

II Project Information

Project title (in English)

Enhancement of Learning Good Practices
in Business Social Responsibility

Project title (in Chinese)

提升學生對商業社會責任的學習

Project summary

*(Please provide an executive summary of the project proposal in **no more than 500 words**.)*

It is expected that ethical requirement in both the business sector and the society will be higher especially after the exposure of ethical misconducts of companies and the current global financial crisis. An employee is expected to fully understand the company's societal points of views and to behave acceptable to the society's moral standards. To prepare for this and to enhance his or her own professional competence, a student should fully understand the importance of business ethics, be accustomed to moral and proper behaviours and to develop self-ethical standards.

The College always puts social responsibility as one of the core areas of education. For example, in Business-related programmes, the students are required to take law and ethics subjects as well as attending seminars from external experts. Speakers from government bodies and business leaders have been invited to give seminars to the students. In view of the increasing concerns about business ethics in the society and the traditional emphasis of personal development on campus, the College has sincerely determined to conduct a project to further enhance the development of students' ethical standards.

A strong ethical environment on campus and stimulus from out-of-campus sources is important for the development of students' ethical standards. The proposed project focuses on the strengthening of ethical culture within campus and the utilization of on-campus and out-of-campus activities to enhance students' ethical standards development. Seminars and forums delivered by business leaders, academia, representatives from government bodies and professional associations will be organized frequently for sharing experience and providing insights to students. Institute and company visits will be arranged to provide students updated information on the current ethical concerns, issues and practices in the real business context. Moreover, workshops, competitions and presentations on good business ethics papers will be organized to help develop students' ethical standards.

It is proposed that a new Centre for Corporate Ethics and Social Responsibilities be established as a separate Centre to implement the project. External advisors will be invited to provide valuable advice and support to the Centre. As part of the College's general education as well as promoting social responsibility, the Centre will lead studies of business social responsibility in accounting, finance, management and marketing, and disseminate findings of the studies to the public. Government bodies, professional bodies and companies will be linked up for the studies.

The project is expected to last for 3 years and primarily targeted at business undergraduates. The Centre for Corporate Ethics and Social Responsibilities is supervised under the Dean of the Faculty of Business. In addition to the College-wise quality assurance mechanism, a Project Scrutiny Team will be appointed to monitor the implementation. Both the Centre and the Scrutiny Team need to submit an intermediate and annual report per year. In measuring the effectiveness of the project, questionnaires on comparing students' understanding of business ethics at the beginning and at the end of each academic year will be used. It is expected that all the student participants are able to develop their self-ethical standards through the project. Moreover, from the findings disseminated by the College, good practices in social responsibility will be introduced to a wider set of companies and other post-secondary institutes.

* Please delete where inappropriate.

Project objectives	
<i>(Please identify the project objectives and explain how they will be attained.)</i>	
Objectives	To be attained by
<i>Upon completion of series of planned activities of the project, a student should be able to:</i>	
1. Identify good practices and ethical misconducts in the business sector	<p>Experts in Business Ethics, from academia, business and public sectors, will be invited to deliver seminars to the students each year.</p> <p>Representatives from the Government and other public bodies such as Independent Commission Against Corruption (ICAC), Hong Kong Ethics Development Centre, Consumer Council and the Hong Kong Police will be invited to provide lessons about violation of business ethics. Business practitioners from both local and foreign corporations will be invited to share with the students the good practice of business ethics and governance. Professional bodies such as Hong Kong Institute of Certified Public Accountants (HKICPA), Chartered Institute of Marketing (CIM), Hong Kong Institute of Marketing (HKIM), Hong Kong Securities Institute (HKSI) will be kept in close contact for joint organization of seminars and forums. Last but not least, academics from both local and overseas universities will be invited to share recent scholarly findings on business ethics and corporate governance.</p> <p>In addition to seminars, a forum on business ethics will be organized annually. Each forum will have its distinctive theme. Experts from different background and prospective will be invited to share their views in the forum. By attending the forum, students have the opportunity to deepen their understanding of business ethics and view ethical issues from different point of views. Students are encouraged to participate in organizing the forum which offer them more chances to interact with the experts.</p>

