

International College,
Payap University
Chiang Mai, Thailand And
Hue University College of Foreign Languages
Vietnam

Proposal for a Short Course in

Social Entrepreneurship

BATCH STRENGTH: 25-30 Participants

LENGTH: 6 Days

DATE: 30 May – 4 June 2016

TIME: 8:30am – 4:30pm

VENUE: Hue University College of Foreign Languages,
Vietnam, <http://hucfl.edu.vn>

offered by

PAYAP
UNIVERSITY
Chiang Mai, Thailand



**International
College**

in partnership
with



COURSE OVERVIEW:

This 40-hour course introduces participants to the field of social entrepreneurship and the best practices of starting and growing successful mission-driven ventures. The field of social entrepreneurship is rapidly gaining attention around the world from non-governmental organisations (NGOs), entrepreneurs, philanthropists, and governments. Social ventures offer a “blended value proposition” by addressing social problems, generating sustainable financial returns, and improving the natural environment through their products, services and business practices. They provide entrepreneurial solutions to poverty, education, healthcare, the environment, employment, human trafficking, and other significant issues through both for-profit and non-profit business structures.

COURSE OBJECTIVES

As a result of this course, participants will be able to:

1. Explain the rationale for starting a social enterprise, and defend its part in the mission, vision, and services of a NGO.
2. Identify, evaluate, and select opportunities for a social venture.
3. Evaluate their entrepreneurial characteristics and those of current or potential teammates.
4. Mobilize the financial, human, cultural and physical resources needed to start and operate a social enterprise.
5. Prepare a one-page business plan to describe and promote the venture.
6. Put in place the measurement systems and metrics necessary to evaluate the impact of the social enterprise according to multiple “bottom lines.”

Module I:

Social Entrepreneurship Definition and Models

We introduce entrepreneurship and social entrepreneurship, survey the social sector and describe the different types of social benefit commercial activities. This module examines various social enterprise business models and typologies, and the critical issues an entrepreneur faces in creating and sustaining a social purpose venture, including vision, values, mission, strategy and impact. What role do ethics, worldview and values play in the creation of new social ventures?

COURSE OUTLINE

Module IV:

Mobilising Financial Resources

We continue our discussion of resources by exploring the various forms of capital that a social venture needs (financial, human, social, cultural, and intellectual). We examine the start-up and operating capital needs of a new social venture, and the options for obtaining it. Particular emphasis is given to innovative sources of financing, such as venture philanthropy, crowd funding, and international NGOs like Acumen Fund, Ashoka, the Skoll Foundation, and Kiva.

Module II:

Identifying and Evaluating Social Problems as Enterprise Opportunities

This module investigates the opportunity dimension of social entrepreneurship. Where do opportunities for a social enterprise come from? How can they be evaluated? How can they be pursued? Which opportunities offer the potential for earned income? How do social entrepreneurs search, scan, sort and evaluate information to allow them to see opportunities that governments and commercial enterprises do not? How can social entrepreneurs promising opportunities?

Module V:

Translating Social Problems into Social Enterprises

This module introduces the one page business plan: a simple model for business planning that describes the fit between the proposed venture's opportunities, founders and resources.

Module III:

Mobilising Human and Cultural Resources

Acquiring human capital and talent for a social enterprise, a key function of the social entrepreneur, is the focus of this module. Here we focus on the founders (personal characteristics, experiences and education), the dynamics of the start-up team, and finally the volunteers or employees. The founders' personal ethical and moral values represent a major resource for social ventures, as are the values and strengths of the culture in which the venture will operate.

Module VI:

Measuring and Managing Performance and Impact

The final module introduces perhaps the most complicated and distinguishing managerial feature of social enterprises when compared to commercial businesses: the necessity to manage multiple “bottom lines.” It introduces methods social enterprises use to measure their results financially, socially and environmentally. In addition, a value-based venture must identify and measure a moral or ethical bottom line.

READINGS

Participants enrolled in the course will be given a packet of readings that they will be expected to complete by the date of the course.

ABOUT THE LECTURERS

Bruce and Ann Borquist serve as consultants in the Asia-Pacific region. They have taught and consulted in the areas of self-help community and economic development, organizational and leadership development, and cross-cultural development worker training in Africa, Asia, North America and Latin America for more than 30 years. They are currently based in New Zealand. Bruce completed his MBA from the University of Oregon and is a doctoral candidate at Massey University (New Zealand)



studying faith-based social entrepreneurship. He is the founder of the Entrepreneurship degree program at Central Philippine University (Iloilo City, Philippines) and the Small Business Development Centre at Clackamas Community College (Oregon City, OR, USA). Ann has earned a Master's degree in Urban Planning and Community Development from Portland State University, a Master's of Divinity degree from Palmer Theological Seminary, and Doctor of Ministry degree from Palmer in leadership development.

RECOGNITION

A certificate will be given by Payap University & Hue University - College of Foreign Languages confirming the successful completion of the course.

PARTICIPANTS:

- NGO Leaders
- Current and Future Social Entrepreneurs
- Lecturers and students
- Government Officers

COORDINATORS:

Thailand

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REGISTRATION COST

Students U\$200

NGOs, Lectures and Others U\$300



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