



## ENT 32213: Social and Green Entrepreneurship

Level: 3000

Number of Credits : 03

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### 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 this course the student will be able to:

- Describe the concepts of social and green entrepreneurship
- Describe the role of social and green entrepreneurship in identifying new business opportunities
- Prepare a social and green business plan for new or existing ventures
- Assess the social and environmental impact of the venture
- Apply strategies for managing social and green ventures to enhance benefits to the society

### Method of Assessment

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

### Teaching/Learning Methods

Lectures, guest lectures, Group discussions, case studies, Workshops and Site Visits

### Course Contents

1. Introduction to Social and Green entrepreneurship
2. Theories of Social Entrepreneurship
3. Dynamics of social change
4. Social entrepreneurship process
5. Funding social ventures
6. Environmental impact from businesses and industries
7. Practices of social and green entrepreneurship
8. Social and green entrepreneurship models
9. Social and green business opportunities
10. Social and green business plans
11. Strategies of social and green entrepreneurship
12. Sustainable development through social and green enterprises
13. Challenges of social and green entrepreneurship

### **Recommended Readings**

1. Jill K., Thomas S. L. (2016). *Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing World*. (2nd Ed). Routledge.
2. Geoffrey J. (2017). *Profits and Sustainability: A History of Green Entrepreneurship*. Oxford University Press.