THE SERVICE LEADERSHIP INITIATIVE @CITYU

SERVICE LEADERSHIP EMBEDDED IN A SOCIAL INNOVATION AND ENTREPRENEURIAL FRAMEWORK

PROF. LINDA WONG & DR. YANTO CHANDRA
CITY UNIVERSITY OF HONG KONG

火焰計劃
PROJECT FLAME

香港城市大學
City University of Hong Kong

SERVICE LEADERSHIP EDUCATION IN HIGHER EDUCATION CONFERENCE

14-15 May 2014
Polytechnic University of Hong Kong

SERVICE LEADERSHIP EDUCATION: HOW IT BENEFITS OUR STUDENTS

Grooms our students as service personnel and leaders

- Enhances students' knowledge, skills, attitude and care in rendering good service

- Broadens student perspectives to examine how business, government and social sectors interact

- Enhances their professional and civil contributions

Enhances leadership skills in students

- Strengthens their sense of social responsibility

- Develops a desire and skill to innovate

- Grows an entrepreneurial mindset in solving problems

- Strengthens character building

THE CITYU'S APPROACH TO SERVICE LEADERSHIP EDUCATION

- Blending service leadership to an integrated framework of social innovation, entrepreneurship and student service leadership

- Led by an interdisciplinary group of 30 members from 18 academic and supporting departments

- Project Flame-Social Innovation & Entrepreneurship@ CityU as the campus platform to promote social innovation, social entrepreneurship and service leadership

AFFINITIES BETWEEN SERVICE LEADERSHIP AND SOCIAL ENTREPRENEURSHIP

- Both paradigms embrace common values in the belief of the self, self-motivation, ethics and care for others

- Leadership in possible in whatever setting

- Both emphasize an entrepreneurial approach in fulfilling one's needs and servicing the needs of others

- The integrated approach enriches SLAM education with a wider space to explore the meaning of leadership, service solutions and personal values

EMBRACING A HOLISTIC MODEL OF CHANGE

Knowledge transmission

Knowledge creation and evaluation

Social Innovation & Change

Innovating New Ideas

Service Application and Innovation

EMBRACING A HOLISTIC MODEL OF CHANGE

Knowledge Transmission – Program of Professional and Academic Education

Existing Courses (since 2012)

- GE1218 Make Difference: the Challenge of Social Entrepreneurship in a Globalized World
- GE1220 Enhancing Your Service Leadership for the 21st Century

Validated and Ready for Offer

- GE2245 Professions in HK: Critical Insights and Issues
- GE2246 Changing Our Society: Turning Social Problems into Business Opportunity

In the Pipeline

- GE course on Social Innovation and Entrepreneurial Venture Exploration

OUR LATEST VENTURE

Knowledge Transmission (cont'd)

Minor in Social Entrepreneurship (proposed)

- Aims to introduce students to the fundamentals of social entrepreneurship. It provides students with both the theoretical knowledge and practical skills to diagnose social problems and to generate intervention ideas for systemic change from multi-disciplinary perspectives

- 15 credit units (1 core course and 4 elective courses)

- Offered by Departments of Public Policy, Applied Social Sciences, Management, Marketing and College of Business

EMBRACING A HOLISTIC MODEL OF CHANGE

Innovating New Ideas – Program of Social Innovation Incubation

- Social Entrepreneur in Residence

- Mini-MaD on Campus ("Zero Food Waste")

- Diamond Cab Sedan Competition

- Hand 2 Spot (second hand shop)

- Green Fashion Show

EMBRACING A HOLISTIC MODEL OF CHANGE

Service Application and Innovation – Program of Student Service Leadership

- **GE1220 Enhancing Your Service Leadership**

- **GE1218 Social Entrepreneurship**

- Student Internship in Zhongshan

- Student Study Tour in Singapore, Shanghai and Taipei

- Agency Visits and Practitioner Sharing

EMBRACING A HOLISTIC MODEL OF CHANGE

Knowledge Creation and Evaluation – Program of Research and Knowledge Transfer

- Community Forum on Social Innovation

- International Symposium in Discovery and Idea Incubation and Scalable Social Impact

