**MAKERERE UNIVERSITY BUSINESS SCHOOL**

**FACULTY OF ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**DEPARTMENT OF ENTREPRENEURSHIP AND INNOVATION**

**COURSE OUTLINE**

## *MUBS MISSION*

*To enable the future of our clients through creation and provision of knowledge*

## *MUBS VISION*

*The benchmark for Business and Management Education, Research and Training in the region*

**COURSE NAME: SOCIAL ENTREPRENEURSHIP**

**PROG : BENT**

**ACADEMIC YEAR : 2024/2025**

**COURSE CODE : BEM2107**

**SEMESTER : ONE**

**YEAR OF STUDY : TWO**

**CREDIT UNITS : 3**

**CONTACT HOURS : 45**

**FACILITATORS:**

**MS. NAMAGANDA CHRISTINE 0773828083**

**MS. AMANYA JULIAN 0773342321**

**MS. AIKIRIZA FIONA APOFIA 0775361314**

**Course Description**

Globalization is creating global access to new consumers and markets; and fostering a climate of productive investment that creates economic opportunity, new jobs, and sustainable, positive social change. However, progress is uneven, creating significant flux that results in greater uncertainty for the poor. Contemporary managers and entrepreneurs who wish to serve the poor must be aware of both the associated potential and pitfalls and evolve contextually tailored strategies. This course hopes to increase awareness and understanding of these environments and help evolve the skills needed to participate as entrepreneurs in these emerging opportunities at what is called the Bottom of the pyramid (BOP) markets.

**Course Objectives**

This course aims to provide students with:

* An appreciation of global economic and political changes and the emergence of new market opportunities among the poorest of the poor.
* a framework for monitoring and analyzing the socio-cultural, legal, political and the economic features of the range of emerging markets around the world;
* the skill set required to assess the potential for entrepreneurial ventures in BOP markets as well as develop business strategies and operational plans attuned to the reality of the opportunities and challenges in BOP markets;

## Learning Outcomes

* Critically evaluate a range of theoretical perspectives in social entrepreneurship.
* Critically apply models and frameworks to business and organization case studies and examples.
* Critically debate and comment upon the role of Government in the field of Social Entrepreneurship.
* Demonstrate a critical understanding of the differences and similarities between co-operatives, community and social enterprises.

**Course Content**

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| **Topics**  | **Sub-topics**  | **Facilitator** |
| 1.0 Introduction | Introduction to the course and course overview | **JULIAN** |
| 2.0 Understanding Social Entrepreneurship  | * + Entrepreneurship in Emerging Markets
	+ Entrepreneurship to Fight Poverty and Create Wealth
	+ The difference & similarities between entrepreneurship and social entrepreneurship.
	+ The growing need for Social Entrepreneurs?
	+ Defining Characteristics of Social Entrepreneurs
	+ The role of Government in social enterprises
	+ Social Entrepreneurship and Charity – Donations, Profits, self-sustainability & Social transformation
* ‘Patient’ Capital as a Poverty-Reduction Tool and the emerging trend of Social Venture Investors.
 | **JULIAN** |
| 3.0 Business at the Base of the Pyramid (BoP) | * Understanding Markets at the Bottom of the Pyramid
* BoP’s Latent Market Potential
* Is It Not Unethical to Sell to the Poor?
* The Business Strategies and models for serving the poor
* NGOs & Private Companies: A Symbiotic Relationship in BoP Business
* Ethical, Responsible & Profitable BoP Business Practices
* Social Entrepreneurs Benefit the BoP
 | **FIONA** |
| 4.0 The social entrepreneurship opportunity | * BOP Entrepreneurial Opportunities
* BOP Products/Services Innovations
* Building Market Ecosystems
* Driving Social Transformation
* Social Entrepreneurship in BOP Markets
 | **FIONA** |
| 5.0 Social Investing and Social Return on Investment | * Procuring Social Investment
* Social Return on Investment (SROI) & Its Importance
* Calculating the Social Return on Investment
 | **CHRISTINE** |
| 6.0 Building a Successful Social Venture | * The intended social impact
* Measuring the social Impact
* Sustainability in the Long Run
* Scaling & Replicating The Impact
 | **CHRISTINE** |

**Mode of Delivery**

* Class lectures
* Class exercises
* Industrial Visits
* Group discussions and presentations
* Public lectures
* Practical exercises

**Mode of Assessment**

Course Work 30%

Examination 70%

**Total 100%**

**Reading List**

Sachs, Jeffrey D. (2005), “The End of Poverty: Economic Possibilities for Our Time.”

 The Penguin Press.

Prahalad, C.K. (2005), “The Fortune at the Bottom of the Pyramid.” Wharton School

 Publishing.