

SOE581 Social Entrepreneurship Applied Learning Project

Level: 5

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

SOE581 Social Entrepreneurship Applied Learning Project provides students with the opportunity to apply theories and concepts of social entrepreneurship to a real-world issue. Students work with business entities, nonprofit entities, social enterprises or a community to identify an issue, analyse the causes, engage stakeholders, develop a proposal, execute, and report.

Topics:

- Literature review
- Stakeholder engagement
- Data analysis
- Market analysis
- Situation analysis
- Theory of Change
- Systems thinking
- Strategy development
- Service plan
- Proposal writing
- Communication and marketing plan
- Evaluation plan

Learning Outcome:

- Appraise concepts of social entrepreneurship
- Examine issues and opportunities
- Construct stakeholders' engagement plan
- Implement stakeholders' engagement
- Analyse data to identify opportunities for value creation
- Create a project proposal with a clear value proposition
- Combine relevant concepts such as design thinking, co-creation
- Compose communication plan and materials
- Formulate resources needed to implement proposal
- Create and implement a plan to manage project
- Design an evaluation plan
- Deconstruct the process to apply in real world context

Assessment Strategies - Regular Semester (Evening Class):

| Components | Description | Weightage Allocation (%) |
|-------------------------------|--------------------|--------------------------|
| Overall Continuous Assessment | PROJECT PROPOSAL 1 | 50 |

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|-------------------------------|--------------|------------|
| Overall Examinable Components | FINAL REPORT | 50 |
| Total | | 100 |

*The information listed is subject to review and change.