



**JINDAL GLOBAL
BUSINESS SCHOOL**
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



O.P. Jindal Global University
A Private University Promoting Public Service
NAAC Accreditation - 'A' Grade

Jindal Global Business School
Course Outline

Course Title	Social Entrepreneurship and Innovation
Core or Elective	Elective
Program and Batch	BBA/BBA-FB/BBA-FM/BBA-BA 2023
Semester & Academic Year	Fall 2026
Credits	3
Discipline/Area	Strategy
Name of the Faculty Member/Course Instructor	Vineet Kaushik Priya
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Faculty Member's Open Office Day/s & Time	TBA

Introduction to the Course

What if business could change the world? This course begins with that question and takes students on a journey into the world of social entrepreneurship, where ideas turn into impact. From identifying problems in everyday life to building solutions that create meaningful change, students will learn how passionate individuals become social entrepreneurs. Along the way, they will explore how to design sustainable ventures, secure funding, and measure the difference they make, ultimately discovering how they, too, can be agents of change.

Course Learning Objectives

At the end of the course, students should be able to

1. CLO1- Build a strong understanding of social entrepreneurship and its role in driving innovative solutions to real-world challenges.
2. CLO2 - Analyze the key elements that shape a social entrepreneurial ecosystem, including talent, funding, policies, and institutional support.
3. CLO3 - Examine how social, cultural, and political contexts influence the emergence and success of social ventures.

4. CLO4 - Develop the ability to engage with and navigate processes of social innovation in dynamic environments.
5. CLO5 - Identify opportunities for social change and design viable, impact-driven business ideas to address them.

Programme Competency Goals

BBA Programme Competency Goals (PCGs)		BBA Programme Learning Objectives (PLOs)	
		Students will be able to	
1	Responsible Global Citizenship: Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	1. Understand local business issues	
		2. Understand global business issues	
		3. Demonstrate sensitivity towards ethical issues	
		4. Demonstrate sensitivity towards social issues	
2	Effective communication: Ability to effectively exchange ideas and information	5. Present their ideas with clarity	
		6. Write in a coherent manner	
		7. Use technology for communication	
3	Critical Thinking: Ability to identify, analyze business problems and propose effective solutions	8. Identify main issues of business problems	
		9. Examine information from different sources	
		10. Draw inferences from analysis	
4	Teamwork: Ability to work and contribute effectively in group -settings	11. Understand the factors to work effectively in groups	
		12. Contribute effectively in groups	

PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
PLO 1, 10,17	PCG 1, 4, 6	A1,2,3,4
PLO 10, 11, 12	PCG 4	A2
PLO 3,5, 6	PCG 2	A1,2,3,4
PLO 7,8,9, 17, 18	PCG 3,6	A1,2

Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (Percentage)	Nature (Individual/Group)	Week of Assessment	PLOs to be Assessed
A1: Class Participation	10%	Individual	Continuous	PLO 1, PLO3, PLO5, PLO10
A2: Project (Need Assessments)	10%	Group	7th week	PLO 4, PLO5, PLO11, PLO12.
A3: Social Business Plan	10%	Group	14 th week	PLO 4, PLO 8, PLO 9, PLO11, PLO12.
A4: Case Presentation	10%	Group	10 th week	PLO1, PLO2, PLO 8, PLO 10
A5: Midterm	20%	Individual	8th Week	PLO 1, PLO3, PLO5, PLO8, LO9.
A6: Class Activities	5%	Individual	continuous	PLO1, PLO2, PLO5, PLO9.
A7: Social case discussion	5%	Individual	continuous	PLO1, PLO2, PLO3, PLO5, PLO10
A8: End term Examination	30%	Individual	In Examination Week	PLO 1, PLO3, PLO5, PLO 6, PLO7, LO8,PLO9.

Description of Assessments:

A1: Class Participation(10%)

Learning in this course is driven by dialogue and shared perspectives. Students are expected to actively contribute to discussions, engage with readings, and participate in in-class activities. Assessment will be continuous, based on preparedness, quality of insights, and meaningful engagement throughout the semester

A2: Need Assessment Project (10%)

Students will step into the role of a social researcher to explore and understand the real needs of a specific community or target group. This assignment focuses on identifying problems, analysing underlying causes, and generating insights that can inform impactful interventions.

