SOCIAL ENTERPRISE EDUCATION:
A CASE STUDY OF THAI NGUYEN UNIVERSITY, VIETNAM

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PRESENTATION OUTLINE

• Thai Nguyen University – International School

• Social Enterprise Education Project (2012-2014)

• Green Business (Responsible Business)
THAI NGUYEN UNIVERSITY

• One of the key Regional Universities in Vietnam

• Home to over 90,000 students and 2,700 faculty

• TNU is composed:
  ❖ 10 Colleges (Uni of Technology, Uni of Education, Uni of Agriculture and Forestry, Uni of Medicine, Uni of Economics and Business Administration, Uni of Science,…)
  ❖ 3 Research Centres (Institution of Life Sciences, Research Institute of technology & Humanities, Research Development Institute of Advanced Industrial Technology)
  ❖ 8 Support Centres (Publish house, Centre for National Defense, Distance Training Centre, LRC, CFORD,…)

• Links with over 70 international partners
TNU – INTERNATIONAL SCHOOL

1.5 hour from Hanoi

5 Advanced undergrad programs

3 graduate programs

600 BS. students

300 Grad students

10 partner universities

3 different language training
SOCIAL ENTERPRISE EDUCATION PROJECT

• SEE project was conducted by the International School of Thai Nguyen University (ISTNU), Viet Nam in partnership with Manchester Metropolitan University (MMU) United Kingdom

• Financial support from the British Council, Hanoi and Thai Nguyen University

• Period: 1 November 2012 to 28 February 2014
SOCIAL ENTERPRISE EDUCATION PROJECT

• **Primary purpose:** include the study of Social Entrepreneurship in existing curricula of Thai Nguyen University
SOCIAL ENTERPRISE EDUCATION PROJECT

- **Major activities**
  - **Development of learning resources** in support of new curriculum including assessments such as case studies and student projects
  - **Awareness raising** programs for organizations, lecturers and students through: joint workshops; a joint MMU – TNU conference; seminars to disseminate learning
  - The **piloting** of the new curricula
  - **Professional Development of faculty** of the Responsible Business module
SOCIAL ENTERPRISE EDUCATION PROJECT

- Social Enterprise learning activities
  - Lecture, journal articles and texts
  - Fieldtrips and visits to working Social Enterprises, case studies, study tours, internships
  - Inviting Social Entrepreneurs for talks and seminars, collecting stories about social enterprises,
  - Open Days for Social Enterprises to promote their products & services, inviting Social Enterprises to the university’s Graduate Recruitment Days, Social Enterprise Clubs (working with Social Enterprises), and Social Enterprise Business Projects
SOCIAL ENTERPRISE EDUCATION PROJECT

❖ How to apply the SEE project to the training curriculum program of ISTNU:
  • Write a trial draft of new module called: Responsible Business
  • Developing learning resources of new module: Unit specification, lecture material, assessment, case study
  • Piloting of new module in the existing joint UK-VN programs
  • Organized seminars, workshops, and conferences to develop learning recourses and material
  • Joint delivery of the Responsible Business Module to include Social Enterprise contents for BA of International Business student
  • Evaluation of the student learning outcomes and teaching

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www.is.tnu.edu.vn
SOCIAL ENTERPRISE EDUCATION PROJECT

❖ What we have done:


• A training workshop on social enterprise education: A United Kingdom – Vietnam partnership between IS and Manchester Metropolitan University (Jul. 2013).

• The conference on Exchange knowledge and experience of teaching in CSR between ISTNU and Hanoi National University (Sep. 2013).

