

COMM1000

Creating Social Change: From Innovation to Impact

Course Outline Semester 2, 2017

Course-Specific Information

The Business School expects that you are familiar with the contents of this course outline. You must also be familiar with the Course Outlines Policies webpage which contains key information on:

- Program Learning Goals and Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Student Support and Resources

This webpage can be found on the Business School website:

<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

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COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

1.1. Lecturer in Charge

Lecturer: Dr Alexandra Walker

Email: a.walker@unsw.edu.au

Location: Room 2049, Centre for Social Impact, Lvl 2 South Wing, Quadrangle Building, UNSW Business School

Phone: 02 9385 9757

1.2. Tutor

Omer Konakci

Email: konakcim@gmail.com

Location: Room 2044, Centre for Social Impact, Lvl 2 South Wing, Quadrangle Building, UNSW Business School

1.3. Tutor

Francesca Pinzone

Email: fpinzone@gmail.com

Location: Room 2044, Centre for Social Impact, Lvl 2 South Wing, Quadrangle Building, UNSW Business School

1.4. Centre for Social Impact Student Administration

Centre for Social Impact Student Team

Phone No: 02 8936 0990

Email: csistudents@unsw.edu.au

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures: Start in Week 1, end in Week 12. The lectures are on campus from week 1-4, and then online for the remainder of the course (week 5-12).

Tutorials: Start in Week 1, end in Week 12. Note, attendance requirements apply.

All students must be enrolled in one lecture and one tutorial.

LECTURES on campus Weeks 1-4 only:

Stream 1: Alexandra Walker

Time: Monday 1-2pm

Location: Central Lecture Block 8

Stream 2: Alexandra Walker

Time: Thursday 11am- 12pm

Location: Colombo Theatre A

TUTORIALS

Tutorial 1: Francesca Pinzone

Time: Thursday 9-11am

Location: Blockhouse G6

Tutorial 3: Alexandra Walker

Time: Thursday 2-4pm

Location: Colombo LG01

Tutorial 5: Omer Konakci

Time: Tuesday 12-2pm

Location: Mathews 310

Tutorial 7: Omer Konakci

Time: Wednesday 9-11am

Location: Colombo LG01

Tutorial 2: Francesca Pinzone

Thursday 12-2pm

Colombo LG01

Tutorial 4: Omer Konakci

Tuesday 10-12pm

Red Centre West M010

Tutorial 6: Omer Konakci

Time: Tuesday 2-4pm

Location: Mathews 102

Tutorial 8: Omer Konakci

Time: Wednesday 11am-1pm

Location: Colombo LG01

CONSULTATION TIMES: Room 2044, Centre for Social Impact, Lvl 2 South Wing, Quadrangle Building, UNSW Business School

- Dr Alexandra Walker: Thursday 12:30-1:30pm
- Omer Konakci: Wednesday 1-2pm
- Francesca Pinzone: Thursday 11am-12pm

2.2 Units of Credit

- The course is worth 6 units of credit
- There is no parallel teaching in this course
- No pre-requisite required
- No co-requisite required

2.3 Summary of Course

Do you want to change the world, but don't know where to start?

This course is for aspiring change agents across all sectors, including business, not-for-profit and government. Whether your career lies in business, law, art and design, arts and social sciences, the built environment, science, engineering or medicine, you

will learn how to address complex social problems and you will develop practical skills to create better social outcomes.

We explore the issues that policy makers, industry leaders and social service providers grapple with every day, such as inequality, place-based disadvantage, mental health, homelessness, and human rights. We will introduce models for systems change, social innovation, and cross-sectoral collaboration. You will complete the course with a broad understanding of social systems and the keys to initiating and sustaining positive social change.

The course introduces national and global trends through a range of case studies, and you will have the opportunity to hear directly from experts in business, government and social purpose organisations who have successfully initiated social change.

2.4 Course Aims and Relationship to Other Courses

This course aims to introduce students to systems thinking and societal change scenarios. It provides an overview of how sectors (public, private, and not-for-profit) create social impact in Australia and how they can work together more effectively to achieve positive social change. Students will examine these change processes within specific sectors as well as how these sectors interact to generate change. Catalysts and barriers to change will also be highlighted and supported by the real-life experiences of high calibre guest speakers. Students will be given the opportunity to put this learning into practice by planning their own change process to solve a social problem.

