



University  
of Basel

Center for  
Philanthropy Studies



# Global Social Entrepreneurship.

Shaping the Next Generation of Nonprofit Leaders

Certificate of Advanced Studies (CAS)

Supported by

FONDATION  
**BOTNAR**

ADVANCED STUDIES

# Towards Global Solutions



This certificate course follows the idea of project-based learning. Participants get the opportunity to test and execute the contents directly on real-time projects in social enterprises around the world. The course is designed for leaders of social initiatives, nonprofit organizations (NPOs), and enterprises that target global challenges of our society (e.g. child health, education, migration, etc.).

The need for intercultural cooperation, innovative projects, and new thinking demands for leaders who quickly adapt to new circumstances and are able to overcome cultural differences.

## Pioneers and Explorers

The aim is to bring participants with innovative social business ideas from developing and emerging countries (Pioneers) together with participants from developed countries (Explorers). Among last year's Pioneer projects were social businesses from Morocco, Tanzania and Colombia.

## Unique Combination of Theory and Practice

This innovative course offers you the blended value of theory and practice. You will learn and improve your skills as a leader of projects and initiatives. International academic and field experts provide you with profound knowledge on innovation management, social innovation, business development, global governance, and impact measurement.

In intense team collaboration, mentored by experts, you learn and understand how social initiatives are planned, managed and implemented in a developing or emerging country. This brings new perspectives and skills into your own organization, be it a non-profit organization, a social business, or a corporate CSR unit.

Start your journey with us to become a next-generation non-profit leader!

A handwritten signature in black ink, appearing to read 'G. v. Schnurbein'.

Prof. Dr. Georg von Schnurbein  
Director CEPS

## Schedule and Contents

MODULE 1:	<b>Entrepreneurship for Nonprofits</b> ongoing Online Courses	Individual Online Courses
MODULE 2:	<b>Business Development</b> September 21 to 24, 2020	Pioneers and Explorers 4 days → Basel
MODULE 3:	<b>Remote Coaching</b>  <b>Capacity Building</b> November 12 to 13, 2020  <b>Remote Coaching</b>	Remote Coaching 1 to 2 month  Explorers only 2 days → Basel  Remote Coaching 1 to 2 month
MODULE 4:	<b>On-site Implementation</b> February 2021	Pioneers and Explorers 5 to 7 days → Field trip
MODULE 5:	<b>Evaluation</b> April 19 to 20, 2021	Explorers only 2 days → Basel

### START

Module 1 is ongoing (online) and has to be completed individually before module 2 starts on September 21, 2020.

### PARTICIPATION REQUIREMENTS

Minimum of three years work experience, advanced level English skills

### COURSE LANGUAGE

English

### CERTIFICATION

Certificate of Advanced Studies of University of Basel, 16 credits (ECTS)

### REGISTRATION DEADLINE

August 21, 2020

### EXPLORERS

Experienced persons from developed countries working in nonprofits, foundations, or business corporations. Participation fee: CHF 8,700 (excluding travel expenses/accommodation).

### PIONEERS

Leaders of social initiatives from emerging and developing countries, working in the areas of health care or with children.

Leaders of social initiatives from emerging and developing countries, working in the areas of health care or with children. They may apply for a scholarship. Contact us at [ceps@unibas.ch](mailto:ceps@unibas.ch).

### FOR FURTHER INFORMATION PLEASE VISIT

[www.ceps.unibas.ch/en/executive-education](http://www.ceps.unibas.ch/en/executive-education)

The University of Basel has an international reputation of outstanding achievements in research and teaching. Founded in 1460, the University of Basel is the oldest university in Switzerland and has a history of success going back over 550 years.

The Center for Philanthropy Studies (CEPS) at the University of Basel is an interdisciplinary research institute and think-tank which deals with the multifaceted topic of philanthropy. It was established in 2008 by an initiative of SwissFoundations, the Association of Swiss Grantmaking Foundations.

**“This certificate course is a deep dive into building a business and gave me full exposure to the management in a intercultural environment. And last but not least the program really creates a social return.”**

Albert Konrad, Kehrli & Zehnder

## **Educating Talents since 1460.**

University of Basel  
Center for Philanthropy Studies  
Steinengraben 22  
4051 Basel  
Switzerland  
T +41 61 207 23 92  
ceps@unibas.ch  
🐦 [twitter.com/CEPS\\_Basel](https://twitter.com/CEPS_Basel)

[www.ceps.unibas.ch](http://www.ceps.unibas.ch)  
Initiated by Swiss**Foundations**