



MADRAS SCHOOL OF SOCIAL WORK

(An Autonomous Institution Affiliated to the University of Madras)

32, Casa Major Road, Egmore, Chennai 600 008

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Dr. S. RAJA SAMUEL, M.A., Ph.D.
Principal & Secretary, College Committee

PG Department of Social Entrepreneurship – Metric ID: 1.1.3

This is to certify that following are the courses having focus on Entrepreneurship/
Employability/ Skill Development in MA Social Entrepreneurship Programme in the
academic years 2017-2021.

Dr. S. Raja Samuel
30/11/2021

Signature of the Principal

Dr. S. RAJA SAMUEL, M.A., Ph.D.,

Principal

Madras School of Social Work (Autonomous)

No.32, Casa Major Road,

Egmore, Chennai - 600 008.



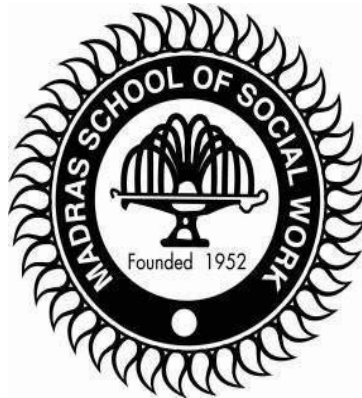
1.1.3 MA SE Course Mapping on -**Entrepreneurship/ Skill Development / Employability** 2017-18

S no	Name of the Course	Course Code	MA Social Entrepreneurship - Entrepreneurship/ Skill Development/ Employability	Page Nos
2017-18				
Semester I		Semester I	Semester I	
1	Introduction to social entrepreneurship(Core)	SE/17C/01	Entrepreneurship - Developing knowledge on social entrepreneurship, bring out the practice of Social Entrepreneurship in India	10
2	Understanding Indian society and polity(Inter disciplinary)	SE/17ID/02	Skill Development - Constitutional rights, inclusive development ,governance, Characteristics of Indian society for enabling to indentify problems and approach solutions	12
3	Fundamental of management for social enterprise(Core)	SE/17C/03	Entrepreneurship - Concept, emerging trends in management and relevance to social entrepreneurship, decision making & problem solving, communication skills,	13
4	Understanding human resource management(Core)	SE/17C/04	Employability - Human resource planning, recruitment and management	14
5	Social marketing(Inter disciplinary)	SE/17ID/05	Entrepreneurship- analysing market, application of basic and advanced techniques, development of social marketing strategies	15
6	Field work ((Core)	SE/17C/06	Skill Development - Exposure to social entrepreneurship programmes, identifying the areas of social entrepreneurship	17
7	Softskills I –	SE/17S/07	Skill Development -communication skills, and business communication & presentations	18
Semester II		Semester II	Semester II	
8	Research methodology	SE/17C/08		20

	(Core)		Skill Development - Data collection, data processing , analysis and report writing	
9	Financial Management((Core)	SE/17C/09	Entrepreneurship -Concepts, bank Credit, Terms of finance, financial system, budgeting structure, working capital and cash management	21
10	Fund raising and Resource Mobilization (Inter disciplinary)	SE/17ID/10	Entrepreneurship- Current fund raising environment, implement fund raising methods, build developmnet plan and proposal writing	22
11	Development Economics (Core)	SE/17C/11	Entrepreneurship - Policies, Global and local economic institutions, entrepreneurship development based on Sustainable development goals	16
12	Business Accounting (Core)	SE/17C/12	Skill development - credit-debit rules, Ledger, positing entries, company accounts, cost accounting	23
13	Field work (Core)	SE/17C/13	Entrepreneurship- field Case study analysis- business administration & approach learning	25
14	Soft skills	SE/17S/14	Skill Development -InterpersonalIntra personal skills-supervisory, technical, managerial and decision making skills. Problem Solving, Lateral Thinking	24
15	Summer placement	SE/17R/15	Employability - Practical learning and application of theoretical knowledge	
	Semester III	Semester III	Semester III	
16	Women and entrepreneurship(Core)	SE/17C/16	Entrepreneurship- Schemes, policies for women, Funding instittutions, women social ventures	29
17	Rural entrepreneurship(Core)	SE/17C/17	Entrepreneurship- Rural potential identification for business, developing youth skills, converting idea into vialbe business and measuring feasibility	31
18	Marketing intelligence and management(Core)	SE/17C/18	Entrepreneurship - Marketing concepts application, decition making under various environmental constrains	33
19	Legal frame work of social enterprises(Inter disciplinary)	SE/17ID/19	Entrepreneurship -legal procedures for registaring Social Enterprises, insurance, labour laws RTI	34
20	Total Quality Management(Inter disciplinary)	SE/17ID/20	Entrepreneurship - Quality Management principles , Tools, techniques and quality systems	32
21	Field Immersion(Core)	SE/17C/21		36

			Entrepreneurship - Understanding Community, culture, identifying the problems	
22	Soft skills III	SE/17S/ 22	Skill Development - Consumer behaviour, influences on buying behaviour and process	35
	Semester IV	Semester IV	Semester IV	
23	Social Entrepreneur Strategies (Core)	SE/17C/23	Entrepreneurship - Application of different strategies for market, pricing, management and financial aspects	38
24	Social Entrepreneurship Leadership And Motivation (Core)	SE/17C/24	Entrepreneurship - Suitable social entrepreneurship models, situational factors, leadership strategies	39
25	Project Management (elective)	SE/17E/25	Employability - Developing project ideas, formulation of tools and techniques, draft proposal, Management and evaluation of projects,	42
25	Product Management (elective)	SE/17E/25	Entrepreneurship - Product planning systems, managing products, new product development, implementation of new decisions, product development	43
26	Social Innovation And Entrepreneurship (Core)	SE/17C/26	Entrepreneurship - Social innovation, Systems thinking, Proto types, scaling, Funds for social innovation	41
27	Research Project (Core)	SE/17C/27	Skill development - Identifying the problem in Social enterprises, community, applying methods, proposing models to address the problem through social entrepreneurship approach	44
28	Field Inenship	SE/17R/28	Employability - Community based practical field training for enhancing the self for the role of being a social entrepreneur	45
29	Soft Skills IV	SE/17S/29	Skill Development - Performance management, professionalism, creative thinkng, optimism and life-style management	46
30	Summer internship	SE/17R/30	Employability - Practical field training at Social Entrepreneurship organisations, Start-ups, Other Eco - sysetem providers	

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M.A. IN SOCIAL ENTREPRENEURSHIP
COURSE REGULATIONS AND SYLLABUS
(Effective from the academic year 2017 - 18 onwards)

Course focus mapping in terms of --Entrepreneurship /Employability/ Skill development

Green colour --Entrepreneurship

Blue colour-- Employability

Golden orange -Skill development

Pg Nos -- 7,8, 10 13, 15, 16,17 ,21,22, 25, 29,31,32,33,
 34, 36, 38 , 39, 41,43

Pg nos 7,8,14, 42

pg nos 7 8, 12, 18,20 , 23 , 24,35

Table of contents
M.A SOCIAL ENTREPRENEURSHIP PROGRAMME

Semester	Subjects	Credits	Page No
I	Introduction to social entrepreneurship (Core)	3	
	Understanding Indian society and polity (ID)	3	
	Fundamental of management for social enterprise (Core)	3	
	Understanding human resource management (Core)	3	
	Social marketing (ID)	3	
	Field work – I (Observation Visit &Project work)	6	
	Soft skill I	2	
II	Research methodology (Core)	3	
	Financial Management (Core)	3	
	Fund raising and Resource Mobilization (ID)	3	
	Business Accounting (Core)	3	
	Development Economics (ID)	3	
	Soft skills II	2	
	Field work II – (Case study analysis)	6	
III	Women and entrepreneurship(Core)	3	
	Rural entrepreneurship (Core)	3	
	Total Quality Management (Core)	3	
	Marketing intelligence and management (ID)	3	
	Legal frame work of social enterprises (ID)	3	
	soft skill III	2	
	Field work III – (Field Immersion)	6	
IV	social entrepreneur strategies (Core)	3	
	social entrepreneurship leadership and motivation (Core)	3	
	social innovation and entrepreneurship (Core)	3	
	Product Management / Project Management (Elective)	3	
	Research Project	6	
	Block Placement	3	
	Soft skills IV	2	
	Total credits	92	

Introduction:

Social Entrepreneurship is more than a set of tools and techniques for starting and growing a business. It's a mindset, a way of looking at things that is problem/**opportunity** focused and creative. It's about passion -- doing what you love. It's about creating wealth in all its forms: economic value, social innovation and sustainability, and making a difference in the communities we serve.

While numerous different definitions of social entrepreneurship exist, there appears to be broad consensus about two issues:

1. Social entrepreneurship involves the creativity, imagination and innovation often associated with entrepreneurship; and
2. The outcomes of social entrepreneurship are focused on addressing persistent social problems particularly to those who are marginalized or poor.

About the Program:

Social Entrepreneurship is an emerging and rapidly changing business field that examines the practice of identifying, starting and growing successful mission-driven for profit and non-profit ventures, that is, organizations that strive to advance social change through innovative solutions. This course is designed to provide a socially relevant academic experience in order to help students gain in-depth insights into economic and social value creation across a number of sectors/areas including poverty alleviation, energy, health and sustainability.

Through case studies, lectures, and classroom dialogue, students will learn to think strategically and act opportunistically with a socially-conscious business mindset. Topics will include problem/opportunity assessment, acquiring the necessary resources to grow a social enterprise, and the tradeoffs between social and financial returns on investment.

Students will also gain exposure to various social organizational models that are making tangible and potentially scalable progress in serving the needy population.

Objective of the Course:

1. To provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship.
2. To demonstrate the role of social entrepreneurship in creating innovative responses to critical social needs (e.g., hunger, poverty, inner city education, global warming, etc).
3. To engage in a collaborative learning process to develop a better understanding of the context and domain of social entrepreneurship.

- To help prepare you personally and professionally for meaningful employment by reflecting on the issues of social entrepreneurship

PATTERN OF THE COURSE

Adopting the CBCS pattern, the course of study for the M.A. in SOCIAL entrepreneurship focuses on different dimensions including industrial management service sectors

- Theory courses / papers [Core papers, Interdisciplinary papers and Elective papers] connected with the specialization studied.
- Field Practicum (As core paper)
- Research Project (As core paper)
- Co-curricular components viz., Summer Placement & end of course Block placement. (As course completion requirements)

The students should also undergo the Madras University specified compulsory Soft-Skills courses (as supportive courses).

- Certificate courses offered by the Department/College (as course completion requirements)
- Case study analysis

As per the course content, the terminology is elaborated below:

Core courses / paper refer to such of those papers offered in the core domain of social work. They fall under the category of Theory, Field work and Research. Study of the core courses is compulsory. The core courses are normally given 3-6 credits per course. For identification purposes they are denoted by the letter code **(C)**.

Interdisciplinary course / paper refers to introductory courses from related social science disciplines viz., Sociology and human resource management that are necessary for the enhancement of the understanding of the core courses.

Study of these courses is also compulsory. These courses may be assigned 2 credits per course. For identification purposes they are denoted by the letter code **(ID)**. **Elective courses** are supportive courses to the specialization specific core courses.

Depending on student need and interest they can make a choice from any category. Only Intra-departmental registration will be permitted for these courses. They are denoted by the letter code **(E)**.

Soft skills course / paper refers to facilitative courses offered for enhancement of personal development and employability skills. These courses are to be offered during the course. They are also assigned 2 credits per course. For identification purposes they are denoted by the letter code **(S)**.

Record Course refers to courses required for course completion. For identification purposes they are denoted by the letter code **(R)**. All Record Courses except Summer Placement do not carry any credits. Summer placement (though a record course) will be assigned 2 credits.

Certificate Courses refers to add-on courses conducted by the department / other departments in the campus. Each student has to compulsorily enroll and complete any TWO courses anytime before 4th semester. Students are free to enroll in more than two courses if it suits them. Courses attended outside

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college conducted by professional organizations fulfilling the criteria of 30 hours can be considered provided they are similar to the certificate courses offered in the college. In all the student has to gain specified number of credits (**minimum 91 credits**) to complete the course, distributed @**Semester- I: 21 credits; Semester II: 23 credits; Semester III: 22 credits; and Semester IV: 25 credits.**

Teaching Methodology

The curriculum transaction will involve Lectures, interactive discussions, Group assignments/discussions, Providing reading material for reflection and discussions, Article/news item reviews, Field based case studies/discussions and analysis, Field Visits and Guest Lectures.

ELIGIBILITY FOR THE AWARD OF MA-SE DEGREE:

As per the autonomous regulations a candidate in the Madras School of Social Work becomes eligible for the award of the degree of M.A. Social Entrepreneurship subject to the fulfillment of the following conditions:

1. Undergone the Post-graduate course of study in Social Entrepreneurship offered by the Madras School of Social Work over 4 semesters (Two years full-time) and has earned the prescribed 95 credits.
2. Passes all the theory examinations, completed summer placement, field work, Soft-skill programmes, Certificate courses and all other course completion requirements.
3. Meets all other requirements in vogue as prescribed by the Board of studies in Social Entrepreneurship at the time of admission and the amendments introduced to the regulations by the Board of Studies in Social Entrepreneurship from time to time.

