POST-GRADUATE DIPLOMA IN SOCIAL ENTREPRENEURSHIP

Be remarkable and make a difference.
SOCIAL ENTREPRENEURSHIP

SKILLS

TOOLS

PROCESS

McKENZIE COLLEGE

SOCIAL ENTREPRENEURSHIP
CO-WORKING/CO-LEARNING SPACE
PROGRAM OVERVIEW

BUSINESS SKILLS
CASE STUDY METHOD

TOOLS
PROJECT-BASED

PROCESS
EXPERIMENTAL LEARNING

• Geopolitical awareness
• Research and critical thinking
• Problem solving and analysis

• Design thinking
• Creative process
• Cultural sensitivity

START SOCIAL ENTERPRISE
JOIN OTHER ENTERPRISE
INTRANPRENEUR

CORE
PROGRAM OVERVIEW

- Accounting
- Interpreting Financials
- Partnership Development
- Technology Development

- Designing using Adobe Suite
- Financing models
- Research
- Semiotics
- Social media
- Social Impact
- Impact investment

- CRM use
- Market Research
- Social Media
- Marketing
- Financial Management Software
- Presentation tools
- Interactive Media
- Analytics

- Developing Business Plan
- Social Responsibility
- Entrepreneurship
- Environmental Stewardship
STUDENT FUNDING

- Graduate student applies for the program
- Student loan and program funding
- Foundation applies for training assistance
- Student gets reimbursed $15k upon completion
- Startup funding from community investment fund
PATHWAY FOR SOCIAL ENTREPRENEURSHIP GRADS

SOCIAL ENTREPRENEUR GRADUATE

CONTINUE SOCIAL ENTERPRISE
- Growth rate 17% vs. 6%
- 20% more likely to survive 5 years

SUPPORT OTHER ENTERPRISE
- Increase Social Capital
- Non-profit or cooperative

WORK AS INTRAPRENEUR
- Gain life skills wherever they go
- Contribute to Community

COMMUNITY IMPACT
POST-GRADUATE SUPPORT FOR COMPANY & GRADUATES

Youth Employment Program (aged 15-30)
> 100% salary up to $20,000 for 6 months

One job Pledge (newly created job)
> $10.00/hour up to $20,000 for 12 months

Tuition Reimbursement (Canada NB Jobs Grant)
> 2/3 of training costs up to $10,000
> Community Investment Fund / Fellowship Sponsors
PROGRAM INVESTMENT

• 1st Semester / 12 weeks / 300 hours
  Skills Module

• 2nd Semester / 12 weeks / 300 hours
  Tools Module

• 3rd Semester / 12 weeks / 300 hours
  Process Module
PREREQUISITES

University Degree, College diploma and/or equivalent experience

Desire to become entrepreneurial

Ethical and transparent