



SHARDA
UNIVERSITY
Beyond Boundaries



**SHARDA SCHOOL OF
BUSINESS STUDIES**



COURSE
**Social
Entrepreneurship**
(NV20018)

VALUE ADDED
COURSE BROCHURE-30 HRS
2025-26

ABOUT THE UNIVERSITY

Sharda University is a leading educational institution situated in Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high-quality education provider with a prime focus on holistic learning and imbuing competitive abilities in students.

ABOUT THE SCHOOL

Sharda School of Business Studies believes in preparing students to approach business obstacles and solve them the way established corporations do. Learning happens both inside and outside the classroom; hence, technology plays a big part in the core culture, and so do global exposure, project management, critical reasoning, and business communications skills.

VISION OF THE SCHOOL

To become a world class institution imparting education based on values, fostering culture of research, innovation and entrepreneurial spirit and exhibiting professional excellence for better and sustainable society.

MISSION OF THE SCHOOL

- M1. Building conducive learning ecosystem
- M2. Creating socially responsible future business leaders and entrepreneurs
- M3. Imparting cutting-edge application based curriculum
- M4. Boosting industry-academia connect

ABOUT THE COURSE

This course provides a foundational understanding of social entrepreneurship as a means to address social and environmental issues through innovative, sustainable, and scalable business models. It covers the evolution of social enterprises, organizational leadership, financial management, fundraising, marketing for social impact, and stakeholder engagement. Special focus is given to the Indian social sector and ethical governance. Students will also learn to develop and scale strategic business plans, equipping them to launch or support mission-driven ventures with real-world impact.

COURSE SCHEDULE

Week	Content	Details of Topic Covered	Duration Hrs.
1	Foundations of Social Entrepreneurship	Definition and evolution of social entrepreneurship. Distinctions between social and commercial entrepreneurship, Growth & promotion of entrepreneurship in India	3
2	Theories of social change and innovation	Overview of the social sector in India and its recent development.	3
3	Organizational Dynamics	Organizational structures in social enterprises, Leadership styles and their impact	3
4	Leadership in Social Enterprises	Team building and human resource management. Ethical considerations and governance	3
5	Financial Management	Access to finance, market, R &D & Technology. Policies & programmes related to entrepreneurial development.	3
6	Resource Mobilization	Basics of financial accounting and budgeting. Fundraising strategies and donor management. Social impact investing and microfinance. Cost-benefit analysis in project planning	3
7	Marketing	Social marketing principles and strategies. Policies & programmes related to entrepreneurial development	3
8	Stakeholder Engagement	Engaging with stakeholders and community participation. Measuring and communicating social impact.	3
9	Strategic Planning	Strategic management in social enterprises & use of innovation & technology	3
10	Scaling Social Impact	Developing business plans for social ventures	3
Total			30

PROFILES

Dr. Saman Khan

Dr. Saman Khan joined this institution in the January of 2025. She has dual specialization- Human Resource Management & Marketing. After completing her MBA her professional journey started in 2006 as an Assistant Professor at Shri Jai Narain PG College, Affiliated to the University of Lucknow. Her leadership, rapport with colleagues and organizational abilities made her affable member of the college. While performing her duties as a dedicated teacher, her love for education helped her to earn Masters degrees in Commerce, Economics. Her PhD work deals with the issue of comparison of Management Development Programmes in Public and Private Sector in India. An avid reader and a bibliophile, she also likes to spend her time with students trying to shape their minds and bring out novel ideas. She has written several research papers in journals of national and international repute, attended several workshops, organized seminars and conferences during her academic journey. She is member of several prestigious bodies like AIMA, ICA, IEA and IALSE. Besides teaching and research, Dr. Khan managed the working of IGNOU Study Centre 2701 as Assistant Coordinator.

Dr. Deepa Kumari

Dr. Deepa Kumari is a academic professional with over a decade of extensive teaching and administrative experience in Strategy and Entrepreneurship Education. Her career spans renowned institutions, including Sharda University and where she has significantly contributed to the academic and entrepreneurial landscape. She is currently serving as a full-time faculty member in Strategy and Entrepreneurship at Sharda University. Her innovative teaching approach includes designing electives like Social Entrepreneurship, Launch of New Ventures, and Technology and Platform Businesses which align with contemporary market trends. Dr. Kumari is a certified trainer in Entrepreneurship Education, having collaborated with prestigious institutions such as the Wadhwani Foundation, Entrepreneurship Development Institute (EDI), and the Institution Innovation Council (IIC). A founding member of Sharda School of Business Studies Entrepreneurial cell, she has fostered a culture of innovation by organisation.

