



SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

Blended Pedagogy: Perspectives on Social Entrepreneurship Teaching and Practice

DATE: Friday 1 December 2023

TIME: 11:00am – 12:00pm

MEETING DETAILS: Learning Studio 78, Level 7,
1PSQ & Zoom Online (Meeting ID: 838 3993 4334,
Password: 040040)

RSVP: COB, Thursday 30 November 2023

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ABSTRACT:

Purpose

This paper aims to broaden the understanding of how postgraduate students view a business case influenced by social change. It presents a blended approach in social entrepreneurship (SE) teaching and practice. It integrates a business plan for social change with governance modelling, ethics and a theory of change framework. It argues that integrating multidisciplinary perspectives through a blended approach in SE teaching and practice creates socially committed innovators, rather than students learning about social entrepreneurship.

Design/methodology/approach

The social enterprise business plan, integrating a theory of change framework, created for the team-based assessment: 'Mateship Australia' in the subject, Governance, Ethics and Social Entrepreneurship, is presented as a case study. The case study is detailed utilising a multidisciplinary perspective, by blending business management, organisational studies and sociology literature.

Findings

By combining governance, ethics and social entrepreneurship, a group of post-graduate students explored business models through the theory of change framework and developed a deeper appreciation of how to become change agents in the social sector. Students were able to critically examine their personal assumptions, discern viable pathways towards results and the time needed for these results to be realised, and approach prevalent epistemologies from a more critical, interdisciplinary point of view. This added intrinsic elements of learning for students who became invested in the change process, striving to achieve a business model that really captured the needs of society from a more informed, bottom-upwards perspective.

Research limitations/implications

The findings of this paper are based on one assessment item in one subject of the Master of Business Administration (MBA) degree. Further iterations of the case study, with different team-based assessments, in subsequent teaching quarters will provide opportunities to identify future implications of adopting blended pedagogy approaches in SE teaching and practice.

Originality/value

This paper presents a case study for blended pedagogy in SE teaching and practice. It is novel and original because (1) particularly in the Australian context, much of the SE pedagogy is focused on the teaching and learning of business management, corporate social responsibility, business ethics, logic model and theory of change in isolation; (2) recognising that SE teaching and practice requires a multidisciplinary approach that can be achieved by integrating sociological perspectives during the business planning stages; (3) to enable students to embrace lived experiences towards achieving social change. This provides scope to leverage collaboration between a business school and other institutes into the teaching and development of curriculum for social entrepreneurship, governance and ethics.

Keywords

Social Enterprise; Social Entrepreneurship; Pedagogy; Governance; Ethics.

PRESENTER BIOGRAPHIES:

Dr. Ayda Succarie

**Lecturer, Human Resources and Management, School of Business,
Western Sydney University**



Ayda Succarie is a Lecturer in Human Resources and Management, Academic Program Advisor and an International Academic Lead at the School of Business. She holds a Doctor of Philosophy in strategy, management, organisational behaviour and education systems. Her doctoral research examined the connection between the professional identity of directors and the governance of Islamic schools. Ayda's post-doctoral research includes analysis of faith-based governance frameworks in Islamic schools and is working with colleagues at the Centre for Islamic thought and Education at the University of South Australia where she is the lead researcher on a project titled: *Examining the implications of the Graduate Certificate in Islamic Education on the professional identity of teachers and leaders in Islamic schools*. Ayda's research extends to student progression and retention in higher education and social entrepreneurship teaching and practice. She has presented at several national and international conferences on professional identity and governance, social entrepreneurship teaching and practice, and board member wellbeing. Ayda has co-authored a book chapter on governance in Islamic schools and is writing publications on governance renewal; methodologies in governance research; student progression and retention; and social entrepreneurship teaching and practice.

Dr. Isaac Lyne

**Postdoctoral Research Fellow, Institute for Culture and Society,
Western Sydney University**



Isaac Lyne is a Research Fellow at the Institute for Culture and Society (ICS) where he graduated in 2017 with a PhD thesis on social enterprise in community development in eastern Cambodia. His post-doctoral research includes analysis of social business in Cambodia from a bottom-up perspective. He currently researches the evidence for impacts of digital finance on smallholder farming in Cambodia and Laos. Isaac taught social enterprise and social entrepreneurship to postgraduate students at the Royal University of Phnom Penh in Cambodia from 2010-14 and again from 2016-2017, initially for a project commissioned by the British Council: for two years he has been teaching Theory of Change in contribution to the postgraduate unit 'Governance, Ethics and Social Entrepreneurship' at Western Sydney University Business School. Isaac has authored/co-authored journal articles for *Water Alternatives*; *Development Policy Review*; *Journal of Enterprising Communities*; *Asia Pacific Viewpoint*; *Education, Knowledge and Economy*; and *Social Economy Revue (RECMA)* and also book chapters in publications that include 'Critical Perspectives on Entrepreneurship', 'Social Enterprise in Asia', 'The Diverse Economies Handbook' and 'Entanglements of Designing Social Innovation in the Asia-Pacific.'