



Social Entrepreneurship Programme

Build and run an effective social enterprise.



**March -
November 2019**





THIS PROGRAMME CAN ALSO BE DELIVERED IN-HOUSE FOR YOUR ORGANISATION ON YOUR PREFERRED DATES, AT YOUR PREMISES OR OURS.

**Gordon Institute
of Business Science**
University of Pretoria

This programme is aimed at those wanting to make a difference, by blending world-class business expertise with the complexities of social change, building on the strong foundation of previous programmes. It has been **refreshed this year to include the newest thinking** for leaders who are looking for leading edge skills, tools and resources that are needed to build, run and scale an effective social enterprise. The 2019 course includes more blended learning with substantive online support material.

Classes provide a platform for passionate debate and practical insight, while connecting you with the diverse worlds of entrepreneurs, NGO's, government and business.

Course info

-  **FACULTY** > A combination of GIBS faculty and industry experts.
-  **FEE** > R 38 000 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).
-  **DURATION** > 15 days in the class-room (includes 3x 5-day modules, plus online self-study and 2x ALP workshops and 3x ALP coaching sessions)
-  **DATES** > March - November 2019

“ BEING PART OF THE SOCIAL ENTREPRENEURSHIP PROGRAMME WAS ONE OF THE MOST REFRESHING AND MIND OPENING EXPERIENCES OF MY PERSONAL AND CAREER LIFE. I ENROLLED WITH A BUSINESS CONCEPT AND GRADUATED WITH A PROFITABLE BUSINESS THAT CREATES AND CAPTURES VALUE IN TOWNSHIPS; FURTHERMORE I BUILT A HUGE NETWORK OF SUCCESSFUL ENTREPRENEURS, MENTORS AND INVESTORS FROM GIBS WHICH I AM STILL IN CONTACT/BUSINESS WITH.

ITUMELENG H LAPANE, SHAPE CAFE OWNER
SEP ALUMNUS

Key focus areas:

There are three training blocks across the main themes of: Creating change; Sustaining change and Scaling change. Each module includes theory in the form of reading and lectures, context in the form of case studies and guest speakers, as well as online self-study to develop practical skills and techniques.

Integration occurs through syndicate and individual assignments as well as through the course long Action Learning Project which focuses on applying your learning to a real-world problem or opportunity in your own social enterprise.

Who should attend?

- > Non-profit leaders
- > Existing or potential social/ sustainability entrepreneurs
- > NGO leaders and managers
- > CSI managers
- > B-BBEE and transformation experts
- > Board trustees
- > Development practitioners
- > Government agencies, especially those interested in the social economy
- > Funders looking for impact investing opportunities

How you will benefit:

As a delegate on this programme you will:

- > Develop insights into the complex challenges of social change, financial sustainability and innovation
- > Build a deeper understanding of strategy, governance and leadership
- > Hone your knowledge of marketing, finance, operations and HR management
- > Develop practical skills and gain access to useful tool-kits for building and running a social enterprise
- > Enhance your ability to solve problems and implement long lasting solutions

80 PERCENT

of SEP delegates go on to implement their Action Learning Projects (ALP) within their organisations

GIBS faculty teaching on SEP contributed to **Disruptors 2**, a new book profiling South Africa's innovative social enterprises



For enquiries call on +27 (0)11 771 4289 or email dhlaminim@gibs.co.za

Enquire about our Study & Stay packages at our on-site Illovo Hotel.