IIT Madras - CSIE
WINTER SCHOOL ON SOCIAL ENTREPRENEURSHIP
SYLLABUS

PURPOSE OF WINTER SCHOOL

The CSIE two-week Winter School on Social Entrepreneurship has been conceived and designed to provide classroom knowledge, immersive/experiential learning, self-study and peer learning opportunities to student-participants, with varied academic backgrounds, about Social Entrepreneurship and its related ecosystem, with specific interest and focus upon the geo-cultural and socio-economic context of Asia.

The **Specific Learning Outcomes** sought to be realized through this Winter School are to enable student-participants to:

A. Know about, critique and appreciate the global context in which Social Entrepreneurship continues to emerge as a vital part of the development agenda, especially in the developing countries;

B. Diligently observe, understand, model/represent, communicate about, and constructively engage with Social Entrepreneurs and their Enterprises for making valuable contributions to the respective ecosystems in their work contexts;

C. Identify markets and target groups related to various Social Enterprises, and characterize their ecosystem in terms of Sectors, Stakeholders, Policy-makers and Regulators, Benefactors/Donors, Venture Capitalists, Institutions, Media, etc.;

D. Conceive of, design, plan, establish and operate or work for Social Enterprises in their respective national/regional contexts; and

E. Manage the applicable lifecycle of the Social Enterprises with respect to product/service development and the related organizational functions, viz., marketing, resource mobilization in the human resources, financial, material and technological contexts, and operations and projects.

APPROACH TO PURSUING PURPOSE

The two-week Winter School will involve diverse learning experiences consisting of Classroom Lectures, Field Visits for Orientation and Immersion, Interactions with accomplished Social Entrepreneurs, Discussions on Case Studies and Documentaries, including self-study and peer learning opportunities. Through these learning experiences, student-participants are expected to realize the Specific Learning Outcomes.

COURSE 1: WS101

TITLE: **The Rise of Social Enterprises (SEs) and Entrepreneurship**: MDGs, SDGs and global concerns; The complex of contemporary issues – Socio-Economic, Environmental, Cultural, Political, Technological; Global Development Organizations; the Future of Social Entrepreneurship and Enterprises

COURSE PURPOSE
This course is conceived and designed to enable student-participants become aware of, develop sensitivity towards and internalize the larger global context and concerns that have all warranted the birth, rise, health and sustenance of Social Entrepreneurship and Enterprises.

COURSE LEARNING OUTCOMES
After completing this course, the student-participants will be able to:
a) Share their knowledge of Millennium Development Goals (MDGs), Sustainable Development Goals (SDGs) and the concerns about various development issues in the global, regional and national contexts;
b) Explain, justify and critique the specification of the MDGs and SDGs for affirming the requirement, roles, responsibilities and results of the Social Entrepreneurship ecosystem;
c) Cite and describe examples of globally reputed instances of Social Entrepreneurship and Enterprises in terms of their work and results; and
d) Describe the developments that are expected to happen in Social Entrepreneurship and Enterprises.

COURSE CONTENTS
1. The need for and concept of MDGs and SDGs.
2. Global, regional and national development issues (focus on Asia).
3. Components of development.
4. Global Development Organizations – Examples and Descriptions.
5. Social Entrepreneurship and Enterprises – Past and emerging trends; anticipating the future.

TITLE: Social Enterprises (SEs) and Entrepreneurship – An Overview: Basic Definitions and Concepts; Morphology of SEs

COURSE PURPOSE
This course is designed to enable student-participants to:
a) Understand and define social entrepreneurship and social enterprises, and
b) Identify and explain different business models, legal and organizational manifestations of SEs within the contexts of Sectors and regions.

COURSE LEARNING OUTCOMES
After completing this course, the student-participants will be able to:
a) Explain the fundamentals of social entrepreneurship; define the term "social entrepreneur";
b) Identify and classify SEs, and define their lifecycles;
c) Share their knowledge of the evolution of social entrepreneurship, the contexts and conditions for their existence;
d) Explain the rationale, advantages and disadvantages of different business models, legal and organizational manifestations of SEs;
e) Formulate appropriate business models and organizational structures for specific SEs in different Sectors.

