

Main Language of Instruction:French ☐ English ☒ Arabic ☐**Campus Where the Program Is Offered:** CSH

OBJECTIVES

The University Diploma in Social Entrepreneurship aims to:

Today, despite the support offered by various actors, many social entrepreneurship initiatives have not been able to create sustainable business models. The red thread of this diploma revolves around practical contributions, real case studies, and practical interventions by different ecosystem stakeholders. Its objective is to prepare accomplished professionals to support social enterprises, social startups, and social intra- and entrepreneurial projects using tools and methodologies considered to be good practices in the field.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Oversee the development of business models, including defining a clear vision, mission, and strategy, and sharing methods based on hands-on practical implementation.
- Use specific tools to support the formalization of indicators, decision-making, and the monitoring of the growth, scalability, and impact of social projects.
- Develop a support position: Adapt to the needs and profile of the social entrepreneurship initiative.
- Understand the specificities of digital-based business models and digital go-to-market strategies.
- Understand the international market and export opportunities for SEs.

ADMISSION REQUIREMENTS

- Social workers and professionals wanting to launch a social enterprise.
- Social entrepreneurs, consultants, coaches, trainers, and facilitators.
- Professionals in charge of projects requiring intrapreneurial methods.
- Network workers supporting social entrepreneurs.

PROGRAM REQUIREMENTS

20 Credits: Required Courses (20 credits)**Required Courses (20 Cr.)**

Development of Social Enterprise and Social Enterprise Model (6 Cr.). Digital and International Dimensions in Social Enterprise (2 Cr.). Final Project (4 Cr.). Legal Aspects of Social Enterprises and Impact Management (2 Cr.). Introduction to Social Entrepreneurship and of the Role of the Social Entrepreneur (2 Cr.). Sustainability Management (4 Cr.).





COURSE DESCRIPTION

015IRES P1	Introduction to Social Entrepreneurship and of the Role of the Social Entrepreneur	2 Cr.
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Understand the main characteristics of a social enterprise. Enable students to position the social entrepreneur within their partnership ecosystem and to develop collaborations and support networks.

015DMESP1	Development of Social Enterprise and Social Enterprise Model	6 Cr.
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Learners explore business modeling to transform identified problems into value-creating solutions and translate these solutions into clear strategies using structured tools such as the Strategy Tool, the Sustainable Business Model Canvas, the e-commerce and Exports Canvas. Attention is given to impact-oriented thinking, ensuring that social value creation is embedded in business logic and decision-making.

015MSESP1	Sustainability Management	4 Cr.
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Develop the core competencies required of a Sustainability Officer—professionals who design and implement strategies that strengthen an organization's environmental, social, and economic performance.

015DNESP2	Digital and International Dimensions in Social Enterprise	2 Cr.
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Grasp the impact of the digital (e-commerce) and international (export) dimensions on business models.

015DJESP2	Legal Aspects of Social Enterprises and Impact Management	2 Cr.
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Develop an understanding of the legal aspects related to social enterprises and initiatives, as well as the principles of managing their social impact in line with the Sustainable Development Goals (SDGs).

015PFESP2	Final Project	4 Cr.
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Develop a social enterprise plan to be presented to investors.
The project must demonstrate the implementation of the learning, methods, tools, and acquired skills.

