



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course File

COURSE HANDOUT

Social Innovation & Entrepreneurship UGMDC-202 (A)

BBA – 2nd SEMESTER

ACADEMIC YEAR (2024-25)

Dr Mansi Gupta

Sr. Asst. Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	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.

Section A

Unit I: Social Innovation: Definition of social innovation, Perspectives on Social Innovation, Social Innovation Theory, Human-Centred 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	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1.	Entrepreneurship	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha	Tata McGraw Hills	11 th (2020)
2.	Innovation for Social Change – How Wildly Successful Nonprofits Inspire and Deliver Results	L. Kral	John Wiley & Sons Inc	1 st (2022)

Reference Books

S.No	Name of the Books	Name of the Author	Publisher Name	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	1 st (2022)

COURSE PLAN

Unit-I Social Innovation

S.No	Topics	Recommended Books
1	Definition of social innovation,	https://www.viima.com/blog/social-innovation https://www.gsb.stanford.edu/experience/about/centers-institutes/csi/defining-social-innovation https://ideascale.com/blog/what-is-social-innovation/
2	Perspectives on Social Innovation,	https://www.routledge.com/Social-Innovation-Comparative-Perspectives/Anheier-Krlev-Mildenberger/p/book/9780367732899#:~:text=By%20investigating%20actor%20contributions%20to,functioning%2C%20cohesive%20and%20viable%20societies.
3	Social Innovation Theory,	https://ssir.org/books/excerpts/entry/theories_of_social_innovation
4	Human-Centred Design Approach,	https://online.hbs.edu/blog/post/what-is-human-centered-design



		<p>https://designthinking.ideo.com/faq/whats-the-difference-between-human-centered-design-and-design-thinking</p> <p>https://www.interaction-design.org/literature/topics/human-centered-design?srsId=AfmBOoqiLS7os0RsJgjhVdRZuGyI5zmv4t3HxQ2tXsPwEL40-L16vPM</p>
5	Inspiration, Ideation	<p>https://www.interaction-design.org/literature/article/what-is-ideation-and-how-to-prepare-for-ideation-sessions?srsId=AfmBOoo4aMikVeW-SKiN638HLJ9B1cqA_MLb0KdoRBUga_WxRslJGpyz</p> <p>https://nextbillion.net/design-thinking-inspire-ideate-and-implement/</p> <p>https://paul4innovating.com/2014/10/21/inspiration-ideation-and-implementation/</p>
Unit-II Systems Thinking Approach		
6	Systems Theories,	<p>https://study.com/learn/lesson/systems-theories-in-psychology.html</p> <p>https://www.onlinemswprograms.com/social-work/theories/systems-theory-social-work/</p> <p>https://www.britannica.com/topic/systems-theory</p>
7	Looking at Solutions from a Systems Perspective,	<p>https://thesystemsthinker.com/systems-thinking-what-why-when-where-and-how/</p> <p>https://medium.com/disruptive-design/problem-solving-desperately-needs-systems-thinking-607d34e4fc80#:~:text=Ultimately%20%20approaching%20things</p>



		%20from%20a,real%20and%20holistic%20systemic%20solutions. https://www.designorate.com/systems-thinking-steps-solve-complex-problems/
8	building a Foundation for Change,	https://www.bristlecone.com/5-tips-for-building-a-foundation-for-change/ https://www.playworks.org/news/building-a-foundation-for-change/
9	Designing an Innovation,	https://design.northwestern.edu/about/design-innovation.html
10	The Social Enterprise Approach: Steps in Designing a Solution.	https://www.investopedia.com/terms/s/social-enterprise.asp https://prosperitynow.org/blog/7-steps-developing-concept-successful-social-enterprise https://www.linkedin.com/pulse/role-design-thinking-social-entrepreneurship-eric-chuah-ptn0c
Unit-III Entrepreneurship		
11	John Kao's Model on Entrepreneurship,	https://www.studocu.com/in/document/dr-apj-abdul-kalam-technical-university/masters-of-business-administration/conceptual-model-of-entrepreneurship/80443670 https://indiafreenotes.com/john-kaos-model-on-entrepreneurship/
12	Entrepreneurship: Meaning and objective,	https://www.shiksha.com/online-courses/articles/types-of-entrepreneurship/ https://www.bajajfinserv.in/what-is-entrepreneurship https://www.corpseed.com/knowledge-centre/what-is-entrepreneurship-meaning
13	Idea Generation, Identifying opportunities and Evaluation,	https://www.shiksha.com/online-courses/articles/idea-generation-meaning-and-techniques/ https://www.viima.com/blog/idea-



