

United College, The Chinese University of Hong Kong

General Education Course

GEUC2103 Social Innovation: Social Enterprises and Demand

1ST TERM, 2024/2025

Course Instructor: Dr. Tracy NG, Consultant and Former CEO, Fullness Social Enterprises Society
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Language: Cantonese

Class Dates: 3:30 pm - 5:15 pm, Fridays
20/9, 27/9, 4/10, 25/10, 1/11, 15/11

Class Venue: T.C. Cheng Building C3, LSK515 & 206 (4/10)

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.

Grade Descriptors:

Pass: (All learning outcomes/assessment criteria have been met)

The work demonstrates most or all of the following characteristics in relation to those expected at the given level of study within the discipline: • Adequate to good understanding and exploration • No significant inaccuracies, misunderstandings or errors • The specifications for the assessment task, including word limit/time limit where appropriate, have been adhered to • The outside classroom activities are well organized, coherent and the standard of presentation, including referencing where appropriate, is up to standard • Appropriate contextualization, including relevant theory/ literature / artefacts / performance • Evidence of quality analysis, synthesis, reflection and critical appraisal.

Fail: (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: • Poor understanding and exploration of ideas • Some significant inaccuracies, misunderstandings or errors • Not participating required classroom activities, including group presentations • Not participating required outside classroom activities, including service projects or visit to organizations • No evidence of analysis, synthesis, reflection and critical appraisal • Insufficient attention paid to some of the assessment criteria and some significant aberrations from the specifications for the assessment task

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	Venue
1	What is Social Innovation/ Social Enterprise? Social Enterprises in Hong Kong and World	20/9/2024	3:30 pm – 5:15 pm	2 hours	UCC C3
2	Innovative Mindset – Turning Problems into Innovative Ideas	27/9/2024	3:30 pm – 5:15 pm	2 hours	UCC C3
3.	Social Enterprise Workshops - Compulsory visit to social enterprises founder / front-line staff (Inside campus) - Service Learning Social topic discussion	4/10/2024	3:30 pm – 5:15 pm	2 hours	LSK515 LSK206
4.	Service Learning - Learning through service. Participate in social project onsite with social enterprises' colleagues (outside campus)	25/10/2024	3:30 pm – 6:15 pm	3 hours	(TBC)
5.	Essential Social Entrepreneurship knowledge	1/11/2024	3:30 pm – 5:15 pm	2 hours	UCC C3
6.	Final Presentation and Evaluation - Present an idea how to support a selected underprivileged group	15/11/2024	3:30 pm – 5:15 pm	2 hours	UCC C3

1. Conceptualization and training lectures: 9 hours
2. Social enterprise Workshops: 2 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 those 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 or selected underprivileged group. The presentation is expected to provide an idea to enhance the well-being of this designated social enterprise or selected underprivileged group.
4. Personal Reflection Writing: Each student will submit a reflection writing between 500-1000 words individually, the required reference is either at least 1 chapter among the recommended book list or an interview with a social enterprise founder/leader.

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:

1. Dr Kan Chung Kan Clara, Dr Kee Chi Hing, MH, JP, Mr Lawrence Lui Wai-ching (2024), "Social Enterprise Marketing – Enhancing Effectiveness of Social Business", Fullness Social Enterprises Society
2. 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

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

1. Hong Kong Social Entrepreneurship Forum (2024). Business for Good – Building the New Normal with Stakeholders.
2. The British Council. (2020). The state of social enterprise in Hong Kong.
3. Hong Kong Social Entrepreneurship Forum, Ernst & Young, InnoFoco Limited & Social Innovation Exchange. (2020). Business for Good - Understanding the Motivations for Business to Create Shared Value.
4. Catherall, R., & Richardson, M. (2017). Social entrepreneurship in education: Empowering the next generation to address society's needs. The British Council.
5. Martin Lackéus. (2015). Entrepreneurship in education - What, why, when, how. Retrieved from https://www.oecd.org/cfe/leed/BGP_Entrepreneurship-in-Education.pdf
6. Janus, K.K. (2015 June 15). Bringing social entrepreneurship into the classroom. Stanford Social Innovation Review.
7. Amoros, J. Ernesto, and Bosma, Niels. (2014). Global Entrepreneurship Monitor: 2013 global report.
8. Au, Kevin. (2014). Research study on social enterprise sector in Hong Kong.
9. Bosma, Niels; Jones, Kent; Autio, Erkki; and Levie, Jonathan. (2008). Global Entrepreneurship Monitor: 2007 executive report.
10. Chan, Kam-Tong. (23 January 2015). Presentation: Development and outlook of social enterprises in Hong Kong: From an academic perspective.
11. 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.
12. Drucker, Peter. (1990). Managing the nonprofit organization.
13. DTI. (2002). Social enterprise: A strategy for success. Kang, Daesung. New model of social enterprise innovation and expansion. Social Enterprise World Forum DVD.
14. Kirkpatrick, Donald. (2005). Transferring learning to behavior. Barrett-Koehler Publishers.
15. Lee, Chaephil. (2014). Strategy of Korea for vitalization of social enterprises. Social Enterprise World Forum DVD.
16. Miller, David, ed. (1985). Popper selections. Princeton University Press.

17. Rogers, Everett. (1962, 2003). Diffusion of innovations. 5th ed. New York: Free Press.
18. Santos, Filipe. (2012). A positive theory of social entrepreneurship. Journal of Business Ethics, vol. 111, 335–351.
19. Social Enterprise Coalition. (2010). No more business as usual: A manifesto of social enterprise.
20. 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.
21. Brock, D.D., & Kim, M. (2011). Social entrepreneurship education resource handbook. SSRN Electronic Journal.
22. 趙立基 (2023) , 無名氏看世界：社會企業七講，香港新華書城出版有限公司出版。
23. 徐沛然 (2018) , 社企是門好生意？社會企業的批判與反思，台北。時報出版。
24. 吳木欣及伍詠欣 (2023) , 《集合吧！香港青年踐行 社企新理想》，香港。紅出版。

Useful Websites:

1. The Fullness Social Enterprises Society
<https://www.fses.hk/>
2. Social Enterprise Business Centre – Hong Kong Council of Social Service (HKCSS)
<https://socialenterprise.org.hk/>
3. The Hong Kong General Chamber of Social Enterprises (HKGCSSE)
<https://sechamber.hk/>
4. Home Affairs Department, HKSAR Government
<https://www.sehk.gov.hk/>
5. Social Innovation and Entrepreneurship Development Fund
<https://www.sie.gov.hk/>
6. 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>

