service - Services classification - Services marketing mix - Marketing implementation in services companies - Customer care - Relationship marketing - Internal marketing.

References

1. Dr. Mayak sharma Product Management, Global India Publications, New Delhi, 2009.
2. Robert G. Cooper, Winning at new products, PERSEUS publishing, 3rd Edition, 2001.
3. David Rainey, Product innovation, Cambridge, 2009.
4. Merle Crawford-anthony Di Benedetto. New products management. Mc Graw Hill, 11th Edition, 2014.

Research Project (Credit 6)

Students would be required to take an individual assignment with a social entrepreneurial organization and they would be given a topic that would be of critical importance for the effective functioning of the organization. Students are to come out with a solution for the issue that they are informed and the solution they would be offering is to be made as a document for the evaluation in the format provided

Choice to do either a Research Project with an Organization or independently engage with a community / society and develop a business plan for the social upliftment of the concerned community

Evaluation:

It carries 100 marks with equal contribution from both internal and external assessments

Field Immersion IV

Field Immersion (Credits 6)

In this fieldwork process, the student has to choose a particular community/ project and display enhanced practice skills. Develop greater understanding of social reality and day-to-day work. Enhance awareness of self in the role of being a social entrepreneur and make/ visualize a social change model in the community or fields of practice.

Evaluation System:

1. Students are to make a report based on the field they were in and the report would be kept for evaluation, both for internal & external.

It carries 100 marks (50 marks for internal & 50 marks for external assessments)

Soft Skills IV (Credit 2)

Campus to Social Entrepreneurial Transition: Adaptation, Managing expectations, developing professionalism, Performance management (Learning to manage one's own performance & enterprise).

Creative thinking: Developing Curiosity, Risk taking, using creativity for management of the new start up / existing SE firm, Crisis management, Life style Management.

Positive Approach: Optimism, developing sense of gratitude, learning to appreciate,

Evaluation:

It carries 100 marks, a mix of both internal 50 marks & external viva voce 50 marks