CONDITIONS FOR PROMOTION & AWARD OF DEGREE:

A candidate who does not pass the examination relating to any theory paper in any one of the semester shall be permitted to register for re-examination in such failed paper(s) in the ensuing odd/even semester examinations respectively held by the College.

As a special consideration students who have failed in any of the FINAL Semester theory paper(s) will be given an opportunity to clear the arrear (subject to the condition of a maximum of only one paper) by registering for **Instant Examination** which will be conducted following the publication of the results of the preceding End Semester Examinations. This special facility is provided only to the outgoing students to enable them to complete their course in the same academic year itself and to enter into employment market.

However, any student to qualify for the award of the M.A Social Entrepreneurship degree by the University of Madras, besides passing in all the theory and practical examinations conducted by the college should have also completed all the course requirements as prescribed by the Board of Studies in Social Entrepreneurship of the college.

A: PAPER - CREDIT - CLASS HOURS - EXAM HOURS - MATRIX

SEM. No.	TYPE OF PAPER.	TYPE OF PAPER	TOTAL NUMBER OF PAPERS	CREDIT PER PAPER	TEACHING HOURS PER PAPER WEEK @ 3 CLASS DAYS PER WEEK	DURATION OF EXAM (HOURS)	PAPER-WISE CREDIT TOTAL			SEMESTER-WISE CREDIT TOTAL
								Core	Non core	
I	Core	Theory	3	3	3	3	9	15	-	23
		Fieldwork	1	6	-	--	6			
	Interdisciplinary <i>Soft skill I</i>	Theory	2	3	2	3	6	2	8	
		-	1	2	2	Only ICA	2			
II	Core	Theory	3	3	3	3	9	15		23
		Fieldwork	1	6	-	--	6			
	Interdisciplinary <i>Soft skill II</i>	Theory	2	3	2	3	6	2	8	
		-	1	2	2	Only ICA	2			
	Record Course	<i>Summer placement</i>	--	--	-	--	--			
III	Core	Theory	3	3	3	3	9	15		23
		Fieldwork	1	6	-	--	6			
	Interdisciplinary <i>Soft skill III</i>	Theory	2	3	2	3	6	2	8	
		-	1	2	2	Only ICA	2			
	Record Course	Study Visits	--	--	4 visits	--	--			
IV	Core	Research	1	6	-	Only ICA & Viva	6	15		23
		Theory	3	3	3	3	9			
	Inter disciplinary <i>Soft skill IV</i>	Theory	1	3	1	3	3	2	5	
		-	1	2	2	Only ICA	2			
	Record Course	<i>Block Placement</i>	1	3	-	--	3		3	
	TOTAL				-----			60	32	92

B: SYLLABUS MATRIX

SEMESTER I

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COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	LECTURE HOURS								
1	SE/17C/01	Introduction to social entrepreneurship (Core)	3	45	Green --ENTREPRENEURSHIP Orange --SKILL DEVELOPMENT BLUE - EMPLOYABILITY							
2	SE/17D/02	Understanding Indian society and polity (Inter disciplinary)	3	45								
3	SE/17C/03	Fundamental of management for social enterprise (Core)	3	45					3	50	50	100
4	SE/17C/04	Understanding human resource management (Core)	3	45					3	50	50	100
5	SE/17D/05	Social marketing (Inter disciplinary)	3	45					3	50	50	100
6	SE/17C/06	Field work ((Core)	6	--					--	50	50	100
7	SE/17S/07	Soft skills I – Personal and Interpersonal Connect	2	45					1	50	--	50
TOTAL CREDITS			23	----								

SEMESTER II

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	LECTURE HOURS	EXAM HRS	ICA	ESE	MAX. MARKS
8	SE/17C/08	Research methodology (Core)	3	45	3	50	50	100
9	SE/17C/09	Financial Management ((Core)	3	45	3	50	50	100
10.	SE/17D/10	Fund raising and Resource Mobilization (Inter disciplinary)	3	45	3	50	50	100
11.	SE/17C/11	Development Economics (Core)	3	30	3	50	50	100
12.	SE/17C/12	Business Accounting (Core)	3	30	3	50	50	100
13.	SE/17C/13	Case study analysis (Core)	6	--	6	50	50	100
14.	SE/17S/14	Soft skills	2	45	3	50		50
15.	SE/17R/15	Summer placement	-	--	No theory examination / Only course completion requirement.			
TOTAL CREDITS			23	-----				

SEMESTER III

COURSE NO.	COURSE CODE*	TITLE OF THE COURSE	CREDITS	LECTURE HOURS	EXAM HRS	ICA	ESE	MAX. MARKS
16.	SE/17C/16	Women and entrepreneurship (Core)	3	45	3	50	50	100
17.	SE/17C/17	Rural entrepreneurship (Core)	3	45	3	50	50	100
18.	SE/17C/18	Marketing intelligence and management (Core)	3	45	3	50	50	100
19.	SE/17ID/19	Legal frame work of social enterprises (Inter disciplinary)	3	45	3	50	50	100
20.	SE/17ID/20	Total Quality Management(Inter disciplinary)	3	30	3	50	50	100
21	SE/17C/21	Field Immersion (Core)	6	--	--	50	50	100
22.	SE/17S/ 22	Soft skills III	2	30	1	50	--	50
TOTAL CREDITS			23	-----				

SEMESTER IV

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	LECTURE HOURS	EXAM HRS	ICA	ESE	MAX. MARKS	
23	SE/17C/23	Social Entrepreneur Strategies (Core)	3	45	3	50	50	100	
24.	SE/17C/24	Social Entrepreneurship Leadership And Motivation (Core)	3	45	3	50	50	100	
25.	SE/17E/25	Product Management /Project Management (elective)	3	45	3	50	50	100	
26.	SE/17C/26	Social Innovation And Entrepreneurship (Core)	3	30	3	50	50	100	
27.	SE/17C/27	Research Project (Core)	6	--	--	50	50	100	
28.	SE/17R/28	Block Placement	3	--	--	50	50	100	
29.	SE/17S/29	Soft Skills IV	2	30	--	50	--	50	
30.	SE/17R/30	Summer internship (After 4 th Semester Theory Exams)	--				No marks. Only a requirement for		
TOTAL CREDITS			23	-----					

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

SUBJECT-INTRODUCTION TO SOCIAL ENTREPRENEURSHIP**CREDITS-3 -****45 HRS****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

(10HRS)

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.

UNIT-II

(15 HRS)

SOCIAL ENTREPRENEUR, SOCIAL ENTERPRENEURSHIP 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, Bhartia 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. Social entrepreneurship, the next big business opportunity, Robert A. Philips Margret Bonefiel Ritesh Sharma, Global Vision Publishing House, New Delhi, year-2011
2. Entrepreneurship in India, perspective and practice, S.S.Khanka, Akansha publishing house, New Delhi, 2009
3. Understanding social entrepreneurship, the relentless pursuit of mission in an ever changing world, Jill Kickul and Thomas S.Lyons, Routledge, New York, 2012
4. Entrepreneurial development, Vasanth Desai, Himalaya Publishing House, 2008, web resources
 - Bornstein, David (2004) *how to change the world: social entrepreneurs and the power of new ideas* New York, Ny: oxford university press.
 - Dees, j. Gregory (2001) "the meaning of social entrepreneurship" center for the advancement of social entrepreneurship duke university http://www.caseatduke.org/documents/dees_sedef.pdf
 - Martin, roger and Osberg, sally (2007) "social entrepreneurship: the case for definition", Stanford social innovation review. 2008

Understanding Indian Society and Polity (Credit 3) 45 hours

Unit 1.

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 Auguste 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-caste, 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
2. Antony Giddens – Sociology
3. Neil Smelser – Sociology
4. Yogendra Singh : Social Stratifications and Change in India
5. Milton Singer and Cocha B.S. : Structure and Change in Indian Society.

FUNDAMENTAL OF MANAGEMENT FOR SOCIAL ENTERPRISE (Credit 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 policy making 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.
2. Allen, L.A., Management and organization, Mcgraw Hill publishing co., Ltd.
3. Chandrabose.D.Principles of Management and Administration PHI2002.
4. Hannagan, Management concepts and practices, Macmillan India Ltd.,
5. Koontz O'Donnell, Principles of Management Mcgraw Hill publishing co., Ltd.,
6. Prasad, L.M, Principles and practices of Management Sultan hand & Sons.
7. Peter Drucker, The Practices of Management - Hillied publications.
8. SathyaRaju, Management: Text & Cases, PHI, 2002.

UNDERSTANDING HUMAN RESOURCE MANAGEMENT (Credit 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 COMPETENCY BASED HRM

Competency Mapping and Competency Building - Motivation and Retention strategies - Mentoring -- Employee Separation: Retirement, Resignation, Dismissal and VRS - HR Audit - Human Resource in Mergers and Acquisitions.

Reference Books

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

SOCIAL MARKETING (Credit 3)

Objectives:

- Define social marketing and understand the concepts of behaviour 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 (15Hours)

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 and 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. (2011). Social Marketing: Influencing Behaviors for Good Sage Publications
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. **Principles and Practice of Social Marketing: An International Perspective**
By Rob Donovan, Nadine Henley

Website references :

<http://communicationtheory.org/social-marketing-theory/>

https://business.ohio.edu/media/317408/crawford_syllabus_mgt_3450_fall_2015_entrepreneurial-leadership.pdf

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—goals, constraints, institutions and policy framework; an assessment of performance—sustainability and regional contrasts; structural change, 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; alternative institutional trajectories and their relationship with economic performance; within-country differences in the functioning of state institutions; 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 mechanization of agriculture – 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 and functions and impact of WTO on Indian economy

References:

Datt, Ruddar, "Sundaram, Indian Economy" KPM Sultan Chand 1999.

Dhandekar, : Indian Economy 1947 -92 agriculture," V M sagar Publication , 1994.

World development reports 2009: World Bank Publication, Oxford University Press.

Course 6: Field work -1

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

Course 7: soft skills -1 credit 3
(Hours 45hours)

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 (Credit 3) 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
2. Anderson, Quantitative methods in Business, Thomson, 2002.
3. Richard I Levin and David S.Rubin Statistics for Management. Pearson Education Asia 2002.
4. David M.Levin, Simothy C Krehbiel and Mark L Berenson. Business Statistics - A first course. Pearson Education Asia 2002.
5. Levin and S.Rubin, Statistics for Management.
6. S.P.Gupta - Statistical Methods.
7. Cooper and Schindler - Business Research Methods.

FINANCIAL MANAGEMENT (Credit 3) 45 hours

UNIT I –BASIC CONCEPTS

Finance -Finance Functions and other functions. Structures of the Financial System. Financial Management - Meaning –Objectives –scope – Functions. Role of Financial Management in an Organisation. Relationship of finance Department with other department- Role of finance manager.

UNIT II: 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

UNIT III -CAPITAL BUDGETING &CAPITAL STRUCTURE

Meaning - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return. Capital structure - Cost of capital and valuation - designing capital structure. Time Value of money.

UNIT IV- WORKING CAPITAL&MANAGEMENT OF PROFIT

Working capital -Meaning -Need-Determinants, Issues and Estimation of working capital - - Inventory management - Cash management - Working capital finance .Dividend –Meaning-Forms of Dividend policies-Share splits

UNIT V: Computers and Financial Applications. Business restructuring-Importance, financial implication, valuation, merger, de-merger, amalgamation.

Text Books:

- M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 6th edition.
- M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd.

Reference Books:

- Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill.
- Srivatsava, Mishra, Financial Management, Oxford University Pres.

FUND RAISING AND 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.

Fundraising as a management process. Importance of fundraising.

UNIT-2: Fund raiser and Donor.

The characteristics of a successful fundraiser. General characteristics of the individual and corporate donors. Creating donors' profile. Challenges faced during fundraising.

UNIT-3: 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-4: 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-5: Ethics and Proposal writing.

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

References

NGOS IN THE CHANGING SCENARIL, MEHER C. NANAVATTTY, P.D. KULKARNI

Management of NGOs , Saket Sahu

Non-Governmental Organizations - Origin And Development by Suresh Chandra , Anne Karen Trollope

BUSINESS ACCOUNTING (2 credit) 30 Hours

I. INTRODUCTION TO ACCOUNTING:

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

II. FINANCIAL ACCOUNTING

Introduction –Meaning of Book Keeping –Distinction between Book keeping and Accounting. Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage. Ledger, meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, Single column, double column, entries, Trial Balance. Company Accounts (Latest Amendments)

III. FINAL ACCOUNTS

Final Accounts – Meaning, need & objectives, types – Trading Account –, Profit & loss Account –, Balance Sheet- Meaning, Final Accounts with adjustment entry

IV. COST ACCOUNTING

Meaning -cost-cost accounting .Objectives of cost Accounting-Difference between Financial and Cost Accounting. Elements of cost-classification of costs .Methods of Costing - Job-Batch-contract-output-process-operating costs. cost sheet.

V. DECISION MAKING TECHNIQUES

Marginal costing –, BEP , Budgetary control, Operating and Financial Budgets, Flexible Budgets.

