

School / Faculty: Faculty of Education and Arts

Course Title: BUSINESS PLANNING AND DEVELOPMENT

Course ID: SOSCI3004

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 090309

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Examine business planning as it relates to development of social enterprise
- K2.** Explore key aspects of business strategy as it relates to establishment of a social enterprise
- K3.** Identify elements of the social enterprise operating environment

Skills:

- S1.** Implement business planning
- S2.** Scan the social enterprise environment
- S3.** Develop budgeting and financial management skills
- S4.** Appreciate elements of strategy development
- S5.** Analyse the legislative and regulatory elements of a social enterprise environment

Application of knowledge and skills:

- A1.** Utilise business planning knowledge and skills develop a business plan for a social enterprise
- A2.** Develop a comprehensive environmental scan to provide the basis for understanding the social enterprise environment

Course Outline (Higher Education)

SOSCI3004 BUSINESS PLANNING AND DEVELOPMENT

Course Content:

Students will work week by week in a workshop context to undertake business planning and environmental scanning around establishing a social enterprise in a local community. The learning will be scaffolded with students working each week on an element of the business plan or environmental scan, which will build to develop a final business plan.

Topics may include:

- Establishing a social enterprise
- environmental analysis
- market analysis
- budgeting and financial analysis
- establishing performance measures
- forecasting
- staffing
- legislative and regulatory requirements
- raising capital
- business models
- social dividends
- ethical operations
- presenting the business plan.

Values and Graduate Attributes:

Values:

- V1.** Appreciate the business realities of social enterprise
- V2.** Understand the social enterprise specific elements of business models
- V3.** Consider the capacity of social enterprise to return social dividends

Course Outline (Higher Education)

SOSCI3004 BUSINESS PLANNING AND DEVELOPMENT

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Students engage in skills development outside their usual experience and interests	Medium
Critical, creative and enquiring learners	Students develop a broader skills base which connects with very practical aspects of their study of social science	Medium
Capable, flexible and work ready	Students develop skills which they may bring to bear in developing social enterprises	Medium
Responsible, ethical and engaged citizens	Students develop skills which may be brought to bear on doing social good	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1-K3, S1-S5, A1-A2	Participation in workshop / seminar activity including discussion, reflection, research and group work.	Workshop participation	5-10%
K1-K3, S1,S2,S4, A2	Develop, as a group project, an environmental scan of the community in which a social enterprise may be established. This is to be presented as a report in any format considered appropriate	Group report	20-30%
K1-K3, S1, S3-S5, A2	Develop a business plan for a social enterprise through building on week by week tasks from theory and skills workshops. This is to be completed as a group task	Business plan	40-60%
K1-K3, S1-S5, A1-A2	Write a personal reflective journal on the process of developing a business plan. This will focus on the experience of undertaking a 'business' task, reflections on group work and viewpoints about the efficacy of social enterprise as a model for doing social good.	Reflective journal	15-25%

Adopted Reference Style:

APA