

APRIL 2018

Business Administration Discipline

NEWSLETTER

STUDENT ACHIEVEMENTS



ACCA Hong Kong Business Competition

3 February 2018

A team of HD in Accountancy students defeated over 340 teams from both degree and sub-degree level and being the ONLY sub-degree team to compete with other 7 degree student teams in the Final Competition. With outstanding performance, they won four prizes, including My Favourite Team Award, Best Budgeting Award, Team Excellence Award and Merit Award.





General and Logistics Knowledge Contest

24 February 2018

This contest was part of the HIT Dock School Program where Hongkong International Terminals Limited encourages the HD in Airfreight Management and Global Logistics students to explore the logistics industry and business sector. HIT sponsored a scholarship for the winners of the contest.

OVERSEAS STUDY TOUR

Korean Aviation Business and Culture Study Tour

23 - 29 October 2017

HD in Customer Services for Aviation and Passenger Transport students experienced Korean culture through the manner training provided by Korean Air and visited the K-Style Hub. Exchange activities with students from Kyung-in Women's University enhanced students' communication skills and developed friendship with Korean students.



122nd Canton Fair

24 October 2017

HD in International Business Management students visited the 122nd Canton Fair to gain practical experiences and get updated information about the current development of exhibition industry in China.



Study Tour to Shenzhen

12 December 2017

HD in Banking and Finance students visited the banks and brokerages in Shenzhen and had a better understanding about the financial services industry in Shenzhen.





"New Retail" tour to Shanghai and Hangzhou

1-5 March 2018

To understand the 'New Retail' concept in China, HD in Retail and Merchandising Management students visited a staffless convenience store, a supermarket with O2O strategy and a Baidu Centre in Shanghai and the 'Innovative Avenue' in Hangzhou.



Study Tour to Beijing

5-9 March 2018

HD in Human Resource Management students participated in a 5-day Study Tour to Beijing. Students learnt the contemporary HR practices in China from industrial visits, professional talks, local university exchange session, as well as visits to historical and cultural attractions.

LOCAL VISITS



Visit to Education Path - Civil Aviation Department

8 November 2017

Through the visit, HD in Airfreight Management and Global Logistics students familiarized themselves with the aviation industry of Hong Kong, such as the traffic control, safety and security operations of the airport, aircraft registration, etc.

Visit to GS1HK

5 December 2017

HD in International Business Management students visited the GS1HK to learn the usage of technologies in efficient supply chain and logistics sectors. Practical and updated technologies, such as QR code usage, RFID usage with cases sharing, were demonstrated to the students by the expert in GS1HK.



Visit to Smart Biz Expo 2017

7 December 2017

HD in Marketing Management students visited the booths of both local and overseas exhibitors, and attended a seminar on "Branding with Virtual Reality".



Visit to Mei Ho House

15 December 2017

HD in Real Estate Management students visited Mei Ho House in Shek Kip Mei to have a close look of one of the oldest Resettlement (Public Housing) Blocks in Hong Kong and learn the changes of Public Housing Estate as well as the revitalization of an old building.



Visit to Cathay Pacific

24 January 2018

The site visit let the HD in Global Purchasing and Supply Management students understand more about the internal logistics operations of aviation industry.



Visit to HAECO

28 February 2018

HD in Global Purchasing and Supply Management students understood the internal operations of materials and component parts for aircraft maintenance through the visit.



PROFESSIONAL TALKS & SEMINARS



e-Commerce Seminar: 「錢」途無限:電商的發展及機遇

27 November 2017

The seminar was co-organized by Alibaba.com Hong Kong and HD in Digital Marketing team. The guest speakers included Ms Grace Wong, Strategic Partnership Manager of Alibaba.com Hong Kong Ltd, Mr Jason Wai, Founder of Infantry Company Ltd and Mr Vainsun Ng, Managing Director of Cleanic Cleaning Equipment Ltd. Three experts shared their experiences in entrepreneurship and e-Commerce practices with the students.



The Power of New Retail

16 December 2017

HD in Retail and Merchandising Management students were invited to participate in a large forum conducted by Alibaba Group's top managers and its business partners to learn the "New Retail" concept.

Aviation Hub of DHL Express in Hong Kong

11 December 2017

The guest lecture was delivered by DHL Express for HD in Airfreight Management and Global Logistics students to show the operation and career opportunities of DHL Express in Hong Kong, and also the impact of e-Commerce on air cargo and express parcel industry.



