

  
**MANGALORE UNIVERSITY**

**Department of Sociology**

**MA Sociology**

**SYS 556 Social Entrepreneurship**

**Course Outcome:**

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

**Objectives:**

The course intends to provide

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

**UNIT –I: Introduction:**

**Hrs -14**

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

**UNIT – II: Professional Management for Social Enterprises:**

**Hrs - 12**

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

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

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

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

Select case studies of Indian social enterprises and entrepreneurs–

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

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

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

**Reference Books:**

- Bornstein, David. 2007. *How to Change the world: Social Entrepreneurs and the Power of New Ideas*, Oxford University Press.
- Dees, Gregory., Jed Emerson, and Peter Economy. 2002. *Enterprising Non Profits – A Toolkit for Social Entrepreneurs*, John Wiley and Sons.
- Drucker, Peter. 1990. *Managing the Non Profits Organizations: Practices and Principles*, Harpercollins.
- Lee, Nancy R and Philip Kotler. 2012. *Social Marketing: Influencing Behaviours for Good*, Sage South Asia
- Nicholls, Alex. 2006. *Social Entrepreneurship: New Models of Sustainable Social Change*, Oxford University Press.
- Setterberg, Fred and Kary Schulman. 1985. *Beyond Profit: Complete Guide to Managing the Non Profit Organizations*, Harper & Row.
- Steven Ott. J. 2001. *Understanding Non Profit Organizations: Governance, Leadership and Management*, Westview Press.
- Sunder, Pushpa. 2013. *Business and Community: The Story of Corporate Social Responsibility in India*, Sage