• A workshop on Understanding Social Enterprise between Centre for Enterprise (MMU) and ISTNU (Nov. 2013)
SOCIAL ENTERPRISE EDUCATION PROJECT

- Relevant organizations
  • CSIP (the Centre for Social Initiative Promotion), Spark (the centre for social enterprise support in Vietnam)
  • Vietnam Women’s Union
  • PLAN International, International Cooperatives Association
  • Vietnam Union of Science & Technology Associations
  • Vietnamese NGOs (e.g., those registered with VUSTA), International NGOs (e.g., SNV, World Vision), Disability Associations (e.g., Associations for the Blind, SOS Villages)
  • Agricultural cooperatives, Traditional craft villages
  • Community projects that make bio-gas, solar and wind energy, organic farms; Organisations that provide social care, job training for disadvantaged people
SOCIAL ENTERPRISE EDUCATION PROJECT

- **Project outcomes**
  - Incorporation of Social Enterprise Education the BA in International Business, through the core unit “Responsible Business”
  - An understanding of the potential relationships for business and Government with community based social enterprises
  - A collection of resources for study of social enterprise
  - The development of joint research projects in the field of Social Enterprise between TNU and the Centre for Enterprise at MMU
  - UK’s reputation is enhanced as a source of expertise and a partner for Social Enterprise development
  - Building new and strengthening SEE networks with universities not only in the UK, Vietnam but also other countries
SOCIAL ENTERPRISE EDUCATION PROJECT

“We have identified a broad range of organizations who are relevant to Social Enterprise Education in Vietnam, which can be used for Case Studies, and may like to participate in the delivery of the curriculum” - Dave Grealy, Manager International Education Partnerships, Thai Nguyen University
SOCIAL ENTERPRISE EDUCATION PROJECT

“Social Enterprise can be included in many business and management subjects, even if simply to consider how the business and management issues relate to Social Enterprise types of organizations” - Dr Susan Baines, MMU
SOCIAL ENTERPRISE EDUCATION PROJECT

“A social enterprise is a business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners” – Dr. Mike Bull, Centre for Social Enterprise, MMU.
SOzial ENTERPRISE EDUCATION PROJECT

- Ideas and recommendations
  - The study of Social Enterprise be incorporated into undergraduate business degrees at every university in Vietnam
  - Opportunities for joint research on:
    - The role of Social Enterprise in addressing disability issues in developing countries;
    - The role of Social Enterprise in making communities stronger in Vietnam
Social Enterprises in Vietnam

Overview
Statistics

167 social enterprises in 25 provinces
(Hanoi: 40%, Hochiminh city: 14%)

- Working sector:
  - Vocational training & job placement (56%),
  - Handicraft production (38%)
  - Health care services (20%)
Key social achievements

• Job creation: 8588 people, 2962 people with special circumstances (HIV/AIDS, disability, post drug treatment...)

• Improve the lives of 377,678 people:
  – Poverty reduction (70%)
  – Human’s wellbeing and development (30%)
  – Education and awareness raising (28%)
TOHE Social Enterprise

1) Applying creative art methodologies in creating a playground for children to learn visual art
2) Developing a new curriculum for disadvantaged children
3) Develop Train the Trainer Program targeting Teachers

Selected creative artworks and prints will be used towards making TOHE products

Set up of TOHE shop space
Sale of TOHE lifestyle products as key revenue driver. Profits from these products will be put towards creating the enabling environment & supporting for talented children.

For disadvantaged children, creativity is for personal development.
TOHE bring changes to the way children think, learn and act through creativity and play.
TOHE wants more and more parents and children to see the value of creativity.
Creativity arts is not only for enjoyment but the skills can be used towards building a career in the creative industry.
Talented children will be discovered and supported.

Disadvantaged Children (Age 4-10)  Create Enabling Environment  Outputs  Outcomes
A pioneering social enterprise supporting healer networks in the Northern-mountainous provinces, and to preserve traditional herbal knowledge and practices.

