GE1218
Make a Difference: The Challenges of SOCIAL ENTREPRENEURSHIP in a Globalized World

Course Highlights
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Course Highlights

- Background
- Objectives/Themes
- Approaches & Facilities
- Assessments
SOCIAL PROBLEMS are everywhere

Poverty
Animal rights
Pollution
Landmines
Human rights
Housing problems
Aging society...

Will you change the world? How?

https://www.youtube.com/watch?v=1QgToSjQ7os
Making a Change: conventional approaches

- Charity
- Retail fundraising
- Donation
- Philanthropy
- Foreign aid programs
- Volunteering

Are they effective?
How significant is the impact?
WEAKNESSES of conventional solutions

- A culture of dependency
- “Bonzai-ing” human capacity
- Lack sustainability (e.g. the money doesn’t come back)
- Difficult to scale-up
- Creating new types of “social diseases”
  e.g. stealing, making profits out of aids

Higher share of Foreign Aid corresponds with higher Corruption
The world needs a new WAY OF THINKING, a new APPROACH to solving social problems:

**SOCIAL ENTREPRENEURSHIP**

- Business doesn’t always have to be money-centered, self-centered or obsessed with money
- Using “business tools” to solve “wicked” societal problems
- Soft skills (empathy, compassion, social awareness)
- Innovations, Sustainability & Impact are central elements
Course Objectives

• Exposure to the latest thinking & framework in SE
• The differences between Social Entrepreneurship vs. Commercial Entrepreneurship
• Awareness and sensitivity towards social problems
• Theory, tools, strategies to create Social Innovations
• Identify social business opportunities
• Develop social entrepreneurial business models
Approaches & Facilities

• Discovery oriented learning & practice
• Guest speakers (i.e. experienced SE practitioners)
• Self reflections & asking questions in class
• Applied games (e.g. exaptation, bricolage, etc)
• DIY sessions in the GE Lab
Highlights of Lecture Topics

• Discussing why & how SE is **different** from CE (videos, photos)
• Social Innovation **games** (e.g. exaptation, bricolage etc)
• Biographical approach in SE (videos, lots of cool stories!)
• Qualities & competencies of social entrepreneurs
• Make-a-Difference Workshop (external trainers, with lunch!)
• Guest speakers who share their social business models & tips
• Trends & challenges of SE in HK & China
Assessments

- **Individual Reflective Journal:**
  - Personal reflection on “doing good” for the world/surrounding/community
  - Think of your acts in terms of the Problem, Beneficiary, Resistance etc
  - 300 – 400 words
  - Dateline: Week 7, Oct 15, at 11.30 am
  - Check the course outline for more details

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Assessments

- **Group Project Presentation**
  - “show-and-tell” presentation on an SE project of your choice
  - Length: max. 30 minutes (TBA later)
  - Submission dateline: Week 11, Nov 12th, 11.30 am.
  - Show-and-tell time/date: usual class time on Week 11, Nov 12th
  - GE Lab has been booked for you
  - Clarity, creativity/innovativeness, realism, use of relevant theories etc
  - Check the course outline for more details

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Assessments

- **Group Project Report**
  - Incorporate “feedbacks” from presentation into the report
  - Approx. 3000 words (+/- 500 words)
  - Submission dateline: Week 13, Nov 26th, 11.30 am
  - Clarity, creativity/innovativeness, realism, use of relevant theories etc
  - Check the course outline for more details

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Assessments

• **Short Test**
  • 3 short answered questions (no more than half a page per question)
  • Theory/concept/exercise/tools
  • Class revision on the same day

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Assessments

• **Criteria for Passing the course**
  • Based on the final cumulative marks according to each component’s weighting

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The pessimists:
• Whine, complain
• Blame others (external locus of control)

The optimists:
• Identify problems, Act, Improvise
• Improve one self (internal locus of control)
The half optimists build parachutes

The full optimists build aero planes
Join us in GE1218!
Let’s play together... innovate together... learn together... build a better world together
References

• Chandra, Y (2013): Changing the World? Toward a Theoretical Framework of Social Entrepreneurship, Work in progress, CityU HK