MANGALORE UNIVERSITY

Department of Sociology

MA Sociology

SYS 556 Social Entrepreneurship

Course Outcome:

CO1. Be an entrepreneur or enlarge job prospects.
CO2. Development of personal qualities relevant to entrepreneurship,
CO3. Contact with the world of business and market relations
CO4. Entrepreneurial attitudes, skills and career options.
CO5. Self employment strategies
CO6. Raising students' awareness of self-employment as a career option
CO7. Prominent social entrepreneurs

Objectives:

The course intends to provide

1. Training to be an entrepreneur or to enlarge job prospects of the individual.
2. Promoting the development of personal qualities specific training that are relevant to entrepreneurship,
3. Offering early knowledge of and contact with the world of business, entrepreneurial attitudes and skills and some understanding of the role of entrepreneurs in the community
4. Raising students' awareness of self-employment as a career option

UNIT –I: Introduction: **Hrs -14**

a. Meaning and Importance of social entrepreneurship; Qualities of social entrepreneurs
b. Types of social enterprises – Voluntary, NGO, NPO, Third Sector Organizations
c. Establishment of social enterprises in India

UNIT – II: Professional Management for Social Enterprises: **Hrs - 12**

a. Importance of Professional management in Social Enterprises
b. Application of professional management techniques in social enterprises
c. Human Resource Development and capacity building for social enterprises

UNIT - III: Mobilizing and Managing Capital for Social Enterprises: Hrs - 12

a. Aid Agencies for social enterprises
b. Accountability among social enterprises
c. Social Audit and submitting returns.

UNIT –IV: Indian Social Enterprises and Social Entrepreneurs: Hrs - 14

Select case studies of Indian social enterprises and entrepreneurs–

1. M.S. Swaminathan, Varghease Kurien – green revolution, white revolution
2. Bindeshwar Pathak – Sanitation
3. Ela Bhatt, Sumita Ghose – women empowerment
4. Vineet Rai, Harish Hande – rural facelift

UNIT – V: Marketing of Social Services: Hrs -12

a. Application of marketing principles in welfare and development field
b. Corporate Social Responsibility
c. Monitoring and Evaluation

Reference Books:

Bornstein, David. 2007. *How to Change the world: Social Entrepreneurs and the Power of New Ideas*, Oxford University Press.

Dees, Gregory., Jed Emerson, and Peter Economy. 2002. *Enterprising Non Profits – A Toolkit for Social Entrepreneurs*, John Wiely and Sons.

Drucker, Peter. 1990. *Managing the Non Profits Organizations*: Practices and Principles, Harperocollins.

Lee, Nancy R and Philip Kotler. 2012. *Social Marketing: Influencing Behaviours for Good*, Sage South Asia

Nicholls, Alex. 2006. *Social Entrepreneurship: New Models of Sustainable Social Change*, Oxford University Press.

Setterberg, Fred and Kary Schulman. 1985. *Beyond Profit: Complete Guide to Managing the Non Profit* Organizations, Harper & Row.

Steven Ott. J. 2001. *Understanding Non Profit Organizations: Governance, Leadership and Management*, Westview Press.

Sunder, Pushpa. 2013. *Business and Community: The Story of Corporate Social Responsibility in India*, Sage