COMM3030
Social Entrepreneurship Practicum

Course Outline
Summer Term, 2015

Part A: Course-Specific Information

Please consult Part B for key information on Business School policies (including those on plagiarism and special consideration), student responsibilities and student support services.
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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS
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Email: jessica.roth@unsw.edu.au

2 COURSE DETAILS

2.1 Teaching Times and Locations
This is a practical and intensive course, conducted primarily in a 4 week block in an overseas location. In Summer 2014-15 the practicum will take place in Bangalore, India.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>Pre-departure seminar</td>
<td>26 November</td>
<td>ASB205, 10-12pm and 2-4pm</td>
</tr>
<tr>
<td>In-country experience</td>
<td>3-30th Jan</td>
<td>Bangalore, India</td>
</tr>
<tr>
<td>(inclusive)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debrief session and presentation</td>
<td></td>
<td>UNSW (Room TBA)</td>
</tr>
</tbody>
</table>

NOTE: The above sessions are in addition to any run by 40K as part of their training.

2.2 Units of Credit
The course is worth 6 units of credit. There is no parallel teaching in this course.

2.3 Summary of Course
COMM3030 is an experiential and intensive for-credit course. It enables UG students to gain practical experience in building a social business within a community of need. This community may be within Australia or overseas. While living within this community, students will work in teams on a specified project, selected so as to make a tangible contribution to the community. In Summer 2014-15 the course will be run in conjunction with 40K Globe, with students working and living in Bangalore, India.

Prior to departure students will undertake preparatory sessions in key concepts of social entrepreneurship, skill development and an introduction to the community they will be visiting. Students will be required to conduct background research on the designated community and on issues relating to the project.

While living within the designated community, students will work in teams on the allocated project for 4 weeks full-time and will be supported by an appropriate supervisor. The team will work with members of the community to ensure the knowledge gained is shared within the community.
2.4 Course Aims and Relationship to Other Courses
This course is offered as a Business school Elective within any Business School program or may be counted as an elective within the Accounting, Finance, Marketing and Information Systems majors (approvals may be possible for other majors, e.g. Management, via application). As this course allows you to develop a practical understanding of social entrepreneurship students must be within the last stages of their major when undertaking this course. Enrolment is restricted and only students who meet the requirements of the selection process will be able to enrol. In particular, eligible students must:

- be in Good Academic Standing,
- have a minimum WAM of 65 and
- have completed a minimum of 96 UOC by the commencement of this course, of which 30 UOC must be within their nominated business major.

Eligible students wishing to complete this course will be required to submit an online Expression of Interest and their CV by the advertised date. Students will also need to be accepted onto the 40K Globe program.

By completing this course students will:
- Develop their workplace and life skills through living and working in a challenging and different environment.
- Develop their project management and problem-solving skills.
- Develop a practical understanding of the impact social enterprise plays in addressing challenges of communities in need.
- Experience immersion in a different 'culture' hence increased inter and intra cultural competence and capabilities.

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

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

<table>
<thead>
<tr>
<th>Business School Undergraduate Program Learning Goals and Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.</td>
</tr>
<tr>
<td>You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.</td>
</tr>
<tr>
<td>2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.</td>
</tr>
<tr>
<td>You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.</td>
</tr>
</tbody>
</table>
3. Communication: Our graduates will be effective professional communicators. You should be able to:
   a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
   b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. Teamwork: Our graduates will be effective team participants. You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice. You should be able to:
   a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   b. Identify social and cultural implications of business situations.

