

ENTR3030 – Social Innovations and Entrepreneurship
(Co-teach with CityU CB 4606)
Spring 2024-2025

Instructor:

Prof. Erwin Huang (erwinhuang@ust.hk)
Prof. Lambert Chan (lambchan@cityu.edu.hk)
Nicole Gong (rgongad@connect.ust.hk)
Dr. Aloysius Arokiaraj (alloysius@ust.hk)

Class meetings:

Time: Every Friday 15:00 – 17:50
UST Campus: Rm4582 (Lift 27-28)
CityU Campus: YEUNG Y5-202

1. Abstract

Social innovations and entrepreneurship are key drivers in bringing social impacts, filling service gaps, and addressing unmet needs. As our society faces social challenges with unprecedented complexity and magnitude (e.g. housing issues, ageing population, global warming, etc.), no single individual or entity is able to solve them singlehandedly. Therefore, it is critically important to unlock the potential and power of innovation and people (social entrepreneurs).

Using design thinking as an overarching frame, this course will introduce students to both skill sets and mindset that are vital to successful social innovations and entrepreneurship. This course takes an experiential learning approach where students will:

- Meet and discuss with social entrepreneurs from different fields;
- Visit communities and gain first-hand experience on their needs;
- Apply skills learned and practice through hands on exercises; and,
- Work towards a real proposal for Social Innovation and Entrepreneurship Fund (SIEF).

This course requires a significant amount of teamwork as most activities and assessment are based on teams. Throughout the process, students will build their skills in leadership, teamwork and negotiation. All are essential to a successful social entrepreneur.

This course counts towards the Minor Programme in Entrepreneurship.

2. Class details

Time: Every Friday 15:00 – 17:50
Classroom: UST campus - Rm 4582 (Lift 27-28)
CityU campus - YEUNG Y5-202 (regular) or LAU 8-210 (15th Feb)

⚠ **WARNING:** Some of the class session will take place outside of UST/ CityU. Please make sure your schedule allows you traveling time before and after class. **DO NOT RECOMMEND** if you have classes right before or after.

3. Course Intended Learning Outcomes (CILOs)

- Define concepts/ terminologies associated with design thinking, social innovation and social entrepreneurship
- Identify social issues and recognize social innovation models that address various needs in the society
- Interpret business plans and analyze business model of social enterprises
- Develop an area of social issue that they are passionate to work on
- Reflect and recognize what they have learnt through experiential activities
- Create an action plan to deliver social value through efficient and effective business operations
- Manage resources and recognize funding options for value-creating activity
- Develop team collaboration skills and presentation skills

4. Assessment Tasks/ Activities (TLAs)

Assessment details will be available on Canvas. Please refer to Canvas for the most up-to-date information. For group assignments, please assign a representative to submit through Canvas. Not curved. Help each other, grow together.

Individual Assessments:		Group Assessments:	
Attendance	10	Group update & peer support	2
Speaker Reflection	15	Workshop assignment	20
Office hours X 2	4	Midterm Presentation	10
Midterm Peer Evaluation	4	Final Presentation	20
Final Peer Evaluation	5		
Personal Development Journal	10		
Total	48	Total	52
Total			100

5. Course Schedule

Week	Date	Topic	Location	Time
1	7/2	Welcome	UST	15:00 - 17:50
2	14/2	Team formation	CityU	15:00 - 17:50
	15/2	(SAT) design thinking sprint + team building	CityU (LAU 8-210)	13:00 – 16:00
3	21/2	Field visit / meet 16 NGOs	HKCSS (TBC)	16:00 – 18:30
4	28/2	Empathy & Define	CityU	15:00 - 17:50
5	7/3	Midterm guidance	CityU	15:00 - 17:50
6	14/3	Midterm presentation	UST	15:00 - 17:50
7	21/3	Ideate	UST	15:00 - 17:50
8	28/3	prototype	UST	15:00 - 17:50
9	4/4	Holiday (Ching Ming)	-	-
10	11/4	Finale + pitch	UST	15:00 - 17:50
11	18/4	Holiday (Easter)	-	-
12	25/4	Final Presentation	UST	15:00 - 17:50
13	2/5	UST project	UST	15:00 - 17:50
14	9/5	UST project	UST	15:00 - 17:50

6. Other Information

Academic honesty:

You are expected to uphold the HKUST Academic Honor Code and show the highest level of integrity in your work. Plagiarism – copying other people’s work without proper citation or any other form of academic dishonesty is strictly prohibited. Please check the academic integrity website for more information on how to avoid plagiarism.

Free-rider policy:

Free-riding can be reported when:

- Over 50% of the team agrees that there is a free-riding situation (e.g. 3 out of 5; 3 out of 6)
- Evidence showing free-rider has been confronted and given opportunities to correct, but with no or little improvement is shown

Proposed solution from the team:

- Once a free-rider is reported, a meeting will be called inviting all members to go through evidence and explore potential solutions or consequences. The ultimate decision will be upon instructor’s discretion.