Course Code	21PDH201T	Course Name	SOCIAL ENGINEERING	Course Category	H	*Humanities and Social Sciences*	L	T	P	C
							2	0	0	2

Pre-requisite Courses	*Nil*	Co-requisite Courses	*Nil*	Progressive Courses	*Nil*
Course Offering Department	*Career Development Centre*	Data Book / Codes/Standards	*Nil*		

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*
CLR-1:	create personal awareness and social responsibility towards the society
CLR-2:	equip students on social competencies to become self-reliant, resourceful and industrious
CLR-3:	gain knowledge on social entrepreneurship and design social business plan
CLR-4:	apply knowledge, passion and skills in the pursuit of humanitarian goals

Program Outcomes (PO)

	1	2	3	4	5	6	7	8	9	10	11	12
	Engineering Knowledge	Problem Analysis	Design & Development	Analysis, Design, Research	Modern Tool Usage	Society & Culture	Environment & Sustainability	Ethics	Individual & Team Work	Communication	Project Mgt. & Finance	Life Long Learning

Course Outcomes (CO):	*At the end of this course, learners will be able to:*	1	2	3	4	5	6	7	8	9	10	11	12
CO-1:	identify and address social problems and the needs of social responsibilities	-	-	-	-	-	2	2	-	-	-	-	3
CO-2:	understand social responsibility competencies and involve in social responsibility activities	-	-	-	-	-	-	3	2	-	-	-	3
CO-3:	build a business plan to meet social needs and gain real time experience	-	-	-	-	-	2	-	-	3	3	-	-
CO-4:	possess an in-depth knowledge of social engineering and effect a social change in the society	-	-	-	-	-	-	2	3	-	-	-	3

Unit-1
10 Hours
Introduction to Social Engineering – Importance – Social Ethics – Vision & Mission towards society – Social Change – Individual Social Responsibility (ISR)
UNSDGs – Relevance & impact of SDGs

Unit-2
10 Hours
PRC – Self-determination – Self regulation – Well-being (PERMA) – Volunteerism – SRC – Contributing to community & environment – Solving problems peacefully Valuing diversity – Building relationships - NGO – functions – Types – Approaches – NPO – Corporate Social Responsibility – Evolution - Benefits – Types – Legal Mandate

Unit-3
10 Hours
Social Marketing – Marketing mix - Process - Social Entrepreneurship – History – Impact – Types
Social Entrepreneurs – Social Enterprises – Social Business model canvas

	Learning Resources	1. *Joel Makeower, Beyond The Bottom Line: Putting Social Responsibility to work for your Business and the World,Oct,1995* 2. *Simen Sinek, Start with Why, How great leaders Inspire Everyone to Take Action, Penguin UK, 2011* 3. *Adam Grant, Give and Take: Why Helping others drives our success, Orion Publishing Group, 2014* 4. *David Bornstien, How to change the world, Oxford University Press, 2007*	5. *Nicholls,Alex,ed., Social Entrepreneurship – New Models of Sustainable Social Change, Oxford University Press, 2008* 6. *Ronald R. Sims, Ethics and Corporate Social Responsibility: Why Giants fall, 2003* 7. *Robert A. Rohm, Positive Personality Profiles, Personality Insights, Inc, 2006* 8. *Neil Malhotra, Frontiers in Social Innovation. Harvard Business Review Press, 2022*

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) - By the Course Faculty				By COE	
		CLA-I (30%)		CLA-II (30%)		Summative Final Examination (40% weightage)	
		Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20	-	20	-	20	-
Level 2	Understand	20	-	20	-	20	-
Level 3	Apply	30	-	30	-	30	-
Level 4	Analyze	30	-	30	-	30	-
Level 5	Evaluate	-	-	-	-	-	-
Level 6	Create	-	-	-	-	-	-
	Total	100 %		100 %		100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Mr. Ajay Zener, Director, Gradsquare	1. Dr.J.Vanitha, Dept. of Sociology, Loyola College.	1.Dr.P.Madhusoodhanan, HOD, CDC, SRMIST
		2. Mr.P.Priyanand, Asst Professor, CDC, SRMIST
		3. Ms.M.Kavitha, Asst Professor, CDC, SRMIST
		4. Dr. Nancy Prasanna Joseph, Associate Professor, CDC, SRMIST