- Research on Social Enterprise Endorsement System

PROJECT FLAME ACTIVITIES

Hand² Fashion
@ Project Flame

Team Flame won the 2nd
Runner-up in the Diamond
Sedan Competition 2012

MaD@CityU - An
innovation Lab: 10 Ways
to Zero Food Waste

PROJECT FLAME ACTIVITIES

Social Enterprise Visit to
YMCA Tung Chung Organic Farm
and
TWGH Enterprise Vegetable and Fruit Processing and Supply Service

Social Enterprise New Year Fair
@ CityU 2013

PROJECT FLAME ACTIVITIES

Open Forum on Social Innovation in the Community

Project Flame
Social Enterprise
Internship in
Zhongshan

Project Flame
Social Enterprise
Study Tour in
Singapore

International Symposium: Discovery and Idea Incubation
for Realizable and Scalable social Impact

14

OUR CURRICULUM APPROACH

- All courses incorporate interdisciplinary contents

- Rich input from practitioners

- Emphasis on application and simulated exercises

- Personal reflection is highly emphasized

- Agency visits and practitioner sharing

- Classroom based teaching complemented by curricular and co-curricular activities

SAMPLE COURSE OUTLINE

GE 1220: SERVICE LEADERSHIP

- Theories of leadership
- Services marketing & mgt theories
- Photo-Elicitation method
- Service Design Thinking methods
- Creativity games
- Guest speakers; field visits
- Writing a Service Diary
- Designing new services project

GE 1218: SOCIAL ENTREPRENEURSHIP

- SE as a field, practice, altern've solution
- Methods in doing social innovation
- Social business models
- Biography in SE
- Management & leadership in SE
- Guest speakers; field visits
- Writing a journal on "doing good"
- Developing social business project

