

MAY 2019

Newsletter

Event Highlights

International Business Innovation Forum 2019

Design Thinking

Business Case Competition

23 May 2019

BUSINESS + INNOVATION  **OPPORTUNITIES**



The “International Business Innovation Forum 2019” organized by the Business Administration Discipline was successfully held on 23 May 2019 at IVE (Kwun Tong). The forum aimed at broadening students’ horizon and international exposure through learning by doing. It consisted of “Design Thinking – Business Case Competition”, a student project competition cum poster exhibition, and followed by an industry professional seminar.



From left: Dr Wallace Lam, Academic Director/BA, Ms. Watcharida Boonhaveepat, VP, J.P. Morgan, Mr. Donald Merks, Senior Strategist, VanBerlo, Ms Josephine Kea, Deputy Executive Director/VTC, Ms. Caitlin Lam, Senior Commercial Officer, Consulate General of the Kingdom of the Netherlands, Ms Winnie Ngan, Director of IAO/VTC

Three distinguished guests supported the competition as judges – Mr. Casson Lin, Executive Director, J.P. Morgan; Mr. Mikael Legrand, Executive Director, J.P. Morgan; and Mr. David Chung, Senior Partner, Inno Edge Consulting Limited, Vice Chairman of Education & Training Committee, Hong Kong Retail Technology Industry Association Limited. There were 27 student project teams in the first round of the competition, with 6 teams progressed to the final presentation round. Judges were impressed by their TED Talk presentations bringing vivid and creative insights.



Panel Judges: Mr. Casson Lin, Executive Director, J.P. Morgan; Mr. Mikael Legrand, Executive Director, J.P. Morgan; and Mr. David Chung, Senior Partner, Inno Edge Consulting Limited.



"Say No to Disposable Bottles" from students of HD in Public Relations and Media Business won the Champion.

Award	Project Title/Programme
Champion Prize: HK\$10,000	Say No to 'Disposable Bottles' (絕「即」) HD in Public Relations and Media Business
1st Runner-Up Prize: HK\$6,000	To Explore the Usage of Current Recruitment Booth and Investigate the Possible Improvements to Enhance its Effectiveness from HR Perspective HD in Human Resource Management
2nd Runner-Up Prize: HK\$4,000	Reshaping Customer Experience in Retail Banking through Technologies Case Study: Nanyang Commercial Bank HD in Banking and Finance

Award	Project Title/Programme
Best Video Prize: HK\$1,500	Retail Technology Application for Convenience Store in Hong Kong – A Case Study for Circle K HD in Retail and Merchandising Management
Best Poster Design Prize: HK\$1,500	A Study of Recruitment and Training in Fotomax HD in Human Resource Management
Most Popular Team Prize: HK\$1,500	Reshaping Customer Experience in Retail Banking through Technologies Case Study: Nanyang Commercial Bank HD in Banking and Finance
Best Presentation Prize: HK\$1,500	To Explore the Usage of Current Recruitment Booth and Investigate the Possible Improvements to Enhance its Effectiveness from HR Perspective HD in Human Resource Management



Students showcased their projects by TED Talk Style Presentation.

Two speakers shared engagingly in the seminar, with Mr. Donald Merks, Senior Strategist, VanBerlo on "Designing Customer Loyalty" and Ms. Watcharida Boonthaveepat, Vice President, J.P. Morgan on "Designing an All-Winning Product" respectively. Both speakers demonstrated how to work smart and to succeed.



Mr. Donald Merks, Senior Strategist, VanBerlo talked on "Designing Customer Loyalty".



Ms Josephine Kea, Deputy Executive Director/VTC presenting souvenir to Ms. Watcharida Boonthaveepat, Vice President, J.P. Morgan (left).



Guests had a glimpse of esports facilities and enjoyed the campus tour and students' project presentation on KT campus.



Industry Collaboration

Memorandum of Understanding Signing Ceremony IVE Business Administration and Civil Aid Service

29 April 2019



IVE Business Administration and Civil Aid Service (CAS) signed Memorandum of Understanding on 29 April 2019. It marks the closer cooperation between BA and CAS in the coming future by providing training and industrial attachment opportunities to students in the new programme, Higher Diploma in Management for Security and Disciplined Services. Mr. Lo Yan Lai, JP, Commissioner of CAS, Mr. Fong Yiu Tong, Acting Chief Staff Officer, Mr. Lam Kwok Leung Peter, JP, Senior Assistant Commissioner (Development), together with officers of CAS attended the ceremony.

