

Presentation for Student GE Project Competition

Organized by the
Federation for Self-
financing Tertiary
Education (FSTE)

Prepared by
College of International Education
Hong Kong Baptist University
The Caritas La Vie Group

HKBU CIE Division of Business - The Caritas La Vie Group

- Teammates
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- Lo Kin Ho, Jacky
- Shiu Chong Lam, Cool
- Poon Fung, Timothy
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Introduction of the course - Business Ethics and Social Responsibilities

- The service learning (SL) project is part of the required work under the Interdisciplinary General Education course “Business Ethics and Social Responsibilities” designed by the Business Division of CIE.
- The aim of this course is to strengthen the student’s learning toward business ethics and corporate social responsibilities.
- The students will be required to provide community service in non-profit organizations and social enterprises or join corporate social responsibility activities of business enterprises in the course.
- The company chosen for our service learning project is **Caritas La Vie**. The social enterprise (2005) Caritas La Vie “天糧” refers to the food given by God to Jew as mentioned in Exodus of Bible.



The transformation from young loser to outstanding young person

- HK youngsters are frequently being described as young loser.
- Strong and intense feeling of helplessness.
- Attitude and action play a crucial role in deciding your fate.
- You may be borne to be an underprivileged person but you can choose not to be a loser.



Source : photo taken from the Youtube clip
<https://www.youtube.com/watch?v=B0s5bD4WYj8>

Background of the Social Enterprise and the service learning project



- The objective of the service learning project is to understand the missions and operations of a social enterprise Caritas La Vie through conducting a charity sale of its cookies.
- **Our Aim: To create job opportunities and vocational training for persons with mental illness and other disabilities so as to prepare them for open employment.**



Broadening of horizon

Our lovely
Teammates



Our respected
lecturer - Dr.
Angel Lai



Our cutie
customers



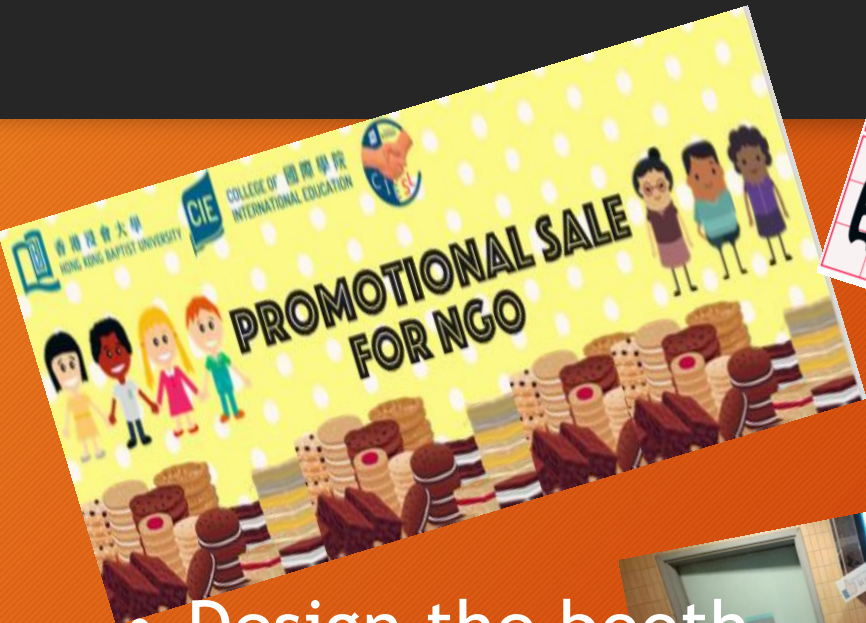
Our
industry
partners



Source: <http://www.businessinsider.com/new-camera-is-never-out-of-focus-2013-6>

Shift of
Focus

Improving Intellectual Skills



- Design the booth and poster
- Customer psychology



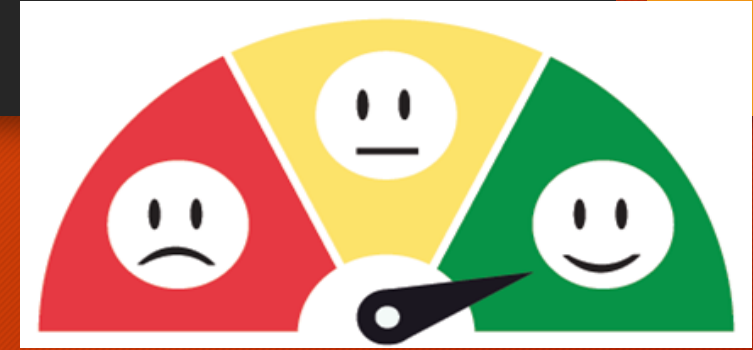
Improving communication skills

- Allocation of work between members is one essential aspect in managing talents.
- If it's not dealt with properly, team spirit may be adversely affected!

Coaching tiger
hidden dragon
Management
of Talents

Self-management

- How to make tough decision? What kind of mechanism should be adopted to make tough decision? Who should make the decision?
- How to overcome bad feeling when facing with management decision adversely affected oneself? How to think positively? How to think rationally?
- We all know the official answers to these questions but what we are lacking is a chance to experience the process.



Insights from personal to social level

- Our prejudices towards recovered mental illness people and people with disability.
- Myths and misconceptions: dangerous and inferior
- Various anti-discrimination laws may prohibit discriminative behaviours but not discriminative attitude
- Appropriate equipment, training and guidance



Source: <http://www.caritaslavie.org.hk>

Our motto

- You can be borne to be an underprivileged person but you cannot be borne to be a loser.

