COMM5201 Business for Social Impact - 2024

Published on the 23 May 2024

General Course Information

Course Code : COMM5201
Year : 2024
Term : Term 2
Teaching Period : T2
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

COMM5201 Business for Social Impact is an experiential course which enables PG students to gain experience in developing a social business model to address a social gap/need in a profitable way.

Students will learn about the 'what', 'why' and 'how' of social business and how to apply their new and existing knowledge and skills through developing a social business case for a competition. Working in small teams, students will develop and draw inspiration from the United Nation's Sustainable Development Goals to identify a social or environmental gap to address. Students will be coached throughout by experts in innovation and social enterprise.

The course is designed to guide students through a practical innovation process called the Double Diamond, beginning with discovering the problem then defining the problem, before developing the solution and finally delivering the solution, culminating in a presentation to a judging panel with deep expertise in social business, innovation, and entrepreneurialism. The winning team will receive incubation support from Founders UNSW and the Michael Crouch Innovation Centre to further develop the business model should they wish.

This course aims to:

- Increase students' understanding of how their business knowledge may be applied in practice, in particular in a social business context.
- Develop students' collaboration and teamwork capabilities and interpersonal skills.
- Develop student's ability to clearly and effectively communicate with diverse groups of people.
- Increase students' employability through the development of innovation and creativity skills.

Course Aims

The aims of this course are to first introduce the key features of a social enterprise, examining the various, and at times contested, terminology used in social enterprise/social business contexts, and compare and contrast social enterprises to other enterprise forms (corporations, businesses, and charitable/benevolent organisations). The course will then consider some of the challenges, constraints and opportunities that social enterprises confront in pursuing their organisational mission (both social/environmental and financial) before embarking on an applied learning process of how a social enterprise might be designed, launched, and scaled.

The 'discover' phase will enable students to broaden their understanding of context in which social enterprises operate, allowing them to identify and understand social problems and begin to generate ideas to address them through a social enterprise. In the 'develop' stage students will learn theory and techniques to address social and environmental problems through business-based solutions, building prototypes for testing and iterating the product or service. In the 'delivery' phase students will finalise and present their business case.

In addition to developing foundational knowledge about social enterprises, the course will also

focus on developing presentation skills, in particular, how to pitch to potential investors an idea for 'doing business for social impact'. This will include impact storytelling, a critical tool when pitching a 'big idea' that aspires to create a sustainable, scalable social enterprise.

COMM5201 is a core course in the Master of Commerce and Master of Commerce (Extension) Global Sustainability and Social Impact specialisation but may also be taken as an additional General Elective in the MComm.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Identify, research, analyse, evaluate and propose evidence-based social enterprise solutions to a specified social issue.
CLO2 : Develop written work that is logically and professionally presented.
CLO3 : Present ideas in a succinct, clear and professional manner.
CLO4 : Engage appropriately with different socio-economic stakeholders.
CLO5 : Work effectively and collaboratively as part of a team.
CLO6 : Identify and assess ethical, environmental and sustainability considerations as they apply to social enterprises.

Course Learning Outcomes	Assessment Item
CLO1 : Identify, research, analyse, evaluate and propose evidence-based social enterprise solutions to a specified social issue.	• 1. Project Proposal (individual task) • 2A. Project Report: Business Plan (group task) • 3A: Business Case Pitch (individual marks) • 3B. Business Case Q+A (individual mark)
CLO2 : Develop written work that is logically and professionally presented.	• 1. Project Proposal (individual task) • 2A. Project Report: Business Plan (group task)
CLO3 : Present ideas in a succinct, clear and professional manner.	• 3A: Business Case Pitch (individual marks) • 3B. Business Case Q+A (individual mark) • 1. Project Proposal (individual task) • 2A. Project Report: Business Plan (group task)
CLO4 : Engage appropriately with different socio-economic stakeholders.	• 3A: Business Case Pitch (individual marks) • 3B. Business Case Q+A (individual mark) • 2A. Project Report: Business Plan (group task)
CLO5 : Work effectively and collaboratively as part of a team.	• 2B: Project Report: Peer Assessment (individual mark) • 2A. Project Report: Business Plan (group task)
CLO6 : Identify and assess ethical, environmental and sustainability considerations as they apply to social enterprises.	• 1. Project Proposal (individual task) • 3A: Business Case Pitch (individual marks) • 3B. Business Case Q+A (individual mark) • 2A. Project Report: Business Plan (group task)

