

Social Health Growth  
Executive Master of Business  
Administration (EMBA)



# Message from Chairman



## Straight from the Heart

I am happy that Social Health Growth created EMBA programme for people wanting to become philanthropic. I thought of this programme because I feel that a lot of entrepreneurs and people want to create a social impact. This programme will be able to build your self-esteem and dignity and create a new self. You will change with a different mindset when you attend the course.

Your personality will change to be positive thinker. It will help you succeed in your future, family and career opportunities and advancement.

Is a life changing course. There will be a lot of workshops and interactive activities.

There are 10 different modules and these modules are created particularly to suit the currently economic circumstances and issues. The daily work life you facing.

Hence, I wish you all the best enrichment in your EMBA pathways!

**Alson Boo**

**Chairman, EMBA Program**

**Social Health Growth**

## About Social Health Growth EMBA

The Social Health Growth EMBA has been specifically designed to provide businessman and executives with an understanding of how to use their business skills and market knowledge to create Social impact solutions. The course holistically discusses non-profits, social enterprises, and public sector social entrepreneurship. Our curriculum has been put together by professionals and domain experts from USA/UK. The course aims at providing a structured learning framework to individuals passionate about social causes and philanthropy.

Social Health Growth is 2019 President's Awards Winner.

## Program Highlights

Course consists of 10 modules to be completed over 12 months followed by project selection for Social entrepreneurship awards

Classroom sessions once a month to facilitate discussions, Q&A and case studies

Curriculum co-designed by professionals and domain experts from USA/UK

Areas of emphasis include Corporate Social Responsibility, Energy and Clean Technology, and Social - Sector Leadership

Candidate eligible to be on SHG board for one term as a board member post successful completion of the course

## Application Information

### *Admission Eligibility*

- Bachelor's degree or equivalent professional qualification
- Age 22 and above
- Social Health Growth admission test
- Experience and exposure/interest in Charity

Applications can be submitted at <https://www.socialhealthgrowth.org/programme> or at our office 12, Arumugam Road, #03-07B LTC building B, Singapore – 409958. As part of admission process, shortlisted candidates may be interviewed.

### *Application deadlines*

December 2019 for classes beginning in Jan/Feb 2020

### *Program Fees*

Application fee is \$150

Membership per annum - \$386 (optional)

Online class - \$5986

Classes in Person - \$8999

Notes: Under Module 3, there will be a fee subsidies for Singaporean Citizens and Permanent Residents. The bootcamp is accredited by SkillsFuture Singapore (“SSG”), under the National Infocomm Competency Framework (“NICF”)

## Program Summary

Module #	Course	Faculty
Module 1	Corporate governing and charity fundraising	Shawn E. O’Hara
Module 2	Business Leadership	June Lim
Module 3	Digital Transformation/ Data-Driven Decision Making/ Design Thinking (3 Days) Deliver at NUS-ISS	Dr Kate Lazarenko and Tamsim Greulich-Smith
Module 4	Financial Management and Business Strategy	Alson Boo / Heng Khuan
Module 5	Problem solving & Creativity and Organizational effectiveness and Leadership	Roland Yeow
Module 6	Social Entrepreneurship	Russ Neu
Module 7	Management and quality assurance	Gea Ban Peng
Module 8	Emotional thinking /Data Analytics	Alson Boo and Sushma Murthy
Module 9	Risk and Compliance	Alson Boo
Module 10	Project (Group – Team of 3 to 4 people)	Panel of the Board

## Description of Modules

### Module 1

#### Corporate governing and charity fundraising

This module give you a Governance in the charity sector refers to the systems and processes for managing the overall direction, effectiveness, supervision and accountability of an organisation. Aimed at setting out principles and best practices in key areas of governance and management that charities are encouraged to adopt.

To understand different tools and method of fundraising. The latest requirements for 3<sup>rd</sup> party and crowdfunding fundraising. Adopting the best practice of fundraising planning.

### Module 2

#### Business Leadership

Giving you a holistic approach of how you can be a good leader in a non profit sector. How to think better with the solution tools for self-build leader in a charity organisation. Revolutionising leadership in the voluntary sector by working with trustees, the board as a team and executive leaders to ensure they have the greatest and most sustainable impact possible. Learn how to run a small non profit org to a mid size charity org. Learn how to be a great thinker to be able to plan well in programme, and fundraising with the focus tools.