Standard Costing – Materials Cost and Labour cost variances only

Text Books :

- Financial Accounting For Management- Dr. S. N. Maheshwari
- Advanced Accounting - R.L.Gupta and M. Radhasamy.,Sultan Chand & Sons
- M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill.
- Principles and Practice of Cost Accounting – Ashish K. Bhattacharya

Reference Books:

- Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning,
- 2010. 4. Singhvi Bodhanwala, Management Accounting -Text and cases, PHI Learning, 2009.
- Cost Accounting – Jawaharlal
- Management Accounting - Dr. A. P. Rao

Soft skill 2

Soft skill 2 (Credits 3) 45 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

Field work

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 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).

Semester III

SUBJECT- WOMEN AND ENTREPRENEURSHIP

CREDITS: 3

45 HRS

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 -STATUS OF WOMEN AND WOMEN ENTRPRENEURSHIP: (8hrs)

Status of women in India – Ancient period, Pre Independence period, Post Independence period and modern period. Classification of women workers. Concept of Women Entrepreneur, meaning, importance, entrepreneurial traits, factors contributing to women entrepreneurship, functions of women entrepreneurs, growth of women entrepreneurship, problems of women entrepreneurs, developing women entrepreneurs, limitations of women entrepreneurship. Entrepreneurship in India.

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. Entrepreneurship in India, S.S. Khanka, Akansha publishing house, new delhi, 2009.
2. Entrepreneurial development- volume-1, Vasant Desai, Himalaya publishing housing, Mumbai 2008
3. Social entrepreneurship, dr. p. amutha lakshmi, professor. krishnan umachandran, tamil puduvai 2009
4. Entrepreneurship in the 21st century, b.s. rathore, s.k. dhameja, rawat publications 1999
5. Entrepreneurship in India Sami Uddin, Mittal Publications, 1989, 6. Women entrepreneurs' D. Lalitha Rani, Aph Publishing, 1996
6. Social entrepreneurship, the next big business opportunity, Robert A. Philips, Margret Bonefiel Ritesh Sharma Global Vision Publishing House, New Delhi, 2011

RURAL ENTREPRENEURSHIP (Credits 3) – 45 Hours

Unit I (12)

Introduction - understanding rural entrepreneurship, characteristics of an entrepreneur, can entrepreneurship be taught, 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. Financing 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

Byrd, W.A. (1987). 'Entrepreneurship, capital and ownership'. Washington, D.C. The World Bank. Mimeo.

Hisrich, R.D. and, C. Brush (1984) 'The Women Entrepreneurs: Management Skills and Business Problems'. Journal of Small Business Management, 22, pp. 30-37.

Johonstone, W.D., C. Nicholson, M.K. Stone and R.E. Taylor (1990). Community Work, Billings Book Plan, Worcester, Great Britain.

Jones, L. and I. Sakong (1980). Government, Business and Entrepreneurship in Economic Development: Korean Case, Cambridge, MA: Harvard University Press, pp. 190-207.

Petrin, T. (1990). '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.

TOTAL QUALITY MANAGEMENT (Credits 2) 30 Hours

OBJECTIVES:

To facilitate the understanding of Quality Management principles and process.

UNIT I INTRODUCTION (9)

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 (9)

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 (9)

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 (9)

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

Total Quality Management, V. Jayakumar & Dr. R. Raju

Total Quality Management, N. Srinivasa Gupta & B Valarmathi

Total Quality Management, Dale . H. Besterfield , Glen H. Besterfield

Total Quality Management in the Service Sector, R.P. Mohanty & R.R. Lakhe

MARKETING INTELLIGENCE AND MANAGEMENT - (Credits 3) – 45 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.
 2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
 3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
 4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York

Legal Frame work of Social Enterprises (Credit 3) 45 hours

Unit-I

Indian Trust Act (1882)

UnitII

Societies Act(1860)

UnitIII

Companies Act (1956)

Unite IV

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

Unit V

Employee State Insurance Act 1948, Provident Fund and miscellaneous 1952,
Right to information Act(2005)

Reference Books

Kapoor N.D.(2011) **Hand book of Industrail Law**,Sultan Chand & Sons,New Delhi.

Justice Subhro Kamal Mukherjee, , S.P.Sen Gupta (2015) Indian Trust Act
1882,Kamala Law book house 5th edition

Lal &Rajesh Gupta (2016) Commentary on Socieites Registration Act with State
Amendment Rules,Kamala Law Book house

Soft skill III

CONSUMER BEHAVIOUR

I CONSUMER BEHAVIOUR — ISSUES AND CONCEPTS

- 1 Consumer Behaviour – Nature, ConsumerScope 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

Field work 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.

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. Research in social entrepreneurship: past contributions and future opportunities
2. Making Ecopreneurs: Developing Sustainable Entrepreneurship, Michael schaper
3. Marketing in subsistence marketplaces: consumption and entrepreneurship in a South Indian context , author(s)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)
4. Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours, Tarun Khanna

SOCIAL ENTREPRENEURSHIP LEADERSHIP AND MOTIVATION (Credit 3)

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 (15 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. **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 III (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:

Entrepreneurship Management, bhlanath dutta, Excel Books, New Delhi, 2009.

Current trends in entrepreneurship, S. Mohan R. Elangovan , deep and deep publication pvt. Ltd.

Understanding Entrepreneurial Leadership in Theory & Research: A Foundational Understanding

R1) Leadership Theory and Research in the New Millennium: Current Theoretical Trends and Changing Perspectives (Dinh, Lord, Gardner, Meuser, Linden, & Hu)

R2) A Quantum Approach to Time and Organizational Change (Lord, Dinh, & Hoffman)

R3) The Leadership of Emergence: A Complex Systems Leadership Theory of Emergence at Successive Organizational Levels (Lichtenstein & Plowman) Identifying Entrepreneurial Leadership in Practice & Process: Forging a New Path

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

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

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 :

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

PROJECT MANAGEMENT – Credits 3 (45 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(7 Hours)

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

Unit II(9 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.

Unit III

(09 Sessions) 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

(10 Sessions) 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 (10 Sessions) 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)
2. Chaturvedi & Jauhari-Project Management (Himalaya Publishing)
3. Chandra Prasanna - Project: Preparation, Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)
4. Mishra - Project Management (Excel Books)
5. Goyal BB – Project Management: A Development Perspective (Deep & Deep) 6. Gopalan- Project Management Core Text Book (Wiley)

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, 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)

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

References

Product Management by Dr. Mayak sharma
 Winning at new products, ROBERT G. COOPER,
 PERSEUS publishing Product innovation. David
 Rainey, Cambridge
 New products management. Merle Crawford-anthony Di
 Benedetto. Mc Graw Hill Gestion, Direccion Y Estrategia De
 Producto,
 Francisco Serrano Y Cesar Serrano, Esic Editorial
 Marketing de Los Servicios, Grande Esteban, Idefonso, ESIC Editorial

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) (Unit 2)

46

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

1.1.3 MA SE Course Mapping on - **Entrepreneurship/ Skill Development/ Employability** 2018-2019

S no	Name of the Course	Course Code	MA Social Entrepreneurship - Entrepreneurship/ Skill Development/ Employability	Page Nos
2018-2019				
	Semester I	Semester I	Semester I	
1	Introduction to Social Entrepreneurship (Core)	ME/17C/101	Entrepreneurship - Developing knowledge on social entrepreneurship, bring out the practice of Social Entrepreneurship in India	6
2	Fundamental of Management for Social Enterprise (Core)	ME/17C/102	Entrepreneurship - Concept, emerging trends in management and relevance to social entrepreneurship, decision making & problem solving, communication skills,	7
3	Human Resource Management (Core)	ME/17C/103	Employability - Human resource planning, recruitment and management	8
5	Indian Society and Polity (Allied)	ME/17A/104	Skill Development - Constitutional rights, inclusive development ,governance, Characteristics of Indian society for enabling to indentify problems and approach solutions	9
6	Marketing Intelligence and Management (Allied)	ME/17A/105	Entrepreneurship- analysing market, application of basic and advanced techniques, development of social marketing strategies	10
7	Field Immersion I (Core)	ME/17C/106	Skill Development - Exposure to social entrepreneurship programmes, identifying the areas of social entrepreneurship	11
8	Soft Skills I – Personal and Interpersonal Connect	ME/17S/107	Skill Development -communication skills, and business communication & presentations	12
	Semester II	Semester II	Semester II	
9	Research Methodology (Core)	ME/17C/201	Skill Development - Data collection, data processing , analysis and report writing	14
10	Development Economics (core)	ME/17C/202	Entrepreneurship - Policies, Global and local economic institutions, entrepreneurship development based on	15

			Sustainable development goals	
11	Social Marketing (Core)	ME/17C/203	Entrepreneurship- analysing market, application of basic and advanced techniques, development of social marketing strategies	16
12	Financial Accounting and Management (Core)	ME/17C/204	Entrepreneurship -Concepts, bank Credit, Terms of finance, financial system, budgeting structure, working capital and cash management	17
13	Fund Resource Mobilization (Allied)	ME/17A/205	Entrepreneurship- Current fund raising environment, implement fund raising methods, build developmnet plan and proposal writing	18
14	Field Immersion II (Core) - Case Study Analysis	ME/17C/206	Entrepreneurship- field Case study analysis- business administration & approach learning	19
15	Soft Skills II	ME/17S/207	Skill Development -InterpersonalIntra personal skills- supervisory, technical, managerial and decision making skills. Problem Solving, Lateral Thinking	20
16	Summer Internship	ME/17R/208	Employability - Practical learning and application of theoretical knowledge	
	Semester III	Semester III	Semester III	
17	Women and Entrepreneurship (Core)	ME/17C/301	Entrepreneurship- Schemes, policies for women, Funding instittutions, women social ventures	24
18	Entrepreneurship Development (Core)	ME/17C/302	Entrepreneurship- Rural potential identification for business, developing youth skills, converting idea into viable business and measuring feasibility	26
19	Legal Framework of Social Enterprises (Core)	ME/17C/303	Entrepreneurship -legal procedures for registaring Social Enterprises, insurance, labour laws RTI	27
20	Vulnerability and SustainableEnvironment (Core)	ME/17C/304	Entrepreneurship - Global environment, marginal livelihood, climate change, livelihood adoption strategies	28
21	Total Quality Management (Allied)	ME/17A/305	Entrepreneurship - Quality Management principles , Tools, techniques and quality systems	29
22	Field Immersion III (Core)	ME/17C/306	Entrepreneurship - Understanding Community, culture, identyfing the problems	30
23	Soft Skills III	ME/17S/ 307	Skill Development - Consumer behaviour, influences on buying behaviour and process	31

	Semester IV	Semester IV	Semester IV	
24	Social Entrepreneur Strategies (Core)	ME/17C/401	Entrepreneurship - Application of different strategies for market, pricing, management and financial aspects	33
25	Social Leadership (Core)	ME/17C/402	Entrepreneurship - Suitable social entrepreneurship models, situational factors, leadership strategies	34
26	Social Innovation and Entrepreneurship (core)	ME/17C/403	Entrepreneurship - Social innovation, Systems thinking, Proto types, scaling, Funds for social innovation	36
27	Project Management /	ME/17A/404/A,	Employability - Developing project ideas, formulation of tools and techniques, draft proposal, Management and evaluation of projects,	37
	Product Management (Allied)	ME/17A/404/B	Entrepreneurship - Product planning systems, managing products, new product development, implementation of new decisions, product development	38
28	Research Project (Core)	ME/17C/405	Skill development - Identifying the problem in Social enterprises, community, applying methods, proposing models to address the problem through social entrepreneurship approach	39
29	Field Immersion IV (Core)	ME/17R/406	Employability - Community based practical field training for enhancing the self for the role of being a social entrepreneur	40
30	Soft Skills IV	ME/17S/407	Skill Development - Performance management, professionalism, creative thinking, optimism and life-style management	41

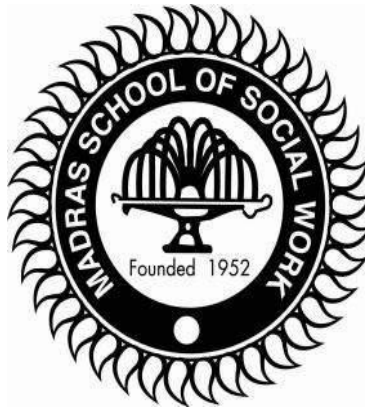
MADRAS SCHOOL OF SOCIAL WORK
(Affiliated to the University of Madras)
32 Casa Major Road, Egmore, Chennai – 600 008

Course focus mapping in terms of **Entrepreneurship** / **Employability**/**Skill development**

Green colour --Entrepreneurship - 2, 3, 6, 7,10, 15,16, 17,18, 19, 24, 26,27, 28, 29, 30,33, 34, 36,38

Blue colour-- Employability --2. 3, 8, 37 ,40

Golden Orange--Skill development --2, 3 9, 11, 12, 14,20,31, 39,41



M.A. IN SOCIAL ENTREPRENEURSHIP
COURSE REGULATIONS AND SYLLABUS
(Academic Year 2018 - 20)

