

NEW PRINCE SHRI BHAVANI COLLEGE OF ENGINEERING AND TECHNOLOGY
AN AUTONOMOUS INSTITUTION

Curriculum and Syllabus for Minor Degree Programme

Name of the Minor Degree	FinTech & Entrepreneurship (FTE)
Minor Degree Offering Department	Management Studies
Eligible Departments	ECE, EEE, CSE, IT, Mech, Civil, AIDS, Cyber Security

Sl. No.	Course Code	Course Title	L	T	P	Total Contact Periods	Credits
1	U23MDMS01	Entrepreneurship Essentials	2	0	2	4	3
2	U23MDMS02	Financial Technology Fundamentals	2	0	2	4	3
3	U23MDMS03	Start-Up Ecosystem	2	0	2	4	3
4	U23MDMS04	Managerial Applications of Blockchain	2	0	2	4	3
5	U23MDMS05	MSME Financing	2	0	2	4	3
6	U23MDMS06	Social Entrepreneurship	2	0	2	4	3
TOTAL CREDITS							18

Approved

Dr. G. DURGADEVI M.E. Ph.D.,
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U23MDMS01

ENTREPRENEURSHIP ESSENTIALS

L T P C

Prerequisites: Nil

2 0 2 3

COURSE OBJECTIVES:

- To understand the qualities and success metrics of an entrepreneur.
- To be acquainted with the skill-sets needed for a successful entrepreneur.
- To identify various entrepreneurial resources available in India.

UNIT I

INTRODUCTION

6

Entrepreneurship – Entrepreneur – Intrapreneur – Personal Qualities: Resilience – Passion – Risk-Taking – Vision – Self-Discipline – Leadership – Problem-Solving Skills – Networking Ability – Financial Acumen – Integrity. Success Metrics: Financial Performance – Market Position – Customer Satisfaction – Product and Service Quality – Operational Efficiency – Employee Engagement – Personal Fulfilment – Social Impact.

UNIT II

BUSINESS FUNDAMENTALS

6

Business Planning: Business Idea – Business Plan. Market Research: Market Analysis – Competitive Analysis. Financial Management: Budgeting – Funding Sources – Financial Statements. Marketing and Sales: Marketing Strategy – Branding – Sales Techniques. Operations Management: Operational Plan – Quality Control.

UNIT III

ENTREPRENEURIAL SKILLS

6

Creative Thinking and Innovation: Idea Generation – Problem-Solving. Leadership and Management: Team Building – Decision-Making. Financial Literacy: Budgeting – Financial Analysis. Sales and Marketing: Sales Techniques – Marketing Strategy. Networking: Building Relationships – Negotiation. Time Management and Organization: Prioritizing Tasks – Organizational Skills.

UNIT IV

ENTREPRENEURIAL MINDSET

6

Opportunity Recognition – Innovation – Risk-Taking – Resilience – Self-Motivation – Growth Mindset – Proactiveness – Customer Focus – Networking – Ethical Behaviour.

UNIT V

ENTREPRENEURIAL RESOURCES

6

Educational Resources: Online courses – Business School Programs. Mentorship and Networking: Mentorship Programs – Networking Events. Funding and Financial Resources: Crowd funding Platforms – Venture Capital – Small Business Loans. Marketing and Sales Tools: Digital Marketing Resources – social media. Support Networks: Entrepreneurial Committees – Online Forums. Books and Publications: Entrepreneurship Books – Industry Journals. Workshops and Seminars: Local Workshops – Online Webinars.

30 PERIODS

PRACTICAL EXERCISES (any TWO to be completed, each in 15 periods).

- 1 Brainstorm 10 business ideas and prepare a brief report on them.
- 2 Write a Business Plan (Executive Summary, Market Analysis, Financial Projections)
- 3 Develop a marketing plan (target audience, channels, budget)

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- 4 Create a presentation for a start-up competition.
- 5 Identify potential business risks and draw a tentative risk management plan.

30 PERIODS
TOTAL: 60 PERIODS

TEXT BOOKS:

- 1 B.UdayaBhaskara Ganesh, PB Narendra Kiran, Shaiku Shahida Saheb, "Essentials Of Entrepreneurship Development", 1st Edition, Redshine Publication, 2023.
- 2 AnnaMariaBliven, "Entrepreneurship Essentials You Always Wanted To Know", 1st Edition, Vibrant Publishers, 2023.

