



**Payap-Yunus
Social Business Center**



Certificate in Social Business Innovation in the Digital Age

ประกาศนียบัตร
นวัตกรรมการธุรกิจเพื่อสังคมในยุคดิจิทัล

2025

Payap University

Name of Program: Certificate in Social Business Innovation in the Digital Age

1. **Name of Certificate:** Certificate in Social Business Innovation in the Digital Age
2. **Responsible Unit:** Payap Yunus Social Business Center, Payap University
3. **Background**

3.1. Overview

The short course program Social Business Innovation in the Digital Age has been developed by the Center for Social Impact (CSI) and the Payap-Yunus Social Business Center (PYSBC), Payap University. The program aims to equip learners with the knowledge and approaches needed to run a social business in the digital age, enabling them to leverage technology for business success. Ultimately, it fosters the development of sustainable enterprises and cultivates leaders who drive positive social and environmental changes through creative business solutions.

The Payap-Yunus Social Business Center (PYSBC) aims to serve as a hub for disseminating the concepts and practices of social business, fostering understanding among students and researchers at the university. The center adheres to the principles of Professor Muhammad Yunus, Nobel Prize laureate, and is committed to conducting research, providing education, developing academic programs and curricula, engaging in action research, and organizing knowledge-sharing activities related to social business, such as competitions, workshops, and seminars. Additionally, PYSBC seeks innovative methods and approaches to expand the concept of social business to students, researchers, and broader communities and regions, creating a positive impact aligned with the Sustainable Development Goals (SDGs). The center also aims to inspire students to see the importance of sustainable solutions in addressing global challenges, urging the new generation to drive change based on the "three zeros" principles: 1) Zero Poverty, 2) Zero Unemployment, and 3) Zero Net Carbon Emission.

The implementation of the short-term program "**Social Business Innovation in the Digital Age**" for students from various countries worldwide is a key initiative that fosters learning through high-standard courses combined with hands-on experience, such as study visits and practical training in real social enterprises. This approach ensures that participants gain in-

depth knowledge and understanding, enabling them to expand their ideas or create innovative businesses in their own countries in alignment with the Sustainable Development Goals (SDGs).

Objectives

1. To equip learners with knowledge and approaches for running social businesses in the digital age.
2. To enable learners to effectively utilize technology for business purposes.
3. To provide students with opportunities for hands-on learning and practical training in real social enterprises.
4. To foster the exchange of ideas and knowledge between international students and faculty and those from the Payap-Yunus Social Business Center, including students, faculty members, and researchers.

5. Qualifications required of Students for Acceptance into the Program

- 5.1. Applicants must have English language proficiency skills suitable for a program taught exclusively in English

6. Program Structure

- 6.1. **System of Study:** 5 Modules
- 6.2. **Duration of Study:** 200 hours / 1st June 2025 – 31st May 2026
- 6.3. **Method of Instruction:** Onsite ONLY
- 6.4. **Maximum No. of Students:** 20

7. Requirements for Graduation

1. The student must fulfil all requirements as set forth in the curriculum.
2. The student must fulfil any further requirements for graduation and the conferral of a certificate established by the University.

7.1. Verification of Students Achievements in the Course

1. Students are required to attend at least 80% of the class sessions in-person for **each** course to graduate.
2. This course employs a pass or fail grading system

8. Curriculum

MODULE 1 Introduction to Social Impact and Social Business	20 Hours
MODULE 2 Social Business Development	45 Hours
MODULE 3 Consumer Behavior in the Digital Age	45 Hours
MODULE 4 Sharing Economy	45 Hours
MODULE 5 Digital Marketing for Social Entrepreneurship	45 Hours
TOTAL IN CLASS	200 Hours

9. Course Descriptions

Introduction to Social Business and Social Impact

This course provides an in-depth introduction to the Center for Social Impact and the Payap Social Business Center, exploring their missions, structures, and key initiatives. Students will gain a foundational understanding of social enterprises, social impact projects, and how these centers contribute to fostering sustainable development.

Throughout the course, students will learn about real-world case studies, engage with successful projects, and explore opportunities for participation. The course also includes hands-on workshops where students will develop their own social enterprise ideas and receive feedback from instructors and industry professionals.