A3: Social Business Plan (10%)

Students will design a purpose-driven venture that addresses a social issue while remaining financially sustainable. The plan will include a clearly defined problem statement, business model, target market analysis, social impact goals, and a strategy to create meaningful and measurable change.

A4: Case Presentation (10%)

Students will present and critically analyse a real-world social entrepreneurship case (shared in advance). The focus will be on understanding the context, unpacking the social issue, and evaluating the decisions and impact of the venture.

A5: Midterm Exam(20%)

The midterm examination will be of 20 marks with a maximum duration of 90 minutes duration. This will be a pen and paper invigilated exam held on the JGU campus.

A6: In-Class Activities (5%)

Through interactive exercises and brainstorming sessions, students will explore ideas freely and collaboratively. Evaluation will focus on participation, creativity, and openness to diverse perspectives.

A7: Social Case Discussions (5%)

Students will engage in guided discussions of pre-read cases, applying concepts to real-world scenarios. Assessment will be based on the ability to critically reflect, connect theory to practice, and contribute thoughtfully to the conversation.

A8: End-Term Examination (30%)

The end term examination will be of **30 marks of 1.5 hours duration**. This will be an invigilated exam according to the mode, modalities and process as decided by CoE.

Rubrics for Assessments

Criteria/Level	Poor (1-2)	Fair (3-5)	Good (6-7)	Excellent (8-10)
Understanding of concepts	Lack of understanding of core concepts	Limited understanding of core concepts	Adequate understanding of core concepts	Clear understanding of core concepts
Logical Flow/Organization of ideas	No sense of organization	There is a sense of organization, although some of the organizational tools are used weakly or missing	Good overall organization includes the main organizational tools.	Well organized. Includes title, introduction of main idea, transitions, and conclusion.
Depth and breadth of analysis and discussion	Information presented is very limited. No analysis or implications drawn	Information presented is inadequate and misses many points. Some analysis and discussion.	Information centres on some of the points and covers them adequately. Adequate analysis and discussion.	Information presented covers all the points in depth and is accurate. Good analysis and well-rounded discussion
Communication Skill	Reading from the PPT, no engagement with audience, poor communication	Referring to ppt very often, some engagement with audience, fair communication	Referring to ppt occasionally, good engagement with audience, good communication	Using ppt only as cue, excellent engagement with audience, excellent communication

Teaching Method

The course will have a judicious mix of lectures, storytelling, experiential exercises, debates and group discussions on cases. Students will be required to complete individual assignments and a group project. Guest speakers from the social entrepreneurship industry will also be invited to provide real-world perspectives on social entrepreneurship.

Textbook / Other Readings

Social Entrepreneurship in India by Madhukar Shukla

Session Plan

Session Details	Topics	PLOs Covered
Session 1	Introduction	PLO 3, PLO 4
Objective of the session	To understand the concept of social entrepreneurship	
Subtopics to be covered	The history and evolution of social entrepreneurship Differences between social and traditional entrepreneurship, types of social enterprises, role in addressing societal challenges	
Readings	Textbook Chapter 1: A term in search of Definition	
Case Title & Number	Social Entrepreneurship: The Alicia Polak Way, 807-007-1	
Pedagogy	Lecture, Constructive debate (on defining social enterprise) and case discussion	
Session 2	Can Business Do Good? Social vs Commercial Entrepreneurship	PLO 1, PLO 3, PLO 4
Objective of the session	To understand the fundamental differences between social and commercial entrepreneurship.	
Subtopics to be covered	Social vs commercial entrepreneurship, Objectives and goals, Value proposition and beneficiaries, Performance measurements, decision making and trade-offs, Hybrid models and blended value	
Readings	Textbook Chapter 4: Social and Commercial entrepreneurship	
Case Title & Number	NA	
Pedagogy	Storytelling, short videos and participative discussion	
Session 3	The 'Entrepreneur' in Social Entrepreneurship	PLO 1, PLO 2, PLO 4
Objective of the session	To shift focus from 'what entrepreneurs are'(Personality) to 'What entrepreneurs do'(their behavior)	
Subtopic to be covered	Theoretical foundations, Moving beyond 'Hero narrative', defining entrepreneurial tasks, Transformative change, 5	

