



**Payap-Yunus
Social Business Center**



Certificate in Social Enterprises Creation and Management

ประกาศนียบัตร
การจัดการและการสร้างธุรกิจเพื่อสังคม

2025

Payap University

Name of Program: Certificate in Creating Social Enterprises in a Cross-Cultural Context

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1. **Responsible Unit:** Payap Yunus Social Business Center, Payap University
2. **รูปแบบการจัดการเรียนการสอน : Project-Based Learning:** in which students work on projects that are related to real-world problems and require research and creative skills.

3. Background

3.1. Overview

The short course program Creating Social Enterprises in Cross-Cultural Contexts. has been developed by the Center for Social Impact (CSI) and the Payap-Yunus Social Business Center (PYSBC), Payap University. The program aims to enable students to create and manage projects effectively, help students understand the approach to creatively building businesses through innovation, understand cultural differences, and be able to communicate across cultures effectively.

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 "Project Management and Business Innovation in Cross-Cultural Contexts." 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 business. 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 enable students to create and manage projects effectively.
2. To help students understand the approach to creatively building businesses through innovation.
3. To understand cultural differences and be able to communicate across cultures effectively.
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. **Instructional Models/Teaching Methods:** Project-Based Learning (PjBL)

6.4. **Method of Instruction:** Onsite ONLY

6.5. **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 Business and Social Impact	20 Hours
MODULE 2 Principles of Social Enterprises Creation	45 Hours
MODULE 3 Culture Powers Social Business Innovation	45 Hours
MODULE 4 Experiential Learning	45 Hours
MODULE 5 Cross-Cultural Communication	45 Hours
TOTAL	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.

Principles of Social Enterprises Creation

This course provides a comprehensive understanding of the principles of social enterprises and management. It explores the fundamental concepts, strategies, and best practices required to develop and sustain social enterprises that balance social impact and financial sustainability. Students will develop their own social enterprise concepts, create business plans, and explore management strategies. By the end of the course, students will be equipped with the knowledge and skills necessary to establish and manage a socially responsible and financially viable business.

Culture Powers Social Business Innovation

This course focuses on understanding the concepts and processes of transforming culture into commercial products. Learners will explore fundamental theories, successful case studies, and practical strategies for designing, developing, and marketing cultural products. The course also covers digital platform utilization to expand business opportunities. By the end of the course, learners will be able to apply these principles in creating products and services that reflect cultural identity in a business context.

Experiential Learning

This course is designed to provide students with firsthand experiences of Thai culture through interactive and enjoyable activities. These include Thai cooking, traditional dance, arts and crafts, folk games, and cultural festivals. Students will gain a deep understanding of Thai cultural elements and their significance, which they can apply in their daily lives.

Cross-Cultural Business Communication

This course explores the significance of cross-cultural communication in the modern business environment. Learners will develop an understanding of cultural differences, communication barriers, and strategies for effective interaction across diverse cultural settings. The course includes theoretical frameworks, real-world case studies, and practical applications to enhance adaptability and cultural intelligence. Key topics include cultural dimensions, negotiation techniques, conflict resolution, and digital communication in global business. Through interactive activities, learners will gain hands-on experience in cross-cultural collaboration and problem-solving.

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. Fees

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		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

4		Workshop & Course Summary - Workshop: Designing a social enterprise concept relevant to students - Presentations and feedback from instructors - Q&A session and key takeaways
1-2	MODULE 2 Principles of Social Enterprises Creation	Introduction to Social Enterprises • Definition and characteristics of social enterprises • Differences between social enterprises, NGOs, and traditional businesses • The role of social enterprises in addressing social issues
3-4		Business Models and Legal Structures (6 Hours) • Various social enterprise models (Nonprofit, Hybrid, For-Profit) • Choosing the right legal structure • Ethical considerations in social entrepreneurship
5-6		Developing a Social Enterprise Business Plan (8 Hours) • Defining mission and vision • Identifying target beneficiaries and market analysis • Designing sustainable business models
		Funding and Financial Sustainability • Sources of funding: grants, impact investors, crowdfunding • Revenue generation strategies • Financial management for social enterprises
		Measuring Social Impact • Introduction to impact assessment frameworks (SROI, Theory of Change)

		• Setting impact measurement indicators • Data collection and reporting for social enterprises
		Management and Leadership in Social Enterprises • Effective leadership skills for social entrepreneurs • Team building and stakeholder engagement • Scaling and sustaining a social enterprise
7-8		Workshop & Project Presentation - Student presentations on social enterprise concepts - Feedback and discussion on project feasibility
1-2	MODULE 3 Culture Powers Social Business Innovation	Concepts and Fundamentals - Definition of culture and cultural heritage - Principles of transforming culture into products - Case studies of successful cultural products in Thailand and internationally
3-4		Soft Power and Cultural Products Meaning of Soft Power: - Definition of Soft Power and its distinction from Hard Power - Examples of Soft Power in various contexts Types of Cultural Products: - Cultural products such as art, music, films, food, and fashion - How cultural products can communicate culture and create an image Role of Soft Power in Marketing: - The use of Soft Power to promote cultural products - Examples of brands that have succeeded through Soft Power
5-6		Marketing and Storytelling - Storytelling techniques and branding for cultural products

		- Pricing strategies and marketing approaches for cultural products - Creating immersive customer experiences
7-8		Digital Technology and Sales Channels - Utilizing digital platforms and social media for promotion - Expanding cultural products into international markets
1	MODULE 4 Experiential Learning	Introduction to Thai Culture • Thai identity from local and international perspectives • activity: <i>How well do you know Thailand?</i>
2		Thai Cuisine – A Taste of Culture • Workshop: Hands-on experience in making simple Thai dishes (e.g., Som Tum, Mango Sticky Rice) • Food tasting: Exploring flavors from different regions of Thailand
3		Thai Arts and Handicrafts • Workshop: Hands-on experience in traditional Thai crafts (e.g., silver embossing, banana leaf folding) • Learning about Thai patterns and creating unique designs
4		Thai Costumes and Performing Arts • Workshop: Learning and performing traditional Thai and Lanna dances • Understanding the history behind Thai performances and costumes
5		Festivals and Beliefs • Workshop: Crafting Thai festival items (e.g., making Krathongs or Lanna-style <i>Tung</i> flags) • Learning about Thai beliefs, zodiac signs, and auspicious traditions
6		Thai Culture in Daily Life • Workshop: Practicing the Thai <i>wai</i> and proper etiquette in social settings • Role-playing Thai expressions in various situations
7		Reflection and Experience Sharing • Students share their favorite experiences from the course • Mini exhibition showcasing student projects and cultural experiences
1-2		Introduction to Culture and Cross-Cultural Communication Definition of culture and cultural dimensions (Hofstede, Trompenaars).

	MODULE 5 Cross-Cultural Communication	- Importance of cross-cultural communication in business. - Case studies: Successes and failures in cross-cultural communication.
2-3		Cultural Differences in Business - Cultural dimensions affecting business (Individualism vs. Collectivism, Power Distance, Uncertainty Avoidance). - Differences in decision-making, negotiation, and time management. Corporate culture in multinational organizations.
4-5		Cross-Cultural Communication Skills - Verbal and non-verbal communication. - Effective listening in cross-cultural contexts. - Using appropriate language and avoiding misunderstandings.
6-7		Digital Cross-Cultural Communication - Challenges of online communication in multicultural environments. - Using technology for effective communication. - Writing culturally appropriate emails and business documents.
7-8		Real-World Application - Analyzing business partner cultures. - Preparing for international work or business travel. - Group project presentation: Designing a cross-cultural communication plan.
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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.