



Payap-Yunus
Social Business Center



Certificate in Social Enterprises Creation
and Management : SECM (Foundation Program)

ประกาศนียบัตร การจัดการและการสร้างธุรกิจเพื่อสังคม
(ระดับพื้นฐาน)

2026

Payap-Yunus Social Business Center (P-YSBC)

And

Center for Social Impact (CSI)

Payap University

**Name of Program : Certificate in Social Enterprises Creation and Management :
SECM (Foundation Program)**

1. **Name of Certificate :** Certificate in Social Enterprises Creation and Management : SECM
(Foundation Program)
2. **Responsible Unit :** Payap-Yunus Social Business Center / Center for Social Impact
3. **Teaching and Learning Model :** Project-Based Learning (PBL)
4. **Background**

4.1 Overview

The short course program Social Enterprises Creation and Management (Foundation Program) has been developed by the Center for Social Impact (CSI) and the Payap-Yunus Social Business Center (P-YSBC), 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 (P-YSBC), 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, P-YSBC 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 Enterprises Creation and Management (Foundation Program)"** 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).

4.2 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** The program is open exclusively to international students (non-Thai nationals)
- 5.2** Applicants must have English language proficiency skills suitable for a program taught exclusively in English

6. Program Structure

- 6.1 System of Study:** 3 Modules
- 6.2 Duration of Study:** 108 hours / 6 Months (16 January - 16 July 2026)
- 6.3 Instructional Models/Teaching Methods:** Project-Based Learning (PBL)
- 6.4 Method of Instruction:** Onsite 80%, Online 20%
- 6.5 Application Period:** 5 January – 15 January 2026
- 6.6 Maximum No. of Students:** 25/section
- 6.7 Language of Instruction:** English
- 6.8 Days and Time of Instruction:** Classes are held 2 days/week, on Tuesdays and Fridays, from 9:00 a.m. to 12:00 p.m.
- 6.9 Teaching Venue:** Training Room, Center for Social Impact Building, Payap University
- 6.10 Number of intakes per year:** Maximum 2

7. Requirements for Graduation

1. The student must fulfill all requirements as set forth in the curriculum.
2. The student must fulfill 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

7.2 Guidelines for Monitoring International Student Attendance

1. Instructors and program advisors at the Payap-Yunus Social Business Center are responsible for monitoring international students' academic performance and participation in various activities, as well as coordinating visa-related matters.
2. Attendance for each course must be recorded weekly by the respective instructor using a physical attendance sheet. Additionally, student participation in program activities must be documented through signed attendance records and photographic evidence.
3. Instructors are required to submit a Post-Teaching Note to the Payap-Yunus Social Business Center upon completion of the required teaching hours for each course.
4. Students must maintain a minimum attendance rate of 80% for both class sessions and academic activities. If a student's attendance falls below this requirement, the instructor must notify the program advisor to investigate the reasons. Should unjustified absences be confirmed, the Payap-Yunus Social Business Center will proceed with visa revocation for the student in question.

8. Evaluation of Teaching and Learning Management

The evaluation of teaching and learning management for the **Certificate in Social Enterprises Creation and Management: SECM (Foundation Program)** is designed to ensure the quality, effectiveness, and continuous improvement of the program in alignment with its objectives and learning outcomes. The evaluation framework emphasizes both learning processes and learning outcomes under the Project-Based Learning (PBL) approach.

8.1 Evaluation of Student Learning Outcomes (Revised with Assessment Methods)

Student learning outcomes are assessed based on students' ability to apply knowledge, skills, and attitudes acquired throughout the program. Assessment is conducted using clearly defined criteria and evaluation tools, including rubrics, observation checklists, and assignment guidelines. The assessment methods include:

1. Class Participation and Engagement

Evaluation of students' active participation in discussions, workshops, and collaborative learning activities, assessed through:

- Instructor observation
- Participation checklists
- Qualitative evaluation based on predefined participation criteria

2. Group Assignments and Project Work

Assessment of group-based projects that demonstrate students' understanding of social enterprise concepts, problem-solving abilities, creativity, and teamwork, evaluated using:

- Project evaluation rubrics
- Assessment of project outputs and processes
- Peer and instructor feedback

3. Reports and Presentations

Evaluation of written reports and oral presentations focusing on clarity of ideas, feasibility of social enterprise concepts, and alignment with social impact principles, assessed through:

- Written report assessment rubrics
- Presentation evaluation criteria
- Instructor feedback on content, structure, and delivery

4. Attendance Requirement

Students must attend at least 80% of all scheduled class sessions and academic activities. Attendance is monitored through:

- Attendance records
- Participation logs

Students who do not meet the attendance requirement are not eligible for course completion under the Pass/Fail grading system.