By the end of the course, students will be equipped with the knowledge and practical insights necessary to engage with social impact initiatives, whether as participants, entrepreneurs, or change-makers in their communities.

Social Business Development

This course focuses on understanding the concepts and processes of social business development. Social business is a business model that generates revenue while creating positive social and environmental impacts. Learners will study real-world case studies, explore tools and strategies for designing and operating a social business, and learn how to measure social and environmental impact.

Consumer Behavior in the Digital Age

This course focuses on understanding consumer behavior in the digital age, which is influenced by technology, social media, and evolving economic and social trends. Learners will explore factors affecting consumer decision-making, emerging consumption trends, and how behavioral data can be applied to design social enterprises that effectively target specific audiences.

Sharing Economy

This course focuses on understanding the fundamental concepts of the Sharing Economy and its application in the digital business era. Learners will study case studies from successful platforms, analyze business models, and explore strategies for building businesses within the Sharing Economy. The course also covers legal challenges, trust-building, and social impacts. Practical activities will help students design their own business models.

Digital Marketing for Social Entrepreneurship

This course focuses on understanding and applying digital marketing tools to promote social enterprises. Learners will explore online marketing strategies, content creation aligned with social values, social media engagement techniques, and methods for measuring marketing performance to refine strategies continuously.

10. Instructors

	Name	Qualification	Institution
1	Michael Meallem	M.B.A Business Administration	Sir John Cass Business School, UK
2	Waruth Kaosol	M.B.A (Concentration in Finance)	The University of Findley, USA
3	Asst.Prof.Thanwa Benjawan	MA. Cultural Studies M.Ed. Education Administration	Mae Fah Luang University, THA Naresuan University, THA
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11. Fee

Tuition:

Flat- Rate Tuition	42,000 THB
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Additional Fees:

Payap Housing Accommodation	4,000-6,000 TBH per month
Visa Processing	20,000-28,000 TBH per year
Personal Expenses	N/A

Important Note These fees are an approximate of costs incurred when attending our program. Costs may vary depending on a student's choice of housing or lifestyle. It is the student's responsibility to plan thoroughly to best financially support themselves during their academic journey. For assistance regarding housing, visa arrangements, or tuition please contact thanwa_b@payap.ac.th, waruth_k@payap.ac.th, meallem_m@payap.ac.th.

12. Course Schedule

Week	Course	Topics
1	MODULE 1 Introduction to Social Business and Social Impact	Introduction: The Importance of Social Impact and Social Business • Definition of Social Impact and Social Business • Differences between Social Enterprises and Non-Profit Organizations (NGOs) • Roles of the Center for Social Impact and the Payap Social Business Center
2		Overview of the Center for Social Impact • History and mission of the center • Organizational structure and key stakeholders • Major ongoing projects • Case studies of successful initiatives
2-3		Overview of Payap Social Business Center • Mission and objectives of the center • Support for social enterprises within the university • Related activities and projects • Connections with entrepreneurs, students, and the local community

3-4		Practical Guidelines and Opportunities for Students • How students can participate in the center's projects • Developing student-led social enterprises • Funding sources, support, and relevant networks • Case studies of student involvement Workshop & Course Summary (3 Hours) • Workshop: Designing a social enterprise concept relevant to students • Presentations and feedback from instructors • Q&A session and key takeaways
1	MODULE 2 Social Business Development	Concepts and Principles of Social Business • Definition and significance of social business.
2		• Differences between social business and traditional business. • Shared Value concept and Sustainable Development Goals (SDGs).
3		Designing Social Business • Identifying social and environmental problems.
4		• Social Business Model Canvas. • Revenue generation alongside social impact creation.
5		Strategy and Operations • Marketing strategy planning for social businesses.
6		• Sustainable supply chain management. • Building business networks and partnerships.
7-8		Project Presentation • Learners present their designed social business projects. • Feedback and project improvement. • Preparing a real-world implementation plan
1		Fundamentals of Consumer Behavior in the Digital Age • Concepts and theories related to consumer behavior

