

POSTGRADUATE CERTIFICATE IN SOCIAL ENTREPRENEURSHIP & INNOVATION



International School
Of Management

— UNLOCKING KNOWLEDGE —

INTRODUCTION



The global economy is threatened again but this time by the waning income of many of the oil producing nations and Nigeria happens to be one of the most unfortunate OPEC members due to her over-reliance on oil revenues. The coming months in 2015 and beyond seem to be laden with several economic, political and social uncertainties far beyond the knack of most of the austerity measures being proposed ahead of the anticipated hardships.

The most important contribution that any of us can make as individuals or institutions especially of knowledge like the International School of Management (ISM) Lagos is not to try to settle for specific solutions to any particular problem no matter how urgent the oil or economic regulations become. What we must do right now is to increase the proportions of individuals and corporates who can cause lasting positive systemic changes in the socio-economic polity of Nigeria.

ISM Lagos is advancing the cause of this positive change and we are looking for audacious volunteers with enviable guts who are determined to turn hitherto social problems into sources of economic activities that will create sustainable income for themselves and for others who will follow suite.

Based on current research and seminal case studies of some successful emerging economies, we have developed the Postgraduate Certificate in Social Entrepreneurship & Innovation as a 3-month boot camp that will radically shift the paradigm of individuals and equally of governments towards a resilient new order that will further grow the Nigerian GDP through the development of home grown enterprises and innovations as opposed to unending invitations and unrealistic expectations of Foreign Direct Investments (FDI) in providing direct solutions to many of the nations economic and social ills.

COURSE DESCRIPTION



This course is designed as a graduate level programme and all applicants must possess either B.Sc. or HND or equivalent professional proficiencies from any discipline or specialization.

The underlying philosophy of this programme is that all individuals who are motivated to be social entrepreneurs may realize that there are more options open to them and that they can become even more effective through formal exposures in a collaborative and educational setting of a theoretical approach to social entrepreneurship. This also offers them a range of opportunities, tools and strategies to bring to bear in their own work and their support for other people's work.

This course presents an alternative approach to community development by advocating the adoption of innovative and valuable solutions (consisting of market mechanisms) in addressing social problems that have not been satisfactorily resolved by both public and private sector corporations through either their legislated establishment or Corporate Social Responsibility.

Delivered as a blended (face-to-face and online classes) course over a twelve weeks period, the Postgraduate Certificate in Social Entrepreneurship and Innovation explores the relevance of social entrepreneurship in Nigerian context and the practical application of this growing field in the different sectors of the economy given the peculiarity of the emerging markets, vast economy and huge population of Nigeria.

The programme adopts a multi-disciplinary approach to present the concepts, practices and challenges of social entrepreneurship and enables students to better appreciate the potentials of business principles in addressing social problems such as poverty, marginalization, poor quality education, power shortage, systemic corruption, conflicts, political inequality and a host of others.

LEARNING OUTCOMES



Upon completing this course, students should be able to:

1. Identify a variety of social problems in their own environment and the solutions relevant to their given markets.
2. Identify the scope and nature of a variety of local and global social problems.
3. Understand the antecedents of marginalization and better deal with the factors perpetuating the poverty cycle especially in a populous and resourceful nation like Nigeria
4. Recognize the broad range of types, formation and strategies of successful social enterprises
5. Appreciate the role of sustainable social entrepreneurship in the effective social development of their societies
6. Develop competencies in writing viable and convincing social business plans.
7. Understand the steps involved in establishing and the skills required in managing social enterprises with the view to eventually scaling them up.
8. Appreciate the complexities of measuring the social impacts of social enterprises.
9. Be ready to make change happen having understood the seven practical models of social change to launch, lead, manage and evaluate a social venture:
 - a. Charity
 - b. Market
 - c. Education
 - d. Policy
 - e. Grassroot
 - f. Movement
 - g. Funding
10. Analyze funding needs and sources for the social venture of their visions.
11. Experience how social entrepreneurship ideas can be critically and collaboratively examined prior to commitment.
12. Based on their understanding of the theory, practice and examples of Social Entrepreneurship and given their knowledge of their own local environments , this course is designed to enable each student catch a vision of his own social enterprise and approach it with vigor and passion.

COURSE OUTLINE

1. The Big Picture: Social Entrepreneurship and Conceptual Frameworks
2. Global Social Problem and the Seven Modules of Social Change
3. Poverty and Social Exclusion in Nigeria
4. Analysis of Social Communities and Community Development
5. Social Entrepreneurship and Social Enterprises
6. Micro-finance Institutions
7. Cooperative Societies
8. Setting up a Social Enterprise: Preliminaries
9. Setting up a Social Business Plan, Strategies & Resources
10. Running a Social Enterprise: Leadership & Strategic Alliances
11. Running a Social Enterprise: Social Impact Measurement
12. Running a Social Enterprise: Innovation, Sustainability & Scale

FOR WHOM

1. This course is ideal for anybody who is a graduate of any degree but interested in providing solution to any known social problems.
2. Employees of government organizations or holders of public offices who contribute to policy.
3. Promoters or employees of foundations, NGOs, religious bodies, charity organizations who wish to better understand the role of social entrepreneurs.
4. Anyone who is either sure or even skeptical that anyone else, if motivated, can change the social order of things.



REGISTRATION & ENQUIRIES

Mode : Blended Learning

Duration : 12 weeks

Registration : N15, 000 (non-refundable)

Tuition : N200, 000 only

FOR FURTHER ENQUIRIES, PLEASE CONTACT:

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