



COURSE OUTLINE

ENT322 Social Enterprise Establishment

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2021 | Semester 2

USC Sunshine Coast

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

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. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 2	11 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 2	11 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

1.3. Course Topics

- Overview and the nature of social entrepreneurship
- Review: Social enterprise structure
- Opportunity identification, value creation and social innovation
- Social enterprise start-up, planning and sustainability
- Social entrepreneurship: new venture pitch
- Business Model Canvas for Social Enterprise
- Social enterprise beneficiaries and customers
- Social capital: social enterprise stakeholders and relationships
- Financing social enterprise start-ups
- Creating and measuring Social Impact
- Social Enterprise ecosystems: external environment
- Refining the social enterprise business model canvas for startup planning
- Scaling the social enterprise and future directions

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study 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?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Describe and explain an optimum social enterprise model to deliver value-adding products or services.	Knowledgeable	PC4.1 - Social Responsibility and Sustainability
2 Evaluate possible resource model options in the formation and growth of a new social enterprise.	Creative and critical thinker Sustainability-focussed	PC4.1 - Social Responsibility and Sustainability
3 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.	Creative and critical thinker Sustainability-focussed	PC1.1 - Written Communication
4 Demonstrate critical and creative thinking in the development of a sustainable social enterprise.	Creative and critical thinker	PC3 - Creative and Critical Thinking

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. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

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

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral and Written Piece	Individual	20%	3 minute digital recorded pitch Submit slide presentation	Week 5	Online Assignment Submission
All	2	Artefact - Professional, and Written Piece	Individual	30%	1500 words max	Week 9	Online Assignment Submission
All	3	Report	Individual	50%	2,500 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Social enterprise startup pitch

GOAL:	The purpose of this task is to present an attractive social enterprise startup pitch.		
PRODUCT:	Oral and Written Piece		
FORMAT:	Submit a refined recorded social enterprise startup pitch in week 5. See Blackboard for details.		
CRITERIA:	No.		Learning Outcome assessed
	1	Understand and apply theoretical frameworks and concepts.	1
	2	Present a persuasive oral pitch	4
	3	Succinctly outline the social enterprise startup concept	4
	4	Demonstrate understanding of the beneficiaries, funders and sustainability of the social enterprise startup concept.	4

All - Assessment Task 2: Social Enterprise Business Model and explainer

GOAL:	Design and share your social enterprise startup's business model by applying relevant theory, demonstrating an appreciation of the social issue(s) associated with a sustainable social enterprise opportunity, and outlining how the business model will function using explainer notes.	
PRODUCT:	Artefact - Professional, and Written Piece	
FORMAT:	Creative and compelling social enterprise business model, with explainer notes. Details will be provided on Blackboard.	
CRITERIA:	No.	Learning Outcome assessed
	1	Presentation quality and time management skills. 1
	2	Demonstration of appreciation of the social issue as well as the organisational issues associated with a potential social enterprise opportunity. 2
	3	Application of theory and relevant examples where appropriate 2 3
	4	Recognition of issues related to venture sustainability and the resources and capabilities of the firm. 2
	5	Demonstrate coherency of social enterprise business model 3

All - Assessment Task 3: Social enterprise startup plan

GOAL:	Outline your new social enterprise startup venture, based a refined, tested business model, addressing concerns of sustainability and viability, based on the most suitable model given the venture's social context and addressing its social impact and performance measurement.	
PRODUCT:	Report	
FORMAT:	Report Details of the assessment will be provided on Blackboard.	
CRITERIA:	No.	Learning Outcome assessed
	1	Identify and critically analyse pertinent issues in a sustainable social enterprise context. 3
	2	Critically analyse and evaluate current and suitable research, its dimensions and impact on the community 2
	3	Present research to identify the social enterprise opportunity. 4
	4	Propose how the newly created social enterprise will add social value as well as achieve sustainability and scale it operations over time 4
	5	Argue social impact is achieved and measured in a multi-stakeholder environment 3
	6	Communication and presentation 1

7. Directed study hours

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.

8. What resources do I need to undertake this course?

Please note: 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

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Summers, J. & Smith, B.	0	Communication Skills Handbook	John Wiley & Sons Ltd., Milton, Australia
Required	Beugre, C.	2017	Social Entrepreneurship: Managing the creation of social value.	Routledge, Oxon, United Kingdom

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility 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 and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training 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

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

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may 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 to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. 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
- 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>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **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