

# MNGT3007: Social Entrepreneurship UTCC 2023



*MISSION: Our Mission is to advance responsible and impactful business knowledge. To achieve our mission, we develop life ready graduates and build global and local partnerships through ethical and innovative practices.*

## OVERVIEW

### Course Description

Entrepreneurship and venture seeking do not only exist in for-profit businesses but they can equally exist in other sectors. Social entrepreneurship focuses on these other sectors where social enterprise, its formation and development as a pursuit of social objectives is practiced. The course explores the use of innovative methods (including different products, foundations and organisations) to invoke action to practice, yield and sustain societal benefits. The course examines contemporary examples of socially entrepreneurial organisations, their benefits and limitations and their varied organisational structures and designs

### Sustainable Development Goals



### Contract Hours

#### Integrated Learning Session

Face to Face On Campus  
2 hour(s) per Week for Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

### Unit Weighting Assumed Knowledge & Pre-Requisites

10

Any Assumed Knowledge or Pre-Requisites for this course have been previously satisfied by the successful completion of courses within the approved student study plan.

### Workload

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

### Course Learning Outcomes

#### On successful completion of this course, students will be able to:

1. Critically analyse current and emerging trends in the field of social entrepreneurship, locally, nationally and globally;
2. Identify and critically evaluate relevant contemporary social entrepreneurship theories and philosophies;
3. Critique the relevance and significance of social enterprises in economic and social terms in the context of government policy and broader societal development; and
4. Demonstrate experiential learning acquired in developing social enterprise initiatives through the application of knowledge, skills and attributes drawn from the field of social entrepreneurship.

# COURSE OUTLINE

[www.newcastle.edu](http://www.newcastle.edu)

CRICOS Provider  
00109J

# ASSESSMENT DETAILS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Individual Essay	Monday, Week 6 by 11:59pm	Individual	25%	1,2
2	Group Report	Thursday, Week 12 by 11:59pm	Group	35%	1,2,3,4
3	Final Examination	Formal Examination Period	Individual	40%	1,2,3,4

Please note: students are advised that all assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

## Time referenced is time in Bangkok, Thailand

<b>Late Submissions</b>	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. <b>Note:</b> this applies equally to week and weekend days.
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### Assessment 1 – Individual Essay

<b>Assessment Type</b>	Essay
<b>Purpose</b>	The purpose of the assessment is to evaluate a student's knowledge of relevant social entrepreneurship and social innovation.
<b>Description</b>	Responses are to go beyond material found in the textbooks and must use at least three academic sources. Further detail regarding this assessment will be provided on CANVAS and in the workshops.
<b>Weighting</b>	25%
<b>Length</b>	2000 words
<b>Due Date</b>	Monday, Week 6 by 11:59pm
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	Detailed marking criteria will be provided on CANVAS
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

### Assessment 2 - Group Report

<b>Assessment Type</b>	Report
<b>Purpose</b>	The purpose of the assessment is to evaluate a student's knowledge of relevant social entrepreneurship processes and models relevant for starting a new social enterprise.
<b>Description</b>	Students will work in groups to develop an idea and prepare a plan for a new social venture opportunity and present the concept in written format. In completing this assignment, students will apply relevant theory from the course. Further detail of report requirements will be provided on CANVAS and in the workshops in due course
<b>Weighting</b>	35%
<b>Length</b>	4500 words
<b>Due Date</b>	Thursday, Week 12 by 11:59pm
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	Detailed marking criteria will be provided on CANVAS
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

### Assessment 3 - Final Examination

<b>Assessment Type</b>	Formal Examination
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<b>Purpose</b>	The purpose of the assessment is to evaluate a student's knowledge of Social Entrepreneurship theory, models, concepts, and proficiency in their application.
<b>Description</b>	To complete this assessment students will undertake examination task(s) on a mix of topics covering those presented throughout the course. This course has a <b>RESTRICTED OPEN BOOK</b> examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue.
<b>Weighting</b>	40%
<b>Length</b>	120 minutes
<b>Due Date</b>	Formal Exam Period
<b>Submission Method</b>	Formal Examination
<b>Assessment Criteria</b>	Students will be assessed inter alia on <ul style="list-style-type: none"> <li>(i) relevance of answer to the question;</li> <li>(ii) accuracy of information/argument using demonstrated links to the prescribed text and course readings;</li> <li>(iii) ability to discuss and integrate different topics, theories, models and concepts;</li> <li>(iv) ability to provide real examples to substantiate theoretical reasoning; and</li> <li>(v) clarity of expression, grammar and use of syntax.</li> </ul>
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period <b>cannot</b> be considered.

## SYLLABUS

### Course Content

#### Topics in the course include but are not limited to the following:

1. History, nature and scope of social entrepreneurship and social innovation
2. Local, national and global practices and trends in social entrepreneurship
3. Leading the established social enterprise and Intrapreneurship
4. Ethical social entrepreneurial behaviours and practices
5. Social enterprise opportunity identification, feasibility analysis and planning process options.
6. Funding- Capital, Revenue and Sponsorship challenges for Social Enterprise management and sustainability.
7. New strategies for Social innovation and market based approaches
8. Social Impact perspectives.

### Course Materials

#### Required Text:

Beurgré, C. (2016) *Social Entrepreneurship: Managing the Creation of Social Value*, Routledge

**ISBN:** 9780415817370

Please refer to the course CANVAS site for details of additional recommended texts.

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Introduction and overview of Social Entrepreneurship		Introduction to course, class Discussion and Learning Activity
2	Social Innovation		Class Discussion and Learning Activity
3	The Social Entrepreneur and Motivation		Class Discussion and Learning Activity
4	Theory of Change		Class Discussion and Learning Activity
5	Discovering Opportunities for Social Ventures and		Class Discussion and Learning Activity
6	Feasibility Analysis		Class Discussion and Learning Activity <b>Assessment 1 due:</b> Monday, Week 6 by 11:59pm.
7	Social Enterprise Business Models		Class Discussion and Learning Activity
8	Funding Social Enterprises		Class Discussion and Learning Activity
9	Organisation and Management of Social Ventures		Class Discussion and Learning Activity
10	Marketing for Social Enterprises		Class Discussion and Learning Activity
11	Social Impact and Measurement		Class Discussion and Learning Activity
12	Scaling Social Ventures		Class Discussion and Learning Activity <b>Assessment 2 due:</b> Thursday, Week 12 by 11:59pm
13	Course review		Class Discussion and Learning Activity Course Review

# CONTACTS

## School Offices

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## ADDITIONAL INFORMATION

### Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

### Communication Methods

\*Skills are those identified for the purposes of assessment task(s).

Communication methods used in this course include:

- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

### Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

### Oral Interviews

As part of the evaluation process of any assessment item in this course an oral examination may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination Guidelines](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

### Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

### Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or

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2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
  3. you are requesting a change of placement; or
  4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy  
Information**

The 'HELP for Students' tab in UoNline contains important information that all students should be familiar with, including various systems, policies and procedures.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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