SOCIAL ENTREPRENEURSHIP IN THE NON-PROFIT SECTOR

Program: SENP
Credential: Ontario College Graduate Certificate
Delivery: Part-time - Online
Work Integrated Learning: 2 Field Placements
Length: 2 Semesters
Duration: 504 hours
Effective: Fall 2018
Location: Orillia

Description

Social Entrepreneurship has emerged as a valuable framework for community development and nonprofit sustainability. It has significantly influenced the nonprofit sector resulting in innovative practices that advance social, environmental and/or cultural missions. Social entrepreneurial practices contribute to the financial sustainability while meeting a need in the marketplace through the sale of goods and services. Social entrepreneurship is a mindset that drives nonprofits to revolutionize traditional supports and services and influence social, environmental and/or cultural change in our local and global communities.

Social entrepreneurs, community leaders and program peers mentor student innovators in building a social enterprise business plan as well as navigating the complexities associated with the management of social enterprise ventures within the nonprofit sector.

Career Opportunities

Social entrepreneurs have the opportunity to revolutionize the nonprofit sector, public and private organizations. Potential roles for social entrepreneurs include social enterprise manager, business developer, community developer, social entrepreneur, community mobilizer, project manager, and social innovation manager.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. align leadership style to manage personal, organizational and community change;
2. employ creativity and innovation strategies through the design thinking and ideation processes;
3. apply basic entrepreneurial strategies to identify and respond to new local and global opportunities in non-profits and communities;
4. develop social programs to foster positive social, environmental and/or cultural change in the community;
5. incorporate best practices in the plan, development and implementation of social programs and enterprises;
6. select and Implement effective administrative and business skills to manage a social enterprise within the context of a non-profit organization;
7. design a business plan for a social enterprise that incorporates research, finance, and marketing elements.

Admission Requirements

Minimum of a two-year College diploma or equivalent; a three-year diploma or a university degree is preferred.

Graduation Requirements

9 Program Courses
2 Field Placements

Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Program Tracking

Semester 1		Hours
Program Courses		
SENP 1000	Personal, Organizational and Community Leadership for Change	42
SENP 1001	Social Entrepreneurship and Social Innovation Perspectives	42
SENP 1002	Managing Social Enterprises in the Nonprofit Sector	42
SENP 1003	Design Thinking and Ideation	42
SENP 1004	Financial Sustainability in the Nonprofit Sector	42
Field Placement		
SENP 1007	Field Study Practicum	42
	Hours	252
Semester 2		
Program Courses		
BNTR 1005	Marketing Innovations and Planning	42
BNTR 1011	Research and Concept Validation	42
SENP 1005	Measuring, Evaluating and Scaling Social Enterprise	42
SENP 1006	Business Planning for Social Enterprises in the Nonprofit Sector	42
Field Placement		
SENP 1008	Social Entrepreneurship Launch Pad	84
	Hours	252
	Total Hours	504

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