

MAY 2018

Business Administration Discipline

NEWSLETTER

BUSINESS AND INNOVATION FORUM - DESIGN THINKING SERIES



Design thinking promotes value adding and advocates inter-disciplinary collaboration in the rapid changing economy and business world. Business Administration (BA) Discipline adopts design thinking as one of the building blocks in its curriculum to develop students' competences of collaborative, divergent thinking, creative problem solving, and innovative management skills.

In order to promote innovative solutions in business sectors, BA Discipline arranges Business and Innovation Forum (BIF). The first three seminars focused on design thinking, young entrepreneurs who have distinguished knowledge of design thinking in creating new business models in products, services, and organization shared their valuable experiences. All seminars were well received by the public as well as VTC staff and students.



Mr. Gordon TAM, CEO of Farm66



Mr. Quinn LAI, Founder of EQNIQ

28 MARCH 2018

The first seminar featured Mr. Gordon TAM, CEO of Farm66, who beats 600 others to win HK\$1 million from Alibaba's Jumpstarter Fund in 2017 and Mr. Quinn LAI, Founder of EQNIQ, who has founded a number of innovative companies with specialty in design thinking methodology. Both speakers enlightened the audiences the latest business innovative models and possibilities in the upcoming economy especially how 'empathy' in design thinking plays an important role in starting business projects.

▪ *How Design Thinking Creates Innovative Business Model* ▪

27 APRIL 2018

The second seminar featured Ms. Elaine ANN, Founder of Kaizor Innovation, a business strategist and user experience master who defines product and service suitable for the China market; and also Mr. Frank CHAN, Founder of X2 CREATiVE, an event management and brand expert who masters innovation tools in defining the core of a brand and its services. Both speakers widened the audiences of how to define market opportunities in China and Hong Kong by using 'define' in design thinking.

Ms. Elaine ANN, Founder of Kaizor Innovation

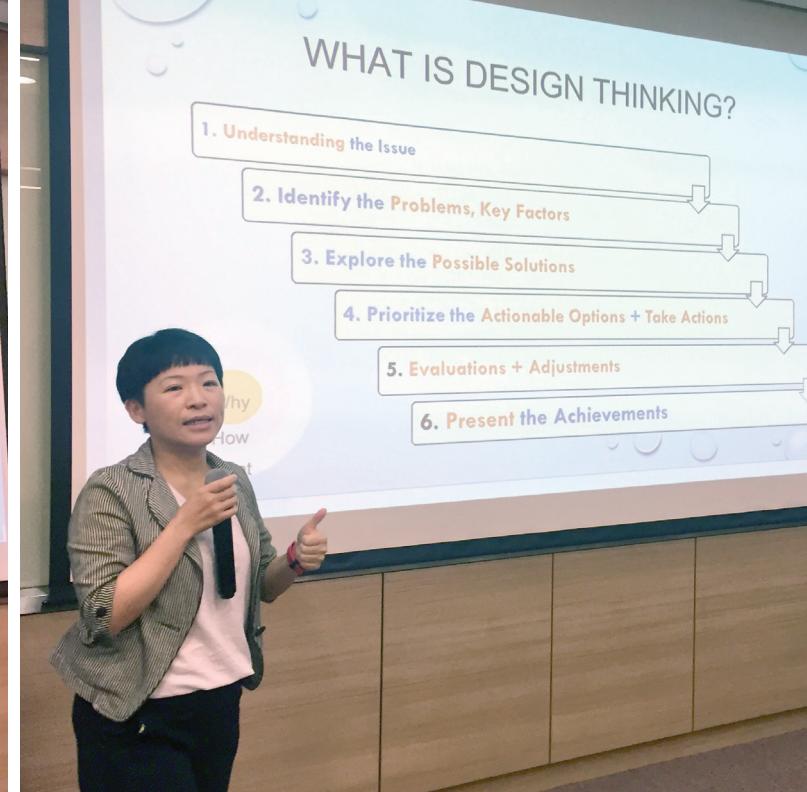
Mr. Frank CHAN, Founder of X2 CREATiVE





於社會創新領域，我們明白，我們有很多的限制平衡社會和經濟發展。但是，當用戶需求被忽略時，問題就出現了。

Mr. Frederico LI, Innovation Consultant of Talk Tools



Ms. Patsy CHENG, Founder of SEE Network

25 MAY 2018

The third seminar focused on how design thinking 'ideation' process can evolve social innovation and innovative education. Speakers, Mr. Frederico LI, Innovation Consultant of Talk Tools, an expert in innovation tools and international social innovation services and Ms. Patsy CHENG, Founder of SEE Network, a social innovation strategist who launches impactful local social innovation projects, shared with the Forum the latest social innovation models and possibilities in international and local communities.

▪ *How Design Thinking Creates Social Enterprises* ▪

THE UPCOMING NEWS

楊建文青年工業發展培育計劃

The programme was supported by the Professional Validation Council of Hong Kong Industries (PVCHK) and 4 BA student teams were selected to the final round of the competition to make their project presentations in competing for 5 prizes with a total of over HK\$100,000 cash prize.

大灣區神話我創造拍攝計劃2018

The competition was organized by Young Professionals Alliance and 4 shortlisted BA student teams visited Zhongshan and Zhuhai to conduct video-shooting in competing for the championship with HK\$100,000 cash prize.

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