UNIVERSITY OF MYSORE

Estd. 1916

Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

No.AC6/387/2015-16   Dated: 25th May 2016

NOTIFICATION

Sub: Introducing Soft Core at Third Semester M.Com Program from
the academic year 2016-17 (applicable for batch admitted
during 2015-16).

Ref: 1. Decision of the Faculty of Commerce Meeting held on
19th February 2016.
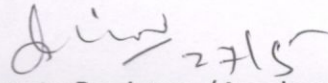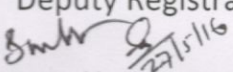2. Decision of the Academic Council Meeting held on
29th March 2016.

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The Board of Studies in Commerce (PG) which met on 21st November 2015 has resolved to introduce a soft core course at third semester titled "Management of Social Enterprises" as an additional soft core paper beginning from the students admitted during the academic year 2015-16.

The Faculty of Commerce and the Academic Council at their Meetings held on 19th February 2016 and 29th March 2016 respectively have approved the above said proposal and it is hereby notified.

The syllabus copy of the Soft Core Course - Management of Social Enterprises is annexed.

The contents may be downloaded from the University Website i.e., www.uni-mysore.ac.in

Draft Approved by the Registrar

Deputy Registrar (Academic)

To:
1) The Dean, Faculty of Commerce, Post Graduate Centre, Hemagangotri, Hassan.
2) The Chairman, Department of Studies in Commerce, Manasagangotri, Mysuru.
3) The Chairman, Board of Studies in Commerce (PG), DOS in Commerce, MGM.
4) All the Principals of Affiliated Colleges running Post Graduate Programme.
5) The Director, College Development Council, Maharaja College Centenary Building, University of Mysore, Mysuru.
6) The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch, Academic Section, University of Mysore, Mysuru.
7) The Deputy Registrar/Assistant Registrar/Superintendent, Examination Branch, University of Mysore, Mysuru.
8) The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), UOM, Mysuru.
9) Office Copy.

Commerce Noti. - Ja

1. **Course Objective:** The course is structured to make the students familiar with the emerging form businesses, often referred to as Social Enterprise or Social Business. The course has a twofold objective – that of invoking the academic interest on social enterprises and of motivating youth to embrace social entrepreneurship as a professional choice. The course is structured to give adequate lead both in academic and professional terms, so that the participants of the course will have clarity in terms of how they need to go ahead if they choose to opt for social entrepreneurship for long time engagement

2. **Pedagogy:** The course work is based on Lecture and Tutorial methods. Case analysis will be extensively used as part of imparting knowledge about the functioning of social enterprises. Students are also expected to visit some social enterprises and make case studies on issues related to their management

3. **Course Contents:**

   Module 1: Introduction - Concept of Social Entrepreneurship, Evolution of Social Enterprises, Economic and Social Rationale, Theoretical Perspectives on Social Enterprises, Social Enterprises in India

   Module 2: Establishment – Resource mobilization – challenges and strategies; Strategy formulation – combining the social agenda with business interest;

   Module 3: Human Resource: Leadership – nature, role and issues of governance; The workforce – finding the right mix of professional competence and social concern, retention strategies, career development

   Module 4: Operational Issues: Building the clientele base; Relations with Government and For-profit businesses; Appropriation of surplus; Issues of sustainability, expansion and diversification

   References:

1. Thomas Lyons, Understanding Social Entrepreneurship, Taylor and Francis Group, 2011
2. Martin Clark, The Social Entrepreneur Revolution: Doing Good by Making Money, Making Money by Doing Good, Marshal Cavendish Publishers, 2009
3. Muhammed Yunus, Creating a World without Poverty: Social Businesses and the future of Capitalism, Public Affairs, New York, 2007
4. Social Enterprise Knowledge Network, Effective Management of Social Enterprises, Harvard University, 2006
5. Ethical Enterprise and Employment Network, Managing Social Enterprises – from startup to success, CRISIS, UK, 2007
6. Karl Birkholzer, The Role of Social Enterprise in Local Economic Development, EMES, 2009
7. Asian Development Bank, India Social Enterprise Landscape Report, ADB, 2012