



University
of Otago
ŌTĀKOU WHAKAIHU WAKA

ENTR202

Applied Social Entrepreneurship

Course Outline | Whakamārama Akoraka

Semester Two 2024



Bachelor of Entrepreneurship
Department of Management
Te Mātauraka Whakahaere

Level 7

Otago Business School – Te Kura Pakihi

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Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Malo e me'a mai | Fakatalofa atu | Bula | Fakaalofa lahi atu | Ulu tonu mai

Course Description and Aims | *Whāinga o te Akoranga*

What we teach

ENTR202 is an applied entrepreneurship paper which explores the development of innovative business models and new ventures that are designed to provide sustainable social and environmental benefits. Using theory and cases to investigate best practices, successes and failures, and opportunities and constraints, the course explores how innovation and entrepreneurship can help the health, wealth, and well-being of social and environmental organisations and communities.

This course explores issues of social and environmental responsibility within an entrepreneurial context and is suitable for those searching for answers to questions such as:

- Where did social entrepreneurship develop from?
- How would you develop a social enterprise business model?
- What can social enterprises learn from entrepreneurial ventures and vice versa?
- What are the links between environmentalism and sustainable business practices?

Learning Outcomes | *Hua Akoranga*

What you Learn

On successful completion of this paper, students should be able to understand how to:

1. Set up new ventures that contribute to social and/or environmental well-being.
2. Adopt sustainable perspectives when identifying and exploring new opportunities
3. Identify and incorporate social and environmental trends into business
4. Understand the multiple sustainable business models
5. Understand the capacity to be change makers for society's and the environment's good
6. Modify business strategies to accommodate key social and environmental issues.
7. Conceptualise how a business can contribute to global sustainability

Teaching Team | *Kaiako*

Course Coordinator

Name: Dr Elizabeth Nichols

Office: OBS 709

Email: elizabeth.nichols@otago.ac.nz

Office Hours: Thursday 1 – 3pm. Office hours are run as drop-in sessions in the Otago Business School Ground Floor foyer. Look for the Management banner.

Course Advice and Other Administrative Queries

Name: Theresa Forbes

Email: bentr@otago.ac.nz

Course Information | *Mōhiohio akoranga*

How we teach

Seminars

Seminar Day/Time: Tuesdays 11 – 1pm

Fridays 12 – 1pm

This course adopts multiple learning strategies based on experiential and social learning approaches. The seminars are a combination of lectures, tutorials, field trips, and guest speakers.

Teamwork is an essential component of this course. This paper also has fieldtrips which all students are expected to attend.

Students are expected to prepare for and attend all seminars to gain full benefit from the course.

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings.

Our expectations are you will:

- Attend all field trips,
- That you arrive on time
- Be prepared if preparation is needed,
- Be respectful of guest speakers, and
- All cell phones to be turned off or to silent and in your bags unless otherwise directed.

Seminars may be recorded; but it is anticipated that you will attend all classes. The recordings offer a back-up for exceptional circumstances when you cannot attend,

however, the course is not designed for completion through recordings. Some guest speakers may decline to be recorded which is their prerogative. In the absence of an exam, learning and assessments are built into class time, e.g., field trips, presentations and feedback, guest speakers, live case study, and discussion.

Please note this is a practical paper where learning takes place through class activities, discussion, and learning. Please do not select ENTR202 as a paper if you do not intend on attending class.

Learning Resources | *Rauemi Ako*

Textbook

No textbook is provided for this paper. Any readings will be made available on Blackboard.

Readings

Readings will be made available on Blackboard in relation to each topic.

Blackboard

We use Blackboard <https://blackboard.otago.ac.nz/> for teaching, learning, community building and knowledge sharing.

Announcements – This is the most efficient way to keep yourself updated with our latest course news and communications. You must check your student email and Blackboard regularly.

Teaching Team – Information about our Business & Society teaching staff, contact details and office hours.

Course Information – This folder has key information and documents from your course outline, class representatives, campus map, etc.

Learning Resources – Here is where we share all the learning-related material and content. In this folder, you will find any lectures and recordings, tutorials/workshops, study and learning resources, and additional readings and articles.