Our Herbs – Your Health

- Local knowledge of traditional herbs
- Special products of the region

Doctors using traditional herbs

- Reservation of herbal trees
- Build capacity for local communities
- Research & co-develop local herbal products
- Marketing & sales the products
- Promote transparency & protection of intellectual property rights

Vietherb

- Friendly high quality herbal products
- Awareness on reservation of traditional herbal

Customers
Bloom Microventures
Tours Transforming Lives

‘microfinance tours’ fund loans for maximum developmental impact and accomplish sustainability

- low-interest rate
- close relationships
- reach the neediest
SOLAR COOKERS

Energy Saving
Reduce Deforestation
Friendly Environment

Providing Solar Power devices, targeting vulnerable communities

Improve the life of poor women & children
ALL-ROUND INTEGRATION FOR PEOPLE WITH DISABILITIES (PWD)
Supporting Social Enterprises
THAI NGUYEN UNIVERSITY AS A SOCIAL ENTERPRISE EDUCATION AGENT IN VIETNAM

❖ Advantages

• Educational impact of Thai Nguyen University in the Northern region of Vietnam

• Advanced curricula imported from UK

• Existing collaboration with UK universities (MMU, DMU), support from British Council Vietnam, relationships with social enterprises, and existing collaboration with Thai Nguyen Provincial government

• Experience in advanced education and research
THAI NGUYEN UNIVERSITY AS A SOCIAL ENTERPRISE EDUCATION AGENT IN VIETNAM

❖ Through education

• Sharing the learning resources containing the learning contents of social enterprise with other colleges of TNU and other universities

• Professional development of faculty for the delivering of the social enterprise contents

• Awareness raising programs for organizations, lecturers and students through: workshops, conferences or seminars
THAI NGUYEN UNIVERSITY AS A SOCIAL ENTERPRISE EDUCATION AGENT IN VIETNAM

❖ Through research

• Conducting joint research on specific topics such as: The potential demand for SE in developing countries, The role of Social Enterprise in addressing disability issues in a developing country, etc.

❖ Through consultation

• Policy consultation for the government in developing social enterprises in Thai Nguyen and in Vietnam
Green business (Responsible Business)

GENERAL INFORMATION
1. Instructor information
   • Full name:
   • Organization: International School – Thai Nguyen University
   • Tel/email:

2. Unit Information
   • Unit Title: Green business (Responsible Business)
   • Keywords: Market, Demand, Supply, Policy, Equilibrium, Elasticity, Deadweight Loss, Social Welfare, International Business Environment
   • Number of credit: 4 Hours: 60
   • Academic program: BA International Business,
   BA Business Administration and Finance,
   BA Business and Management,
   BA Accounting and Finance
   • Type of unit: Core (required)
   • Faculty/Dept.: Department of Economics and Management
## Specific learning outcomes (SLOs)

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<thead>
<tr>
<th>10 Topics</th>
<th>SLOs</th>
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| 1. The coming age of Sustainable Business    | 1. Understand about *sustainable business*.  
<p>|                                               | 2. Have an ideas about sustainability paradigm, <em>sustainability as social justice</em>.                                                 |
|                                               | 2. State of the biosphere.                                                                                                           |</p>
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2. Free market environmentalism and free market ethics.  
3. Corporate social responsibility and the standard model. |
| 4. The failure of Market-based policies     | 1. Understand about market-based policies  
2. Critique of growth-base market model  
3. The ethics of the Conventional Model. |
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2. Policy Implications of Ecological Economics.  
| 6. The “Business Case” for sustainability and Sustainable business models | 1. Know about the business case for sustainability  
2. Model for sustainable business |
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| 7. Sustainable production and sustainable products | 1. Understand about sustainable production and sustainable products  
2. Life-cycle responsibility, dematerialization, and sustainable energy use.  
| 8. Sustainable consumption | 1. Understand about sustainable consumption  
2. Business’s Responsibility for consumption  
3. Philosophical Reflections on consumption |
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<td>2. Sustainable marketing.</td>
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V. LEARNING RESOURCES

1. Recommended text book

2. Related references
THANK YOU FOR YOUR ATTENTION!