GENERAL INFORMATION

Supervisor: To be assigned
Teaching Assistant: To be assigned

Pre-requisites:
This course is open to all students at The University of Hong Kong. However, since resources are limited, students should have good incentives for taking the course and strong motivation of completing the course with significant effort. You are required to possess the following pre-requisite skills and knowledge in order to cope with the challenging real-life business projects:

- good knowledge in business subjects;
- good interpersonal and communication skills;
- good organizational skills with the ability to work independently and self-motivate; and
- good analytical skill and the ability to strategize and manage across teams and projects.

Students may be invited to interview for the evaluation of these pre-requisite skills and knowledge.

Course Website: www.svmcourse.com

COURSE DESCRIPTION

This is a 6-credit experiential learning course that will give students an opportunity to work directly for social ventures under the guidance of a faculty instructor and professional mentors. You should have opportunities to manage teams, solve real-life problems, and gain hands-on business experience, which will strengthen your soft skills, help you implement academic business concepts in a practical way, and will greatly improve your ability to compete in the job market.

What is social entrepreneurship?
Social entrepreneurship is one of the most exciting business trends in the past several decades. By combining the efficiency of business education with the nobility of helping society, many hope that social ventures will be able to help to cure ills suffered by the most vulnerable. The importance of social entrepreneurship is gaining recognition worldwide, and is increasingly popular in Hong Kong.

How will this course work?
In this course students will have an opportunity to manage within real social ventures. Each student will have opportunities to apply academic principles learned previously, but will also be confronted with real-life issues and problems for which they are unprepared. Students to engage in problem solving and business building within a supervised learning environment, enabling real life skills development and personal growth.

Although there are no specific prerequisites, you have been pre-selected based on your relevant experience. Thus, you should already have many of the academic business skills necessary to participate in the internship course, having already taken courses in accounting, marketing, and other relevant business subjects.

PROGRAM LEARNING OUTCOMES

PLO1: Acquisition and internalization of knowledge of the program discipline

PLO2: Application and integration of knowledge

PLO3: Inculcating professionalism and leadership

PLO4: Developing global outlook

PLO5: Mastering communication skills

COURSE OBJECTIVES
1. Provide students with opportunities to implement knowledge gained through prior university coursework.
2. Allow students to gain first-hand knowledge of real life organizations and business practices.
3. Offer students an experience in an organization with socially beneficial purposes and goals.
4. Provide real leadership opportunities that will help students develop soft skills necessary for effective business management.

**COURSE LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Course Learning Outcomes</th>
<th>Aligned Program Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLO1: Integrate and apply theoretical knowledge to tackle a real business challenges;</td>
<td>PLO 1, 2</td>
</tr>
<tr>
<td>CLO2: Research, analyze, assess and propose practical business options and solutions given the project constraints;</td>
<td>PLO 1, 2, 4</td>
</tr>
<tr>
<td>CLO3: Exchange ideas and experiences with partners, resolve differences, mutually enhance personal development and accomplish tasks through collaboration;</td>
<td>PLO 1, 2, 3, 5</td>
</tr>
<tr>
<td>CLO4: Adjust to a real-life work setting and understand the organizational culture of a business;</td>
<td>PLO 2, 3</td>
</tr>
<tr>
<td>CLO5: Present findings and business solutions (both written and oral) in a professional and persuasive manner; and</td>
<td>PLO 2, 5</td>
</tr>
<tr>
<td>CLO6: Apply the knowledge in service leadership to improve their leadership quality and effectiveness.</td>
<td>PLO 2, 3, 5</td>
</tr>
</tbody>
</table>

**COURSE TEACHING AND LEARNING ACTIVITIES**

<table>
<thead>
<tr>
<th>Course Teaching and Learning Activities</th>
<th>Expected contact hour</th>
<th>Study Load (% of study)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Internship Preparation Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T&amp;L1: Pre-Internship Orientation</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>T&amp;L2: First meeting with Social Ventures’ GM</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>T&amp;L3: Creation of Action Plan</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td><strong>During-Internship Learning Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T&amp;L4: Internship Work, including Action Plan and Weekly Reports</td>
<td>120</td>
<td>88%</td>
</tr>
<tr>
<td>T&amp;L5: Video Assignment</td>
<td>10</td>
<td>6.5%</td>
</tr>
<tr>
<td><strong>Post-Internship Consolidation Activity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T&amp;L6: Exit Interview (with GMs and Supervisors)</td>
<td>0.5</td>
<td>.5%</td>
</tr>
<tr>
<td>Total</td>
<td>137.5</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Assessment Methods**

