

**MA Social Entrepreneurship (MASE)**  
*Two-Year (full time)*

**School of Business, Public Policy & Social Entrepreneurship**  
**Ambedkar University Delhi**

Based on the vision of the School of Business, Public Policy and Social Entrepreneurship (SBPPSE) and appreciating the growing importance of social entrepreneurship, the school has launched a two-year (full time) MA programme in Social Entrepreneurship. SBPPSE's MBA programme integrates elements of public policy and social entrepreneurship in the mainstream business curriculum. It was thought appropriate to offer another programme, which will be linked to the MBA programme, but at the same time, focus exclusively on social entrepreneurship. The students of the MA Social Entrepreneurship, while in their first year will be exposed to all the core courses of the MBA first year, the second year of the MASE programme will be linked to the activities of Incubation Centre for Social Entrepreneurship & Innovation which has been established at AUD.

This programme will help students gain a better understanding of the world around them, appreciate the issues and challenges faced by the society, and find creative solutions to address these. The target audience for this programme will be:

- a. Students who seek to build a career in the emerging area of social entrepreneurship.
- b. Social entrepreneurs who seek to enhance their knowledge about business management.
- c. Professionals working in the development sector / government.

The programme aims to build and enhance core business skills, raise consciousness about socio-political and environmental issues, and promote creative thinking, social innovation, and entrepreneurial approaches to problem solving.

1. Programme Objectives:

The objective of the programme is to introduce the participants to the emerging area of Social Entrepreneurship, and the importance of social impact on communities. The programme emphasizes on core business skills – finance, marketing, operations, human resource management and strategic management, which are essential for any organisation – public, private or development sector. At the same time, the programme aims to develop an understanding of contemporary issues facing business today – socio-political and cultural aspects, public sector administration, and functioning of small and medium enterprises, which are a backbone of our country. Most importantly, MASE imparts specialised skills required by those who plan to start their own venture, and enables the participants to use these skills, and apply them to finding creative and innovative solutions to social issues and challenges. It is expected that the participants will be able to create their own social value proposition, which will bring about a change in the lives of some communities.

2. Structure of the Programme:

The most important difference between a traditional business and a social entrepreneurship venture is that the latter is focused on maximizing social impact, and such innovations take place both in profit, and not-for-profit organisations. Thus, foundations of business management education are essential for anyone pursuing this programme. With this idea, we propose to structure the programme in a manner that the core principles of business administration are retained, along with specialised courses on entrepreneurship, innovation and social consciousness.

The first year of the programme will comprise 3 trimesters of 12 weeks each and the second year will consist of 2 semesters of 16 weeks each, spread over two years, with immense exposure to field based learning. The first year of the programme (trimesters 1 – 3) will follow the same course structure as the MBA programme, with minor modifications. In the second year, students are exposed to a variety of core courses pertaining to development sector / social entrepreneurship, along with electives from different fields. Students will also be given a choice of electives from those offered to the MBA programme / and other schools of the university. As part of the curriculum of MASE, students will be required to undertake (i) a field project of 2 months duration with an organisation, which includes preparation of a project appraisal, implementation plan, budgeting, cost benefit analysis and revenue modelling; and (ii) a business plan for their own entrepreneurship venture, which can be supported (resources / financial etc) by the incubation centre or presented to a pool of venture capitalists.

Total No. of credits: 86  
 Total No. of courses: 32

Choose the categories applicable to your programme:

- a. No. of Foundation Courses: 19 (Total Credits - 38)
- b. No. of Discipline Courses: 8 (Total Credits – 32)
- c. No. of Special interest/ Applications/ Career Oriented Courses: 5 (Total Credits - 16)
- d. No. of Compulsory Courses: 23 (Total Credits - 54)
- e. No. of Optional/Elective Courses: 4 (Total Credits 16)
- f. No. of Practical/ Dissertation/ Internship/ Seminar courses: 5 (Total Credits: 16)

The broad programme structure and the distribution of credits are detailed in Table 1 below:

**Table 1: Programme Structure**

Type of Courses	Sem1	Sem2	Sem3	Summer	Sem4	Sem5 Sem6
Core Courses / Credits	7 Taught courses of 2 credits each = 14 credits	6 taught courses of 2 credits each = 12 credits	6 taught courses of 2 credits each = 12 credits		2 taught courses of 4 credits each = 8 credits	2 taught courses of 4 credits each = 8 credits
Electives					2 electives of 4 credits each = 8 credits	2 electives of 4 credits each = 8 credits
Workshop / Seminars	1 seminar based course of 2 credits	1 seminar based course of 2 credits each	1 seminar based course of 2 credits each			
Project / Field	1 project (entrepreneurial venture) of 8 credits (Sem 1 to Sem 5) 1 field project with an organisation during summer (2 credits)					
<b>TOTAL CREDITS (86)</b>	16	14	14	2	16	16 + 8

- g. List of Courses: The following table lists the courses trimester wise. All courses carry 2 credits each, unless mentioned otherwise.

