



Social Services Project
Course Code:
SBMT2110G/ ENGG2900/ SCIE1090
T1
Project Name: Wofoo Grace Nursing Home
(Winter – Spring 2015/2016)



Project Introduction and Guideline

The Social Services Project (SBMT 2110) gives students the opportunity to work in teams with a Non-governmental Organization (NGO) and on a corporation on a project that applies concepts, knowledge, skills and methodologies learned from business courses to specific, real-world business problems and issues.

(a) Learning Objectives

After completing this course, students will be able to

- analyze basic organizational and NGO issues from both internal and external perspectives
- give and receive feedback on project performance from peers and project supervisors
- participate interactively in team discussions and decision-making
- present essential findings in both written and oral form to a variety of stakeholders in the project

(b) Benefits of the Social Responsibilities Project

The Social Responsibilities Project is a tripartite partnership between a NGO/a corporation, HKUST Business School and its undergraduate students, benefiting all parties involved. It provides students with developmental opportunities and consulting experience as well as on-going relationships with NGOs. From the NGO's perspective, the project gives the organization consulting advice and creative ideas from young business undergraduates at no cost. It also gives the NGO an opportunity to help nurture business students and identify potential interns or employees. For HKUST Business School, the Social Responsibilities Project helps strengthen its ties with the NGO community and business sectors and helps to fulfill the School's mission of developing business leaders in Asia for the world who can contribute to the social and economic transformation of the region.

(c) Role and Responsibilities of the NGO

- To define the scope of the project in discussion with the HKUST Business School
- To appoint an executive as the Project Supervisor to meet with students on a regular basis, to keep track on the project progress, and to participate in the project presentations
- To share relevant data and information in a timely fashion with students
- To provide feedbacks and suggestions for improvement to students and the HKUST Business School at the conclusion of the project

(d) Role and Responsibilities of Students

- To prepare reports and conduct presentations to the NGO – an initial proposal defining the scope and objectives of the project, an interim report explaining the proposed approaches and



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methodologies, and a final report describing the findings and recommendations; or as stated in the scope of the project

- To keep close contact with the Project Supervisor and HKUST Project Coordinator
- To keep track on the project progress and ensure the deliverables to be ready on time
- To keep all data, information, analyses and recommendations confidential if requested by the NGO
- To represent themselves and the HKUST Business School in a professional manner
- To ensure all students contribute equally to the project
- To prepare a self-reflective paper describing his/her learning experience at the conclusion of the project
- To strictly follow the university regulations on academic integrity and honesty, to use footnoting and citations in any of the reports where appropriate in order to avoid plagiarism

(e) Project Topic and Mode

The NGO, in discussion with the HKUST Business School, will define the specific scope and topic of the project. The project could, however, be delivered in the following formats:

- Business plan or proposal
- Industry or market research
- Company case study
- Academic research
- Other formats as suggested and agreed by the NGO

(f) Course Requirements

- The Social Services Project is conducted in groups.
- At the start of the project, **each group** is required to submit the following forms signed by all group members, the Project Supervisor and HKUST Project Coordinator.
 - Team Members Declaration Form
 - Memorandum of Understanding
- All students are required to participate actively in the collegial and scholarly activities. Such activities may include: project meetings, elderly visits, and/or group presentations. A list of these activities should be provided in the Project Task List at the beginning of the project (normally during the first 2-3 weeks).
- **Each student** MUST attend a minimum of 8 elderly visits out of 11 in total. Each visit should last no less than 45 minutes
- **Each student** is required to submit the following to the HKUST Project Coordinator.
 - Life Story (生命故事)
 - Self-reflective Paper
 - Email Reports on progress update¹
 - Program Evaluation Form
 - Peer Evaluation Form

¹ The Email Reports should give an overall picture on project progress with regard to the projects objectives. The report could be brief and in point forms, yet it should provide sufficient information pertaining to the project progress. Each report could be of about 200 words.



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- A minimum of six digital photos taken during the course of the project
- **Each student** is also required to attend all the Visits marked compulsory. They include Project Briefing Session, Project Kick-off Meeting, Elderly Visits, and Final Presentation.

(g) Grading Scheme

This is a Two-credit course, graded Pass or Fail. To achieve the Pass grade, each student must complete all tasks on time and meet the course requirements stated in (f) above. Also, the required tasks must be satisfied by both the HKUST Project Coordinator(s) and Project Supervisor(s) from the partner organization (to be evaluated by Partner Organization Evaluation Form)

(h) Class Size: 10-20 (2 students work in one group)

(i) Working Schedule as of November 18, 2015

The working schedule stated below is subject to changes. Wofoo Grace Nursing Home and HKUST Business School reserve the right to make changes in the schedule as deemed appropriate. Any changes will be communicated to all parties concerned.