COURSE CONTENTS
1. Concepts and definitions of SEs.
2. History and evolution of social entrepreneurship – international and national examples of pioneers.
3. Hybrid spectrum of SEs – business models, legal and organizational manifestations.
4. Types and functions of SEs such as fair trade organizations, cooperative organizations, etc.
5. SEs in different sectors.

TITLE: Creativity and Innovation

(To be updated)

COURSE 4: WS 104

TITLE: **SEs' Conception, Design and Incubation** – Opportunity Analysis and Idea Generation; Organizational launch and development processes in social entrepreneurship

COURSE PURPOSE
This course is designed to enable student-participants to understand various issues in the establishment and operations of SE start-ups, and facilitate the start-up processes including scouting and screening of opportunities, conceiving and designing SEs and working for their growth and development, especially in the early stages.

COURSE LEARNING OUTCOMES
After completing this course, the student-participants will be able to:
a) Generate ideas and select opportunities for starting SEs in different Sectors and regional/national contexts.
b) Use market research tools to observe, understand, and assess customer needs.
c) Use design thinking methodologies to conceive and incubate innovative SEs.
d) Facilitate the launch of SEs and work for their growth and development in the early stages of their lifecycles.

COURSE CONTENTS
1. Idea Generation Tools and approaches (Brainstorming, TRIZ, Morphological Analysis, etc.)
2. The use of market research tools (Anthropological studies, Interviews, Survey, Focus Groups, etc.) for observing, understanding and assessing customer needs in different Sectors.
3. Design thinking for SEs and innovations in their lifecycles.
4. Issues in the early stages of SEs' lifecycles.

TITLE: **Introduction to Business Planning**

(To be updated)

COURSE 6: WS106

TITLE: **Fundamentals of Product Development**: Prototyping, Testing, and IP Management

COURSE PURPOSE
This course will enable student-participants to understand the fundamentals of product/service development, various stages of development, prototyping and testing. The course will also introduce student-participants to the basics of intellectual property management.

COURSE LEARNING OUTCOMES
After completing this course, the student-participants will be able to:
a) Understand and contribute to product/service development processes in SEs.
b) Explain prototyping and testing processes conducted in labs and in the real world.
c) Understand and explain basic legal terminologies, issues in IP management.

COURSE CONTENTS
1. Brief history of appropriate technology.
2. Principles of sustainable design and product/service development.
3. Issues in the product development cycle.
4. Prototyping and testing in lab and field conditions, and user feedback.
5. Basics of IP management.

COURSE 7: WS107

TITLE: **Management of SEs – Functions and Issues**: Resource mobilization, Management of Finances, HR, Communications, Strategic and Operational Issues)

COURSE PURPOSE
This course will enable student-participants to understand, appreciate, and analyse Management functions required in SEs, and facilitate provision of solutions, proactively and reactively, to various strategic and operational issues across all levels of functions in the SEs.

COURSE LEARNING OUTCOMES
After completing this course, the student-participants will be able to:
a) Understand and analyze Management functions and specific practices in SEs.
b) Understand and explain types of finance available to SEs.
c) Understand and participate constructively in the resource mobilization processes of SEs during their lifecycles.
d) Understand, appreciate and facilitate in the formulation of strategic and operational solutions to various issues faced by SEs across their value chains.

COURSE CONTENTS
1.   Management – Purpose, Concepts, Functions and Resources.
2.   Types and Sources of Finance.
3.   Resource mobilization strategies.
4.   Core issues in management – Value, Risk, Returns and Cost.

READING MATERIALS:
Reading materials including books and reports for all the courses can be accessed at the following links.

http://csie.iitm.ac.in/SEarticles.html

http://csie.iitm.ac.in/SEReports.html