



B.Com Honours

Semester 3

Calicut University

SOCIAL ENTREPRENEURSHIP

Course Code: COM3MN202 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM3MN202

Course Title: SOCIAL ENTREPRENEURSHIP

Course Type: Minor

Academic Level: 200-299

Credits: 2 Credits

Course Summary: This course equips students with the knowledge, skills, and mindset necessary to tackle pressing social and environmental challenges through entrepreneurial solutions. Through a blend of theoretical concepts, practical applications, case studies, and interactive exercises, students will develop a deep understanding of the principles and practices of social entrepreneurship.

Module I: ncluding business models, innovative strategies, and ethical considerations. An P Examination Case studies Project CO3Develop practical skills in project management, marketing, and communication for social

Module I: I2. Building Blocks of Social Enterprise

- **Unit 2:** . Social Enterprise as a Business Model
- **Unit 2:** . Types of Business Models in Social Enterprise
- **Unit 2:** . Understanding Pricing Models for Social Enterprises
- **Unit 2:** . Creating Delivery Channels for Social Enterprises
- **Unit 2:** . Financing Social Enterprises
- **Unit 2:** . Strategies for Competitiveness in Social Enterprises
- **Unit 2:** . Communication Strategies for Social Enterprises

Module I: Fundamentals of Project Management

- **Unit 1:** Meaning, Characteristics, and Importance of Project Management -Key Characteristics of Projects-Importance in Modern Business Context
- **Unit 2:** Classification of Projects, Need, and Significance-Types of Projects: Based on Size, Nature, Complexity-Understanding the Need for Project Management
- **Unit 2:** Project Life Cycle Stages-Phases: Initiation, Planning, Execution,
- **Unit 22:** Monitoring & Controlling, Closure

Module I: VProject Report

- **Unit 14:** Definition and Importance of Project Reports-Purpose and Significance
- **Unit 2:** Types of Project Reports: Business Plans, Feasibility Studies, Progress Reports-Content and Structure

- **Unit 2:** Methods of project reporting
- **Unit 17:** General Principles of a Good Reporting System, Structure of a Project Report-Best Practices in Reporting-Components of a Comprehensive Project Report

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