<table>
<thead>
<tr>
<th>Assessment Methods</th>
<th>Brief Description (Optional)</th>
<th>Weight</th>
<th>Aligned Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1. Creation of Action Plan</td>
<td>Students will work with the instructor, TA, and the general manager to produce an action plan for their proposed activities and goals during the internship period.</td>
<td>5%</td>
<td>1, 2</td>
</tr>
<tr>
<td>A2. Weekly Reports</td>
<td>Students will capture their perceptions, analysis, and integration of concepts and experiences relating to business management and service leadership. These reports should be focused both inwardly and on task competencies.</td>
<td>20%</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>--------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----</td>
<td>----------------</td>
</tr>
<tr>
<td>A3. General Manager feedback report</td>
<td>Students will receive ongoing feedback from the general manager, who will produce a final report indicating the overall quality of student work performance.</td>
<td>50%</td>
<td>2, 3, 4</td>
</tr>
<tr>
<td>A4. Video Assignment</td>
<td>Students will make and post a video relating to their internship experience.</td>
<td>25%</td>
<td>3, 5, 6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A2. Weekly Reports [20%]:

Students are required to write and provide weekly reports to the general manager and course instructor capturing their perceptions, analysis, and integration of concepts and experiences relating to business management and service leadership. These reports should be focused both inwardly and on task competencies. The reports will be evaluated as follows:

20 pts total over 10 weeks (2 pts/week, not including the first 2 weeks of the semester & reading week):

- 1 pt for working 10 hours for that week (unless otherwise agreed with your supervisor)
- .5 pts for turning in your weekly report on time (11:59pm on Sunday of each week)
- .5 pts for a sufficiently comprehensive report in the suggested format

Scoring Criteria:

<table>
<thead>
<tr>
<th>90 or above</th>
<th>80-89</th>
<th>70-79</th>
<th>60-69</th>
<th>Below 60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timely submission. Provided an excellent summary of weekly tasks and goals, as well as challenges faced. Showed a detailed and insightful analysis of leadership and implementation of business knowledge with many clear examples.</td>
<td>Timely submission. Provided a good summary of weekly tasks and goals, as well as challenges faced. Showed a detailed and adequate analysis of leadership and implementation of business knowledge with some clear examples.</td>
<td>Late submission. Provided a brief but clear summary of weekly tasks and goals, as well as challenges faced. Showed a brief but adequate analysis of leadership and implementation of business knowledge with some examples.</td>
<td>Late submission or no submission. Provided a brief and somewhat unclear summary of weekly tasks and goals, and challenges faced. Showed a brief and superficial analysis of leadership and implementation of business knowledge without clear examples.</td>
<td>Very late submission or no submission. Provided no or unclear summary of weekly tasks and goals, as well as challenges faced. Showed no or limited analysis on leadership and implementation of business knowledge with no examples.</td>
</tr>
</tbody>
</table>

A3. General Manager Report [50%]

Students should receive multiple feedback reports from the general manager. Based on these reports, and follow-up conversations between the manager and the course instructor, the course instructor will assess the work performed by the student during the internship period. [Note: if you are not receiving periodic feedback from your manager, please notify the course instructor immediately.]

Scoring Criteria: See evaluation form for assessment details, to be provided by course instructor.

A4. Video Assignment [25%]

Students will create and post a video highlighting relevant aspects of the internship experience, or the company/project for which the students worked. Unless approved by the course instructor ahead of time, students can work individually or in groups of not more than 3 people.

Scoring Criteria: See Video Assignment instructions, to be provided by course instructor.
COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

| First week of the semester: | • Company/project orientation  
|                            | • Meet the relevant Social Ventures’ existing management (if any).  
|                            | • Begin working on small SV related projects.  
|                            | • Work on Action Plan with GM, instructor, & research assistant.  
|                            | • Sign and submit course Social Contract.  
| Second week of the semester: | • Course Orientation  
|                             | • Submit final Action Plan.  
|                             | • Begin working on more focused SV related projects, as per final Action Plan.  
| Third through twelfth week of the semester: | • Continue working on SV related projects, as per Action Plan.  
|                                | • Submit weekly reports.  
|                                | • Submit Videos  
| During Exam Period: | • General Manager Report Due  

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

Online response via Moodle site

COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)

Academic Honesty and Integrity

You are expected to do your own work whenever you are supposed to. Incident(s) of academic dishonesty will NOT be tolerated. Cheating or plagiarism of any kind will result in an automatic F grade for the course plus strict enforcement of all Faculty and/or University regulations regarding such behavior.

The University Regulations on academic dishonesty will be strictly enforced! Please check the University Statement on plagiarism on the web: [http://www.hku.hk/plagiarism/](http://www.hku.hk/plagiarism/).

