

ASSESSMENT 2 BRIEF

Subject Code and Title	SEN301: Social Enterprise
Assessment	Project Development & Strategy
Individual/Group	Individual
Length	Work in Progress 18-24 page PDF presentation (8-10 minutes duration)
Learning Outcomes	a) Critically evaluate and synthesise the fundamental theories of social enterprise and creative entrepreneurship. b) Apply theories of entrepreneurship to analysing and addressing real world social problems. c) Worked collaboratively and with relevant stakeholders to address a real world social problem. d) Distinguish and survey a target market to clarify user needs and preference.
Submission	For face-to-face classes, this assessment is due in class on Week 7 (Module 4.1). For online classes, this assessment task is due by 11:55 pm Sunday of Week 7 (Module 4.1).
Weighting	40%
Total Marks	100 marks

Context:

Following the successful completion of the first assessment, students will have compiled a comprehensive portfolio of relevant research material that underpins their elected project direction, as well as a draft idea that they intend to pursue. They will have received detailed practical feedback from their learning facilitator that will assist them in formulating a viable project plan based upon the synthesis of this research and the practical application of their emerging social enterprise design skills. If they have proposed their own project category, this will have been approved or amended on the basis of feedback received and will in turn be supported by extensive, corroborative research.

This second phase of the process will focus upon the development of this project, the status of which will be demonstrated in a Work in Progress presentation, conforming to a defined structure and essential deliverables as outlined below.

Instructions:

Responding to feedback on the preliminary research, students will now develop their proposal; documented stage-by-stage in a Development Strategy Document that will form the substance of this assessment. It will take the form of a draft presentation (18-24 slides) and will include the following components:

- a) A general introduction that reiterates the direction proposed and summarises the outcomes of the preliminary proposal and feedback received. This should indicate areas where amendments have been agreed and demonstrate what actions have been taken. It is important that students take ownership of their work and in the spirit of this, they might also acknowledge those areas where they have been offered recommendations, but have in turn formulated alternatives. These should be thoroughly justified.
- b) A presentation of the proposal itself. This should form the main part of the delivery and should demonstrate clearly the concept, the rationale behind the idea and in broad terms, the means to implement it.
- c) A brief statement demonstrating thorough research into the originality, credibility and financial viability of the proposal with an acknowledgement of any perceived weaknesses that have been determined. Remedial action to modify or improve the project to address weaknesses may be demonstrated.
- d) A rationalisation of the idea in terms of its effectiveness and potential social value. This rationalisation may form the basis of any petition to potential stakeholders and investors. It will also form the summary of this presentation and indicate furthermore the proposed next steps to delivery of the final proposal in Week 12, Module 6.2.

Because this is a Work in Progress presentation, it is not necessary to produce a finished visualisation, but students should ensure they generate enough work to clearly explain their ideas. It is also important to demonstrate that they are the experts in this particular area. Sufficient care should be taken to explain the context and practical functionality of what is being presented with respect to the intended recipients, whilst providing sufficient background to inform and inspire their audience.

Submission Instructions:

This assessment task is to be submitted in Week 7, Module 4.1. Please see Submission Instructions above in relation to face-to-face and online classes. The assessment will be uploaded to Blackboard as a PDF document. Please be mindful of your document design as part of the communication of this material. The Learning Facilitator will offer a grade out of 40% for this assessment task and offer formative feedback that will form the basis of progression to the final assessment.

Learning Rubric: Assessment 2

Assessment Attributes	Fail (Unacceptable) 0-49%	Pass (Functional) 50-64%	Credit (Proficient) 65-74%	Distinction (Advanced) 75 -84%	High Distinction (Exceptional) 85-100%
Knowledge and understanding 30%	Limited evidence of progression or development in understanding the required concepts of social enterprise or the purpose of the assessment. Little progress towards the realisation of a viable project. Application of the key components and strategies outlined in the learning resources are not reflected.	A functional understanding of the concept of social enterprise but little evidence of critical research and analysis in the development of concepts. Some progress made towards the realisation of a viable project. Supporting documentation confuses personal opinion with information substantiated by evidence from the research/course materials.	Evidence of a developing understanding of the concept of social enterprise and the capacity to incorporate independent research and critical thinking into the development of concepts. Evident progress apparent in the realisation of a viable project. Demonstrates a capacity to explain and apply relevant concepts with limited reliance upon personal opinion. A solid grasp of research and course materials.	Evidence of a highly developed understanding of the concept of social enterprise that incorporates independent research and critical thinking into the development of concepts. Substantial progress apparent in the realisation of a functional and viable project. Support documentation is substantiated with robust evidence from the research/course materials and extended reading. Well demonstrated capacity to explain and apply relevant concepts.	Evidence of a highly sophisticated understanding of the concept of social enterprise that incorporates an independent research and critical thinking into the development of concepts. Exceptional progress in the realisation of a functional and viable project. Support documentation systematically and critically analyses the challenge and is substantiated by robust evidence from the research/course materials and extended reading. Mastery of concepts and application to new situations/further learning.

Evaluation of information selected to support the project proposal 30%	Limited understanding of the key concepts and the capacity to discriminate in the selection and evaluation of research materials. Little evidence of coherent analysis or synthesis of research and resource material or the specific application to the project proposal.	Demonstrates the capacity to understand the key concepts in principle, but with limited ability to discriminate in the selection of appropriate research. Some evidence of a growing and coherent analysis of research and resource materials but lacking the capacity to effectively synthesize these in support of the project proposal.	Evidence of some discernment in selecting and articulating from resource material that reflects and supports the key concepts of the project proposal. Demonstrates a capacity to explain and apply relevant concepts drawn from this research, to apply appropriately to the project and to challenge conventional wisdom where applicable.	Clear evidence of confident discernment in the selection and articulation of a broad selection of research and resource material that forcefully supports the project proposal. Demonstrates an articulate an independent viewpoint that critically analyses this research with growing confidence, intellectual independence and sound judgement.	Evident clarity in the development of an exceptional selection of appropriate research and resource material that compellingly supports the project proposal. Demonstrates a high level of interpretation/evaluation to develop a comprehensive critical analysis or synthesis of this material. Exhibits intellectual independence, rigor, good judgement and adaptability in its application.
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Effective Communication 30%	Difficult to understand for audience, no logical/clear structure, poor flow of ideas, argument lacks supporting evidence. Audience cannot follow the line of reasoning.	Information, arguments and evidence are presented in a way that is not always clear and logical. Line of reasoning is often difficult to follow.	Information, arguments and evidence are well presented, mostly clear flow of ideas and arguments. Line of reasoning is easy to follow.	Information, arguments and evidence are very well presented; the presentation is logical, clear and well supported by evidence. Demonstrates cultural sensitivity.	Expertly presented; the presentation is logical, persuasive, and well supported by evidence, demonstrating a clear flow of ideas and arguments. Engages and sustains audience's interest in the topic, demonstrates high levels of cultural sensitivity Effective use of diverse presentation aids, including graphics and multi-media.
Correct citation of key resources and evidence 10%	Demonstrates inconsistent use of good quality, credible and relevant resources to support and develop ideas.	Demonstrates use of credible and relevant resources to support and develop ideas, but these are not always explicit or well developed.	Demonstrates use of credible and relevant resources to support and develop ideas.	Demonstrates use of good quality, credible and relevant resources to support and develop arguments and statements. Shows evidence of wide scope within the organisation for sourcing evidence	Demonstrates use of high-quality, credible and relevant resources to support and develop arguments and position statements. Shows evidence of wide scope within and without the organisation for sourcing evidence