

Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program Faculty of Management and Finance University of Ruhuna

BTE 41323: Social and Green Entrepreneurship

Level: 4000

Number of Credits : 03

Course Description

Social Entrepreneurship involves in identifying social problems and suggesting innovative solutions to make social change whereas green entrepreneurship addresses the realization of entrepreneurial opportunities through environmental needs. This course assists to approach social and environmental problems as entrepreneurial opportunities and apply concepts and practices for planning and launching a social and green venture.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Describe the concepts, and theories in social and green entrepreneurship.
- Explain the role of circular economy and its practices.
- Describe the role of social and green entrepreneurship in identifying new business opportunities
- Discuss social and green business models.
- Apply social and green innovations with sustainable development.
- Apply strategies for managing social and green ventures to enhance benefits to the Society

Teaching/Learning Methods

Lectures, Guest lectures, Group discussions, Case studies, Workshops and Site Visits

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Introduction to social and green entrepreneurship
2. Theories of social entrepreneurship
3. Social entrepreneurship process
4. Serving the bottom of the pyramid
5. Funding social ventures
6. Environmental challenges and green business opportunities
7. Circular economy and Green business practices
8. Developing a social and green business model
9. Strategies for social and green entrepreneurship
10. Social and green innovations for sustainable development
11. Challenges of social and green entrepreneurship

Recommended Readings

1. Luis Portales. *Social Innovation and Social Entrepreneurship: Fundamentals, Concepts, and Tools*. Palgrave Macmillan/The latest edition.
2. Neil Malhotra (Editor). *Frontiers in Social Innovation: The Essential Handbook for Creating, Deploying, and Sustaining Creative Solutions to Systemic Problems*. Harvard Business Review Press/The latest edition.
3. Geoffrey J. *Profits and Sustainability: A History of Green Entrepreneurship*. Oxford University Press/The latest edition.
4. Prasad Modak. *Practicing Circular Economy*, CRC Press/The latest edition.