Academic dishonesty is a behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases:

a. **Plagiarism** - The representation of someone else’s ideas as if they are your own. Where the arguments, data, designs, etc., of someone else are being used in a paper, report, oral presentation, or similar academic project, this fact must be made explicitly clear by citing the appropriate references. The references must fully indicate the extent to which any parts of the project are not one’s own work. Paraphrasing of someone else’s ideas is still using someone else’s ideas, and must be acknowledged.

b. **Unauthorized Collaboration on Out-of-Class Projects** - The representation of work as solely one’s own when in fact it is the result of a joint effort.

c. **Dishonesty about working hours, or other dishonesty with your team or supervisor** - Students are required to report their work and working hours each week to the course instructor and your direct supervisor. Lying about work completed or time spent on an assignment will be treated as though you cheated on an examination, and can result in a failing grade for the course.

ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

This course will utilize the MOODLE framework.
COURSE SOCIAL CONTRACT

The Social Venture Management Internship Course is a special kind of course, and requires a special kind of student. You have been hand-picked for this course because we believe in you, and because you have made a commitment to work hard.

Please note:

- Students must actively seek projects, and fill their time even when not actively supervised or managed. In other words, if you do not have enough to do, it is YOUR fault. So please stay in close contact with your manager and let him/her know when you do not have enough to do.

- Lying about working hours is considered cheating. Any student who is dishonest about their work in any way, including overstating working hours, will fail the course and be submitted for disciplinary action as a violation of HKU’s academic integrity policy. Please be honest about your work and your time. Each of these companies has plenty of work to go around. Be proactive and make the most of this experience.

- The internship will end automatically at the end of the semester. You hereby recognize that you are considered a “student intern” as defined under the Minimum Wage Ordinance, and therefore the Statutory Minimum Wage does not apply to you or the work you engage in during this course. Accordingly, you will not be paid for their work unless otherwise agreed with your respective companies in advance. And this course is not a guarantee or offer for future employment.

- Students who do not have a right to work in Hong Kong, in particular exchange students without a “No Objection Letter” from HK Immigration, shall not be provided formal internships. Your participation in this course will be structured as a school project, and your work will be adjusted accordingly, as necessary.

- Any intellectual property and work created as a direct result of your involvement in the course, including e.g., any research, reports, business plans, videos, designs, etc., are “work product” and will remain the property of the company or project leader for whom you created the items.

By signing below you indicate that you understand the items above and are willing to abide by all course requirements. In particular, you hereby agree to work a minimum of 10 hours, on average, per week.

Signature: _________________________________
Name: _________________________________
BUSI2812: SOCIAL VENTURE MANAGEMENT INTERNSHIP COURSE
Video Project Instructions and Grading Rubric

Students taking BUSI2812 are required to produce a video highlighting relevant some aspect of their experience while in the course. It could include specific aspects of their internship experience, social enterprise as a concept, or the company/project for which the students worked during the semester. Unless otherwise approved, students can work individually or in groups of not more than 3 people.

NOTE: This video assignment is meant to be in addition to your internship work, and should not be a result of your normal intern workload. You may be asked to create a video as part of your regular internship workload, but such videos should not be submitted for this assignment unless previously agreed by the course instructor. Failure to comply with these guidelines will be considered cheating, and will subject you to academic discipline.

Group Size: **Up to 3 people.** Any groups with more than 3 people must be approved by the course instructor beforehand.

Video Length: **At least 90 seconds, but no longer than 240 seconds (4 min).** Videos that are shorter or longer than this should be approved beforehand.

Video Topics: You have broad discretion relating to the topic of your video, the software or process by which you make the video, who or what is in the video, the style of the video, etc. Some possible topics you could consider include:

- Reflections on your work in the course
- Highlights of the work that you did for the company
- Marketing, storytelling, promoting, or otherwise highlighting the company for whom you worked
- Introduction or thoughts about social innovation or social enterprise generally
- How your work promoted the UN’s Sustainable Development Goals

Project Deliverables: Students must submit two things for this assignment: (i) a video link and (ii) a short write-up about the video. Each should be submitted via email to the course instructor.

**Video Submission:** Your videos should be uploaded directly to Youtube, with a link thereto sent to the course instructor. Students who do not want their videos uploaded to Youtube should contact the course instructor ahead of time for alternate arrangements. Unless raised with the course instructor, it is assumed that you and/or your group are willing to have your video hosted on Youtube, and shared via social media and other online formats.

**Written Submission:** In addition to submitting the video link, students must submit the written form attached at the end of this document to the course instructor via email.

