Department of BBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Social Innovation & Entrepreneurship
2.	Course Code	BBA – UGMDC 202 A
3.	Academic Year	2024-2025
4.	Semester	2nd
5.	Number of Lesson plans	16
6.	Faculty Assigned	Dr. Mansi Gupta

Faculty Signature

Lesson Plan No. 1.0	Course Name: Social Innovation & Entrepreneurship Topic: First day Introduction	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: a. Know about the faculty b. Understand the basics of the course c. Get acquainted with the rules to be followed in the class d. Recognise the importance of the course
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	
	 • Greet the class warmly and introduce yourself. Share your background, qualifications, and teaching philosophy to establish rapport.
	 • Briefly explain the course's focus, including what students will learn and how it connects to their future careers.
	 • Outline the teaching methodology, including lectures, discussions, assignments, and exams, and emphasize the interactive nature of the course.
	
	 2. Development (30 minutes)
	
	    A. Getting to Know Each Other (10 Minutes)
	       a. Conduct a quick round of introductions where students share their name, background, and one expectation from the course.
	       b. Use icebreaker activities such as asking students to pair up and introduce each other to the group.
	    B. About the Course (10 Minutes)
	       a. Explain the course objectives in detail using the syllabus and/or slides.
	       b. Discuss the evaluation criteria, including assignments, quizzes, participation, and exams.
	       c. Outline the classroom rules (e.g., attendance policy, participation expectations, deadlines).
	    C. Importance of the Course (10 Minutes)
	       a. Explain why understanding social innovation and entrepreneurship is critical for success in any organization.
	       b. Share real-world examples of how effective the efforts have been to date.
	       c. Link the course to career aspirations, such as leadership roles, entrepreneurship, and social innovation activist.

Closure	• Recap the day's key points: what the course covers, why it's important, and classroom expectations. • Discuss the relevance of the course in the broader context of business and management. (5 minutes) Homework/Assignments: • Encourage students to reflect on the handout.
Evaluation	Quick Q&A about the basics of management. (5 minutes) • What is social innovation?" • "Can you name some key social problems that need immediate attention?" Collect feedback through a quick poll (e.g., raise hands if they think

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Lesson Plan No. 1.1	Course Name: Social Innovation & Entrepreneurship Topic: Definition of social innovation	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: a. Define social innovation and understand its key components. b. Identify the significance of social innovation in addressing societal challenges. c. Recognize real-world examples of social innovation and their impact.
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	**1. Introduction (05 minutes):** • Greet the class warmly and introduce yourself. Share your background, qualifications, and teaching philosophy to establish rapport. • Briefly define social innovation and explain its role in societal development. • Highlight the course's relevance and how it connects to students' career aspirations. • **2. Development (30 minutes):** **A. Understanding Social Innovation (10 Minutes)** a. Define social innovation and discuss its distinguishing features. b. Explain the difference between social innovation and traditional innovation. c. Introduce key social innovation theories. **B. Significance of Social Innovation (10 Minutes)** a. Discuss the importance of social innovation in addressing social and economic challenges. b. Explain how social innovation contributes to sustainable development and inclusive growth. c. Provide case studies of impactful social innovations. **C. Real-World Applications (10 Minutes)** a. Present examples of successful social innovation projects. b. Encourage students to brainstorm social issues that could benefit from innovative solutions. c. Facilitate a brief discussion on how students can contribute to social innovation.

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Closure	• Recap the key points covered in the lesson. • Discuss the relevance of social innovation in different sectors. (5 minutes) Homework/Assignments: • Ask students to research and present one example of a social innovation initiative in the next class.
Evaluation	Quick Q&A about the basics of management. (5 minutes) • "What is social innovation?" • "How does social innovation differ from traditional innovation?" Collect feedback through a quick poll (e.g., raise hands if they found the topic relevant).

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Lesson Plan No. 1.2	Course Name: Social Innovation & Entrepreneurship Topic: Perspectives on Social Innovation,	Course No.: UGMDC-202 (A)
Objectives	At the end of the lesson the student shall be able to: a. Understand different perspectives on social innovation. b. Identify key contributors and theories related to social innovation. c. Analyze the impact of various perspectives on real-world social innovation initiatives.	
Teaching Aids (if	a. Power Point Presentation	

Teaching Development	**1. Introduction (05 minutes):**
	
	• Greet the class and introduce the topic of perspectives on social innovation.
	• Explain why understanding different perspectives is crucial for developing effective social innovations.
	• Briefly introduce key thought leaders and frameworks in social innovation
	
	2. Development (30 minutes):
	
	D. Theoretical Perspectives on Social Innovation (10 Minutes)
	    a. Discuss major perspectives on social innovation, including economic, social, and political viewpoints.
	    b. Explain how these perspectives influence innovation strategies.
	    c. Provide examples of how different theories apply to real-world cases.
	
	E. Key Contributors and Their Theories (10 Minutes)
	    a. Introduce major thinkers in social innovation, such as Joseph Schumpeter, Geoff Mulgan, and others.
	    b. Discuss their contributions and how they shaped the field of social innovation.
	    c. Explain how their theories impact modern social innovation practices.
	