REFERENCES:

- 1 Manmeet Kaur, Wasim Ahmad, K.S. Hari, Ruth Kattumuri, "FinTech Entrepreneurial Ecosystem in India: Role of Incubators and Accelerators", 1st Edition, Global Finance Journal, 2024.
- 2 Prakash Kumar, Ramesh Yadava, "Book Entrepreneurship 2024-25", 1st Edition, BIT Sindri Press, 2024.
- 3 Dr. Aarti Sharma, Mr. MaulikChandnani, "Essentials of Social Entrepreneurship: Building Better Future", 1st Edition, Redshine Publication, 2024.

ONLINE RESOURCES

- 1 <https://www.vijaynicole.co.in/book/isbn/9789393161918>
- 2 <http://www.canadabusiness.ca/eng/page/2819/>
- 3 http://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/h_wr02360.html

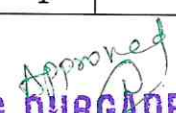
COURSEOUTCOMES:

Upon the completion of the course, the students will be able to

- C01** Explain the personal qualities and success metrics of an entrepreneur.
- C02** Explain the various business fundamentals necessary for entrepreneurship.
- C03** Describe the entrepreneurial skills needed for the success of an entrepreneur.
- C04** Explain the entrepreneurial mind-set of a successful entrepreneur.
- C05** Summarize more appropriate of the various entrepreneurial resources.

CO / PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	1	1	-	1	-	1	2	2	2	1
C02	2	2	1	1	-	1	-	1	2	2	2	1
C03	2	2	1	1	-	1	-	1	2	2	2	1
C04	2	2	1	1	-	1	-	1	2	2	2	1
C05	2	2	1	1	-	1	-	1	2	2	2	1


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U23MDMS02

FINANCIAL TECHNOLOGY FUNDAMENTALS

L T P C

Prerequisites: Nil

2 0 2 3

COURSE OBJECTIVES:

- To familiarize the students with fundamental concepts of FinTech
- To acquaint them with the awareness on FinTech Payments and Lending
- To make them aware of recent developments and future trends in FinTech

UNIT I INTRODUCTION

6

Financial Technology – Meaning and Definitions – Scope – Benefits – Challenges. FinTech Fundamentals: Digital Payments – Blockchain and Cryptocurrencies – Financial Inclusion – Big Data – Digital Identity Verification.

UNIT II FINTECH PAYMENTS AND TRANSFERS

6

Digital Payments – Peer-to-Peer (P2P) Payments – Cross-Border Payments – ACH Transfers – Real-Time Transfers (RTP) – Payment Processing Companies – Buy Now, Pay Later (BNPL)

UNIT III FINTECH LENDING AND BORROWING

6

Digital Lending Platforms – Peer-to-Peer Lending – Automated Underwriting – Faster Access to Funds – Financial Inclusion – Enhanced Customer Experience – Security and Fraud Prevention – Competitive Interest Rates.

UNIT IV REGTECH, INSURTECH, WEALTHTECH

6

RegTech (Regulatory Technology): Regulatory Monitoring – Reporting and Compliance – Risk Management – Transparency and Efficiency – Collaboration with Regulators. InsurTech (Insurance Technology): Big Data Analytics – IoT – Blockchain. Benefits of InsurTech. WealthTech (Wealth Technology): Robo-Advisors – Digital Brokers – Micro-Investing – Social Trading – Personal Financial Management – Big Data and AI – Blockchain.

UNIT V FUTURE TRENDS AND CAREER PATHS IN FINTECH

6

Decentralized Finance – Digital-Only Banks – Sustainable Finance – B2B Collaboration. Career Paths in FinTech: Financial Analyst – Data Analyst – Data Scientist – UI/UX Designer – Customer Success Professional – Compliance Officer – Cybersecurity Specialist – Blockchain Developer – Investment Analyst.

30 PERIODS

PRACTICAL EXERCISES (any TWO to be completed, each in about 15 periods)

- 1 Develop a digital wallet for online transactions.
- 2 Build a Regulatory Reporting tool (for RegTech).
- 3 Create a simple Digital Lending Platform,
- 4 Implement a simple usage-based Insurance Model in FinTech.

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- 5 Prepare a brief report on the Growth of Mobile Payments in rural India.

