

## SOCIAL ENTREPRENEURSHIP

### Overview

Social entrepreneurship is about creating business models that revolves around developing accessible products and services that reduces the social, cultural and environmental inequalities. Social entrepreneurs generally have non-profit goals and work with the motive of a positive return to the society. Social entrepreneurs have covered various areas like poverty alleviation, health care and even technology & networking. This field has gained tremendous ground in the emerging markets over the last decade and India is no exception to it. Social Entrepreneurship in Indian context can be viewed from two angles: one who strive to work with policy makers to bring a social change and others who find an opportunity to develop a business model that has been less explored by government and in the process fill the gap.

This course focuses on the issues social entrepreneur need to address, the ways a social entrepreneur creates a social capital, the knowledge and skills needed by him/her and developing a sustainable model for a social enterprise. It is all about “Doing well on the ground”.

<b>Date</b>	<b>28<sup>th</sup> August 2018 – 2<sup>nd</sup> September 2018</b>
<b>Location</b>	<b>BMS College of Engineering, Bull Temple Road, Bangalore-560019</b>
<b>Course Schedule</b>	<p><b>Day 1: 28/08/2018:</b> The Socio-Economic Context of Social Entrepreneurship in India and other emerging markets. Defining Social Entrepreneurship. Discussion</p> <p><b>Day 2: 29/08/2018:</b> Understanding the SE Terrain, Sector studies. Legal / Financial Frameworks for Social Business, Role of Microfinance in fostering social entrepreneurship. Assignment – participants to work on a Case study for discussion next day</p> <p><b>Day 3: 30/08/2018:</b> Learning from Real-Life Social Enterprises – The Indian context</p> <p><b>Day 4: 31/08/2018:</b> Measuring Social Impact. The entrepreneurial support system in India. Governance of Social Enterprises in India</p> <p><b>Day 5: 01/09/2018:</b> Profile of the Social Entrepreneur (Bangalore) – Discussion. Consolidating the course</p> <p><b>Day 6: 02/09/2018:</b> Examination</p>
<b>Who should Attend</b>	<ul style="list-style-type: none"> <li>• Executives and Management Faculty</li> <li>• NGOs</li> <li>• Students at all levels (B.Tech / M.com / M.sc / M.Tech / PhD) from academic and Technical Institutions.</li> </ul>
<b>Fees</b>	<p>The participation fees for taking the course is as follows: Participants from abroad : US \$500/- Industry/ Research Organizations: Rs.5,000/- Academic Institutions: Rs. 3,000/- Students: Rs. 1,000/- The above fee includes all instructional materials, computer use for tutorials</p>

	and assignments. The participants will be provided with accommodation on payment basis. For more details please visit <a href="http://www.bmsce.in">www.bmsce.in</a> Number of Participants limited to 40 Only
Payment	Payment to be made through NEFT <b>Name of the Account Holder: GIAN -MBA</b> Account Number: <b>SB A/C No: 50423753156</b> Bank & Branch: Allahabad Bank, Hanumanthanagar Branch IFSC Code:ALLA0212011 MICR Code:560010007 The participants will be provided with accommodation based on availability on payment basis.

## Foreign Faculty – Dr. Anthony Jensen



Dr. Anthony Jensen is a Conjoint Lecturer at the Business School, University of Newcastle, Australia and has been involved in researching, campaigning and publishing on worker co-operatives for many years demonstrating their effectiveness as social enterprises.

His publication "Insolvency, Employee Rights and Employee Buyouts" was a foundational text at the 2017 Conference on Worker Buyouts held by the Greek Government in Athens.

As joint editor of the 2017 book "Co-operative Enterprises in Australia and Italy" he developed a deep first hand appreciation of the benefits of cross national country co-operative research and its potential to influence government policy. This led to the founding of the Asia Pacific Co-operative Research Partnership in 2014 which now has partner universities in eleven countries dedicated to comparative research to facilitate poverty eradication through community enterprise and Asian regional integration. He teaches business ethics and corporate social responsibility.

## Local Institutional Coordinator:

**Dr. Ravishankar Deekshit,**  
**Dean, Student Affairs,**  
**BMS College of Engineering.**

## Host Faculty



Dr. Shubha B.N. is Associate Professor in the MBA Department of BMS college of Engineering and is involved in teaching students of MBA in

Corporate Finance, Strategy and Entrepreneurship. She has conducted various workshops like SSI units and financing, Building ventures- get your basics right, opportunity evaluation to business plan at various colleges. She has undergone FDP training on entrepreneurship from EDI, An advance course on venture capital, Angel financing and Debt: Raising capital for your Entrepreneurial venture from National Entrepreneurship Network. She is also actively involved in creating entrepreneurial ecosystem in the campus.



Dr. Shubha Muralidhar is an Assistant Professor in the Department of Management Studies and Research Centre, BMS College of Engineering. She is involved in teaching subjects related to HR, OB, Research Methods and Strategic management. She has attended several workshops conducted by DSTE and MSME to understand the nuances involved in the field of entrepreneurship. She has delivered lectures on Psychometric tests, Research methods using SPSS, Emotional Intelligence at workplace and so on. Dr. Shubha has actively involved in the CSR activities conducted by the Department.



### Course Coordinator/s:

Dr. Shubha B.N,  
Associate Professor,  
Department of MBA

Dr. Shubha Muralidhar,  
Assistant Professor,  
Department of MBA

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### Contacts :

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