CORE BUSINESS COURSES WITH A SERVICE-LEARNING COMPONENT

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Lingnan University
AGENDA

- Challenges in Hong Kong’s Undergraduate Business Education (UBE)-Emphasis of outcome based learning
- Business courses with Service-Learning elements at Lingnan
- Using a core business course (BUS 301 Strategic Management) as an example:
  1. core curriculum and programs development,
  2. teaching and learning processes
- Student learning outcomes: qualitative and quantitative analysis
CHALLENGES IN HONG KONG’S UNDERGRADUATE BUSINESS EDUCATION (UBE)

Students (local & Mainland China): Great demand for UBE.

Employers: Ask for generic capabilities & professional knowledge, and yet be able to function fully with little further training.

Society (e.g. social enterprises): Increasing demand for community services & CSR.

UGC: Edu. Reform aims at life-long edu & whole person development w/ little extra resource.
IMPLICATIONS FOR UBE

Provide a balanced learning experience that

✓ nurture whole persons with generic capabilities & professional know-how together with working experience
✓ empowers graduates in every endeavor
IS IT A RATIONAL EXPECTATION?

It seems to ask for a “fast-food” style of transformation in a 3 to 4 years of UBE!

Well...nothing is impossible to us!

Just another expedition!
GUIDING PRINCIPLES FOR A SL MODEL AT LINGNAN UNIVERSITY

Generic Capabilities
- Adaptability
  - Communication skills
  - Social Competence

- Brain Power
  - Subject-related knowledge
  - Organizational Skills

- Creativity
  - Problem-solving Skills
  - Research skills

Service-Learning is a part of the Liberal Arts Education
OVERVIEW OF THE SERVICE-LEARNING AND RESEARCH SCHEME (SLRS) AT LINGNAN UNIVERSITY

a. Objectives of the SLRS

- Practicing Lingnan University’s long-standing motto, ‘*Education for Service*’
- Incorporate “whole-person development” in liberal arts education
- Offer real-life opportunity to student and apply their knowledge through serving
- Engage students in a process of reflexivity
- Meet the community needs
FOCUS & APPROACH IN LINGNAN

Focus of teaching & learning in business know-know & experience:

✓ stakeholder groups’ input, engagement & process-oriented.
✓ relationship management
✓ align w/ outcome-based approach of the University’s strategy, goals and mission.
✓ help student & corporation to channel CSR effort

Focus of service-learning programs:

✓ Structure in a legitimate platform for systematic coordination & networking
✓ close cooperation among different stakeholders
✓ Experiential process
✓ Help student & corporation to channel CSR effort
NATURE OF SERVICE LEARNING IN LINGNAN

Use the principle of who or what really counts? (Freeman, 1994)

Our Strategy:
Stakeholder groups mapping & enrich student learning experience by tailoring service-learning element in curriculum mapping & business program development.
ROLE OF SERVICE-LEARNING IN BUSINESS CURRICULUM & PROGRAM

1. A partner or service provider?

Partner

2. Any evidence?

☑ Incorporate in Curr. Development
☑ Adopt as a component of the capstone course instead of elective
☑ Long term: 2006-present
EXAMPLE OF S-L PROGRAM IN BUS301

Social Enterprise Strategic Plan: Lead an Organic Life at Healthy Cottage
(社會企業策略計劃：健康有機生活在好盞)

Organization: Women Service Association - Healthy Cottage (婦女服務聯會 - 「好盞」)

Task: (1) Conduct research and analysis
(2) Design strategic plan
CORE CURRICULUM & PROGRAM DEVELOPMENT
ELEMENTS OF S-L PROGRAM

- Site Orientation
- Leadership & Teamwork Training
- Consultations: feedbacks from course instructors, program coordinators and agency supervisors
- In-class presentation
- Report-back Seminar Presentation

⇒ All elements are integrated into class schedule
Teaching and Learning Process

Site Orientation

Training

Consultation

Presentation & Report-back Seminar
EXAMPLES OF SOME OUTCOMES
STUDENTS’ WORK
Customers’ opinions collection form

顧客意見書

最希望在本店選購到甚麼產品?