"TALLEST STRUCTURE" CHALLENGE
(USING USED NEWSPAPERS, MARSHMALLOW)
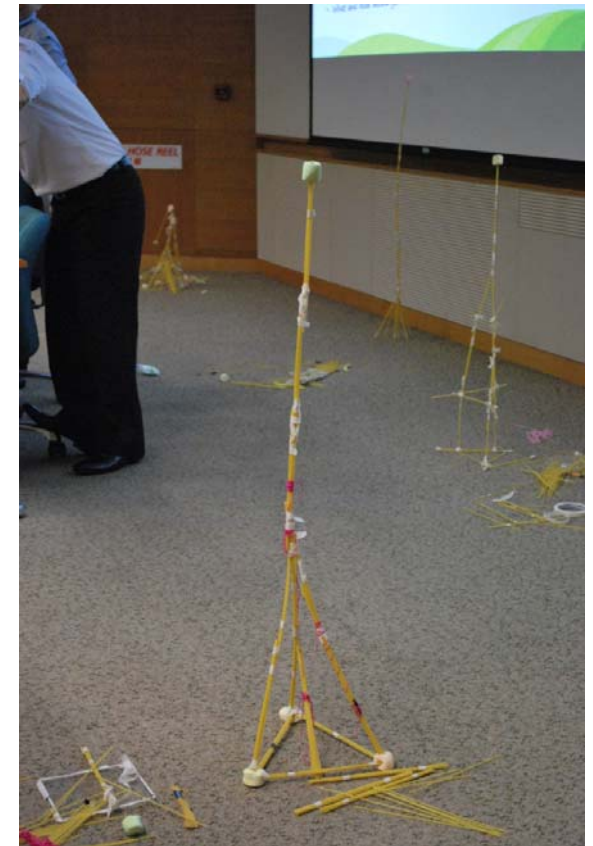
# WINNER OF "MY OWN DISCOVERY CONTEST"
(FROM OUR STUDENTS IN GE1220)
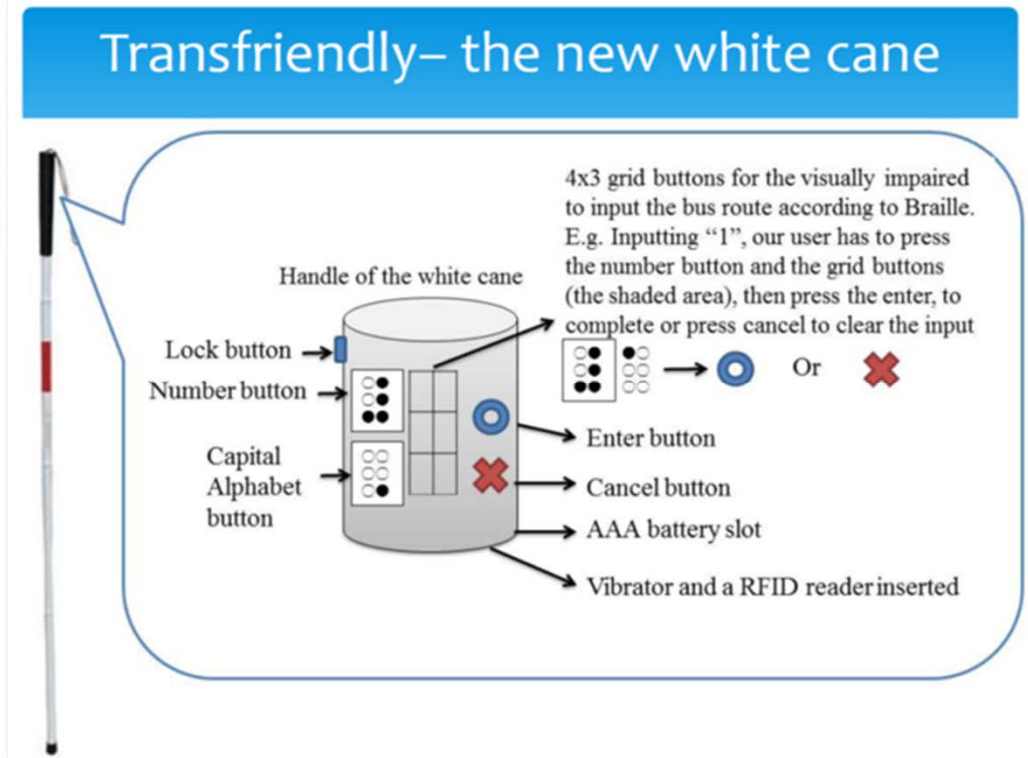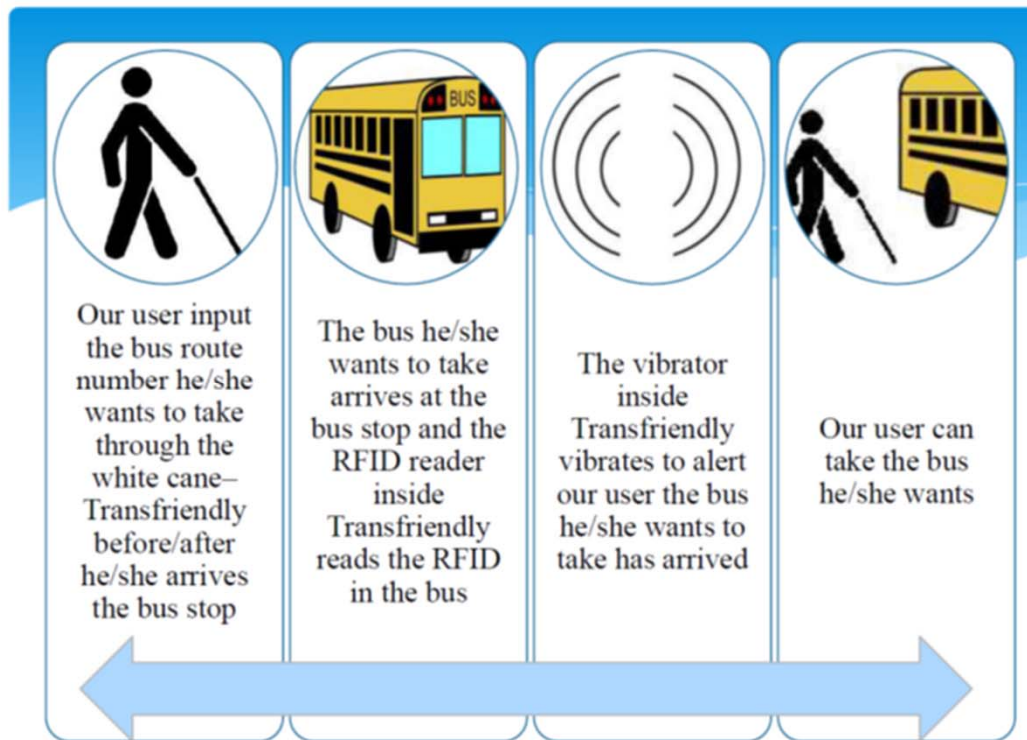
This group of students developed a device, called *Transfriendly*, that incorporates a white cane to help visually impaired individuals have easier access to public transportation, such as a bus. *Transfriendly* can help these individuals travel more independently