<p>2. Provide examples of unfavourable consequences of ethical misconducts and favourable returns from good practices</p>	<p>Centre for Corporate Ethics and Social Responsibilities (as described in more details in the appendix) will arrange students to visit companies, professional associations and government organizations. The purpose of the visit program is several-fold. Firstly, students will get the chance to learn the good practices of ensuring business ethics in different industry from experienced executives. Secondly, they learn how companies have confronted ethical dilemma situations and how to resolve and solve achieve success. Thirdly, the visits provide students “the real world of business” awareness. Fourthly, students will have the opportunity to have direct interaction and to establish network with the business community. Fifthly, the students can learn how professional associations and government bodies define, enforce and prevent unethical behaviours. Approximately 6 visits will be arranged per year.</p>
<p>3. Perform and advocate ethical behaviours on campus</p>	<p>Chu Hai College of Higher Education provides not only excellent opportunities for the students to develop various business skills but also a solid environment for their personal development. In-class education is only part of learning experience, out-of-class activities are very important supplements for the student’s personal development.</p> <p>More importantly, a positive ethical environment on campus is critical to building up a student’s personal ethical standards. Thus the project focuses on strengthening the campus culture with stimuli from the extra-curriculum activities contributed partly by government bodies, professional associations, business practitioners, academics (both internal and external) as well as family members. Figure 1 in the Appendix summarizes the preferred model of development of a student’s self-ethical standards. After joining a company, student’s self-ethical standards will help him or her distinguish ethical misconducts from good practices in a complex working environment.</p> <p>On-campus environment is important for</p>

	<p>the development of students' ethical standards. To ensure that ethical culture is prevailing on the campus, students will be more strictly monitored for unethical behaviours on campus. Plagiarism and cheating are strictly prohibited and therefore equipment such as software on checking plagiarism will be installed on campus. Education on avoiding illegal behaviours such as violating copyrights will be enforced.</p> <p>Each staff member of the College plays an important part in ensuring the enforcement and prevention of plagiarism, cheating or other illegal behaviours within the campus. Communication between staff and students is necessary. A website for the Centre will be established to improve communication.</p>
<p>4. Reveal show case of integrating ethical issues into business planning and implementation</p>	<p>Motivating students to learn is more important than passive participation. As supplements to on-campus learning, students will be encouraged to participate in workshops organized by Centre for Corporate Ethics and Social Responsibilities. The workshops will be designed to be stimulating and interesting in order to get the students' active involvement. For example, questions and answers on laws and codes of ethics in different professions will be used in workshops. Incentives and awards will be offered to the students with good results.</p>
<p>5. Analyse ethical dilemma situation in real life context</p>	<p>Various innovative formats will be utilized to enhance the learning interests of students. One method is encouraging students to submit case study business paper which discuss either the good practices or ethical misconducts or both of companies. In order to enhance students' ability to incorporate Business Ethics into other business discipline, the students should submit papers which have analyzing business ethics from a particular business aspect such as accounting, human resource management, marketing, business information systems or finance. Cases on good practices or damaging results from ethical misconducts or both are acceptable.</p>

	<p>The competition will be launched annually. A selection panel will be formed to evaluate the Business Ethics papers. The selection panel will include both internal member (e.g. academic staff and Centre staff) and external members (e.g. Centre external advisors, representatives from business sector, professional associations and government bodies). The chairperson of the selection panel should be an external member to ensure fairness. Students of selected papers will be invited to share their results in an open forum and exhibition.</p>
<p><i>It is expected that through the project, the College is able to:</i></p> <p>6. Produce findings of business social responsibility for sharing with the community</p>	<p>For enhancing the students' experiential learning and servicing the community, students are required to submit papers on what they have learnt from the activities and the Centre will produce annual report on good practices and misconducts on business ethics. Government bodies, professional bodies and companies will be linked up for producing the studies. Such findings and reports will be disseminated to the public, hoping that it will be beneficial to both the society and the business sector. Students are encouraged to assist in preparing the reports. It is believed that the knowledge and learning interest on business ethics can be consolidated and strengthened through participating in the process of producing the reports.</p> <p>Any study will not be effective without focus; this project will concentrate on several important functional areas of the business sector. To obtain the best result, the Centre will seek advice from advisors for the final decision of the focus. Initially it is planned to focus on the accounting, finance and management aspects and an annual report will be produced for each respective areas.</p>

Implementation, deliverables, beneficiaries and cashflow

(Please describe the activities to be implemented and indicate the expected number of beneficiaries, the outcomes/deliverables and cashflow in each timeframe of the project.)