This course is designed as a flexible core elective in the Commerce (or Commerce related) program, a level 1 Business School elective, or a General Education course for students from other UNSW faculties. It is designed to complement learning within the broad range of programs from across the University.

2.5 Student Learning Outcomes

The Course Learning Outcomes are what you should be able to do by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate coursework students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

For more information on the Undergraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline.

Business Undergraduate Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.

You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.

You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective professional communicators.

You should be able to:

- a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
- b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. Teamwork: Our graduates will be effective team participants.

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.

You should be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Identify social and cultural implications of business situations.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed:

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you achieve the following learning goals:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	<ul style="list-style-type: none"> Explain how the different sectors within Australian society create or contribute to social change Evaluate key local social issues 	<ul style="list-style-type: none"> Sector analysis Social change pitch
2	Critical thinking and problem solving	<ul style="list-style-type: none"> Apply a systems thinking approach to the creation of positive social impact Critically evaluate the drivers of and barriers to social change Understand and apply tools to create and measure social change 	<ul style="list-style-type: none"> Essay Sector analysis
3a	Written communication	<ul style="list-style-type: none"> Construct written work which is logically and professionally presented 	<ul style="list-style-type: none"> Essay Sector analysis Social change pitch - report
3b	Oral communication	<ul style="list-style-type: none"> Communicate ideas in a succinct, clear and persuasive manner 	<ul style="list-style-type: none"> Social change pitch - presentation
4	Teamwork	<ul style="list-style-type: none"> Work collaboratively in small groups to complete a change project 	<ul style="list-style-type: none"> Social change pitch
5a.	Ethical, environmental and sustainability responsibility	<ul style="list-style-type: none"> Implement ethical, environmental and sustainability concepts and practices in the social change process 	<ul style="list-style-type: none"> Social change pitch
5b.	Social and cultural awareness	<ul style="list-style-type: none"> Understand the cultural context of social change systems Apply this learning to working in multi-cultural teams 	<ul style="list-style-type: none"> Essay Sector analysis Social change pitch

3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

The overall pedagogical philosophy of this course is based on the belief that learning is an active process requiring engagement and immersion.

Due to the dynamic nature of social change this course will be highly interactive and discussion-oriented. It will utilise innovative and varied learning, teaching and assessment strategies designed to apply content to practical examples and case studies.

The course assumes the ability and willingness of students to actively engage in class and to take on a multi-disciplinary approach.

3.2 Learning Activities and Teaching Strategies

This course is intended as a 1hr lecture and a 2hr tutorial allowing for blended learning and teaching strategies. Typically, the course will be a mixture of short lectures, guest speakers, case studies, discussions and debates.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must achieve a composite mark of at least 50.

4.2 Assessment Details

Assessment Task	Weighting	Length	Due Date
1. Essay	25%	1,500 words	Week 5: 11:59pm Friday 25 August
2. Sector analysis	30%	2,000 words	Week 9: 11:59pm Friday 22 September
3. Social Change Pitch (a) Individual written report	15%	1000 words or equivalent thereof	Week 11: 11:59pm Friday 13 October
(b) Individual oral presentation	20%	3-5 minutes	In class: Week 11 or 12
(c) Team design & presentation	10%	9-15 minutes	In class: Week 11 or 12
Total	100%		

4.3 Assessment Format

Assessment task 1 – ESSAY: 1500 words (25%)

Task description

The first assessment is an essay in response to the following statement:

‘Change is the responsibility of the individual.’

Your essay must integrate the ACAR critical thinking and systems thinking frameworks taught in Week 2 and 3.

In your answer, draw on case studies from one of the following topics:

- Drug addiction, or
- Homelessness

Your essay should allow you to better understand complex social change.

Requirements

Your essay will be based on academic sources: peer-reviewed books and/or journal articles. You are expected to include a minimum of six (6) academic sources in your essay. These sources can include readings from the course. However, you will need to research beyond the course readings in order to provide a deeper level of analysis in your essay. You are encouraged to draw upon additional theoretical material to enrich your analysis and substantiate your arguments.

Your essay is due in **week 5 (Friday, by 11.59pm)**, using the Turnitin link provided for that week and needs to be computer typed. The word limit is 1500 (with a leniency of, plus or minus, 10%).

The marking criteria for this assessment is available on Moodle under the heading ‘FAQs, Marking Criteria & Assessment Resources.’ Student marks and written feedback will be given 2 weeks after the submission of the essay (subject to assessments being submitted on time).