Learning and Teaching Technologies

Moodle - Learning Management System

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 designed to initiate thinking and understanding of key themes in social enterprise ecosystem and change.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
1. Project Proposal (individual task) Assessment Format: Individual Short Extension: Yes (2 days)	30%	Start Date: Not Applicable Due Date: 13/06/2024 05:00 PM
2A. Project Report: Business Plan (group task) Assessment Format: Group	30%	Due Date: 01/08/2024 05:00 PM
2B: Project Report: Peer Assessment (individual mark) Assessment Format: Individual	10%	Due Date: 05/08/2024 03:00 PM
3A: Business Case Pitch (individual marks) Assessment Format: Individual	20%	Due Date: Week 10: 29 July - 04 August
3B. Business Case Q+A (individual mark) Assessment Format: Individual	10%	Start Date: Not Applicable Due Date: Week 10: 29 July - 04 August

Assessment Details
1. Project Proposal (individual task)

Assessment Overview

The Project Proposal is aimed at ensuring that students understand the overall social enterprise context in which their proposed social enterprise will operate. It is an individual task and is submitted following the 'Define' phase of the course and so should draw on knowledge learned from that phase and provide a plan for the upcoming 'Develop' phase.

Course Learning Outcomes

- CLO1 : Identify, research, analyse, evaluate and propose evidence-based social enterprise solutions to a specified social issue.
- CLO2 : Develop written work that is logically and professionally presented.
- CLO3 : Present ideas in a succinct, clear and professional manner.
- CLO6 : Identify and assess ethical, environmental and sustainability considerations as they apply to social enterprises.

Assessment Length

1000 words

Assignment submission Turnitin type

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

2A. Project Report: Business Plan (group task)

Assessment Overview

Assessment 2 is the Project Report and has two parts: a group component (2A) and an individual component (2B).

The group task (2A) is a Business Plan for your innovative social enterprise idea. This assessment will showcase your ability to develop a comprehensive and compelling business model that addresses a pressing social or environmental issue and unmet social need. Your Business Plan will be evaluated based on its innovation, impact narrative, profitability, scalability, and how it can be implemented.

Course Learning Outcomes

- CLO1 : Identify, research, analyse, evaluate and propose evidence-based social enterprise solutions to a specified social issue.
- CLO2 : Develop written work that is logically and professionally presented.
- CLO3 : Present ideas in a succinct, clear and professional manner.
- CLO4 : Engage appropriately with different socio-economic stakeholders.
- CLO5 : Work effectively and collaboratively as part of a team.
- CLO6 : Identify and assess ethical, environmental and sustainability considerations as they apply to social enterprises.

Assessment Length

2000 words

Assignment submission Turnitin type

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

2B: Project Report: Peer Assessment (individual mark)

Assessment Overview

Assessment 2 is the Project Report and has two parts: a group component (2A) and an individual component (2B).

The individual task (2B) is a Peer Assessment of each team member aimed at developing the skill of peer assessment and to ensure equity in regards to students contribution

Course Learning Outcomes

- CLO5 : Work effectively and collaboratively as part of a team.

Assignment submission Turnitin type

Not Applicable

3A: Business Case Pitch (individual marks)

Assessment Overview

In Week 10, your group will deliver a compelling pitch presentation for your innovative social enterprise idea. This assessment has two components that will be evaluated individually: the team's business case pitch (3A) and the subsequent Q&A session (3B)

Course Learning Outcomes

- CLO1 : Identify, research, analyse, evaluate and propose evidence-based social enterprise solutions to a specified social issue.
- CLO3 : Present ideas in a succinct, clear and professional manner.
- CLO4 : Engage appropriately with different socio-economic stakeholders.
- CLO6 : Identify and assess ethical, environmental and sustainability considerations as they apply to social enterprises.