	F. Case Studies and Practical Applications (10 Minutes
	    a. Present case studies of social innovation initiatives from different perspectives.
	    b. Facilitate a group discussion on how different perspectives shape policy and implementation.
	    c. Encourage students to reflect on which perspective resonates with them the most.

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Closure	• Recap the key perspectives discussed in the lesson. • Highlight the relevance of multiple viewpoints in shaping innovative solutions. (5 minutes) Homework/Assignments: • Ask students to research a social innovation initiative and analyze it from different theoretical perspectives.
Evaluation	Quick Q&A about the basics of management. (5 minutes) • "What are the different perspectives on social innovation?" • "How do these perspectives influence social change?" Collect feedback through a brief discussion or poll on which perspective students found most compelling.

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Lesson Plan No. 1.3	Course Name: Social Innovation & Entrepreneurship Topic: Social Innovation Theory	Course No.: UGMDC-202 (A)
Objectives	At the end of the lesson the student shall be able to: a. Define social innovation and understand its key principles. b. Identify examples of social innovation in modern society. c. Analyze the impact of social innovation on solving societal challenges.	
Teaching Aids (if any)	a. Power Point Presentation	

Teaching Development	**2. Introduction (05 minutes):**
	
	• Introduce the concept of social innovation and its relevance in addressing social issues.
	• Briefly discuss the importance of innovation in social change and societal well-being.
	
	2. Development (30 minutes):
	
	G. **Defining Social Innovation** (10 minutes)
	
	    • Define social innovation and differentiate it from traditional innovation.
	    • Discuss the characteristics of social innovation (e.g., sustainable, scalable, and addressing unmet societal needs).
	
	H. **Examples of Social Innovation** (10 minutes)
	
	    • Present real-world examples of social innovations, such as microfinance, renewable energy solutions, and inclusive education initiatives.
	    • Discuss how these innovations have addressed specific social issues and their impact on communities.
	
	I. **Social Innovation and Societal Change** (10 minutes)
	
	    • Explain how social innovation drives systemic change.
	    • Discuss the role of various stakeholders (government, businesses, NGOs, and individuals) in promoting social innovation.
	    • Introduce the challenges faced by social innovators and ways to overcome them.

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Closure	• Summarize the key points covered in the lesson. • Invite students to reflect on how they could contribute to social innovation in their communities.(5 minutes) Homework/Assignments: Research a social innovation project and prepare a presentation on its goals, implementation, and outcomes. Write a 500-word essay on how social innovation can address a specific societal challenge
Evaluation	Quick Q&A about the basics of management. (5 minutes) • Assess student understanding through class participation and discussion. • Evaluate the quality of research and reflection in homework assignments. Collect feedback through a brief discussion or poll on which perspective students found most compelling.

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Lesson Plan No. 1.4	Course Name: Social Innovation & Entrepreneurship Topic: Human-Centred Design Approach	Course No.: UGMDC-202 (A)
Objectives	At the end of the lesson the student shall be able to: a. Define human-centered design and its core principles. b. Explain the stages of the human-centered design process. c. Apply human-centered design principles to a real-world problem.	
Teaching Aids (if any)	a. Power Point Presentation	

Teaching Development	**3. Introduction (05 minutes):**
	
	• Introduce the concept of human-centered design (HCD) and its significance in problem-solving and product development.
	• Discuss how HCD focuses on the needs, wants, and limitations of the end-user.
	2. Development (30 minutes):
	
	J. A. Defining Human-Centered Design (10 minutes)
	
	    • Explain the concept of HCD and its emphasis on empathy, user involvement, and iterative processes.
	    • Discuss the key principles of HCD: understanding the user, co-designing solutions, and testing with real users.
	
	K. B. Stages of the Human-Centered Design Process (15 minutes)
	    • Describe the main stages of the HCD process:
	        • Empathize – Understanding the user and their challenges.
	        • Define – Clearly defining the problem based on insights from users.
	        • Ideate – Generating ideas to solve the defined problem.
	        • Prototype – Creating tangible solutions or prototypes.
	        • Test – Evaluating the prototypes with real users and refining them.
	        • Use a case study or example to illustrate how each stage is applied in a real-world context.
	
	L. Applying Human-Centered Design (5 minutes)
	
	    • Discuss how students can apply the HCD approach to solve problems in their own areas of interest (e.g., technology, healthcare, education).
	    • Encourage students to think about the users they would design for and the challenges they might face.

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Closure	• Summarize the main stages and principles of the HCD process. • Ask students to reflect on how understanding users' needs can lead to more effective and meaningful solutions. (5 minutes) Homework/Assignments: • Choose a product or service and evaluate it based on human-centered design principles. • Create a brief design proposal for a product or service that addresses a specific user need, outlining how HCD principles would be applied in each stage of the design process.
Evaluation	Quick Q&A about the basics of management. (5 minutes) • Assess student understanding through their participation in discussions and practical applications of the HCD process. • Evaluate the design proposals based on how well the principles of human-centered design are applied. Collect feedback through a brief discussion or poll on which perspective students found most compelling.

