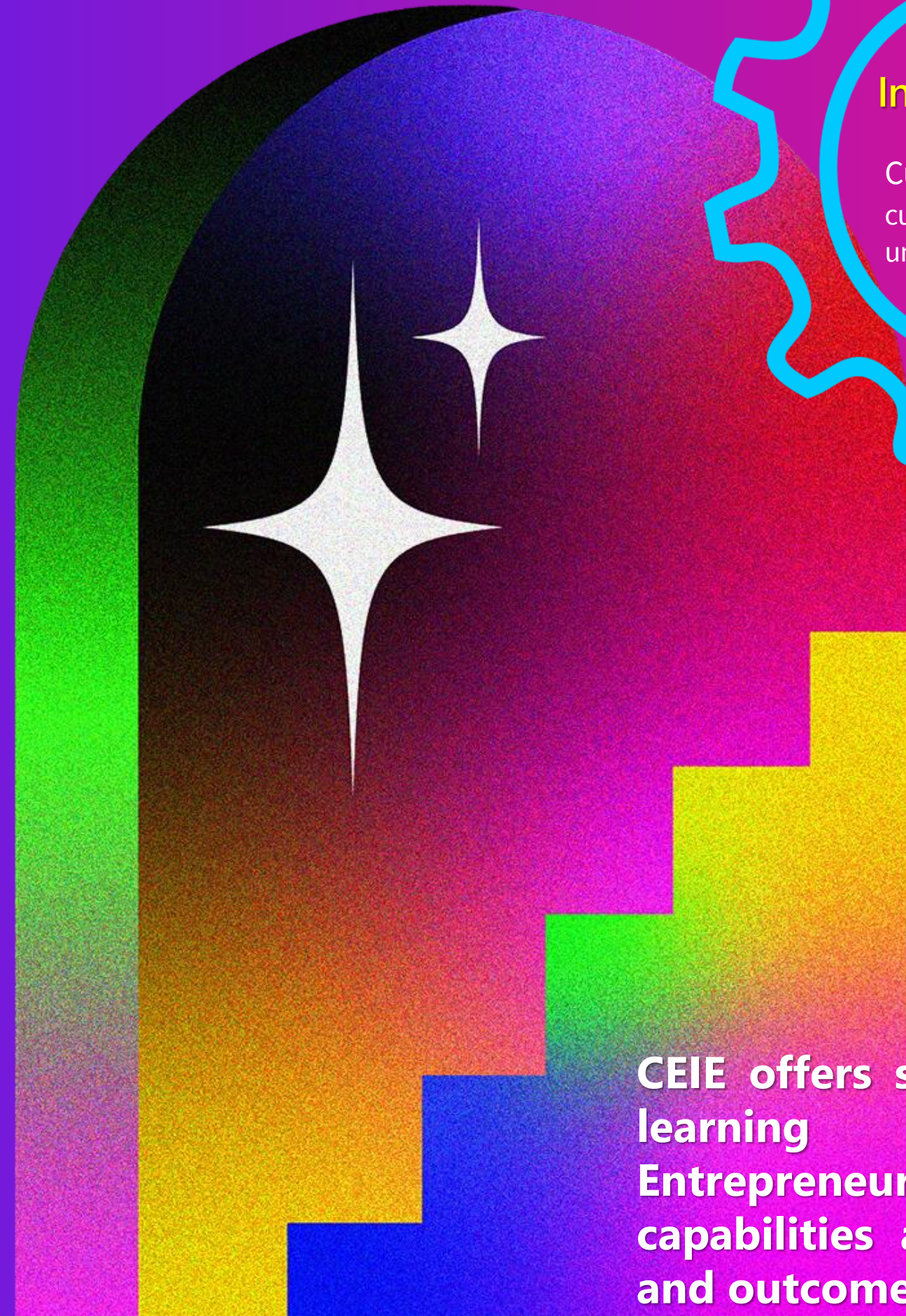


The background is a vibrant, abstract composition. It features a large, textured purple square on the right side. To its left is a blue area with horizontal white stripes. Further left is a yellow semi-circle with a textured surface. In the bottom left corner, there are two yellow 3D rectangular blocks. A silver, metallic-looking ring is positioned in the upper right quadrant. On the far right, a stylized eye with a rainbow-colored iris is visible. A purple wavy shape is in the top left corner.

C E I E

Briefing for ELCs on E&I (4-year programmes)

Who are we?



