



THE UNIVERSITY
of ADELAIDE



(SOCIAL) ENTERPRISE PROJECT

[Introducing the Project within the
context of the Adelaide MBA](#)

The Social Enterprise Project is designed to harness all of the learnings from within the Adelaide MBA program.

Purpose

It is a complete project that adds value to an organisation, either for profit or not for profit, as well as society itself.

The project will draw on the following disciplines:

- Leadership
- Marketing
- Accounting
- Economics
- Finance
- Systems Thinking
- Management of Contemporary Organisations
- Strategic Management
- Research

Course Delivery

Successful completion of the course will result in the delivery of an evidence based, theory rich project.

- Primary data must be collected
- Current management theories must be employed

Students are required to work in self-managed teams.

- Projects are normally completed of groups comprising 2 – 4 members
- Individual projects may be approved in special circumstances

Groups will work under the director supervision of an MBA approved supervisor.

- Students may approach supervisors from previous courses, subject to approval from the MBA Director, OR
- The Adelaide MBA Director can organise a supervisor for you

The nature of the supervision is to be determined by the group and the supervisor.

- This may involve in person meetings, Skype, phone calls and email, or a combination as agreed by all parties.

Choosing a Topic/Client

The course MANAGEMENT 7250 Research for Decision Makers (RDM) should be taken in the trimester prior to undertaking the Enterprise Project.

The lecturer for RDM will work with you throughout the course to develop a research brief and project proposal for a topic of your choice.

- Projects may be nominated by a student, from their own organisation or through their networks.
- The MBA Director also has a number of projects available from organisations that have approached the University of Adelaide.
- The project work best when you can either secure a real client (employer, contact etc) or if you can frame the project as though you *are* doing it for a client.
- The MBA Director has the final decision on the suitability of a project for the Enterprise Project course to count towards the Adelaide MBA program.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Apply an action research approach to undertake a research project in the field of enterprise.
2. Apply their knowledge of management theory and practice to a practical research challenge in an enterprise context.
3. Report on their research purpose, design, data analysis, finding and conclusions in a professional and academically relevant form.

University Graduate Attribute	Course Learning Outcome(s)
Deep discipline knowledge <ul style="list-style-type: none"> ▪ informed and infused by cutting edge research, scaffolded throughout their program of studies ▪ acquired from personal interaction with research active educators, from year 1 ▪ accredited or validated against national or international standards (for relevant programs) 	1,2,3
Critical thinking and problem solving <ul style="list-style-type: none"> ▪ steeped in research methods and rigor ▪ based on empirical evidence and the scientific approach to knowledge development ▪ demonstrated through appropriate and relevant assessment 	1,2,3
Teamwork and communication skills <ul style="list-style-type: none"> ▪ developed from, with, and via the SGDE ▪ honed through assessment and practice throughout the program of studies ▪ encouraged and valued in all aspects of learning 	1,3
Career and leadership readiness <ul style="list-style-type: none"> ▪ technology savvy ▪ professional and, where relevant, fully accredited ▪ forward thinking and well informed ▪ tested and validated by work based experiences 	1,2
Intercultural and ethical competency <ul style="list-style-type: none"> ▪ adept at operating in other cultures ▪ comfortable with different nationalities and social contexts ▪ Able to determine and contribute to desirable social outcomes ▪ demonstrated by study abroad or with an understanding of indigenous knowledges 	1,2
Self-awareness and emotional intelligence <ul style="list-style-type: none"> ▪ a capacity for self-reflection and a willingness to engage in self-appraisal ▪ open to objective and constructive feedback from supervisors and peers ▪ able to negotiate difficult social situations, diffuse conflict and engage positively in purposeful debate 	1,3

The Project

The Project, whether being undertaken by an individual or a group, has one supervisor.

- Supervisors can negotiate assessment arrangements with the project team.

Assessment

Assessment Task	Total	Components	Basis	LO	
AT1	Proposal and Action Plan	10%	10%	Individual / Group	1,3
AT2a	Research Project Part 1	50%	10%	Individual / Group	1,2,3
AT2b	Research Project Part 2		15%	Individual / Group	
AT2c	Research Project Part 3		25%	Individual / Group	
Research Presentations					
AT3a	Trial run presented to supervisor and other appropriate Business School staff	20%	10%	Individual / Group	2,3
AT3b	Final presentation to sponsoring organisation		10%	Individual / Group	2,3
AT4	Reflective project journal - created throughout the life of the project	20%	20%	Individual	3

Assessment Task 1

Research Proposal, Presentation and Document

Individual / Group 10%

You will have already prepared a research proposal prior to coming into this course, having completed RDM or being granted credit or an exemption for completion of previous equivalent study.

