

**United College, The Chinese University of Hong Kong**  
**General Education Course**  
**GEUC 2101A SOCIAL SERVICE: PARTICIPATION AND REFLECTION**  
**2<sup>nd</sup> Term, 2025/26**

Course Instructor: Dr. CHOY Bing Kong, Department of Social Work  
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Tel. No. : 9155-8385  
Language: English  
Class Dates: Tuesday evenings; 20, 27 January, 31 March 2026 (6:30 pm – 9:15 pm)  
Plus one of the community services outside classroom between February and March 2026  
*(Please contact the course instructor directly for leave application)*  
Class Venue: UCC C5  
Teaching Assistant: ZHAO, Jianing  
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**Course Overview:**

The objective of this course is to foster students to become positive and responsible citizens through participating in community social service. Based on the principles of service-learning and theories of experiential learning, the course assists students to consolidate their prior and on-going community service experiences. Through self-reflection, small group discussion, community agency visits and project presentation, students will be able to understand the needs of vulnerable groups, aware of human issues related to social justice and develop positive attitude to community social service. The purpose of this course is to facilitate students' self-development and develop a long-term interest in serving the community and populations in need.

*(Remark: This Course is not for students major in Social Work)*

**Grade Descriptors:**

<b>P</b>	All learning outcomes/assessment criteria have been met. The work demonstrates most or all the following characteristics in related to those expected at the given level of study within the discipline: <ol style="list-style-type: none"><li>1. Adequate to good understand and exploration</li><li>2. No significant inaccuracies, misunderstandings or errors</li><li>3. The specifications for the assessment task, including word limit/time limit where appropriate, have been adhered to</li><li>4. The outside classroom activities are well organized, coherent and the standard presentation, including referencing where appropriate, is up to standard</li><li>5. Appropriate contextualization, including relevant theory / literature / artefacts /performance</li><li>6. Evidence of quality analysis, synthesis, reflection and critical appraisal</li></ol>
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<b>F</b>	<p>One or more key learning outcome/assessment criterion has/have not been met. The work fails to meet the requirements in relation to those expected at the given level of study within the discipline, exemplified by any of the followings:</p> <ol style="list-style-type: none"> <li>1. Poor understanding and exploration of ideas</li> <li>2. Some significant inaccuracies, misunderstandings or errors</li> <li>3. Not participating required classroom activities, including group presentations</li> <li>4. Not participating required outside classroom activities, including service projects or visit to organizations</li> <li>5. No evidence of analysis, synthesis, reflection and critical appraisal</li> <li>6. Insufficient attention paid to some of the assessment criteria and some significant aberrations from the specifications for the assessment task</li> </ol>
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### Learning Objectives and Outcomes:

After completion of this course, students will be able to:

1. Get a basic understanding of the needs of disadvantaged groups in Hong Kong;
2. Identify major types of social enterprises in Hong Kong;
3. Describe purposes of social enterprises;
4. Review on the use of social enterprises in response to societal needs; and
5. Reflect on the part they can play to serve the community as a citizen.

### Teaching and Learning Method:

The course will be presented by lectures, discussion, interactive exercises, on site visits and interviews with key informants. Case materials, videotapes and exercises will be used to convey the concepts and principles of disadvantaged groups and social entrepreneurship. Recommended readings are set for further reflection. Class will be divided into small groups, each comprises of around 10 students, to conduct one-site visits and interviews. Students' active participation in class and visits is highly encouraged. Discussion board on Blackboard is set to provide for discussion beyond classroom.

