

JUNE 2018

Business Administration Discipline

NEWSLETTER

第一屆IVE KOL大賽 「一個 IVE KOL 的誕生」



Mr Gear Lau, Director of Gear Industry



KOL 阿聲



KOL 寶欣

Business Administration (BA) Discipline has organized the competition “第一屆IVE KOL大賽「一個 IVE KOL 的誕生」” and students from different disciplines are welcomed to join. Different training sessions have been arranged for the competitors.

15 JUNE 2018

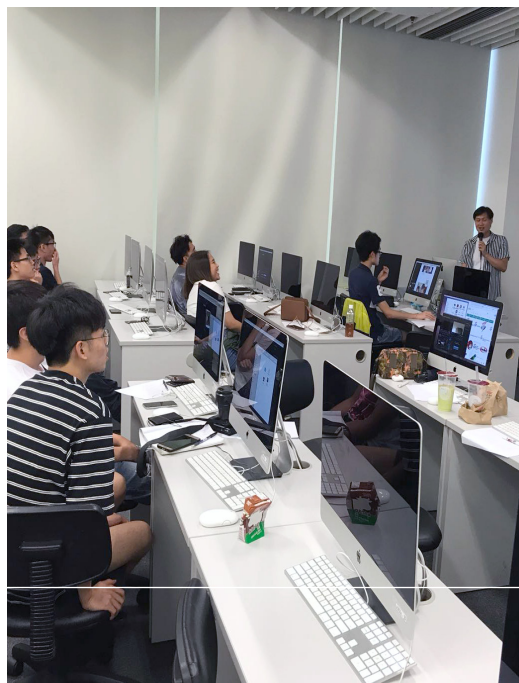
A sharing talk was held on 15 June 2018 with topics on 「KOL Marketing - 多媒體創作人眼中的KOL」, by Mr Gear Lau, Director of Gear Industry, and 「KOL 是這樣練成的」, by 寶欣 and 阿聲, two famous KOLs.

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Another two training workshops were conducted on 23 June 2018. They are “Workshop on Video-shooting and Editing”, by Mr Wing Chan, Lecturer of BA Department of IVE(Chai Wan), and “Workshop on Image and Grooming”, by Ms Jennifer Lau, Professional Make Up Instructor of Make Up For Ever.

After attending these trainings, the competitors will create their own video to compete for the Championship and become an “IVE BA KOL” in AY 2018/19.

Mr Wing Chan, Lecturer of BA Department of IVE (Chai Wan)



Ms Jennifer Lau, Professional Make Up Instructor of Make Up For Ever





1st Runner-up: HD in Accountancy, IVE(Sha Tin)



2nd Runner-up: HD in Accountancy, IVE(Sha Tin)

楊建文青年工業發展培育計劃

22 JUNE 2018

Partnered with Professional Validation Council of Hong Kong Industries (PVCHK), the programme 「楊建文青年工業發展培育計劃」 is launched in AY2017/18 for the first time and aims to let students have more understandings on the industrial development and encourage them to develop their career in the industrial sector.

BA students participated in the industrial talks, Mainland company visits and project competition under the programme. Four BA student teams were selected to the final round of the competition to make their project presentations and the result was announced during the presentation ceremony on 22 June 2018. BA teams won four prizes, including 1st Runner-up, 2nd Runner-up, the Best Report and the Best Presenter awards.

The Best Report: HD in Business Administration, IVE(Kwun Tong)



The Best Presenter: Cheung Siu Lun, HD in Business Administration, IVE(Kwun Tong)



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