

Course Outline (Higher Education)

School:	Federation Business School
Course Title:	SOCIAL ENTREPRENEURSHIP
Course ID:	BUENT3710
Credit Points:	15.00
Prerequisite(s):	(BUHRM1501) (BUENT3735)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	089999

Description of the Course:

This course enables students to develop the skills, knowledge and attitudes to implement entrepreneurial approaches to establish mission-driven ventures and use the techniques that start-up companies and other entrepreneurs use to develop, fund and implement solutions to social, cultural or environmental issues. This concept may be applied to a variety of organisations with different sizes, aims and beliefs. The course will examine the emergence of social entrepreneurs developing practical solutions to sustainability challenges and explore the intersection of the non-profit, government and business sectors in delivering social and environmental value. Students will examine the opportunities for entrepreneurial approaches to the United Nations Sustainable Development Goals and work collaboratively to develop a business plan for the establishment of a social enterprise that delivers social and/or environmental value.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Identify the range of local, national and global sustainability issues/challenges/priorities and develop an understanding of the factors contributing to these issues;
- K2.** Develop an understanding of the role of the government, non-profit, corporate and social enterprise sectors in the development and delivery of programs and services to achieve social and environmental objectives;
- K3.** Consider the various social enterprise structures, funding models and business approaches currently emerging to develop and finance projects creating social and environmental value;
- K4.** Develop an awareness of and commitment to:
Sustainability and the principles of responsible business such as those outlined in the United Nations Global Compact and Sustainable Development Goals;
The interpersonal skills, attitudes and strengths required to build a successful social enterprise;
- K5.** Consolidate their understanding of business planning processes and formats in which business proposals are presented to stakeholders.

Skills:

- S1.** Develop research and critical thinking skills, to analyse social and environmental challenges and identify opportunities for innovative and creative approaches to address these challenges;
- S2.** Develop problem solving strategies and entrepreneurial business approaches to develop innovative and creative mission-driven ventures;
- S3.** Develop business planning skills to prepare a thorough business case proposal for an entrepreneurial social enterprise;
- S4.** Demonstrate high level interpersonal skills, intercultural awareness and team building to contribute effectively to the development of collaborative projects;
- S5.** Demonstrate professional communication, presentation and ICT skills to effectively present a social enterprise proposal to all stakeholders;
- S6.** Engage in reflective practice.

Application of knowledge and skills:

- A1.** Apply entrepreneurial frameworks to sustainability challenges to develop innovative proposals for effective mission-driven ventures;
- A2.** Apply interpersonal communication and business planning skills to contribute constructively to a groups development of a proposal for a sustainable social enterprises;
- A3.** Apply high level communication, social media and presentation skills to present a social enterprise proposal to prospective stakeholders;

Course Content:

- Entrepreneurship, social enterprise and mission-driven ventures;
- Concepts of social entrepreneurship, social enterprise and the role of sustainability.
- The identification of new problems and finding new solutions for action, individually or collectively

- Social innovation and entrepreneurship (sometimes) involve different business models from different sectors of society (Non-profit and voluntary sector, Public sector and Private sector).
- United Nations Global Compact and Sustainable Development Goals
- Impact of social entrepreneurship on economies and markets, international perspective.
- Business ethics, corporate social responsibility: Complete vision framework.
- Open Innovation and disruptive innovation for social change through brand communities, networks, alliances and other collaborative structures.
- Entrepreneurial strategies and techniques used by start-up companies and other entrepreneurs to develop, fund and implement solutions to address social, cultural, or environmental issues.
- Business planning for sustainable social enterprises
- Social enterprise funding models
- The role of marketing & social media in generating support for social enterprises.

Values:

This course will help students to develop values and attributes that will enable them to:

- V1.** Adopt a social entrepreneurial approach to innovation and development within a social business, workplace or community
- V2.** Value the role that social and ethical leadership skills play in solving complex problems
- V3.** Justify the need for effective and ethical behaviour in work and community situations
- V4.** Demonstrate a deeper understanding of social and ecological sustainability
- V5.** Consider the importance of risk taking and large scale transformation to social problem solving in the social enterprise sector

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K2, K3, K4	AT1
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K2, K3, K4, S1, S2	AT1, AT2, AT3
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K2, S3, S4, A1	AT1, AT2, AT3

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K5, S4, S5, A3	AT1, AT2, AT3
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	S4, K4, A3	AT1, AT2, AT3

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, K4 S1, S2, S3, S4, S5, S6 A1, A2, A3	Reflective Journal Interim Final	Written or oral task	10%-20% and 10%-30%
K1, K2, K3, K4 S1	Individual Research Task	Written Task	20%-30%
K1, K2, K3, K4, K5 S1, S2, S3, S4, S5 A1, A2, A3	Group Report & Presentation	Written Task & oral presentation	30%-50%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)