Inspire Creativity

Cultivate a vibrant E&I culture within the university community

Empower Students

Equip students with E&I skills, knowledge, and attitudes

Drive Impact

Foster students' ability to create positive change in society through E&I

CEIE offers students with formal and informal learning opportunities to develop Entrepreneurship and Innovation (E&I) skills, capabilities and mindsets in a problem-based and outcome-based setting

Credit-bearing GE Courses
3-cp Experiential Learning Courses on
Entrepreneurship & Innovation (ELCs on E&I)
For all students from 4-year & 2-year FT UG programmes



CEIE

Centre for Entrepreneurship and Innovation Education
企業及創新教育中心

Centre for Entrepreneurship and Innovation Education

Briefing for ELCs on E&I (4-year programmes)

Enquiry:



2948 7033



ceie@eduhk.hk



<https://>



Quiz

#1

NO. OF CONTACT HOURS? **15**

#2

HOW TO PASS?

**Attendance
+ Reflection**

List of Activities

4 Workshops [3 hours @]

11 Feb 2025

LinkedIn Workshop "How to set up a LinkedIn profile to boost job-hunting and how to personalise your learning path for career success"

18 Feb 2025

The Art of Storytelling by Ms Dora Leung, Founder of Glow Consultancy

25 Feb 2025

From upcycling to business by Founder of "Wind.n.Sand"

11 Mar 2025

Xiaohongshu Marketing Strategies for Brand Promotion by Mr Jones Ng, Founder and Director, Chiwa Digital Media Capital Group



1 Visit [3 hours @]

Arranged by CEIE

4 Mar 2025

Visit to Dream Impact and Sharing by Startup Founders

REGISTRATION
REQUIRED

Self-arranged Visit

4 - 7 Mar 2025

Career Fair by EdUHK's SAO (Tai Po Campus)

8 Mar 2025

New Productive Forces Job Fair by Hong Kong Productivity Council (Kowloon Tong)

21-22 Mar 2025

Cyberport Career Fair 2025 (Cyberport)

TBC

HKSTP Career Fair 2025 (Pak Shek Kok)

=

15
Contact hours

List of Activities

Other Options!!!!

4 Workshops [3 hours @]

11 Feb 2025

LinkedIn Workshop "How to set up a LinkedIn profile to boost job-hunting and how to personalise your learning path for career success"

18 Feb 2025

The Art of Storytelling by Ms Dora Leung, Founder of Glow Consultancy

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New Productive Forces Job Fair by Hong Kong Productivity Council (Kowloon Tong)

21-22 Mar 2025

Cyberport Career Fair 2025 (Cyberport)

TBC

HKSTP Career Fair 2025 (Pak Shek Kok)

SEI Project [12 hours]

Jan - Apr 2025

Work in teams with an assigned Community Partner, i.e. social enterprise or non-government organization (NGO), and apply entrepreneurship concepts, knowledge, skills and methodologies learnt from the ELCs to address specific real-world social issues.

Theme: Ethnic Minorities

REGISTRATION
REQUIRED
Quota: 20

About SEI Project

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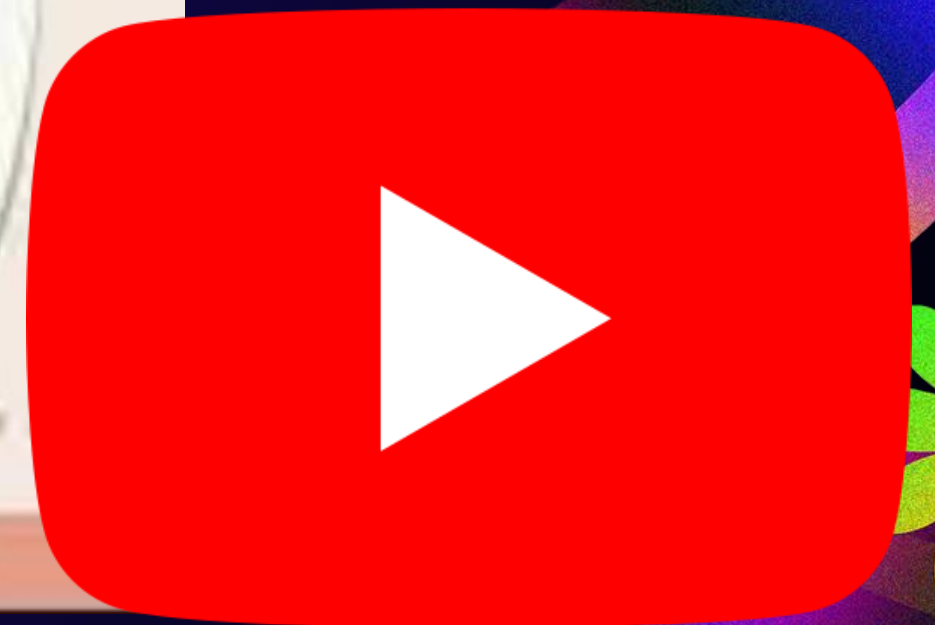
Social Entrepreneurship Initiatives (SEI)

