UNSW Course Outline

COMM1000 Creating Social Change: From Innovation to Impact - 2024

Published on the 11 Dec 2023

General Course Information

Course Code : COMM1000
Year : 2024
Term : Summer
Teaching Period : U1
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : UNSW Business School
Delivery Mode : Multimodal
Delivery Format : Non Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

[Handbook](#) [Class Timetable](#)

Course Details & Outcomes

Course Description

Do you want to lead change and implement social innovations? Would you like to find ways to

address complex social problems? 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 develop practical skills to lead complex systems for 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 local and global trends through a range of case studies.

Course Aims

This course aims to introduce students to systems thinking and social 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. 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 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.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Apply a systems thinking approach to the creation of positive social impact
CLO2 : Critically evaluate the drivers of, and barriers, to positive social change
CLO3 : Understand the cultural context of social change systems
CLO4 : Implement ethical, environmental and sustainability concepts and practices in the social change process
CLO5 : Communicate complex ideas in a logical, succinct, and persuasive manner

Course Learning Outcomes	Assessment Item
CLO1 : Apply a systems thinking approach to the creation of positive social impact	• Critical Analysis • Multiple Choice Quiz • Social Change Report • Participation and Engagement
CLO2 : Critically evaluate the drivers of, and barriers, to positive social change	• Critical Analysis • Social Change Report • Participation and Engagement
CLO3 : Understand the cultural context of social change systems	• Multiple Choice Quiz • Social Change Report • Participation and Engagement
CLO4 : Implement ethical, environmental and sustainability concepts and practices in the social change process	• Social Change Report • Participation and Engagement
CLO5 : Communicate complex ideas in a logical, succinct, and persuasive manner	• Critical Analysis • Social Change Report • Participation and Engagement

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this 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. The course comprises a series of face-to-face lectures (that are also recorded and live streamed for students enrolled in online tutorials) and tutorials (majority of tutorials will be offered face-to-face) and additional online activities to complete across the term. Students can expect to learn through a mixture of short lectures, case studies, discussions and debates.

In order to maximise the collaborative and experiential nature of this course, a 'flipped' learning and teaching approach will be used that will help to support deeper student engagement and outcomes. The flipped approach means students undertake reading and researching independently and use group discussion time for active and interactive learning. Each Unit (topic/module) will include a range of activities that you will complete before and after the unit is offered. 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 learning activities, and collaboratively through discussions and tutorials.
2. Your class discussions are conducted in tutorials. Your facilitator's role is to guide your learning by conducting class discussions, answering questions that might arise after you have done the week's work. The facilitator also presents 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.
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 facilitator, represent a great learning opportunity. They bring much valuable insight to the learning.

Other Professional Outcomes

Other Outcomes:

Cultivate leadership capacity in your teamwork, in class discussions and in your work by questioning assumptions and norms and engaging in and encouraging new ways of thinking with others. Recognise the role of innovative thinking and social intrapreneurship in contemporary leadership through a critique of social impact case studies.

Additional Course Information

Summer Term is an intensive 5 week term as opposed to the standard 10 week term.

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	Program learning outcomes
Critical Analysis Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: 12/01/2024 04:00 PM	• PLO1 : Business Knowledge • PLO3 : Business Communication • PLO4 : Teamwork
Multiple Choice Quiz Assessment Format: Individual	20%	Start Date: 16/01/2024 09:00 AM Due Date: 22/01/2024 04:00 PM	
Social Change Report Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: 01/02/2024 04:00 PM	
Participation and Engagement Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: Not Applicable	

Assessment Details
Critical Analysis

Assessment Overview

The purpose of this assessment is to provide practice in the application of critical and systems thinking frameworks to real world social problems. It will stimulate your thinking around what it means, as well as the steps required, to design a social innovation. It will encourage a complex understanding of social issues, the systems surrounding them, and the people they impact.

Course Learning Outcomes

- CLO1 : Apply a systems thinking approach to the creation of positive social impact

- CLO2 : Critically evaluate the drivers of, and barriers, to positive social change
- CLO5 : Communicate complex ideas in a logical, succinct, and persuasive manner

Assessment Length

800 words (+/- 10%)

Assignment submission Turnitin type

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

Multiple Choice Quiz

Assessment Overview

You will complete an online Multiple Choice Quiz of 20 questions covering course concepts.

