1. General Information

Course Subject	BUSI
Course Number	2812
Course Title	Impact Lab
Academic Years	2024-2025
Grading Method	Letter

2. Instructors

Professor BISHOP, David Lorin
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Subclasses: 1A,2B

3. Teaching Assistants

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Subclasses: 1A,2B

4. Course Description

Course Description	This is a 6-credit experiential learning course that will give students an opportunity to work directly for social ventures under the guidance of a faculty instructor and professional mentors. You should have opportunities to manage tasks, solve real-life problems, and gain hands-on business experience, which will strengthen your soft skills, help you implement academic business concepts in a practical way, and greatly improve your ability to compete in the job market. The course will also offer you the opportunity to learn about starting an impactful business by sharing theories and methods through short lectures, readings, and videos, as well as real-life examples by our guest speakers. This component of the course will help you grasp the essence of what building a company, especially in a social impact space, entails. What is social entrepreneurship? Social entrepreneurship is one of the most exciting business trends over the past several decades. By combining the efficiency of business education with the nobility of helping society, many hope that social ventures will be able to help to cure ills suffered by the most vulnerable. The importance of social entrepreneurship is gaining recognition worldwide, and is increasingly popular in Hong Kong. How will this course work? In this course students will have an opportunity to manage within real social ventures. Each student will have opportunities to apply academic principles learned previously, but will also be confronted with real-life issues and problems for which they may be unprepared. Students will engage in problem solving and business building within a supervised learning environment, enabling real life skills development and personal growth. Course website: https://www.svmcourse.com/

5. Course Objectives

1. Provide students with opportunities to implement knowledge gained through prior university coursework.
2. Allow students to gain first-hand knowledge of real life organizations and business practices.
3. Offer students an experience in an organization with socially beneficial purposes and goals.
4. Provide real leadership opportunities that will help students develop soft skills necessary for effective business management.

6. Faculty Learning Goals

Goal 1: Acquisition and internalization of knowledge of the programme discipline
Goal 2: Application and integration of knowledge
Goal 3: Inculcating professionalism
Goal 4: Developing global outlook
Goal 5: Mastering communication skills
Goal 6: Cultivating leadership

7. Course Learning Outcomes

Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6

7. Course Learning Outcomes

Course Learning Outcomes						
CLO1. Integrate and apply theoretical knowledge to tackle real business challenges, with a specific focus on businesses that focus on driving positive social impact;	✔	✔				
CLO2. Research, analyze, assess and propose practical business options and solutions given the project constraints;	✔	✔	✔			
CLO3. Exchange ideas and experiences with partners, resolve differences, mutually enhance personal development and accomplish tasks through collaboration and effective communication;	✔	✔	✔	✔	✔	
CLO4. Adjust to a real-life work setting and understand the organizational culture of a business and multicultural working environment;		✔	✔	✔		
CLO5. Present findings and business solutions (both written and oral) in a professional and persuasive manner; and		✔	✔	✔	✔	
CLO6. Apply the knowledge in service leadership to improve leadership quality and effectiveness.		✔	✔		✔	✔

8. Course Teaching and Learning Activities

Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Pre-Course Survey & Orientation	3	1.8
T&L2. Company Onboarding & Discussion of Student Roles & Responsibilities	6	3.5
T&L3. Creation of Individual Action Plan	4	2.4
T&L4. Weekly Seminars, Videos and/or Readings, Practical Exercises	30	17.6
T&L5. Individual/Team Project Work & Weekly Reports	100	58.8
T&L6. Final Individual Assignment	25	14.7
T&L7. Exit Survey & Optional Interview with Supervisors	2	1.2
	Total: 170	Total: 100

