



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Postgraduate Certificate in Social Innovation:
Social Business Model and Impact
Creation

Building your Social Enterprise for Impact

Program starts in October 2023



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OVERVIEW

In this module we will initially examine the use of prototypes to put your solution to the test, think about what it takes to put a solution into action, and look at actual examples of prototyping and testing in diverse fields. Participants will be able to consider the challenges they face in the social sector, manage the risk that comes along with it.

Business Model is a useful guide in the process of creating your business plan. In this module, we will develop the social enterprise opportunities you have identified in the previous modules. Specifically, you will learn to develop your business model using two tools the business model canvas and social business model canvas. The building blocks of business model canvas will be the foundation in understanding the different aspects of the feasibility, desirability, and viability of your social enterprise.

Additionally, you will be able to evaluate various organizational structures and decide which one is best for your created business model. You will be able to assess various social impact investment strategies by the end of the module and select the best funding plan for your social enterprise.

This course covers the fundamentals of impact investing as well as developing a business strategy to drive social impact. You'll learn how to become a leader who cultivates purpose and inspires change, how to measure societal impact using evidence-based models, and how to invest in ventures effectively and meaningfully. By the end of this course, you will have a thorough understanding of the realities of leading a purpose-driven organization, as well as the ability to develop successful strategies that affect positive change in the world.

PROGRAM OBJECTIVES

This course will enable participants to gain a comprehensive understanding of the different basic building blocks of a business model and apply it in creating a social business model for their enterprise. Developing your business models give you also awareness of the risk that comes with creating a business and manage it. Furthermore, it will enable participant to learn the importance of prototyping and testing solutions. Specifically, you will learn

- Understand the importance of design prototype of their product and testing it with their target users.
- Application of the social business model canvas to their enterprise.
- Create a risk management plan and apply the six-step process of project risk plan.



FOR INQUIRIES:
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PROGRAM SCHEDULE

Live Online

October 13, 16, 18, 20, 23, 25, 27, 30, 2023
8:30 AM to 12:00 PM

Face-to-Face On-campus

November 6, 2023
8:30 AM to 5:00 PM

(GMT+08) on all dates

PROGRAM FEE

PHP 40,990.00 or USD 746.00*

*The prevailing exchange rate at the date of payment may apply.

YOUR PROGRAM FACULTY



Erwin A. Lizarondo
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



The participants will also learn to examine impact measurement, including the distinction between outcomes and impact, as well as an overview of evaluation approaches.

- Learning the different approaches to social impact assessment
- Use the Theory of Change Model in creating impact measurement and outcomes for their enterprise

WHAT YOU WILL LEARN

DAY 1: Social Innovation Prototyping and Testing

Conducting experiments with our user is crucial in learning if the product or service we are designed address the needs of the users. Designing these prototype gives you the opportunity to test your assumption and design products and services that relevant and beneficial to your target users.

Day 2: Risk Management

By the end of the course, participants will be able to create a risk management plan and apply the six-step process for project risk planning

DAY 3: Business Model and Business Model Canvas

The Business Model Canvas, a helpful tool that can direct you through the business plan process, will be covered in this module. You will be able to classify the Canvas's components and begin using them to build your business model.

DAY 4: Social Business Model Canvas

A tool for building a strong business model for your social venture, the social business model canvas is a collaborative tool that enables you to discuss various business models with your stakeholders.

Day 5: Prototype presentation

Prototype presentation is important stage in the design thinking and designing your business model. On this day, participants will show a low-resolution prototype and get feedback from the other team to improve their design.

DAY 6: Overview of Impact Assessment

The focus will be on understanding the outcome of your social enterprise and the impact it creates.

DAY 7: Theory of Change

Familiarize yourself with TOC and develop your own Theory of Change.

DAY 8: Storytelling and Pitching

Importance of storytelling to engage those who you are pitching to and designing an effective pitch deck. This will culminate on a demo day at the end of the week.

Day 9: Social Enterprise Plan Presentation

Day 10: Mentoring





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KEY BENEFITS

Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM's world-class faculty and its network of industry leaders and practitioners. Main faculty is an active practitioner and mover in the social innovation and entrepreneurship ecosystem in Asia.

Develop a deep understanding of capacity building of community stakeholder and partners of Social Entrepreneur

Social Entrepreneurs create unique enterprises that not only focus in creating profits but also ensure that they are creating impact with their partner communities. This entails knowledge in community development and stakeholder management. In this course, they will be equipped with various skills and tools for stakeholder management, capacity building, and impact measurement.

Develop a better social and environmental entrepreneurial sense and perspective

Participants will achieve a business perspective that has social and environmental impact as part of their business model making them better entrepreneurial and community leaders. They will also learn how to capitalize the business model to identify and create revenue streams and at the same time realize the benefits for their community partners.

WHO SHOULD ATTEND

The program is also highly recommended for:

Individuals and young professional who want to start a social enterprise or impact driven project for a community. It also for those who want to enrich their entrepreneurial skills to not just create profit but also impact.

Entrepreneurs who want to gain valuable knowledge and understanding on social entrepreneurship and creating social and environmental impact through their business venture



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YOUR PROGRAM FACULTY



Erwin A. Lizarondo
Adjunct Faculty
Asian Institute of Management

Erwin Lizarondo is active as one of the movers in the Social Innovation and Entrepreneurship ecosystem in Asia. He works as a consultant and mentor to social enterprise startups in the region through his various ties with the following organizations Silver Lining Impact5x, Resolution Project, ImpactHub Taipei, and Malaysia Global Innovation and Creativity Center (MaGIC). He has also facilitated workshops and classes on Human-Centered Design, Business Strategy, Social Media Planning, Social Entrepreneurship, and Project Management. He is currently a cohort leader for the Impact5x SEA20 and a Small Business Strategist for the same program. He finished his Graduate School degree in International Development at Yeungnam University and was Global Social Impact House Fellow at the Center for Social Impact Strategies, University of Pennsylvania. He also recently completed the Social Business Creation Program with HEC Montreal.



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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice and, ultimately, a Postgraduate Diploma in Management. These credentials lead to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Completing the program earns participants Two (2) units, which can be credited to the following:

- Postgraduate Certificate in Social Innovation
*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn Two (2) units, which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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