	archetypes of social entrepreneurs	
Readings	Textbook chapter 2: The 'Entrepreneur' in social entrepreneurship Textbook chapter 7: Five Archetypes of social entrepreneurship	
Case Title & Number	NA	
Pedagogy	Lecture and participative discussion	
Session 4		
Session 4	Social need to entrepreneurial idea	PLO 1, PLO 2, PLO 3, PLO 4
Objective of the session	To learn to identify social needs and generate ideas for social enterprise from them	
Subtopics to be covered	Identifying social needs in your community, Conducting needs assessment, Understanding the root causes of social problems, Effectual reasoning in entrepreneurship	
Readings	Textbook chapter 3: Entrepreneurial thinking-A method to madness	
Case Title & Number	NA	
Pedagogy	Lecture, class discussion and student activity(5 why technique)	
Session 5		
Session 5	Social Mission and Vision	PLO 3, PLO 4, PLO 5, PLO 6
Objective of the session	To understand Social Mission and Vision	
Subtopics to be covered	Mission and Vision of existing social organizations, Aligning Mission and vision with social and business objectives, Writing social mission and vision statements	
Readings	NA	
Case Title & Number	Jaipur Rugs: Transforming Communities Through Social Entrepreneurship, W41829	
Pedagogy	Lecture and case discussion.	
Session 6		
Session 6	Markets of the poor	PLO 3, PLO 4
Objective of the session	To understand how to serve the markets for poor people	
Subtopics to be covered	Difference between the markets of the haves vs have nots, unequal access, poor as a non-homogenous segment, Poverty not just about income, Poor as consumers as well as producers, challenges of serving the markets for the poor	
Readings	Textbook chapter 8: Unequal access: 'Markets for the poor'	
Case Title & Number	NA	
Pedagogy	Lectures and class activity	
Session 7		
Session 7	Social Innovation	PLO 4, PLO 5, PLO 8
Objective of the session	To analyze innovation used in social enterprises	
Subtopics to be covered	Types of Innovation, Examples of innovation and creativity in social enterprises, Brainstorming and ideation techniques to come to innovative solution to social problems	
Readings	Textbook chapter 5: Quarter Idealism and a pound of	

	pragmatism	
Case Title & Number	ParqueSoft: A Unique Social Entrepreneurship Initiative, 809-053-1	
Pedagogy	Case discussion and student activity (rapid idea generation)	
Session 8		
Session 8	Social Business Models	PLO 3, PLO 4, PLO 8
Objective of the session	To introduce different types of social business models	
Subtopics to be covered	Types of social business models, Revenue generation strategies for different business models, Real world examples of different types of social business models	
Readings	Textbook chapter 9: Entrepreneurial models for providing access	
Case Title & Number	NA	
Pedagogy	Lecture and participative discussion.	
Session 9		
Session 9	Social Enterprise Legal Structures	PLO 3, PLO 4
Objective of the session	To understand legal structure	
Subtopics to be covered	Understanding legal structures for social enterprises, Choosing the right legal structure for your social enterprise, Registering your social enterprise with the appropriate authorities	
Readings	Textbook chapter 4: Social and commercial Entrepreneurship	
Case Title & Number	NA	
Pedagogy	Lectures and Class Discussion	
Session 10		
Session 10	Social Impact	PLO 4, PLO 5, PLO 10
Objective of the session	To understand impact assessment in social ventures	
Subtopics to be covered	Difference between social impact and outcomes, Identifying metrics for success, Measuring social impact through standard SDGs and ESG metrics, transparency and accountability	
Readings	Textbook chapter 6: Strategies for scaling the impact	
Case Title & Number	NA	
Pedagogy	Lecture, participative discussion and class activity(impact vs outcome mapping)	
Session 11		
Session 11	Scaling social enterprises	PLO 3, PLO 4, PLO 10
Objective of the session	To understand various strategies of scaling in social ventures	
Subtopics to be covered	Imperative to scale, scale up, scale out, scale deep, scale vertically	
Readings	Textbook chapter 6: Strategies for scaling the impact	
Case Title & Number	Aravind Eye Hospitals: A Case in Social Entrepreneurship, 804-055-1	