Students in the programme can have chance to attend 120 hours recruit training provided by CAS after selection. They can become CAS members to serve the society after the training.



From left:
Dr Wallace Lam, Academic Director/BA,
Mr. Lam Kwok Leung Peter, JP,
Senior Assistant Commissioner (Development)/CAS,
Ms Josephine Kea, Deputy Executive Director/VTC,
Mr. Lo Yan Lai, JP, Commissioner/CAS,
Mr. Fong Yiu Tong, Acting Chief Staff Officer/CAS,
Ms Winnie Ngan, Principal/IVE(CW)

Professional Talks & Seminars

Guangdong-Hong Kong-Macau Greater Bay Area Seminar 粵港澳大灣區講座系列

大灣區城際鐵路

25 April 2019



Jointly organized by IVE Business Administration and International Development Office, Dr. Joe Z. Fang, Research Director of the One Country Two Systems Research Institute, shared his insights with us on rapid inter-city transport network in the Greater Bay Area. Dr. Fang has rich experiences in industrial policy, international relations, urban planning, and regional economic development of Hong Kong and the Mainland.

Dr Wallace Lam, Academic Director/BA presenting souvenir to Dr Joe Z Fang (right).

二元橋 - 大灣區創意產業平台

24 May 2019

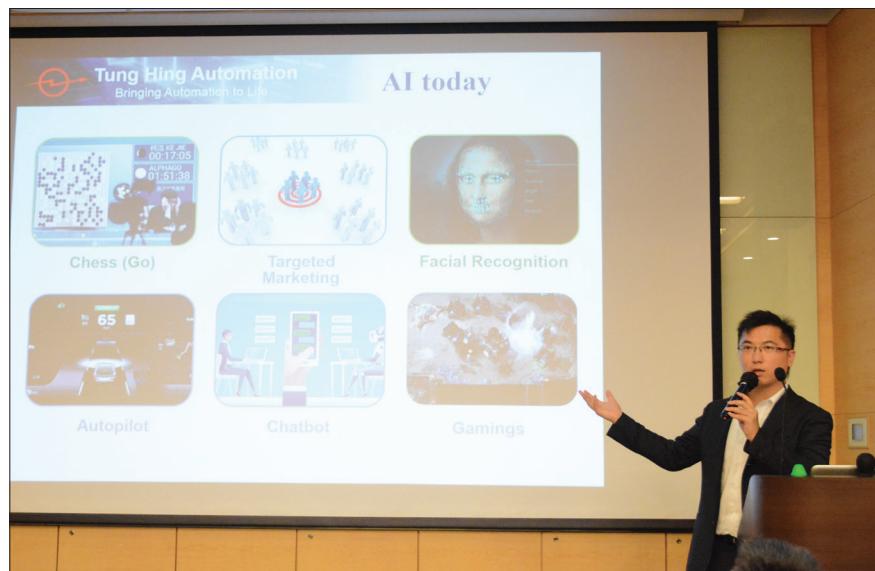
MS Grace Lau, the General Manager of Zetta Bridge Creative Industry Development Co., Ltd., elaborated the background of the establishment of Zetta Bridge (二元橋) and how it could bring benefits to the creative industries in the Greater Bay Area. The Zetta Bridge Qianhai Hong Kong-Shenzhen Design Innovation Hub is set to become an exchange platform for the creative industries including design and architecture to boost further co-operation between Shenzhen and Hong Kong.

Mr Andy Li, Deputy Academic Director/BA presenting souvenir to Ms Grace Lau (left).



The 7th Business Innovation Forum Gaining an Edge with Technologies 科技創優勢

24 April 2019



What is AI? What is Robotics? The Forum was conducted by Mr. Roy Lim, Vice President of Tung Hing Automation Investment Ltd. Participants were inspired by the innovations of AI, robotics and Internet of Things around the world. The robot "Temi" demonstrated its swift motion, intelligent dialogue, voice detection and other AI applications with participants.

