



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Postgraduate Certificate in Social Innovation

Social Innovation and Value Creation

Starting your Social Impact Journey

Program starts in September 2023



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OVERVIEW

Social Entrepreneurship has presented an opportunity for entrepreneurs to start a business that is not only centered on profit but also creating in social and environmental impact. In a report released by the British Council in 2021, there are at least an estimated 652,222 social enterprise in Asia. These enterprises are creating impact in areas job creation, poverty alleviation, empowerment, and local community development.

People, Planet, Profit, the triple bottom line is the foundation by which these social enterprises are built on. This business concept proposes that entrepreneurs not only focus on profit but also creating positive impact with their business along with the communities or sectors they are associated with or partnered with. Therefore, it is important for these entrepreneurs to create innovative way to deliver value for their customers and partner communities.

Social Innovation plays a key role in value creation for these social enterprise offer. These innovations give opportunities for these entrepreneurs to create solutions and processes to address various issues and advocacies they are supporting. It means learning to understand and engage communities and sectors that they are going to partner with.

In this module, participants would be able to dissect different case studies of successful social entrepreneurship. Participants will be introduced to various root cause analysis techniques in understanding social, environment, and economic issues which is one the drivers of social entrepreneurship. Moreover, it will they will learn various community engagement techniques to help them understand the problem.

Design Thinking is a process that has proven to be an effective way in creating innovative products, processes, and systems. The process focuses in creating solutions that will be relevant and beneficial to the user. The 2-day design sprint program will deep dive into the different steps of design thinking which will help participants develop their solutions.

Business creates value. The products and services they produce creates value for their customers because it addresses a need or pain point. In the same way, a social enterprise creates value for the customer for the same reason. However, a social enterprise needs to consider how their business creates value for their community or beneficiary. create value for their community partners or beneficiaries. The Social Value Proposition addresses the needs of the community, and it is the reason why community buys into the partnership with the social entrepreneur.

PROGRAM SCHEDULE

Live Online

September 11, 12, 14, 18, 20, 22, 25, 27, 2023
8:30 AM to 12:00 PM

Face-to-Face On-campus

September 29, 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>



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PROGRAM OBJECTIVES

This course will enable participants to gain a comprehensive understanding of processes and drivers of social enterprise development, gain understanding and practice of the design thinking process. The process will also help them develop their customer value proposition and social value proposition. They will specifically learn the following:

- Learning community engagement techniques and problem analysis which is key in social enterprise development.
- Analysis of the different driving factors of Social Entrepreneurship
- Triple Bottomline Concept
- Use the design thinking as a creative process in conceiving innovative solution and market-driven strategies in tackling critical social issues in a brand-new way.
- Identify the pain point of both the customers and beneficiaries
- Have a clear understanding of the value their social enterprise creates to their customers and community partners.

WHAT YOU WILL LEARN

DAY 1: Fundamentals of Social Innovation and Entrepreneurship

The focus is on key concepts about social innovation and entrepreneurship and what makes them different from other entrepreneurial ventures. It will also familiarize the participants with Triple Bottomline Framework which is the foundation of social entrepreneurship.

DAY 2: Stakeholder Analysis

Stakeholder analysis is an important part of developing your relationship with various stakeholders of your social enterprise. Understanding the needs, situation, and roles of each is important. This is especially crucial for communities and sector who might be your partner or beneficiary in creating impact.

DAY 3: Community Research and Engagement

In this session our focus will be on tools and technique engaging and understand community partners. The use of various tools such as interview observations and Geo-Social Mapping will give you an idea of the community systems, relationships, and processes.

Day 4: Creative Problem Solving

Part of the process of developing a social enterprise is to solve problems that is part of their business advocacies. Problem solving techniques are utilized to gain understanding of the various possible reasons of the problem so they can focus on a particular problem which would result in significant impact for the community or partner.

Day 5: Problem Analysis: Root Cause Analysis

Having a good understanding of the problem is important. In this session, the goal will be to deep dive in the possible reasons for the problem using different root cause analysis techniques.

DAY 6: Design Thinking: Design Sprint 1

A Design Sprint is a two-day workshop on the design thinking process. The aim of the workshop is to familiarize the participants with the design thinking process so they can develop innovative solutions for their social enterprise. The focus will be the first two steps of design thinking, empathy and define.

DAY 7: Design Thinking: Design Sprint 2

The Day 2 of the Design sprint will focus on the ideation and prototyping. The testing period will be done on module 2.



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DAY 8: Customer Value and Social Value Proposition

This session will put emphasis on the customer and beneficiary. Understanding both is important for the social enterprise. Understanding the pain points and jobs to done of the customer is important in product development. In the same way understanding the pain points and need of the beneficiary is key in creating the right engagement and impact with the community.

Day 9: Creating Shared Value

Creating shared value is a framework for businesses to create economic value while simultaneously addressing social and environmental needs and challenges. This will help in transparency in creating impact and how the community contributes in the value chain of the social enterprise.

Day 10: Customer Experience and Journey

Customer journey traces the different contact points between the customer and the social enterprise. It is also a useful tool to determine how the customer learns of the product/service, engage the company to inquire and learn more about the product/service, purchase the product/service, and how the social enterprise maintain customer relationship. In the same way, being able to trace the different contact points with community/beneficiary is crucial in maintaining relationship.

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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