

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Internal	Final Exam	Total
UGMDC-202 (A)	Social Innovation and Entrepreneurship	MDC	3	3	0	0	40	60	100

Course Outcomes

At the end of the course the student will be able to

CO1	Examine the concept of Social Innovation.
CO2	Develop a Systems Thinking Approach.
CO3	Demonstrate strategic planning for business.
CO4	Comprehend the entrepreneurial process.
CO5	Evaluate the Role of Social Entrepreneurs.

Detailed Syllabus**Section A**

Unit I: Social Innovation: Definition of social innovation, Perspectives on Social Innovation, Social Innovation Theory, Human-Centered Design Approach, Inspiration, Ideation.

(08 Hrs)

Unit II: Systems Thinking Approach: Systems Theories, Looking at Solutions from a Systems Perspective, Building a Foundation for Change, Designing an Innovation, The Social Enterprise Approach: Steps in Designing a Solution.

(08 Hrs)

Unit III: Entrepreneurship. John Kao's Model on Entrepreneurship, Entrepreneurship: Meaning and objective, Idea Generation, identifying opportunities and Evaluation, Building the Team, Strategic planning for business.

(08 Hrs)**Section B**

Unit IV: Entrepreneurial Process: Introduction to the entrepreneurial process, opportunity recognition, entrepreneurial decision making and teamwork in the entrepreneurial process, Different forms of business models, Ideate, develop, iterate and test business models, Social Entrepreneurs.

(06 Hrs)

Unit V: Social Entrepreneurship: Characteristics and Role of Social Entrepreneurs, Innovation and Entrepreneurship in a Social Context, Start-Up and Early-Stage Ventures, Business Strategies and Scaling Up.

(06 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Entrepreneurship	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha	Tata McGraw Hills	11th (2020)
2	Innovation for Social Change – How Wildly Successful Nonprofits Inspire and Deliver Results	L. Kral	John Wiley & Sons Inc	1st (2022)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Frontiers in Social Innovation: The Essential Handbook for Creating, Deploying, and Sustaining Creative Solutions to Systemic Problems	Neil Malhotra	Harvard Business Review Press	1st (2022)