Tentative Course Schedule and Outline

Superior University Lahore

Faculty of Management Sciences

Course Outline

Course Information	Course Title	**Social Entrepreneurship**		
	Course ID	MG-178	Course Type	
	Credit hours	3	Hours per week (C-L)	3-0
	Programs	7	Preferred Year	3rd
	Date	-----	Version	4
	Instructor	Dr. Usman Sadiq	SEP Facilitator	Ms. Maimoona Sohail

Course Description

This course aims to cultivate a social entrepreneurship mindset among students, emphasizing the importance of academic training in shaping the next generation of societal leaders. While many national and international social enterprises contribute to societal development, there is a critical need for formal education to equip young people with the skills and knowledge to drive meaningful change. Therefore, this "Social Entrepreneurship" course is designed not only to help students grasp the concept of social entrepreneurship and its strong connection to social change but also to encourage them to become active learners, influencers, and change-makers in society. Through a hands-on approach, students will acquire the competencies necessary to thrive as social entrepreneurs across various sectors. The course covers key areas, including the theory of social change and social entrepreneurship, problem identification through design thinking, aligning project with UN-SDGs, management skills for social actions, sustainability, scaling social impact, and measuring the impact of social mission-driven initiatives. This course also integrates the Teaching Social Action (TSA) approach. The culmination of the course will be execution of social campaigns, social action projects (SAPs), and then at the end Social Enterprise (SEP), where students will engage directly with their communities as real-time agents of change.

Course Learning Outcomes (CLO)

At the end of this course, students will be able to;

No.	Outcome	BT Level	Relation with PLO
CLO 1	Demonstrate an understanding of social entrepreneurship and social actions	C 3	1
CLO 2	Analyze local community issues through design thinking and propose viable solutions through social action projects with respect to UN-SDGs.	C 5	6, 8
CLO 3	Demonstrate the ability to plan and manage social action projects effectively.	P 5	2,3,4,
CLO 4	Exemplify citizenship behavior with a strong character and serve the local community through his/her actions.	A 5	5

Lecture type	Hands-on training, storytelling and role-play, Lecture, Videos, UN-SDG's Workshop, poster exhibition, Seminars, and Discovery & Emotional support trips, youth-led community initiatives, Social Action Projects, Social Campaigns
Prerequisites	Management, Marketing, Accounting

Follow up Courses	Entrepreneurship					
Tools	Capcut, Canva, Adobe, MS Office etc.					
Textbooks	**Title**	**Edition**	**Authors**	**Publisher**	**Year**	**ISBN**
Course Books	CHANGE! A student guide to Social Action.	2nd Edition	Scott Myers-Lipton	Routledge	2023	
	Understanding Social Entrepreneurship	Third Edition	Jill Kickul and Thomas S Lyons	Routledge	2020	
Reference Books	Social Innovation and Social Entrepreneurship		Luis Portales	Springer Nature Switzerland	2019	
	The Social Entrepreneur's Play book	Expanded Edition	IAN C. MacMillan & James D. Thompson	Wharton Digital Press	2017	
	Social Entrepreneurship and Social Inclusion: Processes, Practices, and Prospects		Kummitha, Ram a Krishna Reddy. author	Singapore: Springer Singapore	2017	
	Social Entrepreneurship: what everyone needs to know		David Bornstein and Susan Davis.	Oxford University Press	2010	
	Social Entrepreneurship: How to start a successful corporate social responsibility		Manuel London and Richard G. Morfopoulos	Routledge	2010	
Additional Books (Pakistan Context)	The Handbook for Social Enterprise in Pakistan		Asad Ayub and Tehniyat Zafar Khan	Literaty Pakistan Publishers	2012	

Assessment Summary					
	Assessment summary		**Due**	**Weight**	**Used to attain CLO**
Assessment Criteria (100%)	**Youth - Led Social/ campaigns & Activities**	**Task 1:** Youth Spare Bank	Third Week	05%	
		Task 2: Becoming a Climate Warrior	Fourth Week	05 %	
		Task 3: Serve the Servers	Fifth Week	05 %	
		Task 4: Health Campaigns (Mental & Physical)	Sixth Week	05 %	
		Task 5: Education for All	Seventh Week	05%	
		Task 6: Say No to Drugs	Week Variance	05%	
		Task 7: Water Reservation	Week Variance	05%	
		Task 8: Gender Empowerment	Week Variance	05%	
	Social Actions Pitari (Poster)	**Task 9:** Poster Exhibition	Eight Week	10 %	
	Community Hours & Social Action Projects (50%)	**Task 10:** Volunteer Hours at NGO • 6 Weeks*3 Hours= 18 Hours	Fourteenth Week	10%	
		Task 11: Social Action Project • Documentary • Project Report • Pictures • Presentation • 18 Hours of SAP	Fourteenth Week Fifteenth Week	20%	
	Project Exhibition	**Task 12:** • Project Exhibition • Graduation ceremony	Sixteenth Week	10 %	
	Written examination	**Task 13:** Final Term Exam	Sixteenth Week	10 %	
Methods of Evaluation	Quiz, Need assessment, Project proposal, poster presentation, project planning, Campaign Activity, SAP Execution, Report, Project Presentation, and final term paper.				

