



UNSW Course Outline

COMM5710 Creating Shared Value - 2024

Published on the 28 Aug 2024

General Course Information

Course Code : COMM5710

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 : In Person

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

Creating Shared Value (CSV), a term introduced by Porter and Kramer (2011), is aimed at enhancing 'the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates'. CSV as an organisation and business

ethos, therefore, seeks greater integration of organisational economic imperatives with the identification of social needs that can be addressed via the expansion of economic markets and business innovation. Complementing existing strategies of corporate philanthropy, corporate social responsibility and sustainability, CSV is aimed at creating shared value by reconceiving products and markets, increasing productivity in the value chain, and enabling development of clusters of stakeholders. This course will examine the fundamentals of CSV and how businesses might co-create sustainable financial and social value.

Course Aims

Creating Shared Value (CSV), is aimed at enhancing the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates. This course will examine the fundamentals of CSV and how businesses can co-create sustainable financial and social value, through expansion of economic markets and business innovation, reconceiving products and markets, increasing productivity in the value chain, and enabling development of clusters of stakeholders.

Relationship to Other Courses

This course builds on the introduction to Creating Shared Value in the core course COMM5701 Social Impact. It aims to develop your knowledge and understanding of shared value concepts, frameworks, and processes and the practical application of CSV tools to assist businesses with developing and operationalising shared value strategies. As CSV is relatively new, introduced in 2011 by Harvard strategy guru Michael Porter and his colleague Mark Kramer, there is not yet a depth of academic literature to draw on. However, as CSV builds momentum among businesses worldwide, there is a growing body of applied case studies and practitioner writings from which this course will draw. In an effort to reinforce the applied nature of the course, it has been co-designed and developed with corporate practitioners.

Shared Value was introduced in COMM5701 Social Impact. As this course also includes topics related to designing CSV initiatives and measuring shared value impact, it links to COMM5706 Design for Social Innovation and COMM5704 Demonstrating Social Impact.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Identify the meaning and purpose of Creating Shared Value (CSV)
CLO2 : Critically analyse the ideas and practice of CSV
CLO3 : Identify and describe shared value opportunities including at the enterprise level
CLO4 : Determine and apply key components required for designing and measuring shared value projects and programs
CLO5 : Demonstrate an informed response to the analysis of local and global CSV trends and drivers
CLO6 : Develop research and communication skills necessary for shared value work and study

Course Learning Outcomes	Assessment Item
CLO1 : Identify the meaning and purpose of Creating Shared Value (CSV)	<ul style="list-style-type: none">• Participation• Critical Review Essay• Final Report
CLO2 : Critically analyse the ideas and practice of CSV	<ul style="list-style-type: none">• Critical Review Essay• Final Report
CLO3 : Identify and describe shared value opportunities including at the enterprise level	<ul style="list-style-type: none">• CSV template and pitch• Final Report
CLO4 : Determine and apply key components required for designing and measuring shared value projects and programs	<ul style="list-style-type: none">• Final Report
CLO5 : Demonstrate an informed response to the analysis of local and global CSV trends and drivers	<ul style="list-style-type: none">• CSV template and pitch• Final Report
CLO6 : Develop research and communication skills necessary for shared value work and study	<ul style="list-style-type: none">• CSV template and pitch• Final Report

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

The teaching model in this course is what is referred to as 'blended' meaning a combination of self directed online modules and face-to-face classes (over two weekends). You are encouraged to develop an inquiry-based approach to your learning with your facilitators guiding your learning. The Moodle site will provide access to multimedia 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.

The course has been designed to enhance group discussion for active and interactive learning. Each unit (topic) will include a range of activities and readings. You have three major resources to help you learn:

1. The **course materials** comprising readings, references, insights and commentary for each unit. You will do much of your learning independently by working through the course materials and completing the readings, and collaboratively through discussions in the face to face classes.
2. Your **teaching team** comprising the Course Authority, Co-facilitators, and guest lecturers, who will provide insights from practical experience and understanding of theory, and direct discussions that will occur between you and your co-participants. Your Course Authority will also provide feedback on you assignments.
3. 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 coordinator, 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 log in 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 are designed to initiate thinking and understanding of key themes in social systems and change.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Participation Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: Not Applicable
Critical Review Essay Assessment Format: Individual Short Extension: Yes (2 days)	20%	Start Date: Not Applicable Due Date: 30/09/2024 06:00 PM
CSV template and pitch Assessment Format: Group	25%	Start Date: Not Applicable Due Date: 10/11/2024 03:00 PM
Final Report Assessment Format: Individual Short Extension: Yes (2 days)	35%	Start Date: Not Applicable Due Date: 18/11/2024 06:00 PM

Assessment Details

Participation

Assessment Overview

Active participation and interaction with peers is a vital ingredient in learning and is assessed on the student's contributions to discussion and other learning activities. Students will be assessed on the quality of the way in which they incorporate the concepts and theories from the course when expressing their own ideas, experience and opinions, and when responding to comments and contributions from fellow students

Course Learning Outcomes

- CL01 : Identify the meaning and purpose of Creating Shared Value (CSV)

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](#).