你認為本店在服務及產品上有甚麼需要改善?

其他對本店的意見:

你的意見, 是我們日益進步的關鍵
感激各位給本店精益求精的機會!

姓名: __________________ 聯絡電話: __________________ 日期: ________________
STUDENTS’ WORK: POSTERS

有關生活坊是由非牟利慈善團體婦女服務聯會營運，並由民政事務總署「伙伴倡自強」社區協作計劃資助的社會企業項目。於二零零七年六月開業，成立目的為打造一個社群互動交流的平台，一方面為區內弱勢社群、綜緩人士、低收入人士提供就業機會，另一方面，積極推廣健康生活的理念，為居民提供新鮮有機蔬果、有機產品、健康食品、飲品、合時湯包、鮮攪果肉果汁及涼茶。

本店的收益，於扣除經營成本後，將全數回饋社區，幫助區內有需要人士。

有機生活坊

Healthy Cottage

地址：富源街27號街市食街1樓
電話：2424 5335
傳真：2424 5335
Website：http://www.aso-eshop.org

No.1 全麥蛋捲
售價：HKD 34.00 / 包

No.2 有機胚芽豆漿
售價：HKD 15.00 / 支

No.3 菜芯
售價：HKD 20.00 / 斤

No.4 有機零食水果籃
售價：HKD 300.00 / 份

No.5 黑蜂蜂蜜
售價：HKD 30.00 / 瓶

採用純天然東北黑蜂蜂蜜含鈣鋅鎂等多種氨基酸，為乳黃或乳白色濃稠狀

本周五大暢銷產品
### Number of Students from 2006/07 to 2008/09
**BUS 301 Strategic Management**

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### Preliminary Quantitative Results

#### Overall Satisfaction Level

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# Preliminary Quantitative Results
## Paired Samples Statistics – Overall BUS301 Pre-Post from 2006-07 to 2008-09 1st Sem

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### Preliminary Quantitative Results
Con’t Paired Samples Statistics – Overall BUS301 Pre-Post from 2006-07 to 2008-09 1st Sem

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PRELIMINARY QUALITATIVE RESULTS-A
Outcome-based assessment results

**Service Agency:** rising satisfaction rate, offer jobs, more project cooperation offers

**Student Learning Process & Experience:** rising satisfaction rate, attract more A/C & finance majors & exchange students, winners in ext. competitions, student commitment.
PRELIMINARY QUALITATIVE RESULTS-B
Outcome-based assessment results

LU’s mission: Satisfied her OBA’s criteria esp. on value & attitude (ethical leadership & CSR).

OSL & Instructor: more projects initiated by faculty, more program level cooperation, higher campus wide awareness on doing S-L.
STUDENT’S REFLECTION

LI Steve, BBA Graduate, BUS301 student 2007-2008

- In a typical class project, the background information was usually given by the lecturer and all of the information was preset and hypothetical. For the SL project, the background information was inconstant as the real world is changing every day.

- Through the SL program, I learnt that communication is an important factor in working in a group. Everyone needed to know how to ASK questions and how to ANSWER questions. We had to prepare ALL the questions we needed to ask and ALL the information we wanted to report to the agency.
I really enjoyed the relationship between the instructor, the staff of OSL, and my classmates. The atmosphere in the class was much more relaxing and harmonious than other classes. The most important thing was that I was able to serve the community. Through this course, I learned more about the development of social enterprises in Hong Kong, and how people in Hong Kong try to help others and support each other.
Mrs. Jenny Tik (ELCHK)

Lingnan University’s students were committed and were active participants of the service-learning programs. Students applied the skills learned in meeting the needs of the organization, and provided creative ideas for my colleagues and the development of my organization. I would love to employ LU’s SL students to work for my organization in the future.
OUR PARTNERS

- TWGH (Tai Tung Pui Care and Attention Home)
- Evangelical Lutheran Church Hong Kong (ELCHK)-Tuen Mun Integrated Elderly Service
- St James’ Settlement (Rehabilitation Services Employment Office)
- Evangelical Lutheran Church Hong Kong (ELCHK)-Social Services
- Women Association
Find your SMART partners!