### Module 3

#### Digital Transformation/ Data-Driven Decision Making/ Design Thinking (3days) deliver at NUS-ISS

The workshop rapidly takes participants through a hands-on learning experience Participants will be introduced to data analytics models and how to interpret them, that covers the key components of a

design thinking and innovation processes. Participants will be able to interpreting data analytics models, and selecting the model outcomes and applications that are most relevant for the decision making. Those candidate seeking to make an impact as social service leaders facing digital disruption can also learn how technology landscape mapping can help you in solving problem with a vision transformation plan.

This module is delivered by the National University of Singapore's Institute of Systems Science, and comprises three one-day workshops, each looking at a different aspect of digital leadership for social sector transformation.

- a) Design: one day NICF-Innovation Bootcamp;
- b) Data: one-day NICF-DATA Driven Decision Making course;
- c) Digital: one-day bespoke Digital Transformation Planning workshop.

## Module 4

### Financial Management and Business Strategy

Healthy nonprofit organizations employ financial management practices that build stability and flexibility, both today and in the future. In this resource we set out the 12 golden rules + 1 future rule for nonprofit finance, including budgeting, diverse funding sources, and interdependence.

Nonprofit organizations impact communities and individuals by delivering services, providing advocacy, and building community. Behind the scenes, powerful missions, innovative programs, and passionate staff and volunteers are supported by financial activities and decisions. Healthy nonprofit organizations employ financial management practices that build stability and flexibility both today and in the future. Learn how strategic planning process can help you plan for the future. Put your plan into ACTION and Change your plan with on-going SWOT enhancement methods. A SWOT analysis is a common way to analyze information. SWOT is an acronym for strengths, weaknesses, opportunities, and threats.

- **Strengths:** An organization's internal positive assets
- **Weaknesses:** An organization's internal weaknesses
- **Opportunities:** Positive indicators outside of the organization
- **Threats:** Negative aspects outside of the organization

## Module 5

### Problem solving & Creativity and Organizational effectiveness and Leadership

Adaptable organizations anticipate problems and develop timely solutions for non-profit org. The creative process of problem finding, problem solving and solution implementation becomes more vital as the amount of change confronting the organization increases. One requiring a vision, state, the nature of the vision itself, how the vision resolves so to improves the problems.

## Module 6

### Social Entrepreneurship

It given you the passion of a social mission with an image of business-like discipline, innovation, and determination commonly associated with. You will learn to create marketing in strategy dialogue and the emerging marketing/entrepreneurship interface paradigm stress the need for marketers to research entrepreneurship. Social entrepreneurship, the entrepreneurship leading to the establishment of new social enterprises.

## Module 7

### Management and quality assurance

Growing your Nonprofit Organization: Balancing Innovation, Quality Assurance & Compliance.

Improving Quality is the quality scheme written to be used both as a self assessment tool as well as external assessment. Its focus is on elements that all not for profit organisations need. Although written to target small organisations, it is equally applicable to larger ones.

Improving Quality is the only sectoral quality mark that covers the work of charities and other organisations: no other assurance award addresses all the essential areas necessary for the effective management and governance of a charity or other third sector organisation.

## Module 8

### Emotional thinking /Data Analytics

This modules will teach you how emotional intelligence in the management can help you have a clear vision of the whole organisation. There are six core emotions: happiness, surprise, anger, disgust, sadness and fear. Understand the charity future, how this six core emotions can help you achieve a greater height in board management.

## Module 9

### Risk and Compliance

Understand the policy and risk within the board member. Learn what Global risk regulation can help you plan and think wisely. To understand the challenges within the board and organisation. Define a custom compliance policy that best suitable for your board and within your enterprise. Learn what are the important risk that associate with the charity sector. And how you can overcome those risk with a mitigation tools.

## Module 10

Project (3 to 4 people)

This is a group project. Use all the tools that you have learn within the 9 modules and present it to the penal. Come out with a case study.

## Faculty Information

Alson Boo



Alson Boo is the founder and Chairman of Social Health Growth. He has 9 years of experience in volunteering in non-profit organizations.

