A stylized, colorful illustration of a landscape. In the foreground, there are rolling green hills with a dark brown path winding through them. To the left, there is a green tree and a purple flower. In the background, there are more green hills and a blue sky with white clouds. A small red bird is flying in the sky.

GE1218

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

Course Highlights

Dr. Yanto CHANDRA

Course Examiner & Leader

Dept of Public Policy & Dept of Management

City University of Hong Kong

3 Sept 2013

Teaching Team

Dr. Yanto Chandra

Dept of Public Policy & Dept of Management

ychandra@cityu.edu.hk

Office: 3442 2403

Prof. Linda Wong

Dept of Public Policy

linda.wong@cityu.edu.hk

Office: 3442 8918

Mr. Timothy Ma Kam Wah

Executive Director, Project Flame

kamwahma@cityu.edu.hk

Office: 3442-8933



Course Highlights

- Background
- Objectives/Themes
- Approaches & Facilities
- Assessments



SOCIAL PROBLEMS are everywhere

Poverty

Animal rights

Pollution

Landmines

Human rights

Housing problems

Aging society...



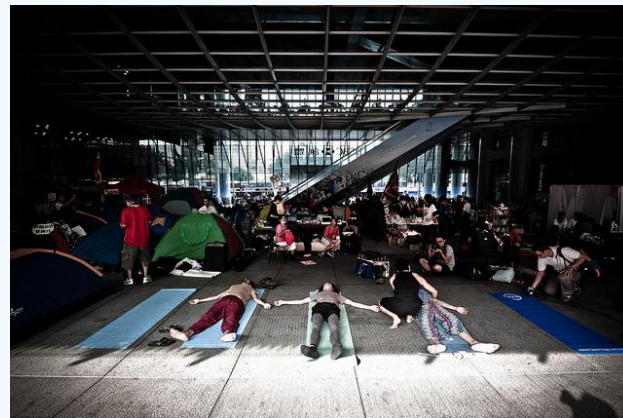
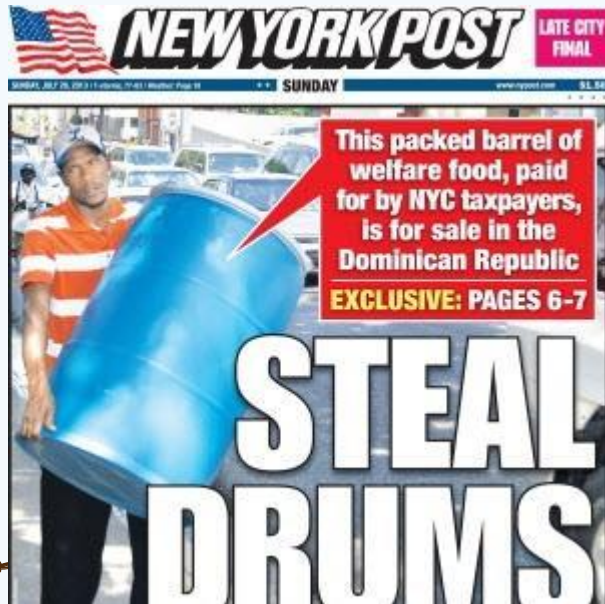
Will you change the world?
How?

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)