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Lesson Plan No. 1.5	Course Name: Social Innovation & Entrepreneurship Topic: Inspiration and Ideation	Course No.: UGMDC-202 (A)
Objectives	At the end of the lesson, the student shall be able to: a. Define inspiration and ideation in the context of creativity and problem-solving. b. Explain the importance of inspiration in generating new ideas. c. Identify different ideation techniques used in innovation and business	
Teaching Aids (if any)	a. Power Point Presentation	

Teaching Development	**4. Introduction (05 minutes):**
	• Define inspiration as the process of finding motivation or insights from external sources.
	• Define ideation as the process of brainstorming and generating new ideas.
	• Discuss why inspiration fuels ideation, leading to innovation in business, technology, and design.
	
	5. Development (30 minutes):
	M. Understanding Inspiration (10 minutes)
	    Sources of Inspiration:
	    a. Personal experiences
	    b. Nature, art, and culture
	    c. Market trends and customer feedback
	    d. Competitor analysis
	    How to Cultivate Inspiration:
	    e. Observing patterns and trends
	    f. Engaging in diverse experiences
	    g. Continuous learning and curiosity
	N. Ideation Process & Techniques (15 minutes)
	    Stages of Ideation:
	    a. Problem identification
	    b. Idea generation
	    c. Idea evaluation and selection
	    Techniques for Ideation:
	    d. **Brainstorming** – Free-flow idea generation.
	    e. **Mind Mapping** – Visual representation of ideas.
	    f. **SCAMPER Method** – Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse.
	    g. **Design Thinking Approach** – Empathize, Define, Ideate, Prototype, Test.
	    • Real-world applications of ideation in business and product development.
	        • new environments, collaboration).

	O. Overcoming Creative Blocks (5 minutes) • Discuss common barriers to inspiration and ideation. • Techniques to overcome them (e.g., relaxation, exposure to
Closure	• Summarize the link between inspiration and ideation in problem-solving and innovation. • Ask students to reflect on a time when they found inspiration for a new idea. (5 minutes) Homework/Assignments: • Identify a real-world innovation and analyze how inspiration led to its ideation. • Apply any one ideation technique (e.g., brainstorming, SCAMPER) to generate ideas for a startup.
Evaluation	Quick Q&A about the basics of management. (5 minutes) • Assess student participation in discussions and practical applications. Collect feedback through a brief discussion or poll on which perspective students found most compelling.

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Lesson Plan No. 2.1	Course Name: Social Innovation & Entrepreneurship Topic: Systems Theories	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: a. Define systems theory and explain its significance in management and organizational studies. b. b. Identify different types of systems and their characteristics. c. c. Apply systems thinking to analyze real-world organizational and
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	• Define systems theory as an approach that views an organization as a system composed of interconnected parts working together to achieve a goal.
	• Explain how systems thinking helps in problem-solving and decision-making.
	• Provide real-life examples where systems theory is applied in business and management.
	3. Development (30 minutes)
	   A. Key Concepts of Systems Theory (10 minutes)
	      a. System: A set of interrelated components functioning as a whole.
	      b. Subsystems: Smaller parts of a larger system (e.g., departments in an organization).
	      c. Open vs. Closed Systems:
	      d. Open Systems: Interact with their environment (e.g., businesses adapting to market trends).
	      e. Closed Systems: Operate independently with minimal external influence.
	      f. Feedback Mechanisms: The role of feedback in maintaining system stability and growth.
	   B. Major Systems Theories (15 minutes)
	      a. General Systems Theory (GST) – Developed by Ludwig von Bertalanffy, explains how systems maintain balance and adapt to change.
	      b. Chaos Theory – Suggests that small changes can lead to significant, unpredictable outcomes.
	      c. Complex Adaptive Systems (CAS) – Explains how organizations evolve through self-organization and adaptation.
	      d. Sociotechnical Systems Theory – Focuses on balancing technical and social aspects within an organization.

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	C. Applications of Systems Theory in Management (5 minutes) 　　• **Strategic Planning** – Understanding how different departments interact. 　　• **Problem-Solving** – Identifying root causes through a systems perspective. 　　• **Change Management** – Managing resistance and ensuring smooth transitions.
Closure	• Summarize the importance of systems thinking in business and management. • Ask students to reflect on how systems theory applies to their own experiences (e.g., in a workplace or educational setting).. (5 minutes) Homework/Assignments: • Analyze a company using systems theory and identify its key subsystems.
Evaluation	Quick Q&A about the basics of management. (5 minutes) • Assess student participation in discussions. Collect feedback through a quick poll (e.g., raise hands if they think management is important).

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Lesson Plan No. 2.2	Course Name: Social Innovation & Entrepreneurship Topic: Solutions from a Systems Perspective	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: A. Define systems thinking and explain its role in problem-solving. B. Identify key principles of systems perspective in analyzing problems. C. Apply systems thinking to develop holistic solutions in real-world scenarios.
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	   1. Define systems thinking as an approach that considers the interconnections and interactions within a system when solving problems.
	   2. Explain why traditional linear problem-solving may not always be effective in complex situations.
	   3. Provide examples of real-world challenges (e.g., environmental sustainability, business strategy) that require a systems perspective.
	2. Development (30 minutes)
	
	  A. Key Principles of Systems Thinking (10 minutes)
	    a. Interconnectedness – Understanding how different components influence each other.
	    b. Holistic View – Looking beyond immediate causes to understand broader impacts.
	    c. Feedback Loops – Recognizing reinforcing and balancing feedback mechanisms.
	    d. Leverage Points – Identifying key areas where small changes can lead to significant improvements.
	  B. Steps in Applying Systems Thinking to Solutions (15 minutes)
	    a. Define the Problem – Consider the full context, not just symptoms.
	    b. Identify System Components – Recognize stakeholders, processes, and interdependencies.
	    c. Analyze Cause-and-Effect Relationships – Use tools like causal loop diagrams to map connections.
	    d. Consider Short- and Long-Term Effects – Avoid quick fixes that may create new issues.
	    e. Develop and Test Interventions – Apply pilot programs and adaptive strategies.

