

Fall 2013 Business Associate Internship Program
Project on School of Genocide, Conflict and Human Rights
The Sleuk Rith Institute: A Permanent Documentation Center of Cambodia

The Sleuk Rith Institute (SRI), a permanent Documentation Center of Cambodia (DC-Cam), is seeking two exceptional MBA students to serve as Business Associates in Fall 2013 for a minimum of two full months. Their primary role will be to produce a business plan for the operation and functioning of the SRI's School of Genocide, Conflict and Human Rights.

The Sleuk Rith Institute is the leading center of genocide studies and research in Asia, fostering memory, justice and reconciliation in Cambodia, the region and the global community. The Institute will consist of three major components: Museum of Memory, School, and Research Center. Like the leaves for which it is named, the Sleuk Rith Institute is a place to build the future leaders of Cambodia by preserving knowledge of its past. With 70% of the country born after the Khmer Rouge era, Cambodians run a risk of losing the understanding, memorializing, and lessons from their difficult history. At the same time, a rapidly globalizing Cambodia faces new challenges of sustainable growth, democratic integrity, and human rights respects.

The School is designed based on the Cambodia's concept of Chor-tean Sala. Clergymen describe Chor-Tean Sala as the holy hall where villagers come to learn and celebrate the traditional ceremonies with the six paths of holiness. The word "Chor" in Khmer means "six". Thus, "Chor" here represents the six paths of holiness: holy body, holy sound, holy smell, holy taste, holy atmosphere and holy mind. The School's Genocide, Conflicts and Human Rights Program will be comprehensive, intertwining global-local concepts to achieve knowledge and skills.

The School Mission

Through its intensive, focused courses and related activities and events, SRI's School will provide students with the opportunity to study the nature of conflict and its consequences. The School will train and motivate exceptional Cambodian and international students toward the creation of a new generation of informed, determined, and decisive leaders; to gain knowledge and understanding of factors that contribute to genocide, conflict and human rights abuses; and to engage in analysis and dialogue about critical issues. The School will start up with a certificate program in Genocide, Conflict, and Human Rights followed by Bachelor and Master Programs. For the certificate program, the target audiences include high school graduates and university freshmen in Cambodia and abroad.

Business Associate Internship Description

Project for the School of Genocide, Conflict and Human Rights Studies (the School Project) is the 26-month project to establish a Certificate, BA and MA Programs on genocide, conflict and human rights in Cambodia. The School Project will be accomplished by four separate teams (Program Development, School Construction, Business Planning and Capital Campaign). The four teams will be assisted and

supervised by a Project Manager and a Legal Adviser. The timeframe of the project is January 2014-December 2015.

Business Associates assigned to this project would play a critical role in the development of business plan for the SRI's School and are expected to provide business ideas and advice on social enterprise strategies. Business Associates will carry out the following duties:

Summary of business plan

- Business concept, current higher education institutions, key success factors and financial situation of the current higher education institutions
- Type of the School (social enterprise), rationale, objectives, vision, mission of the School.

Market and competitive analyses

- Explain the benefits and contributions the School has for targeted audiences and the country at large.
- Identify the target audiences and their potential needs.
- Identify in what ways the School's programs are of interest to the students.
- Define the strengths and weaknesses of the competitors. (Select about ten potential local universities for the study.)
- SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis
- Key competitive strengths and weaknesses.

Marketing strategies

- Identify marketing avenues including advertising, public relations, distribution channels, website, direct mail, etc.
- Identify other means of publicity.

Financial projections

- Provide Recommendation on the cost involving materials, supplies, equipment and services needed for the School functioning.
- Identify how much capital needed to start the three programs of the Schools.
- Allocate the capital necessary for each program.
- Provide recommendation for the fee to be charged to students in each program.

Interested applicants should email a resume, a one-page statement of interest, and the names of two references to the School Legal Adviser Christopher Dearing at truthchristopher@dccam.org by September 20, 2013.