Course Contents					
Week No.	**Topic**	**Lecture No.**	**Lecture Contents**	**TSA Campaign Alignment**	**Lecture Content / Deliverables**
Week 01	Fundamentals of Social Entrepreneurship	L 01	• Definition of Social Entrepreneurship • Theory of Social Change • Social problems Vs Sustainable Solutions • Stories of Global and Local Social Entrepreneurs • Roles, Skills, Traits and challenges of social entrepreneurs • Difference between social entrepreneurship and related terms. • How to start a journey of social change through social entrepreneurship?	Campaign Introduction: What are campaigns?	Overview of Social Entrepreneurship, importance of social action in democracy. Lecture notes, case study presentations
		L 02	• Case Studies of Renowned Social Entrepreneurs • My Identity	Choose Campaigns and Set the Tone	Historical overview of social action, its impact on U.S. democracy. Assign campaign groups, discuss campaign themes, and initial campaign brainstorming
Week 02	Mindset Development for Sustainability	L 03	• Introduction to United Nations Sustainable development goals • Superior as a flag barrier of UN-SDG's • 3 Pillars of Sustainable Development • Millenium Development Goals (2000 - 2015) • Results of the MDGs • From the MDGs to the SDGS • Transition towards the SDGs • 5 Pillars of the SDGs • Why are the SDGs important? • My Personal SDGs Action Plan	Issue Development: Link campaigns to SDGs	Social action initiatives in U.S. colleges, lessons for implementing social action in Pakistan. Group discussions on identifying potential social action issues and development of personal SDGs action plan
		L 04	• Cover Story • Presentations	Setting the Campaign Tone	Discussion on the benefits of social action, both in academia and society. Students present their personal SDGs action plans; relate them to campaign goals
Week 03	Superior Framework for Character Mastery	L 05	• Understanding of Character Mastery Self development tool	Change Theory: Link Character Mastery to Social Action	How to integrate social action into the classroom, importance of a civic mindset, Character strengths survey, identification of key development opportunities, Drafting personal goals for

					campaign involvement
		L 06	• Self-Assessment Survey (ME) • Discovery of top Character Strengths • Identification of key development opportunities • Prioritizing your development opportunities	Group Dynamics: Establishing Team Roles for Campaigns.	Group formation, initial campaign planning, leadership role assignment. Identifying and overcoming challenges in implementing social action in education. Role-play scenarios on overcoming challenges
Week 04	Character Mastery Implementation For Active Citizenship Behavior	L 07	• How to deep dive into a development opportunity	Social Action Walk & History	Detailed campaign planning session; reflection on past social movements. Differences between academic and co-curricular social action programs.
		L 08	• Achieve your Goals with a development plan (Self-Regulation)	Campaign Strategy & Tactics: Create Detailed Action Plans	Finalize campaign strategies, tactics, and timelines.
Week 05	Empowering Change through Design Thinking (Problem Identification)	L 09	• Definition & background • Different models of design thinking • The Role of Design Thinking in Social Entrepreneurship and Social Innovation	Campaign Kick-off: Launching Campaigns	Community interviews, empathy mapping, and campaign launch event
		L 10	• Conducting Community Interviews • Understanding of Empathy Map		Conduct and present empathy maps, community needs assessment
Week 6	Community Analysis	L 11	• Identification of community • Understanding Community need • Exploring Cultural and Social Dynamics	Building Power: Mobilizing Community Support for Campaigns	Analysis of community needs, cultural and social dynamics
		L 12	• Establishing Vision, Mission, and Values • Analyzing the Target Community (5C's) • Deriving Actionable Insights • Beneficiary Identification • Creating an Action Plan		Present community analysis and campaign action plans
Week 7	Community Business model & Sustainability of SAP's	L 13	• Core Principles of Sustainable Community Projects • Developing a Sustainable Financial Plan • Understanding poster guidelines	Sustainability of Campaigns: Long-term Planning and Impact Assessment	Creation of community project posters, pitch preparation
		L 14	• Developing community project poster • Pitching Your Social Action Project (SAP)		Campaign poster presentations, peer reviews, final adjustments before community implementation
Week 8	**Poster Exhibition**				

Week 9						
Week 10						
Week 11						
Week 12						
Week 13						
Week 14						
Week 15	Project Impact Measurement (Final Presentations)	L 29	• SAP Presentations			
		L 30				
Week 16	Graduation Ceremony	L 31	• SAP Exhibition			
		L 32				
FINAL TERM EXAMINATION						

1. **Study Material for TSA**
   - **1.1.** *Books for reference are provided in folder.*
   - **1.2.** Social Action Course by Instructor: **Dr. Scott Myers-Lipton, Accessible Syllabus Template & Book Content**
   - **1.3.** **Assignments** will be given to students according to **Accessible Syllabus Template & Book Content**, varying with and depending on the SEP Assignments submission.

2. Methods of Evaluation

2.1. Quiz, Need assessment, Project proposal, poster presentation, project planning, Campaign Activity, SAP Execution, Report, Project Presentation, and final term paper**.**