12

SEI is a new credit-bearing E&I activity for ELCs on E&I. Students selecting Social Entrepreneurship Initiative will have opportunity to work in teams with an assigned Community Partner, i.e. social enterprise or non-government organization (NGO), and apply entrepreneurship concepts, knowledge, skills and methodologies learnt from the ELCs to address specific real-world social issues.

Quota: 15% to 25% of students enrolled to ELCs on E&I
Theme of 2024/25: Ethnic Minorities

Enquiry: 29487031 | ceie@eduhk.hk | <https://ceie.eduhk.hk>





Sharing by Past Participants of SEI Project

“It was a great pleasure to work with the Community Partner. They were so patient with us and never once doubted us. We got to work with an organization whose message resonates so deeply with me – I am also an ethnic minority in Hong Kong – showed me that we have a community that is passionate and caring.”

Hajerahz Khurram

Bachelor of Arts in Special Education

I think the best aspect is that we have a chance to do a real thing instead of just studying knowledge. We set up a platform for non-chinese speaker to do a Chinese level test. Instead of coping the information on internet about the Chinese test, we try to set up the test all by our own.

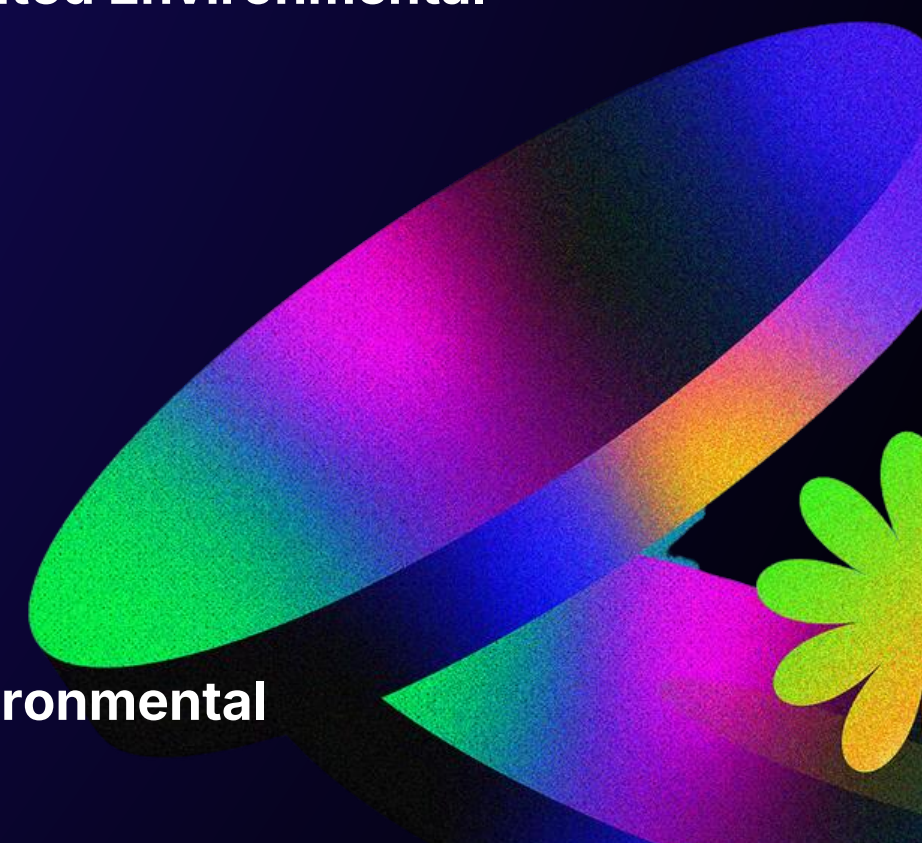
Chan Ka Wai

Bachelor of Science in Integrated Environmental Management

This SEI project is meaningful, it allows me to realize more about the situations of the society. In the activity, we helped the organization to create a Cantonese language test for non-native Deliveroo. From the activity, it increased my communication skills, as we often need to communicate with the organization, like accounting for the progress of the project.

