

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS
BUSI2812: SOCIAL VENTURE MANAGEMENT INTERNSHIP COURSE**

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: n/a

COURSE DESCRIPTION

This is a 6-credit experiential learning course that will give students an opportunity to work directly for social ventures in management level roles under the guidance of a faculty instructor and professional mentors. You will 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			
Course Learning Outcomes		Aligned Program Learning Outcomes	
CLO1: Integrate and apply theoretical knowledge to tackle a real business challenges;		PLO 1, 2	
CLO2: Research, analyze, assess and propose practical business options and solutions given the project constraints;		PLO 1, 2, 4	
CLO3: Exchange ideas and experiences with partners, resolve differences, mutually enhance personal development and accomplish tasks through collaboration;		PLO 1, 2, 3, 5	
CLO4: Adjust to a real-life work setting and understand the organizational culture of a business;		PLO 2, 3	
CLO5: Present findings and business solutions (both written and oral) in a professional and persuasive manner; and		PLO 2, 5	
CLO6: Apply the knowledge in service leadership to improve their leadership quality and effectiveness.		PLO 2, 3, 5	
COURSE TEACHING AND LEARNING ACTIVITIES			
Course Teaching and Learning Activities		Expected contact hour	Study Load (% of study)
<i>Pre-Internship Preparation Activities</i>			
T&L1: Pre-Internship Orientation		5	3.6%
T&L2: First meeting with Social Ventures' GM		2	2%
T&L3: Creation of Action Plan		5	3.8%
<i>During-Internship Learning Activities</i>			
T&L4: Internship Work, including Action Plan and Weekly Reports		120	88%
<i>Post-Internship Consolidation Activity</i>			
T&L5: Final Presentation		5	3.6%
Total		137	100%
Assessment Methods	Brief Description (Optional)	Weight	Aligned Course Learning Outcomes
A1. Creation of Action Plan	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.	5%	1, 2

A2. Weekly Reports	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.	20%	1, 2,3, 4, 5, 6
A3. General Manager feedback report	Students will receive ongoing feedback from the general manager, who will produce a final report indicating the overall quality of student work performance.	60%	2, 3, 4
A4. Project Portfolio & Presentation	Students will prepare a portfolio of their internship experience and present the portfolio in an exit-interview style presentation.	15%	1, 2, 3, 4, 5, 6
Total		100%	

STANDARDS FOR ASSESSMENT

Rubrics for Each Assessment Method

A1. Creation of Action Plan [5%] -

During the first two weeks of the internship period, students must create a semester-long “Action Plan” that they will present to the company, professor, and teaching assistant. The “Action Plan” functions as a mutual agreement between the student, GM, and professor, clearly defining the scope of each student’s responsibilities and goals to be achieved. This Action Plan will be the basis for tasks performed, Weekly Reports, and the final Project Presentation. In many cases, the Action Plan can and will be updated as the internship progresses. In such a case, your grade will be based off the updated Action Plan.

Scoring Criteria:

90 or above	80-89	70-79	60-69	Below 60
Timely submission. Action Plan clearly summarizes the objectives, actions, and success criteria for the student’s work, including many clear examples where appropriate. Displayed a clear understanding of the GM’s expectations for the semester.	Timely submission. Action Plan adequately summarizes the objectives, actions, and success criteria for the student’s work, including some clear examples where appropriate. Displayed an acceptable understanding of the GM’s expectations for the semester.	Late submission. Action Plan summarizes the objectives, actions, and success criteria for the student’s work, but not in a clear or informative way. Does not include any clear examples. Displayed a vague understanding of the GM’s expectations for the semester.	Late submission or no submission. Action Plan fails to clearly summarize the objectives, actions, and success criteria for the student’s work, and does not have any examples. Displayed a lack of understanding of the GM’s expectations for the semester.	Very late submission or no submission. Action Plan fails to summarize the objectives, actions, and success criteria for the student’s work, and does not have any examples. Displayed a lack of understanding of the GM’s expectations, and unwillingness to effectively communicate w/ GM.

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. *These reports will be evaluated based on the following scale:*

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:

90 or above	80-89	70-79	60-69	Below 60
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.	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.	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.	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.	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.

A3. General Manager Report [60%]

Students will 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.

Scoring Criteria:

A+, A, A-	B+, B, B-	C+, C, C-	D	F
Received an "Excellent" score on most of the evaluation criteria, and an "Excellent" overall	Received a "Good" score on most of the evaluation criteria, and at least a "good" overall evaluation.	Received an "Satisfactory" score on most of the evaluation criteria, and a "Satisfactory" or	Received a "Poor" or "Satisfactory" score on multiple areas of the evaluation criteria, and a "Poor" overall	Received a "Poor" score on most of the evaluation criteria, and a "Poor" or "Incomplete" overall

evaluation.		worse overall evaluation.	evaluation.	evaluation.
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A4. Project Portfolio & Presentation [15%] – due date TBD with course instructor, but during the exam period

Students are required to prepare and present a portfolio of the work that they did for the social venture during the term of the internship. Students should explain, using their Action Plan, what goals were reached and which were not, and why. Students should extrapolate and be forward thinking in their presentations, not only discussing how their challenges will affect the social venture now, but how the social venture can address them in the future. This assessment task is evaluated by the course instructor. **For more information concerning this assessment item, please see the end of this syllabus.**

