

United College, The Chinese University of Hong Kong

General Education Course

GEUC 2101S SOCIAL SERVICE: PARTICIPATION AND REFLECTION

2ND TERM, 2020/2021

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| Course Instructor: | Dr. Tracy NG, Chief Executive, Fullness Social Enterprises Society Part-time Instructor, Dept. of Cultural and Religious Studies |
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| Tel: | (852) 9125 9688 (for urgent contact only) |
| Language: | Cantonese |
| Class Dates: | Friday; 2:30 pm – 4:15 pm; 5 & 26/2/2021, 5, 12 & 19/3/2021 & 16/4/2021 |
| Class Venue: | LT1, Institute of Chinese Studies, Central Campus |

Course Overview:

This course is designed to equip students with a basic understanding of social entrepreneurship through whole experience learning, not just the actual academics. Social entrepreneurship education is about collaboration, multi-disciplinary learning, learning-by-doing, problem-solving and tackling the “real” problems. Through self-reflection, small group discussion, experiential learning by participating in social enterprise workshops and project presentation, students will be able to understand more the needs of underprivileged groups and the challenges of social enterprises. The purpose of this course is to facilitate students to learn more about the societal needs of the community and develop an innovative-mindset to solve social issues.

Learning Objectives and Outcomes:

Upon completion of this course, student should be able to:

1. Get a basic understanding about the nature and types of social enterprises
2. Identify the societal needs of underprivileged groups in Hong Kong
3. Understand the strategic positions of social enterprises in societal betterment
4. Understand the advantages of social enterprises in response to societal needs
5. Plan to solve a real challenge that social enterprise is facing

Teaching and Learning Method:

The course will be presented by lectures with guest speakers from social enterprises, discussion, interactive social enterprise workshops, on site visit to social enterprises, if needed. Real case sharing, videotapes and exercise will be used to convey the concepts and principles of social entrepreneurship and underprivileged groups. Recommended readings are set for further reflection and understanding of the topics. The class will be divided into small groups with no more than 5 students in 1 group, each group is required to give a final presentation. Students’ active participation in social enterprise workshop and in class are highly encouraged. Discussion board on Blackboard is set to provide for discussion beyond classroom.

Course Schedule:

| Class | Lecture Themes | Date | Time | Duration |
|-------|---|-----------|----------------------|----------|
| 1 | What is Social Innovation/ Social Enterprise? Social Enterprises in Hong Kong | 5/2/2021 | 2:30 pm – 4:15 pm | 2 hours |
| 2 | Real Cases Sharing by Social Entrepreneur in Understanding their Missions and Challenges | 26/2/2021 | 2:30 pm – 4:15 pm | 2 hours |
| 3. | Social Enterprise Workshops - Interact with social enterprises founder / front-line staff | 5/3/2021 | 2:30 pm – 4:15 pm | 3 hours |
| 4. | Resourcefulness – Through Circle of Influence and Multi-disciplinary Collaborations (e.g. Social Capital, CSR, CSV) | 12/3/2021 | 2:30 pm – 4:15 pm | 2 hours |
| 5. | Innovative Mindset – Turning Problems into Innovative Ideas | 19/3/2021 | 2:30 pm – 5:15 pm | 2 hours |
| 6. | Final Presentation and Evaluation -Present an idea how to support a designated social enterprise from a youth perspective | 16/4/2021 | 2:30 pm – 4:15 pm | 2 hours |

1. Conceptualization and training lectures: 4 x 2 hours = 8 hours
2. Social enterprise workshops: 1 x 3 hours = 3 hours
(All students are required to participate in the workshops, in order to get an opportunity to interact with the underprivileged groups and understand more about the social mission and challenges that social enterprises are facing.)
3. Project presentation and evaluation in classroom: 1 x 2 hours
4. Online sharing on Blackboard

Course Requirement & Assignment:

Students will be assessed according to the following

1. Attendance: Attendance of the social enterprise workshop and final presentation are compulsory. 3/4 of attendance in lectures is required. Failure to comply with the attendance requirement will lead to failure in this course. Punctuality for classes is greatly appreciated.
2. Participation: Students are expected to participate actively in class activities. They are expected to explore related information with initiatives and read recommended readings, as well as prepare for and participate in discussions.
3. Social Enterprise Workshop cum Presentation: The class will be divided into small groups with no more than 5 students in 1 group, each group is required to give a short presentation in regards to the designated social enterprise. The presentation is expected to provide an idea to promote this designated social enterprise among the youth community and targeted customers.
4. Personal Reflection Writing: Each student will submit a reflection writing between 500-1000 words individually, the required reading is at least 1 chapter among the recommended book list.

Course Assessment Scheme

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| 1. Participation | 20% |
| 2. Peer Review | 10% |
| 3. Group Presentation cum Discussion | 35%* |
| 4. Personal Reflection Journal | 35% |

* For students with special circumstances and cannot join a group, this group presentation assignment may be replaced by individual assignment work upon approval by the lecturer. Details will be announced in the class.