Assessment Length

15 minutes

3B. Business Case Q+A (individual mark)

Assessment Overview

In Week 10, your group will deliver a compelling pitch presentation for your innovative social enterprise idea. This assessment has two components that will be evaluated individually: the team's business case pitch (3A) and the subsequent Q&A session (3B)

Course Learning Outcomes

- CLO1 : Identify, research, analyse, evaluate and propose evidence-based social enterprise

solutions to a specified social issue.

- CLO3 : Present ideas in a succinct, clear and professional manner.
- CLO4 : Engage appropriately with different socio-economic stakeholders.
- CLO6 : Identify and assess ethical, environmental and sustainability considerations as they apply to social enterprises.

General Assessment Information

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

The use of Generative AI tools for your assessments

As this assessment task involves some planning or creative processes, you are permitted to use software to generate initial ideas. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e. only occasional AI generated words or phrases may form part of your final submission. It is a good idea to keep copies of the initial prompts to show your lecturer if there is any uncertainty about the originality of your work.

If the outputs of generative AI such as ChatGPT form a part of your submission, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL, suspension and exclusion.

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 : 27 May - 2 June	Module	Introduction to Social Entrepreneurship, Social Impact and Social Innovation - Definition and principles of social entrepreneurship - Importance and impact of social enterprises - Challenges and opportunities
Week 2 : 3 June - 9 June	Module	Identifying Social Problems, Market Failure and Unmet Social Needs - Understanding systemic social and environmental issues - Stakeholder analysis and engagement - Problem definition and root cause analysis
Week 3 : 10 June - 16 June	Other	No in person classes this week due to public holiday Monday 10th June
Week 4 : 17 June - 23 June	Module	Design Thinking & The Double Diamond Framework - Design thinking and human-centered design - Ideation techniques and tools - Prototyping and testing ideas
Week 5 : 24 June - 30 June	Module	The Value Proposition & Business Models - Introduction to theBusiness Model Canvas and Mission Model Canvas - Developing value propositions - Customer segments and channels
Week 6 : 1 July - 7 July	Module	Social Impact Measurement & Theory of Change - Theories of change and logic models - Social impact measurement frameworks - Monitoring and evaluation strategies
Week 7 : 8 July - 14 July	Module	Marketing and Branding for Social Enterprises - Marketing strategies for social enterprises - Storytelling and brand building - Digital marketing and social media
Week 8 : 15 July - 21 July	Module	Governance & Funding for Social Enterprises - Governance models and best practices - Ethical considerations and decision-making - Funding sources and revenue models
Week 9 : 22 July - 28 July	Module	Scaling and Sustainability - Strategies for scaling social impact - Partnerships and collaborations - Organisational resilience and sustainability
Week 10 : 29 July - 4 August	Module	Pitching and Presentations - Effective pitching and presentation skills - Investor and stakeholder engagement - Course wrap-up and reflections

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

General Schedule Information

Lectures are held on Mondays from 5pm - 6pm with Seminars straight after from 6pm - 8pm.

Note this will not be the case in week 3 due to the Public Holiday on **Monday 10th June**.

Course Resources

Prescribed 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

Continual Course Improvement:

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.

Feedback channels include

- In class surveys and Q & As
- UNSW's MyExperience
- End of term discussion and feedback

Response to student feedback:

Enhanced Group Assessments: Concerns pertaining to group assessment participation were brought to light through the feedback. In response to this concern, an evaluation approach has been implemented wherein every member of the group can assess the contributions of one another. The evaluation will be carried out in the form of a survey, which will offer an approach to assessing the unique contributions of each member of the group. By integrating this evaluation tool, every student will be afforded the chance to offer input, thereby guaranteeing an equitable assessment of group contributions.

In general, these adjustments to the course design are intended to provide students enrolled in COMM5201 with a more captivating and enhanced educational experience.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Tasnia Alam Hannan				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 key policies and support 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 key policies and support page. For PG Research PLOs, including MPDBS, please refer to the 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 Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. 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 Student Code, 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

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. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW Current Students page.

Special consideration 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.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW Current Students page). Applications will not be accepted by teaching staff. The lecturer-in-charge/ course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under "Special Consideration" on the [key policies and support](#) page.

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