



## **GRG GLOBAL SUMMER PROGRAMME 2019**

### **Social Entrepreneurship and Social Venture Creation**

*'Be the change you wish to see in the world' - Mahatma Gandhi*

GRG School of Management Studies (GRGSMS) proposes to offer GRG Global Summer Programme (GRG GSP) during June - July every year. The primary objective of the programme is to provide an opportunity to the international students of business and management to experience the culture of India and gain knowledge and exposure on social entrepreneurship and social venture creation. The course will be insightful, relevant and be of interest to the international students aspiring to visit India for knowledge and experience.

#### **Course Objectives and Outline**

The one-week course on 'Social Entrepreneurship and Social Venture Creation' provides an understanding on the theory and practice of Social Entrepreneurship. It provides insights on how to identify social problems and turn them into opportunities, establish viable social enterprises and thereby become the change agents of the society. The students will learn how to create social impact through sustainable exploitation of opportunities to address social or environmental problems. The students, in teams, will develop ideas to solve social problems, develop business models and complete the course with a business plan presentation of their social venture.

At the end of this course, students will appreciate the concept of social entrepreneurship and how its principles have been applied in addressing social problems. They will understand the challenges involved in social venture creation, the need to create a sustainable business model and business plan for social impact at a larger scale. They will appreciate the fact that they can 'be the change they wish to see in the world'.

#### **Course Coverage**

- ✓ Understanding social entrepreneurship
- ✓ Profile of social entrepreneurs
- ✓ Identifying social problems and turning them into opportunities
- ✓ Creation of a social venture
- ✓ Social business model and business plan
- ✓ Social impact and its measurement
- ✓ Growth and replication of social enterprises

#### **Course Duration**

The duration of the course will be one week. The course shall involve classroom sessions of approximately 30 hours

#### **Tentative Itinerary**

Day 0 – Sunday – Arrival at Coimbatore; Check in and Register; Free for the day  
Day 1 – Monday through Day 5 Friday – Academic Sessions

(will be considered equivalent to a full 3 credit course). In addition, there will be field activity and industry visits for experiential learning. GRGSMS will organize cultural immersion and relaxation/fun time for students to enable peer interaction and learning.

#### **Pedagogy**

Lecture, Discussion, Videos, Case Studies, Industry Visits, Group Project

#### **Evaluation and grading**

Class Participation, Project Presentation

#### **Venue**

The course will be conducted on campus at GRG School of Management Studies

#### **Programme Fee**

The programme fee is Rs.70,000. The fee covers:

- ✓ Tuition fee for academic sessions, including field activity, industry visits and co-curricular activities
- ✓ Local transportation
- ✓ Accommodation on double-occupancy basis
- ✓ Full-board
- ✓ International Student Interaction and cultural programme

The fee excludes the cost of travel from and to the home country, visa, insurance and related travel costs, and expenses of personal nature such as laundry, portage and gratis.

For registration of more than 10 students from the same institution/ university, a concession of Rs. 5,000 per head will be offered.

Day 6 – Saturday – Cultural immersion in Coimbatore, Award Ceremony and Gala Dinner  
Day 7 – Sunday – Departure from Coimbatore

### For Further Information and Registration, Contact:

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### About GRGSMS

GRG School of Management Studies (GRGSMS) is a part of the GRG Group of Institutions in Coimbatore under the aegis of the GRG Trust. Established in 1993, GRGSMS is an integral part of PSGR Krishnammal College for Women dedicated exclusively for women. The vision of GRGSMS is "to be a leader in education, training, and consulting in management founded on a strong base of core values, holistic perspective, and recognition of human dignity".

The flagship programme of GRGSMS is the two-year, full-time MBA Degree approved by All India Council for Technical Education. The objective of the GRGSMS curriculum is to nurture and develop women leaders with holistic perspective and concern for the society and environment.

GRGSMS is a candidate for accreditation of its MBA programme by Accreditation Council for Business Schools and Programs (ACBSP). GRGSMS has been ranked A+ by Business India in December 2017, and is among the top 100 b-schools in the country as rated by most ranking lists. GRGSMS is the recipient of many national awards including the "Best Innovative B-School in Teaching Methodology Award", "Best Management Teacher Award", "Best Young Teacher Award", and "Best Student Project Award". PSGR Krishnammal College for Women has been ranked 16th in the NIRF 2018 by the Government of India, Ministry of HRD.

GRGSMS has a core team of qualified and experienced faculty, supplemented by eminent representatives from the industry as visiting faculty. Regular guest lectures by senior executives from the industry and scholars from the academia help students to learn the latest in management theory and best industry practices.

GRGSMS is presently located within the premises of GRG Institutions in Peelamedu, Coimbatore, Tamilnadu, India. The environment-friendly landscape and architecture provides an enabling atmosphere for learning and development. The infrastructure is state-of-the-art, modern and contemporary. Well-equipped classrooms, technology-enabled teaching aids, multimedia lecture halls with video-conferencing facility, a well-stacked library and 24/7 wi-fi connectivity ensure excellence in education. A spacious and hygienic cafeteria, sports ground, conference and seminar halls help to add value to the educational experience.

GRGSMS has strong industry-institute interface programmes that comprise monthly CXO Talks, Guest

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Lectures by industry representatives, Industry Visits by students and the annual Industry Day that is held in December every year. GRGSMS offers Management Development Programmes for executives, consulting and advisory services to individuals and organizations.

Entrepreneurship Development Cell of GRGSMS aims 'to nurture and develop successful women entrepreneurs of the future'. Periodical E-talks are arranged which serve as a platform for the students to learn from the established entrepreneurs. Feb-Fiesta is an annual event organized to demonstrate the spirit of entrepreneurship and innovation.

### About Coimbatore

Coimbatore is a major city in the Indian state of Tamil Nadu. It is situated on the banks of river Noyyal, a tributary of river Cauvery and surrounded by Western Ghats. Coimbatore is the second largest city in the state by area and population. Existence of Coimbatore can be traced back to 2<sup>nd</sup> Century AD as a small tribal village called Kongunad. Coimbatore is also known as Kovai in Tamil language. Karikalan, a famous Chola king brought Kongunad under his control. Kongunad was ruled by many famous kings from Cheras, Pandyas, Pallavas, Hoysalas, Vijayanagara and Chalukyas.

When British established an empire in India, Kongunad was surrendered to the British. It was during this period that many famous textile mills were established in the region. Coimbatore is often referred to as the 'Manchester of South India' due to its cotton production and textile industry. It is also called as the 'Pump City' as it supplies half of India's requirements of pumps and motors. The city is one of the largest exporters of jewellery, wet grinders, poultry and auto components. The 'Coimbatore Wet Grinder' and 'Kovai Cora Cotton' have been granted Geographic Indications by the Government of India. Coimbatore is also a major educational and healthcare hub. The first college of Coimbatore, Government Arts College, was opened in 1875. Coimbatore is the home to 7 universities, about 80 engineering colleges, and nearly 200 other educational institutions.

Coimbatore is an entrepreneurial city with over 55,000 small, medium and large – scale industries. Of late, this self-made city is witnessing an upsurge in social ventures that are making significant differences in the lives of people around. Coimbatore is also the bedrock of heritage and culture with several temples and other places of natural interest.