COMM5704 Demonstrating Social Impact - 2024

Published on the 26 Aug 2024

General Course Information

Course Code : COMM5704
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : UNSW Business School
Delivery Mode : Online
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Postgraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

Demonstrating Social Impact is an elective subject for the Graduate Certificate in Social Impact and M Com, or AGSM MBAx programs. It provides an overview and introduction to evaluation and social impact assessment, the underpinning principles of evaluation and social impact

assessment. The course will provide the knowledge and tools necessary to understand and apply social impact frameworks and methodologies at a project and organisational level.

Course Aims

There is a growing interest in how Third sector organisations can measure and demonstrate their social impact to their broad range of stakeholders (e.g. target group, funders, governments). In some countries for instance, there are moves towards making the use of some form of social impact measurement framework or model compulsory for Third sector organizations that receive government funding. Corporate foundations and social investors are also applying greater rigour in deciding which projects and organisations to fund and have higher expectations of grantees in terms of evaluation and assessment of the projects funded. This course examines some of the key social impact measurement approaches used by leading Third sector organisations in Australia and internationally, including Logic Models such as LogFrame; Social Return on Investment (SROI); and Social Accounting and Audit (SAA).

Relationship to Other Courses

There is a growing interest in how third-sector organisations can measure and demonstrate their social impact to their broad range of stakeholders (e.g., beneficiaries, funders, governments). Corporate foundations and social investors are also applying greater rigour in deciding which projects and organisations to fund and have higher expectations of grantees in terms of evaluation and assessment of the projects funded. All sectors, government, corporate and the third sector increasingly want to know the social impact of their programs, initiatives, and investments.

Demonstrating Social Impact introduces social impact assessment, outcome and indicator measurement, data collection methods and evaluation as well as the underpinning principles of process, impact and economic evaluation and social impact assessment. It examines some of the key social impact measurement approaches increasingly used by leading third-sector organisations in Australia and internationally as well as by governments and large corporations. The course will provide the knowledge and tools necessary to understand and apply social impact frameworks and methodologies at a project and organisational level.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Describe and critically evaluate the concept of Social Impact and Social Impact measurement;
CLO2 : Describe the key drivers behind the increased interest in Social Impact measurement and frameworks;
CLO3 : Describe and understand the key underpinning principles of best practice Social Impact assessment;
CLO4 : Understand and apply several approaches that will assist you to demonstrate the social impact of a project, program or organisation;
CLO5 : Describe and understand several frameworks used by corporations to demonstrate the impact of their social initiatives.
CLO6 :   Collaborate in teams to develop skills in communication, research, and reporting

Course Learning Outcomes	Assessment Item
CLO1 : Describe and critically evaluate the concept of Social Impact and Social Impact measurement;	• Evaluation Plan Pt 1 • Evaluation Plan Pt 2 • Participation
CLO2 : Describe the key drivers behind the increased interest in Social Impact measurement and frameworks;	• Evaluation Plan Pt 1 • Evaluation Plan Pt 2 • Participation
CLO3 : Describe and understand the key underpinning principles of best practice Social Impact assessment;	• Evaluation Plan Pt 1 • Evaluation Plan Pt 2 • Participation
CLO4 : Understand and apply several approaches that will assist you to demonstrate the social impact of a project, program or organisation;	• Evaluation Plan Pt 2 • Participation
CLO5 : Describe and understand several frameworks used by corporations to demonstrate the impact of their social initiatives.	• Evaluation Plan Pt 2 • Participation
CLO6 : Collaborate in teams to develop skills in communication, research, and reporting	• Peer evaluation • Evaluation Plan Pt 2

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Approach to learning and teaching in the course:

The teaching mode of delivery for this course is face-to-face intensives (two weekends). You are encouraged to develop an inquiry-based approach to your learning with your facilitator guiding your learning. The Moodle site will provide access to multi-media resources and presentations that can provide you with the tools to examine, explore and discuss your learning with your co-participants and facilitators. The online resources will set the scene, framework and context for the topics being examined.

