



SUSTAINABILITY
INSTITUTE

USB Executive
Development
University of Stellenbosch Business School



SUSTAINABLE ENTERPRISE

21 - 26 August 2017

www.sustainabilityinstitute.net



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Sustainable Enterprise

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This course will investigate the concept of Social Entrepreneurship/Enterprise, and what this looks like both in the developed as well as in the developing world, with special emphasis on Social Entrepreneurship in South Africa. The course will explore how Social Entrepreneurship differs to traditional entrepreneurship, as well as how it relates to Social Innovation. We will look at various examples of Social Enterprises and the kinds of business models used, as well as their legal structures and the implications thereof. We will discuss innovative financing approaches and what would be appropriate for which stage of the enterprise. Finally we take a look at how one can measure and evaluate the impact social enterprises have.

The course will also delve into topics such as leading change in organisations and society, and students will get the opportunity to discover their own leadership and entrepreneurial qualities through practical applications of concepts and frameworks.

WHO SHOULD ATTEND

Anyone who has an enterprise idea, regardless of what stage the idea is at, or who has ambitions to become a changemaker will enjoy and benefit from this module. The module will also be of interest to anyone wanting to learn more about the concept of social enterprise/entrepreneurship and the bigger trends in business and in the political economy that will have an impact on how we run our enterprises and organisations in the future.

VENUE AND TIME

This course will be presented at the Sustainability Institute at Lynedoch Ecovillage, Lynedoch Rd (off R310 Baden Powell Drive), Stellenbosch. It will run Monday to Friday from 08:15 to 17:15 and Saturday from 09:00 to 13:00. Directions can be obtained from Google maps or www.sustainabilityinstitute.net.

TRAVEL AND ACCOMMODATION

Accommodation and travel are for your own account. Accommodation is available directly adjacent to the venue in the heart of Lynedoch Ecovillage at Drie Gewels Guesthouse. For bookings and rates please see our website, contact +27 (0)21 881 3196 or email hospitality.si@sustainabilityinstitute.net.

APPLICATION

Contact the Short Course Administrator, Carrie Kerns, at cakerns@usb-ed.com or +27 (0) 11 460 6987 to receive this information. Applications close strictly 2 working weeks prior to course commencing, accompanied by full payment of course fees.

COURSE FEES

R9 500 per short course including lunches and tea breaks (Mon - Fri).

CERTIFICATION

Attendees who satisfy the minimum performance requirements i.e. attendance of the full 6-day course, full participation and contribution to class and group projects, will be awarded a Certificate of Attendance from USB-ED.

PRESENTER

VANESSA VON DER HEYDE

Vanessa von der Heyde is the programme coordinator of the Sustainable Enterprise stream at the Sustainability Institute and an extraordinary lecturer with the SPL at the University of Stellenbosch. Vanessa is also a Director of a non-profit organisation which was born out of her research and that she established upon the completion of her Master's degree in Sustainable Development. She has since then also completed the Social Entrepreneurship Certificate Programme at the Gordon Institute of Business Science at the University of Pretoria.