Yan Wa Ho

Bachelor of Science in Integrated Environmental Management



List of Activities

Other Options!!!!

4 Workshops [3 hours @]

11 Feb 2025

LinkedIn Workshop "How to set up a LinkedIn profile to boost job-hunting and how to personalise your learning path for career success"

18 Feb 2025

The Art of Storytelling by Ms Dora Leung, Founder of Glow Consultancy

25 Feb 2025

From upcycling to business by Founder of "Wind.n.Sand"

11 Mar 2025

Xiaohongshu Marketing Strategies for Brand Promotion by Mr Jones Ng, Founder and Director, Chiwa Digital Media Capital Group

1 Visit [3 hours @]

Arranged by CEIE

4 Mar 2025

Visit to Dream Impact and Sharing by Startup Founders

REGISTRATION
REQUIRED
Quota: 55

Self-arranged Visit

4 - 7 Mar 2025

Career Fair by EdUHK's SAO (Tai Po Campus)

8 Mar 2025

New Productive Forces Job Fair by Hong Kong Productivity Council (Kowloon Tong)

21-22 Mar 2025

Cyberport Career Fair 2025 (Cyberport)

TBC

HKSTP Career Fair 2025 (Pak Shek Kok)

SEI Project [12 hours]

Jan - Apr 2025

Work in teams with an assigned Community Partner, i.e. social enterprise or non-government organization (NGO), and apply entrepreneurship concepts, knowledge, skills and methodologies learnt from the ELCs to address specific real-world social issues.

Theme: Ethnic Minorities

REGISTRATION
REQUIRED
Quota: 20

GBA Visit [9 hours]

18 - 19 Apr 2025

2-day-1-night Trip to Guangzhou

- Xifang Courtyard Cultural and Creative Industry Park (西坊大院文化創意園)
- Yongqingfang (永慶坊)
- Baietan Greater Bay Area Art Center (白鵝潭大灣區藝術中心)
- Guangzhou Automobile (廣汽科技館)

Free of charge

REGISTRATION
REQUIRED
Quota: 43

Option 1

4 Workshops
[3 hours @]

1 Visit
[3 hours]

Option 2

GBA Visit
[9 hours]

2 Workshops
[3 hours @]

Option 3

GBA Visit
[9 hours]

1 Workshop
[3 hours]

1 Visit
[3 hours]

Option 4

SEI
[12 hours]

1 Workshop
[3 hours]

Option 5

SEI
[12 hours]

1 Visit
[3 hours]

#1

WHICH 3 REQUIRED REG?

Registration by 16 Jan (Thu)

- Visit to Dream Impact
- GBA Visit
- Social Entrepreneurship Initiatives (SEI)



**Submit via e-form
by 21 April 2025**



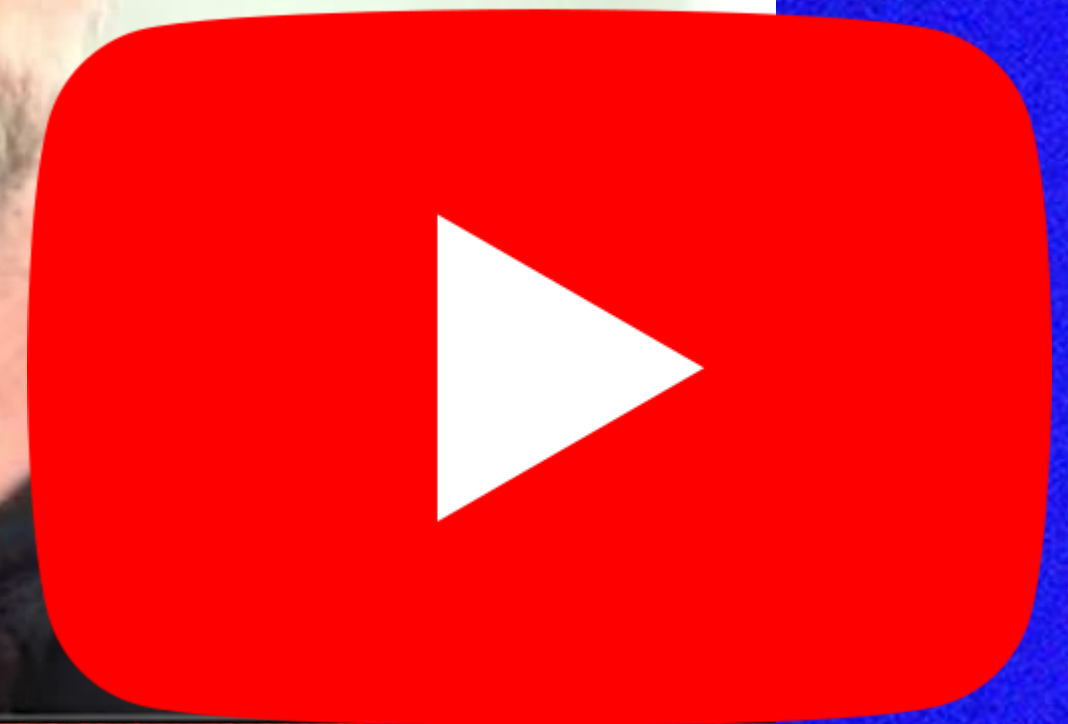
Method:

- (1) Written reflection via e-form directly**
- (2) Reflection post @ LinkedIn**

Reflection

Sign up step by step now!

START WITH
LINKEDIN
STEP BY STEP



<https://linkedin.com/>

LinkedIn



Connect with CEIE now!

LinkedIn

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RECOMMENDED

LinkedIn Learning **Rock Your LinkedIn Profile**
Lauren Jolda, LinkedIn Programme Manager

Tips for

01. Profile photo best practices
02. Creating a custom LinkedIn headline
03. Prepare profile summary
04. Getting endorsements
05. Requesting recommendations

Course Video:



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Grow Professionally with LinkedIn Learning

Access to LinkedIn Learning



Guide



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RECOMMENDED

LinkedIn Learning **Entrepreneurship Foundations**
Kim Kaupe

Tips for

01. Identifying issues in starting a new business
02. Distinguishing between different methods of financing a startup business
03. Desired traits for a cofounder or partner
04. Exploring ways to raise awareness of your personal brands
05. And more...

Course Video:



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RECOMMENDED

LinkedIn Learning **How to use LinkedIn Learning**
Oliver Schinkten

Learn online, at your own pace, with a library of 20,000+ business, creative, and technology courses, on a wide array of subject from communication skills to programming languages.

To get the most from LinkedIn Learning, this short course will prepare you to fully leverage LinkedIn Learning to build skills, gain industry certifications, and celebrate your achievements

Course Video:



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RECOMMENDED

LinkedIn Learning **Teamwork Essentials: Stand Out as a Valuable Team Member**
Shadé Zahrai

Unlock strategies to enhance your teamwork skills and boost your career. Learn how to:

- Discover your unique style and elevate your team's work.
- Use the LOVE framework to nurture strong, collaborative relationships.
- Master techniques to manage expectations and offer constructive feedback.
- Create a culture of psychological safety and cooperation.
- Develop solution-oriented skills to tackle challenges head-on.

Course Video:



LinkedIn Learning



Top Learner @ LinkedIn Learning

Incentive Programme

Win a \$50 cash coupon!

Access



Guide



Three cumulative hours of learning
within a month (Jan – May 2025)

JAN: 1 Jan 2025 – 31 Jan 2025

Share a reflective summary on LinkedIn
(follow the guidelines)



\$50

- First 20 FT students
- \$50 cash coupon
- First-come, first-served



2025 學生市集

Student Fair PMQ

EdUHK Lunar New Year Fair

25-26/1

11:00 a.m. — 8:00 p.m.

教大年宵



紀念品
Memorabilia
追蹤CEIE及TOMIDO IG
將獲得紀念品一份
Follow the IG of CEIE and TOMIDO to
get limited-edition memorabilia

精彩表演
Busking
2:00pm-5:30pm
教大及本地學校同學精彩表演，
萬勿錯過！
Spectacular performance by students from
EdUHK and local schools. Don't miss it!

50個攤位 50 Stalls
• 由教大同學、校友，以及中學、小學、
特殊學校師生營運
• 陶瓷工藝品、創意擺設、手作配飾、
環保產品、SEN創作人文創產品
• By EdUHK students, alumni as well as
primary, secondary and special schools
• Ceramic products, DIY ornaments, handmade
jewellery, eco-friendly products, handcrafts
by artists with SENs

揮春示範
Fai Chun Demonstration
市集設有揮春攤位，
由教大同學即席揮毫
EdUHK students will demonstrate
Chinese calligraphy on Fai Chun



查詢: 2948 7665
Enquiry ceie@eduhk.hk

CEIE

BE OUR

MC STAR

APPLY BY 15 JAN

Thank You

FOR YOUR ATTENTION

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