



HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education



社會創業論壇
Hong Kong Social Entrepreneurship Forum



Executive Workshop: WHO WANTS TO BE A SOCIAL ENTREPRENEUR?



This programme has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

The University of Hong Kong
School of Professional and Continuing Education
College of Business and Finance

<http://hkuspace.hku.hk/cbf/>

INTRODUCTION

This is a short course in collaboration with Hong Kong Social Entrepreneurship Forum (HKSEF). It takes the form of a mentorship programme for nurturing social entrepreneurs. It serves to provide practical knowledge for the development and management of social enterprises and facilitates the solicitation of funding.

BENEFITS TO PARTICIPANTS

Upon completion of the course, participants are expected to be able to:

- Know what it takes to become a successful social entrepreneur
- Apply management knowledge and knowhow to launch a social enterprise; and
- Prepare a compelling business plan for the solicitation of funding and capital.

PROGRAMME FEATURES

- Trainers and guest speakers are themselves practicing social entrepreneurs. Not only are they effective and insightful in their presentations and sharing, they are an important source of inspiration for the participants. Many of them are exemplary role models.
- Free participation in the annual Social Enterprise Summit. World renowned experts from US, Europe, New Zealand, China Mainland, Taiwan, Hong Kong and Singapore will be sharing their successful experiences with the audience.

Mentors and trainers include Dr. K. K. Tse, Chair of HKSEF and Ms Yvonne Yeung, Vice Chair of HKSEF.



COURSE FORMAT AND OUTLINE

The course spreads over a six-month period with three full-day sessions, and eight 3-hour evening sessions. Participants are required to attend the annual Social Enterprise Summit (2 full days).

Participants are expected to take part in other learning activities offered by HKSEF, such as the bi-monthly experience-sharing sessions by social entrepreneurs. As an optional component, students will be invited to submit their proposals to a social investment forum; join field visits to local social enterprises. Participants' business plans will be presented to a group of potential investors.

COURSE OUTLINE

Sessions and contact hours	Contents
Kick-off Day (Saturday, 8 hrs)	Intensive Introduction and Orientation
Evening Session I (3 hrs)	Learning from Role Models
Evening Session II (3hrs)	Learning by Doing: Intrapreneurial Projects
Social Enterprise Summit (2 days)	Getting Most from the Summit
Evening Session III (3hrs)	Social Issues and Social Causes
Evening Session IV (3 hrs)	A Vision of Impact
Evening Session V (3 hrs)	Product and Business Model Design
Site Visit Day (8 hrs)	Visits to 3 Local Social Enterprises
Evening Session VI (3 hrs)	Leveraging Social Marketing and Guerrilla Marketing
Evening Session VII (3hrs)	Be Resourceful: 'No Money, No Problem'
Evening Session VIII (3 hrs)	The Entrepreneurial Team and Board
Final Presentation Day (8 hrs)	Presentations of Business Plan and Business Idea Proposal

TARGET PARTICIPANTS

- Those who are keen to know what it takes to become a successful social entrepreneur;
- Those who want to become an entrepreneurial general manager of a social enterprise;
- Those who are leading or overseeing a social enterprise in a non-profit organization; and
- Social enterprise managers who want to achieve breakthrough results


MODE OF DELIVERY

This is a part time course delivered by SE expertise. The course materials are in English and medium of teaching is in Cantonese supplemented with English when necessary.

Course Fee:

HK\$ 9,000


(All fees are subject to change without prior notice.)

 CEF reimbursable course


FURTHER PROGRAMME INFORMATION

<http://hkuspace.hku.hk/program/workshop-social-entrepreneur>

APPLICATION AND ENQUIRIES

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