

# MEM 205: Social Entrepreneurship

*Credits: 3*  
*Lecture Hours: 48*

## **Course Objective**

The main aim of this course is to impart students with the fundamental knowledge and skills of business social entrepreneurship.

## **Course Description**

The course introduces business plan and need and significance for writing business plan. It also familiarizes the format of a business plan. It discusses industry and market analyses, marketing and operational plans, management and organization, and financial plan

## **Course Details**

### **Unit 1: Introduction**

**LH 10**

Concept and nature of social entrepreneurship; Emergence of social entrepreneurship as a global movement; Pioneers of social entrepreneurship; Characteristics of social entrepreneur; Functions of social entrepreneur; Difference between social, business entrepreneurship and philanthropy; Social entrepreneurs: concept, traits, and characteristics of successful social entrepreneurs, functions; Examples of renowned social entrepreneurs.

### **Unit 2: Social Innovation**

**LH 10**

Concept and nature of social innovation; stages of social innovation- prompt inspirations and diagnosis, proposal and ideas, prototyping and pilots, sustaining, scaling and diffusion, systemic change; Features of social innovation; Difference between social and commercial innovation; Importance of social innovation; Types of social innovation; Mechanisms of social Innovation; Process of social innovation, social innovation initiatives in Nepal.

### **Unit 3: Ideas and Opportunities**

**LH 6**

Introduction to social entrepreneurship ideas and opportunities; Creative process of social entrepreneurship: access to information, utilization of information, creativity and ideas; Moving from ideas to opportunities; Sources of opportunities; creative thinking in social business.

### **Unit 4: Developing Social Enterprise Concept**

**LH 3**

Introduction to social enterprise concept; features of social enterprises; Social enterprise mission; Business models; Threats to business model.

### **Unit 5: Social Enterprise Business Plans**

**LH 10**

Concept of business plan; Business plan summary; Description of the enterprise; The team; The market and industry; Marketing and fundraising; Financial plan; Goals and objectives with a timeline; Risk assessment; Supporting document; Pitfalls, Developing social enterprise business plan—Business description, market analysis, strategic positioning, operation, technology plan, management and organization, marketing plan and sales strategy, financials, risk and mitigations, implementation plan.

## **Unit 6: Entrepreneurial Fundraising and Marketing**

**LH 9**

Introduction; Types of fundraising; Personal relationships; Direct mail; Fundraising events; sources of funding, Telefunding; Traditional media; Virtual means; Spending of raised funds; fundraising strategies; aspects of social enterprise marketing, Steps in building social enterprise marketing strategy; Social enterprise messages; Pricing.]

### **Basic Textbooks**

Arthur C. Brooks. *Social Entrepreneurship: A Modern Approach to Social Value Creation*. New Delhi: Prentice-Hal India Ltd.

David Bornstein and Susan Davis. *Social Entrepreneurship: What Everyone Needs to Know*. New York: Oxford University Press

### **Reference Books**

Ken Stratford. *Social Enterprise: An Introduction*. Victoria: Blue Beetle Books Inc.

Alex Nicholls. *Social Entrepreneurship: New Models of Sustainable Social Change*. Oxford: Oxford University Press