

Proposed Course Structure

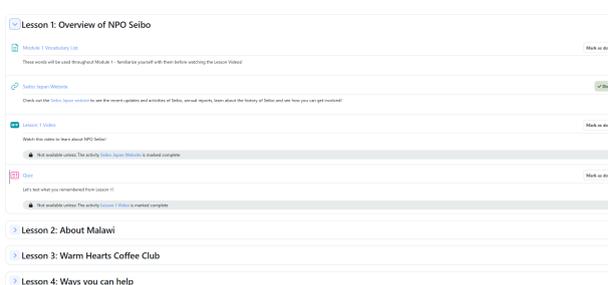
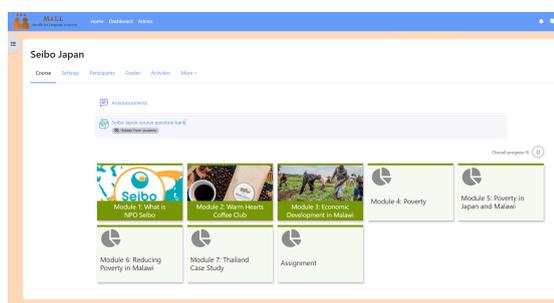


Social Business and International Development: Practical Learning through Malawi

1. On-Demand Video Learning

Students will begin the course by accessing **on-demand video modules** through **Moodle**, an online learning platform.

Students will be invited to the platform using their **Gmail accounts**. (Screenshots of the platform interface can be provided as reference.)

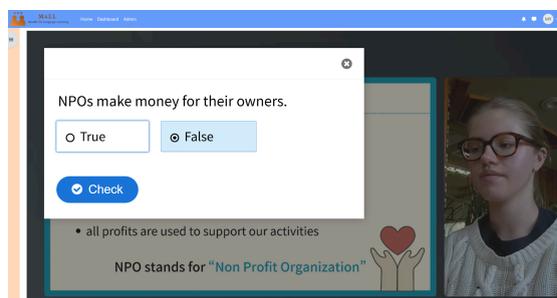
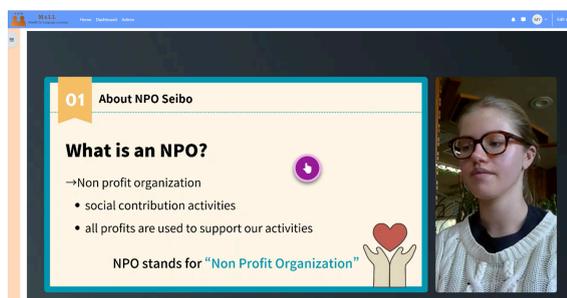


The course is designed so that students complete **approximately one module per week**, allowing them to progress at a steady pace while balancing other academic commitments.

2. Reference Materials and Quizzes

Along with each video module, students will receive **supplementary materials and readings** uploaded to Moodle.

After reviewing the materials, students will complete **short quizzes** designed to reinforce key concepts and ensure comprehension of the module content.



3. Biweekly Interviews with Course Mentors

Every two weeks, students will participate in an **online interview session** with the course coordinator (Makoto Yamada) or with **international internship staff members**.

During these sessions, students will:

- Discuss their understanding of the course material
- Receive feedback and mentoring
- Develop ideas for their **Final Project**

In addition, a **question-and-comment function within Moodle** is currently being developed so students can submit questions asynchronously.



(a photo of the staffs for supports and a screenshot of our meeting with Malawi)

Optional Learning Opportunities

Weekly Malawi Update Meeting

Every **Thursday from 18:00–18:30 (Japan time)**, NPO Seibo holds an **online update meeting with the communications team in Malawi**.

As an optional course component, students may join this meeting if they wish to:

- Communicate directly with staff in Malawi
- Ask questions about on-the-ground activities
- Learn about current projects and challenges

Participation is available upon request **by the day before the meeting**.

Optional Field Visit to Malawi

For university students interested in experiential learning, NPO Seibo also assists with the design of **educational field visits to Malawi**.

These visits allow students to observe and engage with social business and development initiatives directly.

More information:

<https://www.seibojapan.or.jp/malawi-visit-by-student-staff/>



Final Output Project

Approximately **two months after the start of the course**, students will schedule a meeting with the course mentors (Makoto Yamada and internship staff) to finalize and present their **practical output project**.

Students will choose a project that applies their learning to real-world social business and nonprofit activities.

Example Final Projects

Students may choose from projects such as:

1. **Research Presentation**
A research presentation that can be used within NPO Seibo's educational programs.
2. **Fundraising Project**
Designing and launching a **crowdfunding campaign**.
3. **Charity Product Sales Event**
Planning a **donation-based product sales event** at a university or in the local community.
4. **Fundraising Pitch Presentation**
Developing a **presentation to attract donors or partners**.
5. **Digital Marketing Strategy Proposal**
Creating a marketing plan to support social business activities.
6. **Product Sales Strategy Proposal**
Proposing strategies for selling ethical products such as **coffee, tea, or chocolate** connected to social impact initiatives.

In-Person Lesson Plan :

We are also flexible to make some parts of the on-demand lessons into in-person lessons. Seibo Japan has a lot of experiences in online lectures and project-based-learning with high schools and universities all over Japan, whose number is [around 70x schools](#).

Organization Overview

Seibo Specifies Nonprofit Corporation (NPO Seibo)

- January 2015: Organization established
- April 2018: Launched Warm Hearts Coffee Club, a donation-based coffee sales brand / August 2020: Started offering inquiry learning at schools and SDGs measures at companies / December 2022: Received the Social Contribution Award from the Foundation for Encouragement of Social Contribution and The Nippon Foundation.

【Representative, Location, Contact Information】

- Representative Director Makoto Yamada
- Kitaku Akabanenishi, 6-4-12, Tokyo.
- 090-3426-0734 / makoto.yamada@seibojapan.or.jp

