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# Diploma & MBA (Part-Time) Social Entrepreneurship



## About NMIMS School of Business Management

School of Business Management's (SBM) goal is to provide a life changing experience to all those who join its programs. This is sought to be done through a relevant management curriculum and development of skill sets required by an individual to serve the industry and society as managers, business leaders or as entrepreneurs. It believes in developing leadership and decision-making capabilities of its graduates and hence the emphasis is on simulating the real life situations that participants are expected to face once they graduate from the business school. Today SBM is one of the top 10 AACSB accredited business schools in India. NMIMS School of Business management has been ranked amongst Top-100 Global B-School by FT MIM 2022.

## Vision

To be a management school of academic and research excellence that develops transformational leaders for an inclusive and sustainable world.

## Mission

The NMIMS School of Business Management nurtures transformational leaders who can responsibly create Stakeholder value with integrity by navigating the ever-changing world of business using critical thinking skills, analytical skills, entrepreneurial mindset, people proficiency and, technology orientation. The school enables a research environment to develop tools and concepts for the advancement of management theory and practice.

## Goals

- To develop an understanding of dynamics shaping global business
- To develop critical thinking skills
- An integrative approach to decision making and problem solving
- To develop technological orientation and digital fluency
- Effective communication skills
- To sharpen leadership & interpersonal skills
- An understanding of ESG challenges impacting business

## Institutional Values

Excellence

Innovation

Academic Integrity

Collegiality

Autonomy

Discipline & Commitment

Inclusivity





## Global Linkages

The Vision of the University is to be a globally admired University by 2030. To achieve this and to provide maximum exposure to our students and faculty we have collaborated with Universities across the globe. Currently, we have links with more than 50 highly respected institutions in Australia, the US, Europe, and Asia. To name a few – Virginia Tech, USA, University at Albany, State University of New York, USA, University of Bristol, UK, King's College London, UK, University of California Riverside, USA, University of South Australia, Australia etc. These collaborations are for Twinning programs, Dual Degree programs, Student and Faculty exchange, Joint supervision of Doctoral studies, Joint academic activities- lectures, seminars, conferences, and exchange of academic material and information.

## Honour - School of Business Management

NMIMS has successfully carved a niche for itself among the country's premier educational institutions, a fact borne out by the many prestigious awards and honours to its credit

- NAAC with 3.59 CGPA (on 4-point scale) and Grade A+ for the 3rd time (Mumbai Campus)
- AACSB (SBM, Mumbai Campus)
- NBA of AICTE
- Highest rating by CRISIL and ICRA (SBM, Mumbai Campus)
- Ranked 4th Best Pvt. Business School by Business Today Ranking 2022
- Ranked 4th Best Pvt. Business School by The Week Best B School Survey 2022
- Ranked 3rd Private Institute by Business World Annual B-School Survey 2022
- Ranked 5th Private Institute by NIRF India Ranking 2022
- Top 100 Global B-Schools by Financial Times MiM Ranking 2022
- Rank 2nd – The Week -The Hansa Research, West Zone 2021 (SBM)

## Programs Introduction

Societies are searching for innovative and efficient ways to provide socially important goods in health, education, social services, environment and community development. With the emergence and growth of cross-sector partnerships, there is a growing realization that there is a way to combine the very best of the not-for-profit, philanthropic world with the very best of the for-profit, enterprising world. This hybrid is the wave of the future for both profit and nonprofit organizations. In the face of this new reality, an increasing number of forward-looking non-profits / NGOs are beginning to appreciate the increased revenue, focus and effectiveness that can come from adopting "for-profit" business approaches. Increasingly, they are reinventing themselves as social entrepreneurs, combining "the passion of a social mission with an image of business-like discipline, innovation, and determination.

In this context in 2007, NMIMS designed and launched a uniquely architected One Year Diploma Programme in Social Entrepreneurship and a Two Year Part-Time MBA Programme in Social Entrepreneurship. NMIMS is committed to nurturing the social entrepreneurs of tomorrow and strengthen the social entrepreneurs of today.



## MBA (Part-Time) in Social Entrepreneurship (2- Years)

This is comprehensive programme for development sector professionals who aspire to excel in an increasingly complex and competitive scenario. The programme endeavours to develop strategic orientation and motivation for success with a social conscience. The Part-Time MBA in Social Entrepreneurship prepares students for innovatively approaching public needs with a combination of entrepreneurial practices and social purposes through the for-profit, non-profit, and governmental sectors.

### Program Objectives

- To focus on the execution of projects and develop the sustainability of development organisations through innovative management approach.
- To develop a holistic perspective on contemporary issues in the management of the social sector.
- To complement the operational skills of management with a strategic vision to develop social enterprises.
- To make the participants abreast of the latest professional trends in civil society interventions and organisation.
- To expose the participants to international benchmarks in stakeholder management in the social sector.

### Eligibility

- Graduation from a recognized University in any discipline.
- Minimum two years' experience with the social sector organization (NGOs, Social Enterprises, Government Departments, CSR/ Environment/Sustainability departments) either as full time staff or as volunteers up to the date of written test / personal interview OR Minimum two years corporate / administrative / business work experience.

## Diploma in Social Entrepreneurship (1- Year)

The Diploma program aims at providing managerial inputs for those who have work experience in the social development sector and to those who wish to develop their career in the social sector or who have less than two years or no work/volunteering experience.