	MODULE 3 Consumer Behavior in the Digital Age	● Factors influencing consumer behavior in the digital Age: ○ Internal factors: Needs, beliefs, values, and attitudes ○ External factors: Society, culture, technology, and digital media
2		● The role of technology and social media in consumer behavior Trends in Modern Consumer Behavior ● Consumer behavior across generations: Gen Z, Millennials, and Baby Boomers in the digital age
3		● Social enterprise concepts and their connection to consumer behavior ● Trends in sustainable consumption ● Online vs. offline purchasing behavior
4		Analyzing Consumer Behavior for Social Enterprise Development ● Using Big Data and AI to analyze consumer behavior ● Psychological marketing techniques to influence consumer decisions
5		● Designing customer experiences (CX) for social enterprises Strategies and Case Studies ● Marketing strategies tailored to modern consumer behavior
6		● Case studies of social enterprises leveraging consumer behavior data ● Developing business plans using consumer behavior insights
7-8		Designing Social Marketing Strategies ● Brand communication strategies that build trust and create positive impact ● Designing products and services that align with consumer needs and social good

		Measuring social and environmental impact of business operations
1	MODULE 4 Sharing Economy	Fundamentals of the Sharing Economy Definition and evolution of the Sharing Economy
2		- Key drivers behind its growth - Technologies enabling the Sharing Economy
3		Business Models in the Sharing Economy (10 Hours) - Types of Sharing Economy platforms - Value creation and revenue structures
4-5		- Case studies: Airbnb, Uber, Grab, and other platforms Challenges and Solutions (10 Hours) Legal and policy issues - Regulations on Sharing Economy platforms in Thailand and globally - Tax requirements and business registration - Labor laws and workers' rights - Data protection and privacy laws - Building trust and maintaining service quality - Social and economic impacts
6		Designing a Sharing Economy Business Model (10 Hours) Identifying business opportunities in the Sharing Economy
7		- Business model design and growth strategies - Pitching business ideas and innovation proposals
1	MODULE 5	Digital Marketing Concepts for Social Enterprises The importance of digital marketing in the modern age.
2		- Challenges and opportunities for social enterprises in digital marketing. - Branding strategies that communicate social values.
3		Digital Marketing Strategy Analyzing target audiences and online consumer behavior.

4	Digital Marketing for Social Entrepreneurship	● Planning an effective digital marketing strategy. ● Using data analytics tools (e.g., Google Analytics).
5		Content Creation and Social Media Usage ● Creating content that reflects social values.
6		● Utilizing social media platforms (Facebook, Instagram, Twitter, LinkedIn) for engagement. ● Managing online communities.
7-8		Online Advertising and Visibility Enhancement ● Running online advertisements (Facebook Ads, Google Ads) to reach target audiences. ● Increasing visibility through SEO (Search Engine Optimization). ● Using email marketing to build customer relationships.

Program Coordinator:

Michael Jack Meallem

Director, Payap Yunus Social Business Center, Payap University

Asst.Prof Thanwa Benjawan

Program Lead, Payap Yunus Social Business Center, Payap University

Frequently Asked Questions.

1. Can I get an ED Visa for this program.

Yes. This program fulfils the requirement of the Royal Thai Immigration regulations for the minimum number of classroom hours. Once you are accepted and have paid the tuition fee, you will be issued an acceptance letter and all the documents required to apply for an ED visa in a country/ Embassy of your choice.

2. How long will my visa be valid for?

Generally, an ED visa is valid for the length of the program which in this case is 12 months, but the exact length is always at the discretion of the Royal Thai Immigration Officer.

3. Do I need to attend class regularly and in-person?

YES! You are required by Thai Immigration law to attend a minimum of 80% of classes in order to keep your immigration status. All classes in program are in-person and taught at our Mae Kao Campus.

4. What happens if I don't attend the minimum number of classes?

Failure to meet the minimum attendance of 80% may mean your visa will be cancelled and you will be staying in Thailand illegally.

5. Does Payap University have accommodation on-campus for students?

Yes. Payap has a student dormitory and guest house which are available at different price ranges and these can be booked on a first-come-first basis. If you are interested, please contact us for further information.

6. Do I need to have any educational qualifications or professional work experience to join this program.

As this is a certificate program, the only requirement is that your level of English is suitable for taking a program taught exclusively in English.

7. How many hours will I need to study per week?

On average, you will need to study in-class 5-6 hours per week and there may be some additional reading or project work.

8. Can I use the university's facilities while studying on this program

Yes. As a participant in this program, you will be issued a Payap Student ID which will allow you to access all of the university's facilities and services.