8.2 Evaluation of Teaching and Learning Processes (Revised with Evaluation Methods)

The effectiveness of teaching and learning management is evaluated through systematic review and feedback mechanisms, focusing on instructional design, teaching methods, and the learning environment. Evaluation is conducted using documented evidence and structured assessment tools, including surveys, observation, and course review meetings. The evaluation includes:

1. Appropriateness of Teaching Methods

Assessment of the suitability of Project-Based Learning (PBL), workshops, and experiential learning activities in supporting intended learning outcomes, evaluated through:

- Classroom observation by program coordinators or academic committees

- Review of lesson plans and learning activity designs
- Student feedback collected through course evaluation surveys

2. Integration of Theory and Practice

Evaluation of how effectively theoretical knowledge is integrated with real-world social enterprise case studies, field activities, and practical exercises, assessed by:

- Review of course content and learning materials
- Analysis of student assignments and project outputs
- Student reflections and feedback on learning experiences

3. Learning Resources and Facilities

Review of teaching materials, learning resources, and facilities to ensure they adequately support student learning, conducted through:

- Evaluation of teaching and learning materials
- Student satisfaction surveys related to learning resources
- Instructor and program team review meetings

8.3 Evaluation of Instructors (Revised with Evaluation Methods)

Instructor performance is evaluated to ensure effective delivery of course content and appropriate learner support. The evaluation is based on multiple sources of evidence to ensure fairness and continuous improvement, including student feedback, peer review, and self-reflection. Evaluation criteria include:

1. Clarity and Organization of Instruction

Assessment of the instructor's ability to clearly explain concepts, structure learning activities, and manage classroom time effectively, evaluated through:

- Student evaluation questionnaires
- Peer observation or academic supervision reports
- Review of teaching plans and instructional materials

2. Student Engagement and Facilitation

Evaluation of the instructor's effectiveness in encouraging student participation, critical thinking, and collaborative learning, assessed through:

- Classroom observation
- Student feedback surveys
- Review of learning activities and facilitation methods

3. Feedback and Academic Support

Assessment of the quality, relevance, and timeliness of feedback provided to

students on assignments, projects, and presentations, evaluated by:

- Review of feedback provided on student work
- Student satisfaction surveys
- Instructor self-reflection and course review reports

8.4 Student Satisfaction Evaluation

Student feedback is collected through surveys or questionnaires at the end of each module or upon completion of the program to assess:

1. Satisfaction with course content, teaching methods, and learning activities.
2. Perceived relevance of the program to students' academic, professional, and social enterprise goals.
3. Overall learning experience and suggestions for improvement.

8.5 Utilization of Evaluation Results

The results of the evaluation are systematically reviewed by the Program Coordinator and the responsible units, namely the Payap-Yunus Social Business Center (P-YSBC) and the Center for Social Impact (CSI). The findings are used to:

1. Improve course content and instructional methods.
2. Enhancing learning activities and assessment approaches.
3. Support continuous development and quality assurance of the short-term program in subsequent intakes.

9. Curriculum

MODULE 1 Introduction to Social Business and Social Impact	36 Hours
MODULE 2 Principles of Social Enterprises Creation	36 Hours
MODULE 3 Culture Powers Social Business Innovation	36 Hours
TOTAL	108 Hours

10. Course Descriptions

MODULE 1: Introduction to Social Business and Social Impact

This course provides an in-depth introduction to the Center for Social Impact and the Payap-Yunus 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.

MODULE 2: 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.

MODULE 3: 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.

11. 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

12. Course Coordinator:

Asst. Prof. Thanwa Benjawan

13. Fees:

Tuition:

Flat - Rate Tuition	25,000 THB
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14. 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-Yunus 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
3		Overview of Payap-Yunus 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
4-5		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
6		Workshop & Course Summary • Workshop: Designing a social enterprise concept relevant to students • Presentations and feedback from instructors • Q&A session and key takeaways

Week	Course	Topics
1	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
2		Business Models and Legal Structures - Various social enterprise models (Nonprofit, Hybrid, For-Profit) - Choosing the right legal structure - Ethical considerations in social entrepreneurship
3		Developing a Social Enterprise Business Plan - Defining mission and vision - Identifying target beneficiaries and market analysis - Designing sustainable business models
4		Funding and Financial Sustainability - Sources of funding: grants, impact investors, crowdfunding - Revenue generation strategies - Financial management for social enterprises
5		Measuring Social Impact - Introduction to impact assessment frameworks (SROI, Theory of Change) - Setting impact measurement indicators - Data collection and reporting for social enterprises
6		Management and Leadership in Social Enterprises - Effective leadership skills for social entrepreneurs - Team building and stakeholder engagement - Scaling and sustaining a social enterprise
	Workshop & Project Presentation - Student presentations on social enterprise Concepts - Feedback and discussion on project feasibility	