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	C. Applications of Systems Thinking (5 minutes)
	    a. Business Management – Improving workflow by considering cross-departmental impacts.
	    b. Healthcare – Addressing public health challenges by analyzing social, economic, and environmental factors.
	    c. Sustainability – Developing policies that balance economic, social, and environmental needs.
	
	3. Class Activity (5 minutes)
	
	"Systems Mapping Challenge"
	
	• Divide students into small groups.
	
	• Present them with a common issue (e.g., traffic congestion, employee burnout, declining sales).
	
	• Each group maps out the system components and identifies at least two interconnections influencing the problem.
	
	• Groups briefly share their insights, highlighting how a systems approach changes the way they see the issue.

Closure	• Summarize the importance of systems thinking in finding effective and sustainable solutions. • Ask students to share examples of problems where a systems perspective would be useful. (5 minutes) Homework/Assignments: • Assess student participation in discussions and case analysis. • Review homework assignments for understanding and application of systems thinking.
Evaluation	Assess student participation in discussions and class activity. Collect feedback on what students found most insightful or challenging about the planning process. (5 minutes)

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Lesson Plan No. 2.3	Course Name: Social Innovation & Entrepreneurship Topic: building a Foundation for Change	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: A. Explain the importance of establishing a strong foundation for change in organizations. B. Identify the key elements that support successful change implementation. C. Apply change management strategies to real-world business scenarios.
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	    1. Define organizational change and why businesses must adapt to evolving environments.
	    2. Discuss common barriers to change (e.g., resistance, lack of leadership, poor communication).
	    3. Provide an example of a company that successfully implemented change (e.g., Microsoft's digital transformation).
	2. Development (30 minutes)
	
	    A. Key Elements of a Strong Change Foundation (10 minutes)
	        a. Vision for Change – Clearly defining the purpose and expected outcomes.
	        b. Leadership Commitment – Gaining support from top management.
	        c. Employee Engagement – Encouraging participation and reducing resistance.
	        d. Effective Communication – Ensuring transparency throughout the process.
	        e. Change Readiness Assessment – Evaluating the organization's ability to adapt.
	    B. Strategies for Successful Change Implementation (15 minutes)
	        a. • Kotter's 8-Step Change Model:
	            i. Create urgency
	            ii. Build a guiding coalition
	            iii. Develop a vision and strategy
	            iv. Communicate the vision
	            v. Remove obstacles
	            vi. Generate short-term wins
	            vii. Sustain acceleration
	            viii. Anchor the change in culture

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	b. Lewin's Change Model:
	    i. Unfreeze → Change → Refreeze
	c. • Discuss the role of training, feedback loops, and continuous improvement in sustaining change.
	C. Overcoming Resistance to Change (5 minutes)
	    a. Common reasons for resistance (e.g., fear, uncertainty).
	    b. Strategies to overcome resistance (e.g., involvement, motivation, clear incentives).
	
	3. Class Activity (5 minutes)
	
	"Change Readiness Assessment"
	
	• Divide students into groups.
	
	• Provide a business case scenario where a company needs to implement a major change.
	
	• Groups must identify key challenges and suggest ways to build a strong foundation for change.
	
	• Each group presents a brief summary of their approach.

Closure	• Recap the importance of a strong change foundation and key strategies for success. • Ask students to share personal experiences with change (in school, work, or daily life). (5 minutes) Homework/Assignments: • Research a company that underwent major organizational change and analyze how they built a foundation for success. • Develop a step-by-step change plan for a business undergoing transformation.
Evaluation	Assess student participation in discussions and group activity. Collect feedback on what students found most insightful or challenging about the planning process. (5 minutes)

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Lesson Plan No. 2.4	Course Name: Social Innovation & Entrepreneurship Topic: Designing an Innovation	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: A. Define innovation and explain its role in business and society. B. Identify key stages of innovation design and the processes involved. C. Apply design thinking principles to create innovative solutions.
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	    1. Define innovation as the process of creating and implementing new ideas, products, or services.
	    2. Discuss why innovation is essential for business growth, competitiveness, and problem-solving.
	    3. Provide examples of successful innovations (e.g., Tesla's electric cars, Airbnb's business model, fintech solutions).
	2. Development (30 minutes)
	