### Course Schedule:

Lecture	Field Visit <sup>2</sup>	Date	Time	Venue	Lecture Themes
Class		20 Jan 2026	Tuesday 6:30 – 9:15 pm	UCC C5	Introduction Course requirement Conceptualization
Class		27 Jan 2026	Tuesday 6:30 – 9:15 pm	UCC C5	Understanding social enterprise Principles and skills in visit and interview
	Small groups	Feb – Mar 2026 (Details on Blackboard)		Designated organisations	
Class		31 Mar 2026	Tuesday 6:30 – 9:15 pm	UCC C5	Presentation Evaluation

1. Conceptualization and Training Lectures: 2 x 2.5 hours = 5 hours;
2. Visit to social enterprise and interview staff concerned (Compulsory): 1 x 4 hours = 4 hours;  
(All the students will be divided into groups of 10 persons. Each group will pay an on-site visit to one of the designated social enterprises, participate as far as possible into the business; interview staff concerned; and make critical review of the experience);
3. Post-visit Presentation and Evaluation in classroom: 1 x 2.5 hours = 2.5 hours and
4. Online sharing on Blackboard.

### Course Requirement & Assignment:

Students will be assessed according to the following:

1. **Attendance:** Students are expected to attend all the classes, including pre-service lectures, post-service presentations and all service-learning activities. If students cannot attend the class, they should inform the course instructor in advance.
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. **Field Visit cum Presentation:** The class is divided into 5 small groups, each composing of around 10 students. Each group will pay a visit to a designated social enterprise and interview key informants. Each group will then make a presentation as well as lead a discussion to facilitate critical reflection on social enterprise. Total time for each group is 25 minutes. Each group is required to meet the course instructor at least once for preparation of the presentation. Presentation outline is encouraged but not graded.
4. **Personal Reflection Journal:** Each student will submit a reflection journal individually on issues of social enterprise that he/she considers important.

Deadline	<b>7 April 2026</b>
Length	Not more than 1,000 words in either English or Chinese. (Double spacing, font 12)
Submission Method	<ol style="list-style-type: none"> <li>1. Each student must upload a soft copy of the completed assignment to the plagiarism detection engine <b>VeriGuide</b>, at the URL: <a href="http://www.cuhk.edu.hk/veriguide">http://www.cuhk.edu.hk/veriguide</a> (each student should upload only once to this engine).</li> <li>2. The system will issue a receipt which also contains a declaration of honesty. The declaration should be signed by the student, and the receipt should be uploaded together with the paper via the "Assignment drop box" of Blackboard Learn of this course.</li> <li>3. Assignments without the receipt will not be graded by teacher.</li> <li>4. Please format the file name as: "student name-student ID-GEUC2101A",</li> <li>5. <u>Late submission:</u> Late submission without prior written approval will result in deduction of marks.</li> </ol>
Format	<u>APA citation and reference format:</u> American Psychological Association (2010) (6 <sup>th</sup> ed.) <i>Publication Manual of the American Psychological Association</i> . Washington, DC.

### Course Assessment Scheme:

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

The students will be assessed according to a check-list covering such areas as their attendance, participation, proposal and implementation in their community services, group presentation, and written assignment. They will then be given an overall Pass/Fail grade.

### Channel for Course Announcement: Details of Course Website

Follow the following step to access the course website:

1. Log in to Blackboard Learn: <https://elearn.cuhk.edu.hk>
2. Choose the course: 2025R2-GEUC2101A
3. Choose the functions that you want to use or materials to download, e.g. discussion, mail or course slides.
4. Please visit the course website regularly to get information, announcement, give opinions and for communication with instructor, tutors and classmates.

### 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' opinions on the course.

### Recommended Readings:

#### Social Enterprise

Au, K. & Birtch, T.A. (2010). Social enterprise as an interactive process between entrepreneurs and the community: a social capital perspective. In S.H. Ng, S.Y.L. Cheung & B. Prakash (Eds.), *Social capital in Hong Kong: Connectivities and social enterprise* (pp. 279-301). Hong Kong: City University of Hong Kong Press.

\*Chan, K.T., Kuan, Y.Y. and Wang, S.T. (2011), "Similarities and divergences: comparison of social enterprises in Hong Kong and Taiwan", *Social Enterprise Journal*, Vol. 7 No. 1, pp. 33-49.

Defourny, J. and Kim, S.Y. (2011), "Emerging models of social enterprise in Eastern Asia: a cross-country analysis", *Social Enterprise Journal*, Vol. 7 No. 1, pp. 86-111.