30 PERIODS

TOTAL: 60 PERIODS

TEXT BOOKS:

- 1 Sanjay Phadke, "FinTech Future: The Digital DNA of Finance", 1st Edition, SAGE Publications Pvt Ltd, 2020.
- 2 Jaspal Singh, "Financial Technology (FinTech) and Digital Banking in India", 1st Edition, New Century Publications, 2022.

REFERENCES:

- 1 Sumeet Gupta and Adarsh Agrawal, "Analytical Study of FinTech in India: Pre & Post Pandemic COVID-19", 1st Edition, Ashwin Anokha Publications & Distributions, 2021.
- 2 Agusin Rubini, "Fintech Founders: Inspiring Tales from the Entrepreneurs that are Changing Finance", 1st Edition, FSPal.com, 2021.
- 3 Platform Revolution: How Networked Markets Are Transforming the Economy — and Susanne Chishti, Tony Craddock, BhagvanKommadi, "The PayTech Book", 1st Edition, Wiley, 2020.

ONLINE RESOURCES

- 1 <https://www.vijaynicole.co.in/book/isbn/9788119243426>
- 2 <https://www.nobledesktop.com/learn/fintech/free-resources-and-tutorials>
- 3 <https://www.oreilly.com/library/view/-/9781637422489/>

COURSE OUTCOMES:

Upon the completion of the course, the students will be able to

- CO1** Explain the building blocks of Financial Technology.
- CO2** Describe the various options for FinTech Payments and Transfers
- CO3** Summarize the various FinTech lending and borrowing platforms
- CO4** Explain the concepts of RegTech, InsurTech and WealthTech
- CO5** Summarize the various career paths available in FinTech

CO / PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	1	-	1	-	1	1	2	2	1
CO2	2	2	1	1	-	1	-	1	1	2	2	1
CO3	2	2	1	1	-	1	-	1	1	2	2	1
CO4	2	2	1	1	-	1	-	1	1	2	2	1
CO5	2	2	1	1	-	1	-	1	1	2	2	1

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U23MDMS03

START-UP ECOSYSTEM

L T P C

Prerequisites: Nil

2 0 2 3

COURSE OBJECTIVES:

- To understand the start-up ecosystem and its key components
- To recognise various stages in start-up life cycle
- To be acquainted with the roles played by various players in start-up ecosystem

UNIT I INTRODUCTION

6

Start-Up – Meaning and Definition – Start-Up Ecosystem – Benefits – Challenges – Metrics of Success: Financial Metrics (Revenue Growth, Profitability, Burn Rate, Runway) – Customer Metrics (CAC, LTV, CRR, NPS) – Operational Metrics (Product Development Cycle, Monthly Active Users, Churn Rate) – Market Metrics (Market Share, Growth Rate, Brand Awareness).

UNIT II START-UP ECOSYSTEM KEY COMPONENTS

6

Key Components of Start-Up Ecosystem: Funding Sources (Angel Investors, Venture Capitalists, Crowdfunding Platforms) – Mentors and Advisors (Experienced Entrepreneurs, Industry Experts) – Incubators and Accelerators – Educational Institutions – Service Providers – Government and Regulatory Support – Coworking Spaces – Culture and Community.

UNIT III START-UP STAGES

6

Start-Up Lifecycle: Idea Stage (Concept Development, Market Research, Feasibility Analysis) – Pre-Seed Stage (Validation, Founding Team, Initial Funding) – Seed Stage (Product Development, Market Testing, Seed Funding) – Early Stage (Product-Market Fit, Scaling Operations, Revenue Generation, Series A Funding) – Growth Stage (Market Expansion, Scaling Up, Team Expansion, Series B and Beyond) – Late Stage (Market Leadership, Profitability, Strategic Partnerships, Preparation for Exit) – Exit Stage (Acquisition, Merger, IPO).

UNIT IV ECOSYSTEM ROLES

6

Players in a Start-Up Ecosystem – Start-Ups and Entrepreneurs – Investors – Incubators and Accelerators – Educational Institutions – Government and Regulatory Bodies – Service Providers – Coworking Spaces – Mentors and Advisors – Networking Organisations – Media and Public Relations – Customers – R & D Facilities.