	    A. Stages of Innovation Design (10 minutes)
	        a. Problem Identification – Understanding the need for innovation.
	        b. Idea Generation – Brainstorming creative solutions.
	        c. Concept Development – Refining and prototyping ideas.
	        d. Testing & Validation – Gathering feedback and iterating the design.
	        e. Implementation & Scaling – Bringing the innovation to market.
	    B. Applying Design Thinking to Innovation (15 minutes)
	        a. Stages of Design Thinking:
	            i. Empathize – Understand user needs and challenges.
	            ii. Define – Clearly state the problem to be solved.
	            iii. Ideate – Generate a wide range of possible solutions.
	            iv. Prototype – Create a basic version of the idea for testing.
	            v. Test – Refine the innovation based on feedback.
	        b. Case Study: How companies like Apple, Google, or Dyson use design thinking to innovate.
	    C. Key Factors for Successful Innovation (5 minutes)
	        a. User-Centric Approach – Focusing on customer needs.
	        b. Collaboration & Cross-Disciplinary Teams – Working

	across functions for diverse ideas. c. Rapid Experimentation – Testing and improving through iterations. 3. Class Activity (5 minutes) "Innovation Challenge" • Divide students into small groups. • Present a real-world problem (e.g., traffic congestion, food waste, digital divide). • Each group must brainstorm and outline an innovative solution using design thinking principles. • Groups present a 1-minute pitch of their innovation idea.
Closure	• Recap the importance of designing innovation and how structured processes improve creativity. • Ask students to share personal examples of creative problem-solving in their daily lives.. (5 minutes) Homework/Assignments: • Research and analyze a groundbreaking innovation in the past decade and identify the steps taken in its design process. • Develop a concept note for a new innovation, explaining its purpose, target audience, and potential impact. • Evaluation.
Evaluation	Assess student participation in discussions and Innovation Challenge activity. Collect feedback on what students found most insightful or challenging about the planning process. (5 minutes)

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Lesson Plan No. 2.5	Course Name: Social Innovation & Entrepreneurship Topic: The Social Enterprise Approach: Steps in Designing a Solution	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: A. Define social enterprise and explain its role in addressing social challenges. B. Identify the key steps in designing a solution using the social enterprise approach. C. Apply entrepreneurial thinking to develop a socially impactful business idea.
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	    1. Define social enterprise as a business that prioritizes social and environmental impact while maintaining financial sustainability.
	    2. Discuss examples of successful social enterprises (e.g., TOMS Shoes, Grameen Bank, and Patagonia).
	    3. Highlight the difference between traditional businesses, non-profits, and social enterprises.
	2. Development (30 minutes)
	
	    A. Key Steps in Designing a Social Enterprise Solution (10 minutes)
	        a. Identify a Social Problem – Conduct research to define a real-world issue.
	        b. Understand the Target Community – Engage with stakeholders to assess needs.
	        c. Develop an Innovative Business Model – Create a solution that balances impact and financial sustainability.
	        d. Test & Validate the Idea – Use feedback to refine the concept.
	        e. Plan for Scalability & Sustainability – Ensure long-term success through funding and partnerships.
	    B. Social Business Models and Funding (10 minutes)
	        a. Types of Social Enterprises:
	            i. Non-Profit with Earned Income (e.g., charity organizations running businesses).
	            ii. Hybrid Model (mix of for-profit and non-profit elements).
	            iii. For-Profit with a Social Mission (e.g., Fair

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	Trade companies).

	b. Funding Sources:
	    i. Grants and Donations
	    ii. Impact Investors
	    iii. Crowdfunding
	C. Challenges and Success Factors in Social Entrepreneurship (10 minutes)
	    a. Common challenges (e.g., financial constraints, measuring impact).
	    b. Success strategies (e.g., strong partnerships, clear impact measurement, adaptability).
	
	3. Class Activity (5 minutes)
	
	Social Impact Startup Challenge"
	
	• Divide students into small groups.
	
	• Assign a real-world social issue (e.g., access to clean water, unemployment, food waste).
	
	• Each group must brainstorm a social enterprise idea to address the issue using the 5 key steps.
	
	• Groups present a 1-minute pitch of their solution.

Closure	• Summarize the importance of social entrepreneurship in solving global challenges. • Ask students to reflect on how businesses can balance profit and purpose. (5 minutes) Homework/Assignments: • Research a successful social enterprise and analyze its business model and impact. • Develop a social enterprise concept, including its problem statement, target audience, and revenue model.
Evaluation	Assess student participation in discussions and Social Impact Startup Challenge. Collect feedback on what students found most insightful or challenging about the planning process. (5 minutes)

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Lesson Plan No. 3.1	Course Name: Social Innovation & Entrepreneurship Topic: John Kao's Model on Entrepreneurship	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: A. Explain John Kao's model on entrepreneurship and its significance. B. Identify the key components of the model in fostering innovation and business creation. C. Apply Kao's principles to real-world entrepreneurial scenarios.
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	    1. Introduce John Kao as an expert in entrepreneurship and innovation.
	    2. Define entrepreneurship as a creative and dynamic process involving opportunity recognition, resource mobilization, and value creation.
	    3. Explain how Kao's model focuses on entrepreneurship as a disciplined and systematic process rather than just an individual trait.
	