B: SYLLABUS MATRIX**SEMESTER I**

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
1.	ME/17C/101	Introduction to Social Entrepreneurship (Core)	3	50	50	100
2.	ME/17C/102	Fundamental of Management for Social Enterprise (Core)	3	50	50	100
3.	ME/17C/103	Human Resource Management (Core)	3	50	50	100
4.	ME/17A/104	Indian Society and Polity (Allied)	2	50	50	100
5.	ME/17A/105	Marketing Intelligence and Management (Allied)	2	50	50	100
6.	ME/17C/106	Field Immersion I (Core)	6	50	50	100
7.	ME/17S/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/17C/201	Research Methodology (Core)	3	50	50	100
9	ME/17C/202	Development Economics (Core)	3	50	50	100
10.	ME/17C/203	Social Marketing (Core)	3	50	50	100
11.	ME/17C/204	Financial Accounting and Management (Core)	3	50	50	100
12.	ME/17A/205	Fund Resource Mobilization (Allied)	2	50	50	100
13.	ME/17C/206	Field Immersion II (Core) - Case Study Analysis	6	50	50	100
14.	ME/17S/207	Soft Skills II	2	50	--	50
15.	ME/17R/208	Summer Internship	2			
TOTAL CREDITS			24			

SEMESTER III

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
16.	ME/17C/301	Women and Entrepreneurship (Core)	3	50	50	100
17.	ME/17C/302	Entrepreneurship Development (Core)	3	50	50	100
18.	ME/17C/303	Legal Framework of Social Enterprises (Core)	3	50	50	100
19.	ME/17C/304	Vulnerability and Sustainable Environment (Core)	3	50	50	100
20.	ME/17A/305	Total Quality Management (Allied)	2	50	50	100
21	ME/17C/306	Field Immersion III (Core)	6	50	50	100
22.	ME/17S/ 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/17C/401	Social Entrepreneur Strategies (Core)	3	50	50	100
24.	ME/17C/402	Social Leadership (Core)	3	50	50	100
25.	ME/17C/403	Social Innovation and Entrepreneurship (Core)	2	50	50	100
26.	ME/17A/404/A, B	Project Management / Product Management (Allied)	3	50	50	100
27..	ME/17C/405	Research Project (Core)	6	50	50	100
28.	ME/17R/406	Field Immersion IV (Core)	6	50	50	100
29.	ME/17S/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 Socieites 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 I(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 Mangament, 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

1.1.3 MA SE Course Mapping on - **Entrepreneurship/ Skill Development/ Employability** 2019-2020

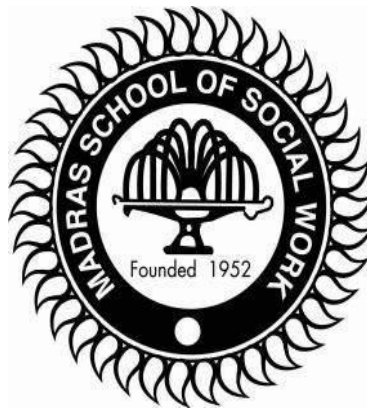
S no	Name of the Course	Course Code	MA Social Entrepreneurship - Entrepreneurship/ Skill Development/ Employability	Page Nos
2019-2020				
Semester I				
1	Introduction to Social Entrepreneurship (Core)	ME/19C/101	Entrepreneurship - Developing knowledge on social entrepreneurship, bring out the practice of Social Entrepreneurship in India	7
2	Fundamental of Management for Social Enterprise (Core)	ME/19C/102	Entrepreneurship - Concept, emerging trends in management and relevance to social entrepreneurship, decision making & problem solving, communication skills,	9
3	Human Resource Management (Core)	ME/19C/103	Employability - Human resource planning, recruitment and management	11
4	Indian Society and Polity (Allied)	ME/19A/104	Skill Development - Constitutional rights, inclusive development ,governance, Characteristics of Indian society for enabling to indentify problems and approach solutions	12
5	Marketing Management (Allied))	ME/19A/105	Entrepreneurship- analysing market, application of basic and advanced techniques, development of social marketing strategies	14
6	Field Immersion I (Core)	ME/19C/106	Skill Development - Exposure to social entrepreneurship programmes, identifying the areas of social entrepreneurship	15
7	Soft Skills I – Personal and Interpersonal Connect	ME/19S/107	Skill Development -communication skills, and business communication & presentations	16
Semester II				

8	Research Methodology (Core)	ME/19C/201	Skill Development - Data collection, data processing , analysis and report writing	19
9	Development Economics (Core)	ME/19C/202	Entrepreneurship - Policies, Global and local economic institutions, entrepreneurship development based on Sustainable development goals	21
10	Social Marketing (Core)	ME/19C/203	Entrepreneurship- analysing market, application of basic and advanced techniques, development of social marketing strategies	23
11	Financial Accounting and Management (Core)	ME/19C/204	Entrepreneurship -Concepts, bank Credit, Terms of finance, financial system, budgeting structure, working capital and cash management	24
12	Fund Resource Mobilization (Allied)	ME/19A/205	Entrepreneurship- Current fund raising environment, implement fund raising methods, build developmnet plan and proposal writing	25
13	Field Immersion II (Core) - Case Study Analysis	ME/19C/206	Entrepreneurship- field Case study analysis- business administration & approach learning	26
14	Soft Skills II	ME/19S/207	Skill Development -InterpersonalIntra personal skills- supervisory, technical, managerial and decision making skills. Problem Solving, Lateral Thinking	29
15	Summer Intenship	ME/19R/208	Employability - Practical learning and application of theoretical knowledge	
	Semester III	Semester III	Semester III	
16	Women and Entrepreneurship (Core)	ME/19C/301	Entrepreneurship- Schemes, policies for women, Funding instittutions, women social ventures	33
17	Entrepreneurship Development (Core)	ME/19C/302	Entrepreneurship- Rural potential identification for business, developing youth skills, converting idea into vialble business and measuring feasibility	35

18	Legal Framework of Social Enterprises (Core)	ME/19C/303	Entrepreneurship -legal procedures for registering Social Enterprises, insurance, labour laws RTI	37
19	Vulnerability and Sustainable Environment (Core)	ME/19C/304	Entrepreneurship - Global environment, marginal livelihood, climate change, livelihood adoption strategies	38
20	Total Quality Management (Allied)	ME/19A/305	Entrepreneurship - Quality Management principles , Tools, techniques and quality systems	40
21	Field Immersion III(Core)	ME/19C/306	Entrepreneurship - Understanding Community, culture, identifying the problems	41
22	Soft Skills III	ME/19S/ 307	Skill Development - Consumer behaviour, influences on buying behaviour and process	42
	Semester IV	Semester IV	Semester IV	
23	Social Entrepreneur Strategies (Core)	ME/19C/401	Entrepreneurship - Application of different strategies for market, pricing, management and financial aspects	45
24	Social Leadership(Core)	ME/19C/402	Entrepreneurship - Suitable social entrepreneurship models, situational factors, leadership strategies	46
25	Social Innovation And Entrepreneurship (Core)	ME/19C/403	Entrepreneurship - Social innovation, Systems thinking, Proto types, scaling, Funds for social innovation	48
26	Project Management /	ME/19A/404/A,	Employability - Developing project ideas, formulation of tools and techniques, draft proposal, Mangement and evaluation of projects,	49-50
	Product Management (Elective)	ME/19A/404/	Entrepreneurship - Product planning systems, managing products, new product development, implementation of new decitions, product development	51

27	Research Project (Core)	ME/19C/405	Skill development - Identifying the problem in Social enterprises, community, applying methods, proposing models to address the problem through social entrepreneurship approach	52
28	Field Immersion IV(Core)	ME/19R/406	Employability - Community based practical field training for enhancing the self for the role of being a social entrepreneur	53
29	Soft Skills IV	ME/19S/407	Skill Development - Performance management, professionalism, creative thinking, optimism and life-style management	54

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Course focus mapping in terms of --Entrepreneurship/Employability/Skill development

Green colour --Entrepreneurship Pg Nos 3, 4, 7, 9, 14,21,23 ,24, 25, 26, 33,35, 37,38, 40,41, 45, 46,48,51

Blue colour-- Employability Pg nos 3, 4, 11, 49-50,53

Golden orange -Skill development pg nos 3, 4, 12, 15,16, 19, 29, 42, 52, 54

M.A. IN SOCIAL ENTREPRENEURSHIP
COURSE REGULATIONS AND SYLLABUS
(2019 – 21)

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/19A/104	Indian Society and Polity (Allied)	2	50	50	100
5.	ME/19A/105	Marketing Management (Allied)	2	50	50	100
6.	ME/19C/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/19C/201	Research Methodology (Core)	3	50	50	100
9	ME/19C/202	Development Economics (Core)	3	50	50	100
10.	ME/19C/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/19C/206	Field Immersion II (Core) - Case Study Analysis	6	50	50	100
14.	ME/18S/207	Soft Skills II	2	50	--	50
15.	ME/18R/208	Summer Internship	2			
TOTAL CREDITS			24			

SEMESTER III

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
16.	ME/19C/301	Women and Entrepreneurship (Core)	3	50	50	100
17.	ME/19C/302	Entrepreneurship Development (Core)	3	50	50	100
18.	ME/19C/303	Legal Framework of Social Enterprises (Core)	3	50	50	100
19.	ME/19C/304	Vulnerability and Sustainable Environment (Core)	3	50	50	100
20.	ME/19A/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/19C/402	Social Leadership (Core)	3	50	50	100
25.	ME/18C/403	Social Innovation and Entrepreneurship (Core)	3	50	50	100
26.	ME/18A/404/A, B	Project Management / Product Management (Allied)	2	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 – ME/18C/101

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 – ME/18C/102

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 – ME/18C/103

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 (CREDITS 2) 30 hours – ME/19A/104

Unit1 (7 hrs)

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. (7 hrs)

Society – Meaning and characteristics Major theoretical formulations in sociology - Emile Durkheim (Social Fact), Karl Marx (Class Conflict), Functional theory, Conflict Theory, Neo-Marxism, Materialism, Post Modernism and Feminism theories. Key concepts in the understanding of society; community, association, social groups, social processes, social interaction, social control, heredity and environment.

Unit 3. (6hrs)

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. (5hrs)

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. (5 hrs)

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. Bipan Chandra, (2009) History of Modern India. New Delhi: Orient Blackswan
2. Ahuja, R. (1999) Society in India: Concepts, Theories and Recent Trends. Jaipur: Rawat.
3. Herald, R. M. & Haralambos, M. (2011) Sociology: Themes and Perspectives. Oxford: OUP.
4. Rao, C.N. Shankar (2007) Sociology: Principles of Sociology with an Introduction to Social Thought, S.Chand
5. Douglas Mann (2011). Understanding Society: A Survey of Modern Social Theory (Second Edition). Oxford: Oxford University Press.

6. Yogendra Singh (1997). Social Stratifications and Change in India, 2nd Edition
7. Milton Singer and Cocha B.S.(1968). Structure and Change in Indian Society.

MARKETING MANAGEMENT - (Credits 2) – 30 hours – ME/19A/105

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 Intelligence:** Meaning and difference between Marketing Research and Marketing Intelligence. 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 – ME/19C/106**Observation Visits & Block Field Immersion**

No of Visits: 5

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 and work for 15 days continuously and need to have a firsthand exposure to the activities of the concerned social enterprise
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 – ME/18S/107

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 – ME/19C/201

UNIT I (9 hrs)

Research and Social science research - Concept, Meaning, Characteristics, Scope, Objectives and limitations; Types of Research- Inductive, deductive, Pure, Applied, Qualitative, Quantitative and Action research; Literature survey –meaning, Importance and sources; Research Ethics

UNIT II (8 hrs)

Identification and formulating of research problem, framing questions and objective; Hypothesis-Meaning, characteristics, types and testing hypothesis; Research Designs-Descriptive, Explanatory, Exploratory, Experimental, Diagnostic and mixed research designs.

UNIT III (10 hrs)

Sources of data – Primary and secondary; Methods and methodologies- Qualitative approach (Participant observation, Focus group interviews, Oral histories and Narratives, Case study and content analysis); Quantitative approach (Questionnaire- Interview, Schedule and mixed approaches); Scaling Techniques – Normal, Ordinal, Interval and Ratio

UNIT IV (10 hrs)

Data Processing, Analysis and Interpretation- Coding, Use of Statistics in research-Use of Statistical Package (SPSS); Presentation of research results- Tabulation- Need and guidelines; Grouped and Ungrouped frequency tables, Charts and diagrams; Research Application in Social Entrepreneurship- Social enterprises, their growth and development

UNIT V (8 hrs)

Report Writing- Significance, Types and Steps; Writing strategies - Executive summary, Structure and style of report writing; Bibliography-Referencing and citations

Note: Question Paper will be composed of 80% theory & 20% problems

Reference Books:

1. Babbie Earl (2008), The Basics of Social Research, Printed at Thomson Higher Education, USA.
2. Ranjit Kumar (2011), Research Methodology –A step by Step Guide for Beginners
3. Blalkie, N. (2010), Designing Social Research. 2nd Edition, Cambridge: Polity Press.
4. Elliott, Alan C and Woodward Wayne, A. (2007). Statistical Analysis-Quick Reference Guidebook, New Delhi: Sage Publications.
5. Gomm Roger (2008) Social Research Methodology: A Critical Introduction, New York: Palgrave Macmillian.
6. Osborne W. Jason, (2008), Best Practices in Quantitative Methods, London: Sage Publications.

7. Jackson L. Sherri, (2009), Research Methods and Statistics, New Delhi: Rawat Publications
8. Kothari-Research Methodology, 4th Edition, 2017.
9. Cooper and Schindler - Business Research Methods, 11th Edition, 2013.