Ko, S. (2012), "Viability of social enterprises: the spillover effect", *Social Enterprise Journal*, Vol. 8 No. 3, pp. 251-263.

Ridley-Duff, R. & Bull, M. (2011). *Understanding social enterprise: theory & practice* (pp. 56-81). London; Thousand Oaks, Calif.: SAGE. (Chapter 3: Defining Social Enterprise, p.56-81)

社企流 (2014) 。《社企力》。臺灣：果力文化。

張瑞霖(2011) 。《黑暗中對話：經營社會企業的體悟》。香港：商務印書館。

\*李美儀、陸人龍主編。(2010)。《社會創新：香港社企發展研究 (第一版) 》。香港：商務印書館。

謝家駒主編 (2007)。《新愚公移山：十個社會企業創業者的故事》。香港：社會創業論壇。

香港(中國). 社會福利署。(2006)。《企業匯眾, 社會共融：復康-社會企業》。香港：社會福利署。

#### Useful Websites:

The Hong Kong Council of Social Service

<http://www.hkcss.org.hk/>

HKSAR Government Official Site – Social Enterprise

<http://www.social-enterprises.gov.hk/>

Social Enterprise Summit

<http://www.social-enterprise.org.hk/>

Hong Kong Social Entrepreneurship Forum

<http://www.hksef.org/>

Hong Kong Social Enterprise Incubation Centre Ltd.

<http://www.seic.hk/>

Social Ventures Hong Kong

<http://www.sv-hk.org/>

Wofoo Social Enterprises

[www.wse.hk](http://www.wse.hk)

Commission on Poverty

<http://www.cop.gov.hk/>

Social Enterprise Directory

<http://sebc.org.hk/sebc/eng/node/64>

#### **Academic Honesty and Plagiarism**

Honesty in academic work: In writing their papers, students must refer to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details can be found at <http://www.cuhk.edu.hk/policy/academichonesty/>.

#### **Declaration to be included in assignments**

Every assignment handed in should be accompanied by a signed declaration as below. For group projects, all students of the same group should be asked to sign the declaration. For assignments in the form of a computer-generated document that is principally text-based and submitted via VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment. Assignments without the receipt will not be graded by teachers. Only the final version of assignment should be submitted via VeriGuide.

I declare that the assignment here submitted is original except for source material explicitly acknowledged, and that the same or closely related material has not been previously submitted for another course. I also acknowledge that I am aware of University policy and regulations concerning honesty in academic work, and of the disciplinary guidelines and procedures applicable to breaches of such policy and regulations, as contained in the website.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Student ID

\_\_\_\_\_  
Course code

\_\_\_\_\_  
Course title

### **The use of AI tools**

Please refer to the guideline for Use of Artificial Intelligence Tools in Teaching, Learning and Assessments of the University. The guideline can be found at [A-guide-for-students use-of-AI-tools.pdf](#).

### **All use of AI tools is prohibited**

In any kind of learning activity or assessment that will be counted towards the final course grades (or used for evaluating attainment of the desired learning outcomes), students are not allowed to submit work which is produced with the collaboration of or supported by the use of any AI tools (e.g. ChatGPT)\*.

Improper/unauthorized use of AI tools in learning activities and assessments will constitute acts of academic dishonesty and will be handled according to the University's Procedures for Handling Cases of Academic Dishonesty.

In case of queries, students should seek advice from the course teacher.

### **Nomination of Professor Chen Tien Chi Service-Learning Award:**

To further promote service-learning and recognise outstanding student contributions in College General Education, course instructors may nominate one student group who have demonstrated excellence in service-learning for this award each term.

Nominated students are required to submit their service-learning project proposal, financial budget (if applicable) or research paper for further consideration from selection panel members. Their work should involve meaningful engagement with the local community, showing a strong commitment to collaboration and social contribution. Projects that show potential for long-term sustainability or continued impact beyond the course duration are especially encouraged.

Selected recipients will receive the Professor Chen Tien Chi Service-Learning Award and a certificate. Each recipient may receive up to **HKD 1,000**.