BUS TRACKING APPS: A PROTOTYPE
(FROM OUR STUDENTS IN GE1220)

Refinement of the existing feature –
1. Point-to-Point Search
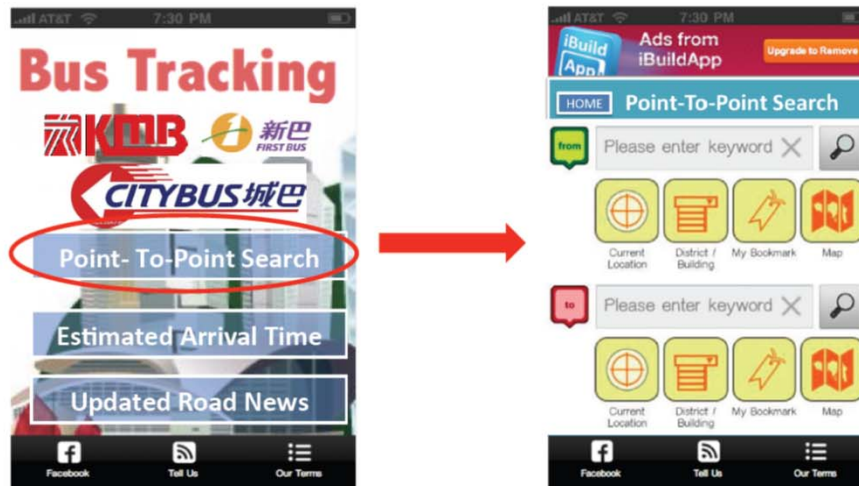
Arrival Time Estimation

All you need to do are…

Enter:

1. Route number

2. Direction

3. Departing bus stop
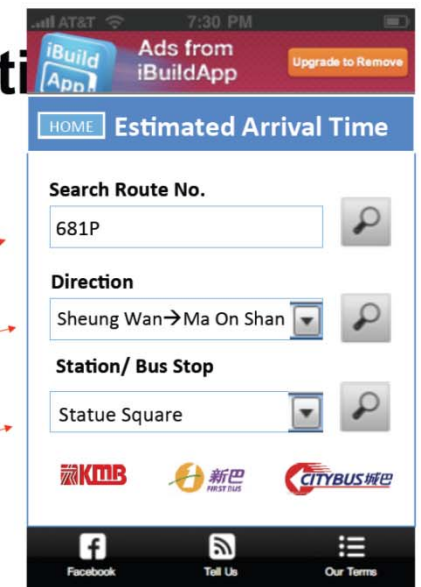
MORE EXCITING STUDENT PROJECTS
# IN GE1218 SOCIAL ENTREPRENEURSHIP COURSE

See the video

CONCLUSION

- Two years of experimentation in SLI

- Mistakes, setbacks, but keep learning, positive outlook

- Impact: 500+ students; positive response; continuous growth

- Pioneer in SE learning in East Asia (e.g. the first SE Minor)