	2. Development (30 minutes)
	
	    A. Key Elements of John Kao's Model (10 minutes)
	        a. Entrepreneurial Attitude – The mindset of taking risks and seeing opportunities.
	        b. Creativity and Innovation – Generating unique ideas and solutions.
	        c. Management of Innovation – Structuring and refining ideas into viable business opportunities.
	        d. Leadership and Teamwork – The role of collaboration in entrepreneurial success.
	        e. Implementation and Execution – Turning ideas into reality through effective strategies.
	    B. Applying Kao's Model to Business Startups (10 minutes)
	        a. How creativity and structured processes work together in business creation.
	        b. Case studies of successful entrepreneurs who applied Kao's principles (e.g., Steve Jobs, Elon Musk).
	        c. The role of corporate entrepreneurship in established companies (e.g., Google's innovation labs).
	    C. Challenges and Solutions in Entrepreneurship (10 minutes)
	        a. Common obstacles – Uncertainty, financial constraints,

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	market competition.

	b. Strategies for overcoming challenges – Strong leadership, adaptive learning, strategic partnerships.
	
	3. Class Activity (5 minutes)
	
	"Entrepreneurial Mindset Exercise"
	
	• Divide students into small groups.
	
	• Present them with a hypothetical business idea (e.g., an AI-driven tutoring app).
	
	• Each group must apply John Kao's model to:
	
	  • Identify creative opportunities for growth.
	  • Discuss how to manage innovation effectively.
	  • Outline a leadership approach for execution.
	
	• Groups share their insights with the class.

Closure	• Recap John Kao's model and its relevance to entrepreneurship. • Ask students to reflect on how they can apply Kao's principles in their own careers. (5 minutes) Homework/Assignments: • Research an entrepreneur who demonstrates John Kao's principles and write an analysis. • Develop a business idea and apply Kao's model to outline its implementation strategy.
Evaluation	Assess student participation in discussions and Entrepreneurial Mindset Exercise. Collect feedback on what students found most insightful or challenging about the planning process. (5 minutes)

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Lesson Plan No. 3.2	Course Name: Social Innovation & Entrepreneurship Topic: Entrepreneurship: Meaning and objective	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: A. Define entrepreneurship and explain its significance in modern economies. B. Identify the key objectives of entrepreneurship and its role in creating value. C. Understand the impact of entrepreneurship on economic development, job creation, and innovation.
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	    1. Define entrepreneurship as the process of designing, launching, and running a new business or enterprise.
	    2. Discuss the importance of entrepreneurs in driving innovation, creating wealth, and improving standards of living.
	    3. Explain the difference between entrepreneurship and small business ownership (focus on innovation and scalability in entrepreneurship).
	
	2. Development (30 minutes)
	
	    A. Meaning of Entrepreneurship (10 minutes)
	      a. Entrepreneurship involves identifying opportunities, taking risks, and creating value by launching new businesses or ventures.
	      b. It is not limited to starting businesses but can also involve new product development, process improvements, and creative solutions to existing problems.
	      c. Types of entrepreneurs:
	        i. Innovative Entrepreneurs – Focus on creating new products and services.
	        ii. Imitative Entrepreneurs – Imitate existing ideas but scale or adapt them.
	        iii. Fabian Entrepreneurs – Hesitant but will take action once the market proves success.
	        iv. Drone Entrepreneurs – Avoid change and stick to traditional methods.
	    B. Objectives of Entrepreneurship (15 minutes)

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| | | a. Wealth Creation – Entrepreneurs generate wealth by building new businesses, contributing to the economy, and creating jobs.
b. Economic Development – Encourage growth and innovation, increasing productivity and efficiency across sectors.
c. Social Change – By addressing societal needs (e.g., education, healthcare), entrepreneurship can lead to significant social transformation.
d. Job Creation – Entrepreneurs create employment opportunities, reducing unemployment and improving the standard of living.
e. Innovation and Technological Advancement – Entrepreneurs drive innovation through new technologies, processes, and ideas that disrupt existing markets.
f. Personal Growth – Entrepreneurship offers personal satisfaction, autonomy, and self-realization through the process of turning ideas into reality.
C. The Role of Entrepreneurs in the Economy (5 minutes)
   a. Job creation – As new ventures grow, they contribute significantly to job creation.
   b. Economic dynamism – Entrepreneurs contribute to the diversification of the economy and market competition, leading to improved goods and services.
   c. Social impact – By identifying and solving societal problems, entrepreneurs create solutions that benefit society at large.

3. Class Activity (5 minutes)

"Entrepreneurial Idea Brainstorming"

• Divide students into small groups.

• Provide each group with a social or economic challenge (e.g., waste management, affordable healthcare).

• Ask each group to brainstorm an entrepreneurial idea that could solve the problem, and identify the objective their idea aims to achieve (e.g., creating wealth, improving social welfare, etc.).

• Groups present a short summary of their idea and its objectives. |
| **Closure** | | • Recap the meaning and objectives of entrepreneurship, highlighting its role in driving economic and social development. |

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	• Ask students to share their views on entrepreneurship and how it might benefit their community or future career. (5 minutes) Homework/Assignments: • Research a successful entrepreneur and analyze the objectives they aimed to achieve with their business. • Write a brief essay on the importance of entrepreneurship in fostering innovation and creating economic opportunities.
Evaluation	Assess student participation in discussions and Entrepreneurial Idea Brainstorming. Review homework assignments for understanding of entrepreneurship concepts and practical application of objectives. Collect feedback on what students found most insightful or challenging about the planning process. (5 minutes)

Lesson Plan No. 3.3	Course Name: Social Innovation & Entrepreneurship Topic: Idea Generation, Identifying Opportunities, and Evaluation	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: A. Understand the process of idea generation and its significance in entrepreneurship. B. Identify potential business opportunities by analyzing market trends and customer needs. C. Evaluate the feasibility of ideas and opportunities using various assessment tools.
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	    1. Briefly explain the importance of idea generation as the first step in the entrepreneurial process.
	    2. Discuss how opportunity identification is essential for identifying high-potential business ideas.
	    3. Highlight the role of evaluation in deciding whether an idea can be developed into a viable business.
	