UNIT V START-UP ECOSYSTEM MODELS

6

Triple Helix Model – Quadruple Helix Model – Regional Cluster Model – Platform Ecosystem Model – Innovation District Model – Open Innovation Model – Hub-and-Spoke Model – Lean Start-Up Model.

30 PERIODS

PRACTICAL EXERCISES (any TWO to be completed, each in 15 periods).

- 1 Build a financial model for a start-up using Microsoft Excel
- 2 Conduct a Break-Even Analysis for a start-up enterprise.
- 3 Design a Company Culture and Values.

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- 4 Prepare a report after analysing at least 3 successful start-ups.
- 5 Evaluate Failed Start-ups and identify lessons learned from their failures.

30 PERIODS
TOTAL: 60 PERIODS

TEXT BOOKS:

- 1 Nitu Saxena and Sweta Siddharth, "Startups in India: Ecosystem, Best Practices, and Global Benchmarks", First Edition, IUP Publications, 2025.
- 2 IIBF's Micro, Small and Medium Enterprises – Covering all important aspects of Himalaya Publishing House Editorial Board, "Startup Ecosystem in India: Text & Cases", First Edition, Himalaya Publishing House, 2023.

REFERENCES:

- 1 Soum Paul, "Flight of the Unicorns", 1st Edition, HarperCollins India, 2021.
- 2 Eric Ries, "The Lean Startup", 1st Edition, Crown Business, 2021.
- 3 Shiv Khera, "You Can Win", 1st Edition, Bloomsbury India, 2021

ONLINE RESOURCES

- 1 https://books.google.co.in/books?id=tFNAYRBjsulC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- 2 <http://www.ventureblog.com/>
- 3 <http://onstartups.com/>

COURSE OUTCOMES:

Upon the completion of the course, the students will be able to

- CO1** Explain the meaning and metrics of success for start-ups.
- CO2** Discuss the key components of start-up ecosystem.
- CO3** Summarize the various stages of Start-Up Life Cycle.
- CO4** Describe the roles played by various players in a start-up ecosystem.
- CO5** Summarize various start-up ecosystem models.

CO / PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	1	-	1	-	2	2	1	2	1
CO2	2	2	1	1	-	1	-	2	2	1	2	1
CO3	2	2	1	1	-	1	-	2	2	1	2	1
CO4	2	2	1	1	-	1	-	2	2	1	2	1
CO5	2	2	1	1	-	1	-	2	2	1	2	1

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U23MDMS04

MANAGERIAL APPLICATIONS OF BLOCKCHAIN

L T P C

Prerequisites: Nil

2 0 2 3

COURSE OBJECTIVES:

- To enable the students to understand the emerging concepts of blockchain technology
- To familiarize them with the operational aspects of cryptocurrencies
- To enlighten them with blockchain applications in healthcare and finance

UNIT I INTRODUCTION

6

Meaning of Block chain – Origin of Block chain, Types of Block chain Networks – Centralized and Decentralized, Core Components of Block chain, Features of Block chain, Cryptography, Wallet, Digital Signature, Shared Ledger, Ledger database, World state database, Proof of work (PoW), Proof of stake (PoS), Practical Byzantine fault tolerance (PBFT), Proof of elapsed time (PoET)

UNIT II WORKING OF BLOCKCHAIN

6

Blockchain Architecture, Block chain technologies and concepts, Transaction Process, Blockchain Decentralization, Blockchain Transparency, Decentralized security, Bitcoin vs. Blockchain, Blockchain vs. Banks, Uses of Blockchain, Benefits of Blockchains, Drawbacks of Blockchains.

UNIT III BLOCKCHAIN APPLICATIONS: CRYPTO CURRENCIES

6

Payment processing and financial transactions, Recording property records and real estate transactions, Securing patient information, Streamlining the supply chain, Tracking voting records, Merits and Demerits of blockchain with respect to cryptocurrency application.

UNIT IV BLOCKCHAIN APPLICATIONS: HEALTHCARE

6

Blockchain transaction processing, Blockchain medical records, Patient data management, Privacy preference center, Telemedicine and remote monitoring, Protection of Healthcare Data, Managing Electronic Medical Record Data, Electronics Health Record data Management, Interoperable Electronics Health Records, Point of Care Genomics Management, Breakthroughs in genomics, Safeguarding genomics.