Estimated start date of project:

September 2013

Timeframe	Activities and beneficiaries	Deliverables and cashflow
September 2013 – November 2013	<p><u>1st Stage</u> <u>Preparatory Stage</u></p> <ul style="list-style-type: none"> ● Appointment of Centre Director and Centre Members; hiring of Centre Executive; ● Inviting external advisors; ● Drafting annual plan; ● Designing questionnaire on understanding of business ethics; ● Preparing for seminars, forums and visits; ● Preparing for on-campus workshops; ● Preparing for guidelines for competition on business ethics; ● Designing the Centre web-site; ● Selecting topics of studies on business social responsibility. <p>Expected no. of beneficiaries: 600</p>	<ul style="list-style-type: none"> ● Setting up management Centre for the project ● Starting to organize activities and evaluation system for the 1st year
December 2013 – February 2014	<p><u>Preliminary Operation</u></p> <ul style="list-style-type: none"> ● Collecting and analyzing questionnaire on understanding business ethics; ● Organizing the first seminar; ● Organizing the first visit; ● Intermediate review and adjusting the plan if necessary. <p>Expected no. of beneficiaries: 750</p>	<ul style="list-style-type: none"> ● Finishing the first trials of seminars and visits ● Intermediate evaluation <p>Cashflow: HK\$311,660</p>
March 2014 – May 2014	<p><u>Adjustment of Implementation</u></p> <ul style="list-style-type: none"> ● Organizing seminars and visits; ● Organizing workshops; ● Preparing competition on business ethics. <p>Expected no. of beneficiaries: 750</p>	<ul style="list-style-type: none"> ● Finishing part of the planned activities after initial evaluation of the first trials.

<p>June 2014 – August 2014</p>	<p><u>Reviewing the Achievement of Objectives</u></p> <ul style="list-style-type: none"> ● Organizing the forum; ● Organizing visits; ● Organizing competition on business ethics; ● Collecting year-end questionnaire on understanding business ethics; ● Disseminating findings on practices of business ethics; ● Annual review. <p>Expected no. of beneficiaries: 750</p>	<ul style="list-style-type: none"> ● Finishing all planned activities for the 1st year ● Finishing evaluation for the 1st year <p>Cashflow: HK\$291,500</p>
<p>September 2014 – November 2014</p>	<p><u>2nd Stage Reviewing and Revising Implementation Plan</u></p> <ul style="list-style-type: none"> ● Drafting annual plan; ● Preparing for seminars, forums and visits; ● Preparing for on-campus workshops; ● Reviewing and revising, if necessary, guidelines for competition on business ethics; ● Selecting topics of studies on business social responsibility. <p>Expected no. of beneficiaries: 750</p>	<ul style="list-style-type: none"> ● Starting to organize activities and evaluation system for the 2nd year
<p>December 2014 – February 2015</p>	<p><u>Formal Operation Stage</u></p> <ul style="list-style-type: none"> ● Collecting and analyzing 2nd questionnaire on understanding business ethics; ● Organizing seminars and visits; ● Intermediate review. <p>Expected no. of beneficiaries: 900</p>	<ul style="list-style-type: none"> ● Finishing part of planned activities for the 2nd year ● Intermediate evaluation <p>Cashflow: HK\$274,365</p>
<p>March 2015 – May 2015</p>	<p><u>Improving the Implementation</u></p> <ul style="list-style-type: none"> ● Organizing seminars and visits; ● Organizing workshops; ● Preparing competition on business ethics. <p>Expected no. of beneficiaries: 900</p>	<ul style="list-style-type: none"> ● Finishing part of planned activities