	2. Development (30 minutes)
	
	    A. Idea Generation Techniques (10 minutes)
	        a. Brainstorming – Generating a large number of ideas without judgment, encouraging creativity.
	        b. Mind Mapping – Visualizing ideas and connections between different concepts.
	        c. SCAMPER Technique – Modifying existing products or ideas by asking questions like:
	        d. Substitute
	        e. Combine
	        f. Adapt
	        g. Magnify
	        h. Put to another use
	        i. Eliminate
	        j. Rearrange
	        k. Reverse Thinking – Challenging assumptions by thinking about what can be done differently or in the opposite way.
	        l. Crowdsourcing Ideas – Gathering input from a large audience or community to generate new ideas.

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	B. Identifying Business Opportunities (10 minutes)
	
	    a. Market Research – Analyzing customer needs, problems, and preferences.
	    b. Trends and Emerging Markets – Spotting growth areas in technology, health, sustainability, etc.
	    c. Gap Analysis – Identifying unmet needs in the market and assessing whether there is demand for a new product or service.
	    d. SWOT Analysis – Evaluating strengths, weaknesses, opportunities, and threats in a potential market or idea.
	    e. Customer Feedback – Using surveys, interviews, and social media to understand customer pain points and desires.
	
	C. Evaluating Ideas and Opportunities (10 minutes)
	
	    a. Feasibility Study – Analyzing whether the idea is technically, financially, and operationally feasible.
	    b. Business Model Canvas – Outlining the key components of a business idea (e.g., value proposition, target customers, revenue streams).
	    c. Cost-Benefit Analysis – Weighing the potential costs of pursuing the idea against the expected benefits.
	    d. Risk Assessment – Identifying potential risks in terms of competition, regulation, market acceptance, etc.
	    e. Market Testing and Prototyping – Testing ideas in smaller markets or through pilot projects before full-scale implementation.
	
	3. Class Activity (5 minutes)
	
	"Opportunity Identification and Evaluation Exercise"
	
	• Divide students into small groups.
	
	• Present a real-world problem or trend (e.g., rising demand for sustainable products).
	
	• Ask each group to brainstorm a business idea addressing the problem, and then evaluate the idea using one of the methods discussed (e.g., SWOT, feasibility study).
	
	• Groups present their idea and evaluation to the class.

Closure	• Recap the importance of idea generation and opportunity identification in the entrepreneurial process. • Emphasize the need for careful evaluation to ensure the business idea is both viable and scalable. • Ask students to reflect on how they would apply these techniques to their own entrepreneurial ventures. (5 minutes)

	Homework/Assignments: • Research a successful business idea and analyze how it was identified and evaluated using one of the methods discussed in class. • Develop a business idea for a potential startup and complete a SWOT analysis or business model canvas to evaluate its potential.
Evaluation	Assess student participation in Opportunity Identification and Evaluation Exercise. Review homework assignments for the application of evaluation techniques and understanding of the opportunity identification process. Collect feedback on what students found most insightful or challenging about the planning process. (5 minutes)

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Lesson Plan No. 3.4	Course Name: Social Innovation & Entrepreneurship Topic: Building the Team	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: A. Understand the importance of building an effective team in entrepreneurship. B. Identify the key roles and responsibilities of team members in a startup. C. Develop strategies for team recruitment, communication, and conflict resolution.
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	    1. Discuss the significance of a strong, cohesive team in the success of a startup.
	    2. Explain how an entrepreneur's vision needs to be supported by the right mix of skills and expertise from the team members.
	    3. Mention the difference between a solo entrepreneur and a founding team.
	2. Development (30 minutes)
	
	    A. Importance of Building the Right Team (10 minutes)
	        a. Complementary Skills – Team members should bring a variety of skills (e.g., technical, financial, marketing, operations).
	        b. Shared Vision and Values – The team should align on the startup's mission and core values.
	        c. Increased Innovation – A diverse team encourages creative problem-solving and innovation.
	        d. Risk Distribution – A strong team can share the workload and responsibilities, reducing the burden on the entrepreneur.
	        e. Faster Execution – A capable team can help scale and execute ideas more quickly.
	    B. Key Roles and Responsibilities in a Startup Team (10 minutes)
	        a. Founder/CEO – The visionary leader who drives the company's direction and makes high-level decisions.
	        b. Product/Tech Lead – Responsible for developing the product, managing technology, and ensuring product-market fit.
	        c. Marketing and Sales Lead – Focuses on customer acquisition, marketing strategies, and sales operations.