Seminar:

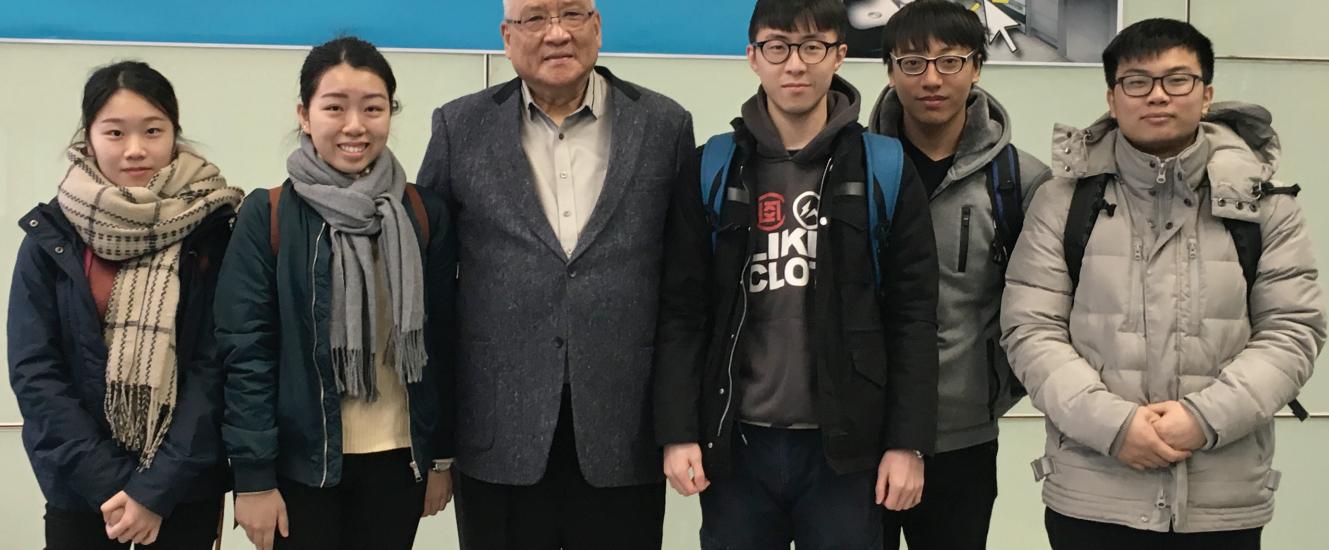
Smart Design for Smart Life

By Dr. Edward Chan Kwok-man
Founder and Managing Director
German Pool (Hong Kong) Limited

IVE
Member of VTC Group
VTC 聚積成員

2 February 2018

SHA TIN 沙田



Smart Design for Smart Life

2 February 2018

HD in Real Estate Management students had a chance to learn the design philosophy and the customer-oriented marketing strategy from Dr Edward Chan, Founder and Managing Director of German Pool (Hong Kong) Ltd.

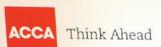


「咁至係Brand !」

26 February 2018

Mr Charles Ng, Founder and Chief Brand Consultant of Maxi Communications Ltd., shared with HD in Marketing Management students some successful brand cases in Hong Kong and gave insights on the key elements on contemporary brand management.

Supporting Organizations:



IVE Business Administration 工商管理

ACCOUNTANCY FORUM 會計論壇 2018 CONTEMPORARY ISSUES IN ACCOUNTING 當前會計議題的探討



Accountancy Forum - Contemporary Issues in Accounting

3 March 2018

Over 200 accounting professionals attended the Forum organized by IVE Business Administration. The Forum was supported by 6 professional accountancy organizations, namely ACCA, ADF, AIA, CPA Australia, HKAPA and HKIAAT. The speakers were Mr Roy Lo, Managing Partner of SHINEWING (HK) CPA Limited and Mr Lam Chi Yuen Nelson, Chairman of Nelson CPA Limited and Director of Accounting Development Foundation Limited.



Dialogue with Pilots

9 March 2018

HD in Customer Services for Aviation and Passenger Transport students interviewed two pilots to know more about the life of a pilot and the civil aviation industry.



EVENT HIGHLIGHTS

Hong Kong Cyclothon 2017

8 October 2017

HD in Event Marketing and Promotion students worked as Student Ambassadors in the Hong Kong Cyclothon 2017. It was a combination of amateur and professional races while locals and visitors alike cheered on competitive cyclists from around the world and kicked back at a fun-filled carnival. Students gained work-based experience and skills of event management via this event.



Standard Chartered Marathon Carnival 2018

13-21 January 2018

For the 13th consecutive year, HD in Event Marketing and Promotion students worked at the renowned Standard Chartered Hong Kong Marathon Carnival for Hong Kong Amateur Athletic Association. They were highly commended for their working attitude, responsiveness, courtesy, and reliability.



ACCA Community Day

28 January 2018

HD in Accountancy students supported the ACCA Community Day to raise funds with charitable causes. A team (Dream Big x Fly High) was awarded the 1st runner-up in the ACCA Chairman Tertiary Cup-Rickshaw Race Competition.



To learn more about us, please visit:

