



PERIYAR UNIVERSITY

Salem-636011

(Reaccredited with 'A++' Grade by the NAAC)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

[CHOICE BASED CREDIT SYSTEM (CBCS)]

CERTIFICATE PROGRAMME IN SOCIAL ENTREPRENEURSHIP



OBE REGULATIONS AND SYLLABUS

(Effective from the Academic year 2025-2026 onwards)

Programme Objectives:

1. To Introduce the Concept of Social Entrepreneurship.
2. To Explore the Characteristics and Mindset of Social Entrepreneurs.
3. To Understand Social Innovation and Problem Solving
4. To Build Knowledge of Business Models for Social Impact
5. To Promote Social Impact Measurement and Reporting

	Title of the Paper	Credits	Internal Assessment	External Assessment	Total
Core – I	Fundamentals of Entrepreneurship	5	25	75	100
Core – II	Social Entrepreneurship	5	25	75	100
Core – III	Principles of Management for Social Enterprises	5	25	75	100
Core – IV	Human Resource Management	5	25	75	100
Project	Project with Viva Voce	4	40	60	100

Programme Outcomes:

By the end of this certificate programme, the students will be able to

1. Define and Differentiate Social Entrepreneurship.
2. Identify Social Problems and Innovation Opportunities.
3. Demonstrate an Entrepreneurial Mindset with Social Purpose.
4. Develop a Viable Social Business Model.
5. Collaborate Effectively with Stakeholders.

8. SCHEME FOR EVALUATION

Internal:

Approaches	Marks
Continuous Internal Assessment (CIA)	20
Assignment (2 Nos.)	5
Total	25

External:

Question Paper Pattern

Time: 3 Hours

Max. Marks: 75

Part A (5 × 5 = 25 Marks)

Answer any five questions out of eight questions

Part B (5 × 10 = 50 Marks)

Answer any five questions out of eight questions

9. PASSING MINIMUM

A candidate will be declared as pass, if they secure at least 30 marks in the End Semester Examination (ESE) for each theory paper and an overall aggregate of 40 marks combining both external and internal assessments.

For Project Work

- i. Project Report - 40 Marks.
- ii. External Viva-Voce - 60 Marks.

CORE – I Fundamentals of Entrepreneurship

Unit I: Introduction: Entrepreneurship: Meaning & Definition - Factors motivating Entrepreneurship - Obstacles in Entrepreneurship. **Entrepreneur:** Meaning & Definition - Functions of Entrepreneur - Qualities of Entrepreneur - Types of Entrepreneurs - Challenges before entrepreneurs in modern era. **Entrepreneurship Theories:** Joseph Schumpeter's Innovation Theory - McClelland's Theory of Need for Achievement - The Uncertainty-Bearing Theory of Knight.

Unit II: New Dimensions of Entrepreneurship: Start Up - Mobilizing resources for Start Up, steps for Start Up. **Stand Up**- Concept and Importance. **Make in India**- Concept and Importance - **Incubation Centre**- Concept and Importance - **Pradhan Mantri Mudra Yojana (PMMY):** Concept, Importance and Procedure.

Unit III: Entrepreneurship and Micro, Small and Medium Enterprises (MSME): **Micro, Small and Medium Enterprises (MSME):** Meaning & Importance - Problems of MSME and Remedies - Steps involved in the formation of MSME - Registration Procedure to acquire license to run sole proprietorship under Tamil Nadu Shop and Establishment (Amendment) Act, 2018 - **Udyog Aadhar** – i) Concept & Importance ii) Procedure to obtain Udyog Aadhar from Ministry of MSME.

Unit IV: Entrepreneurship Development and Institutional Support: Entrepreneurship Development: Meaning and Definition - Objective of Entrepreneurship Development - Process of Entrepreneurship Development - Problems and measures of EDP in India. **Institutional Support:** i) Entrepreneurship Development Institution of India (EDII) - Meaning and Functions ii) District Industrial Centre (DIC)- Meaning and Functions iii) Tamil Nadu Industrial Development Corporation (MIDC)- Meaning and Functions iv) Small Industrial Development Bank of India (SIDBI)- Meaning and Functions.

Unit V: Project Management and Project Report: Project Management: i) Meaning and concept of project - Importance - Stages of Project management. **Report Writing:** Meaning of project report - Contents of Project report.

1. Aulet, B. (2013). *Disciplined Entrepreneurship: 24 Steps to a Successful Start-up*. New York: Wiley.
2. Bygrave, W., & Zacharakis, A. (2017). *Entrepreneurship*. New York: Wiley.
3. Neck, H., Neck, C., and Murray, E. (2018). *Entrepreneurship: The Practice and Mind-set*. Singapore: Sage Publishing
4. Khanka, S.S. (2009). *Entrepreneurship in India, perspective and practice*, Akansha publishing house, New Delhi.
5. Vasanth Desai, (2008). *Entrepreneurial development*, Himalaya Publishing House.

CORE II: Social Entrepreneurship

Unit I: Social Entrepreneur, Social Entrepreneurship and Social Enterprises: Meaning and definition of Social Entrepreneur, Social Entrepreneurship, and Social Enterprises - Characteristics of Social Entrepreneurship. Characteristics of Social Entrepreneur - Differences between Business and Social Entrepreneur, Entrepreneurship and Social Entrepreneurship.

Unit II: Typology of Ventures: Social Purpose Ventures, Social Consequence Entrepreneurship, Enterprising Nonprofits, Hybrid Models of Social Entrepreneurship - Identifying social business opportunities - Qualities and Skills of Social Entrepreneur - Relation between Social Change and Social Entrepreneurship.

Unit III: The Social Entrepreneurship Process: The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) frame work, The Case Model, The Social Entrepreneurship Frame work. Sources of Social Entrepreneurship: Public Sector, Private Sector, and Voluntary Sector.

Unit IV: Establishment of Non-Profit Organizations: Concept (includes Non-Government Organizations), Objectives and establishment of Non-Profit organizations (NPOs) - Legal Procedure for establishment of NPOs: Societies Registration Act, Indian Companies Act, Charitable Endowments Act, Foreign Contribution (Regulation) Act (FCRA); Available Tax Reliefs.

Unit V: Management and Financing: Project Management: Definition of Concept; Identification of Project - Proposal Development: Basic Factors, Project Proposal Guide - Budget, Rationale for sending Project Proposal to the Donor - Proposal Writing; Do's and Don'ts of a Project Proposal. Financing: Sources of Finance: Government, Donors, International Agencies; Documents Used in Fund Raising; Due Diligence; Campaigns; Internal Income Generation.

1. Bornestein, David (2007). How to Change the World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press
2. Carlson, Eric J and James Koch, (2018). Building a Successful Social Venture: A Guide for Social Entrepreneurs, Berrett-Koehler Publishers Inc, California
3. Dees, Gregory and Others (2002). Enterprising Non Profits - A Toolkit for Social Entrepreneurs, JohnWiley and Sons
4. Drucker, Peter (1990). Managing the Non Profits Organisations: Practices and Principles, Harper Collins.
5. Durieux, Mark B. And R A Stebbins (2010). Social Entrepreneurhsip for Dummies, Wiley Publishing Inc.,New Jersey
6. Hoggard, S (2005). The Business Idea, Springer, Berlin
7. Lynch. Kevin and Julius Walls Jr. (2009). Mission Inc.: The Practitioner's Guide to Social Enterprise, Berrett-Koehler Publishers Inc, California

CORE III: Principles of Management for Social Enterprises

UNIT - I Management definition - principles and process of management - the evolution of management thoughts - specific management, administrative management, human relation and system approach to management. Planning - principles and types of planning - steps in planning - limitations of planning. Policymaking - general policies and specific policies in an organization - basic areas of policymaking and goal setting.

UNIT II Organizing - organizational structure and design - authority and hierarchy - span of management - pros and cons of narrow and wide spans of control- optimum span. Use of organizational charts and manuals - lines and staff relationship - delegation - centralization of authority and the pros and cons of each.

UNIT III Communication - Traits of Good communication - Formal and Informal Channel – Non-Verbal Communication in Business Relationship-Follow up –Business Communication Formats.

UNIT IV Co-ordination and control - Concept of Co-ordination-Need for co-ordination - Techniques of securing co-ordinations. Concepts of control - process of control - methods of control - application of the process of control at different levels of management - performance standards - Measurements of performance - Remedial action-Budgetary Control.

UNIT V Decision making - models and techniques of decision making and implementation - Management by objectives - Management by Exception - Management by walking around. Problem Solving techniques.

Reference Books:

1. Hellriegel / Jackson/ Solum, Management-A Competency based approach, Thomas, South Western, 11th Edition, 2007
2. Allen, L.A., Management and organization, Mcgraw Hill publishing co., ltd. 2002
3. Chandrabose.D.Principles of Management and Administration PHI 2002.
4. Hannagan, Management concepts and practices, Macmillan India Ltd., 2009
5. Koontz O'Donnell, Principles of Management Mcgraw Hill publishing co., ltd.,2011
6. Prasad, L.M, Principles and practices of Management Sultan hand & Sons. 9 th Edition, 2016.
7. Sathya Raju, Management: Text & Cases, PHI, 2002.

CORE IV: Human Resource Management

UNIT I Introduction Definition of HRM, Objectives of HRM, Importance, Nature, Scope, Qualities of a good Personal Manager, Evolution and Growth of Personnel Manager, evolution and growth of personnel management in India.

UNIT II Human Resource Planning Meaning, Definition, Importance, Factors Affecting and Different process of Human Resource Planning - Long term and Short term planning - Job Analysis - Skill Inventory - Job Description and Job Specification - Succession Planning

UNIT III Recruitment and Selection Purpose and Methods of Recruitment and Selection - Relative Merits of different Methods - Personnel search, Selection, Induction, Orientation and Placement.

UNIT IV Compensation Management Job Evaluation - Assessing Job worth and developing wage structure - wage salary Administration : Meaning, Calculation of Wages - Salary - Perquisites, Incentives, Performance based pay and fringe Benefits - Personal taxation - Performance Appraisal.

UNIT V Talent Management Retention strategies - Mentoring – Counseling - Competency Mapping and Competency Building, Dismissal and VRS - HR Audit..

Reference Books

1. Gray Dessler: Human Resource Management, PHI, 14th Edition, 2015
2. Edwin Flippo, Principles of Personnel Management - Mc.Graw Hill. 8 th Editoin, 1976
3. Douglas Mc.Gregor, the Human Side of Enterprise, 2011
4. Performance Appraisal, Theory and practice - AIMA VIKAS Management series, New Delhi, 1986.
5. Dale S.Beach, Personnel - The Management of people at work, 4th Edition, 2007.
6. C.B.Mammoria, Personnel Management - Himalayan Publishing co, New Delhi. 12th Edition, 2015
7. Deccenzo/ Robbins: Personnel/ Human Resource Management, PHI,2002.
8. Pattanayak: Human Resource Management, PHI,2002
9. Ashwatappa, Human Resource Management, 8th Edition, 2017.

PROJECT REPORT

Format of the Project Report:

Each Project Report shall consist of the following sections.

Section I Preliminaries

Section II Body of the Report

Section III Annexures

Section I Preliminaries: It is a formal general section and shall have following details

1. Title page
2. A Face sheet having details regarding the title of the study, name of the researcher, name of the guide, Head of the department, institution through which the study has been undertaken university and year of the work
3. Certification from the Research Supervisor
4. Declaration by the Candidate
5. Acknowledgement
6. Table of contents with page Nos
7. List of tables, charts and graphs

II Body of the Report: It is a formal technical section which shall consist of following chapters.

1. Introduction
2. Review of Literature
3. Methodology
4. Data presentation and Analyses
5. Major Findings and conclusion

Section III Annexure: This section shall consist of all such additional information that are not disclosed in the body of the report

- a) A copy of the tool/tools of data collection.
- b) Additional statistical tables
- c) Bibliography
- d) Photographs etc.