Course Outline

Code: ENT322
Title: Social Enterprise Establishment

School: Business
Teaching Session: Semester 2
Year: 2019
Course Coordinator: Dr Peter Jenner
Course Moderator: Dr Retha de Villiers Scheepers

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1 Description
A Social Enterprise will tend to develop a particular operational philosophy to suit the delivery of its products and will therefore adopt one of many possible organisational types that vary in their activities, size, legal structure, geographic scope, funding, motivations, degree of profit orientation, relationship with communities, ownership and culture. This course establishes effective means for selecting and managing a mix of volunteer and professional staff involved in the particular social enterprise as well as providing enabling tools for aligning the structure and operational models to the intended client base.

1.2 Field trips, WIL placements or activities required by professional accreditation
N/A

2. What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program.

3. What is the unit value of this course?

12 units
4. How does this course contribute to my learning?

<table>
<thead>
<tr>
<th>Specific Learning Outcomes</th>
<th>Assessment tasks</th>
<th>Graduate Qualities or Professional Standards mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this course, you should be able to:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Describe and explain an optimum social enterprise model to deliver value-adding products or services.</td>
<td>2 and 3</td>
<td>Community conscious Communication</td>
</tr>
<tr>
<td>Evaluate possible resource model options in the formation and growth of a new social enterprise.</td>
<td>1, 2 and 3</td>
<td>Community conscious Career ready</td>
</tr>
<tr>
<td>Determine the optimum business model necessary to form, and then launch a particular enterprise that will develop into a viable and sustainable new social enterprise.</td>
<td>2 and 3</td>
<td>Community conscious Critical and creative thinking Communication</td>
</tr>
<tr>
<td>Demonstrate critical and creative thinking in the development of a sustainable social enterprise.</td>
<td>2 and 3</td>
<td>Critical and creative thinking</td>
</tr>
</tbody>
</table>

5. Am I eligible to enrol in this course?

Refer to the USC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1 Enrolment restrictions

Nil

5.2 Pre-requisites

Nil

5.3 Co-requisites

Nil

5.4 Anti-requisites

Nil

5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

6. How am I going to be assessed?

6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress

Workshops from week 1-4 will include discussion of key questions and concepts relating to social enterprise establishment that will enable students to gain direct feedback on progress.
6.3 Assessment tasks

<table>
<thead>
<tr>
<th>Task No.</th>
<th>Assessment Product</th>
<th>Individual or Group</th>
<th>Weighting %</th>
<th>What is the duration / length?</th>
<th>When should I submit?</th>
<th>Where should I submit it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Examination</td>
<td>Individual</td>
<td>20%</td>
<td>60 mins.</td>
<td>Week 5</td>
<td>In Class</td>
</tr>
<tr>
<td>2</td>
<td>Oral</td>
<td>Individual</td>
<td>30%</td>
<td>15 minutes</td>
<td>Week 7-11</td>
<td>In Class</td>
</tr>
<tr>
<td>3</td>
<td>Report</td>
<td>Individual</td>
<td>50%</td>
<td>2,200 words</td>
<td>Week 13</td>
<td>Online Assignment Submission with Plagiarism check</td>
</tr>
</tbody>
</table>

Assessment 1: In class Examination

**Goal:** The purpose of this task is to apply discipline knowledge to demonstrate an understanding of concepts associated with social enterprise establishment.

**Product:** Examination

**Format:** You will be required to complete a test to be held in the workshop in week 5. This is an individual assessment that will cover course content from weeks 1-4 inclusive.

**Criteria:**
- Understanding and applying theoretical frameworks and concepts.
- Demonstrate knowledge and to apply this to scenarios.
- Make recommendations.

Assessment Task 2: Present your Social Enterprise idea

**Goal:** Through application of relevant theory, demonstrate appreciation of the social issue as well as the organisational issues associated with a potential sustainable social enterprise opportunity including venture sustainability and the resources and capabilities of the firm.

**Product:** Oral

**Format:** You will individually develop and deliver a presentation lasting 15 minutes including questions. This oral presentation will introduce and outline, based upon research and analysis, the rationale for the new social enterprise opportunity including how to resource and develop the venture. In this assessment task, you are given the opportunity to hone your presentation skills by presenting to a supportive, yet critical audience.

**Criteria:**
- Presentation quality and time management skills.
- Demonstration of appreciation of the social issue as well as the organisational issues associated with a potential social enterprise opportunity.
- Application of theory and relevant examples where appropriate
- Recognition of issues related to venture sustainability and the resources and capabilities of the firm.

Assessment Task 3: The social enterprise establishment plan

**Goal:** Outline the development of a potential new social enterprise opportunity from the perspective of the particular enterprise model you feel will best operate in its particular social context and including an effective performance measurement process.