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	d. Operations/COO – Oversees day-to-day operations, managing resources, supply chain, and logistics. e. Finance Lead/CFO – Manages the company's financial health, budgeting, forecasting, and fundraising efforts. f. Human Resources – Ensures the team's recruitment, culture-building, and employee satisfaction. C. Strategies for Effective Team Building (10 minutes) a. Recruitment – Attracting and hiring the right people using a combination of job boards, networking, and recruiting platforms. b. Team Dynamics – Building a collaborative culture with clear communication and role clarity. c. Communication – Establishing regular check-ins, feedback loops, and transparent communication channels. d. Conflict Resolution – Setting clear guidelines for addressing conflicts constructively and ensuring team alignment. e. Team Motivation – Providing incentives, recognition, and a sense of purpose to maintain high morale and productivity. 3. Class Activity (5 minutes) Team Role Mapping" • Divide students into small groups (3-4 members). • Present a hypothetical startup idea (e.g., a mobile app for mental health support). • Each group must define team roles based on their startup needs (e.g., who handles product development, marketing, etc.) and describe the skills and qualifications needed for each role. • Groups present their team structure and rationale to the class.
Closure	• Recap the importance of building a strong, complementary team to scale a startup. • Discuss how each member's skills and strengths contribute to the overall success of the business. • Ask students to reflect on their own skills and the type of roles they would be best suited for in a startup.(5 minutes) Homework/Assignments: • Research a successful startup and analyze the team structure and

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	how it contributed to the company's growth.
Evaluation	Assess student participation in the Team Role Mapping activity. Collect feedback on what students found most insightful or challenging about the planning process. (5 minutes)

Lesson Plan No. 3.5	Course Name: Social Innovation & Entrepreneurship Topic: Strategic planning for business	Course No.: UGMDC-202 (A)

Objectives	At the end of the lesson the student shall be able to: A. Understand the concept of strategic planning and its importance in business growth and sustainability. B. Identify the key components involved in the strategic planning process. C. Develop a strategic plan for a business, considering external and internal factors.
Teaching Aids (if any)	a. Power Point Presentation

Teaching Development	1. Introduction (05 minutes):
	    1. Define strategic planning as the process of defining a business's strategy or direction, and making decisions on allocating resources to pursue this strategy.
	    2. Explain why strategic planning is crucial for business success, including aligning the organization's goals with its vision and adapting to market conditions.
	    3. Discuss how strategic planning helps businesses navigate through competition, technological changes, and economic shifts.
	2. Development (30 minutes)
	
	    A. Key Components of Strategic Planning (10 minutes)
	        a. Vision and Mission Statement
	        b. Vision: A forward-looking statement outlining what the business aims to achieve in the long term.
	        c. Mission: A statement that defines the business's core purpose and its reason for existing.
	        d. SWOT Analysis
	        e. Strengths – Internal capabilities that give the business an advantage.
	        f. Weaknesses – Internal challenges that the business needs to address.
	        g. Opportunities – External factors the business can capitalize on.
	        h. Threats – External challenges that could harm the business.
	        i. Business Goals and Objectives
	        j. Setting clear, measurable, and time-bound goals to drive the company's direction.
	        k. Strategies

l. Developing specific strategies to achieve the set goals, such as market expansion, product diversification, or cost leadership.

m. Action Plan and Implementation

n. Creating detailed plans with clear timelines, responsible parties, and required resources to execute the strategies.

B. The Strategic Planning Process (10 minutes)

    a. Environmental Scanning

        i. Analyzing both internal and external environments to identify key factors affecting the business.

    b. Setting Strategic Goals

        i. Defining long-term and short-term business objectives that align with the vision.

    c. Formulating Strategies

        i. Developing different strategies based on the business environment (e.g., competitive strategy, growth strategy).

    d. Implementing the Plan

        i. Taking action on the formulated strategies, including resource allocation, timelines, and delegating responsibilities.

    e. Evaluation and Control

        i. Continuously monitoring progress, making necessary adjustments, and ensuring that goals are met.

C. Real-World Examples and Case Studies (10 minutes)

    a. Apple's Strategic Planning: Apple's use of product differentiation and innovation to build a competitive edge.

    b. Tesla's Strategic Vision: Tesla's long-term strategy of leading the electric vehicle market through cutting-edge technology and sustainable energy.

    c. Walmart's Cost Leadership Strategy: Walmart's ability to maintain low prices by utilizing economies of scale and efficient supply chain management.

3. Class Activity (5 minutes)

Strategic Planning for a Startup"

• Divide students into small groups.

• Provide each group with a hypothetical business idea (e.g., a subscription-based healthy meal delivery service).

• Each group must develop a brief strategic plan for the

business, covering the following:

Vision and Mission Statement

SWOT Analysis

Key Business Goals and Objectives

Potential Strategies (e.g., market penetration, product development)

Action Plan for implementation

• Groups present their strategic plan to the class in a 2-minute pitch.

Closure	- Recap the importance of **strategic planning** in ensuring business growth and sustainability. - Emphasize the role of **constant evaluation** in adapting to changes in the business environment. - Encourage students to think critically about how **strategic planning** can be applied in their own entrepreneurial ventures. (5 minutes) Homework/Assignments: - Research a successful business and analyze how their strategic planning process helped them achieve long-term success. - Develop a strategic plan for a hypothetical startup idea, focusing on SWOT analysis, goal setting, and action planning.
Evaluation	Assess student participation in the Strategic Planning for a Startup activity. Collect feedback on what students found most insightful or challenging about the planning process. (5 minutes)

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