Social Business for Public Health (GENM0520)
A new General Education course at UNSW to turn your ‘Big idea’ into action!

About the course
This course comprehensively grooms any UNSW undergraduate student with a creative and entrepreneurial mindset and fosters curiosity about and teaches how to make differences for better health. This course will not only enable students to frame their commitments towards society as a responsible citizen but also back them up with enough opportunities to unlock entrepreneurial potentials.

Health care is attracting creative and innovative thinkers from different disciplines to tackle some of its toughest problems including medical and social issues such as lack of access to clean water, education, energy, income/employment, technology, human rights or anything that undermines health. People irrespective of the core disciplines such as engineers, scientists, business executives, social scientists, environmentalists and social workers, all are coming together to find new solutions for better health.

The emerging field of social business comes against the backdrop of unleashing human ingenuity in which the entrepreneurial and market driven approach for solving social problem(s) stands as the primary objective. Social business that combines profit with social purpose is a natural fit for healthcare companies for promoting better health through discovery and innovation. For example, BASF (the world’s leading chemical company) produces and sells affordable mosquito net with the support of local partners for tackling ‘Malaria’, which is one of many mosquito-borne diseases, in Bangladesh.

Enrol now!
Course starts – Semester 1, 2018.

“All human beings are very creative – full of potential, full of energy.”

Noble Laureate Professor Muhammad Yunus

School of Public Health and Community Medicine
Faculty of Medicine
UNSW Sydney NSW 2052
Why take this course?

- In this course, we will develop the skills and perspectives that enable you to identify and understand healthcare challenges, generate creative ideas to address those, and to build a realistic social business plan in a professional way.

- This course will provide UNSW undergraduate students from any major, the opportunity to develop their knowledge in social business, its principles, applications and so on. More specifically, Engineering students would learn implementing sustainable cost effective technical solutions for the community; Business students would learn how to do business for a good and social cause, and to collaborate with other organisations by offering affordable product/service without compromising the quality; and Social Science students would understand complex social, environmental and economic problems while creating and providing innovative solutions for the local and global communities.

- This course will bring lessons and experiences from a Global ‘Yunus’ academic and give students an opportunity to explore professional networks of social businesses led by Noble Laureate Mohammad Yunus in 29 countries, 41 universities, and 12 academic programs. It will also bring experts from “UNSW Startup Programs”, UNSW Michael Crouch Innovation Centre and Grameen Australia.

Three Steps of the Course

The focus in the class shifts from the theoretical understanding of social business, health entrepreneurship to the practical approach of planning, organising, leading and monitoring a social business.

- Exploration
  - Step 1:
    - Critically analyse and identify healthcare challenges in different contexts.

- Development
  - Step 2:
    - Actionable strategy to implement your idea at ground level.

- Social Business Plan
  - Step 3:
    - Share your creative and innovative idea with us.

Contact information

For further information, enquiries or expression of interest, contact the course convenor.

Dr Md Mahfuz Ashraf
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Mahfuz Ashraf draws on a diverse academic background (i.e. business, marketing, information systems/technolgy) to address socio-business problems at the intersection of Information Communication Technology (ICT) adoption and its impact on socio-economic development in resource poor settings e.g. rural/urban and indigenous communities. He is researching the conceptual and practical understanding of social business principles and social enterprise in the precincts of sustainable health service delivery.

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