DEVELOPMENT ECONOMICS (CREDITS 3) 45 Hours – ME/19C/202

Unit I: Concepts of Development and Forms of Economy (10 Hours)

Development: meaning and concepts, Concepts of developed and developing economies; Main forms of economy: Capitalism, Communism and Socialism-Characteristics, advantages and disadvantages; Meaning and Scope of Micro and Macro Economics; Theoretical understanding for development economics; importance of knowledge of economics for social entrepreneurs

Unit II: Indian Economy an Overview (7 Hours)

Characteristics of Indian Economy and Economic Institutions; Major features of Indian economy at independence; Globalisation, liberalisation corporate business organisations, and their impact on the world order and Indian economy - WTO, World Bank, GATT, TRIPS; Growth and development under different policy regimes;

Unit III: Measurement of Human Development (5 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 Sates

Unit IV: Agriculture, Industry and development (14 Hours)

Agriculture and Economy: Place of Agriculture, Cause for low productivity, Farm size-Fragmentation of holdings, Cooperative farming; Concepts of food security and self-sufficiency – Green revolution and agriculture policy

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 industrial policy – Centre and state; Special Economic Zones – issues and implications

Unit V: Political Institutions and development perspective (9 Hours)

Political institutions and the functioning of state; the determinants of democracy; state ownership and regulation; government failures and corruption; Causes for uneven economy in India
Major issues of development: Market economy, Accumulation, Income distribution and poverty, Employment issues; Environmental problems, Natural resources, Inclusive growth and sustainable development

Reference Books

1. Dreze, J.A. and A. K.Sen (2014), An uncertain glory: India and its contradictions Penguin Books, New Delhi
2. Jalan, Bimal (2004) Indian Economy: Problems and Prospects: Penguin Books, New Delhi

3. Kurien C.T (1992) *The Economy: An Interpretative Introduction* Sage Publications
4. Kurien C.T. (1994), *Global Capitalism and Indian Economy* Orient Longman
5. Vaidyanathan A. (1995), *The Indian Economy: Crisis, Response and Prospects* Orient Longman
6. Dutt and K.P.M.Sundaram (2006) *Indian Economy*, New Delhi, Sultan and Chand Company.
7. Kapila, Raj and Kapila, Uma (2002), *India's Economy in the 21st Century*. New Delhi: Academic Foundation.
8. Dingra, I.C. (2009), *Indian Economy*, New Delhi: Sultan and Chand Sons.
9. Gupta K.R and Gupta, J.R (2008), *Indian Economy*, New Delhi, Atlantic Publishers

SOCIAL MARKETING (Credits 3) 45 hours – ME/19C/203

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 – Difference between Social Marketing and Commercial & Non-profit 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. Social Marketing in India, Sameer Deshpande, Nancy R. Lee, sage Publication 2015. ISBN: 978-81-321-1357-7
3. By Rob Donovan, Nadine Henley, Principles and Practice of Social Marketing: An International Perspective, 2nd Edition, 2010

Financial Accounting & Management (Credits 3) 45 hours – ME/18C/204

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

Note: Question Paper will be composed of 60% theory & 40% problems

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 – ME/18A/205

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) – ME/19C/206

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 – ME/18S/207

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 – ME/19C/301

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 (8 hrs)

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

UNIT: IV WOMEN ENTREPRENEURSHIP ORGANISATIONS (16 hrs)

National Level Standing Committees on Women Entrepreneurs, Small Industries Development organization (SIDCO), District Industries Centre (DIC), Entrepreneurship Development Institute (EDI), National Small Industries Corporation Ltd (NSIC), National Institute for Entrepreneurship and small business Development (NIESBUB), Centre for Entrepreneur Development,(CED), Indian Council of Women Entrepreneurs, Self Employed Women's Association (SEWA), National Science and technology Entrepreneurs, Consortium of Women Entrepreneurs of India (CWEI), Federation of Indian Women Entrepreneurs(FIWE), State Government Schemes for Development of Women and Children in Rural Areas (DWCRA), National Alliance of Young Entrepreneur (NAYE), Association of Women Entrepreneurs of Karnataka (AWAKE); All Current schemes and assistance to support Women Entrepreneurs at National and state levels

UNIT: V WOMEN SOCIAL ENTREPRENEURSHIP - FUTURE PERSPECTIVE (5 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
7. policy framework supporting women entrepreneurs in India -
Ref:shodhganga.inflibnet.ac.in/bitstream/10603/62233/7/chapter%204.pdf

ENTREPRENEURSHIP DEVELOPMENT (CREDIT 3) 45 hours – ME/19C/302

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. Johnston, 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 – ME/19C/303

Unit - I

Indian Trust Act (1882): What is Trust Act, 1970; Salient features of the Act; What is a Public Trust; What are public- cum private trust; How to register a Trust; Advantages of a Trust; Taxation in Private and Public Trust; Benefits of Donors under Sec 80G; Conditions and Documentation of 80 G; Do's and Don'ts of 80G; Current scenario in India

Unit - II

Societies Act (1860): Purpose of Society Act; Definitions under Society Act; Steps for Registering a Society in India; Documents required for Registering Society in India; Requirements under Memorandum of Association;

Unit - III

Companies Act (1956): Meaning, characteristics and types of company; Differentiate between limited and unlimited company; Statutory Provision under Company Act;

Unit - IV

Foreign Contribution and Regulation Act (2010): What is FCRA (2010); Definition, context and purpose of FCRA; Components of FCRA: Registration, Utilisation of Funds and Reporting; Key features of FCRA Act; Offences and Penalties; Finance and Administration

The Patents Act (1970): Meaning, Characteristics, Features, What is new invention?, What are not patentable, process for filing patent, Amendment and Appeal, Power of Controller, Penalties, Patent Agents

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 – ME/19C/304

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 – ME/19A/305

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 – Quality Function Development (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Performance measures.

UNIT V QUALITY SYSTEMS

Need for ISO 9000 – Quality Management System – Documentation and Quality Auditing: Introduction, features, types, objectives and stages – 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 – ME/18C/306

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 – ME/18S/307**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 – ME/18C/401

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 – ME/19C/402

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; Entrepreneur leadership skills: teamwork, Communication skills, Problem solving skills, Strong work ethic, Analytical skills, Technical knowledge, Computer skills, Flexibility, adaptability and Initiative skills; 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, ten states to become an entrepreneur; Entrepreneurial motivation: factors motivating entrepreneurs, entrepreneurial motivation - need for power, need of affiliation, need for achievement.

Unit III (7 hours)

Leadership for social Entrepreneurship – Understanding Social leadership –Leaders as social change agents, Social Issues for development (Millennium Development Goals) – Study on Leadership and Social Entrepreneurs (Case studies)

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 (Creative, Innovative, 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. Ahuja, Ram, Social Problems in India, Rawat Publications, Delhi. (2013 Reprint)
2. John P Kotter, Leading Change, Harvard University Press, 2012
3. Aitken, Higgs, Developing Change Leaders, Routledge Publishers, UK. 2010
4. Bholanath dutta, Entrepreneurship Management, Excel Books, New Delhi, 1st Edition, 2009.
5. S. Mohan and R. Elangovan, Current Trends in Entrepreneurship, Deep & Deep Publications pvt. Ltd., New Delhi – 2006.
6. Dinh, Lord, Gardner, Meuser, Linden, & Hu, Leadership Theory and Research in the New Millennium: Current Theoretical Trends and Changing Perspectives, 2014.
7. Lord, Dinh, & Hoffman A Quantum Approach to Time and Organizational Change, 2014
8. 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 – ME/18C/403

UNIT I : INTRODUCTION TO SOCIAL INNOVATION

Innovation – Meaning, Need and Components of Innovation. Social Innovation –Meaning-Definition- History -Drivers-Types and Implications- **Design Thinking-IoT-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.
3. Thomas Osburg and Rene Schmidpeter, Social Innovation: Solution for Sustainable Future(CSR , Sustainability ,Ethics & Governance)
4. A.Nichollas and A.Murdock, Social Innovation: Blurring Boundaries to Reconfigure Markets.

5. Peter Theil and Blake Masters, Zero to One: Notes on Startup or How to Build the Future.
6. Taco Branden and Sandro Cattacin, Social Innovation in the Urban Context.
7. <https://designthinking.ideo.com/>

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 – ME/18A/404B

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 Mangament, 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) – ME/18C/405

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 – ME/18C/406

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)

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

1.1.3 MA SE Course Mapping on - **Entrepreneurship/ Skill Development/ Employability** 2020-21

S no	Name of the Course	Course Code	MA Social Entrepreneurship - Entrepreneurship/ Skill Development/ Employability	Page Nos
2020-21				
Semester I		Semester I	Semester I	
1	Introduction to Social Entrepreneurship (Core)	ME/19C/101	Entrepreneurship - Developing knowledge on social entrepreneurship, bring out the practice of Social Entrepreneurship in India	6
2	Fundamental of Management for Social Enterprise (Core)	ME/19C/102	Entrepreneurship - Concept, emerging trends in management and relevance to social entrepreneurship, decision making & problem solving, communication skills,	8
3	Human Resource Management (Core)	ME/19C/103	Employability - Human resource planning, recruitment and management	10 ,11
4	Indian Society and Polity (Allied)	ME/19A/104	Skill Development - Constitutional rights, inclusive development ,governance, Characteristics of Indian society for enabling to indentify problems and approach solutions	12,13
5	Marketing Management (Allied)	ME/19A/105	Entrepreneurship- analysing market, application of basic and advanced techniques, development of social marketing strategies	14
6	Field Immersion I (Core)	ME/19C/106	Skill Development - Exposure to social entrepreneurship programmes, identifying the areas of social entrepreneurship	16
7	Soft Skills I – Personal and Interpersonal Connect	ME/19S/107	Skill Development -communication skills, and business communication & presentations	17
Semester II		Semester II	Semester II	
8	Research Methodology (Core)	ME/19C/201	Skill Development - Data collection, data processing , analysis and report writing	19

9	Development Economics (Core)	ME/19C/202	Entrepreneurship - Policies, Global and local economic institutions, entrepreneurship development based on Sustainable development goals	21
10	Social Marketing (Core)	ME/19C/203	Entrepreneurship- analysing market, application of basic and advanced techniques, development of social marketing strategies	23
11	Financial Accounting and Management (Core)	ME/19C/204	Entrepreneurship -Concepts, bank Credit, Terms of finance, financial system, budgeting structure, working capital and cash management	25
12	Fund Resource Mobilization (Allied)	ME/19A/205	Entrepreneurship- Current fund raising environment, implement fund raising methods, build developmnet plan and proposal writing	27
13	Field Immersion II (Core)	ME/19C/206	Entrepreneurship- field Case study analysis- business administration & approach learning	29
14	Soft Skills II	ME/19S/207	Skill Development -InterpersonallIntra personal skills- supervisory, technical, managerial and decision making skills. Problem Solving, Lateral Thinking	32
15	Summer Internship	ME/19R/208	Employability - Practical learning and application of theoritical knowledge	
	Semester III	Semester III	Semester III	
16	Women and Entrepreneurship (Core)	ME/19C/301	Entrepreneurship- Schemes, policies for women, Funding instittutions, women social ventures	34
17	Rural Entrepreneurship (Core)	ME/19C/302	Entrepreneurship- Rural potential identification for business, developing youth skills, converting idea into vialble business and measuring feasibility	36
18	Legal Framework of Social Enterprises (Core)	ME/19C/303	Entrepreneurship -legal procedures for registaring Social Enterprises, insurance, labour laws RTI	38
19	Vulnerability and Sustainable Environment (Core)	ME/19C/304	Entrepreneurship - Global environment, marginal livelihood, climate change, livelihood adoption strategies	40

20	Total Quality Management (Allied)	ME/19A/305	Entrepreneurship - Quality Management principles , Tools, techniques and quality systems	42
21	Field Immersion III (Core)	ME/19C/306	Entrepreneurship - Understanding Community, culture, identifying the problems	44
22	Soft Skills III	ME/19S/ 307	Skill Development - Consumer behaviour, influences on buying behaviour and process	45
	Semester IV	Semester IV	Semester IV	
23	Social Entrepreneur Strategies (Core)	ME/19C/401	Entrepreneurship - Application of different strategies for market, pricing, management and financial aspects	48
24	Social Leadership (Core)	ME/19C/402	Entrepreneurship - Suitable social entrepreneurship models, situational factors, leadership strategies	50
25	Social Innovation (Core)	ME/19C/403	Entrepreneurship - Social innovation, Systems thinking, Proto types, scaling, Funds for social innovation	52
26	Project Management /	ME/19A/404/A,B	Employability - Developing project ideas, formulation of tools and techniques, draft proposal, Management and evaluation of projects,	54
27	Product Management (Allied)	ME/19A/404/A, B	Entrepreneurship - Product planning systems, managing products, new product development, implementation of new decisions, product development	56
28	Research Project (Core)	ME/19C/405	Skill development - Identifying the problem in Social enterprises, community, applying methods, proposing models to address the problem through social entrepreneurship approach	58
29	Field Immersion IV (Core)	ME/19R/406	Employability - Community based practical field training for enhancing the self for the role of being a social entrepreneur	59
30	Soft Skills IV	ME/19S/407	Skill Development - Performance management, professionalism, creative thinking, optimism and life-style management	60

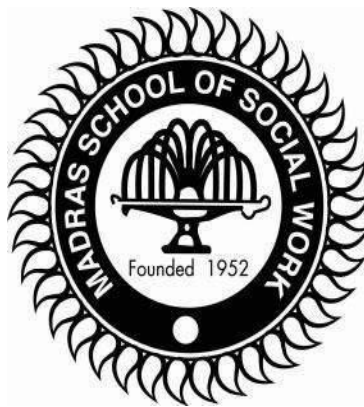
MADRAS SCHOOL OF SOCIAL WORK
(Affiliated to the University of Madras)
32 Casa Major Road, Egmore, Chennai – 600 008

Course focus mapping in terms of --Entrepreneurship/ Employability /-Skill development

Green colour --Entrepreneurship - Pg Nos-- 3, 4, 6, 8, 14, 21, 22, 23, 25,27,34, 35,36, 37-39, 40,42-43,44, 48, 50-51,52-53, 56

Blue colour --Employability 3, 4, 10-11, 54, 59

Golden orange -Skill development 3, 4, ,12, 13,16, 17,19,, 29-31,32, 45, 46, 58, 60



M.A. IN SOCIAL ENTREPRENEURSHIP
COURSE REGULATIONS AND SYLLABUS
(2020-2022)

P.G. DEPARTMENT OF SOCIAL ENTREPRENEURSHIP

Recommendations made by the Board:

I. COURSE TITLE CHANGE

The board suggested to change the title of “Social Innovation and Entrepreneurship” to “Social Innovation” which is in the fourth Semester.

