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新聞稿 PRESS RELEASE

Business Administration Festival '91

The Business Administration Festival '91 organized by students and lecturers in the Faculty of Business Administration of The Chinese University of Hong Kong will be held at the University from March 19 to 26, 1991. The Festival aims at promoting relationship between lecturers and students as well as enhancing the community's understanding of the Business Administration Faculty.

This year the Festival will place special emphasis on business ethics. There will be an exhibition on "Environmental Protection and Commercial Interests" and a forum on "Can We Contribute While Not Violating The Profit Maximization?". A number of Chinese University lecturers will participate in the forum discussion.

Another event of interest to the community is a mini-talk entitled 'Life of BA Students'. Students of secondary schools have been invited to attend the talk. It is hoped that the talk will familiarize students with the academic programmes and facilities of the Faculty of Business Administration as well as campus life in the University.

Apart from academic programmes, light-hearted programmes such as 'Evening Market', 'BA Nite' and intercollegiate ball games will also be organized for the Festival. For instance, on 'BA Nite', in addition to students' performances, BA tutors and lecturers will perform a comedy. Hence, the BA Festival will not only enhance understanding of the Faculty of Business Administration, but also provide a variety of programmes for the campus community during the week.

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March 13, 1991

Attachment: Programme of the Business Administration Festival '91