

Newsletter

September 2020

Contemporary Pedagogy

Workplace Learning and Assessment (WLA) - Nurturing Talents of our Students

To enrich students' workplace experience and gauge the practical skills of students, Business Discipline will implement "Workplace Learning and Assessment (WLA)" through the incorporation of a structured workplace learning module "Work-integrated Learning" into the programme curricula. In AY2020/21, nine Higher Diploma programmes will be the pioneer to introduce WLA into their programmes and WLA will be operated at full strength starting from AY2021/22. With the support from our industrial partners, structured on-the-job training opportunities will be provided to our students for developing their industry-related

competencies. For the development of students' talent, the Discipline will develop a set of Unit Standards consisting both generic and trade-specific competencies relevant to the training needs of students. Students must collect evidence in the workplace as a demonstration of their fulfilment of outcomes as set in the respective Unit Standard. Workplace Assessor plays a vital role in assessing competencies of students and providing valuable feedbacks to students. With this innovative learning and assessment pedagogy, both students and employers will be benefited.



Students from Higher Diploma in Human Resources and Talent Analytics worked in the Human Resources Department of Kai Shing Management Services Limited



Student from Higher Diploma in Advertising and Media Communication interviewed a KOL during workplace training

Meeting with the Professional Bodies

Advisory Committee on Centre for Legal and Administrative Practices

June 2020

The programme team of Higher Diploma in Law and Administration (BA124009) meets with the members of Advisory Committee on Centre for Legal and Administrative Practices regularly in which the experienced legal practitioners provide valuable opinion and feedback on the programme to ensure that the programme suits the latest development of the legal industry. The members also offer scholarships and provide industrial attachment opportunities to students.



Advisory Committee on Centre for Legal and Administrative Practices Meeting held in June 2020

2020/2021 Programme Highlights

Higher Diploma in Advertising and Media Communications (BA114040) - In-house Photo Studio

Content creation, digital platforms and online entertainment have been swift in recent years. This brand new Higher Diploma in Advertising and Media Communications closely follows the trend and focuses on various interesting areas in the marketing communication profession, namely, Advertising Design and Production, Mass Media and Social Media Infotainment, Public Relations, Event Planning and Marketing etc. With the in-house photo studio, students will practically role-play video director, cameraman, artist, KOL, script writer and costume maker. This program is interesting, practical while grounded by classical theoretical training. Graduates are well-prepared for further studies in marketing, advertising, and business administration top-up degrees as well as direct employment in the job market.



Video taking in a make-up workshop by Higher Diploma in Advertising and Media Communications students

Higher Diploma in Aviation and e-Logistics (BA114041) - Incorporating with Automation and AR

Higher Diploma in Aviation and e-Logistics was recently established to prepare the students for the business environment where advancement in information technology is playing a significant role. E-logistics with the adoption of augmented reality, big data, robotics, has become increasingly commonplace. Automation of passenger services at smart airports such as facial recognition, self-check-in and e-passport are emerging. This new higher diploma programme is customized to give the students the knowledge and mindset to fit in the smart airport and e-logistics industries.



Higher Diploma in Aviation and e-Logistics visited the Cathay City in 2020

Higher Diploma in Aviation Services and Passenger Transport (BA114042) - Prepares Students in the Coming SMART Era



Higher Diploma in Aviation Services and Passenger Transport students have practical training at the Aviation Centre

Higher Diploma in Aviation Services and Passenger Transport aims at contributing to the industry by developing a pool of young talents to meet the growing needs of aviation services and passenger transport. An Aviation Centre with 2 mock check-in counters and a cabin mock-up which mimic the cabin of an Airbus A320 is in place to provide a practical training environment for students to develop vocational skills. Moreover, to prepare students in the coming SMART era, this programme introduces elements of innovative technologies and solutions in optimizing airport and aviation services in the recent update of the curriculum.

Higher Diploma in Event Marketing and Digital Promotion (BA114043) – Application of Technological Tools

One of our key objectives of Higher Diploma in Event Marketing and Digital Promotion is to enable students to develop a good academic foundation as well as strong awareness and sensitivity of technological applications and development in the event marketing industry with a user-centered mindset. Modules of Fundamentals of Design and Aesthetics for Event, Desktop Publishing and Video Editing for Event and Promotion, and Digital Marketing for Event and Promotion etc. are thus newly launched. Realizing that the rapid development of eSports creates high demand of eSports event management professionals, a new module of Event Management for eSports is also introduced.



Students from Higher Diploma in Event Marketing and Digital Promotion attached to e-Banner for the World Cup Promotion

Higher Diploma in Human Resources & Talent Analytics (BA114044) - Adopted VR Application

Higher Diploma in Human Resources & Talent Analytics has incorporated the element of technology advancement into various HR functions such as staffing & recruitment, training & development and talent analytics. The demonstration of VR application for the HR assessment tools has been included in the new programme. To familiarize the application of the VR system, a train-the-trainer workshop was conducted in August 2020 to the teaching team. Students will benefit from using the VR system to harness tech & reconnect people via experiential learning in Human Resource Assessment Centre.



Lecturers from Higher Diploma in Human Resources and Talent Analytics completing the task of VR bomb disposal

Higher Diploma in Marketing and Customer Analytics (BA114045) - Technology Innovation for Marketing



Presentation by the students from higher Diploma in Higher Diploma in Marketing and Customer Analytics

Higher Diploma in Marketing and Customer Analytics aims to provide students with professional training in marketing and to equip them with basic skills in data analytics on marketing management, especially with better utilization of technology for marketing analysis, planning and implementation.

Customer Data Analytics covers the understanding of data analytics from major social media such as Facebook, Google, Instagram and WeChat, and the usage of data analytics for strategic marketing planning. Innovation for Marketing covers the understanding of the impacts of technology innovation for marketing and the introduction of different types of technology innovation such as Artificial Intelligence, Blockchain, Cloud, Big Data, 5G, Internet of Things.

Higher Diploma in Retail Innovation and Management (BA114046) - Omin-channel Business Model

As per the technology development of retail industry, e-commerce is getting popular than the traditional retail operation. To maintain business competitiveness, Omin-channel business model is a new trend. Higher Diploma in Retail Innovation and Management covers the most updated learning content of Omni-channel perspective such as social commerce, online operation and retail technology application. Meanwhile, to allow students acquire the most contemporary retail operation learning experience, the programme provides an online shop platform and a simulated offline store for students to run their business practices. Students are expected to apply all knowledge they have learnt for these two projects.



Students from Higher Diploma in Retail Innovation and Management run their simulate offline shop practices with the theme "Party"