

## THE EDUCATION UNIVERSITY OF HONG KONG

### Course Outline

#### Part I

<b>Programme Title</b>	: Bachelor of Social Sciences (Honours) in Social Entrepreneurship and Development Studies
<b>Programme QF Level</b>	: 5
<b>Course Title</b>	: Stakeholder and Customer Engagement
<b>Course Code</b>	: SSC2327
<b>Department</b>	: Social Sciences and Policy Studies
<b>Credit Points</b>	: 3
<b>Contact Hours</b>	: 39
<b>Pre-requisite(s)</b>	: Nil
<b>Medium of Instruction</b>	: EMI
<b>Course Level</b>	: 2

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#### Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

## 1. Course Synopsis

Social entrepreneurship is an increasingly prevalent model to combine business models and social missions with the aim of benefitting both the beneficiaries and the customers. Like businesses, understanding the stakeholders and the customers and successfully engage them will determine the success of a social venture.

The course aims at equipping students the knowledge of Stakeholder and customer analysis, those groups or individuals who may be affected by an initiative or who share a common business need and analyzing them to determine the impact for each stakeholder and an appropriate engagement or communication plan to ensure the project solution is delivered and accepted. The course also aims at facilitating students using different forms of communication and marketing tools and strategies to engage and empower the beneficiaries, the customers, as well as other stakeholders.

## 2. Course Intended Learning Outcomes (CILOs)

*Upon completion of this course, students will be able to:*

- CILO<sub>1</sub>: identify stakeholders and customers in the context of social entrepreneurship;
- CILO<sub>2</sub>: conduct stakeholder and customer analysis;
- CILO<sub>3</sub>: apply communication tools, processes, and models generate buy-in and cooperation from key stakeholders; and
- CILO<sub>4</sub>: engage and empower potential stakeholders and customers through social media and technology.

## 3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Five levels of stakeholder analysis; consumer-based approach in social enterprises	CILO <sub>1,2</sub>	• Lectures, seminars, and readings, case studies and presentations
Stakeholder and customer analysis	CILO <sub>1,2,4</sub>	• Lectures, seminars, and readings, case studies and presentations
Strategies and communication tools for stakeholder and customer engagement	CILO <sub>1,2,3,4</sub>	• Lectures, seminars, and readings, case studies and presentations
Case studies on how to engage and empower through social media and technology	CILO <sub>1,2,3,4</sub>	• Lectures, seminars, readings, group project and presentations, case studies

## 4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) In-class participation: Students are required to participate actively in tutorials and seminars	20%	CILO <sub>1-4</sub>
(b) In-class quiz: Students will have a one-hour quiz at the end of the term	30%	CILO <sub>1-4</sub>
(c) Group project and report: Students will form small groups and conduct case study and formulate a stakeholder and/or customer engagement campaign	50%	CILO <sub>1-4</sub>

## 5. Required Text(s)

Nil

## 6. Recommended Readings

Atherton, J. (2020). *Social media strategy: a practical guide to social media marketing and customer engagement*. London, New York, New Delhi: Kogan Page Limited.

Bianchi, A. (2021). *Driving consumer engagement in social media*. Oxon: Routledge.

Bourne, L. (2015). *Making projects work: effective stakeholder and communication management*. CRC Press.

Burga, R., & Rezania, D. (2016). Stakeholder theory in social entrepreneurship: a descriptive case study. *Journal of Global Entrepreneurship Research*, 6(4), 1–15.  
<https://doi.org/10.1186/s40497-016-0049-8>

Gould, S. (2017). *The shape of engagement: the art of building enduring connections with your customers, employees and communities*. CreatSpace Independent Publishing Platform.

Riad, S.M., Vrontis, D., Weber, Y., Tsoukatos, E., & Galati, A. (2021). *Stakeholder engagement and sustainability*. New York and London: Routledge.

## 7. Related Web Resources

Web Resources	Link
Association for Project Management	<a href="https://www.apm.org.uk/resources/find-a-resource/stakeholder-engagement/">https://www.apm.org.uk/resources/find-a-resource/stakeholder-engagement/</a>
SHERPA Rual Science Society policy interface	<a href="https://rural-interfaces.eu/resources-and-tools/stakeholder-engagement-tools/">https://rural-interfaces.eu/resources-and-tools/stakeholder-engagement-tools/</a>

## 8. Related Journals

*Journal of Business Ethics*  
*Journal of Communication Management*  
*Journal of Global Entrepreneurship*  
*Journal of Public Relations research*  
*Journal of Social Entrepreneurship*  
*Management Communication Quarterly*  
*Public Relations Review*

## 9. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students* (<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>). Students should familiarize themselves with the Policy.

## **10. Others**

Nil

Last updated: 1 July 2023