II. INCLUSION OF CONTENT:

The board suggested an inclusion of contents in the following Paper:

- **Semester IV: SOCIAL INNOVATION**
 - Unit I-Design Thinking: Design Thinking approach and Techniques-Steps in Design Thinking
 - Unit IV-Social Enterprise Accelerators
 - Unit V-Frugal Innovation
- **Semester III: WOMEN AND ENTREPRENEURSHIP**
 - Meaning and scope of Women social entrepreneurship
 - Target groups in women social entrepreneurship

III. REMOVAL OF CONTENT:

- **Semester IV: SOCIAL INNOVATION**
 - Innovation – Meaning, need and components of innovation
 - Social Entrepreneur and entrepreneurship
 - Difference between Social entrepreneurship, social enterprise and social economy
- **Semester III: WOMEN AND ENTREPRENEURSHIP**
 - Meaning of social entrepreneurship, scope, objectives
 - Characteristics of social entrepreneurship
 - Availability of sources of social entrepreneurship
 - Target groups in social entrepreneurship

IV. CHANGE OF COURSE

The board suggested to change the course titled “ENTREPRENEURSHIP DEVELOPMENT” to “RURAL ENTREPRENEURSHIP”, which is in the Third Semester.

B: SYLLABUS MATRIX**SEMESTER I**

COUR SE NO.	COURSE CODE	TITLE OFTHE COURSE	CREDITS	ICA	ESE	MAX MARKS
1.	ME/19C/101	Introduction to Social Entrepreneurship(Core)	3	50	50	100
2.	ME/19C/102	Fundamental of Management for SocialEnterprise (Core)	3	50	50	100
3.	ME/19C/103	Human Resource Management (Core)	3	50	50	100
4.	ME/19A/104	Indian Society and Polity (Allied)	2	50	50	100
5.	ME/19A/105	Marketing Management (Allied)	2	50	50	100
6.	ME/19C/106	Field Immersion I (Core)	6	50	50	100
7.	ME/19S/107	Soft Skills I – Personal and InterpersonalConnect	2	50	--	50
TOTAL CREDITS			21			

SEMESTER II

COUR SE NO.	COURSE CODE	TITLE OFTHE COURSE	CREDITS	ICA	ESE	MAX. MARKS
8.	ME/19C/201	Research Methodology (Core)	3	50	50	100
9.	ME/19C/202	Development Economics(Core)	3	50	50	100
10.	ME/19C/203	Social Marketing (Core)	3	50	50	100
11.	ME/19C/204	Financial Accounting and Management (Core)	3	50	50	100
12.	ME/19A/205	Fund Resource Mobilization (Allied)	2	50	50	100
13.	ME/19C/206	Field Immersion II (Core) - Case Study Analysis	6	50	50	100
14.	ME/19S/207	Soft Skills II	2	50	--	50
15.	ME/19R/208	Summer Internship	2			
TOTAL CREDITS			24			

SEMESTER III

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
16.	ME/19C/301	Women and Entrepreneurship (Core)	3	50	50	100
17.	ME/19C/302	Rural Entrepreneurship (Core)	3	50	50	100
18.	ME/19C/303	Legal Framework of Social Enterprises (Core)	3	50	50	100
19.	ME/19C/304	Vulnerability and Sustainable Environment (Core)	3	50	50	100
20.	ME/19A/305	Total Quality Management (Allied)	2	50	50	100
21.	ME/19C/306	Field Immersion III (Core)	6	50	50	100
22.	ME/19S/307	Soft Skills III	2	50	--	50
23.		Out Bound Training	2	-	-	-
	TOTAL CREDITS		24			

SEMESTER IV

COURSE NO.	COURSE CODE	TITLE OF THE COURSE	CREDITS	ICA	ESE	MAX. MARKS
24.	ME/19C/401	Social Entrepreneur Strategies (Core)	3	50	50	100
25.	ME/19C/402	Social Leadership (Core)	3	50	50	100
26.	ME/19C/403	Social Innovation (Core)	3	50	50	100
27.	ME/19A/404/A, B	Project Management / Product Management (Allied)	2	50	50	100
28.	ME/19C/405	Research Project (Core)	6	50	50	100
29.	ME/19R/406	Field Immersion IV (Core)	6	50	50	100
30.	ME/19S/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 define social entrepreneurship and distinguish its elements from across a continuum of traditional organizational structures
- To assess the strengths and limitations of social entrepreneurship
- To appraise the role of social entrepreneurs in addressing protracted social problems, disrupting the status quo and achieving social impact
- To apply the Social Business Model Canvas and lean startup methods for planning, developing, testing, launching and evaluating social change ventures

Course Outcome:

- Students will be able to examine the concepts underpinning social entrepreneurship to gain a comprehensive understanding of the opportunities
- Students will be able to investigate the best practices, successes and failures of social entrepreneurship
- Students will be able to critically assess the range of strategic and operational issues faced by those who create and manage social enterprises
- Students will be able to create and/or revise a business model for a social enterprise

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 and 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, Bhartia 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

Books for 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

Objectives:

- To demonstrate a basic understanding of management and its history
- To understand the functions of management and its relevance to Social Entrepreneurship.
- To familiarise with the emerging trends in management for Social Entrepreneurship
- To understand the relevance of planning, decision making, control coordination and monitoring in Social Enterprises

Course Outcome:

- Students would be able to define management and explain the history of management, specifically explain traditional, classical and neo classical, its major influencers and their contributions to the field of management
- Students will be able to discuss the benefits and pitfalls of planning, organizing, leading and controlling- wherein they would be able to further implore on discussing the components of sustainable competitive advantage and its relation to management functions
- Students would be able to discuss the implications of current management trends
- Students will be able to discuss general implications of planning, organising, leading controlling

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

Books for References:

- 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

Objectives:

- To understand the Concept of Human Resource Management through the lens of Social Entrepreneur.
- To learn and implement theories/concepts and Process with in the field of Human resource management.
- To obtain the skills to assess the constraints and opportunity associated with managing employees in different socio economic and political context.
- To provide unique and empirical insight into the functioning of social enterprises.
- To experience and examine the nuances of Social entrepreneurial personality in the individuals.

Course Outcome:

After the completion of the course the students will be inclined to develop their:

- Integrated approach towards human resource management in Social Enterprise sector.
- Ability to plan human resource and implement techniques involved in Social Enterprise .
- Competency to recruit, coach and appraise the performance of employees from Social Entrepreneurship perspective.
- Rational design for compensation and remuneration administration.
- Capacity to deal employee issues and fabricate new trends in Human resource management for Social enterprises.

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

Books for References:

- 1) Gray Dessler: Human Resource Management, PHI, 14th Edition, 2015
- 2) Edwin Flippo, Principles of Personnel Management - Mc.Graw Hill. 8th Edition, 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

(Credits- 2) 30 hours

Objectives:

- To introduce the students with constitutional principles and rights, democracy, decentralized governance, roles and responsibilities of the federal system and inclusive development
- To make the students familiarize with the major theories of sociology and make them understand the concepts of society.
- To introduce the students to the Indian society and its characteristics, social institutions, structures and intersections
- To make the students understand and situate the context and scope of Social Entrepreneurship

Course Outcome:

- The students are expected to be aware of the existing constitutional rights in India and functions of a federal system
- The students are expected to understand the relation between the emergence of theories and the social problems
- The students are expected to be aware of the social structures, institution and their intersectional implications on the society and social problems
- The students are expected to understand the society with its complex characteristics in contextualizing Social Entrepreneurship

UNIT- I (7 HRS)

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- II (7 HRS)

Society – Meaning and characteristics Major theoretical formulations in sociology - Emile Durkheim (Social Fact), Karl Marx (Class Conflict), Functional theory, Conflict Theory, Neo-Marxism, Materialism, Post Modernism and Feminism theories. Key concepts in the understanding of society; community, association, social groups, social processes, social interaction, social control, heredity and environment.

UNIT- III (6 HRS)

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- IV (5 HRS)

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- V (5 HRS)

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) Bipan Chandra, (2009) History of Modern India. New Delhi: Orient Blackswan
- 2) Ahuja, R. (1999) Society in India: Concepts, Theories and Recent Trends. Jaipur:Rawat
- 3) Herald, R. M. & Haralambos, M. (2011) Sociology: Themes and Perspectives.Oxford: OUP
- 4) Rao, C.N. Shankar (2007) Sociology: Principles of Sociology with an Introduction to Social Thought, S.Chand
- 5) Douglas Mann (2011). Understanding Society: A Survey of Modern Social Theory(Second Edition). Oxford: Oxford University Press
- 6) Yogendra Singh (1997). Social Stratifications and Change in India, 2nd Edition
- 7) Milton Singer and Cocha B.S.(1968). Structure and Change in Indian Society

MARKETING MANAGEMENT

(Credits 2) – 30 hours

Objectives:

- To facilitate understanding of marketing and its importance in promoting the products, that we produce / are supposed to promote
- Learners need to match the decision making with the conceptual framework of marketing related to available environment
- To understand the methods of improving the value of the products ethically and based on research

Course Outcome:

- Students would need to apply the basics of Marketing including market environment, buyers, their behaviors & factors that influence their purchase decisions
- To influence the purchase decisions like how do the products need to be designed & promoted and how do they need to reach the consumers in time & with applicable cost
- Improving the consumer decisions thru research and adapting to modern and ethical marketing strategies

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 Intelligence:** Meaning and difference between Marketing Research and Marketing Intelligence. **Marketing Organization and Control:** Organizing 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; Relationshipmarketing and other developments of marketing.

Books for References:

- 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:

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

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

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

(Credits- 3) 45 hours

Objectives:

- To introduce the students on the importance of research and critical thinking in terms of understanding of the society
- To familiarize the students with various components of research and application
- To introduce the students about the importance of appropriate research design and methodologies
- To familiarize the students with conceptualizing the research problem and structuring the research work
- To equip the students to prepare research reports

Course Outcome:

- The students are expected to understand the importance of critical thinking and research in addressing a social problem
- The students are expected to scientifically approach and conceptualize a social problem; and conduct research using appropriate research methods
- The students are expected to prepare and structure the research reports

UNIT- I (9 HRS)

Research and Social science research - Concept, Meaning, Characteristics, Scope, Objectives and limitations; Types of Research- Inductive, deductive, Pure, Applied, Qualitative, Quantitative and Action research; Literature survey –meaning, Importance and sources; Research Ethics

UNIT- II (8 HRS)

Identification and formulating of research problem, framing questions and objective; Hypothesis-Meaning, characteristics, types and testing hypothesis; Research Designs-Descriptive, Explanatory, Exploratory, Experimental, Diagnostic and mixed research designs.

UNIT- III (10 HRS)

Sources of data – Primary and secondary; Methods and methodologies- Qualitative approach (Participant observation, Focus group interviews, Oral histories and Narratives, Case study and content analysis); Quantitative approach (Questionnaire- Interview, Schedule and mixed approaches); Scaling Techniques – Normal, Ordinal, Interval and Ratio

UNIT- IV (10 HRS)

Data Processing, Analysis and Interpretation- Coding, Use of Statistics in research-Use of Statistical Package (SPSS); Presentation of research results- Tabulation- Need and guidelines; Grouped and Ungrouped frequency tables, Charts and diagrams; Research Application in Social Entrepreneurship- Social enterprises, their growth and development

UNIT- V (8 HRS)

Report Writing- Significance, Types and Steps; Writing strategies - Executive summary, Structure and style of report writing; Bibliography-Referencing and citations

Books for References:

- 1) Babbie Earl (2008), The Basics of Social Research, Printed at Thomson HigherEducation, USA.
- 2) Ranjit Kumar (2011), Research Methodology –A step by Step Guide for Beginners
- 3) Blalkie, N. (2010), Designing Social Research. 2nd Edition, Cambridge: Polity Press.
- 4) Elliott, Alan C and Woodward Wayne, A. (2007). Statistical Analysis-Quick Reference Guidebook, New Delhi: Sage Publications.
- 5) Gomm Roger (2008) Social Research Methodology: A Critical Introduction, New York: Palgrave Macmillian.
- 6) Osborne W. Jason, (2008), Best Practices in Quantitative Methods, London: Sage Publications.
- 7) Jackson L. Sherri, (2009), Research Methods and Statistics, New Delhi: Rawat Publications
- 8) Kothari-Research Methodology, 4th Edition, 2017.
- 9) Cooper and Schindler - Business Research Methods, 11th Edition, 2013.

