

Reflections from Participants

DENG Mingming, Joanna (Participant in 2014/2015)

The social enterprise consultancy project was one of the significant experiences in my university life and had a profound influence on my self-discovery and knowledge discovery. This was not only a volunteering experience, but also a valuable opportunity for me to think beyond figures and to apply accounting knowledge to real business practice.



LAU Po Ying, Evana (Participant in 2014/2015)

The project provided a precious chance for me to further understand the management and business strategies of social enterprises in Hong Kong. It provided a platform for students to serve NGOs/social enterprises under the supervision of experienced NGO management consultants.

NG Tsz Yu, Natalie (Participant in 2015/2016)

The highlight of this project was definitely the final presentation. I could never forget the sense of accomplishment when we received positive feedbacks from the representatives of the social enterprise and they appreciated our efforts.

WANG Tianyu (Participant in 2015/2016)

We had enhanced our analytical skill and developed critical thinking throughout this project. This terrific experience enabled me to see the demand and potential of accounting services in social enterprises. We were very glad that we could help the enterprise to identify its weaknesses and even could provide constructive advice to them for their future planning.

WONG Yuen Yee (Participant in 2015/2016)

I think this project provided me a great opportunity to add value on my educational experience and strengthened my problem solving skill. This project strengthened my knowledge and practice in the areas of social innovation, research and knowledge transfer on social entrepreneurship.

YEUNG Hiu Nam, Derrick (Participant in 2015/2016)

It was a wonderful experience to me as it was my first time to review the budget reports of a real company and to gain some understanding of the social enterprise industry. I felt fruitful in this project by realizing that we could apply and transfer our accounting knowledge in helping the social enterprise to make substantial improvements.

YIP Chi Yung (Participant in 2015/2016)

My team was asked to analyze its business performance and gave advice to sustain its operation. It inspired me to realize the potential problems of the society and to perceive that we should care more for the underprivileged. It was a meaningful experience as it furnished us with an opportunity to work as real accountants and be equipped with the fundamental knowledge and qualities of accountants for the future career.



Enquiries

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Knowledge Transfer Social Enterprise Consultancy Projects



About the Project

The Department of Accountancy is committed to providing its students with the education and experience to make the most of university education and achieve success in their professional careers. The department has newly developed knowledge transfer (KT) projects where students can serve Non-Governmental Organizations (NGOs) and social enterprises by applying their accounting knowledge in consultancy projects under the supervision of a senior NGO management consultant.

Aims

- To consolidate knowledge in accounting, finance and business management.
- To develop an in-depth understanding of business operations and environment.
- To sharpen skills in communication, individual and team work, time management, data analysis and reporting.
- To serve the community with professional knowledge.

Period and Duration

The KT projects usually last for 6-7 weeks and students are expected to spend about 9 hours per week (6 hours for research and analysis and 3 hours for weekly meeting with the advisor).

Qualification

All year 2-4 Bachelor of Business Administration (BBA) in Accountancy students are eligible to apply for the projects.

Student Selection Process

To ensure that the most appropriate students are selected, a rigorous screening process is utilized in student selection.

1. Open enrollment.
2. Short-listing of submitted applications.
3. Interviews conducted to ascertain the compatibility of candidates with the participating organizations.

Quality Assurance

Participating organizations are screened and limited to only NGOs and social enterprises. Students will undergo a screening process to determine their suitability for the projects.

Activities

1. Pre-project Briefing

Students are required to participate in workshops and be briefed on participating enterprises background, projects goal, and projects selection.

2. Consultation Analysis

Students will spend 5-6 weeks doing research, analysis and weekly meeting with the NGO management consultant.

3. Final Presentation

Students are required to present analysis result to the advisor and industry professionals.

4. Final Reflection Report

Students will summarize how the projects strengthen their professional and technical skills.



Participating Enterprises in 2014/2015 and 2015/2016

Community Services Centre

- The team was asked to apply their accounting and finance knowledge to consult for a Continued Education Centre of a NGO. Under the supervision of the management consultant, the team was required to review the existing operation and financial plans for the Centre and to propose a business model including recommendations for an efficient operation plan and financial strategies.

Social Enterprise Restaurants

- The team was required to develop a sustainable financial plan including some financial ratios and cash flow analysis for the social enterprise to better monitor the performance of its branches and to find synergies in cost savings or income generation.

Online Social Enterprise Platform

- The online platform is established to help social enterprises to build networks with retailers and other corporations, which want to buy products and services from social enterprises.
- The project team was asked to review and evaluate the existing online and store sales, operation, and financial data in order to identify strengths and weaknesses and to provide specific recommendations in improving the sustainability and performance of the social enterprise platform.

Career Planning Social Enterprise

- The social enterprise has operated for 20 years and it aims at helping students with special education needs (SEN) to find jobs and helping employers to understand SEN students' (employees) talents and needs.
- The team was required to evaluate the financial and operational data of the Centre and to make recommendations on how to optimize their resources and networks so that the Centre could share the costs more efficiently and eventually lead to sustainable profits.