

Newsletter

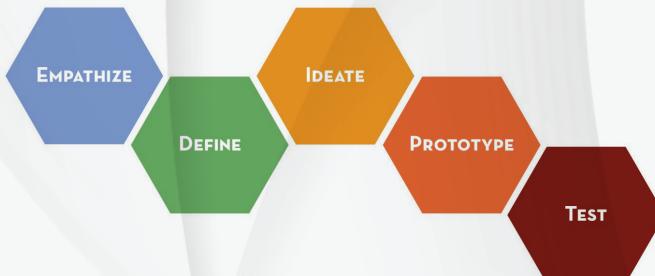
Nov 2019

Business Inspiring Innovation - The Start of a New Era

Hong Kong is working towards as a world class smart city with continuous city innovation and sustainable economic development. To align with this latest development, the Discipline is preparing to start a new era and changes the name from "Business Administration" into "Business". The Discipline aims in nurturing talents with multifaceted skills, creativity and innovative mindsets in response to the manpower needs of various business sectors.

The Discipline offers a wide spectrum of programmes addressing the challenges created by new business opportunities. Module syllabi are enhanced with concepts in technology applications, and integrate with Artificial Intelligence (A), Block Chain (B), Cloud Computing (C), Data Analytic (D) and Experience (E) under business operations. Practical and student-centred curriculum, in line with Project-based Learning and Work-integrated Learning, is adopted to develop students' 21st century competencies for further study and career development.

The Discipline also works closely with industry partners to provide valuable learning opportunities to students, such as organizing professional seminars, study visits and overseas exchange programmes, so as to broaden students' horizons.



Facebook



Programme Information Guide / Design Thinking Business Case Book.



Business Discipline promotes the new image in different promotion tools and media.



Website



Promotion Video



Chatbots

You will see them
very soon!

Professional Seminar

Retail Innovation: Omni-Channel Strategy

4 November 2019

Retailers can no longer survive with traditional practices, Omni-Channel strategy may become one of their options. Mr. Plato Wai, General Manager of SHOPLINE Hong Kong, introduced the latest development trend for O2O business model in retail sector and shared with us how to master the application of online business platform. Students from HD in Retail and e-Tail Management learnt from Mr. Wai how to offer a good shopping experience by innovative retail solution as a key to success for retailers to meet the market challenges.



BUSINESS SHOPLINE

IVE
Member of VTC Group
VTC 香港專上學院

Retail Innovation: Omni-Channel Strategy

創新零售： 多管道攻略

Speaker:
Plato Wai
General Manager - Hong Kong

Retailers can no longer survive with traditional practices, Omni-Channel strategy may become one of their options. Mastering the application of online business platform would be a key to success to help retailers to meet the market challenges.

零售業再不可只靠傳統的銷售模式，而多管道的銷售是另一種出路。掌握電子商業平台的應用能協助零售業面對網絡市場的挑戰，成為他們制勝的工具。

Medium: Cantonese

Date: 4 Nov 2019 (Monday)
Time: 3:30-5:00pm
Venue: Retail Lab, IVE (Haking Wong)

Enquiry: Mr. Franki Liu 2708 6421 frankiliu@vtc.edu.hk

Student Achievement

ACCA Hong Kong Top Achievers' Awards

30 October 2019

Association of Chartered Certified Accountants (ACCA) conducted ACCA Hong Kong Top Achievers' Awards Celebration Reception on 30 October 2019 to honour and celebrate the outstanding achievements of their student members. Miss Vincy Kwok, IVE Accountancy graduate, got the Paper Award in "Advanced Audit and Assurance" of ACCA Examination.



Miss Vincy Kwok (the 1st right), IVE Accountancy graduate, got the Paper Award in "Advanced Audit and Assurance" of ACCA Examination.

Industry Visit



Students from HD in Aviation Management and Global Logistics visited the Hong Kong Maritime Museum. Students were excited to have the experience of operating a ship through the Ship Bridge Simulator and learnt more maritime knowledge.

City Gallery, an exhibition centre about the planning and development of urban areas in Hong Kong. Our students visited the gallery for a good understanding of Hong Kong town planning projects which features the strategic plan on infrastructure, transport and communications and sustainable development.



To learn more about us, please visit:



IVE Business