Feedback for Evaluation:

1. Students are encouraged to put forth their viewpoints and opinions regarding the course on the Blackboard Learn discussion forum. The lecturer will log on the discussion forum and give feedback to opinions posted by students.
2. An evaluation questionnaire will also be conducted at the end of the course to collect students' opinion on the course.

Recommended Book Lists:

Dr. Kee Chi Hing, Dr. Clara Kan, Ms. Eva Wong (2018), "Applying Design Thinking to Create Social Impacts: A win-win for SE & CSR", (pp. 5-61). Fullness Social Enterprises Society

Dr. Kee Chi Hing, Dr. Clara Kan (2016), " Hong Kong: Frontier in Social Entrepreneurship", (pp. 4-59). Fullness Social Enterprises Society

Dr. Kee Chi Hing, Mr. Ted Kwan, Dr. Clara Kan (2016), "Comparing the Key Performance Indicators of the Social Enterprise Sectors Among Hong Kong, United Kingdom and Korea", (pp. 6-73). Fullness Social Enterprises Society

(Remarks: all can be downloaded from the link: <https://www.fses.hk/publication>)

Other Reference Readings:

Catherall, R., & Richardson, M. (2017). Social entrepreneurship in education: Empowering the next generation to address society's needs. The British Council.

Martin Lackéus. (2015). Entrepreneurship in education - What, why, when, how. Retrieved from https://www.oecd.org/cfe/leed/BGP_Entrepreneurship-in-Education.pdf

Janus, K.K. (2015 June 15). Bringing social entrepreneurship into the classroom. Stanford Social Innovation Review.

Amoros, J. Ernesto, and Bosma, Niels. (2014). Global Entrepreneurship Monitor: 2013 global report.

Au, Kevin. (2014). Research study on social enterprise sector in Hong Kong.

Bosma, Niels; Jones, Kent; Autio, Erko; and Levie, Jonathan. (2008). Global Entrepreneurship Monitor: 2007 executive report.

Chan, Kam-Tong. (23 January 2015). Presentation: Development and outlook of social enterprises in Hong Kong: From an academic perspective.

Choi Young-Chool and Jang Ji-Hyun. (March 2014). Analysis of current conditions facing social enterprise in Korea: Policy issues regarding the sustainability development. International Journal of Business and Social Research, vol. 1, no. 3.

Drucker, Peter. (1990). Managing the nonprofit organization.

DTI. (2002). Social enterprise: A strategy for success. Kang, Daesung. New model of social enterprise innovation and expansion. Social Enterprise World Forum DVD.

Kirkpatrick, Donald. (2005). Transferring learning to behavior. Barrett-Koehler Publishers.

Lee, Chaephil. (2014). Strategy of Korea for vitalization of social enterprises. Social Enterprise World Forum DVD.

Miller, David, ed. (1985). Popper selections. Princeton University Press.

Rogers, Everett. (1962, 2003). Diffusion of innovations. 5th ed. New York: Free Press.

Santos, Filipe. (2012). A positive theory of social entrepreneurship. Journal of Business Ethics, vol. 111, 335–351.

Social Enterprise Coalition. (2010). No more business as usual: A manifesto of social enterprise.

Social Enterprise London. (2011). Transition. Tukey, John. (1962). The future of data analysis. Annals of Mathematical Statistics, vol. 33, no. 1. Yoo, Jungkyu. Corporate governance for social innovation. 2014 Social Enterprise World Forum DVD.

Brock, D.D., & Kim, M. (2011). Social entrepreneurship education resource handbook. SSRN Electronic Journal.

Useful Websites:

The Fullness Social Enterprises Society

<https://www.fses.hk/>

Social Enterprise Business Centre – Hong Kong Council of Social Service (HKCSS)

<https://socialenterprise.org.hk/>

The Hong Kong General Chamber of Social Enterprises (HKGCE)

<https://sechamber.hk/>

Home Affairs Department, HKSAR Government

<https://www.sehk.gov.hk/>

Social Innovation and Entrepreneurship Development Fund

<https://www.sie.gov.hk/>

Social Enterprise Summit

<https://www.ses.org.hk/>

Facility for Posting Course Announcements

Details on assignments and feedback will be given through the *Blackboard Learn* in due course. Questions with regard to the course could also be posted on the discussion forum within the *Blackboard Learn*.

Academic Honesty and Plagiarism

Students must submit their written assignments via **VeriGuide**

<http://veriguide1.cse.cuhk.edu.hk/portal/page/index.jsp>

and attach a signed Academic Honesty Declaration Statement at the end of your Assignment.

Relevant information on academic honesty and plagiarism can be allocated via:

<http://www.cuhk.edu.hk/policy/academichonesty>