<p>June 2015 – August 2015</p>	<p><u>2nd Review on Achievement of Objectives</u></p> <ul style="list-style-type: none"> ● Collecting year-end questionnaire on understanding business ethics; ● Organizing the forum; ● Organizing visits; ● Organizing the 2nd competition on business ethics and the resulting exhibitions; ● Disseminating findings on practices of business ethics; ● Annual Review. <p>Expected no. of beneficiaries: 900</p>	<ul style="list-style-type: none"> ● Finishing all planned activities for the 2nd year ● Finishing evaluation for the 2nd year <p>Cashflow: HK\$306,075</p>
<p>September 2015 – November 2015</p>	<p>3rd Stage Planning for Further Improvement</p> <ul style="list-style-type: none"> ● Drafting annual plan; ● Preparing for seminars, forums and visits; ● Preparing for on-campus workshops; ● Reviewing guidelines for competition on business ethics; ● Selecting topics of studies on business social responsibility. <p>Expected no. of beneficiaries: 900</p>	<ul style="list-style-type: none"> ● Starting to organize activities and evaluation system for the 3rd year
<p>December 2015 – February 2016</p>	<p>Comparison with the Previous Round of Operation</p> <ul style="list-style-type: none"> ● Collecting and analyzing 3rd questionnaire on understanding business ethics; ● Organizing seminars, visits and exhibitions; ● Intermediate review. <p>Expected no. of beneficiaries: 1,050</p>	<ul style="list-style-type: none"> ● Finishing part of planned activities for the 3rd year ● Intermediate evaluation <p>Cashflow: HK\$288,083</p>
<p>March 2016 – May 2016</p>	<p><u>Final Adjustment for Better Achieving the Objectives</u></p> <ul style="list-style-type: none"> ● Organizing seminars and visits; ● Organizing workshops; ● Preparing competition on business ethics. <p>Expected no. of beneficiaries: 1,050</p>	<ul style="list-style-type: none"> ● Finishing part of planned activities

<p>June 2016 – August 2016</p>	<p>Final Review on Achievement of Objectives</p> <ul style="list-style-type: none"> ● Collecting year-end questionnaire on understanding business ethics; ● Organizing the forum; ● Organizing visits; ● Organizing the 3rd competition on business ethics and the resulting exhibitions; ● Disseminating findings on practices of business ethics; ● Annual Review. <p>Expected no. of beneficiaries: 1,050</p>	<ul style="list-style-type: none"> ● Finishing all planned activities for the 3rd year ● Finishing evaluation for the 3rd year <p>Cashflow: HK\$351,379</p>
<p>Estimated completion date of project:</p>		<p><u>31 August 2016</u></p>
<p>Expected total no. of beneficiaries by the end of project:</p>		<p><u>1,350</u></p>

Project budget				
Projected Expenditure <i>(Please provide detailed breakdown under each item.)</i>	Amount in HK\$			
	Year 1	Year 2	Year 3	Total
a. Manpower	\$456,000	\$478,800	\$502,740	\$1,437,540
b. Equipment / Facilities	\$66,160	\$16,590	\$17,420	\$100,170
c. Services	\$73,000	\$76,650	\$80,482	\$230,132
d. General Expenses	\$8,000	\$8,400	\$8,820	\$25,220
e. Others (e.g. auditor's fee)	-	-	\$30,000	\$30,000
Total Expenditure :	\$603,160	\$580,440	\$639,462	\$1,823,062
Projected Income <i>(if any)</i>	Amount in HK\$			
	Year 1	Year 2	Year 3	Total
a. (e.g. fees received)				
b.				
c.				
Total Income :				
Sources of funding				
a.	Amount of grant sought under this application:	\$1,823,062		
b.	Other sources of funding <i>(e.g. donations, contributions from the applicant/its parent organisation, etc. Please give the name(s) of the sponsor(s), the amount of funding, and indicate whether the funding has been secured.):</i>			

Key personnel involved and self-evaluation mechanism

(Please indicate in each timeframe the evaluation measures to be conducted, the key personnel to be involved and their roles/duties, and the scope of each evaluation measure.)

