

**United College, The Chinese University of Hong Kong**  
**General Education Course**  
**GEUC4012A SOCIAL ENTERPRISE AND INNOVATION: INTERNSHIP**  
**2ND TERM, 2024/2025**

Course Instructor: Dr. Tracy NG, Consultant & former CEO, Fullness Social Enterprises Society  
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Tel: (852) 9125 9688 (for urgent contact only)

Language: Cantonese

Class Dates: 7:00pm – 8:45pm, Fridays  
10/1, (10/2-14/2), 28/2, (10/3-14/3), 28/3, 11/4/2025

Class Venue: ELB 308

**Course Overview:**

This is an advanced experiential-learning course that will give students an opportunity to work directly for social enterprises under the guidance of the course supervisor and social enterprise supervisors. Students would have opportunities to experience how the social enterprises help the underprivileged groups and gain hands-on business experience. This will strengthen the soft skills of students, let them experiment innovative solutions to solve social problems, and improve their understanding on the societal needs of the community.

This course is designed to immerse students in the world of social enterprises. They will also have an opportunity to undertake an internship with at least 80 total working hours in a real social enterprise setting. This course enables students to further develop and apply career and leadership-ready skills in the operation of a social enterprise or social business. Students in small groups of 4 to 5, are encouraged to propose a feasible idea to achieve the social mission social enterprises or design a social innovation proposal to serve the underprivileged groups they have learnt their needs through the internship work.

**Grade Descriptors:**

- A Outstanding performance on all learning outcomes
- A- Generally outstanding performance on all (or almost all) learning outcomes
- B Substantial performance on all learning outcomes, OR high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance
- C Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses
- D Barely satisfactory performance on a number of learning outcomes
- E Unsatisfactory performance on a number of learning outcomes, OR failure to meet specified assessment requirements

## **Learning Objectives and Outcomes:**

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

1. Integrate and apply theoretical knowledge in service leadership
2. Demonstrate an understanding of the ways in which social enterprise initiatives and the humanities and social sciences research skills, methods, knowledge and information are relevant to post-university working life and advance career prospects and applications;
3. Demonstrate a degree of professional expertise commensurate with an intensive period of practical hands-on experience through providing ideas to better achieve the social missions or solutions to serve the underprivileged;
4. Adjust to a real-life work setting and understand the organizational culture of a social business;
5. Exchange ideas and experiences with co-working parties, resolve differences, mutually enhance personal development and accomplish tasks through collaboration.

## **Teaching and Learning Method:**

### **I. Pre-Internship Preparation Activities**

1. Pre-Internship orientation
  - a. Aim and objective of Internship
  - b. Nature, mission and business of the attached social enterprises
  - c. Roles and Responsibilities of students, course supervisor and social enterprise supervisor
  - d. Workplace etiquette, work attitude and professional ethics at work
  - e. Practical arrangement
2. First meeting with the designated social enterprise
  - a. Meeting the social enterprise supervisor and self-introduction
  - b. Social enterprise and work place orientation
  - c. Working hours and practices arrangement
3. Creation of action plan
  - a. Preparing action plan to social enterprise supervisor
  - b. Action plan progress update process and timeline
  - c. Agreeing on measurement
  - d. Mutually agree on internship expectation and outcomes

### **II. During-Internship Learning Activities**

1. Internship work, including action plan
  - a. Keeping work journal
  - b. Updating action plan periodically
  - c. Obtaining periodic feedback from social enterprise supervisor
2. Final-report
  - a. Final report as individual reflection to course supervisor

### **III. Post-Internship Consolidation Activities**

1. Final debriefing with the course supervisor
  - a. Obtaining social enterprise evaluation report
  - b. Completing Final Report
  - c. Meeting course supervisor for debriefing
2. Final presentation

- a. Presentation to course supervisor and social enterprise supervisor
- b. Final report submission with revision after final presentation

### Course Schedule:

Class	Lectures & Interactive Tutorials	Date	Time	Duration	Combine class
1	Lecture: Pre-internship orientation & first meeting preparation Students to confirm forming groups of 4-6 students to prepare final presentation (Group Work)	10/1/2025	7:00 pm – 8:45 pm	2 hours	GEUC4012 A&B Classroom: ELB 308
2	Interactive Tutorial (1) Review action plan & progress with course supervisor (by group) <i>Internship work and action plan Due 21/2/2025</i>	10/2-14/2/2025	To be reserved	1 hour	N
3.	Co-create workshop & Final Report Introduction Students to exchange learning from social enterprises, co-create solutions to serve the underprivileged.	28/2/2025	7:00 pm – 8:45 pm	2 hours	GEUC4012 A&B Classroom: ELB 308
4.	Interactive Tutorial (2) Preparation of final presentation - solutions to serve the underprivileged (by group)	10-14/3/2025	To be reserved	1 hours	N
5	Lecture: Final Presentation Presentation to course supervisor and social enterprise supervisor: - A social innovation proposal to serve the underprivileged groups whom the students have learnt their needs through the internship work (Group work)	28/3/2025	7:00 pm – 8:45 pm	2 hour	GEUC4012 A&B Classroom: ELB 308
6.	Lecture: Work life reflection workshop – individual self-reflection on internship presentation and Evaluation <i>Final Report Due by 25/4/2025</i>	11/4/2025	7:00 pm – 8:45 pm	2 hours	ELB 308