Using this proposal as a foundation, you are required to present an overview of your planned research project to the MBA Director.

This should include the following components:

- Overview of the business problem and why solving it is important
- The over-riding research question and the associated objectives
- A brief overview of your research design and methodology
- Who your units of research (people, businesses or date etc) will be
- Your planned analysis methods
- A time-line
- Budget if required

You will have 20 minutes to present and will then need to be prepared to take questions.

You will be assessed both on the quality of your presentation and its content along with how well your document stands as a practical proposal.

Assessment Task 2

Research Project

Parts 1, 2 and 3 - Total 50%

Due to the nature of this research project, you will submit your report in parts. The purpose of this approach is three-fold:

1. A research project is a large project with specific aspects. This approach breaks the project down into distinct and logical portions allowing for easier comprehension of the tasks at hand.
2. It ensures that students work consistently and manage their time specific to each part, so that there is no 'mad rush' at the end to try and do more than can be achieved within the allocated time. Good research always has strict deadlines attached to it in order to prevent 'lagging'.
3. The student(s) receive ongoing feedback on the work completed to date. Issues that may be evident in one part can then be addressed before this effects the entire project. Regular feedback also provides positive reinforcement of the work being undertaken.

It is envisaged that the entire project will be approximately 6,000 words (excluding appendices and references). Whilst you have touched on many of these components in putting together a research proposal, in the report these aspects will be more detailed and must be fully justified.

2a – Research Project Part 1

Approximately 1,500 to 2,000 words 10%

1. Introduction
 - 1.1 Scope and terms of reference
 - 1.2 Importance of the research
 - 1.3 Time frame of the research
2. Problem and objectives
3. Secondary data report (literature review)

2b – Research Project Part 2

Worth 15%

4. Research design (fully justified)
 - 4.1 Qualitative/Quantitative or mixed – strengths and limitations
5. Proposed sampling methods
 - 5.1 Units of measure – strengths and limitations
6. Data collection instruments and methods – strengths and limitations
7. Proposed analysis methods – strengths and limitations

2c – Research Project Part 3

Worth 25%

8. Profile of the data
 9. Data analysis
 10. Discussion of findings and relevance to stated objectives and the research problem
 11. Recommendations
- Limitations of the study and directions for future research

Assessment Task 3

Presentations

Total 20%

It is important to communicate your findings to an audience and as such, we ask you to do an 'in house' delivery before the final presentation to your client.

3a – In-house Presentation

Worth 10%

We will require you to present to your supervisor plus one other business school staff member. Students will prepare a research report outlining the problem being addressed, research design, analysis and findings, conclusions and recommendations for action. Students will make a presentation on their project describing the approach taken and its outcomes. The focus of the presentation will be on why certain actions were taken and decisions made, and the effect of these.

Presentations will be made to peers, academics and the research 'sponsors', as relevant. Each presentation will be no more than 30 minutes including time for questions.

3b – Client Presentation

Worth 10%

The students are on their own here – the students need to arrange a date / time to present, and we will contact the client afterwards to obtain feedback on their level of satisfaction.

Assessment Task 4

Reflective Project Journal

Individual and worth 20%

You are required to make weekly submissions to a logbook or blog through the MyUni portal if possible, or via email submission. This weekly (or more frequent) entry will document the activities you have undertaken during the week, as well as key insights and reflections that you have on the benefits and value (to you) of the project.

Discuss critical issues or tasks that you face and how you are going about responding to those.

This journal should reflect progress towards the University of Adelaide Graduate Attributes and should mention how the things you do are helping develop these attributes. In fact, graduate attribute 1 is considered so relevant to this assessment piece as to also be included as a multiplier. Therefore the overall score will be "up-rated" or "de-rated" according to demonstration that the student is developing:

"Deep discipline knowledge: informed and infused by cutting edge research, acquired from personal interaction with research active educators"

Next Steps

Follow the Project Preparation Guidelines, according to whether you have completed Research for Decision Makers, **prior to enrolling in and commencing the Social Enterprise Project.**