Founder and Managing Director of Wealth Growth Consultancy Pte Ltd since 2009 (FAA license with MAS), Alson has been an active participant in the security and alternative investment industry for more than 9 years. He began his banking career in 2006 with Standard Chartered Bank as a Business Development Manager

The Founder of Social Health Growth (SHG), Alson Boo spent time in extensive research on Singapore's independent and volunteer social and economic support systems. In this review process, he had approached Kandang Kerbau Hospital, National Council of Social Services (NCSS) the Young Men's Christian Association (YMCA) and other charity groups in Singapore.

He then stumbled upon a staggering number of 8000 adoptions in Singapore based on his own findings at that time. This means that there was a significant number of unwed and/or single mother in our community who were left mostly alone to fight their daily battles.

Leveraging off his volunteer experience at the Lions Club some years earlier, he then decided that it was timely to establish a not-for-profit organization with a focus on the unwed, single mothers and their children. Social Health Growth (SHG) was born in 16 February 2012.

Tamsin  
Grulich  
Smith



Tamsin Grulich Smith is a Senior Fellow at the Ministry of Health's Office for Healthcare Transformation, and expert design strategist on Design Singapore Council's 'Innovation by Design' panel, has more than 20 years of international experience in delivering change and transformation programmes, integrating user-centric design, risk communications, change leadership, and social innovation

Dr Kate Lazarenko



Dr Kate Lazarenko has over 12 years of experience of working in digital health helping organizations find efficient and cost effective ways to transform their business and technology to deliver truly customer centric experience, products and services. She is a part-time lecturer within Smart Health Leadership centre providing support in Analytics, digital transformation and design thinking training programmes

O'Hara Shawn

With more than 25 years of global experience in the nonprofit sector as a Certified Fundraising Executive, Shawn O'Hara has lent her valuable international expertise in fundraising strategy, board governance and management training to organizations across the globe. Her work in Singapore includes leadership of the Singapore Ministry of Youth and Community Development's Social Service Institute's adult educator governance program. Her work entailed the development of its governance curriculum; and teaching Singapore's more than 2,500 charities. She has also worked with Singapore's cultural leader, National Gallery Singapore, to deliver major gifts stewardship and moves management training; and served as an adjunct faculty teaching new strategies in fundraising for Singapore Management University. With Nanyang Technical University, she played a key role in raising \$35 million in annual operating funds and completed a \$100 million capital campaign. In addition, Shawn was the architect for a \$1 billion campaign for 2008. Other clients in Singapore have included Dover Park Hospice; NUS-Duke Medical School; the Singapore Institute of Directors; SOS; Singapore Persons with Disabilities (SPD) and Singapore Association for the Deaf.

Sushma Murthy



Sushma is a Senior Analytics professional having ~15 years of Leadership experience in highly competitive environments in the Financial Services/Banking domain. She has been instrumental in managing diverse roles in the Analytics. Some of them include managing the service delivery of Model validation team of SunTrust Bank, US, Model development and Pricing teams of Barclays bank, UK, managing the Customer analytics product (Finacle Analyz), leading Pre-sales and Business development. She started her career with teaching Statistics and then worked for corporates such as GE/Genpact, Infosys, HSBC. She has passion in philanthropic activities and has been an active committee member of SHG.

June Lim

innovation in her teaching. Currently, she teaches financial literacy in SHG. She is a motivator and self-discipline lady. She will guide and give mentoring services to the professional businessman.

Gea Pang Ban

He run he's own accounting firm link management since 1979. In the 90<sup>s</sup> he was the chief President Toastmaster high level award in the USA. He is a certify charter accountant as well. He show great passion to he's quality accounting works. He is the past committee member for SHG since 2013.



Roland Yeow

He is a associate lecturer and a corporate training consultant. He facilitated more the 400 sessions of training and lecturing programmes. He supervised 48 Master's degree Dissertation and 25 Undergraduate Research Dissertations. He also conducted and give training under workforce skills qualifications. He teaches Post-Graduate programmes. He is also the appointed trainer for social services institute with NCSS.

Russ Neu

Russ Neu is a Venture Partner, Impact, at Quest Ventures, a leading venture fund for technology companies that have scalability and replicability in large internet communities. The impact fund, the first in Asia from a venture capital fund, focuses on base of pyramid issues in Southeast Asia. Russ is also the Founder and CEO of Social Collider, a joint project with JTC and Quest Ventures, that is building a collaborative, co-working, and co-innovation community for impact organisations in Singapore.