

Subject Description Form

Subject Code	APSS4511														
Subject Title	Social Entrepreneurship and Enterprise														
Credit Value	3														
Level	4														
Pre-requisite/ Co-requisite/ Exclusion	Nil														
Assessment Methods	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">100% Continuous Assessment</th> <th style="width: 25%;">Individual Assessment</th> <th style="width: 25%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td>Final project (developing and presenting a social business plan)</td> <td style="text-align: center;">--</td> <td style="text-align: center;">40%</td> </tr> <tr> <td>Case analysis</td> <td style="text-align: center;">50%</td> <td style="text-align: center;">--</td> </tr> <tr> <td>Class attendance and participation</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">--</td> </tr> </tbody> </table> <ul style="list-style-type: none"> The grade is calculated according to the percentage assigned; The completion and submission of all component assignments are required for passing the subject; and Class attendance and participation are critical to ensure students have a good grasp of the content of the course, develop a clear understanding of what the teacher expects from the course, and to meet fellow students to work in a group as well as to learn from guest speakers. 			100% Continuous Assessment	Individual Assessment	Group Assessment	Final project (developing and presenting a social business plan)	--	40%	Case analysis	50%	--	Class attendance and participation	10%	--
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Objectives	<p>The subject aims to:</p> <ol style="list-style-type: none"> 1. provide students with an overview of the knowledge and current trends in social entrepreneurship and social enterprise; 2. enable students to examine the basic principles, tools and methods in designing and operating social enterprise; 3. investigate how entrepreneurial skills are developed in social enterprises particularly in relation to balancing meeting social needs and business effectiveness and efficiency; 4. critically review current approaches and models of social entrepreneurship and social enterprise in local and international contexts. 														

<p>Intended Learning Outcomes</p> <p>(Note 1)</p>	<p>Upon completion of the subject, students are able to:</p> <p>a. demonstrate a contextualized knowledge of social enterprises in global and Hong Kong contexts;</p> <p>b. utilize knowledge and theories gained from related disciplines to assess and ascertain best practices of social enterprise and modes of social entrepreneurship;</p> <p>c. identify the strength and limitations of various modes of social entrepreneurship and social enterprises and their impacts on local and international communities; and</p> <p>d. communicate and clarify how different social, economic, political and cultural setting would impact on the emergence of social entrepreneurship and the operation of social enterprises.</p>
<p>Subject Synopsis/ Indicative Syllabus</p> <p>(Note 2)</p>	<p>1. Defining social entrepreneurship and social enterprise The origin of social entrepreneurship and social enterprises, along with their definitions, boundaries, and models and how they are positioned in the broader social economy and social innovation sectors.</p> <p>2. Motivations for social entrepreneurship The different factors (internal vs. external) and processes (planned vs. unplanned) that influence individuals to become social entrepreneurs. These include compassion and various biographical antecedents.</p> <p>3. Social entrepreneurship policy and ecosystem The role of government in social entrepreneurship and different policies to support social entrepreneurship; the marketization of the nonprofit sector; the popularity of “Creating Shared Value” and social entrepreneurship in the business sector.</p> <p>4. Social opportunity recognition principles The principles and mechanisms in generating social opportunity suitable for social entrepreneurship including effectuation vs causation, exaptation, bricolage, lead usership, design driven innovation, and design thinking.</p> <p>5. Social business model and opportunity development Strategies to develop and evaluate social business ideas using tools such as social business canvass; and to explore various aspects of social business model.</p> <p>6. Financial modeling in social entrepreneurship Using financial techniques to evaluate break-even point, projecting sales, validating business assumptions to test the viability of a new social enterprise idea.</p> <p>7. Marketing for social enterprises Using social marketing in the context of social enterprises and exploring various marketing concepts from segmentation-targeting-positioning, 7Ps, marketing orientation and marketing capabilities and their linkage with social enterprise’s performance.</p>

	<p>8. Social impact measurement The meaning of social impact and how it is measured using various tools and methods including the Logic Model and SROI.</p> <p>9. Final project presentation The final project presentations take place near the end of the course, usually on Week 12 and 13.</p> <p>10. Case-based self-learning Three teaching cases (in video form) are available for students to watch and conduct self-learning.</p>																																														
<p>Teaching/Learning Methodology</p> <p><i>(Note 3)</i></p>	<p>This subject employs a combination of lectures, assigned readings, case analysis + presentations and final project (developing a social business plan) to enable students to explore and investigate how social entrepreneurship and social enterprises function in contemporary societies.</p> <p>Students are expected to use the materials taught in the lectures and assigned readings as well as their own search and investigation to prepare for case analysis and for the final project.</p>																																														
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p> <p><i>(Note 4)</i></p>	<table border="1" data-bbox="443 994 1473 1637"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th></th> </tr> </thead> <tbody> <tr> <td>1. Final project (developing a social business plan)</td> <td>40%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> </tr> <tr> <td>2. Case analysis and discussion</td> <td>50%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> </tr> <tr> <td>3. Class attendance and participation</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The final project will allow students to synthesize their learning from lectures and seminars, and implement their ideas to develop a social business plan for a social enterprise. It will assess 1) the clarity of the ideas/problems, 2) creativity and innovative thinking, 3) realism of the solutions offered, 4) logistics (handling questions, time management, teamwork), and 5) overall impression (presentation style, ability to communicate ideas, presentation material quality). Deliverables: PowerPoint slides, plus additional materials as appropriate such as Excel sheet or visual aids.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e		1. Final project (developing a social business plan)	40%	√	√	√	√	√		2. Case analysis and discussion	50%	√	√	√	√	√		3. Class attendance and participation	10%	√	√	√	√	√		Total	100 %						
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	<p>The case study analysis and presentation will assess students' learning progress, in particular their ability to apply concepts and theories to problem analysis and develop independent, analytical and creative thinking. It will assess 1) clarity of ideas/problems, 2) analytical and creative thinking (including the use of theories/literature), 3) structure and flow of analysis, 4) overall quality of written case analysis. Deliverables: a case analysis report of no more than 4 pages long (with flexibility in paragraph spacing and font size).</p>	
<p>Student Study Effort Required</p>	<p>Class contact:</p>	
	<ul style="list-style-type: none"> ▪ Lectures 	<p>39 Hrs.</p>
	<p>Other student study effort:</p>	
	<ul style="list-style-type: none"> ▪ Case analysis 	<p>20 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Preparation for final project 	<p>40 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Preparation for weekly lecture 	<p>10 Hrs.</p>
	<p>Total student study effort</p>	<p>109 Hrs.</p>
<p>Reading List and References</p>	<p><u>Essential</u></p> <p>Kickul, J., & Lyons, T.S. (2016). <i>Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing World</i>. New York: Routledge.</p> <p>Rory, R.D. & Bull, M. (2011). <i>Understanding Social Enterprise: Theory and Practice</i>. Sage Publication.</p> <p>Chandra, Y., & Wong, L. (2016). <i>Social Entrepreneurship in the Greater China Region: Policy and Cases</i>. Abingdon, UK: Routledge.</p> <p>Bornstein, David (2004). <i>How to Change the World: Social Entrepreneurs and the Power of New Ideas</i>. USA: Oxford University Press.</p> <p>Other weekly readings will be assigned by the teacher in-charge in the course outline.</p>	

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.