

## The partners

The University of Basel has an international reputation of outstanding achievements in research and teaching. **The Center for Philanthropy Studies (CEPS)** at the the University of Basel is an interdisciplinary research institute and a think-tank for philanthropy.

**BOOKBRIDGE FOUNDATION** is a social enterprise that sets up learning centers as social businesses in rural communities in Mongolia, Cambodia and Sri Lanka and offers real-life case studies for professionals to learn state-of-the-art business skills and to develop as responsible leaders while creating sustainable impact as entrepreneurs.

## Educating Talents since 1460.

University of Basel  
Center for Philanthropy Studies  
Steinengraben 22  
4051 Basel  
Switzerland  
T +41 61 207 23 92  
ceps@unibas.ch

www.ceps.unibas.ch  
Initiated by: Swiss**Foundations**



University  
of Basel

Center for  
Philanthropy Studies



# Global Social Entrepreneurship.

Shaping the Next Generation of Nonprofit Leaders

Certificate of Advanced Studies (CAS)

in partnership  
with BOOKBRIDGE



ADVANCED STUDIES

## Think Global, Act Local



Prof. Dr. Georg von Schnurbein



Dr. Carsten Rübsaamen

Our world faces problems that do not end at country borders or continental shorelines. Challenging these problems requires a new way of thinking by leaders of nonprofits, businesses, and social enterprises. Our certificate course offers you an exclusive opportunity to improve your management and leadership skills when acting in a global environment – and to put a worthwhile tangible project into practice.

### A unique combination of theory and practice

Renowned professors from the University of Basel teach you the fundamentals of nonprofit management with a special focus on social entrepreneurship, governance, behavioral economics, and social impact measurement.

### A leadership experience in Cambodia

At the same time, you set out to build up your own social enterprise in one of Asia's emerging economies. Guided by the international BOOKBRIDGE FOUNDATION, you will develop and implement a business plan for a learning center as a fully independent social enterprise. Eight days on-site in Cambodia provide the opportunity for a transforming leadership experience.

The course is designed to run in sync with your professional schedule. Three modules in Basel and one virtual module are blended with off-site virtual teamwork to ensure minimal disruption of professional life.

### A program designed for you?

The CAS in Global Social Entrepreneurship addresses directors, project managers, and high potentials at nonprofit organizations, foundations, and international organizations as well as CSR managers at multi-national companies, philanthropic advisors and future social entrepreneurs.

We invite you to kick off your learning journey together with us in our next program. We will challenge you to learn, develop and create sustainable development in Cambodia!

Prof. Dr. Georg von Schnurbein  
Director CEPS

Dr. Carsten Rübsaamen  
CEO & Co-Founder BOOKBRIDGE

## General Information

**START:** September 25, 2017: University of Basel  
**DURATION:** 18-day course in 5 modules spread over 7 months plus 3 h/week of virtual work  
**FEE:** EUR 9,100 / CHF 9,800  
**REQUIRED:** minimum of 3 years work experience, advanced level English skills  
**CAS CERTIFICATION:** 15 credits

### Special Option

**Intensive Course Global Social Entrepreneurship**  
5-day-course split into 2 modules

**SCHEDULE:** September 25 – 27, 2017, Basel  
January 15 – 16, 2018, Basel  
**FEE:** EUR 3,200/CHF 3,500

**REGISTRATION DEADLINE:** September 10, 2017

## Schedule

<b>MODULE 1</b> September 25 – 28, 2017 Basel, Switzerland	Team set-up and project planning • <b>Social entrepreneurship</b> • <b>Innovation</b>
<b>MODULE 2</b> November 10, 2017	Virtual teamwork • <b>Outcomes initial research phase</b> • <b>Social value proposition</b>
<b>MODULE 3</b> January 15 – 17, 2018 Basel, Switzerland	Governance & Measurement • <b>Governance &amp; economics</b> • <b>Social impact measurement I</b>
<b>MODULE 4</b> March 10 – 17, 2018 Cambodia	On-site implementation • <b>Realisation Cambodia</b>
<b>MODULE 5</b> June 25 – 26, 2018 Basel, Switzerland	Evaluation and transfer • <b>Social impact measurement II</b> • <b>Leadership learning</b>

“This is much more than an education program, providing valuable insights and deepening understanding of social entrepreneurship. For me this is a life experience – offering myriad opportunities to learn and grow both personally and professionally.”

Curdin Duschletta, UBS  
Community Affairs Switzerland & Foundations and  
in the meantime BOOKBRIDGE board member



“The combination of valuable theoretical inputs and the practical experience within the business impact project is very unique. Apart from having a real impact, the course has taught me many practical life and business skills.”

Irene Schlatter,  
WeAct AG



“This CAS is a deep dive into building a business and gave me full exposure to the management in a intercultural environment. And last but not least the program really creates a social return.”

Albert Konrad,  
Kehrli & Zehnder

