



HKUSPACE

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

MANAGEMENT FOR SOCIAL ENTERPRISES



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 & Finance

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

A course to provide high level integrated perspectives on the linkages among social issues, social entrepreneurship, social capital, and city transformation

This course is designed to develop professional skills for the entrepreneurial stage and management stage of social enterprises, based on finding from applied researches and mentoring experiences on local social enterprises, as well as from proven management experiences from multinational corporations.

It aims:

- To provide critical training for social enterprises management in managing for sustainability, financial viability and operational efficiency.
- To provide in-depth understanding about the nature, operational concerns and strategic positions of social enterprises.

BENEFITS TO PARTICIPANTS

Acquire first hand knowledge and experience from our trainers and mentors on:

- How social entrepreneurship contributes to city transformation in the context of economic globalization.
- Entrepreneurial Process, including opportunity identification, formation of a feasible business concept, assess and acquire required resources, and starting up.
- Market studies on customers, market landscape and competition.
- How to formulate and evolve strategies along the life cycle of a new venture from start-up, breakeven, to profitable growth.
- How to leverage on mentoring resources and opportunity.
- How to develop rational thinking skills on situation appraisal, decision making, and potential problem analysis; and use proven template for best business practice.
- How to actualize the disadvantaged groups and the advantaged groups through intrinsic values; and articulate the theory of change and social return on investment

MODE OF DELIVERY: This is a part time course with 42 hours face-to-face teaching in 12 weeks . The course materials are in English and medium of teaching is in English supplemented with Cantonese when necessary.

COURSE OUTLINE

- Social Capital & Sustainable development
- Ethics, CSR and governance of SEs
- Public Policies and Social Enterprises
- Social Enterprises and financial management
- Leadership and social entrepreneurship
- Poverty and economic development
- The development of social enterprises
- Project management
- Services as product

LECTURERS

Mr. Kee Chi Hing (紀治興先生)



Mr. Kee was the former Corporate Vice President and Hong Kong Managing Director of Hewlett-Packard. Currently he is the chair of Fullness Social Enterprise Society. He is a member of the Social Enterprise Advisory Committee of Home Affairs Bureau and has coached more than ten social enterprises in different organizations. He also teaches master level courses in different universities and education institutes and has authored four books related to social enterprises.

Ms. Leslie Chan (陳惠玲女士)

Leslie is an entrepreneur for more than 15 years and her business was established in mainland mainly in manufacturing and exporting to U.S.A. Prior to setting up her own business, Leslie assumed senior management role in a multi-national corporation in biochemical products for 10 years. She had gained extensive experience in sales, marketing, business development and general management during those years.

APPLICATION ENQUIRIES

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Further Programme Information

<http://hkuspace.hku.hk/prog/management-for-social-enterprises>

TARGET PARTICIPANTS

- Business Executives
- Executives or Managers of NGOs and Public Administrative field
- Social Entrepreneurs

DURATION


42 hours in 12 weeks

DATE & DELIVERY

Weekday evening classes, Saturday workshops and site visits

COURSE FEE

HKD 6,450 (All fees are subject to change without prior notice)

 CEF reimbursable course



QR registration number: 11/001051/6
validity period: 03 Aug 2011 - on-going