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

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all BUSINESS SCHOOL undergraduate students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
<tr>
<td>1 Knowledge</td>
<td>Apply the knowledge and practice of business disciplines to the solving of a specified social issue</td>
<td>Practicum Report</td>
</tr>
<tr>
<td>2 Critical thinking and problem solving</td>
<td>Research, analyse, evaluate and propose solutions to a specified social issue</td>
<td>Reflection</td>
</tr>
<tr>
<td>3a Written communication</td>
<td>Construct written work which is logically and professionally presented.</td>
<td>Practicum Report</td>
</tr>
<tr>
<td>3b Oral communication</td>
<td>Communicate ideas in a succinct, clear and professional manner.</td>
<td>Presentation</td>
</tr>
<tr>
<td>4 Teamwork</td>
<td>Work effectively in a team to provide a practical solution to a specified social issue</td>
<td>Reflection</td>
</tr>
<tr>
<td>5a. Ethical, environmental and sustainability responsibility</td>
<td>Be conscious of the ethical issues that may arise within a social issue.</td>
<td>Presentation</td>
</tr>
<tr>
<td>5b. Social and cultural awareness</td>
<td>Appreciate cultural differences and the impact they may have on social issues.</td>
<td>Presentation</td>
</tr>
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3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course
This course is largely experiential in its approach. The majority of the learning will be gained while working on the community project in the villages of Bangalore. Students will work in teams on an "Impact Project", assisting the villagers to develop a viable and sustainable business opportunity.

The Pre-departure workshop will introduce students to the fundamentals of social entrepreneurship to provide students with a theoretical framework for their practical work. Students will be expected to have completed the assigned readings for the workshop and participate in an interactive discussion about the various concepts.

4 ASSESSMENT

4.1 Formal Requirements
In order to pass this course, you must pass all assessment tasks (see below) and satisfactorily complete the 40K program in India. A pass in each task is deemed to be 65%. The final grade for this course will be Satisfactory / Unsatisfactory.

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>30%</td>
<td>20mins (Approx.)</td>
<td>February 2015</td>
</tr>
<tr>
<td>Reflection – diary and summary</td>
<td>20%</td>
<td>500-1000 words</td>
<td>20&lt;sup&gt;th&lt;/sup&gt; February 2015</td>
</tr>
<tr>
<td>Practicum Report</td>
<td>50%</td>
<td>7,500 words</td>
<td>28&lt;sup&gt;th&lt;/sup&gt; February 2015</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
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4.2.1 Presentation 30%
While students will work as part of a team for the project in Bangalore, on return students will give an individual presentation detailing their experience and learnings.

Criteria for this assessment will include:
- clarity of presentation,
- professionalism,
- structure,
- relevance of content,
- depth and quality of analysis,
- use of visual aids,
- engagement of audience,
- ability to answer questions.
4.2.2 Reflection 20%
In order to get the most out of the experience, it is important that students take control of their own learning goals and spend time at the end of each week reflecting on how they are tracking towards achieving those goals. At the conclusion of the experience, they should then take time to reflect on their own learning over the whole program - the knowledge, skills and attitudes that they have developed.

After defining their goals at the Pre-departure workshop, students will keep a weekly diary while in Bangalore noting the development of new knowledge/skills/attitudes and progress towards their goals. Upon return, students will complete a Summary Reflection highlighting their learning and development across the whole program.

Marking criteria for this reflection:
- Analysis of your own participation in your team and the team processes;
- Depth of insight and reflection on experiences in Bangalore;
- Ability to draw broader learnings about business, social enterprise, people and themselves from this experience.

4.2.3 Practicum Report 50%
Each student will submit a report based upon the social project undertaken while in Bangalore. The report is to be submitted approximately 3-4 weeks after the completion of the Bangalore component of the course.

Marking Criteria for this report:
- Depth, breadth, relevance, use and application of relevant social enterprise models/knowledge
- Level of research, critical thinking and analysis
- Connection with theoretical concepts discussed in the pre-departure workshop
- Synthesis of information
- Creativity, innovativeness of solutions/conclusions - ability for these to be realistically implemented
- Quality of written communication – structure, flow and presentation of report

The specific form of this report will be discussed at the Pre-departure seminar.

4.3 Late Submission
Late Presentations will not be permitted.
Late submission of the Practicum Report and Reflection Diary & Summary will be subject to a penalty of 10% of the task weighting per day (5 marks and 2 marks respectively). Submission of these tasks after 5 days will not be permitted.
5 COURSE RESOURCES

The website for this course is on UNSW Moodle at:

The following books and articles may be useful references:


Additional articles and resources could become available through the course Moodle site.

6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester CATEI evaluations and through informal discussions.