

Newsletter

MARCH 2019

Professional Talks & Seminars

Guangdong-Hong Kong-Macau Greater Bay Area Seminar 粵港澳大灣區戰略下香港的發展機遇及挑戰

22 March 2019



Jointly organized by IVE Business Administration and International Development Office, Professor Thomas Chan Man Hung, the Director of One Belt One Road Research Institute of the Chu Hai College of Higher Education shared his insights with us on the opportunities and challenges for Hong Kong.

From Left:

Mr Andy Li, Deputy Academic Director/BA
Dr Wallace Lam, Academic Director/BA
Ms Josephine Kea, Deputy Executive Director/VTC
Professor Thomas Chan
Mr Edmond Yu, Senior Assistant Executive Director/VTC
Ms Maureen Lam, Deputy Director/IDO

International Business Innovation Forum

15 March 2019

The seminar 'International Marketing – An Innovative Approach' conducted by Dr. Balwant Samra from Coventry University is one of the events in the International Business Innovation Forum. Dr. Samra shared his insights on innovation and critical factors in innovation success, conceptual frameworks and real-life examples of business innovation introduced in the seminar inspired students to rethink how innovation is related to their study areas.



eSports – Is it simply playing computer games?

21 February 2019



The eSports industry has grown at a tremendous pace over the past few years. A report from Newzoo (a leading global provider of games and esports analytics), total eSports revenue exceeds US\$900 million in 2018. The market is expected to generate close to 1.5 billion U.S. dollars by 2020.

About 150 BA students grabbed this opportunity from Miss Viane Wong, Project Director of The eSports Academy, at IVE Kwun Tong campus. Viane shared with us about different career opportunities from eSports. Apart from amateur player, eSports anchor, event organizing, marketing and sponsorship are also career opportunities in eSports. There are great potential for young talents.

Business Innovation Forum - 360 HR/Talent Development

15 February 2019

Changes in the society, lifestyle and technology have had a profound effect in the 21st century professional world and job market. What competencies will enable individuals to compete successfully in the global economy in the 21st century? In the 6th Business Innovation Forum, Mr. Francis Mok, Ex-President and Executive Council Member of HKIHRM and Mr. Philippe Tang, Senior Manager of Corporate and Talent Development

"To win in the 21st Century, critical thinking, creativity/innovation and change management are the critical competencies in the workforce."

in New World Development Company Limited, shared their views with our students in the topic of "360 HR/Talent Development."

Called themselves as "Artisans", Philippe expressed that developing entrepreneurship mindset and digital know-how in the new era is important for New World. That is why he developed different trainings for their staff such as "Chit-chat with Entrepreneurs".



Mr. Francis Mok, Ex-President and Executive Council Member of HKIHRM

Mr Andy Li, Head of Department IVE (CW), presenting souvenirs to Mr Francis Mok (left) and Mr Philippe Tang (right)

Accountancy Forum – Contemporary Issues in Accounting

16 March 2019



The Forum was organized by IVE Business Administration and supported by 6 professional accountancy organizations, namely ACCA, ADF, AIA, CPA Australia, HKAPA and HKICPA. About 400 accounting professionals attended the forum for professional development and industry networking. Mr. Lam Chi Yuen Nelson, Chairman of Nelson CPA Limited and

Director of Accounting Development Foundation Limited, shared with us the "Financial Reporting Standards Update". Another speaker Mr. Roy Lo, Managing Partner, of SHINEWING (HK) CPA Limited and Divisional President of Greater China, CPA Australia, shared on the topic of "Listing Reform for New Economy Companies".

Student Achievement

Green Burial Marketing Project Competition

18 February 2019



Students from Tsing Yi campus won the championship

More than 1000 BA students in seven campuses participated in the Marketing Project competition organized jointly by IVE Business Administration and the Food and Environmental Hygiene Department (FEHD) to promote green burial to Hong Kong youngsters.



Students from Tsing Yi campus won the championship. Students worked as groups to provide different actionable plans with creative ideas which FEHD may consider to put into their future promotion strategies. The best project team in each campus attended the Prize Presentation Ceremony in Chai Wai campus to compete for the best of the best, the Champion. Finally, the project team from Tsing Yi campus won the championship. The 1st Runner-up and the 2nd Runner-up went into the project team from Haking Wong and Sha Tin respectively.

Event Highlight

Hong Kong Flower Show 2019

15 – 24 March 2019



Students from HD in Event Marketing & Promotion worked in Hong Kong Flower Show

The Hong Kong Flower Show is a major event organized by the Leisure and Cultural Services Department. Featuring "Chinese Hibiscus" as its theme flower this year, the Show 2019 was held from 15 to 24 March 2019 at Victoria Park. About 60 IVE Business Administration students supported this event in different positions such as Public Announcement, Secretariat Office and Displays Sub-committee etc.



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A group of ten diverse students in professional attire are standing in front of a modern glass building, likely the IVE campus. They are holding certificates or awards.

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