Course Learning Outcomes

- CLO1 : Apply a systems thinking approach to the creation of positive social impact
- CLO3 : Understand the cultural context of social change systems

Assessment Length

N/A

Assignment submission Turnitin type

This is not a Turnitin assignment

Social Change Report

Assessment Overview

In this assessment, you will write a proposal from the perspective of a large corporate entity wishing to expand their social impact projects.

You will choose a UN Sustainable Development Goal as a focus for your proposal.

You will then select a specific social issue within that Sustainable Development Goal to explore, creating a written report

Course Learning Outcomes

- CLO1 : Apply a systems thinking approach to the creation of positive social impact
- CLO2 : Critically evaluate the drivers of, and barriers, to positive social change
- CLO3 : Understand the cultural context of social change systems
- CLO4 : Implement ethical, environmental and sustainability concepts and practices in the social change process
- CLO5 : Communicate complex ideas in a logical, succinct, and persuasive manner

1500-2000 words max

Assignment submission Turnitin type

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

Participation and Engagement

Assessment Overview

10 percent of your grade is awarded for active participation in discussions and activities during class activities regardless of attendance mode.

10 percent of your grade is awarded based on your contributions to the week online preparatory discussion forums.

Course Learning Outcomes

- CLO1 : Apply a systems thinking approach to the creation of positive social impact
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- CLO3 : Understand the cultural context of social change systems
- CLO4 : Implement ethical, environmental and sustainability concepts and practices in the social change process
- CLO5 : Communicate complex ideas in a logical, succinct, and persuasive manner

Detailed Assessment Description

Class participation (10%), five weekly short answer questions (2% each, total 10%)

Assessment Length

Short answer questions 100 words each

Assignment submission Turnitin type

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

General Assessment Information

Assessment Summary:

Assessment task 1 - Critical Analysis (20%)

Assessment task 2 - Multiple Choice Quiz (20%)

Assessment task 3 - Social Change Report (40%)

Assessment task 4 - Participation & Engagement (20%)

The use of Generative AI tools for your assessments

For these assessment tasks, you may use standard editing and referencing software, (e.g. Microsoft Office suite, Grammarly, etc.). but not Generative AI. You are permitted to use the full capabilities of the standard software to answer the question.

If the use of generative AI such as ChatGPT is detected, it will be regarded as serious academic misconduct and subject to the standard penalties, which may include 00FL, suspension and exclusion.

Formatting requirements

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

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	Blended	Week starting Tuesday 2nd January Activities: • Lecture - Tuesday 10am-11am • Tutorial (2 hours) Topics: • The Sustainable Development Goals • What's the Problem?
Week 2	Blended	Week starting Monday 8th January Activities: • Lecture - Tuesday 10am-11am • Tutorial (2 hours) Topics: • Systems Thinking • The Three Sectors
	Assessment	Assessment 1: Critical Analysis Report
Week 3	Blended	Week starting Monday 15th January Activities: • Lecture - Tuesday 10am-11am • Tutorial (2 hours) Topics: • Making Change Happen • Leadership for Social Change
Week 4	Blended	Week starting Monday 22nd January Activities: • Lecture - Tuesday 10am-11am • Tutorial (2 hours) Topics: • Social Innovation - Designing the Change • Double Diamond - Define and Discover
	Assessment	Assessment 2: Multiple Choice Quiz
Week 5	Blended	Week starting Monday 29th January Activities: • Lecture - Tuesday 10am-11am • Tutorial (2 hours) Topics: • Double Diamond - Develop and Deliver
	Assessment	Assessment 3: Social Change Report

Attendance Requirements

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

General Schedule Information

Multimodal

The content and learning materials are presented in distinct modules all of which are available online. There is a weekly in-person lecture (Tuesday 10am-11am) plus the content is worked through sequentially with a tutorial discussion guided by tutors. Tutorials are offered in either on-campus or online modes.

Course Resources

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.

Student Response: Students have asked for more focus on those affected by the social problems under consideration.

Response to Student Feedback: There will be a greater focus in the major assessments on considering the views of those affected by social problems and involving them in the design, delivery and evaluation of any new initiatives.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Dr Graeme Taylor		Level 5, Business School		by appointment	No	Yes
Tutor	Mr Kevin Lenahan				by appointment	No	No

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.