Week/Date/Time/Venue	Task	Action By
November 18, 2015 (Wed) Time: 6:00pm-7:30pm Venue: HKUST Campus	Project Briefing and Training Session (Compulsory) <ul style="list-style-type: none"> ● Wofoo Grace Nursing Home gives brief introduction of the project and expresses expectations to students ● SBM expresses expectations to students 	Wofoo Grace Nursing Home, SBM staff and students
December 4, 2015	Course Application Deadline <ul style="list-style-type: none"> ● Students to enroll in the course by sending Expression of Interest via email to HKUST Project Coordinator Miss Phoebe Tang via email to HKUST by bmphoebe@ust.hk on or before December 4, 2015 23:59:59 	Students
December 21, 2015	Course enrollment announcement	SBM Staff



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Week/Date/Time/Venue	Task	Action By
January 7, 2016 (Thurs) 2:30pm - 4:30pm Venue: Wofoo Grace Nursing Home 頌恩護老院(德田) 九龍藍田德田邨德欣樓四至六樓	Project Kick-off Meeting (Compulsory) <ul style="list-style-type: none"> • Wofoo Grace Nursing Home to provide details of the project scope • Site visit to Wofoo Grace Nursing Home 	Wofoo Grace Nursing Home, SBM Staff and students
Feb 4, 2016 (Thurs)	1 st Monthly Progress Meeting (Email)	SBM staff and students
March 10, 2016 (Thurs)	2 nd Monthly Progress Meeting (Email)	SBM staff and students
April 7, 2016 (Thurs)	3 rd Monthly Progress Meeting (Email)	SBM staff and students
March 24, 2016- March 29, 2016 (Mid-Term Break)		
April 22, 2016 (Fri)	Completed a minimum of 8 visits before April 22, 2016	Students
April 29, 2016 (Fri)	Submit Final Product- Memoir (長者回憶錄製成品) to HKUST Project Coordinator	SBM staff and students
May 9, 2016 (Last day of Class in Spring Semester)		
May 7, 2016 (Sat) Time: 10:00am to 12:00pm Venue: HKUST Campus	Group Final Presentation (Compulsory) and Yum Cha Party <ul style="list-style-type: none"> • Students will be invited to have presentation on their reports and experiences of working with each other. • Wofoo Grace Nursing Home will be accessing the presentation and giving feedback to students 	Wofoo Grace Nursing Home, SBM Staff and Students
May 16– May 16, 2016 (Study Break)		
May 17 – May 28, 2016 (Final Term Examinations)		
May 30, 2016	Each student to submit the self-reflective paper, program evaluation form and peer evaluation form via email to HKUST Project Coordinator Miss Phoebe Tang at bmphoebe@ust.hk by May 30, 2016 23:59	Students



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(j) Scope of the Project

Owner of the Project: Grace Nursing Home

Project Objective:

Each group of students is required to prepare a Life Story (生命故事) for the elderly in order to tell his/her own stories from the elderly's perspective with the collection of elderly's life stories through several visits/interviews scheduled in the Winter to Spring semester 2016 . The purpose of this project is to help preserve elderly's memories and turn these memories into something tangible with lasting values so he/she would be able share the life stories with his/her families. The final product can be presented in different formats, e.g. memoir 回憶錄, books, comics, videos, etc. A written description of the elderly's life stories is required no matter which format you are using.

- Each visit should last no less than 45 minutes
- Visiting time: 9am - 11am; 2pm - 4:00pm, every Monday to Sunday (appointments should be made earlier in advance) → AT LEAST 8 visits to be completed before end of April
- Group size: 10 – 20 (2 students will work in one group to visit ONE client)
- Elderly visit locations: Can choose to visit the client in either at Lam Tin or Kowloon Tong

Expectation:

1. Students need to be actively involved in the project.
2. Students need to respect the elderly, respond to them positively and protect the confidentiality of the elderly.
3. A positive attitude and a good relationship are expected to be built among students and elderly.
4. Throughout the project, elderly would gain a sense of satisfaction/acceptance and be able to achieve the psychological well-being from each visit/interview.
5. **The memoir shall cover at least 5-page of words (Excluding pictures) and signify different stages of the elderly in his/her life.**
6. Elderly visits: Each student MUST attend a minimum of 8 elderly visits