Assessment task 2 – SECTOR ANALYSIS: 2000 words (30%)

Task description

In this assessment you are required to provide a sector analysis of what is currently being done to address the social issue you have selected in your teams. Even though you will be working on the same topic as your team members, this assessment is completed and marked on an individual basis.

As part of your analysis you will need to identify the major initiatives/programs put in place to address your social issue across the three sectors (public, private, and not-for-profit). You must critically analyse whether these programs are successful or not and why this is the case. Use the ACAR and systems thinking frameworks and any other relevant course material as the basis for your analysis.

Requirements

Your research for this assessment will draw on media, reports, websites from the different sectors, and other current sources, as well as concepts from the course. Using this research, you will analyse what is being done by all sectors in relation to your

social issue. This will allow you to situate your own change process within the current environment and differentiate what you are proposing to do from what has been done.

Your sector analysis is due in **week 9 (Friday, by 11.59pm)**, using the Turnitin link provided for that week and needs to be computer typed. The word limit is 2000 (with a leniency of, plus or minus, 10%).

The marking criteria for this assessment is available on Moodle under the heading 'FAQs, Marking Criteria & Assessment Resources.'

Student marks and written feedback will be given 2 weeks after the submission of the essay (subject to assessments being submitted on time).

Assessment task 3 – SOCIAL CHANGE PITCH (45%)

Task description

For this assessment you will be allocated to a team of three (3). In your team you will choose a social issue based on the United Nations' Sustainable Development Goals (SDGs). Throughout the course your team will design a change process to address this social issue, and will present a social change pitch in the form of a written report in Week 11, and an oral presentation in either Week 11 or 12.

Although you will be working in teams, the majority of this assessment is based on your individual contributions. Each individual in the team will be responsible for one section of the social change process, and will be assessed according to three components:

- **Individual written report** (15%) due in **week 11 (Friday, by 11.59pm)**, using the Turnitin link provided for that week. This needs to be computer typed. You will submit your individual section of the team report. The word limit is 1000 or the equivalent thereof (with a leniency of, plus or minus, 10%).
- **Individual oral presentation** (20%) presented during your tutorial in **week 11 or 12**. The time limit is 3-5 minutes. You will present your individual section of the team report.
- **Team design and presentation** (10%): this mark is the same for all team members and will be based on the quality, cohesion and consolidation of the overall team presentation.

Attendance will be compulsory during week 4, 5, 6, 9 & 10's tutorials and will impact your individual marks for your reports.

Requirements

For your social change pitch, you are asked to focus on designing a **process** rather than a **solution**. To design your change process you will need to use the tools discussed in the course. This part is where you get to apply what you have learnt. Be careful not to get caught up in the details of finding a solution. Remember that you need to design your overall change process justifying your approach to change as well as your choice of specific tools to go about this change drawing on the material covered during the semester.

This section should be very practical rather than written in an essay style. Your report should be structured as a report and in a professional manner. It is recommended that you do some research as to what a professional report looks like. .

Your social change pitch is divided in 3 sections:

- (i) **PROBLEM:** Identifying the problem and creating a vision and goals
- (ii) **SYSTEMS THINKING:** Mapping the root causes, system and actors
- (iii) **ACTION:** Tactics and strategies

There will be time in tutorials dedicated to in-class team work throughout the semester – **in weeks 4, 5, 6, 9 and 10**. All team members are required to attend these workshops. Absent team members will lose 1 mark for each week missed deducted from their social change pitch mark on an individual basis.

Do you have more questions about what is required?

Have a look at your **Social Change Pitch FAQ** on Moodle available under 'FAQs, Marking Criteria and Assessment Resources.'

4.4 Assignment Submission Procedure

a) Online submission

All assignments must be submitted electronically via Turnitin on Moodle. Individual assignments submitted electronically via Turnitin do not require cover sheets. Ensure that your student ID number is in the top right hand corner of each page for individual assignments and the team number plus student ID of all members is in the top right hand corner of your social change pitch. Full information about how to prepare assignments for electronic submission can be found in the Turnitin Student Guide: <http://teaching.unsw.edu.au/turnitin-students>

In the unlikely event that a problem should occur when submitting assignments online, students should make sure to send their assignment to the lecturer in charge before the deadline and re-submit using Turnitin as soon as the problem is rectified. Assignments not submitted through Turnitin will not be marked.

b) Referencing style

Harvard Referencing is required for all your assessments. The tutorial in Week 1 will provide the opportunity to review academic integrity principles and how to reference correctly.