Course Module

School: SSBS Program: B.COM Branch:		Batch : 2023-26 Current Academic Year: 2025-26 Semester: V	
1. Course Code	NV20018		
2. Course Title	Social Entrepreneurship		
3. Credits	Audit Course		
4. Contact Hours (L-T-P)	30 Hours		
Course Type	Value added course		
5. Course Objective	1. To introduce the concept, evolution, and significance of social entrepreneurship, distinguishing it from commercial entrepreneurship within both global and Indian contexts. 2. To develop an understanding of organizational structures and leadership approaches suitable for managing ethical, inclusive, and effective social enterprises. 3. To equip students with financial literacy and resource mobilization strategies, including budgeting, fundraising, and social impact investment models relevant to social ventures. 4. To foster skills in social marketing, stakeholder engagement, and impact communication, enabling students to effectively promote and sustain social initiatives. 5. To enable students to design and scale strategic business plans, integrating innovation, technology, and sustainable development goals for high-impact social entrepreneurship. 6. To enhance students' ability to critically analyze real-world social enterprise case studies and synthesize practical insights into scalable, innovative solutions through business planning and strategic execution.		
6. Course Outcomes	After completion of the course, learners will be able to: Co1: Understand the foundational concepts of social entrepreneurship, its evolution, models, and relevance in the Indian and global business environment. Co2: Analyze organizational and leadership frameworks within social enterprises and apply ethical principles to build effective, responsible, and inclusive teams Co3: Apply basic financial management tools, develop fundraising strategies, and assess sustainable financial models suited for social ventures. Co4: Evaluate and formulate stakeholder engagement and communication strategies using social marketing to achieve social impact and community participation. Co5: Design innovative and scalable social business plans by integrating strategic planning, technology, and sustainable development goals. Co6: Design comprehensive business plans and scaling strategies for social enterprises by integrating real-world case insights, innovation, and sustainable development principles.		
7. Course Description	This course provides a foundational understanding of social entrepreneurship as a means to address social and environmental issues through innovative, sustainable, and scalable business models. It covers the evolution of social enterprises, organizational leadership, financial management, fundraising, marketing for social impact, and stakeholder engagement. Special focus is given to the Indian social sector and ethical governance. Students will also learn to develop and scale strategic business plans, equipping them to launch or support mission-driven ventures with real-world impact.		
8. Outline syllabus		CO Mapping	
Unit 1	Foundations of Social Entrepreneurship		
A	Definition and evolution of social entrepreneurship Distinctions between social and commercial entrepreneurship, Growth & promotion of entrepreneurship in India		CO1
B	Theories of social change and innovation		CO1
C	Overview of the social sector in India and its recent development.		CO1
Unit 2	Organizational Dynamics and Leadership in Social Enterprises		
A	Organizational structures in social enterprises Leadership styles and their impact		CO2
B	Team building and human resource management		CO2,
C	Ethical considerations and governance		CO2
Unit 3	Financial Management and Resource Mobilization		
A	Access to finance, market, R &D & Technology.		
B	Policies & programmes related to entrepreneurial development		CO3
C	Basics of financial accounting and budgeting Fundraising strategies and donor management		CO3
	Social impact investing and microfinance Cost-benefit analysis in project planning		CO3
Unit 4	Marketing and Stakeholder Engagement		
A	Social marketing principles and strategies		CO4
B	Engaging with stakeholders and community participation Measuring and communicating social impact		CO4, CO5
C	Policies & programmes related to entrepreneurial development		CO4
Unit 5	Strategic Planning and Scaling Social Impact		
A	Strategic management in social enterprises & use of innovation & technology		CO5
B	Case studies		CO6
C	Developing business plans for social ventures		CO6
Mode of examination	Assignments/ Quizzes Continuous Assessment Components Five assignment 50 marks, Five quizzes 20 marks, Presentation/ Discussion/ Project 20 marks, Attendance 10 marks		
Text book/s*	https://www.google.com/search?sca_esv=02467373b682e586&rlz=1C1CHBF_enIN1144IN1144&sxsrf=AHTn8z0j8DlxRwHrGk_4DuU5OmQHVn8h6Q:1745915672015&q=Social+Entrepreneurship:+What+Everyone+Needs+to+Know%22:+David+Bornstein+and+Susan+Davis,+Oxford+University+Press&spell=1&sa=X&ved=2ahUKEw1wsDb6vyMAxUNSGcHHSghCfQQkeECKAB6BAgOEAE		
Other References	1.How to Change the World: Social Entrepreneurs and the Power of New Ideas": David Bornstein, Penguin Books 2.Journal of Social Entrepreneurship 3.Stanford Social Innovation Review (SSIR) 4.Journal of Nonprofit & Public Sector Marketing 5.Social Entrepreneur Empowerment and Development (SEED) Scheme – Ministry of MSME https://www.msme.gov.in 6.Ministry of Skill Development and Entrepreneurship (MSDE), Government of India https://www.msde.gov.in Startup India https://www.startupindia.gov.in		