UNIT V BLOCKCHAIN APPLICATIONS: FINANCE & BANKING

6

Cost reductions, Instant settlements, Smart contracts, Auditing, Cross border payments, Digital identity management, Stock exchange, Trade finance, Fund investment, Fraud prevention and security, Crypto staking, Invoice factoring, Types of B2B networks used for financial settlement.

30 PERIODS

PRACTICAL EXERCISES (any TWO to be completed, each in about 15 periods).

- 1 Analyse various Career opportunities available in block chain and submit a report
- 2 Identify popular Components of a Blockchain Ecosystem and make a presentation
- 3 Examine how Blockchain Technology is used in Cryptocurrency and prepare a report
- 4 Analyse how Blockchain Technology is used in healthcare and prepare a report

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- 5 Analyse how Blockchain Technology is used in finance and banking and make a presentation

30 PERIODS

TOTAL: 60 PERIODS

TEXT BOOKS:

- 1 Bina Ramamurthy, "Blockchain in Action", 1st Edition, Manning Publications, 2025.
- 2 Shrivastava Gulshan, Le Dac-Nhuong, Sharma Kavita, "Cryptocurrencies and Blockchain Technology Applications", 1st Edition, Wiley, 2020.

REFERENCES:

- 1 NITI Aayog, "Blockchain: The India Strategy", 1st Edition, NITI Aayog, 2020.
- 2 S. L. Gupta, "Applications, Challenges, and Opportunities of Blockchain Technology in Banking and Insurance", 1st Edition, IGI Global, 2021.
- 3 Daniel Drescher, "Blockchain Basics: A Non-Technical Introduction in 25 Steps", 1st Edition, Apress, 2020.

ONLINE RESOURCES

- 1 Prof. Sandip Chakraborty, Dr. Praveen Jayachandran, "Blockchain Architecture Design and Use Cases" [MOOC], NPTEL: <https://nptel.ac.in/courses/106/105/106105184/>
- 2 <https://lnk.ink/ErUUK>
- 3 <https://www.investopedia.com/terms/b/blockchain.asp>

COURSE OUTCOMES:

Upon the completion of the course, the students will be able to

- CO1** Describe the basic concepts and technology used for blockchain.
- CO2** Explain the concepts of Bitcoin and their usage.
- CO3** Explain the primitives of the cryptocurrency related to blockchain.
- CO4** Analyse the primitives of the healthcare related to blockchain
- CO5** Summarize the primitives of the finance & banking related to blockchain

CO / PO Mapping:

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	2	2	1	1	-	1	-	1	-	-	1	2
CO2	2	2	1	1	-	1	-	1	-	-	1	2
CO3	2	2	1	1	-	1	-	1	-	-	1	2
CO4	3	3	2	2	-	1	-	1	-	-	1	2
CO5	2	2	1	1	-	1	-	1	-	-	1	2

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U23MDMS05

MSME FINANCING

L T P C

Prerequisites: Nil

2 0 2 3

COURSE OBJECTIVES:

- To understand the concepts and types of MSME financing in India.
- To examine the various sources of MSME Financing
- To be aware of various Initiatives of Governments in MSME financing.

UNIT I CONCEPT AND TYPES OF MSME FINANCING

6

MSMEs in India – Concept and Evolution – Role and Importance of MSMEs in Indian Economy – Key Challenges in MSME Financing: Access to Credit – Limited Financial Literacy – Documentation and Compliance – Lack of Credit History – Risk Perception – Informal Sector Challenges – Technological Barriers. Types of MSME Financing: Term Loans, Working Capital Loans, Invoice Financing, Equity Financing, Equipment Financing, Trade Credit, Business Credit Cards, and Overdraft Facilities.

UNIT II SOURCES OF MSME FINANCING

6

Sources of MSME Financing: Commercial Banks, Small Finance Banks, Non-Banking Financial Companies – Microfinance Institutions, Venture Capital and Private Equity – Angel Investors – Crowdfunding – Peer-to-Peer Lending – Trade Credit – Factoring and Invoice Discounting – Development Financial Institutions – International Funding Agencies.

UNIT III GOVERNMENT INITIATIVES IN MSME FINANCING

6

Government Initiatives in MSME Financing: Credit Guarantee Fund Scheme for Micro and Small Enterprises (CGTMSE) – MUDRA Loans – Stand-up India Scheme – Technology Upgradation Fund (TUF) – MSME SAMBANDH – MSME SAMADHAAN – E-Commerce Export Hubs – SIDBI Branches in MSME Clusters – Financial Support for Food Irradiation and Quality Testing – New Assessment Model for MSME Credit.