http://www.youtube.com/watch?v=E_aXA-JHM2k

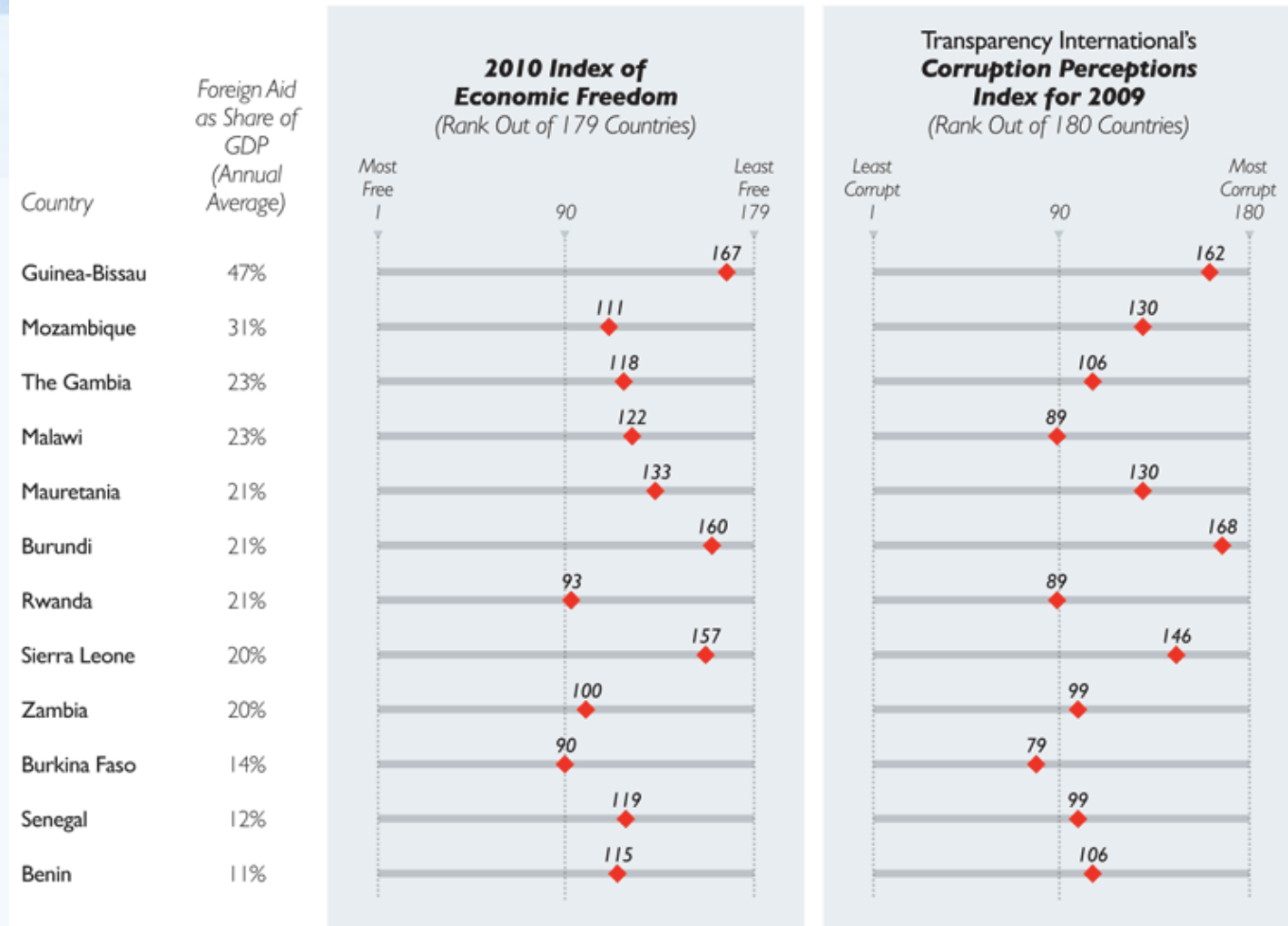
- Difficult to scale-up
- Creating new types of “social diseases”
e.g. stealing, making profits out of aids

Impact Impact Impact

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

The Connection Between Receiving Foreign Aid and Corruption

The chart below lists the 12 African nations with the largest share of their respective economies coming from foreign aid, and shows their ranks in the 2010 *Index of Economic Freedom* and the *Corruption Perceptions Index* for 2009.



Higher share of
Foreign Aid
corresponds
with higher
Corruption

Source: Foreign aid as a share of GDP: Fredrik Segerfeldt, "First, Do No Harm, The Hippocratic Oath of Foreign Aid," Timbro: Stockholm Sweden 2009 (informal English translation provided to The Heritage Foundation by the author), at <http://www.timbrobokhandel.se/B%F6cker/563/g%F6r-ingen-skada.aspx> (September 1, 2010); Terry Miller and Kim R. Holmes, 2010 *Index of Economic Freedom* (Washington, D.C.: The Heritage Foundation and Dow Jones & Company, Inc., 2010), at www.heritage.org/index; Transparency International, *Corruption Perceptions Index 2009*, at http://www.transparency.org/policy_research/surveys_indices/cpi/2009/cpi_2009_table (September 21, 2010).
<http://www.heritage.org/research/reports/2010/09/un-millennium-development-goals-foreign-aid-v-economic-freedom>

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

Components	Weighting
Class participation	10%
Individual Reflective Journal	25%
Group Project Presentation	10%
Group Project Report	30%
Short Test	25%
TOTAL	100%

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

Components	Weighting
Class participation	10%
Individual Reflective Journal	25%
Group Project Presentation	10%
Group Project Report	30%
Short Test	25%
TOTAL	100%

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

Components	Weighting
Class participation	10%
Individual Reflective Journal	25%
Group Project Presentation	10%
Group Project Report	30%
Short Test	25%
TOTAL	100%

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

Components	Weighting
Class participation	10%
Individual Reflective Journal	25%
Group Project Presentation	10%
Group Project Report	30%
Short Test	25%
TOTAL	100%

Assessments

- Criteria for Passing the course
 - Based on the final cumulative marks according to each component's weighting

Components	Weighting
Class participation	10%
Individual Reflective Journal	25%
Group Project Presentation	10%
Group Project Report	30%
Short Test	25%
TOTAL	100%



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
- <http://www.heritage.org/research/reports/2010/09/un-millennium-development-goals-foreign-aid-v-economic-freedom>