Learning activities and teaching strategies:

In order to maximise the collaborative and experiential nature of this course, a "flipped" learning and teaching approach will be used throughout the course. "The "flipped" approach means you should read and consult resources independently and contribute to online discussion forums. You have three major resources to help you learn:

- The course materials, comprising readings, references, insights and commentary for each Unit. You will do much of your learning by working through the course materials, and by completing the exercises as they arise.
- Your course authority's role is to guide your learning by conducting and facilitating discussions, answering questions that might arise after you have done the week's work, providing insights from practical experience and understanding of theory, providing you with feedback on your assignments, and directing discussions that will occur between you and your co-participants.
- Your co-participants are an invaluable source of rich learning content for you. Their work and life, and their willingness to question and debate the course materials, your views and those of the facilitator, represent a great learning opportunity. They bring much valuable insight to the learning.

Additional Course Information

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.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Evaluation Plan Pt 1 Assessment Format: Individual Short Extension: Yes (2 days)	35%	Start Date: Not Applicable Due Date: 13/10/2024 11:30 PM
Evaluation Plan Pt 2 Assessment Format: Group	30%	Due Date: 01/12/2024 11:30 PM
Peer evaluation Assessment Format: Individual	10%	Due Date: 01/12/2024 11:30 PM
Participation Assessment Format: Individual	25%	Due Date: Weekly

Assessment Details
Evaluation Plan Pt 1

Assessment Overview

This assignment requires you to identify the social or environmental issue and problem, or unmet need an

organisation or program is addressing. You will draw on this work in your group assignment

Course Learning Outcomes

- CLO1 : Describe and critically evaluate the concept of Social Impact and Social Impact measurement;
- CLO2 : Describe the key drivers behind the increased interest in Social Impact measurement and frameworks;
- CLO3 : Describe and understand the key underpinning principles of best practice Social Impact assessment;

Detailed Assessment Description

See Assessment Handbook on Moodle for detailed instructions.

Assessment Length

1500 words

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

Evaluation Plan Pt 2

Assessment Overview

You will continue the work you started in AT1 by proposing an outcomes measurement approach and completing the outcomes evaluation plan for your program/organisation. You will work as part of a group for this assignment.

Course Learning Outcomes

- CLO1 : Describe and critically evaluate the concept of Social Impact and Social Impact measurement;
- CLO2 : Describe the key drivers behind the increased interest in Social Impact measurement and frameworks;
- CLO3 : Describe and understand the key underpinning principles of best practice Social Impact assessment;
- CLO4 : Understand and apply several approaches that will assist you to demonstrate the social impact of a project, program or organisation;
- CLO5 : Describe and understand several frameworks used by corporations to demonstrate the impact of their social initiatives.
- CLO6 :   Collaborate in teams to develop skills in communication, research, and reporting

Detailed Assessment Description

AT2 requires you to apply the concepts and knowledge gained in the second half of the course to complete the evaluation plan started in AT 1. You will complete the evaluation plan with a logic model or a Social Return on Investment, working in a team of three.

See Assessment Handbook on Moodle for detailed instructions.

Assessment Length

3000 - 3500 words

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

Peer evaluation

Assessment Overview

You will assess your own and your team members contributions to the group assignment

Course Learning Outcomes

- CLO6 :   Collaborate in teams to develop skills in communication, research, and reporting

Detailed Assessment Description

As part of the group work project associated with AT2, you will also be asked to provide peer assessment of your group members.

See Assessment Handbook on Moodle for detailed instructions.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Participation

Participation in the online course is assessed through online asynchronous discussion forums

Course Learning Outcomes

- CLO1 : Describe and critically evaluate the concept of Social Impact and Social Impact measurement;
- CLO2 : Describe the key drivers behind the increased interest in Social Impact measurement and frameworks;
- CLO3 : Describe and understand the key underpinning principles of best practice Social Impact assessment;
- CLO4 : Understand and apply several approaches that will assist you to demonstrate the social impact of a project, program or organisation;
- CLO5 : Describe and understand several frameworks used by corporations to demonstrate the impact of their social initiatives.