Pedagogy	Lecture and Case discussion	
Session 12	Social Business Plan	PLO 4, PLO 5, PLO 6
Objective of the session	To learn how to comprehend and write a social business plan	
Subtopics to be covered	Creating a social business plan, Setting goals and objectives for a social enterprise, Identifying strategies for achieving business and social impact goals, business model canvass of social enterprises	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lecture and class activity(with the social business model canvass template)	
Session 13	Guest Lecture -1 : Journey of a Social Entrepreneur	PLO 4, PLO 8
Objective of the session	To understand the motivations, challenges, and critical decisions involved in starting and running a social venture.	
Subtopics to be covered	Personal Journey and Background, Identifying the Social Problem, From idea to action, challenges and failures	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lectures and participative discussion	
Session 14	Financing Social Enterprises	PLO 5, PLO 8, PLO 12
Objective of the session	To understand different aspects of social finance	
Subtopics to be covered	Financing Options for social enterprises,Crowd funding, grants, and social impact investments	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lectures and Shark tank Roleplay Activity	
Session 15	Need Assessment Project	PLO 5, PLO 11, PLO 12
Objective of the session	To understand the real needs of a specific community or target group	
Subtopics to be covered	Identifying problems, analysing underlying causes, and generating insights that can inform impactful interventions.	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Student presentations	
Session 16	Community-Based Social Entrepreneurship	PLO 3, PLO 4, PLO 8
Objective of the session	To critically evaluate trade-offs in real-world social ventures	
Subtopics to be covered	Understanding the Social-Ecological Context, Moving beyond charity to sustainable solutions, Co-creation vs top-down interventions, Building trust within communities, Short-term income vs long-term sustainability, Managing conflicting	

	stakeholder interests	
Readings	NA	
Case Title & Number	ATREE: Social Entrepreneurship in Vembanad, 9B19C018	
Pedagogy	Lecture and Case discussion	
Session 17	Digital & Platform-Based Social Ventures	PLO 4, PLO 9, PLO 10
Objective of the session	To evaluate opportunities and risks of digitalization in addressing social problems	
Subtopics to be covered	Platform economy (education, health, livelihoods), Creator economy for social awareness, Social media as a tool for mobilization, data privacy concerns	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lecture and student activity(Digital Platform mapping exercise)	
Session 18	CSR and social intrapreneurship	PLO 3, PLO 4, PLO 5, PLO 10
Objective of the session	To differentiate between CSR, social entrepreneurship, and social intrapreneurship.	
Subtopics to be covered	CSR vs social entrepreneurship, social intrapreneurship, Corporate social innovation, Cross-sector partnerships, shared value creation	
Readings	NA	
Case Title & Number	Konica Minolta: Corporate Social Entrepreneurship, 9B19M008	
Pedagogy	Mini lecture, case discussion and student debate(Can corporates be true social entrepreneurs?)	
Session 19	Marketing & Branding	PLO 5, PLO 6, PLO 12
Objective of the session	To understand how social ventures build trust, communicate impact, and engage stakeholders through ethical marketing	
Subtopics to be covered	Storytelling for impact, Ethical branding, Digital and social media marketing, Building trust with stakeholders	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lecture and student activity (creating campaign for a social venture through storyboarding)	
Session 20	Case Presentation	PLO 5, PLO 9, PLO 10, PLO 12
Objective of the session	To be able to critically analyse a real-world social entrepreneurship case	
Subtopics to be covered	Understanding the context, unpacking the social issue, and evaluating the decisions and impact of the venture	
Readings	NA	

