

CENTER FOR
INCLUSIVE
INNOVATION &
ENTREPRENEURSHIP





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ENTREPRENEURSHIP

CIE

doodle



The Regional Center for Social Science
and Sustainable Development
Chiang Mai University

PRINCIPLE OF THE CURRICULUM

- *Rights-based Approach*
 - Non-discrimination and equality
 - Accountability and transparency
 - Participation, empowerment and the right to education
- *Active Citizenship Approach*
 - Active learning
 - Engage, Undertake & reflect
 - Achieve a change or benefit in society
 - Resist an unwanted change
- *Thinking Curriculum*
 - Critical thinking
 - Mix blend of teacher-centered and student-centered learning



PRINCIPLE OF THE CURRICULUM

- *Social-Emotional Learning (SEL Approach)*
 - Emotional challenges: depression, anxiety, trauma
 - Self-awareness
 - Self-management
 - Social awareness
 - Relationship skills
 - Responsible decision-making
- *Technology-Enhanced Learning (TEL Approach)*
 - A blend of technology, instruction and digital content
 - Personalized Learning
 - Enlarge efficiency and productivity
 - Make students self-motivated
 - Expand learning opportunities
 - Make assessment more transparent and informative



OBJECTIVES

- Acquire fundamental and practical skills of academic reading and writing
- Identify, analyze and engage in changes at local and national levels in the contexts of social, political, economic and environmental transformation
- Evaluate and create innovative solutions to tackle particular issues by using multidisciplinary approach to generate new ideas
- Design business models around social or commercial innovation by analyzing various aspects of entrepreneurship and contribute to their entrepreneurial and managerial potentials
- Integrate digital technologies to improve efficiency of working processes and apply key performance indicators (KPIs) to assess whether digital transformation delivers benefits
- Implement innovative models and solutions as a response to the needs of community/society



ELIGIBILITY

1st STEP

- CV
- Passport
- Motivation Letter
- PP Presentation
- English Test

2nd STEP

- Final Pitch presentation (3 + 7 minutes): Present a problem in a community and their idea for a possible solution



CIIE CURRICULUM

1 SEMINAR - 5 SUBJECTS - 24 TOPICS - 6 FOCUS STRANDS

Inclusive Innovation, Social Engagement, Political Engagement, Economic Responsiveness, Environmental Justice, Digital Transformation

SEMINAR ON INCLUSIVE INNOVATION

DESCRIPTION: Discuss how innovations have been associated with inequality in developing countries and how inclusiveness becomes important in any innovation to develop new goods or services for and/or by those who have been excluded from the development mainstream.

LEARNING OUTCOMES: Identify the main problems associated with inequalities in developing countries. Demonstrate an understanding in inclusive innovative solutions, approaches, and strategies that can enhance entrepreneurial activities. Examine cases and examples on past and present exclusive development experiences.



CIIE CURRICULUM: DESIGN THINKING & INNOVATION

TOPICS:

- Design Thinking
- Business Model Innovation
- Agile
- Lean Startup
- Design Impact: PM&E
(Participatory Monitoring
Evaluation, and Reporting)

LEARNING OUTCOMES:

Apply the knowledge on design thinking processes and utilize the techniques to create business models on canvas. Understand the principles of the Agile Manifesto and Lean Methodology and apply them to practical examples. Evaluate impacts of the design; identify and formulate solutions to possible design issues.



CIIE CURRICULUM: PRODUCT MANAGEMENT & INNOVATION

TOPICS:

- Branding & Communication
- Customer Discovery/ Needs Analysis
- Growth Hacking
- Product-Market Fit: Four Steps to the Epiphany
- Managing Habits: The Hook Framework

LEARNING OUTCOMES:

Demonstrate an understanding of the main concepts and approaches to develop a solid brand. Identify the needs of potential customers and recognize best tactics to attract clients and grow sustainably. Examine the hook framework, apply knowledge of marketing, branding, and develop managerial skills.



CIIE CURRICULUM: RESOURCE MANAGEMENT & INNOVATION

TOPICS:

- Partnership Building
- Structuring & Organizing Team
- Accounting 101 (Resource Documentation)
- Funding Strategy

LEARNING OUTCOMES:

Identify and utilize the most important accounting skills and techniques. Demonstrate an understanding of the main concepts, theories, and topics of fundraising. Apply and use clearly the diverse financial models in the appropriate contexts; identify and describe investing tools and concepts. Recognize the appropriate and necessary data and facts on human resource tactics. Develop a coherent plan to attract, search and select candidates for different roles. Apply the information to outline a possible multi-disciplinary team structure, designate the roles, and delegate the different responsibilities.



CIIE CURRICULUM: SUSTAINABILITY PERSPECTIVES IN INNOVATION (SOCIAL, POLITICAL, ECONOMIC, ENVIRONMENTAL)

TOPICS:

- Social Change & Intervention: Theories & Practices
- Advocacy for Social & Political Change
- Overview of Global and Regional Political Landscape
- Crisis Management (Demand & Supply Changes)
- Local & Regional Political Economy
- Impact of Climate Change
- Environmental Impact Assessment (EIA)

LEARNING OUTCOMES:

- Describe and demonstrate an understanding of the historical roots of contemporary exclusion and injustice problems in developing countries.
- Analyze topics of geopolitics, sociology, ethno-politics, and identity. Apply the social theories to design and propose innovative social protection projects.
- Demonstrate an understanding of the main political science concepts. Propose multi-disciplinary analyses across politics, education, and culture to inspire and promote local political engagement and awareness.
- Identify the necessary tools to effectively manage a crisis. Examine and recognize how economics and politics interact between each other to affect local dynamics.
- Describe and analyze how climate change has an impact on today's society, economy, and politics. Identify the main strands in environmental management, environmental politics, and environmental economy.
- Demonstrate an understanding in Environmental Impact Assessment procedures.



CIIE CURRICULUM: THE ART OF DIGITAL TRANSFORMATION

TOPICS:

- Part 1: Needs of Digital Transformation
- Part 2: Introduction to a wide range of available digital tools and platforms

LEARNING OUTCOMES:

- Describe and understand how digitalization is essential for contemporary organizations. Recognize and identify the modern digital tools; apply knowledge of digitalization, digital marketing, and e-governance. Evaluate, interpret, and create original digital content.



CIIE AFTER THE 2 MONTHS COURSE ...

- 3 months internship
- 1 month project designing and project publication
- 6 additional months for project implementation with a mentor for the incubation process

A Diploma Certificate will be provided after fulfilling the project implementation and paper submission



give

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DOODLE KICK-OFF PLAN

Priority (1)

School Admission Package

CIIE Program

Priority (2)

Language Preparation (English, Thai, Chinese)

University Ready Preparation (IGCSE, GED)

Internship Program

Priority (3)

Doodle to create INNOVATION CENTER by its own and works ahead of CIIE and contributes to CIIE program

CIIE will be a training center under the joint of BEAM and DOODLE affiliated with RCSD



DOODLE KICK-OFF PLAN

To launch CIIE program online and on-campus ASAP

To analyze student demand for GED and IGCSE

To do price analysis for GED and IGCSE in Thailand & Myanmar

To calculate break-even for the investment of USD 30,000 for GED

To build a clear business model for CIIE

To introduce Doodle as a founding partner on social media

To Hire an employee

To launch language and GED classes