9. Assessment Methods

Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Creation of Action Plan	Students will work with the instructor, TA, and their supervisor/manager to produce an action plan for their proposed activities and goals for the semester. During the first two weeks of the placement, students must create a semester-long "Action Plan" that they will present to their assigned company, course instructor, and teaching assistant. The "Action Plan" functions as a mutual agreement clearly defining the scope of each student's responsibilities and goals to	0%	1,2

	be achieved. This Action Plan will be the basis for tasks performed, and should be reviewed and updated as the semester goes on. The Action Plan should be considered a "living document," meaning that it can and should be updated as the semester progresses, particularly as the scope of student responsibilities change. Note: Although this is not an assessed activity, students are required to submit an Action Plan in order to take part in Impact Lab. Students who do not submit an Action Plan within the first two weeks (i.e., prior to the end of the add-drop period) can be removed from the course.		
A2. Weekly Seminars	Students will learn about social impact business models via short lectures, readings and videos, real-life examples by guest speakers - social entrepreneurs, and practical exercises. During the semester, students will be required to complete a 10 session seminar program, which will include both in-person and online learning activities. Students should be well prepared for the sessions, participate actively, and complete all related activities. Specific information relating to this assessment item will be provided by the course instructor.	15%	1,2,5
A3. Weekly Reports	Students will capture their perceptions, analysis, and integration of concepts and experiences relating to business management and service leadership. These reports should be focused both inwardly and on task competencies. Students are required to submit weekly reports to their supervisor and course instructor relating to their experiences, perceptions, and questions. Students are required to submit these reports at the end of each week, starting from week 3 (a complete schedule of weekly report deadlines will be provided). - Each week, students can receive up to 1 point for (i) submitting the report on time (0.5 points) and (ii) providing sufficient detail in the report, for a total possible of 10 points. Note: late weekly reports will not be accepted. - Three times during the semester, the weekly report will contain a longer written submission/reflection. Each of these submissions is worth an additional 5 points, for a total possible of 15 points.	25%	1,2,3,4,5,6
A4. Supervisor Feedback Report	Students will receive ongoing feedback from their supervisor/manager, who will produce a final report indicating the overall quality of student work performance. Students should receive multiple feedback reports from the direct supervisor during the semester.	40%	2,3,4

9. Assessment Methods

	Moreover, students should actively seek feedback and suggestions for improvement. Based on such feedback and follow-up conversations between the supervisor and the course instructor, the course instructor will assess the work performed by the student during the semester. Specific information relating to this assessment item will be provided by the course instructor. Note: if you are not receiving periodic feedback from your supervisor, please notify the course instructor immediately.		
A5. Final Project	Students will be required to submit a final project relating to their Impact Lab experience. Students will work with the course instructor, TA, and their supervisor(s) to develop a final project that will be submitted after the semester is concluded. Specific information relating to the project assessment will be provided by the course instructor, and students will have opportunities throughout the semester to discuss possible project options. Most student projects involve students creating and posting a video highlighting relevant aspects of their Impact Lab experience, or the company/project for which the students worked. Unless approved by the course instructor ahead of time, students can work individually or in groups of not more than 3 people.	20%	3,5,6

10. Course Grade Descriptors

A+,A,A-	Demonstrate an excellent attitude, strong work ethic, and effective communication. Submission of tasks and assignments on time, and strong organizational, time management, and leadership skills. Additionally, the work prepared and submitted is of a high quality.
B+,B,B-	Demonstrate a good attitude, work ethic, and communication. Submission of tasks and assignments on time, and reasonable organizational, time management, and leadership skills. Additionally, the work prepared and submitted is of good quality.
C+,C,C-	Demonstrate an acceptable attitude, work ethic, and communication. Submission of tasks and assignments mostly on time, and reasonable organizational, time management, and leadership skills. Additionally, the work prepared and submitted is of acceptable quality.
D+,D	Demonstrate an unprofessional attitude, work ethic, and communication. Submission of tasks and assignments late, and poor organizational, time management, and leadership skills. Additionally, the work prepared and submitted is of subpar quality.
F	Demonstrate a highly unprofessional attitude, work ethic, and communication. Submission of tasks and assignments late or not at all, and extremely poor organizational, time management, and leadership skills. Additionally, the work prepared and submitted is of subpar quality.