Case Title & Number	<ul style="list-style-type: none"> • Aditya - The Solar Shop: Social Entrepreneurship at the Crossroads, 9B21M069 • The Chen Family: Succession Through Philanthropy and Social Entrepreneurship, 809-019-1 • Microfinance and Social Entrepreneurship, HKS1804.0 	
Pedagogy	Student presentations (prior random allocation of any one of the above 3 cases)	
Session 21		
Session 21	Sustainability and Environment	PLO 5, PLO 9, PLO 10
Objective of the session	To explore how social enterprises address environmental challenges through sustainable and circular business models	
Subtopics to be covered	Environmental entrepreneurship, Circular economy, Climate-focused ventures, Sustainable value chains, Trade-offs between growth and sustainability	
Readings	NA	
Case Title & Number	Happy Tummy: Sustainable Social Entrepreneurship, HLT14-23-25-1115C	
Pedagogy	Case discussion and student activity (sustainability model mapping)	
Session 22		
Session 22	Ecosystem & Institutional Context	PLO 5, PLO 9, PLO 10
Objective of the session	To understand how institutional environments shape the success and scaling of social ventures	
Subtopics to be covered	Role of government and policy, NGOs, foundations, corporates, Social incubators and accelerators, Public-private partnerships	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lecture and student activity (ecosystem mapping exercise)	
Session 23		
Session 23	Social incubators	PLO 9, PLO 10
Objective of the session	To understand the role of incubators in nurturing early-stage social ventures.	
Subtopics to be covered	What are incubators? Types (university, NGO, corporate, government), Services: mentoring, training, networking, Selection and entry process, Challenges of incubation	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lecture + Incubator Fit Activity (students decide which venture should join which incubator)	
Session 24		
Session 24	Social accelerators	PLO 5, PLO 10,
Objective of the session	To examine how accelerators support scaling and growth of	

	social ventures	PLO 12
Subtopics to be covered	Incubators vs Accelerators (comparison), Scaling strategies through accelerators, Investment readiness and pitching, Measuring growth and impact, Risks of rapid scaling	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lecture, student activity(evaluate which ventures are accelerator-ready) and role play(social entrepreneurs pitching ideas to accelerator)	
Session 25		
Session 25	Guest Lecture II: Role of incubators and accelerators in my social entrepreneurship journey	PLO 3, PLO 4
Objective of the session	To gain insight into the practical experiences of engaging with these ecosystem enablers	
Subtopics to be covered	Entrepreneur's journey, entry into the program, support and resources provided, impact on venture growth, challenges and limitations	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Lecture and participative class discussion	
Session 26		
Session 26	Challenges and Dark Side of Social Entrepreneurship	PLO 1, PLO 2, PLO 3, PLO 4, PLO 8
Objective of the session	To understand the negative aspects of social entrepreneurship	
Subtopics to be covered	Innovation failures, unintended consequences, Mission drift, funding dependencies, measuring impact challenges	
Readings	NA	
Case Title & Number	PlayPumps: The Pleasure and Pain of Social Entrepreneurship, 826-0015-1	
Pedagogy	Lectures and Class Discussion	
Session 27		
Session 27	Final Presentations	PLO 6, PLO 7, PLO 9, PLO 10, PLO 12
Objective of the session	To apply the concepts learnt in class into practice	
Subtopics to be covered	Identifying a local or global social problem, developing an innovative idea to cater to that problem through a business solution, writing a social business plan report and presenting the summary	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Student presentations	
Session 28		
Session 28	Final Presentations	PLO 6, PLO 7, PLO 9, PLO 10, PLO 12
Objective of the session	To apply the concepts learnt in class into practice	
Subtopics to be covered	Identifying a local or global social problem, developing an innovative idea to cater to that problem through a business	

	solution, writing a social business plan report and presenting the summary	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Student presentations	
Session 29		
	Reading & Revision Week/ Examination Week*	
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	
Session 30		
	Reading & Revision Week/ Examination Week*	
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	

*Elective Endterm Examinations may take place in the last week of classes.

Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to disabilitysupportcommittee@jgu.edu.in

Disclaimer: This course outline including assessments, mode, nature and weightage of assessments, sessions, sequence of sessions and/or readings may be revised during the semester if such need arises.