

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, Telefundraising; 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