

Course Code	21PDH201T	Course Name	SOCIAL ENGINEERING	Course Category	H	Humanities and Social Sciences	L	T	P	C
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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):	<i>The purpose of learning this course is to:</i>
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

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

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
-	-	-	-	-	2	2	-	-	-	-	3
-	-	-	-	-	-	3	2	-	-	-	3
-	-	-	-	-	2	-	-	3	3	-	-
-	-	-	-	-	-	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	<ol style="list-style-type: none"> Joel Makeover, <i>Beyond The Bottom Line: Putting Social Responsibility to work for your Business and the World</i>, Oct, 1995 Simon Sinek, <i>Start with Why, How great leaders Inspire Everyone to Take Action</i>, Penguin UK, 2011 Adam Grant, <i>Give and Take: Why Helping others drives our success</i>, Orion Publishing Group, 2014 	<ol style="list-style-type: none"> Nicholls, Alex, ed., <i>Social Entrepreneurship – New Models of Sustainable Social Change</i>, Oxford University Press, 2008 Ronald R. Sims, <i>Ethics and Corporate Social Responsibility: Why Giants fall</i>, 2003 Robert A. Rohm, <i>Positive Personality Profiles, Personality Insights, Inc</i>, 2006
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4. <i>David Bornstien, How to change the world, Oxford University Press, 2007</i>	8. <i>Neil Malhotra, Frontiers in Social Innovation. Harvard Business Review Press, 2022</i>
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	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

***The above highlighted topics are included in the new regulation to bring relevance to the societal and cultural needs. When compared to the 2018 regulation, around 11% of the content have been revised in the 2021 regulation.**