Useful Software: You can use whatever tools and software at your disposal in the production of your video. But to help those students who have no prior experience in making videos, or do not have access to expensive equipment, the following software has been made available for your use:

- **Powtoon:** [www.powtoon.com](http://www.powtoon.com)  
  *Requires password if you want to remove the Powtoon mark – ask Mr. Bishop for full access*

- **Videoscribe:** [www.videoscribe.co](http://www.videoscribe.co)  
  *Requires password & download – ask Mr. Bishop*

- **Adobe Premiere Pro:** Premiere Pro is free to use on many computers on HKU campus. (see, e.g., [http://www.les.hku.hk/teaching-learning/learning-space/mac-computers-in-the-learning-commons](http://www.les.hku.hk/teaching-learning/learning-space/mac-computers-in-the-learning-commons))

Intellectual Property Considerations: Please make sure to not illegally use anyone else’s copyrighted works or trademarks. If you have questions about video footage, images, logos, etc., please ask the course instructor ahead of time.
EXAMPLES OF GOOD VIDEOS

In an effort to give students an understanding of how the videos will be assessed, as well as to give you some ideas for the types of videos you can create, the following links have been provided:

**Videos that Introduce the Organization or Project:**

Fair Employment Agency: [https://www.youtube.com/watch?v=UrPdfeLfla4](https://www.youtube.com/watch?v=UrPdfeLfla4)  
[this one was done professionally. There is no expectation that yours will be this good!]

Soap Cycling: [https://www.youtube.com/watch?v=2yopMthbLo](https://www.youtube.com/watch?v=2yopMthbLo)

SIPO: [https://www.youtube.com/watch?v=40ibZsw5f88](https://www.youtube.com/watch?v=40ibZsw5f88)

Baby Hero: [https://www.youtube.com/watch?v=YnNc_XU66HU](https://www.youtube.com/watch?v=YnNc_XU66HU)  
[Also done professionally!]

**Videos that show an event:**

Soap Cycling: [https://www.youtube.com/channel/UC8_IRGD6PkJ8TU1tTnR0zA](https://www.youtube.com/channel/UC8_IRGD6PkJ8TU1tTnR0zA)

**Videos that explain a specific program or project:**

24 Hour Race: [https://youtu.be/KkPO2yBt130](https://youtu.be/KkPO2yBt130)

ICM: [https://www.youtube.com/watch?v=oMxT093C9V4](https://www.youtube.com/watch?v=oMxT093C9V4)

**Videos that make use of infographics or icons to tell a story:**

Migrasia: [https://www.youtube.com/watch?v=kG2Scyg_8G4](https://www.youtube.com/watch?v=kG2Scyg_8G4)

ICM: [https://vimeo.com/164349307](https://vimeo.com/164349307)

**Videos that explain a problem that the organization is trying to address:**

HKCSS: [https://www.youtube.com/watch?v=TzqKUzh-rHE&list=PLAA3E9B80F4BA9E0D1&index=170](https://www.youtube.com/watch?v=TzqKUzh-rHE&list=PLAA3E9B80F4BA9E0D1&index=170)
Please fill out the following form and submit it via email to the course instructor.

Student Name(s) and UID(s):
__________________________________________
__________________________________________
__________________________________________

Video Title: __________________________________________________________

Video URL: __________________________________________________________

**Inspiration and explanation of the video:** A big part of the assessment for this project relates to the thought and planning that you put into the video. Accordingly, in 300 words or less, please explain your video. Some questions you can and should consider when providing your explanation include:

- What is the **purpose** of the video, e.g., is it meant to inspire, instruct, call to action, explain, etc.?
- Who is the target **audience**?
- What was the **inspiration** for the video (particularly if there are any creative elements that require explanation)?
- What was the **process and method** you used to make the video?
- What did you **learn** from making the video?

[**INSPIRATION & EXPLANATION – MAXIMUM OF 300 WORDS**]
BUSI2812 VIDEO ASSIGNMENT: GRADING RUBRIC

Your video will be assessed according to the following criteria.

Concept and Theme

• the written submission is comprehensive and clearly explain the inspiration, process, etc.
• the video is interesting and educational
• the concept and theme are relevant to the audience
• the video provides insight into topic
• the main ideas are clearly delineated in the video
• the video is entertaining
• the video is creative and integrates creative elements

Concept Score ______ out of 10

Content/Organization

• the video is clearly planned out organized
• the video presents interesting information
• language is used properly and effectively in the video
• images and/or graphics relate well to content
• student(s) behave professionally on camera (if applicable)
• student(s) demonstrate a thoughtful approach to subject

Content Score ______ out of 10

Quality/Technical Aspects

• Camera is stable, smooth movements and pans
• Subject is framed well, images are well composed
• Subject is lit and clearly visible
• Sound is clear and understandable
• Video is edited effectively, flows well
• Titles are used effectively
• Transitions are used effectively
• Project was completed in a timely manner

Quality/Technical Aspects Score ______ out of 5

TOTAL: ___/25