11. Course Content and Tentative Teaching Schedule

Topic/ Session	Content
1	First week of the semester: -Agree to and submit course Social Contract

11. Course Content and Tentative Teaching Schedule

	-Course Orientation and fill out pre-course survey -Meet your supervisor(s) -Begin working on Action Plan with supervisors, instructor, & TA -Begin working on Impact Lab projects
2	Second week of the semester: -Company/project orientation -Submit final Action Plan -Begin working on more focused Impact Lab related projects, as per final Action Plan
3	Third through twelfth week of the semester: -Continue working on Impact Lab related projects, as per Action Plan. -Submit weekly reports. -Work on Final Project
4	During Exam Period: -Final Supervisor Report due -Final Project Due

12. Required/Recommended Readings & Online Materials

Reading	Required readings will be provided by the course instructor as part of the weekly seminars

13. Means / Processes for Student feedback on Course

	Conducting mid-term survey in additional to SETL around the end of the semester
	Online response via Moodle site
✔	Others
	Students will submit weekly reports

Academic Honesty and Integrity

You are expected to do your own work whenever you are supposed to. Incident(s) of academic dishonesty will NOT be tolerated. Cheating or plagiarism of any kind will result in an <u>automatic F grade</u> for the course plus strict enforcement of all Faculty and/or University regulations regarding such behavior.

The University Regulations on academic dishonesty will be strictly enforced! Please check the University Statement on plagiarism on the web: http://www.hku.hk/plagiarism/.

Academic dishonesty is a behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases:

a. *Plagiarism* — The representation of someone else's ideas as if they are your own. Where the arguments, data, designs, etc., of someone else are being used in a paper, report, oral presentation, or similar academic project, this fact must be made explicitly clear by citing the appropriate references. The references must fully indicate the extent to which any parts of the project are not one's own work. Paraphrasing of someone else's ideas is still using someone else's ideas, and must be acknowledged.

b. *Unauthorized Collaboration on Out-of-Class Projects* — The representation of work as solely one's own when in fact it is the result of a joint effort.

c. *Dishonesty about working hours, or other dishonesty with your team or supervisor* — Students are required to report their work and working hours each week to the course instructor and your direct supervisor. *Lying about work completed or time spent on an assignment will be treated as though you cheated on an examination, and can result in a failing grade for the course.*

COURSE SOCIAL CONTRACT

The Impact Lab Course is a special kind of course, and requires a special kind of student. You have been hand-picked for this course because we believe in you, and because you have made a commitment to work hard. Please take that commitment seriously.

Please note:

- Students must actively seek projects, and fill their time even when not actively supervised or managed. In other words, if you do not have enough to do, **it is <u>YOUR</u> fault**. So please stay in close contact with your supervisor and let him/her know when you do not have enough to do.

- Lying about working hours is considered cheating. ***Any student who is dishonest about their work in any way, including overstating working hours, will fail the course and be submitted for disciplinary action as a violation of HKU's academic integrity policy.*** Please be honest about your work and your time. Each of these companies has plenty of work to go around. Be proactive and make the most of this experience.

- The placement will end automatically at the end of the semester. You hereby recognize that you are considered a "student intern" as defined under the Minimum Wage Ordinance, and therefore the Statutory Minimum Wage does not apply to you or the work you engage in during this course. Accordingly, you will not be paid for your work unless otherwise agreed with your respective company in advance. And this course is not a guarantee or offer for future employment.

14. Course Policy

- Students who do not have a right to work in Hong Kong, in particular exchange students without a "No Objection Letter" from HK Immigration, shall not be provided formal internships. Your participation in this course will be structured as a school project, and your work will be adjusted accordingly, as necessary.

- Any intellectual property and work created as a direct result of your involvement in the course, including e.g., any research, reports, business plans, videos, designs, etc., are "work product" and will remain the property of the company or project leader for whom you created the items.

By signing below you indicate that you understand the items above and are willing to abide by all course requirements. ***In particular, you hereby agree to work a minimum of 10 hours, on average, per week.***

NOTE: *Students must agree to these terms when registering for the course.*

15. Additional Course Information

Student Guide: http://bit.ly/impact-lab-student-manual

Video Project Resources Page: https://bit.ly/IL-Video-Resources

Course YouTube channel with previous students' video submissions: https://bit.ly/Impact-Lab-YouTube

Students should consider joining Impact Lab LinkedIn Group to network with others and share information: https://bit.ly/Impact-Lab_LinkedIn-Group

Students are recommended to follow the Impact Lab LinkedIn Page for access to additional content and resources: https://bit.ly/Impact-Lab-LinkedIn-Page