Student Achievement

Greater Bay Area Innotech Competition

April 2019

Students TANG Ki-tsun and AU-YEUNG Wai-fung, studying in Higher Diploma in Real Estate and Property Management got the commendation awards from the "Greater Bay Area Innotech Competition" in April 2019. The competition was organized by Ming Pao, with full support of Country Garden, aiming at eliciting students' talents and creativity in conceptualizing innovative ideas or mobile applications to enhance smart cities and quality of human life.

Both students devoted effort for months by going through different stages of competition, including writing proposal, site visit, model development and final presentation.



Student Tang Ki Tsun (left) and Au Yeung Wai Fung (2nd right) received awards from Ms Chan Siu Yee (2nd left), Head of Department/BA(ST) and Mr Toby Chan (right), programme leader of HD in Real Estate and Property Management.

Study Trip to Shanghai and Hangzhou

4-8 March 2019



HD in Human Resource Management students visited the FESCO Adecco Human Resources Service Zhejiang Co., Ltd. in Hangzhou.

The 5 days study trip to Shanghai and Hangzhou was packed with fruitful learning experience of students from HD in Human Resource Management. They have learnt the culture, business developments and HR practices in the two leading cities in Yangtze River Delta of China. Students visited several companies and governmental agency to learn business operations and HR practices in Mainland China. Besides, the interactive exchange sessions with the tertiary students in Hangzhou has enhanced their understanding of the learning environment of Chinese youngsters.

VR/AR/MR Learning Experience

15 April 2019



Students from HD in Event Marketing and Promotion experienced on how to use updated technology in event marketing and eSports competition by visiting Viveland HK. Apart from learning the knowledge of VR (Virtual Reality), AR (Augmented Reality) and MR (Mixed Reality) technology, students also enjoyed the facilities by experiencing the exciting VR games.



Learning Experience

Launch of eSports module - Fundamentals of eSports

May 2019

32 students from HD in Event Marketing and Promotion of Chai Wan and Tsing Yi selected eSports Management modules as their electives and started the first module "Fundamentals of eSports" in May. Renowned as Father of eSports, Mr. Derek Cheung, who is the founder and CEO of Hong Kong Esports Limited (HKES), has been invited as the lecturer of this module. Derek shared his valuable experience in eSports industry with students in an interactive and interesting way. Students playing games inside the classroom is not only allowed but also be treated as participation activity!



Other Events

VTC Programme Selection Info Day

4 May 2019



With the Hong Kong Diploma of Secondary Education Examination (DSE) drawing to a close, VTC mounted the Programme Selection Info Day on 4 May at the Hong Kong Design Institute (HKDI). BA Discipline as one of the participants, provided first hand information on study and employment opportunities to visitors. More than 100 DSE candidates and parents joined the BA programme selection talks on getting the tips of study planning and programme selection. Members of Civil Aid Service also supported us by providing information of disciplinary training for the new programme, HD in Management for Security and Disciplined Services.



Career Aspiration 2019

30 April 2019

Organized by IVE (Sha Tin), Career Aspiration 2019 has invited BA alumnus Mr Dino Chu, Chartered Surveyor in Project & Investment Department of Centaline Property Agency Limited, to share his invaluable work experiences in real estate sector with Secondary school teachers and students, and career masters of youth and education institutions. Mr Chu is also the mentor of the Professional Mentorship Scheme of HD in Real Estate and Property Management, offering students with practical advices and contemporary workplace skills.

**IVE (Sha Tin) Summit —
Career Aspiration 2019**
**IVE (沙田)深度行 —
生涯規劃日 2019**

時間	項目
2:00 pm – 2:30 pm	主題分享 — 由IVE到大學之路及放榜攻略 • 由IVE到大學之路升學途徑 • IVE(沙田)五大學系課程特色、實習職場學習 • 面試技巧及放榜日策略
2:30 pm – 3:45 pm	專題講座 — 行業前景透視 • 透視行業最新發展、薪酬待遇、晉升途徑
3:45 pm – 4:00 pm	模擬面試

204室, 025D室, 029室及禮堂將舉行學員學習成果展示，歡迎參觀。

To learn more about us, please visit:



IVE Business