Timeframe	Evaluation measures	Personnel involved (roles/duties)	Details of the evaluation mechanism
July 2013 – December 2013	Evaluating the students' understanding of ethical issues Intermediate review	A new Centre, Centre for Corporate Ethics and Social Responsibilities, will be established to be responsible for the operation. Centre Director is the person-in-charge of the Centre. The Centre Director will be an academic staff appointed by the College. Representatives from Department of Accounting and Banking, Department of Business Administration, Department of Business Information Systems and Department of Finance will be appointed as Centre Members to work with the Centre Director for implementations. Centre Executive will help on all clerical and supporting work. Since the Business-major students are the main targets of the project, the Centre will be placed under the Faculty of Business. Internally, senior management members such as Vice President (Academic) will be internal advisors. External experts from academia, the business sector as well as the public sector will be invited as external advisors to provide advice and support for the Centre. Figure 2 in	An intermediate report and an annual report will be made respectively by the Centre for Corporate Ethics and Social Responsibilities and Project Scrutiny Team and submitted to the Dean of the Faculty for transmission (with comments and recommendations, if any) to the QA Committee of the College and the College Council, ensuring that the objectives of the Proposed Project are successfully achieved, the Quality Enhancement Grant is to be put to good use, and is worthy of its highest value The Centre will conduct project review from time to time. Based on the feedbacks from students, teachers, advisors and external parties, the activities and effectiveness of the project will be evaluated against the benchmark objectives. This will comprise parts of the intermediate report and annual reports to be submitted to the Faculty of Business annually. In order to evaluate whether students'
January 2014 – June 2014	Evaluating the students' understanding of ethical issues Annual Review.		
July 2014 – December 2014	Evaluating the students' understanding of ethical issues Intermediate review.		
January 2015 – June 2015	Collecting year-end questionnaire on understanding business ethics Annual Review.		
July 2015 – December 2015	Evaluating the students' understanding of ethical issues Intermediate review		

<p>January 2016 – June 2016</p>	<p>Collecting year-end questionnaire on understanding business ethics</p> <p>Annual Review.</p>	<p>the Appendix is the proposed organization of the Centre.</p> <p>Ensuring the most effective use of its Quality Enhancement Grant to benefit students, in addition to the College-wide quality assurance mechanism, the Faculty of Business will purposely set up a Project Scrutiny Team to help closely monitor the implementation of the project, scrutinize the initial outcome, and provide advice as appropriate. The Dean of the Faculty will act as an overall supervisor of the project and report to the Quality Assurance Committee (QA Committee) and the College Council of the College.</p>	<p>understanding on business ethics have been deepened, students are asked to fill in two questionnaires which measure their understanding and knowledge about the subject matters. Before the start of an academic year, the students will need to reply a questionnaire for testing their knowledge on business ethics. At the end of the academic year, they will reply another similarly designed questionnaire (which may or may not be the same as the previous one) for comparing the results.</p>
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III Other Information (if applicable)

1 Sharing of project deliverables *(Please describe how the deliverables/outcomes will be shared or used by other institutions in the sector and what information can be uploaded on relevant EDB websites during and/or after the project period.)*

Studies on practices of social responsibility will be conducted each year. The findings will be disseminated to the public as part of the College's social responsibility. Students of selected papers from competition may be invited to share their knowledge in open forums and exhibitions, which are open to public. Students from other institutes will also be invited to share their learning experience in seminars, forums and exhibitions. All related records may be sent to EDB after possible violation of privacy or sensitive materials are excluded.

2 Project sustainability *(Please indicate how staff will commit to ensure project sustainability and describe how the recurrent expenditure involved will be met after completion of the project.)*

Building on the success of the Centre for Corporate Ethics and social Responsibilities, the College is devoted to allocate resources for the continuing operation in the area of Business Ethics and Social Responsibilities.

The experience gained from the planning, or designing and developing of the Proposed Project, from the close scrupulous implementation and from the continuous monitoring process would further enhance the capability of our personnel in the coming years. The activities such as competition on Business Ethics will also be promoted not only within Chu Hai College; students from other post-secondary institutes will also be invited to join.

3 Past experience in organising projects of similar or relevant nature and achievements

The College has experience in organizing similar projects such as international symposia, forums and studies on local and international issues.

The College always puts social responsibility as one of the core areas of education. For example, in Business-related programmes, the students are required to take law and ethics subjects of Business Ethics and Corporate Governance, Business Law and Company Law. In addition, the college has arranged activities to strengthen the students' learning. Speakers from government bodies such as ICAC and business leaders such as Mr. Wing-Ching Shih (the Chairperson of Centaline Property), Mr. Vincent Cheng (Chief Executive of HKBC) and Fredy Wu (CEO of Hong Kong Property) have been invited to give seminars to the students.

4 Publicity plan *(Please describe all the publicity activities to be involved and how they will be carried out and list all the publicity materials to be produced to acknowledge the support of Quality Enhancement Support Scheme.)*

For all activities open to public, announcements will be posted on the College web and through all other reasonable channels.

5 Others

Please refer to the Appendix for the detailed proposal and breakdown of the projected expenditure.