Assessments – All you need to know about our course assessments, general guidelines, submission instructions and due dates. In this folder, you will also find your grades, academic integrity policy and APA referencing style guidelines.

Course Calendar | *Maramataka* (Changes to guest speakers/subjects may occur during the semester*)

Week	Week Dates	Tuesday 11am – 1pm	Friday 12 – 1pm	Assessment and Milestones	Due
1	15 – 19 July	Introduction – What is social entrepreneurship? Missional thinking Team formation	Friday 11 – 11.50am Combined library session with ENTR312 – Room TBC. Team activities - Team skills development		
2	22 – 26 July	Hocken Library session Meet at 90 Anzac Avenue	Tutorial – poster development Working with external clients		
3	29 July – 2 August	Live case field trip – Sustainability Office	Tutorial – Poster Development - Live Case study		
4	5 – 9 August	Ben – Manawanui Framework and SYD Sequoia – Social Procurement	UN Sustainable Development Goals or Jekope – Social Entrepreneurship – working within two worldviews	Poster	Monday 5 th August 2 by 12 noon
5	12 – 16 August	Field trip – To be confirmed	Jekope – to be confirmed	Field Trip Reflection	Friday 16 th August by 4pm
6	19 – 23 August	Sustainable Business Models Live Case study development	Brendan Gray		
7	26 – 30 August	Field trip – To be confirmed	No seminar	Field Trip Reflection	Friday 30 th August by 4pm
Mid-semester Break 2 – 6 September					
8	9 – 13 September	Circular Economy Guest speaker - TBC	Doughnut theory		
9	16 – 20 September	Field trip – Cargill Enterprises	Tutorial – Live case study	Field Trip Reflection	Friday 20 th Sept by 4pm
10	23 – 27 September	Live Case Presentations	Story-telling assignment Lean social Canvas	Live Case Presentations	24 th September 11am – 1pm

11	30 Sept – 4 Oct	Being a Changemaker	Tutorial – Story-telling assignment	Submit final live case report	Friday 4 th October by 4pm
12	7 – 11 October	Social Intrepreneurship	TBC		
13	14 – 18 October	Dark side of Social Entrepreneurship	Final wrap up	Storytelling assignment	Friday 18 th October by 4pm

* Please note: the Course Calendar may vary as the programme includes guest speakers and field trips whose schedules may unexpectedly change due to their own busy schudule. You must be prepared to attend all seminar times.

Assessments | *Aromatawai*

Growth and Progress Milestones

Course content may be assessed through assignments and the final examination. Essential assessment details, including due dates, guidelines, and other relevant information, will be communicated during lectures and, where applicable, provided on Blackboard. It is the student's responsibility to stay informed, monitor their progress, and catch up on any missed classes.

For detailed information on each assessment, visit the Assessment Tab on Blackboard. It's important to familiarise yourself with our **Academic Integrity Policy and the APA citations** and referencing guide. If Artificial Intelligence (AI) is being used in the completion of any assessment, the search prompts must be included as an appendix to that assessment.

Should you have any questions or concerns regarding assessments, feel free to **email the Course Coordinator** on Elizabeth.nichols@otago.ac.nz.

Task	Weight	Outline	Due Date	Individual or Team	Learning Outcome (s) #
Poster	20%	<i>Historical research into an early Dunedin entrepreneur A2 poster</i>	Monday 5 th August by 12 noon	Team	3
Field Trip Reflections	30%	<i>Reflection on the student's experience of visiting social enterprises. Three field trips @ 10% each.</i>	Friday of field trip by 4pm Weeks 5, 7, & 9	Individual	1, 2, 5, 6, 7
Live case study	20%	<i>A live case study is one that will unfold during the week. Report due the week following the presentation</i>	Friday 4 th October by 4pm	Team	3, 4, 7
	10%	<i>Presentations in class</i>	24 th September 11am – 1pm		
Storytelling (Individual)	20%	<i>This assignment draws on the power of narrative to think about how to create ventures that can bring about social and environmental change. Explain how the venture contributes to the UNSDGs.</i>	Friday 18 th October by 4pm	Individual	1, 2, 5, 6, 7

Poster – 20% -Teamwork - Due Monday 5th August by 12 noon

This assignment requires students, in a team, to research an early Ōtepoti Dunedin entrepreneur operating pre-1900 to develop a biographical research poster. The poster is completed as a team.

