



Programme Overview & Content

Overall Objective:

To develop in individuals, organisations and communities the competences to TRANSFORM through commencing, sustaining or growing social enterprises / social businesses.

Duration January 2020 – December 2020 (Summer Graduation)

Delivery Modular Sessions

Methodology Blended learning for individual and group activity

- Theory
- Best Practice
- Case Studies
- Site Visits
- Exemplars & Practitioners

Assessment Module Assignments

Final Assessment

- Participant (SE) Project Presentation
- Personal Learning Reflection

The programme will include the following sessions based on a high level of participant involvement and engagement:

Session 1 Cohort Initiation & Academic Induction

Session 2 Global Social Enterprise Movement

- Focus
 - Exploring the Global Social Enterprise movement through real exemplars
 - Purpose, Structures and Formats
 - Social Business Fundamentals & Business Models Introduction
 - Social Innovation for organisations, businesses and communities
- Assessment
 - A review of two local social enterprises and one internationally based social enterprise informed by reading provided and the experience of the study visits.

Session 3 Social Business Model Design

- Focus
 - Business Model Design (Business Model Canvas)
 - Idea formulation and identification of emerging strategies
 - Feasibility testing

- Assessment
 - Literature Review - Business Model Design
 - Creation (ideally with their Board or other Stakeholders) of a proposed Business Model

Sessions 4-5 Governance

- Focus
 - Legal Structures for Social Enterprise
 - Governance – Organisational Structures & The Role of Boards
 - Social Enterprise Development & Managing Risk
- Assessment:
 - Report outlining governance models

Sessions 6-7 Creating Social Value through Marketing

- Focus
 - In-depth analysis of Business Model
 - Social Value Propositions
 - Stakeholder Mapping
 - Marketing Principles Concepts & Tools (Marketing Wire Frame)
- Assessment
 - Literature Review
 - Design and complete a marketing wire-frame which starts to lay out all the marketing concepts and links back into the Business Model Canvas

Sessions 8-9 Finance

- Focus
 - Financial Strategies for Social Enterprise
 - Accounting & Reporting
 - Start-up Finance & Sources of Funds
 - Social Investment
- Assessment
 - Stated Financial Strategy, Financial Projections with Assumptions. Identified sources of finance; demonstration of understanding of needs / requirements of proposed funders

Session 10 Social Impact Plan

- Focus
 - Impact Monitoring Principles and Methods
 - Developing a Business Case (All aspects of the Transform Programme)
 - Impact Testing of the Business Model
- Assessment:
 - Presentation of a 10 Minute Pitch. Submission of a Business Proposal