For the *ASB Harvard Referencing Guide*, see the ASB Referencing and Plagiarism webpage (ASB >Learning and Teaching>Student services> Referencing and plagiarism).

There is software available to you to make referencing easier:

- Word has a built in referencing tool (<https://support.office.com/en-us/article/Create-a-bibliography-3403c027-96c8-40d3-a386-bfd5c413ddb>)
- As a UNSW student you also have free access to using and downloading Endnote on your computers: <https://www.it.unsw.edu.au/students/software/endnote.html>

c) Plagiarism

Students need to familiarise themselves with appropriate referencing standards as well as what constitutes plagiarism (see <https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies> for further details).

If you are unsure, help is available here: <https://student.unsw.edu.au/plagiarism>. If you would like further and personalised guidance with regards to the University requirements and policy around referencing, you can also book a meeting with the Learning Centre (<https://student.unsw.edu.au/academic-skills-support-contacts>) who will be able to provide you with the necessary guidance.

Instances of plagiarism will be referred to the CSI Student Ethics Officer for review and educative action as appropriate.

Marks will be deducted for inappropriate referencing.

d) Formatting requirements

Times New Roman, 12pt font and 1.5 line spacing is recommended.

e) Feedback

Feedback is taken very seriously. It is the only way students can understand what was done well and what could have been done better, and therefore learn. Feedback on written assessment will be provided within two weeks of submission, as well as continuously throughout the semester during the tutorials or online. Students are reminded to keep a copy of all work submitted and returned marked assignments.

4.5 Special Consideration, Late Submission and Penalties

Late submissions that have not been approved will be downgraded by 5% for each day after the due date. This means that for an assessment worth 30%, you will lose 1.5 marks each day your assignment is late.

Any piece of assessment not submitted within 10 days of the submission date will receive a zero (0).

To know more about the special consideration process and assignment extensions, refer to

<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

4.6 Is English not your first language?

Support is available to students for whom English is not their first language through the 'Personalised English Language Enhancement' course (HUMS1005). This course is offered by the Faculty of Arts and Social Sciences from 2017 – see here:

<http://www.handbook.unsw.edu.au/undergraduate/courses/2017/HUMS1005.html>

Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

5 TEAM WORK

Permanent Teams will be:

- Announced in week 4
- Allocated randomly by your lecturer in charge using Moodle.

In this course we will talk about the power that you have as individuals to create social change as well as the need to work together to address social issues in their entirety. Working together is important and can lead to improved outcomes but it is not easy. Indeed, research shows collaboration is uncomfortable and setting clear and shared expectations as well as building trust are all important components of successful team work.

Which assessment is undertaken in our permanent teams?

Your social change pitch and associated in-class work (see details in assessment task 3) is undertaken in your permanent teams.

How does this course ensure fair allocation of marks in team work?

Individual components are built into your social change pitch to mitigate issues that might arise as a result of team work – see details in assessment task 3.

How can we organise for enjoyable and efficient team work?

Time will be allocated in week 4 for you to meet your permanent team in class. During this time, you will also be asked to agree on some background rules for ethical team work, and discuss what your expectations are of each other. You will also be asked to draw up a team contract that will be binding for the rest of the semester.

What do I do if there are issues in my team?

Working together is not always easy and issues may arise.

- In the first instance, students are asked to bring up any potential issue to their team – a good way to do that is to go back to your team contract and discuss any points you have previously agreed on that you feel are not being respected.
- In the second instance, if the issue remains, please contact your lecturer in charge (a.walker@unsw.edu.au) to discuss further so that next steps can be implemented and the issue dealt with in a timely fashion.

What will happen if there is an issue and this issue cannot be resolved?

In extreme cases, your lecturer reserves the right to remove team members from teams, and ask individuals to complete team assignments on their own.

What are my obligations as a UNSW student?

Under the [UNSW Student Code](#), all students have an obligation to observe standards of equity and respect in dealing with every member of the University community – this includes all your team members.

Please remember that allegations of bullying, harassment and discrimination against students or by students are taken very seriously at UNSW. You can find more information on this here: [Student Life and Learning Service and Resource Directory](#) and here: <https://student.unsw.edu.au/equity>

6 COURSE RESOURCES

Links to all required and optional resources are on the reading list for your course in the UNSW Library's Leganto system, which you can access via your Moodle course. Please note you will need to login, and may be required to enter your UNSW zID and zPass in order to access the library site.