Detailed Assessment Description

The purpose of this task centres on the facilitation of participation, conversation and peer learning. Active participation and interaction with peers is a vital ingredient in learning. You will be assessed on your individual contribution to online and intensive activities. Whilst this is primarily an individual task, your interaction with your peers and teachers will also be assessed.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.
For more information on Generative AI and permitted use please see here.

General Assessment Information

Full assessment details can be found in the Assessment Handbook on Moodle.

Viva Voce

Any student may be called upon to provide a viva voce (from the Latin meaning 'living voice') for any assignment. A viva voce is an interview style meeting where you will be asked to explain, discuss, or use information related to any assignment or work produced for this course. These

can be used to ascertain knowledge and ability including the extent to which the student has undertaken the required reading, done preparatory work and can demonstrate understanding of what they have written or presented. Viva voces are used in conjunction with submitted assessment work not instead of submitted work.

Academic Integrity and Code of Conduct

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Code of Conduct with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Grading Basis

Standard

Requirements to pass course

In order to pass this course, you must:

- achieve a composite mark of at least 50 out of 100;
- achieve a satisfactory result on any essential assessment components; and
- meet any additional requirements described in the Assessment Summary section.

You are expected to attempt all assessment requirements in the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 2 September - 8 September	Module	Topic: Welcome to COMM5704 and Outcomes measurement Activity: Get a head start by completing a couple of intro readings and introducing yourself on Moodle
Week 1 : 9 September - 15 September	Module	Topic: Introduction to Demonstrating Social Impact Activity: Read Moodle book and associated readings and materials. Participate in discussion forums.
	Online Activity	Webinar 1: Welcome to Demonstrating Social Impact. This is an introductory webinar to the course and the first unit, and gives you the opportunity to meet your peers.
Week 2 : 16 September - 22 September	Module	Topic: Preparing for Social Impact Assessment Activity: Read Moodle book and associated readings and materials. Participate in discussion forums.
Week 3 : 23 September - 29 September	Module	Topic: Evaluation: Theory driven evaluation and evaluability assessment Activity: Read Moodle book and associated readings and materials. Participate in discussion forums.
Week 4 : 30 September - 6 October	Module	Topic: Logic models and the LogFrame Matrix Activity: Read Moodle book and associated readings and materials. Participate in discussion forums.
Week 5 : 7 October - 13 October	Module	Topic: Recap Modules 1 - 4 Activity: Recap Moodle books and associated readings and materials. Participate in discussion forums.
	Assessment	Assessment 1: Evaluation Plan - Part 1 due Sunday 13 October by 11:30pm.
	Online Activity	Webinar: Content review and AT1 Q&A
Week 6 : 14 October - 20 October	Module	Topic: Indicators and data sources for outcomes measurement Activity: Read Moodle book and associated readings and materials. Participate in discussion forums.
Week 7 : 21 October - 27 October	Module	Topic: Impact evaluation: Randomized Controlled Trials, Quasi Experimental Design, Cost benefit analysis (CBA) and cost effectiveness analysis (CEA) Activity: Read Moodle book and associated readings and materials. Participate in discussion forums.
Week 8 : 28 October - 3 November	Module	Topic: Social Return On Investment (SROI) Activity: Read Moodle book and associated readings and materials. Participate in discussion forums.
Week 9 : 4 November - 10 November	Module	Topic: Using research and evaluation for social change Activity: Read Moodle book and associated readings and materials. Participate in discussion forums.
Week 10 : 11 November - 17 November	Module	Topic: The Balanced Scorecard and Results-Based Accountability Activity: Read Moodle book and associated readings and materials. Participate in discussion forums.
	Online Activity	Webinar: Content review and AT2 Q&A.
Week 11 : 18 November - 24 November	Assessment	Assessment 2: Evaluation Plan - Part 2 due Sunday 24 Nov 11:30pm Assessment 3: Peer Evaluation due Sunday 24 Nov 11:30pm

Attendance Requirements

Attendance in this course is through participation in the online asynchronous discussion forums. Students are expected to contribute to the discussion on a weekly basis.

Webinar attendance is not compulsory but is strongly encouraged.