1. Training lectures: 3 x 2 hours = 6 hours
2. Interactive Tutorial: 2 x 1 hour = 2 hours
3. Co-create workshop: 1 x 2 hours = 2 hours
4. Practicum: 80 hours
5. Online sharing on Blackboard

### Course Requirement & Assignment:

Students will be assessed according to the following

1. **Internship work and action plan:** Students are expected to prepare **action plan** to the social enterprise supervisor. They are expected to mutually agree on the measurement, internship expectation and outcomes with the social enterprise. Students are expected to keep work journals, periodically update action plan and obtain feedback from social enterprise supervisor. **Final report** as individual reflection will be prepared and sent to the course supervisor. At the end of the internship work, the students have to obtain the social enterprise evaluation report, complete final report and meet with course supervisor for debriefing.
2. **Presentation:** by the end of the internship work, the students are expected to present a social innovation proposal to serve the underprivileged groups whom the students have learnt their needs through the internship work (**Group work**), and summarize their learning and achievement. The presentation will be given to both the social enterprise supervisor and course supervisor. The presentation is expected to also include reflection on learning outcomes, effectiveness of learning process and fulfillment of action plan agreed with social enterprise supervisor.

### Course Assessment Scheme

- |                                    |      |
|------------------------------------|------|
| 1. Participation                   | 5%   |
| 2. Final Report                    | 15%  |
| 3. Internship work and action plan | 50%* |
| 4. Presentation                    | 30%  |

\*Work performance (20%), Knowledge, skill & attitude (KSA) (20%), course supervisor evaluation points (10%)

### 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. Susanna Chui (2020), "Innovative Social Entrepreneurship Education: Planning, Implementing, Leading and Controlling", Fullness Social Enterprises Society
3. Dr. Kee Chi Hing, Dr. Clara Kan, Ms. Eva Wong (2018), "Applying Design Thinking to Create Social Impacts: A win-win for SE & CSR", Fullness Social Enterprises Society
4. Dr. Kee Chi Hing, Dr. Clara Kan (2016), "Hong Kong: Frontier in Social Entrepreneurship", Fullness Social Enterprises Society

5. 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", Fullness Social Enterprises Society
6. Dr. Kee Chi Hing, Mr. Ted Kwan, Mr. Joseph Chan, Dr. Tracy Ng (2016), "Introduction to Social Impact Measurement Hong Kong Context", Fullness Social Enterprises Society

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

#### **Other Reference Readings:**

1. Hong Kong Social Entrepreneurship Forum (2024). Business for Good – Building the New Normal with Stakeholders.
2. Hill S., Ionescu-Somers A, and Coduras A. (2024). Global Entrepreneurship Monitor: GEM 2023/24 global report 25 years and growing. Global Entrepreneurship Monitor
3. The British Council. (2020). The state of social enterprise in Hong Kong.
4. 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.
5. Catherall, R., & Richardson, M. (2017). Social entrepreneurship in education: Empowering the next generation to address society's needs. The British Council.
6. Martin Lackeus. (2015). Entrepreneurship in education - What, why, when, how. Retrieved from [https://www.oecd.org/cfe/leed/BGP\\_Entrepreneurship-in-Education.pdf](https://www.oecd.org/cfe/leed/BGP_Entrepreneurship-in-Education.pdf)
7. Janus, K.K. (2015 June 15). Bringing social entrepreneurship into the classroom. Stanford Social Innovation Review.
8. Chan, Kam-Tong. (23 January 2015). Presentation: Development and outlook of social enterprises in Hong Kong: From an academic perspective.
9. Au, Kevin. (2014). Research study on social enterprise sector in Hong Kong.
10. 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.
11. Lee, Chaephil. (2014). Strategy of Korea for vitalization of social enterprises. Social Enterprise World Forum DVD.
12. Santos, Filipe. (2012). A positive theory of social entrepreneurship. Journal of Business Ethics, vol. 111, 335–351.
13. 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.

14. Brock, D.D., & Kim, M. (2011). Social entrepreneurship education resource handbook. SSRN Electronic Journal.
15. Social Enterprise Coalition. (2010). No more business as usual: A manifesto of social enterprise.
16. Bosma, Niels; Jones, Kent; Autio, Erkko; and Levie, Jonathan. (2008). Global Entrepreneurship Monitor: 2007 executive report.
17. Kirkpatrick, Donald. (2005). Transferring learning to behavior. Barrett-Koehler Publishers.
18. Rogers, Everett. (1962, 2003). Diffusion of innovations. 5th ed. New York: Free Press.
19. DTI. (2002). Social enterprise: A strategy for success. Kang, Daesung. New model of social enterprise innovation and expansion. Social Enterprise World Forum DVD.
20. Drucker, Peter. (1990). Managing the nonprofit organization.
21. Miller, David, ed. (1985). Popper selections. Princeton University Press.
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. 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。
24. 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。

#### **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 (HKGCSSE)

<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>