



SOWK2203/ UGEC 2693

Mission-driven Social Enterprise

(使命驅使的社會企業)

Friday 2:30 -5:15pm

Wu Ho Man Yuen Bldg 408

Prof. Wong Hung (黃洪)

Associate Professor

Department of Social Work

hwong@cuhk.edu.hk

聯絡方法

- 黃洪-社會工作學系
- 辦公室: 聯合書院鄭棟材樓411室
- 電話: 3943 7510
- e-mail: hwong@cuhk.edu.hk
- 網頁:
- <http://web.swk.cuhk.edu.hk/~hwong/index.htm>

聯絡方法

陸德泉博士

社會工作學系兼任講師

辦公室：黃福元樓503室

電話：3943 3227

電郵：tclukkm@gmail.com

課程綱要

- 本科目旨在讓學生認識使命驅使的社會企業。使命驅使社會企業的目的，在於經營產品、服務和其他商業實務時，能在社會回報與經濟收益之間取得平衡。
- 透過探研社會企業中的最佳實踐，本科目會激發學生去探索社會企業如何影響社會政策並促進社會系統的改變。
- 本科目將安排不同的體驗式學習活動例如探訪社會企業和與社會企業家，以及與職員及服務使用者對談，以讓學生體驗社會企業的運作，瞭解其實踐並體會其如何為教育、醫療、環境、勞動人口發展、國際發展及其他社會議題帶來解決方法。
- 本科目尤其適合希望投身社會企業的創建，或是希望致力於透過社會企業而完善社會部門及國際公民社會的發展的同學。

Learning outcomes

- Understand how social entrepreneurs work to blend disparate goals, how and why social enterprises successfully fuse purpose and personal passion in business, and how visions and values are embedded in organizational culture;
- Using creative design thinking, prototyping and business planning skills in formulate projects and plan to make social impacts.
- Be familiar with a variety of approaches and tools to measure organizational performance and social impact of social enterprise.
- Examine the key methods, strategies and models for social enterprises to succeed;

Learning outcomes

- Understand the dimensions and models of social entrepreneurship and the strategies on fundraising, financial management, opportunity seeking, social marketing, alliance building, etc.
- Apprehend how social enterprises leverage their work and impact to influence policy and the community;
- Critically evaluate how social enterprise can fulfil the objectives of meeting economic, ecological and social needs.

Week/ Date	Syllabus	Learning Activities
W1 12/1	<ul style="list-style-type: none"> ❖ Development of Social Enterprise & Social Entrepreneurship <ul style="list-style-type: none"> ○ Defining Social Enterprise & Social Entrepreneurship ○ Development and conceptualization in USA & Europe ○ Divergences and Convergences ○ Local Development in HK 	Lecture 1 (Wong)
W2 19/1	<ul style="list-style-type: none"> ❖ Understanding Self & the World: Values of Social Change & Social Impacts <ul style="list-style-type: none"> ○ Well-being & Happiness ○ Justice, Equality ○ Ethics in business ○ Ethical issues and dilemmas: Green, Gender & Labour 	Workshop 1 (Wong)
22/1 7pm	YSBC@CUHK Talk on Business Plan (FYP 502)	Optional

W3 26/1	❖ Overview of mission of Social Entrepreneurship <ul style="list-style-type: none"> ○ Social Changes ○ Social Innovation ○ Blended Value 	Lecture 2 (Wong)
W4 2/2	❖ Key Models of Social Entrepreneurship <ul style="list-style-type: none"> ○ Social Enterprise ○ Social Business ○ Co-operative ○ Local Exchange and Trade System/ Alternative Currency 	Lecture 3 (Wong)
5/2 7pm	YSBC@CUHK Design Thinking workshop (FYP 502)	Optional

16/2	❖ Chinese New Year Holiday	
W6 23/2	❖ CASE Study (I) Social Enterprises for: <ul style="list-style-type: none"> ○ Poverty Reduction ○ Employment of Vulnerable groups 	Lecture 4 (Wong)
W7 2/3	❖ CASE Study (II) Social Enterprises for <ul style="list-style-type: none"> ○ Social Solidarity Economy 	Lecture 5 (Wong)
3/3 (Sat) 9am – 5pm	YSBC@CUHK Lean startup Day workshop (FYP 502)	Optional

- W8** ❖ **CASE Study (III) Social Enterprises for**
9/3 ○ **Low Carbon Economy**
○ **Sustainable Development**

Lecture 6
(Luk)

- W9** ❖ **CASE Study (IV) Social Enterprises for**
16/3 ○ **Fair Trade**
○ **Global Justice**

Lecture 7
(Luk)

- W10** ❖ **CASE Study (V) Social Enterprises for**
23/3 ○ **Faith-based Life Style**

Lecture 8
(Luk)

W11 6/4	❖ Group Presentation	Presentation (Wong & Luk)
W12 13/4	❖ YSBC Regional Conference <ul style="list-style-type: none"> ○ Workshop to learn design thinking ○ Learning of pitching and marketing skills from other project teams' presentation ○ Learning how to formulate good business plan and plan for social impact from other's students' presentation ○ (Pitching from social business team of Taiwan and China university students) 	Workshop 2: Exchange Conference (Luk)
W13 20/4	❖ Conclusion: The Social, Community and Policy Impacts of Social Entrepreneurship <ul style="list-style-type: none"> ○ Definitions of social impact and social impact assessment ○ Models of social impact assessment ○ Social entrepreneur as the agent of change ○ The policy impact of social entrepreneurship 	Lecture 9 (Wong & Luk)

Assessment

- Paper 50%
 - Problem Identification/Need Assessment
 - (**Deadline 30/3** - Group 20%)
 - Intervention & Business Plan
 - (**Deadline 27/4** - Group 30%)
- Presentation (Group Presentation **6/4**)
20%
- Other 30%
 - Participation in Class (Individual 10%)
 - Reflection journal of agency visit
 - (**Deadline 23/2** -Individual 10%)
 - Reflection journal of impacts on self and society
 - (**Deadline 10/4** - Individual 10%)

Recommended readings

- Bessant, J., & Tidd, J. (2007). *Innovation and entrepreneurship*. John Wiley & Sons.
- Bornstein, D. & Davis, S. (2010). *Social entrepreneurship: What everyone needs to know*. Oxford: Oxford University Press.
- Brooks, A. C. (2009). *Social entrepreneurship : a modern approach to social value creation*. Pearson Prentice Hall.
- Peris-Ortiz M., Teulon F., Bonet-Fernandez D. (Eds.) (2017). Social entrepreneurship in non-profit and profit sectors. *International Studies in Entrepreneurship*, vol 36. Cham: Springer.
https://doi.org/10.1007/978-3-319-50850-4_3
- Lundström A., Zhou C., von Friedrichs Y., Sundin E. (Eds.) (2013). *Social Entrepreneurship*. *International Studies in Entrepreneurship*, vol 29. Cham: Springer.
- Yunus, M. (2008). *Creating a world without poverty: Social business and the future of capitalism*. Dhaka: Subarna.
- Yunus, M. (2010). *Building social business: The new kind of capitalism that serves humanity's most pressing needs*. Dhaka: University Press Limited.

Learning Resources:

- Blackboard
- YSBC@CUHK
<https://www.facebook.com/ysbccuhk>
- CUSE
<https://www.facebook.com/HKCUSE>