General Schedule Information

The course will cover:

- **Rationale and Context:** What is social impact? Why measure social impact? What does it mean to demonstrate social impact? The increased focus on outcomes measurement in the social sector; Ethical and political context of impact assessment.
- **Evaluation:** Underpinning principles of evaluation; process evaluation; outcomes/impact evaluation; economic evaluation; theory-driven vs black box and method-driven evaluation.
- **A framework for impact assessment:** Theory of change and logic model, the Logframe approach.
- **Outcomes and Indicators:** Selecting indicators for outcomes across different social sectors; selection criteria for mapping potential indicators; data sources; population level and program level outcomes and indicators; benchmarking and targets for outcomes and indicators.
- **Quantitative data:** survey and administrative data - best approaches for data collection and utilisation for impact assessment. **Qualitative data:** approaches and utilisation for impact assessment. **Experimental and quasi-experimental approaches:** (randomised controlled trials and quasi-experimental design); systematic reviews and meta-analysis; new developments in data - soft data, big data; Economic analysis and Social return on Investment (SROI)
- **Applications and policy:** Undertaking an applied outcomes measurement and evaluation exercise; evidence-based policy.

Impact assessment concepts will be applied to a case study throughout the course.

Course Resources

Recommended Resources

The University and the Business School provide a wide range of support services for students, including:

Centre for Social Impact (CSI)

http://www.csi.edu.au/

Please direct any CSI education program, enrolment and administration queries here

Email: csistudents@unsw.edu.au **Phone:** (02) 8936 0990

Business Student Centre

https://www.business.unsw.edu.au/students/resources/student-centre

The Nucleus: Student Hub

https://nucleus.unsw.edu.au/en

Location: Level 2, in the Main Library. (UNSW map location F21) **Phone:** (02) 9385 8500

Moodle eLearning Support

For online help using Moodle, go to: https://student.unsw.edu.au/moodle-support

For technical support, **Email:** itservicecentre@unsw.edu.au ; **Phone:** (02) 9385 1333

Academic Skills Support

Academic Skills Support | UNSW Current Students

Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

Library services and facilities for students

Students (unsw.edu.au)

IT Service Centre

https://www.myit.unsw.edu.au/

Provides technical support to troubleshoot problems with logging into websites, downloading documents, etc.

IT Walk-in Service Centres: Upper Campus IT Hub - Room G06, D26 Biological Sciences Building (Next door to XS Cafe) ; **Middle Campus IT Hub** - G008, Ground Floor H13 Anita B Lawrence Centre

Phone: (02) 9385 1333

UNSW MindHub

https://www.student.unsw.edu.au/mindhub

Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling via Mental Health Connect

Office: Level 2, East Wing, Quadrangle Building; **Phone:** (02) 9385 5418; **Email:** counselling@unsw.edu.au

Equitable Learning Services (formally Disability Support Services)

https://student.unsw.edu.au/els

A free and confidential service that provides practical support to ensure your mental or physical health conditions do not adversely affect your studies.

Phone: (02) 8374 9201; **Email:** els@unsw.edu.au

Nura Gili Student Success Team

https://www.indigenous.unsw.edu.au/current-students/student-success

Our Student Success Team aim to enhance the student experience at UNSW. We work to equip all Aboriginal and Torres Strait Islander students at UNSW with the skills they need to thrive in an ever-changing and innovative world.

Phone: (02) 9385 3805; **Email:** nuragili@unsw.edu.au

Course Evaluation and Development

This course has recently gone through curriculum reform. This process incorporated student feedback and industry perspectives on graduate education as well as the latest resources developed by the Centre for Social Impact.
We welcome feedback on the course structure through myExperience and directly to the Course Authority.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Ioana Ramia				By appointment	Yes	Yes

Other Useful Information
Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the Policies and Guidelines page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the Policies and Guidelines page. For PG Research PLOs, including MPDBS, please refer to UNSW HDR learning outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Code of Conduct with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for

assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW Current Students page.

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW Current Students page.

LATE SUBMISSION PENALTIES

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submited.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a protocol under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to this page.
- Students in the **School of Banking & Finance** should also refer to this page.
- Students in the **School of Information Systems & Technology Management** should also refer

to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

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.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.