**Table 2: Trimester Wise Course Distribution of the first year of MASE**

Type of Courses	Sem1 (Trimester)	Sem2 (Trimester)	Sem3 (Trimester)	Sem4 (Semester)	Sem5 (Semester)
Taught Courses	B101. Business Culture and Society B102. Organisational Behaviour B103. Quantitative Methods B104. Principles of Economics B105. Financial Accounting B106. Marketing Management B107. Business Communication and Personality Development	B201. Foundations of Social Entrepreneurship B202. Leadership and Change B203. Management Science B204. Spreadsheet Modelling B205. Corporate Finance B206. Business Ethics & CSR	B301. Issues and Perspectives in Public Policy B302. Human Resource Management B303. Operations Management B304. Structured Thinking and Problem Solving B305. Cost and Management Accounting B306. Business Research	S401. New Product and Market Development S402. Fundraising and Financing of Social Enterprises  + 2 ELECTIVES	S501: Social impact assessment S502. Strategic Management of New Ventures  + 2 ELECTIVES
Seminar/ Workshop Courses	S101: Introduction to Entrepreneurship	S201. Developing Business Models	S301. Sustainability and Social Innovation		Lecture Series: Business Models of successful social entrepreneurship ventures (non credited)
Project	S102. Social Entrepreneurship Ideation + execution under mentor. Assistance will be provided from the Incubation centre (8 Credits)				
Fieldwork				S302. Field Project –Prepare a project proposal, need appraisal, Fund raising & implementation plan, budget and cost – benefit analysis (4 Credits)	
Practicum	Projects				
Dissertation					

\*The course codes beginning with B are compulsory courses of the Masters in Business Administration Programme.

The course codes beginning with S are courses specific to MA in Social Entrepreneurship Programme.

h. Instructional (curriculum transaction) design for the Programme:

Teaching pedagogy would be based on a mix of reflections on readings, activities and simulations on topics related to social issues, and critical discussions of cases on lives of social entrepreneurs and enterprises. The classes would be conducted in an interactive mode with an emphasis on group learning and team-based exercises. Theoretical components will be well complemented by practicum, and students will be encouraged to apply the classroom learning to various real life situations through short term and long term field based projects. Since this is an emerging area, students will also be encouraged to create learning repositories and contribute to the existing field of research.

i. Field Study/ Practical/ Project/ Internship/ Workshop Components of the Programme:

Workshop Component – Three courses in the first year will be run in a workshop mode. The objective of these courses is to familiarize the students to the social issues surrounding them and raise their consciousness regarding the same. At the same time, students will be exposed to the building blocks of business, and in this process, it is expected that various practitioners would be able to participate and share their experiences with the students.

Field Project – The Field Project, carrying 2 credits is a crucial component of MSE. This is designed to immerse students in the field sites to make sense of and reflect on different field experiences in relation to theoretical concepts and principles presented in class. Students will be encouraged to work with an NGO or an Organisation on a social problem. In this field project, each student will be mentored by a supervisor in the partner organisation, and a faculty member / resource from the Incubation Centre, and will present at completion, a project proposal, need appraisal, fund raising and implementation plan, cost-benefit analysis and a revenue model.

Project Study: Social Innovation Entrepreneurship Project – The most important outcome of MSE is the students own social innovation idea and execution plan carrying 8 credits. At the end of the first year, students will spend their summer months writing the Business Proposal for their own venture. In the following three trimesters, the student will take the necessary steps for the execution of the project. This project spread over 2 years will entail a close interaction of the student with existing social entrepreneurs, mentors, funding agencies and government authorities.

j. Assessment Design:

Assessment will be based on the University policy of continuous evaluation. Classroom learning will be evaluated using a mix of tools – written submissions of assignments, case study analysis, presentations, individual and group assessments, quizzes and end trimester assessments, and applications of classroom learning to real life situations through project reports and viva voce.

k. Eligibility for admission:

Bachelor's degree with minimum 50% marks, or equivalent grade in any discipline.

l. Mode of selection (Entrance test, Interview, Cut off of marks etc):

Selection will be based on the following three components

1. Written test comprising multiple choice questions on quantitative aptitude, analytical reasoning, and verbal ability (50% weightage)

2. Statement of Purpose (25% weightage)
3. Personal Interview (25% weightage)

Each candidate will go through all the three stages, and a merit wise list will be generated on the basis of the combined score.

- m. No. of seats: The maximum no. of students to be admitted for the course is 10. The norms of reservation laid out by the Government of NCT of Delhi apply.

Director, SBPPSE