UNIT IV DIGITAL MSME FINANCING SOLUTIONS

6

Digital Financing Solutions for MSMEs: UPI Integrated Platforms – Open Credit Enablement Network (OCEN) – FinTech Solutions (tailored for MSME Fund Requirements) – Government-backed Platforms (like MUDRA) – Peer-to-Peer Lending Platforms – Crowdfunding Platforms – State Bank of India's MSME-Sahaj – Digital Lending by Banks.

UNIT V PROS, CONS AND CAREER PATHS IN MSME FINANCING

6

Pros of MSME Financing: Access to Capital – Business Growth and Expansion – Improved Cash Flow – Flexibility – Credit History and Reputation. Cons of MSME Financing: High Interest Rates – Stringent Requirements – Repayment Obligations – Equity Dilution –

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Complexity of Application Process – Short-term Focus. Career Paths in MSME Financing: Financial Analyst – Loan Officer – Credit Manager – Financial Advisor – Microfinance Specialist – Financial Controller.

30 PERIODS

PRACTICAL EXERCISES (any TWO to be completed, each in 15 periods).

- 1 Examine any two types of MSME Financing, after a field study, and submit a report.
- 2 Identify and evaluate any two types of sources of MSME financing and present your findings.
- 3 Make a presentation with details of eligibility and documentation on one of the Government Initiatives in MSME Financing.
- 4 Examine the financial solutions offered by FinTech Companies to MSMEs and prepare a report of your findings.
- 5 After studying various career paths available in MSME Financing, identify the one that suits your personal traits and submit a report of pros and cons of embracing that career by you.

30 PERIODS

TOTAL: 60 PERIODS

TEXT BOOKS:

- 1 Ministry of Micro, Small and Medium Enterprises, Government of India, "E-Book of Schemes for Micro, Small and Medium Enterprises (MSMEs)", 1st Edition, Ministry of MSME, 2022.
- 2 Sanjiv Layek, "Access to Credit for Indian MSMEs", 1st Edition, WASME, 2022.

REFERENCES:

- 1 Institute of Company Secretaries of India, "Handbook for MSME Entrepreneurs", 1st Edition, ICSI, 2023.
- 2 International Finance Corporation, "Micro, Small and Medium Enterprise Finance in India: A Research Study on Needs, Gaps and Way Forward", 1st Edition, International Finance Corporation, 2023.
- 3 Charan Singh and Kishinchand Poornima Wasdani, "Finance for Micro, Small, and Medium-Sized Enterprises in India: Sources and Challenges", 1st Edition, Asian Development Bank Institute, 2020.

ONLINE RESOURCES

- 1 <https://documents1.worldbank.org/curated/en/759261548828982149/pdf/134150-WP-IN-Financing-India-s-MSMEs-Estimation-of-Debt-Requirement-of-MSMEs-PUBLIC.pdf>
- 2 <https://www.pwc.in/assets/pdfs/publications/2013/msme.pdf>
- 3 <https://msme.gov.in/sites/default/files/MSMESchemebooklet2024.pdf>

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COURSE OUTCOMES:

Upon the completion of the course, the students will be able to

- C01** Understanding the types of MSME Financing.
- C02** Explain various sources of MSME Financing available in India.
- C03** Describe various Government Initiatives in MSME Financing.
- C04** Explain various Digital MSME Financing Solutions.
- C05** Summarize various options available in MSME Financing Career.

CO / PO Mapping:

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	2	1	1	-	1	1	1	2	1	1	1
C02	2	2	1	1	-	1	1	1	2	1	1	1
C03	2	2	1	1	-	1	1	1	2	1	1	1
C04	2	2	1	1	-	1	1	1	2	1	1	1
C05	2	2	1	1	-	1	1	1	2	1	1	1

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U23MDMS06

SOCIAL ENTREPRENEURSHIP

L T P C

Prerequisites: Nil

2 0 2 3

COURSE OBJECTIVES:

- To understand the concept and characteristics of social entrepreneurs
- To identify various forms of social entrepreneurs
- To study various social entrepreneurs of reputed operations in India

UNIT I INTRODUCTION

6

Social Entrepreneurship - Definition - Key Characteristics: Social Mission, Innovation, Sustainability, Scalability. Challenges: Funding, Balancing Mission and Profit, Scalability, and Measuring Impact. Examples of Social Entrepreneurship: Grameen Bank, TOMS Shoes, Teach For All.