DEVELOPMENT ECONOMICS

(Credits 3) 45 hours

Objectives:

- To introduce the concepts of economics and development in understanding the society
- To familiarize the students on the characteristics of Indian Economy and its complexities
- To introduce the relation between changes in policies and changes in various sectors in India
- To introduce the global and local economic institutions and their implication on global and local economy
- To introduce importance of sustainable development in addressing development issues and problems of the society
- To provide critical understanding on the need and scope of development economics in Social entrepreneurship

Course Outcome:

- The students are expected to approach any social problems and questions with the broader development perspective
- The students are expected to approach any social problem with an understanding of socio-economic, political and cultural complexities of Indian Economy
- The students are expected to be aware of the changes in policies at global and local levels and address the development gaps
- The students are expected to address any social problem with sustainable development approach

UNIT- I (10 HRS)

CONCEPTS OF DEVELOPMENT AND FORMS OF ECONOMY

Development: meaning and concepts, Concepts of developed and developing economies; Main forms of economy: Capitalism, Communism and Socialism-Characteristics, advantages and disadvantages; Meaning and Scope of Micro and Macro Economics; Theoretical understanding for development economics; importance of knowledge of economics for social entrepreneurs

UNIT- II (7 HRS)

INDIAN ECONOMY AN OVERVIEW

Characteristics of Indian Economy and Economic Institutions; Major features of Indian economy at independence; Globalisation, liberalisation corporate business organisations, and their impact on the world order and Indian economy - WTO, World Bank, GATT, TRIPS; Growth and development under different policy regimes;

UNIT- III (5 HRS)

MEASUREMENT OF HUMAN DEVELOPMENT

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 Sates

UNIT- IV (14 HRS)**AGRICULTURE, INDUSTRY AND DEVELOPMENT**

Agriculture and Economy: Place of Agriculture, Cause for low productivity, Farm size-Fragmentation of holdings, Cooperative farming; Concepts of food security and self-sufficiency – Green revolution and agriculture policy. 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 industrial policy – Centre and state; Special Economic Zones – issues and implications

UNIT V (9 HRS)**POLITICAL INSTITUTIONS AND DEVELOPMENT PERSPECTIVE**

Political institutions and the functioning of state; the determinants of democracy; state ownership and regulation; government failures and corruption; Causes for uneven economy in India
Major issues of development: Market economy, Accumulation, Income distribution and poverty, Employment issues; Environmental problems, Natural resources, Inclusive growth and sustainable development

Books for References:

- 1) Dreze, J.A. and A. K.Sen (2014), An uncertain glory: India and its contradictions Penguin Books, NewDelhi
- 2) Jalan, Bimal (2004) Indian Economy: Problems and Prospects: Penguin Books, New Delhi
- 3) Kurien C.T (1992) The Economy: An Interpretative Introduction Sage Publications
- 4) Kurien C.T. (1994), Global Capitalism and Indian Economy Orient Longman
- 5) Vaidyanathan A. (1995), The Indian Economy: Crisis, Response and Prospects Orient Longman
- 6) Dutt and K.P.M.Sundaram (2006) Indian Economy, New Delhi, Sultan and Chand Company.
- 7) Kapila, Raj and Kapila, Uma (2002), India's Economy in the 21st Century. New Delhi: Academic Foundation.
- 8) Dingra, I.C. (2009), Indian Economy, New Delhi: Sultan and Chand Sons.
- 9) Gupta K.R and Gupta, J.R (2008), Indian Economy, New Delhi, Atlantic Publishers

SOCIAL MARKETING

(Credits 3) 45 hours

Objectives:

- Define social marketing and understand the concepts of behavior change for social good.
- Analyze the social marketing environment
- Simplification of understanding behavior change for social good
- To collate existing social marketing strategies into a repository for referral learning
- 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.
- To interpret the theoretical framework of target audience and approaching them

Course Outcome:

- Understanding the social problems present in the society
- Developing competency to relate the social problems to products that could be sold (awareness, literal sales etc.)
- Promoting the social products thru commercial marketing practices resulting in removal / lessening of the problem impact

UNIT-I (15 HRS)

Social marketing: concepts & definition - types – objectives – instruments – branding - History of social marketing – Difference between Social Marketing and Commercial & Non-profit 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 HRS)

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

UNIT- III (7 HRS)

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 HRS)

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 HRS)

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

Books for References:

- 1) Social marketing “influence behavior for good” By Nancy R. Lee Philip Kotler, Sage Publication 2001. Isbn : 978-81-321-1021
- 2) Social Marketing in India, Sameer Deshpande, Nancy R. Lee, sage Publication 2015. ISBN: 978-81-321-1357-7
- 3) By Rob Donovan, Nadine Henley, Principles and Practice of Social Marketing: An International Perspective, 2nd Edition, 2010

FINANCIAL ACCOUNTING & MANAGEMENT

(Credits 3) 45 hours

Objectives:

- To make the students familiarize with the accounting principles and concepts
- To equip the students on how to maintain accounts for an enterprise
- To make the students understand the various source of finance available for the business
- To equip the student to create budgets and budgetary control for the enterprise
- To familiarize the students on financial management and BEP.

Course Outcome:

- To learn the principles of Accounting and Budgeting
- To know about the various Sources of Funding for the Social Enterprises.
- To enable the students to understand the importance of analysis and interpretation of Financial Statements
- To equip the students with the skills to prepare various types of analytical statements and to help students to prepare Management reports for decision making.

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 Organization. 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

Books for References:

- 1) Dr. S. N. Maheshwari, Financial Accounting For Management, 3rd Edition, 2013.
- 2) M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2nd Edition, 2006.
- 3) M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd. 11th Edition, 2015.
- 4) Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, CengageLearning, 2010.
- 5) Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2017.

FUND RESOURCE MOBILIZATION

(Credits- 2) 30 hours

Objective:

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

Course Outcome:

- To learn and apply the skills for Fundraising and development.
- To know the methods process of fund raising for the social entrepreneurs.
- To imbibe and practice the Ethical principles in proposal writing.
- To understand how to do campaign and lobbying related to the Social entrepreneurship practice in India.

UNIT-I

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- II

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- III

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- IV

ETHICS AND PROPOSAL WRITING

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

UNIT-V

ADVOCACY, CAMPAIGNING AND LOBBYING

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

Books for 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.

Course 6: Field Immersion II**CASE STUDY ANALYSIS****(Credits- 6)****Case Study:**

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)

Course 7: Soft Skills -II**(Credit-2) 3 hours****UNIT- II**

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

UNIT- II

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.

UNIT- III

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

Semester III

WOMEN AND ENTREPRENEURSHIP

(Credits- 3) 45 hours

Objectives:

- To introduce the concepts related to gender and society
- To sensitize the students to be aware of the gendered socio-economic, political and cultural system across societies
- To provide conceptual understanding in addressing gender questions and women entrepreneurship in India
- To equip the students to understand the need and importance of women social entrepreneurship, focus areas for women social ventures and case studies
- To introduce the students with the concepts of mainstreaming gender and sustainable development goals in addressing women issues in the society

Course Outcome:

- The students are expected to be aware of gender issues in the society and gender sensitive in addressing the social problems
- The students are expected to give special attention to gender related issues in venturing or promoting social entrepreneurship
- The students are expected to give importance to gender mainstreaming in any social venture and gender specific sustainable development goals
- The students are expected to map the thrust areas for gender equality and mainstreaming; and focus on developing social ventures.

UNIT- I (8 HRS)

GENDER, WOMEN AND WOMEN ENTREPRENEURSHIP

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 (8 HRS)

WOMEN AND SOCIAL ENTREPRENEURSHIP

Meaning and scope of Women social entrepreneurship, target groups in women 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 (8 HRS)

WOMEN SOCIAL ENTREPRENEURSHIP AND EMPOWERMENT

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

UNIT-IV (16 HRS)**WOMEN ENTREPRENEURSHIP ORGANISATIONS**

National Level Standing Committees on Women Entrepreneurs, Small Industries Development organization (SIDCO), District Industries Centre (DIC), Entrepreneurship Development Institute (EDI), National Small Industries Corporation Ltd (NSIC), National Institute for Entrepreneurship and small business Development (NIESBUB), Centre for Entrepreneur Development,(CED), Indian Council of Women Entrepreneurs, Self Employed Women's Association (SEWA), National Science and technology Entrepreneurs, Consortium of Women Entrepreneurs of India (CWEI), Federation of Indian Women Entrepreneurs(FIWE), State Government Schemes for Development of Women and Children in Rural Areas (DWCRA), National Alliance of Young Entrepreneur (NAYE), Association of Women Entrepreneurs of Karnataka (AWAKE); All Current schemes and assistance to support Women Entrepreneurs at National and state levels

UNIT- V (5 HRS)**WOMEN SOCIAL ENTREPRENEURSHIP - FUTURE PERSPECTIVE**

Promotional strategies for developing Women Social Entrepreneurs, Training, Role of Government Sector, Role of Private Sector, Role of Non-Governmental Organizations (NGOs).

Books for 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
- 7) policy framework supporting women entrepreneurs in India -
Ref:shodhganga.inflibnet.ac.in/bitstream/10603/62233/7/chapter%204.pdf

RURAL ENTREPRENEURSHIP

(Credits- 3) 45 hours

Objectives:

- To develop understanding about entrepreneurship in Rural context and critical analysis on paradigmatic shifts in rural development
- To develop entrepreneurial ecosystem, skills among the different sections of the rural population
- To explore and identify rural potential for micro-small social business ideas
- To gain knowledge on various governance structures comprising state, local body, Panchayats, civil society and community and their implications on the livelihoods of the rural community.
- To developing skills to measure the feasibility of ideas and convert them into viable social business ventures

Course Outcome:

- Students would have a common understanding of what encompasses rural development, rural economy and rural issues
- Students would gain knowledge on developing entrepreneurial ecosystem, skills among the different sections of the rural population
- Students would identify rural potential for micro-small social business opportunities and ideas
- Students would acquire skills to measure the feasibility of ideas and convert them into viable social business ventures

UNIT- I (7 HRS)

Introduction of Rural Entrepreneurship-Evolution of Entrepreneurship Rural India-Types of Rural Entrepreneurship - Entrepreneurial Competencies-Challenges for Rural Entrepreneurs

UNIT- II (8 HRS)

Institutional Ecosystems for Promotion of Rural Entrepreneurship: Rural Ecosystem, Natural and Human Resource Base-Panchayat Raj System & Government Schemes-Rural Skill Sets and Enhancing Opportunities -Institutional Support for Finances and Technical Backstopping-Private-Public Partnership and Corporate Social Responsibility Systems

UNIT- III (10 HRS)

Micro and Small Rural Enterprises: Understanding Micro and Small Enterprises-Project Identification and Selection-Project Formulation-Project Appraisal-Government Policies for Micro and Small Enterprises-Rural Business Environment -Social, Economic, Political and Cultural Issues

UNIT- IV (12 HRS)

Rural Enterprise Incubation: Scanning Rural Environment-Economic, Technical, Technological & Market-Business Opportunity Identification and Project Selection-Business Plan Preparation-Forward and Back Ward Linkages-Market linkages development-Rural Marketing

UNIT- V (8 HRS)

Study of Rural Entrepreneurs-Growth and Replicability Issues-Entrepreneurship Opportunities-Potential and Limitations-Active interaction with Key Stakeholders-Panchayats, NGOs, Schools. etc.-Working together and finalizing interventions -Listing Out and Networking with all Rural Support Systems

Books for References:

- 1) Byrd, W.A. 'Entrepreneurship, capital and ownership'. Washington, D.C. The World Bank. Mimeo, 1987.
- 2) Jones, L. and I. Sakong, Government, Business and Entrepreneurship in Economic Development: Korean Case, Cambridge, MA: Harvard University Press, pp. 190-207, 1980.
- 3) Dynamics of Entrepreneurial Development by Vasant Desai
- 4) Unleashing Rural Entrepreneurship by B M Singh and K VN Namboodiri
- 5) Entrepreneurship and Rural Development by Gullybaba.com Panel-IGNOU Help Book
- 6) Rural Entrepreneurship by Upadhyay Mukesh

LEGAL FRAMEWORK OF SOCIAL ENTERPRISES

(Credits- 3) 45 hours

Objective:

- To learn and be aware of the various laws and acts under which social enterprise can be operated.
- To know the process of registering social enterprise.
- To empathize the need to create legal structure frame at National and State level.
- To create a National social entrepreneurial milieu.
- To understand contextual needs and specifications of Indian Social enterprise culture.

Course Outcome:

- After the completion of the course the students are expected to have learnt the following
- Existing policies and rules, options available for registering social enterprise.
- Forecast desirable practices in the areas of economic decision making and finance of non -profit organization and Social enterprises.
- How to use the existing laws for the betterment of vulnerable section of the society.
- Know and acquire knowledge about the role of Government to foster environment to achieve Sustainable Development Goals.
- Need to construct a conceptual framework for Social Policy in India.

