



MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

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
Two (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

10

Assumed Knowledge

MNGT1002 Introduction to Entrepreneurship and Innovation
MNGT2002 Business Venturing

Workload

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

Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.

Student Consultation

A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.

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

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 Report	Friday, Week 6 by 11:59 pm	Individual	25%	1, 2
2	Group Report and presentation	Friday, Week 12 by 11:59 pm	Group	35%	1, 2, 3, 4
3	Final Reflection Journal	Friday, Week 13 by 11:59pm	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 Newcastle NSW

Late Submissions	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. Note: this applies equally to week and weekend days.
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Assessment 1 – Individual Essay

Assessment Type	Report
Purpose	The purpose of the assessment is to evaluate a student's ability to apply knowledge of relevant social entrepreneurship and social innovation in a social enterprise proposal.
Description	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.
Weighting	25%
Length	1200-1500 words plus attachments
Due Date	Friday, Week 6 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Detailed marking criteria will be provided on CANVAS
Return Method	Online
Feedback Provided	Online

Assessment 2 - Group Report

Assessment Type	Report
Purpose	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.
Description	Students will work in groups to develop an idea and prepare a planning and presentation for a new social venture opportunity and present the concept in written and oral format. In completing this assignment, students will apply relevant theory from the course. Further detail of report/presentation requirements will be provided on CANVAS and in the workshops in due course
Weighting	35%
Length	1500-2500 words plus PowerPoint presentation
Due Date	Friday, Week 12 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Detailed marking criteria will be provided on CANVAS
Return Method	Online
Feedback Provided	Online

Assessment 3 - Final Reflection Journal

Assessment Type	Journal
Purpose	The reflective journal challenges students to critically and deeply think about how their learnings in this course are developing their knowledge, skills and abilities to Ideate.
Description	The reflective journal is an account of the learning experience in the social enterprise development and use of Generative AI tools. It is a means for students to engage analytically with the module content. A critical component of this journal is students reflecting on how they navigated their own biases and how this impacted the outcome while using Generative AI tools for good.
Weighting	40%
Length	1200-1800 words plus attachments
Due Date	Friday, Week 13 11:59 pm
Submission Method	Online
Assessment Criteria	Detailed marking criteria will be provided on CANVAS
Return Method	Not Returned
Feedback Provided	Online

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	Social Impact Dilemmas;		Class Discussion and Learning Activity
4	What money can't buy and theory of Change		Class Discussion and Learning Activity
5	Discovering Opportunities for Social Ventures		Class Discussion and Learning Activity
6	Elevator pitch		Class Discussion and Learning Activity Assessment 1 due: Friday Week 6 by 11:59 pm.
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	Practice final Presentation		Class Discussion and Learning Activity
12	Final Presentation		Class Discussion and Learning Activity Assessment 2 due: Friday, Week 12 by 11:59 pm
13	Reflection		Class Discussion and Learning Activity Course Review Assessment 3 due: Friday Week 13 by 11:59 pm

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

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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.

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

Communication Methods	Communication methods used in this course include: <ul style="list-style-type: none"> - 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 (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) 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 (viva) Procedure . 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: <ol style="list-style-type: none"> 1. the assessment item is a major assessment item; or 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 button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

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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