

**International Conference on
“Service Leadership Education in Service Economies”**

Abstract for Day 1

Service Leadership Education at City University of Hong Kong

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City University of Hong Kong (CityU) is fully committed to the belief that quality professional education and whole-person development should go hand in hand. The advent of the four year curriculum and CityU’s overarching framework of a Discovery-Enriched Curriculum have both helped to generate new opportunities, not only for innovative teaching, research and knowledge transfer, but also for new approaches to student and service leadership. For example, in late 2011, an informal group of staff started their own ‘Social Entrepreneurship Initiative’. This rapidly evolved into a broad interdisciplinary platform of 30 faculty from 18 academic and support units that is now known as Project Flame, Social Innovation and Entrepreneurship@CityU (Project Flame).

It was, however, the generous sponsorship received from the Victor and William Fung Foundation, and the ability to access and build upon the curriculum framework developed by the Hong Kong Institute of Service Leadership & Management Ltd, that really enabled the Project Flame team to strengthen its commitment to improving Service Leadership in Hong Kong. Building on these inputs, Project Flame members have developed a vibrant range of curricular and extracurricular programs designed to foster a new generation whose members, irrespective of professional fields or sectors, possess the service values and leadership skills needed to lead our community forward and to become the service leaders in our region.

This paper will discuss how, under the leadership of our founding Director, Professor Linda Wong, Project Flame established four broad, inter-related programme areas: Professional and Academic Education; Social Innovation Incubation; Research and Knowledge Transfer; and -the focus of this paper – Student Service Leadership. Thus, under Project Flame’s multi-disciplinary platform, we have been implementing teaching, learning and community-focused social innovation and entrepreneurial service-related activities that are now providing both students and staff with opportunities to enhance their service leadership knowledge, skills and experience. The paper will outline some of the unique features of our approach to service learning education and examine what the next developments might be.