

Office of Service-Learning, Lingnan University
Service-Learning and Research Scheme 2007 - 2008
BUS 301 Strategic Management Sec. 6
1st Lecture: 4/9/2007(Tue) 2:30-4:00pm ARG02

A. Overall Objectives

- To apply classroom knowledge to the community by drafting a proposal or conducting a study
- To understand the real environment of the local community
- To enhance students' problem-solving skills, communication skills, social competence and organizational skills
- To experience the spirit of mutual help and develop a sense of commitment in the community
- Date: Sept, 2007 to mid-Nov, 2007

B. General Training (22 Sept 2007)

Students are required to attend the workshops so as to learn and practice appropriate service provision attitudes and skills in medical care, and laboratory settings. It is hoped that through students' active participation and learning by doing, they could gain more confidence and became better equipped for their service practicum. The objectives of training workshops are to help students:

- To understand the meaning and significance of service practicum.
- To acquire essential communication and problem-solving skills during the service process.
- To develop greater sensitivity towards the residents, for example, in hostels, especially those who require health care.
- To meet with field supervisors during agency visits and start thinking of their own learning objectives.

C. Program:

1. Evangelical Lutheran Church Social Service – Hong Kong

Themes: Lingnan Community Care Programme – Elderly Program

Program Nature: Care & Share Service – Health Shop Strategic Plan

(關懷舍—康健用品專門店策略計劃)

Required Students: 30

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D. Award

1. Up to 3-academic credits
2. A certificate of appreciation
3. Outstanding Service-Learning Scholarship
Lingnan Foundation Service-Learning Scholarship
(A total of about 20 outstanding students will be selected to learn about S-L in other countries, like Thailand, Australia, China, etc.)

E. Contact

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Evangelical Lutheran Church Social Service – Hong Kong Care & Share Service – Health Shop (關懷舍—康健用品專門店)

1. Basic information:

“Care and share service” is a social enterprise of Evangelical Lutheran Church Social Service – Hong Kong. Its core business is the production and sales of goods for the elders and rehabilitant.

The enterprise got the sponsorship from “The Enhancing Self-Reliance Through District Partnership Programme”, aiming at provide employment to the middle age job seekers.

In the past, the enterprise sale its goods through direct contact with the hospitals, hostels for the elderly, centres for the elderly, etc.. Recently, it also operates a shop in Yuen Long Station, West Rail.

2. Theme of Study:

An annual action plan for the social enterprise

3. Objectives of the annual action:

- 3.1 To raise the popularity of the enterprise;
- 3.2 To establish the direction and strategy of sales for the shop in Yuen Long, West Rail.
- 3.3 To design a new attempt of sales: direct delivery of good to the home of customers.
- 3.4 Widen the source of good for sales.

4. Content and further elaboration of the objectives:

- 4.1 Popularity
 - Main targets are the residents of Tuen Mun & Yuen Long.
 - Design the image of Care & Share Service, and **differentiate** it with other commercial firms doing similar business.
- 4.2 Direction and strategy of sales for the shop
 - Choosing of goods to be sale in the shop
 - Who are the target customers? And where are they?
 - Pricing
- 4.3 Direct delivery of good
 - A new way of sales aiming at reaching out to those families with elders or rehabilitant
 - Promotion and logistic for the project
- 4.4 Widen the source of good
 - How to development our sourcing of goods?