- Research-Real World-Teaching connections

- Continue to evaluate our effectiveness & impact

- Comments & suggestions welcome
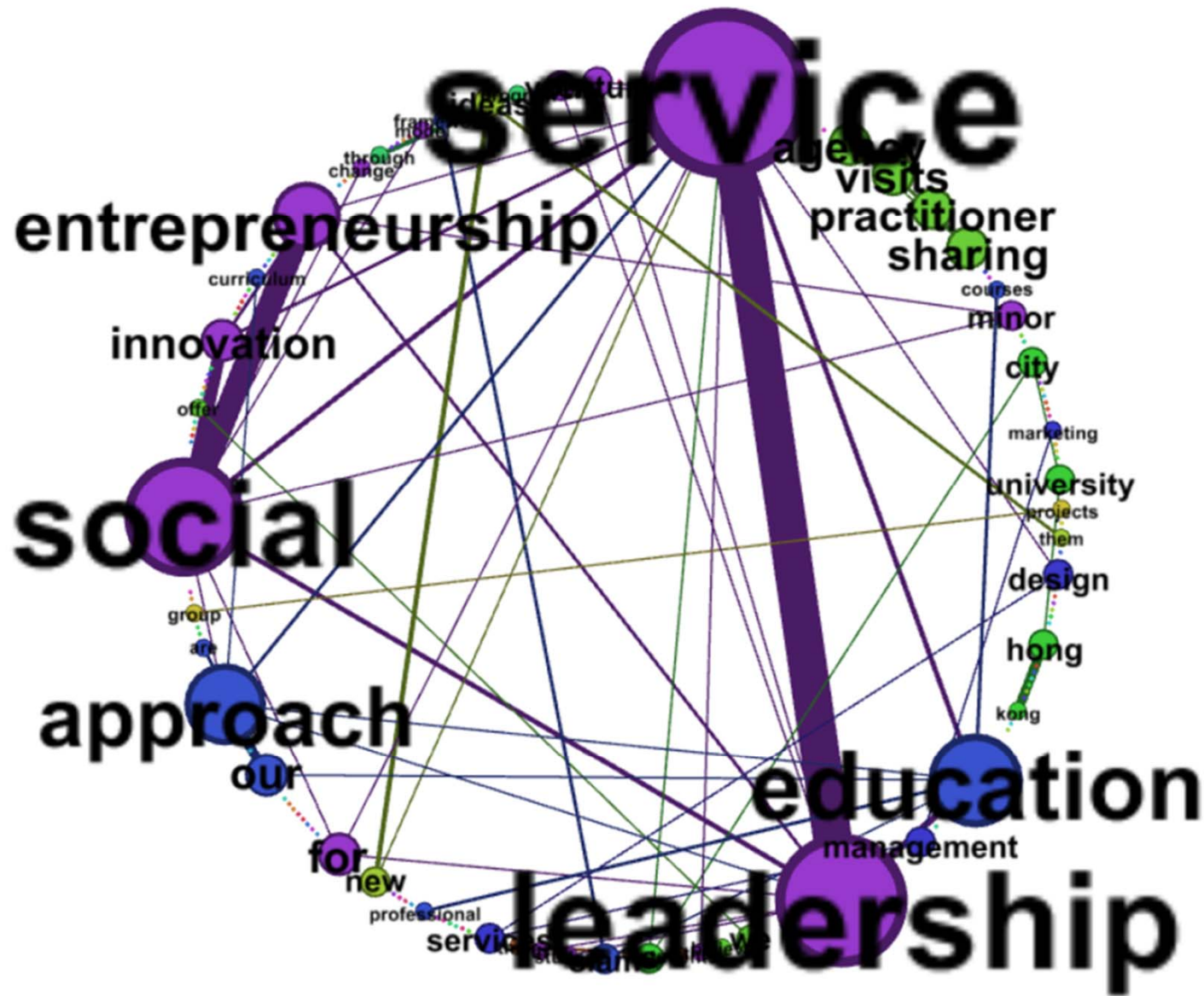
An Information Visualization of this paper (in circular layout)