

# Newsletter

April 2021

## Student Award

### ***Higher Diploma in Management for Security and Disciplined Services*** **Won the Best Performance Award of the Civil Aid Service (CAS) New Recruit**

**25 April 2021**

Higher Diploma in Management for Security and Disciplined Services students received training in Civil Aid Service (CAS) and participated in real operations. After one year of training, the final year students attended the 81st Recruits Passing-out Parade held at the Civil Aid Service Headquarters and were awarded with the Best Performance Award of the CAS New Recruit on 25 April 2021.



Students from Higher Diploma in Management for Security and Disciplined Services, Acting Deputy Commissioner and Senior Officials of CAS and Representatives from VTC in the 81st CAS Recruits Passing-out Parade.



Higher Diploma in Management for Security and Disciplined Services students were awarded with the Best Performance Award of the CAS New Recruit on 25 April 2021.

## Industrial Collaboration

### ***Collaboration with Famous KOL - Mr. Ricky KAZAF***

**1 April 2021**

The Signing Ceremony of the Memorandum of Understanding between KAZAF Academy and IVE Business Discipline was held on 1 April 2021. Mr. Kazaf is a famous KOL (Key Opinion Leader) and is popular with his unique philosophy on make-up and image design.



Mr. Ricky Kazaf (right), the Managing Director of KAZAF Academy and Dr. Lam Wai Keung, Wallace (left), the Academic Director of Business Discipline in the Ceremony.

## Professional Webinar

### ***"What's Next?" Career Webinar with Mr. Bernie Wong hosted by IVE Business and the Rotary Club of Hong Kong North Point***

**5 March 2021**

The career webinar "What's Next?" was successfully held on 5 March 2021. The guest speaker Mr. Bernie Wong from Social Stand Limited and the webinar was jointly hosted by Mr. Peter Pang Siu Wai, Ex-Chairman of the Rotary Club of Hong Kong North Point Limited and Co-Owner & Associate Director of HK Broadband Network - Major Customers of Enterprise Solution, and Business Discipline.



From the left: Dr. Lam Wai Keung, Wallace, the Academic Director of Business Discipline, Dr. Ben Kwok, Lecturer of Business Discipline, the guest speaker Mr. Bernie Wong from Social Stand Limited and Mr. Peter Pang Siu Wai, Ex-Chairman of the Rotary Club of Hong Kong North Point Limited.

# **The Guangdong - Hong Kong - Macau Greater Bay Area Webinar – “Seize the development opportunities in the Greater Bay Area through internship participation and coaching in Mainland”**

**30 March 2021**

The Episode of the Guangdong - Hong Kong - Macau Greater Bay Area Webinar entitled – “Seize the development opportunities in the Greater Bay Area through the internship participation and coaching in Mainland” jointly organized by Business Discipline and International Development Office, invited Mr. Truhon Leong, founder of J. D. Eden Consulting Limited as the speaker. Mr. Leong has worked in Mainland China for more than 10 years in diverse sectors with extensive experiences in initiating sales and marketing projects for major brands in Greater China and across the world.

Approximately 200 participants, including students from the Department of International Business and Hotel Management of Nanning College for Vocational Technology (Guangxi) (廣西南寧職業技術學院) registered for the Webinar.



## **Students Participating in the Industries**

### ***IVE Business Students @ The VTC Hackathon for Retail Recovery amid COVID-19***

**27 March 2021**

Co-organized by the Discipline and Innoedge Consulting Limited with the support of Hong Kong General Chamber of Commerce, Hong Kong Retail Management Association and Hong Kong Retail Technology Industry Association, twenty IVE Business students from Higher Diplomas in Retail and e-Tail Management, International Business Management with Languages as well as Human Resource Management participated in the research for Retail Recovery amid COVID-19 conducted in July 2020.

Students were led by the consulting teams from Innoedge and conducted the research by going through the design thinking process. In the VTC Hackathon for Retail Recovery amid COVID-19 held on 27 March 2021, the students presented the findings and the blueprint for implementation to the judges. This was an exceptional experience for students to enhance their skills on collaboration, communication and teamwork.



Group photo of the VTC Hackathon for Retail Recovery amid COVID-19.

# Institute of Training Professionals (ITP) Mentorship Scheme



Snap shot taken during the online mentorship ceremony with all participants.

Students from Higher Diploma in Human Resources Management participated in a mentorship scheme with experienced human resources and training professionals acting as their mentors. The scheme was successfully completed and the students appreciated the guidance bestowed by the mentors throughout the year.

## Marks & Spencer and Kongstories Internship Attachment



Students from Higher Diploma in Retail and e-Tail Management met Kongstories and the retailers.

Students from Higher Diploma in Retail and e-Tail Management joined an internship attachment with Marks & Spencer (M&S), covering 3 digital projects namely Shopping Experience from Food Apps and E-Commerce Channels, Store Service and NPS Score Enhancement as well as Competitive Shopping. Presentations on the projects were conducted to the Management of Marketing (Asia), Human Resources (Asia), Regional Learning & Development and Store Manager of M&S.

Additionally, students from the same programme also worked with Kongstories. Kongstories is an online platform for companies to sell their products. Students are now working with Kongstories to enhance the performance of its online shop by encouraging the retailers to list their products on the website.

## “Sounds of the Sea” for Hong Kong Maritime Museum

With the theme of “Sounds of the Sea” and in collaboration with Hong Kong Maritime Museum (HKMM), students from the Higher Diploma in Arts and Cultural Events Management (which will be revamped as the Higher Diploma in Artiste and Cultural Management from the Academic Year 2021/22) produced a video clip inspiring human interaction with nature. 4 video clips were nominated and posted to the Facebook of HKMM and the public were invited to vote for the most favorite. Finally, the contribution from student Lee Lai Yee received most votes and she was awarded with the winner’s certificate.



Student Lee Lai Yee was awarded with the winner's certificate by HKMM.