UNIT- I

INDIAN TRUST ACT (1882)

What is Trust Act, 1970; Salient features of the Act; What is a Public Trust; What are public- cum private trust; How to register a Trust; Advantages of a Trust; Taxation in Private and Public Trust; Benefits of Donors under Sec 80G; Conditions and Documentation of 80 G; Do's and Don'ts of 80G; Current scenario in India

UNIT- II

SOCIETIES ACT (1860)

Purpose of Society Act; Definitions under Society Act; Steps for Registering a Society in India; Documents required for Registering Society in India; Requirements under Memorandum of Association;

UNIT- III

COMPANIES ACT (1956)

Meaning, characteristics and types of company; Differentiate between limited and unlimited company; Statutory Provision under Company Act;

UNIT- IV

FOREIGN CONTRIBUTION AND REGULATION ACT (2010) AND PATENTS ACT (1970)

What is FCRA (2010); Definition, context and purpose of FCRA; Components of FCRA: Registration, Utilisation of Funds and Reporting; Key features of FCRA Act; Offences and Penalties; Finance and Administration. **The Patents Act (1970):** Meaning, Characteristics, Features, What is new invention?, What are not patentable, process for filing patent, Amendment and Appeal, Power of Controller, Penalties, Patent Agents

UNIT- V**EMPLOYEE STATE INSURANCE ACT (1948) AND RIGHT TO INFORMATION ACT (2005)****Books for References:**

- 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

Objectives:

- To understand and be aware about the life of uncertainties and how to handle adhoc situations caused due to natural calamities
- To know the challenges faced by various vulnerable groups and identify opportunities for them to start a social enterprise
- To inculcate adaptation strategies to access resources from different sources in order to promote social enterprise practise among people.
- To learn various alternative approaches and develop the knowledge base for mitigation of climatic change.
- To empower the society about conscious consumption of available resources in everyday life.
- To find solutions to various climatic challenges through their own social enterprises.

Course Outcome:

- Students are expected to get awareness about the uncertain life situations to handle them
- Students are expected to understand the challenges faced by various vulnerable groups and identify opportunities for social enterprises
- Students are expected to learn about adaptation strategies and access resources from different sources for promoting social enterprises
- Students are expected to learn about alternative approaches and develop the knowledge base for mitigation of climatic change

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 fish workers, 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

Books for References:

- 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 learn and interpret the term quality
- To understand quality in dimensions related to our process
- To reach quality by improving the factors leading to quality rather than improving quality as such

Course Outcome:

- Students would be exposed to various models of Quality Management thought
- Concepts of quality like 5S, Keizen & PDCA cycle are to be understood with cases and they need to be related to improving social entrepreneurial products' quality as well
- Ensuring that the quality products meet the ISO and quality audit standards

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 – Quality Function Development (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Performance measures.

UNIT- V

QUALITY SYSTEMS

Need for ISO 9000 – Quality Management System – Documentation and Quality Auditing:

Introduction, features, types, objectives and stages – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors.

Books for References:

- 1) Jayakumar & Dr. R. Raju, Total Quality Management, Lakshmi Publications, 2014.
- 2) N. Srinivasa Gupta & B Valarmathi, Total Quality Management, 2nd Edition, McGrawHill 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.

Course 6: Field Immersion III**(Credits- 6)****Field Immersion:**

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)

Course 7: Soft Skills -III**(Credits-2) 3 hours****UNIT- I****CONSUMER BEHAVIOUR— ISSUES AND CONCEPTS**

Consumer Behavior – Nature, Consumer Scope and Application Behavior

Consumer Behavior and An Introduction Life Style Life-style Marketing to Course MS-61
Marketing

Organizational Buying Behavior

UNIT- II**INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR**Perceptions, Consumer Motivation and Involvement6 Attitude and Attitude Change, Learning
and Memory, Personality and Self-concept**UNIT- III****GROUP INFLUENCES ON CONSUMER BEHAVIOUR**Reference Group Influence & Group Dynamics, Family Buying Influences, Family Life-cycle
and Buying Roles, Cultural and Sub-cultural influences**UNIT- IV****THE BUYING PROCESS**Problem Recognition & Information Search Behavior, Information Processing, Alternative
Evaluations, Purchases Process & Post-purchase Behavior**UNIT- V****MODELLING BUYER BEHAVIOUR**

Early Models, Howard Sheth Model, Recent Developments in Modelling Buyer Behavior

OUTBOUND TRAINING

(Credits- 2)

Objectives

- To develop awareness of the participants about their own self as a Social entrepreneur- their strengths and areas to improve, their traits and characteristics in relation to running a social enterprise
- To enhance service/product conceiving, planning, executing, delivering and monitoring outcomes of a social enterprise
- To provide skills for mobilizing resources-human, infrastructural & financial
- To develop skills to manage the internal organizational structure & external partnerships of a social enterprise
- To acquire the skills of marketing a product or delivering a service either alone or in partnerships

Course Outcome:

- Students would develop awareness about their own self as a Social entrepreneur- their strengths and areas to improve, their traits and characteristics in relation to running a social enterprise
- Students would get knowledge on enhancing service/product conceiving, planning, executing, delivering and monitoring outcomes of a social enterprise
- Students would acquire skills for mobilizing resources-human, infrastructural & financial
- Students would develop skills related to manage the internal organizational structure & external partnerships of a social enterprise
- Students would master the skills of marketing a product or delivering a service either alone or in partnerships

Syllabus:

The Out Bound training (OBT) focuses on social entrepreneurship capability development of the students. Understanding the Lifestyle of a Social Entrepreneur - Understanding the DNA-the Traits of a Social Entrepreneur –Self Assessment- Building a Successful Social Enterprise- Self awareness as a Social Entrepreneur- Being Creative and Innovative - Skills for an Entrepreneur -Planning & Execution- Problem solving & Decision making - Communication in a Social Enterprise – Collaboration- Leadership for Social Enterprises- Planning a Social Enterprise (Services/Products)

Semester IV

SOCIAL ENTREPRENEUR STRATEGIES

(Credits- 3) 45 hours

Objectives:

- To gain knowledge about different strategies practiced in social entrepreneurship
- To classify and understand the process as a combination of pricing, cooperating marketing and financing

Course Outcome:

- Students would gain knowledge on definition of social entrepreneurship and its movement towards matching and competing with entrepreneurship
- Through cases they would need to strategize for various social organizations and their sustainable model of growth right through products, their pricing, networking for growth and CRM
- Exploring new avenues and markets through competitive strategizing that includes overcoming financial challenges as well

UNIT-1

INTRODUCTION

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

UNIT- II

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- III

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- IV

MARKET 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-V

FINANCIAL STRATEGY

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

Books for 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

(Credits-3) 45 hours

Objectives

The course will facilitate the student:

- To develop an understanding of change processes and be able to think critically about obstacles to change
- To understand the history of leadership and current leadership theories. In addition, students will understand how leadership models are put into practice personally, locally and globally
- To understand about the application of personal, interpersonal, team and organizational leadership skills applied to social work practice
- Increase awareness of organizational behavior-effective communication, cultural proficiency, collaboration, conflict resolutions, human resource and strategic management skills

Course Outcome:

- Students will practice self-directed learning and learn critical thinking skills
- Students will gain knowledge of diverse cultures, cross-cultural communication, the dynamics of privilege and oppression and the uses of power between groups. Students will also understand how ethics, morals and values relate to their leadership dilemmas
- Students will learn to act out of humanitarian values and will develop and explore their own competence
- Students will learn to practice team leadership

UNIT- I (15 HRS)

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

UNIT- II (8 HRS)

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

UNIT- III (7 HRS)

Leadership for social Entrepreneurship – Understanding Social leadership – Leaders as social change agents, Social Issues for development (Millennium Development Goals) – Study on Leadership and Social Entrepreneurs (Case studies)

UNIT- IV (8 HRS)

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 (Creative, Innovative, Communicating, negotiating and resolving Conflict)

UNIT- V (7 HRS)

Strategic Leadership -Leadership in a Diverse World - Developing Leaders and Planning Succession; Leadership Issue for Future Entrepreneurs

Books for References:

- 1) Ahuja, Ram, Social Problems in India, Rawat Publications, Delhi. (2013 Reprint)
- 2) John P Kotter, Leading Change, Harvard University Press, 2012
- 3) Aitken, Higgs, Developing Change Leaders, Routledge Publishers, UK. 2010
- 4) Bholanath dutta, Entrepreneurship Management, Excel Books, New Delhi, 1st Edition, 2009.
- 5) S. Mohan and R. Elangovan, Current Trends in Entrepreneurship, Deep & Deep Publications pvt. Ltd., New Delhi – 2006.
- 6) Dinh, Lord, Gardner, Meuser, Linden, & Hu, Leadership Theory and Research in the New Millennium: Current Theoretical Trends and Changing Perspectives, 2014.
- 7) Lord, Dinh, & Hoffman A Quantum Approach to Time and Organizational Change, 2014
- 8) 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

(Credits- 3) 45 hours

Objectives:

- To familiarize the students about the social innovation concepts and methods
- To expose students to problem solving methodology through design thinking process, especially with respect to social issues.
- To make the students understand about various funding opportunities for social enterprise.
- To make the students familiarize with the various environments which enable the social innovation
- To expose the students to the recent development in the social innovation sector.

Course Outcome:

- Students would be have a common understanding about what social innovation means
- Students would have a common understanding of various social innovation models and strategies developed by innovators including systems thinking and design thinking
- Students will be able to discuss the process and techniques of social innovation that could be used whilst developing ideas and projects
- Students would be able to discuss the implications of current trends in designing social innovation projects and would also learn on how to financially support such projects
- Students will be able to discuss on various social innovation case studies and additionally meet innovators and entrepreneurs via seminars and workshops who would help them further explore the general implications of social innovation projects

UNIT- I

INTRODUCTION TO SOCIAL INNOVATION

Social Innovation: Meaning-Definition- History -Drivers-Types and Implications, Design Thinking: Design Thinking approach and technique-Steps in Design thinking-IoT

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 – Tems-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- Boot Strapping-Seed stage and angel funding-Grants and donations-Crowd funding-Social

enterprise incubators-Social Enterprise Accelerators-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-. Case Studies- Humanitarian Innovation-Frugal Innovation

Books for References:

- 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.
- 3) Thomas Osburg and Rene Schmidpeter, Social Innovation: Solution for Sustainable Future(CSR , Sustainability ,Ethics & Governance)
- 4) A.Nichollas and A.Murdock, Social Innovation: Blurring Boundaries to Reconfigure Markets.
- 5) Peter Theil and Blake Masters,Zero to One:Notes on Startup or How to Build the Future.
- 6) Taco Branden and Sandro Cattacin,Social Innovation in the Urban Context.
- 7) <https://designthinking.ideo.com/>

PROJECT MANAGEMENT

(Credits- 2) 30 hours

Objective:

- To understand and learn the systematic planning of social enterprise project
- To apply and practise the tools involved to develop a social enterprise
- To obtain the skills essential for project management in social enterprise.
- To know various approaches and develop the knowledge base for the better implementation of the social enterprise projects for economic and social equality.
- To enable the students to create ethos and right ambience for them to work
- To experience the varied techniques involved in the management of a project.

Course Outcome:

- To know the basic concepts involved in a project
- To understand the tools and techniques for project organization
- To experience and apply analytical skills needed for the project management
- To understand the possibilities and challenges while implementing the project
- To learn to examine a project analytically to inculcate social values
- To obtain the financial skills involved for a social enterprise
- To learn to evaluate the feasibility of any project
- To enhance the perspective towards business idea into a social enterprise model for the sustainable living
- To learn to design and maintain dynamic system in the organization.

UNIT- I (6 HRS)

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

UNIT- II (6 HRS)

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 HRS)

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 HRS)

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 HRS)

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.

Books for References:

- 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

Objective:

- To understand and learn the systematic planning of social enterprise product
- To obtain the skills essential for product management in social enterprise
- To know various approaches and develop the knowledge base for the better implementation of the social enterprise products for economic and social equality
- To enable the students to create ethos and right ambience for them to work
- To experience the varied techniques involved in the design and management of a product

Course Outcome:

- To know the basic concepts involved in a product design and management
- To understand the tools and techniques for product-based organization
- To experience and apply analytical skills needed for the product management
- To understand the possibilities and challenges while implementing the product
- To obtain the financial skills involved for supporting a social product
- To enhance the perspective towards business product idea into a social enterprise model for the sustainable living

UNIT- I (4 HRS)

PRODUCT MANAGEMENT INTRODUCTION

Basic Concepts - The Product Management Process – The Product Planning System

UNIT- II (6 HRS)

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 HRS)

NEW PRODUCT DEVELOPMENT

Organizing 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 HRS)

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 HRS)

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.

Books for References:

- 1) Dr. Mayak sharma Product Mangament, 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

(Credits- 6)

Students would be required to take an individual assignment with a social entrepreneurial organization and they would give 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

Course 6: Field Immersion IV**(Credits- 6)****Field Immersion:**

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)

Course 7: Soft Skills IV**(Credits- 2)****UNIT- I****CAMPUS TO SOCIAL ENTREPRENEURIAL TRANSITION**

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

UNIT- II**CREATIVE THINKING**

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

UNIT- III**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