

**Daffodil**  
*International*  
**University**

Supported by



Yunus Centre



**International**  
**Social Business**  
**Summer Program**

New Minds for New World  
July 12-22, 2019



**ISBSP**  
International Social Business Summer Program

<https://isbsp.daffodilvarsity.edu.bd>  
#isbsp2019



# Key Facts

1. Daffodil International University (DIU) is one of the first universities working on Social Business movement since its inception. The Yunus Social Business Centre of DIU has created many unique resources on Social Business so that students can create positive impact for the society.
2. ISBSP 2019 is a 10 day long summer school that offers a course entitled Social Business for Sustainable Development to provide an introduction and a deeper understanding on Social Business. It teaches how to identify pressing social problems and create solutions while harnessing their entrepreneurial spirit.
3. Leading academicians and Managing Directors of Social Business Companies will conduct classes and participants will be able to learn from their life experiences. It's an opportunity to make networks with leading social business companies & activists.
4. Participants will have the honor to meet Nobel Laureate Professor Muhammad Yunus and receive certificate of participation.



# About Social Business

With the idea of social business, Professor Muhammad Yunus has introduced a new dimension for capitalism: a business model that does not strive to maximize profits but rather to serve humanity's most pressing needs. In a social business.

1. The investors/owners can gradually recoup the money invested, but cannot take any dividend beyond that point.
2. The Purpose of the investment is purely to achieve one or more social objectives through the operation of the company; no personal gain is desired by the investors.
3. The company must cover all costs and make a profit, at the same time achieve the social objectives in a business way.

Course Title: Social Business for Sustainable Development

Course Code: SB102

Academic Credit: 03 (Three)

## Course Content:

Sessions	Social Business & Its Chemistry Social Business in Global Platform Social Business Creation Financial Aspects of Social Business Marketing for the Sustainability of Social Business Managing Social Business
Group Works	Social Business Model Canvas Interviews Market Analysis Financial Analysis
Field Visits	Yunus Centre Grameen Bank Branch Social Business Industrial Park Grameen Caledonian College of Nursing Grameen Intel Social Business Limited
Panel Discussion	Social Business & SDGs
Social Business Design Lab	Pitching & Review

Participants will get mentoring support after the program for transforming the ideas into action



## Pedagogy:

Participatory Approach of teaching: It will be a combination of experiential, traditional and the case method of learning and sharing knowledge that includes case studies, group exercises, field visits, interactive discussions and presentations.

## Apps:

Participants will have access to the ISBSP app for relevant documents which include reference articles, videos, Power Point slides, etc.

## Class:

Sessions will be conducted by expert(s) with in-depth knowledge of respective fields. The duration of the class is 80 minutes each.

## Assessment:

Participants will be evaluated through written examination, group works, presentation and online assessment



## Learning Outcomes:

1. Create own social business and differentiate between Conventional Business and Social Business as well as NGOs.
2. Gather support from stakeholders and turn their business idea into a real business.
3. Enhance the leadership skills to solve a particular social problem of the world and acquire social entrepreneurship mindset

## Awards & Certificates:

1. 3 academic credits upon successful completion
2. Certificate of Participation signed by Professor Muhammad Yunus
3. Best Social Business Idea Award







### Cultural Visits:

1. Ancient Panam City
2. National Memorial & Museum
3. Local Village
4. Shopping & City tour

### Cross Cultural Activities:

1. Cultural Night
2. Sports (Local Sports, Treasure Hunt, Golf, Cricket etc)
3. BBQ Night
4. Campfire
5. Fruit Fest

## Registration Fees:

General Registration: USD 800

Students: USD 500

(The registration fee will cover tuition, accommodation in campus dormitory, meals, field visits & airport transfer)

Undergraduate/Postgraduate students and university alumni are eligible to apply.

Age limit: Not more than 35 years.

For more & registration:

<http://isbsp.daffodilvarsity.edu.bd>

Registration Deadline: June 10, 2019

## Contact:

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# B e a u t i f u l Bangladesh

The beauty of Bangladesh knows no bound. Its colorful six seasons, vast plain paddy fields, graceful rivers and river sides, the green villages, many historical land marks, longest sea beach & largest mangrove forest in the world and warm-hearted people accepting guests can leave a mark in anyone's heart of the enchanting beauty of Bangladesh.





# Spotlight

Nobel Laureate Professor Dr. Muhammad Yunus is the founder of Grameen Bank and more than 50 companies in Bangladesh.

He is the father of Microcredit system as well as Social Business that are now being implemented all around the world. Professor Yunus was the 2006 recipient of Nobel Peace Prize together with Grameen Bank. In 2006, the Time Magazine ranked him as one of the top 12 business leaders. He is one of only seven persons to have won the Nobel Peace Prize, Presidential Medal of Freedom, and the Congressional Gold Medal. For his constant innovation and entrepreneurship, the Fortune Magazine named Professor Yunus as "One of 12 greatest entrepreneurs of our time". Professor Muhammad Yunus was installed as Chancellor of Glasgow Caledonian University in October 2012.

His creation of Social Business has opened new dimensions for the global economic thinkers.

# Experience Notes from Participants:



**Raleigh Chuang**  
Taiwan

It has also enlightened me on how to solve these problems within business and how to use the proceedings to generate non-profit social impact. Meeting Prof. Yunus and exploring the endless social business initiatives really inspired me to devote my future self into social business.

I have personally been touched by the field visits where you see real life living conditions of the workers.



**Louis Delannoy**  
France



**Winnelyn D. Villagracia**  
Philippines

It's not just a program where you learn from the speakers and have challenges to overcome, but it is also a personality growing experience for me.

We especially enjoyed this country because it is the birthplace of social business, making the teachings of this topic even more enriching for us.



**Adrien Legrain**  
Switzerland



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