






賽馬會「知情達意育優才」計劃
Jockey Club "Gifted in Bloom-Harmony in Heart & Mind" Programme
**Experiencing Start-up: Inspirations, Design and
Prototype for Social Innovation**
(JC3C-S121)

<p>Introduction</p>	<p>Being an entrepreneur does not necessarily equate to starting a business. It is a perspective that allows one to learn to see opportunities, embrace risks and take action.</p> <p>Social innovations and entrepreneurship are key drivers in bringing social impacts, filling service gaps, and addressing unmet needs. As our society faces challenges with unprecedented complexity and magnitude (e.g. housing issues, aging population, global warming, etc.), it is critical to unlock the potential and power of innovation and social entrepreneurs.</p> <p>Using design thinking as framework, this course will introduce students to both skill sets and mindsets that are vital to successful social innovations and entrepreneurship. This course takes an experiential learning approach where students will:</p> <ul style="list-style-type: none"> - Visit communities and gain first-hand experience on social needs; - Apply skills learned and practice through hands on exercises; - Pitch their prototype <p>This course requires teamwork and we hope to build students' problem solving skills in facing adversity.</p>
<p>Programme Type / Level</p>	<p>Entrepreneurship Course (Level 3) (Token-required)</p>
<p>Instructor(s)</p>	<p>To be confirmed</p>
<p>Target Participants</p>	<p></p> <ul style="list-style-type: none"> ➤ S1 to S6 HKAGE student members ➤ Class size: 20 ➤ Participants should be able to make commitment, be responsible to oneself as well as to the world, and willing to discuss, elaborate, present their in-depth thoughts.
<p>Medium of Instruction</p>	<p> Cantonese with Chinese & English handouts</p>
<p>Certificate</p>	<p> Certificate will be awarded to participants who have:</p> <ul style="list-style-type: none"> ❖ Attended at least 7 sessions; AND ❖ Completed all the assignments with satisfactory performance
<p>Intended Learning Outcomes</p>	<p>Upon completion of the programme, participants should be able to:</p> <ol style="list-style-type: none"> 1. Identify social issues and needs in society; 2. Recognize business plans and innovation models of social enterprises for addressing social needs; 3. Design an action plan / product to deliver value of kindness / caring for social enterprises through Design Thinking process; 4. Demonstrate pitching deck skills to deliver designed products/services as starting-up of social enterprise.

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Screening



Please answer the screening questions in the online application form.

*The screening question is designed to help the applicants understand the course level and the course content. The question must be answered by the student applicants and it can only be attempted once. The answer cannot be changed once the application is submitted. Selection is based on students' performance in answering the question. **Only applicants who can demonstrate motivation and fundamental knowledge in business & social needs in the screening question can be enrolled in the programme.**

Application
Deadline

11-25 May 3 June 2020 (12n.n.)

Application Result
Release Date

22-29 May 10 June 2020 (Accepted applicants will be informed by the HKAGE via email. Please complete the confirmation slip and return it to the HKAGE by fax / email (jc@hkage.org.hk) / post on or before 29 May 17 June 2020. Late reply will be considered as withdrawal.)

If student members withdraw from the programme after the Application Deadline, the token will be deducted.

Schedule



(Due to the uncertainty in class suspension caused by coronavirus epidemic, the dates of session may be postponed to later dates, subject to HKAGE announcement.)

Session	Date	Time	Content	Venue
1	20 Jul 2020 (Mon) (face-to-face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Entrepreneurship: <ul style="list-style-type: none"> - Learn to fail & Deal with failure ● Social Enterprise: <ul style="list-style-type: none"> - Social needs, social values - Latest social issues ● Introduction to Design Thinking ● Case study: Social Innovation 	HKAGE Room-204 Will be delivered by online platform
2	22 Jul 2020 (Wed) (face-to-face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Entrepreneurship: <ul style="list-style-type: none"> - Vision & Purpose of Work ● Social Enterprise: <ul style="list-style-type: none"> - Sustainability of social enterprise ● Set up Start-up by Design Thinking: <ul style="list-style-type: none"> 1st stage: Empathize <ul style="list-style-type: none"> - Learn about the audience - Deep understanding of challenge 	To-be-confirmed Will be delivered by online platform
3	27 Jul 2020 (Mon) (face-to-face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Set up Start-up by Design Thinking: <ul style="list-style-type: none"> 2nd stage: Define <ul style="list-style-type: none"> - Articulate the problem - Sharpen key questions ● Set up Start-up by Design Thinking: <ul style="list-style-type: none"> 3rd stage: Ideate 	HKAGE Room-204 Will be delivered by online platform




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				<ul style="list-style-type: none"> - Brainstorm and create solutions - Select and develop solutions 	
4	29 Jul 2020 (Wed) (face-to-face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Pitching skills Workshop: <ul style="list-style-type: none"> - Problem-solution format - Content & layout - Prepare presentation deck - Case analysis 	<p>To be confirmed Will be delivered by online platform</p>	
5	3 Aug 2020 (Mon) (face-to-face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Set up Start-up by Design Thinking: <ul style="list-style-type: none"> 4th stage: Prototype - Design a prototype - Build representations of ideas 	<p>HKAGE Room-204 Will be delivered by online platform</p>	
6	5 Aug 2020 (Wed) (face-to-face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Field Visit: Social Enterprise 	<p>To be confirmed Will be delivered by online platform</p>	
7	10 Aug 2020 (Mon) (face-to-face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Set up Start-up by Design Thinking: <ul style="list-style-type: none"> 5th stage: Test - Test ideas - Gain user feedbacks - Engage cycle of innovation to improve design 	<p>HKAGE Room-204 Will be delivered by online platform</p>	



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	8 12 Aug 2020 (Wed) (face-to-face lesson) (online lesson)	1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"> ● Pitch your prototype/start-up - Present prototype / action plan - Engage potential investors - Response and feedbacks 	To be confirmed Will be delivered by online platform
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Enquiries  For enquiries, please contact us at 3940 0513 / 3940 0514 or email to jc@hkage.org.hk.

HUMANITIES

人文學科