14	Building the Team, Strategic planning for business.	generation https://onstrategyhq.com/resource/s/strategic-planning-process-basics/ https://www.vistage.com/research-center/business-leadership/strategic-planning/20181105-10-steps-building-best-business-strategies/ https://asana.com/resources/strategic-planning https://trainingmag.com/10-proven-team-building-strategies/
Unit-IV Entrepreneurial Process		
15	Introduction to the entrepreneurial process,	https://sites.fuqua.duke.edu/dukeen/selected-topics/the-entrepreneurial-process/ https://kpu.pressbooks.pub/introentrepreneurship/chapter/entrepreneurial-process/ https://businessjargons.com/entrepreneurial-process.html
16	opportunity recognition,	https://study.com/academy/lesson/opportunity-recognition-or-definition-examples.html#:~:text=Opportunity%20recognition%20is%20a%20process%20wherein%20individuals%20and%20organizations%20actively,ways%20to%20innovate%20or%20improve. https://www.futurelearn.com/info/courses/technology-entrepreneurship-start-a-new-venture/0/steps/45095 https://sites.google.com/view/ed-dlh/ed-satq/ed-opportunity-recognition-business-idea-generation
17	entrepreneurial decision making and teamwork in the entrepreneurial process,	https://www.shiksha.com/online-courses/articles/entrepreneurial-process-meaning-and-stages/ https://www.emerald.com/insight/content/doi/10.1108/md-10-2019-



		1495/full/html https://www.forbes.com/councils/yec/2020/02/05/the-seven-step-process-for-entrepreneurial-decision-making/
18	Different forms of business models,	https://online.hbs.edu/blog/post/types-of-business-models https://www.investopedia.com/terms/b/businessmodel.asp
19	Ideate, develop, iterate and test business models,	https://online.hbs.edu/blog/post/stages-of-design-thinking https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process?srltid=AfmBOooveFDVFFfMRXAsCAEHZC2isaSONVhAbrPCarcLGgy-OR9du3qt https://www.strategyzer.com/library/the-role-of-an-effective-innovation-coach
20	Social Entrepreneurs	https://www.ashoka.org/en-in/focus/social-entrepreneurship https://gsep.pepperdine.edu/blog/posts/key-characteristics-of-successful-social-entrepreneurs.htm https://www.investopedia.com/terms/s/social-entrepreneur.asp
Unit-V Social Entrepreneurship		
21	Characteristics and Role of Social Entrepreneurs,	https://socialsectornetwork.com/7-essential-characteristics-of-social-entrepreneurs-2/ https://corporatefinanceinstitute.com/resources/esg/social-entrepreneur/ https://www.wallstreetmojo.com/social-entrepreneur/
22	Innovation and Entrepreneurship in a Social Context,	https://impactgarden.org/social-innovation/ https://indiafreenotes.com/innovation-and-entrepreneurship-in-a-social-context/



		https://business.expertjournals.com/23446781-710/
23	Start-Up and Early-Stage Ventures,	https://www.startupindia.gov.in/content/sih/en/bloglist/blogs/early_stage_to_a_growth_stage.html https://baselarea.swiss/knowledge-hub/6-startup-stages/ https://pmsbazaar.com/Blogs/Why-consider-early-stage-startup-investments https://www.thehartford.com/business-insurance/strategy/how-to-start-a-business/early-stage-startup
24	Business Strategies and Scaling Up.	https://knowledge.essec.edu/en/strategy/scaling-social-impact-local-success-widespread.html https://centre-innovation-sociale-ecologique.essec.edu/index.php/changing-scale/?lang=en

ADDITIONAL WEB RESOURCES

1.	Coursera: Creating a Change Through Social Entrepreneurship https://www.coursera.org/learn/creating-change-through-social-entrepreneurship
2.	Coursera: Social Entrepreneurship https://www.coursera.org/learn/wharton-social-entrepreneurship
3.	Harvard Course Pack https://hbsp.harvard.edu/coursepacks/1263037

GRADING AND ASSESSMENT

- **Sessional Test:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks





COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Wednesday 03:15 – 04:00 PM
- **Contact Information**
mansi.mba@mietjammu.in