Output: A2 poster, 1-sided

Submitted: via Blackboard

Feedback: via Blackboard

Assessment details and marking rubric will be available on Blackboard > Assessment. Please ensure that you are familiar with this document.

Field Trip Reflections – 30% - Individual - Due: Fridays Weeks 5, 7, and 9 by 4pm

Three reflections are to be completed on your experience of visiting three social enterprises in Dunedin. Field trips are arranged by the course coordinator and transport provided.

Output: Each reflection will be 1-page long. A reflection template is available on Blackboard.

Submit: via Blackboard

Feedback: via Turnitin.

Live Case Study – Two parts – 30%

Students will be provided with information from the Sustainability Office requiring them to provide solutions to a problem. This assessment will be in conjunction with a field trip in Week 3 lead by Dr Ray O'Brien from the Sustainability Office.

Assessment details and marking rubric will be available on Blackboard > Assessment. Please ensure that you are familiar with this document.

Both parts are completed as a team.

Part a) Presentation - 10% - Due: Tuesday 24th September 11am – 1pm

Output: 15-minute presentation per team including question time.

Submit: Presentations in class
Powerpoint slides via Blackboard.

Feedback: verbal feedback on the day, written feedback via Blackboard.

Part b) Written Report 20% - Due: Friday 4th October by 4pm

A written report to expand on the presentation. Any feedback given at your presentation must be addressed in this report.

Your document should include the following elements:

- An analysis of the current situation of the problem, including its contextual relationship to the environmental and social aspects of Ōtēpoti Dunedin and Ōtākou Whakaihu Waka Otago University.
- Develop one initiative to aid the solution of the problem. Use a problem-solving framework to assist in the development of the report.

More information will be provided in the assessment guide provided on Blackboard. Please read this document carefully.

Output: Report format, five (5) pages, Times New Roman, 12-point font, 1½ line spaced.

Submit: via Blackboard.

Feedback: via Blackboard.

Storytelling Narrative – 20% - Individual – Due: Friday 18th October by 4pm

This assignment draws on the power of narrative to think about how to create ventures that can bring about social and environmental change.

You can either use one of the organisations we have interacted with this semester to tell their story of change, or you can use your own sustainable social/environmental entrepreneurial venture idea. If you would like to tell the story of another social/environmental enterprise, please check with Dr Elizabeth Nichols first.

Output: Narrative story, five (5) pages, Times New Roman, 12-point font, 1½ line spaced.

Submit: via Blackboard.

Feedback: via Blackboard

What if I need tech support

If you require technical support, please contact Ask IT

ITS support service

Email: student.it@otago.ac.nz

Phone: (03) 479 7000 or 0800 80 80 98

Aligning Learning Outcomes with Assessments

#	Learning Outcome	Poster 20%	Reflections 30%	Live Case 30%	Storytelling 20%	Graduate Attribute(s)
1	<i>Understand how ventures can contribute to social and/or environmental well-being.</i>	✓	✓	✓	✓	<i>Interdisciplinary perspective; critical thinking; ethics; Environmental literacy</i>
2	<i>Adopt sustainable perspectives when identifying and exploring new opportunities</i>		✓	✓	✓	<i>Scholarship; critical thinking; ethics; Environmental literacy</i>
3	<i>Identify and incorporate social and environmental trends into business</i>	✓	✓	✓	✓	<i>Interdisciplinary perspective; scholarship; critical thinking; ethics; Environmental literacy</i>
4	<i>Understand the multiple sustainable business models</i>		✓	✓	✓	<i>Scholarship; Environmental literacy</i>
5	<i>Understand the capacity to be change makers for society's and the environment's good</i>	✓	✓	✓	✓	<i>Interdisciplinary perspective; Scholarship; Environmental literacy</i>
6	<i>Modify business strategies to accommodate key social and environmental issues.</i>		✓	✓	✓	<i>Interdisciplinary perspective; Scholarship; critical thinking; ethics; Environmental literacy</i>
7	<i>Conceptualise how a business can contribute to global sustainability</i>	✓	✓	✓	✓	<i>Global perspective; Lifelong learning; critical thinking; ethics; Environmental literacy</i>