Critical Review Essay

Assessment Overview

This assessment task requires you to critically review the academic and practitioner literature on Creative Shared Value. It is aimed at drawing attention to the debate on the theory and practice of CSV in order to develop your critical thinking skills.

Course Learning Outcomes

- CL01 : Identify the meaning and purpose of Creating Shared Value (CSV)
- CL02 : Critically analyse the ideas and practice of CSV

Detailed Assessment Description

See Assessment Handbook on Moodle for detailed requirements.

Assessment Length

1500 words (+/-10%)

Assignment submission Turnitin type

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

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](#).

CSV template and pitch

Assessment Overview

This is a group task that requires you work in your allocated team to develop a concept brief and pitch for a Group CSV initiative drawing inspiration from one of the UN Sustainable Developing Goals (SDGs).

Course Learning Outcomes

- CL03 : Identify and describe shared value opportunities including at the enterprise level
- CL05 : Demonstrate an informed response to the analysis of local and global CSV trends and drivers
- CL06 : Develop research and communication skills necessary for shared value work and study

Detailed Assessment Description

See Assessment Handbook on Moodle for detailed requirements.

Assessment Length

10 minutes + Q&A

Assignment submission Turnitin type

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

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](#).

Final Report

Assessment Overview

Building on the CSV Project Development Template developed in your group you will create a final report that will detail the components of your template. This time on an individual basis, you will need to consider an SDG that forms the starting point for a shared value program, and then determine your goals, partners, and how you might measure both the social and business value created.

Course Learning Outcomes

- CL01 : Identify the meaning and purpose of Creating Shared Value (CSV)
- CL02 : Critically analyse the ideas and practice of CSV
- CL03 : Identify and describe shared value opportunities including at the enterprise level
- CL04 : Determine and apply key components required for designing and measuring shared value projects and programs
- CL05 : Demonstrate an informed response to the analysis of local and global CSV trends and drivers
- CL06 : Develop research and communication skills necessary for shared value work and study

Detailed Assessment Description

See Assessment Handbook on Moodle for detailed requirements.

Assessment Length

2500 words (+/-10%)

Assignment submission Turnitin type

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

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](#).

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 1 : 9 September - 15 September	Module	Topic: Creating Shared Value - an introduction Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle).• Week 1 welcome webinar - Thursday, 12 September 2024 (6pm-7pm online). Zoom details on moodle.
Week 2 : 16 September - 22 September	Module	Topic: Creating Shared Value - a critical approach Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle)
Week 3 : 23 September - 29 September	Module	Topic: Identifying CSV opportunities and the Sustainable Development Goals Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle)
Week 4 : 30 September - 6 October	Module	Topic: Shared Value and Actor Landscape (1): re-conceiving products and markets Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle)
Week 5 : 7 October - 13 October	Module	Topic: Shared Value Actor Landscape (2): redefining productivity in value chains Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle)• Intensive Weekend 1 - Saturday and Sunday 9am-5pm
Week 6 : 14 October - 20 October	Module	Topic: Shared Value Actor Landscape (3): enabling local cluster development Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle)
Week 7 : 21 October - 27 October	Module	Topic: Partnering for Shared Value: Government, Business, and not-for-profit Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle)
Week 8 : 28 October - 3 November	Module	Topic: Innovating and Designing for Shared Value Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle)
Week 9 : 4 November - 10 November	Module	Topic: Measuring Shared Value Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle)• Weekend Intensive 2 - Saturday and Sunday 9am-5pm
Week 10 : 11 November - 17 November	Module	Topic: Pitching, Enterprise, Trends Details: <ul style="list-style-type: none">• Weekly readings via Leganto (found on Moodle)

Attendance Requirements

Attendance for the in person workshops is essential. Due to the nature of activities and conversations virtual attendance will not be appropriate nor will recordings be possible.

In Person Workshops 9am-5pm

- **Week 5** - Saturday 12th and Sunday 13th October, 2024
- **Week 9** - Saturday 9th and Sunday 10th November, 2024

General Schedule Information

Prior to each weekend intensive, you are required to complete several learning modules at your own pace. More information about and access to these modules are available on the course Moodle site.

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

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.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Sandeep Kirpa Iani				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 Plagiarism

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 submitted.

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.