Required readings consist of core texts and their applications. Readings are chosen to provide both theoretical foundation and to illuminate their meaning and usage in professional contexts. The readings are not to be studied in detail, but designed to initiate thinking and understanding of key themes in social systems and change.

7 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. In this course, we will seek your feedback through end of semester myExperience responses. Your feedback is important to ensure the course is continually improved.

8 COURSE SCHEDULE and ATTENDANCE

Lectures start in Week 1 and finish in Week 12.

Workshops start in Week 1 and finish in Week 12.

Your regular and punctual attendance at lectures (Weeks 1-4) and tutorials (Weeks 1-12) is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. This means you are required to attend a minimum of 10 out of the 12 scheduled tutorials. Weekly attendance will be taken. For more information, see:

<https://student.unsw.edu.au/attendance>

**As we progress through the semester,
remember to be mindful of how you feel**

Social issues can be difficult to talk about sometimes and it is important to be mindful of how you feel. If you ever feel uncomfortable or distressed in class and would prefer not to take part in the discussions, please remember that it is completely ok for you to leave the room.

If you ever experience any distress, whether during or after the classes, you are very welcome to contact your lecturer in charge (a.walker@unsw.edu.au) to discuss this further – all discussions remain confidential and will not affect your marks in any way. If you feel that you need further support, the University provides free and confidential counselling and psychological services to all students enrolled at UNSW: <https://www.counselling.unsw.edu.au/> - please do not hesitate to contact them, they are very helpful. You can also call Mental Health Line on 1800 011 511, it is a 24-hour telephone service operating seven days a week across NSW. It provides connections to crisis support and counselling.

Your contributions in class and your willingness to discuss these issues to create positive and meaningful social change are extremely valuable.

Week	Materials	Lectures		Tutorials		Deadlines
		Topic	Delivery	Activity	Attendance taken	
1 24 July	Course Outline	Do you want to change the world? Introduction to Social Change	Face to Face	<ul style="list-style-type: none"> Overview of the course Understanding academic integrity, referencing & plagiarism 	YES	
Section 1 – Change Agents & the Social Purpose System						
2 31 July	Online Readings	What is the problem? From the personal to the global: setting the scene for social change	Face to Face	<ul style="list-style-type: none"> Critical thinking & how to apply it 	YES	
3 7 August	Online Readings	Systems thinking & the three sectors	Face to Face	<ul style="list-style-type: none"> Systems thinking Different types of change agents 	YES	
4 14 August	Online Readings	Leadership & the Sustainable Development Goals (SDGs)	Face to Face	<ul style="list-style-type: none"> The Sustainable Development Goals (SDGs) Team work- choosing your social issue	YES	* Permanent Teams Allocated * Tutorial attendance is compulsory

Week	Materials	Lectures		Tutorials		Deadlines
		Topic	Delivery	Activity	Attendance taken	
Section 2 – Design, Implementation and Impact						
5 21 August	Online Readings	Social innovation: how to design a change process	Online	• Team work- designing your social change process	YES	*Tutorial attendance is compulsory Essay due (Friday 25 August, 11.59pm)
6 28 August	Online Readings	Designing & measuring your change process	Online	• Team work- designing your social change process	YES	*Tutorial attendance is compulsory
7 4 September	Online readings	Business & social impact	Online	• Case studies & discussion	YES	
8 11 September	Online readings	Governments & social change	Online	• Case studies & discussion	YES	
9 18 September	Online Readings	Not-For-Profits & civil society	Online	• Case studies & discussion • Team work review before semester break	YES	Sector analysis due (Friday 22 September, 11.59pm) *Tutorial attendance is compulsory
<Semester Break>						

Week	Materials	Lectures		Tutorials		Deadlines
		Topic	Delivery	Activity	Attendance taken	
Section 3 – From Collaboration to Integration						
10 2 October	Online Readings	Collaboration for social change in Australia	Online	• Team work	YES	*Tutorial attendance is compulsory
11 9 October	Online Readings	Collaboration for social change globally	Online	Oral presentations	YES	Individual written report for the Social Change Pitch due (Friday 13 October, 11:59pm)
12 16 October	Online Readings	Integration for social change in Australia & globally	Online	Oral presentations MyExperience	YES	End of course