Week	Course	Topics
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
4-5		Marketing and Storytelling • Storytelling techniques and branding for cultural products • Pricing strategies and marketing approaches for cultural products • Creating immersive customer experiences
5-6		Digital Technology and Sales Channels • Utilizing digital platforms and social media for promotion • Expanding cultural products into international markets

15. Learning Outcomes

Module 1: Introduction to Social Business and Social Impact

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
1	Introduction: The Importance of Social Impact and Social Business	1. Define the core concepts and significance of Social Impact and Social Business. 2. Differentiate between Social Enterprises and Non-Profit Organizations (NGOs). 3. Identify the roles and scopes of the Center for Social Impact and the Payap-Yunus Social Business Center.	1. Class Participation and Discussion
2	Overview of the Center for Social Impact	1. Describe the history, mission, and organizational structure of the Center for Social Impact. 2. Identify the center's key stakeholders and major ongoing projects. 3. Discuss case studies of successful initiatives and their key success factors.	1. Class Participation and Discussion
3	Overview of Payap-Yunus Social Business Center	1. Explain the mission and objectives of the Payap-Yunus Social Business Center. 2. Identify the types of support the center provides to social enterprises within the university. 3. Describe the center's connections with entrepreneurs, students, and the local community.	1. Class Participation and Discussion

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
4-5	Practical Guidelines and Opportunities for Students	1. Identify avenues and methods for student participation in the centers' projects. 2. Outline the basic steps for developing a student-led social enterprise. 3. Analyze potential funding sources, support mechanisms, and relevant networks for starting a social business.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation
6	Workshop & Course Summary	1. Design a preliminary concept for a social enterprise relevant to a student context. 2. Present their concept and respond constructively to feedback from instructors and peers. 3. Summarize the key takeaways and essential lessons from Module 1.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation

MODULE 2: Principles of Social Enterprises Creation

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
1	Introduction to Social Enterprises	1. Define a social enterprise and list its key characteristics. 2. Compare and contrast social enterprises with traditional businesses and NGOs using key differentiating factors. 3. Explain the unique role social enterprises play in addressing social and environmental issues.	1. Group Assignments 2. Class Participation and Discussion

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
2	Business Models and Legal Structures	1. Categorize the primary social enterprise models (Nonprofit, Hybrid, For-Profit). 2. Evaluate the suitability of different legal structures for a given social enterprise scenario. 3. Discuss key ethical considerations and potential dilemmas in social entrepreneurship.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation
3	Developing a Social Enterprise Business Plan	1. Formulate a clear mission and vision statement for a social enterprise. 2. Identify a target beneficiary group and conduct a basic market analysis for a proposed social enterprise. 3. Outline the key components of a sustainable business model for a social enterprise.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation
4	Funding and Financial Sustainability	1. Identify and compare various funding sources available to social enterprises (e.g., grants, impact investment). 2. Develop a basic revenue generation strategy for a social enterprise concept. 3. Explain the fundamental principles of financial management specific to social enterprises.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation
5	Measuring Social Impact	1. Describe common social impact assessment frameworks such as SROI and Theory of Change. 2. Develop a set of preliminary key performance indicators (KPIs) to measure social impact. 3. Outline a basic process for data collection and impact reporting.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
6	Management, Leadership & Workshop	1. Identify the essential leadership skills and management challenges specific to social enterprises. 2. Develop a basic strategy for team building and engaging key stakeholders. 3. Present a comprehensive social enterprise concept and defend its feasibility based on course principles.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation

MODULE 3: Culture Powers Social Business Innovation

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
1-2	Concepts and Fundamentals	1. Define the concepts of "culture" and "cultural heritage" in the context of social business. 2. Explain the fundamental principles for transforming intangible culture into tangible products or services. 3. Analyze case studies of successful cultural products from Thailand and abroad to identify key success factors.	1. Class Participation and Discussion
3-4	Soft Power and Cultural Products	1. Define "Soft Power" and distinguish it from "Hard Power." 2. Categorize different types of cultural products (e.g., art, music, food, fashion) and their cultural significance. 3. Explain how cultural products communicate values and create a national or regional image. 4. Analyze the role of Soft Power in marketing and identify brands that have successfully leveraged it.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
4-5	Marketing and Storytelling	1. Apply storytelling techniques to build a compelling brand narrative for a cultural product. 2. Develop appropriate pricing and marketing strategies tailored to cultural products. 3. Design a concept for an immersive customer experience that enhances the value of a cultural product.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation
5-6	Digital Technology and Sales Channels	1. Formulate a strategy for using digital platforms and social media to promote cultural products. 2. Identify key considerations and channels for expanding the reach of cultural products into international markets.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation

Program Coordinator:



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.