Scoring Criteria:

90 or above	80-89	70-79	60-69	Below 60
<p>Comprehensive discussion of challenges and goals.</p> <p>Demonstrated an excellent understanding of the business issues and application of theories and concepts to solve the issues.</p> <p>The presentation was highly successful at communicating the essential elements to the audience.</p>	<p>Somewhat comprehensive discussion of challenges and goals.</p> <p>Demonstrated a good understanding of the business issues and application of theories and concepts to solve the issues.</p> <p>The presentation was successful at communicating the essential elements to the audience.</p>	<p>Most challenges and goals addressed, though some in a cursory way.</p> <p>Demonstrated a good understanding of the business issues but limited application of theories and concepts to solve the issues.</p> <p>The presentation adequately communicated most of the essential elements to the audience.</p>	<p>Basic challenges and goals addressed, though inadequately.</p> <p>Demonstrated a basic understanding of the business issues and application of theories and concepts to solve the issues.</p> <p>The presentation basically covered the basic aspects of the project.</p>	<p>Superficial and inadequate discussion.</p> <p>Demonstrated limited understanding of the business issues and application of theories and concepts to solve the issues.</p> <p>The presentation was poorly addressed.</p>

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

First week of the semester:	<ul style="list-style-type: none"> • Orientation seminar • 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:	<ul style="list-style-type: none"> • Submit final Action Plan. • Begin working on more focused SV related projects, as per final Action Plan.
Third through twelfth week of the semester:	<ul style="list-style-type: none"> • Continue working on SV related projects, as per

	Action Plan. • Submit weekly reports.
During Exam Period:	• Project Presentation • 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 Fgrade 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/>.

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. **Cheating on In-Class Exams** - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.
- d. **Unauthorized Advance Access to Assessment Materials** - The representation of materials prepared at leisure, as a result of unauthorized advance access (however obtained), as if it were prepared under the rigors of the exam setting. This misrepresentation is dishonest in itself even if there are not compounding factors, such as unauthorized uses of books or notes.

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

This course will utilize the MOODLE framework.

BUSI2812: ASSESSMENT CRITERIA FOR PORTFOLIO & FINAL PRESENTATION

The presentation serves as a final report for what you accomplished and learned over the course of the semester, and what you suggest the company do to improve or grow going forward. Concerning the assessment standards, please note the grading rubric from the course syllabus and contact the course instructor should you have any questions.

Presentation Format:

This is not meant to be a formal presentation; it's more like a performance review or exit interview with your supervisor. You have been working for an entire semester, so you should know what you have done and what you were unable to accomplish. We just want to hear about your experience, and hear about what you accomplished and learned.

You do not need to:

- Dress up;
- Memorize anything; or
- Use power point or any other presentation software unless you really want to.

If you wish to do any of the things listed above, please feel free to do so. But you do not need to, and it will not affect your grade.

But please do not think that this is completely casual. ***Just because it is not formal does not make it informal.*** Again, you are speaking with your supervisor and employer. You should be ***well prepared, thoughtful, and respectful.*** You should communicate well and succinctly, and come with suggestions for how the company can move forward. We will interrupt you and ask questions about your work, so be ready to answer them.

Most of you have had consistent communication with your GMs over the course of the semester. Accordingly, we already have a very good idea of what you have done, and what you were unable to accomplish. So do not over-think this presentation. We want to talk and understand your thoughts, not cause additional stress during the exam period. Your time spent preparing for the presentation should be spent in thought, considering what you have learned, and what the next person in your position will need to know in order to move the position forward.

Additional Assessment Criteria:

In addition to the grading rubric, please consider the following:

- One of the primary considerations for assessment concerns ***how well you are able to articulate your accomplishments***, and ***discuss the challenges and goals you faced*** over the course of the semester. Think about what you were supposed to get done, and what you actually got done. Why was there a discrepancy? Don't make excuses; just explain what happened.
- We really want you to help us understand how we can improve the businesses. What needs to happen in your assigned area (e.g., marketing, accounting, strategy, etc.) for the business to continue to grow and succeed? ***The level and quality of your analysis and suggestions will affect your score.***
- These presentations will be used to help us gauge workflow and assign tasks to students in the future. So please think about and bring whatever documents, reports, or information we will need to pass on to the next student in your assigned role. ***Students who have not transferred documents and work to the company before the meeting will have points deducted.*** In most cases, students should not have any open matters when the meeting happens. Everything should be completed **before** the meeting unless already agreed with the company/GM.
- Please confirm with the GM/course instructor whether hard copies of all documents that you want to present are needed. Either way, please send a soft copy of said documents to the course instructor.

- Your grade for the presentation will be directly tied to the GM's and course instructor's assessment of how well you have accomplished the goals outlined in your Action Plan, and how well you have fulfilled your assigned tasks over the course of the semester. So even if your communication during the presentation is perfect, your work and attitude over the course of the semester will still have an impact on the assessment of the presentation. In other words, your accomplishments – or lack thereof – will stand for themselves.
- Be confident but not egotistical.
- The presentation will only include you (or your team), the GM, and the course instructor. There is no need to put on a show for a large crowd.
- The meeting will likely be held in the course instructor's office, or some room similar to that. You will probably not have access to a projector or other presentation equipment unless you ask for it ahead of time.

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.

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: _____