**Product:** Report

**Format:** The report is an individual assessment
The report will include a rationale for the opportunity you have identified, an explanation of the social enterprise model that you have selected, an assessment of the resources required and the possible strengths and weaknesses of the enterprise and potential challenges in the given social context. You will furthermore identify how the new social enterprise will be able to scale up to achieve a sufficient level of sustainability, and how you will measure impact, in order to provide stakeholders a good reason to become involved.
This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed:
PLO:3 Demonstrate critical and creative thinking in the development of a sustainable social enterprise.
Further detail will be provided on Blackboard and in class

Criteria:
- Identify and critically analyse pertinent issues in a sustainable social enterprise context.
- Critically analyse and evaluate current and suitable research, its dimensions and impact on the community
- Present research to identify the social enterprise opportunity.
- Propose how the newly created social enterprise will add social value as well as achieve sustainability and scale it operations over time
- Argue social impact is achieved and measured in a multi-stakeholder environment.
- Communication and presentation

7. Directed study hours
The directed study hours listed here are a portion of the workload for this course. A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

<table>
<thead>
<tr>
<th>Location:</th>
<th>Directed study hours for location:</th>
</tr>
</thead>
<tbody>
<tr>
<td>On campus</td>
<td>Workshop (3 hours)</td>
</tr>
</tbody>
</table>

8. What resources do I need to undertake this course?
Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader

<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beugre, C.</td>
<td>2017</td>
<td>Social Entrepreneurship: Managing the creation of social value.</td>
<td>Routledge, Oxon, United Kingdom</td>
</tr>
</tbody>
</table>

8.2 Specific requirements
N/A

9. How are risks managed in this course?
Health and safety risks for this course have been assessed as low.
It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University’s general health and safety principles by reviewing the online Health Safety and Wellbeing training module for students, and following the instructions of the University staff.
10. **What administrative information is relevant to this course?**

10.1 **Assessment: Academic Integrity**

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud, including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 **Assessment: Additional requirements**

**Eligibility for Supplementary Assessment**

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

a) The final mark is in the percentage range 47% to 49.4%
b) The course is graded using the Standard Grading scale
c) You have not failed an assessment task in the course due to academic misconduct

10.3 **Assessment: Submission penalties**

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task’s identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task’s identified value) for the third day
- 20% (of the assessment task’s identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 **Study help**

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to **Student Hub**.

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 **Links to relevant University policy and procedures**

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
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- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:
http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.6 General Enquiries

In person:
- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J,Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890
Email: studentcentral@usc.edu.au

### Appendix 1 Course content

<table>
<thead>
<tr>
<th>Week # / Module #</th>
<th>What key concepts/content will I learn?</th>
<th>Directed Study Activities: teaching components</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Course Overview and the nature of social entrepreneurship</td>
<td>Workshop</td>
</tr>
<tr>
<td>2</td>
<td>Social entrepreneurship: motivations and characteristics.</td>
<td>Workshop</td>
</tr>
<tr>
<td>3</td>
<td>Opportunity identification and social innovation/ value creation.</td>
<td>Workshop</td>
</tr>
<tr>
<td>4</td>
<td>The external environment of social enterprise and social enterprise ecosystems.</td>
<td>Workshop</td>
</tr>
<tr>
<td>5</td>
<td>In class exam and Task 2 review.</td>
<td>Workshop</td>
</tr>
<tr>
<td>6</td>
<td>Social enterprise start-up, structure, planning and feasibility.</td>
<td>Workshop</td>
</tr>
<tr>
<td>7</td>
<td>Social Enterprise sustainability and the social capital of Social Enterprise.</td>
<td>Workshop</td>
</tr>
<tr>
<td>8</td>
<td>Financing social enterprise.</td>
<td>Workshop</td>
</tr>
<tr>
<td>9</td>
<td>Creating and measuring Social Impact</td>
<td>Workshop</td>
</tr>
<tr>
<td>10</td>
<td>Scaling a social enterprise</td>
<td>Workshop</td>
</tr>
<tr>
<td>11</td>
<td>Managing and Marketing in a social enterprise context.</td>
<td>Workshop</td>
</tr>
<tr>
<td>12</td>
<td>Future directions and review Task 3</td>
<td>Workshop</td>
</tr>
<tr>
<td>13</td>
<td>No class</td>
<td>Consultation</td>
</tr>
</tbody>
</table>

Please note that the course activities may be subject to variation.

**Mid Semester Break:**
30th September 2019-6th October 2019 (Between Week 10 and Week 11)

**Public Holidays**
Queen's Birthday- Monday 7th October (Week11)