### Program Objectives

The Diploma program aims at providing managerial inputs for those who have work experience in the social development sector and also to those who wish to develop their career in the social sector or who have less than two years or no work/volunteering experience.

- To help participants to increase their effectiveness and efficiency to work in the social development sector through the "management route".
- To familiarize the participants in the areas of general management, social marketing, financial mobilization and management, human resource management, micro-finance and management of social enterprises.
- To acquaint the participants with the relevant laws and the procedure for launching and funding of social enterprises.
- To equip the participants with the techniques of program designing for planning and implementing development projects.

### Eligibility

- Graduation from a recognized University in any discipline.



## Scope of the Programmes

### These programmes are aimed at:

- NGO Executives, Board Members of Public & Charitable Trusts, Foundations, Co-operative societies, CSR Executives and community based organisations seeking management guidance to strengthen an already established organisation.
- Executives, managers, volunteers and social sector professionals who wish to move into management cadre by upgrading their management knowledge and skills.

## Pedagogy

1. The weekend Diploma in Social Entrepreneurship Programme spreads across three trimesters. MBA (Part-Time) in Social Entrepreneurship programme spreads across six trimesters and one summer term.

### Blended Learning (mix of offline and online lectures)

- The programme will commence in June and the classes will be in a hybrid mode (up to 40% sessions). The class timings are- Friday evening from 6.30 pm to 9.30 pm, Saturday from 2.00 pm to 8.30 pm and Sunday from 9.00 am to 3.30 pm.
- Teaching Methodology will focus on the development of knowledge, skills and attitudes of the participants so that they can successfully manage the responsibility of the tasks, which they handle in the social sector. Emphasis will be laid on participatory learning. The courses take the form of lectures, discussions, case studies as well as academic analysis and framing of the issues. The theoretical and informational inputs will be imparted through classroom lectures. Group discussions will be held to facilitate the participants in exchanging their views, ideas and also their problems and prospects leading to mutual learning. The course includes a range of guest speakers from relevant organizations. Extensive use of case studies, simulations and discussions will be held to facilitate intellectual, networking, and professional development.

## Course Structure

### Diploma Programme (Trim I to III) / MBA Part-Time (Trim I to VI)

#### Trimester I

- Communications
- Law and Social Work
- Social Development and Introduction to Social Entrepreneurship
- Micro Economics
- Individual Dynamics and Leadership
- Group and Organisational Dynamics
- Financial Accounting and Analysis

#### Value Added Workshop

- Fund Raising Workshop

#### Trimester II

- Managing and Organizing the Social Enterprise
- Social Engineering and Project Management (I)
- Macro Economics
- Human Resource Management
- Micro-Finance (I)

#### Value Added Workshop

- Social Impact Workshop

#### Trimester III

- Research Methodology
- Micro Finance (II)
- Cost and Management Accounting
- Marketing Management
- Corporate Social Responsibility

#### Summer Trimester

- Legal Environment of Organization
- Financial Management
- Statistical Analysis

#### Trimester IV

- Governance of Social Enterprises
- Management of Livelihood Support Programmes
- Ethical Issues in Management
- Strategic Management
- Performance Management of Social Enterprises
- Operations Management

#### Trimester V

- Seminar on Social Development
- Environment Management
- Information Systems for Management
- Training and Development
- Social Engineering and Project Management (II)
- Export Management

#### Value added workshop

- Disaster Management Workshop

#### Trimester VI

- Understanding Global Cultures and Management of International Social Development Projects
- Stakeholder Management and Social Audit
- Business Plan/Case Study
- Development Communication
- Management of Cross Sector Partnership

## Selection Process

Written test & Personal Interview will be con

## Scholarships

### **NMIMS Scholarship:**

Each student based on need cum merit basis will be eligible to apply for part scholarship from NMIMS. The scholarship amount will be decided by the screening committee, after scrutinizing each applicant. The scholarship amount will not exceed Rs. 150,000/- for PTMBA (SE) and Rs 25,000/-for the Diploma Programme.

### **Mirae Asset Foundation (MAF) Scholarship:**

MAF provides need cum merit-based part-scholarship only for PTMBA (SE) students belonging to the Economically Weaker Section (EWS). Selection of candidate and the scholarship amount will be decided by the screening committee, after scrutinizing each applicant.

## About the Jasani Center for Social Entrepreneurship & Sustainability Management

The Jasani Center for Social Entrepreneurship and Sustainability Management, NMIMS has been established with a deep respect for talent/passion and dedication of the countless individuals who have devoted their lives to the working for the common good. This work is difficult and involves unparalleled challenges. We believe that social sector leaders, business school faculty, MBA students and alumni can all benefit by joining in a systematic search for better ways to develop, sustain, and spread innovative and effective responses to social needs. Through thoughtful application of business expertise, we aim to foster entrepreneurial responses to social problems. The Center blends social concern with the professional response through an integrated approach that combines research and consultancy, teaching and field action. Its interventions include professional development of the social sector, capacity building for the resource-poor and entrepreneurship development. The comprehensive Disaster Management programme of the center specializes in providing capacity building programmes in the area of disaster preparedness and disaster mitigation for both for-profit and non-profit organisations. The Center has increasingly been involved in research and providing consultancy in areas of management of social enterprises, CSR, micro-enterprise management and conducting social audits.



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