UNIT II FORMS OR TYPES OF SOCIAL ENTREPRENEURS

6

Forms or Types of Social Entrepreneurs: The Innovator - The Advocate - The Community Builder - The Social Engineer - The Environmentalist - The Policy Reformer - The Corporate Social Entrepreneur - The Social Business Leader - The Education Pioneer - The Health Innovator.

UNIT III FUNDING SOCIAL ENTREPRENEURSHIP

6

Social Entrepreneurship Funding Options: Grants, Impact Investing, Crowdfunding, Venture Philanthropy, Social Impact Bonds, Corporate Sponsorships, Microfinance, Donations and Fundraising, Government Programs, and Angel Investors and Venture Capital.

UNIT IV SOCIAL ENTREPRENEURSHIP MODELS

6

Non-Profit Model, Social Business Model, Hybrid Model, Cooperative Model, Fair Trade Model, Community Development Model, Employment Model, B Corp Model, Social Impact Investing Model, Environmental Sustainability Model.

UNIT V SOCIAL ENTREPRENEURSHIP IN INDIA

6

Notable Social Entrepreneurs in India: Jeroo Billimoria (Childline India Foundation), Ria Sharma (Make Love Not Scars), Shaheen Mistri (Akanksha Foundation), Harish Hande (SELCO India), Anshu Gupta (Goonj), Ajaita Shah (Frontier Markets), Urvashi Sahni (Study Hall Education Foundation), and Hanumappa Sudarshan (Vivekananda Girijana Kalyana Kendra).

30 PERIODS

PRACTICAL EXERCISES (any TWO to be completed, each in 15 periods).

- 1 Develop a brief report on the works of a Social Entrepreneur in your vicinity
- 2 Identify a social issue in your vicinity, and develop a business plan to address the issue practically.
- 3 Design a social enterprise addressing a specific SDG (Sustainable Development Goal)

Approved

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- 4 Conduct a Needs Assessment for a Marginalised Community in your vicinity.
- 5 Develop a Social Media Campaign for a Social Enterprise.

30 PERIODS
TOTAL: 60 PERIODS

TEXT BOOKS:

- 1 Madhukar Shukla, "Social Entrepreneurship in India: Quarter Idealism and a Pound of Pragmatism", 1st Edition, SAGE Publications Pvt Ltd, 2020.
- 2 Meena Raghunathan, "Social Entrepreneurship in India", 1st Edition, Routledge India, 2024.

REFERENCES:

- 1 Duening, T. N. (2010). Five minds for the entrepreneurial future: Cognitive skills as the intellectual foundation for next generation entrepreneurship curricula. Journal of Entrepreneurship, 19(1), 1-22. doi:10.1177/097135570901900101
- 2 Kuratko, D. F. (2005). The emergence of entrepreneurship education: development, trends, and challenges. Entrepreneurship Theory and Practice, 29(5), 577-597.
- 3 Lindsay, N. J. (2005). Toward a cultural model of Indigenous entrepreneurial attitude. Academy of Marketing Science Review, 5, 1-17.

ONLINE RESOURCES

- 1 <http://www.merriam-webster.com/dictionary/intrapreneur>
- 2 http://www.caseatduke.org/documents/dees_sedef.pdf
- 3 http://www.caseatduke.org/documents/dees_sedef.pdf

COURSE OUTCOMES:

Upon the completion of the course, the students will be able to

- C01** Explain key characteristics of social entrepreneurship.
- C02** Describe various forms of Social Entrepreneurship and analyse them.
- C03** Explain various funding options for social enterprises.
- C04** Comprehend different models on social entrepreneurship.
- C05** Summarize notable social entrepreneurs and their works in India

CO / PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	1	1	-	1	1	1	2	1	1	1
C02	2	2	1	1	-	1	1	1	2	1	1	1
C03	2	2	1	1	-	1	1	1	2	1	1	1
C04	2	2	1	1	-	1	1	1	2	1	1	1
C05	2	2	1	1	-	1	1	1	2	1	1	1

Approved
(Signature)

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