Grading System

The grading scheme used at Otago is:

A+	90-100	C+	60-64
A	85-89	C	55-59
A-	80-84	C-	50-54
B+	75-79	D	40-49
B	70-74	E	<40
B-	65-69		

Late Assignments

Assessments submitted after the due time will be penalised at a rate of -5% per day (of the maximum available marks - e.g. if the work is awarded a mark of 70% and is submitted one day late, the mark received will be 65%). **After two days, the work will not be marked.** Only the course coordinator can approve time extensions.

What if you can't submit an assessment and you need an extension?

Please contact the course coordinator, Dr Elizabeth Nichols. Make sure you adhere to the following requirements:

- Submit your application well ahead of the assignment's due date.
- Include evidence of the work you've completed up until the request.

Please note that neglecting these guidelines may significantly reduce the chances of your extension request being granted. In certain situations, a minor penalty may be imposed depending on the circumstances. By staying proactive and organised, you can confidently navigate the extension process and maintain your academic success.

Enquiries | *Urupounamu*

Got questions?

1. Consult the course outline
2. Read the announcements
3. Join us for a chat during the drop-in sessions.
Thursdays 1 – 3pm. These are held on the Ground floor foyer of the Otago Business School. Look for the Management banner. No need to book an appointment.
4. Contact the course coordinator: elizabeth.nichols@otago.ac.nz.

Expectations and Workload | *Te Nui o te Mahi*

This course conforms to the 18-point course format comprising approximately 180 hours spent in class, private study, preparing assignments, and other activities.

We expect you to come to each of the seminars. You should have pens, paper, and a networked device (e.g., phones, tablets, or laptops).

Activity	Hours	Derivation
Seminars	30	2 hours per week for 9 weeks; 1 hour per week for 12 weeks
Field trips	8	2 hours per week for 4 weeks. The four field trips consist of: <ul style="list-style-type: none">• 1 x live case study field trip• 3 x field trips for reflection assessments
Poster	15	Research, team meetings, creating poster outside of seminars
Live case study <ul style="list-style-type: none">• Presentation in class• Written report	25	Team meetings, research, write report, develop presentation, practice presentation.
Field trip Reflections	15	Written reflection on three field trips (10% per field trip)
Storytelling assignment	25	Research, writing, editing
Non-contact hours	62	Online readings; preparation for seminars; attend office hours
TOTAL HOURS	180	

Course Requirements | *Ko ngā whakataunga me ngā paearu*

Students must attend all field trips and guest speakers. It is your responsibility to stay informed of when these are scheduled using the

Referencing | *Tohutoro*

In this course, we adhere to the APA referencing style, a vital skill that showcases your commitment to academic integrity and respect for other scholars' work. Accurate referencing not only demonstrates your scholarly diligence but also enables readers to trace the sources you've used, enriching the academic conversation.

To master the APA style, visit the University Library website for comprehensive style guides: http://otago.libguides.com/citation_styles. Additionally, you can find valuable resources in the Assessments Tab on Blackboard.

Academic Integrity | *Pono-ā-wānanga*

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else, taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Class Representatives | *Māngai mō te Akoranga*

The class (or student) representative system is an avenue for encouraging communication and consultation between staff and students. It provides you with a vehicle for communicating your views on the teaching and delivery of the course and provides staff with an opportunity to communicate information and gain constructive feedback from students. It contributes to developing a sense of community within a department and adds a further dimension to the range of support services offered to students.

Volunteers for class representatives will be called early in the semester. The OUSA invites all class representatives to a training session conducted by OUSA about what it means to be a class representative, and some of the possible procedures for dealing with issues that

arise. They also provide information on the services that OUSA offers and the role OUSA can play in solving problems that may occur. The OUSA provides support to class representatives during the semester. Department staff will also meet with class representatives during the semester to discuss general issues or matters they wish to have considered.

Your class representative's name and contact details will be posted on Blackboard early in the semester.

Disclaimer | *Kupu Whakatonu*

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.