

Module Synopsis

Social Entrepreneurship Foundations

This module provides a concise overview of social entrepreneurship in the Singaporean context, focusing on the key factors necessary for aspiring social entrepreneurs. Learners will explore the legal considerations, funding opportunities, and ecosystems relevant to social enterprises in Singapore. Through practical examples and case studies, learners will gain insights into identifying social needs, developing innovative solutions, and creating sustainable business models. By the end of the module, learners will be equipped with the knowledge and skills to navigate the social entrepreneurship landscape in Singapore and launch their impactful ventures.

Innovating For Social Impact: Design Thinking Approach

This module is specifically designed for aspiring social entrepreneurs, aiming to harness the power of design thinking in the context of social entrepreneurship. It emphasises the creative and multidimensional aspects of design thinking to enable learners to identify innovative solutions that integrate social impact and customer experiences. By employing design thinking methodologies, such as empathising, defining, ideating, prototyping, and testing, learners will develop a systematic approach to address wicked problems in the social sector. This module teaches learners to drive meaningful change, create sustainable business models, and make a positive difference in society as social entrepreneurs.

Market Validation With Lean Canvas And Lean UX

This module teaches learners how to create a one-page summary with a “simple” business model using the Lean Canvas technique. Centred on addressing social problems, Lean Canvas offers a problem-centric approach tailored for entrepreneurs and start-ups, fostering a "problem versus solution" mindset with a customer-centred focus. It helps to develop the customer-problem-solution foundation, making it ideal for early-stage innovation projects and start-ups. Learners gain proficiency in articulating, testing, and swiftly launching new ideas to the market through a blend of the Lean Canvas and Lean UX Design methodologies. The learners will also learn to validate these ideas and innovations for viability and sustainability.

Financial And Cost Management For Socialpreneurs

This module provides social entrepreneurs with essential financial and cost management skills for sustainable business growth. Learners will learn to interpret financial information, make informed decisions, and achieve business goals. Topics covered include financial accounting, cost accounting, and management accounting techniques. By mastering these skills, Social entrepreneurs can navigate the financial aspects of their ventures, ensuring stability and driving positive social impact.

Socialpreneurship In The Digital Era: Marketing For Impact

This module equips social entrepreneurs with the marketing knowledge and digital skills necessary to create a meaningful impact. Learners will explore key marketing concepts, including social media, mobile marketing, online analytics, search engine marketing, and e-commerce. Through hands-on activities and case studies, learners will learn how to establish a compelling online presence and engage with target audiences effectively. The module emphasises staying relevant in the digital landscape and leveraging digital platforms to drive social impact. By acquiring these skills, social entrepreneurs will effectively communicate their mission, attract stakeholders, and make a positive difference in society.

Social Entrepreneurship Project

This capstone project serves as the pinnacle of the social entrepreneurship programme, where learners investigate and propose innovative solutions to significant real-world challenges. With the guidance of project supervisors and through mentorship, learners undertake a workplace project relevant to organisations and stakeholders. Throughout the project, learners apply their acquired knowledge and skills to address complex problems, conduct research, and develop comprehensive solutions. With mentoring support, they further enhance their problem-solving, critical thinking, and collaboration abilities. Upon completion, learners possess a portfolio showcasing their expertise in social entrepreneurship, demonstrating their capacity to drive meaningful change. Equipped with practical skills and mentorship, they are prepared to launch impactful ventures or contribute to existing social enterprises.