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

GENERAL INFORMATION

Pre-requisites:

This course is open to all students at The University of Hong Kong. However, since resources are limited, students must be very proactive and have strong motivation of completing the course with significant effort. You are required to possess the following prerequisite skills and knowledge in order to cope with the challenging real-life business projects:

- above average time management and task prioritization skills;
- good interpersonal and communication skills;
- strong 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 prerequisite 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 tasks, 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 greatly improve your ability to compete in the job market.

What is social entrepreneurship?

Social entrepreneurship is one of the most exciting business trends over 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 may be unprepared. Students will 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, students must be pre-selected based on relevant experience. Thus, you should already have many of the academic business skills necessary to participate in the internship course, e.g., having already taken courses in accounting, marketing, and other relevant subjects.

PROGRAM LEARNING OUTCOMES

PLO1: Acquire and internalize knowledge of the program discipline

PLO2: Application and integration of knowledge

PLO3: Inculcate professionalism and leadership

PLO4: Develop a global outlook

PLO5: Master 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 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 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)
Pre-Internship Preparation Activities		
T&L1: Pre-Internship Orientation	3	1%
T&L2: First Meeting with Social Ventures' GM	1	1%
T&L3: Creation of Action Plan	10	3%
During-Internship Learning Activities		
T&L4: Internship Work and Weekly Reports	120	88%
T&L5: Video Assignment	28	6.5%
Post-Internship Consolidation Activity		
T&L6: Exit Interview (optional; with GMs and Supervisors)	0.5	0.5%
Total	162.5	100%

Assessment Methods	Brief Description	Weight	Aligned Course Learning Outcomes
A1. Creation of Action Plan	Students will work with the instructor, TA, and their supervisor/manager to produce an action plan for their proposed activities and goals for 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. Supervisor Feedback Report	Students will receive ongoing feedback from their supervisor/manager, who will produce a final report indicating the overall quality of student work performance.	50%	2, 3, 4

A4. Video Assignment	Students will make and post a video relating to their internship experience.	25%	3, 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 their assigned company, course instructor, and teaching assistant. The "Action Plan" functions as a mutual agreement between the student, GM, and course instructor, clearly defining the scope of each student's responsibilities and goals to be achieved. This Action Plan will be the basis for tasks performed, and should be reviewed and updated as the semester goes on. The Action Plan should be considered a "living document," meaning that it can and should be updated as the internship progresses, particularly as the scope of student responsibilities change.

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

- **1 point for working 10 hours for that week (unless otherwise agreed with your supervisor)**
- **1 point for a sufficiently comprehensive report in the suggested format (ask course TA for examples as needed)**

NOTE: ***late weekly reports without prior approval or valid excuse based on the University policy (e.g., illness, etc.) will be given zero marks.***

Scoring Criteria:

90% or above	80–89%	70–79%	60–69%	Below 60%
Timely submission for all reports. 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 for almost all reports. 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.	Timely submission for most reports. 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 or no submission for several reports. 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 for many reports. 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. Direct Supervisor Report [50%]:

Students should receive multiple feedback reports from the direct supervisor during the semester. Moreover, students should actively seek feedback and suggestions for improvement. Based on such feedback and follow-up conversations between the supervisor 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 supervisor, 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 TEACHINGSCHEDULE

First week of the semester:	· Agree to and submit course Social Contract. · Company/project orientation · Meet the relevant Social Ventures' existing management (if any). · Begin working on small SVM related projects. · Work on Action Plan with GM, instructor, & TA.
Second week of the semester:	· Course Orientation · Submit final Action Plan.

	· Begin working on more focused SVM related projects, as per final Action Plan.
Third through twelfth week of the semester:	· Continue working on SVM related projects, as per Action Plan. · Submit weekly reports. · Work on Video Assignment
During Exam Period:	· Final Supervisor Report due · Video Assignment 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/.

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 take that commitment seriously.

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 <u>YOUR</u> fault**. So please stay in close contact with your supervisor 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.***

NOTE: ***Students must agree to these terms when registering for the course, which will be done online.***

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

Students taking BUSI2812 are required to produce a video as part of their course assessment. You can make the video about anything you want, but we strongly recommend producing a video that will benefit your company/project in some way, meaning you should collaborate with your supervisor/manager concerning the nature, voice, topic, etc., of your video. 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:

- Marketing, storytelling, promoting, or otherwise highlighting the company for whom you worked
- Reflections on your work in the course
- Highlights of the work that you did for the company
- 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 three things for this assignment: **(i)** a Youtube video link **(ii)** a link for downloading the video (e.g., Dropbox or Google Drive) and **(ii)** a short write-up about the video, as described in the video submission form. Each should be submitted ***via the video submission form***: **www.bit.ly/svm-video-form**

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
[*Requires password if you want to remove the Powtoon mark – ask the TA for full access*]

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)

Additional information relating to available software can be found on the student Notion page (ask Course TA for more info).

Intellectual Property Considerations: Please make sure to not illegally use anyone else's copyrighted works or trademarks. ***Videos that violate IP law will have significant deductions.*** If you have questions about video footage, images, logos, etc., please ask the course instructor ahead of time.

EXAMPLES OF GOOD VIDEOS

To see examples of videos that students have produced, please check out the course Youtube page.

In addition, some of the best student videos have also been featured on the course website: www.svmcourse.com

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=UrPdfeLfIa4
[*This one was done professionally. There is no expectation that yours will be this good!*]

Soap Cycling: https://www.youtube.com/watch?v=2yopMhthbLo

SIPO: https://www.youtube.com/watch?v=40ibZsw5f88

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

Videos that show an event:

Soap Cycling: https://www.youtube.com/channel/UC8_lRGD6Pk8TUtU1tTnR0zA

Videos that explain a specific program or project:

24 Hour Race: https://youtu.be/KkPO2yBt130

ICM: 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

ICM: 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=PLAA3E980F4BA9E0D1&index=170

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 explains the inspiration, process, etc.
- the video is interesting and educational
- the concept and theme are relevant to the audience
- the video provides insight into the 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 and 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 and images are well composed
- subject is lit and clearly visible
- sound is clear and understandable
- video is edited effectively and 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