

Building a Sustainable Social Enterprise

A 2-day Accelerated Training Program to Promote Social Entrepreneurship. Solving Social Problems Sustainably

PROFESSIONAL DEVELOPMENT PROGRAM



Contact Details

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A Professional Development Program by

CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT (CED), BRAC UNIVERSITY

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SAPIEN STRATEGY CONSULTING & RESEARCH LTD.

Course Overview and Objectives

Social enterprises are businesses that tackle social and environmental problems and at the same time create jobs and generate income like other businesses, but instead of channelling their profits to owners they reinvest them to support their social mission. In doing so, they are improving people's lives in our communities and societies. This training program has been designed to train participants on the intricacies of building and successfully running a social enterprise. This training will also be particularly useful for nonprofit professionals to emerge as successful intrapreneurs within their respective nonprofit organizations. In an increasingly competitive NGO sector it is a crucial skill now a days to build sustainable social enterprises to reduce pressure on donor funding. This training course will help with that agenda. Above all this specialized training program will go beyond traditional entrepreneurship concepts and dive deep into the area of social entrepreneurship.

Course Takeaways

Upon successful completion of this course, the participants will have reliably demonstrated the ability to:

- Describe the elements of an effective business model/plan.
- Demonstrate an understanding of business planning (legal issues, marketing, finance, and Management / organization).
- Discuss early management issues including staffing, operations, production, etc.
- Describe the leadership styles of entrepreneurs who have been successful in different sectors (e.g., start-ups, corporations, community, public sector, etc.).
- Define the Headline purpose, (social impact) objectives and moral / ethical compass – Vision, Mission and Values
- Articulate your strategy: how what you do fits together into a coherent whole; and how that helps you deliver your objectives
- Articulate your offer: what product / service are you offering to your customers and / or beneficiaries
- Be able to define your market and be confident there is a real demand for what you want to offer
- Articulate the social problem you are trying to solve and communicate the solution
- Define and understand the triple theories – Theory of the Problem – Theory of Change and The Theory of Action

Operate on a Shoe String – Managing Tight Cash Flow



Eligibility Criteria

Prospective candidates must fulfill the following criteria for admission:

- Bachelors Degree in any discipline
- Preferably 1 year of work experience with reputed organization(s)

Admission Procedure

Candidates fulfilling the above requirements should apply using the prescribed application form available at "ced.bracu.ac.bd/pdp" or at the CED Office at BRAC University.

Certification

On successful completion of the course, participants will be awarded a certificate issued jointly by CED, BRAC University and Sapien.

Fees

The enrollment fee for the program (to be paid once only) is **Tk. 12,500/=**. This fee includes tuition, course materials, refreshments and certification costs. All payments are to be made in bank drafts or pay-order or crossed cheque drawn in favor of "**BRAC University**".

Key Resource Person

The resource person for the program is internationally trained (from leading North American university) academician as well as senior level corporate trainer with extensive managerial experience both at home and abroad.

Customized for Business Professionals

The training has been designed to enhance the capability of managers (irrespective of industry) to equip them with the latest tools and techniques of innovation.

Methods of Instruction

The training will use a blend of methods of instruction aimed at catering to a matured and diverse group of audience. The pedagogy thus includes:

- Lectures and discussions
- Video trainings
- Analyzing business cases
- Simulation exercises
- Organization design simulation

Course Schedule and Venue

The course will be taught over Two (2) days. The course comprises of 4 sessions and each session will be of 3 hours in duration. Classes can be held in consecutive 2 days or 4 different sessions. Classes will be held at BRAC University premises.