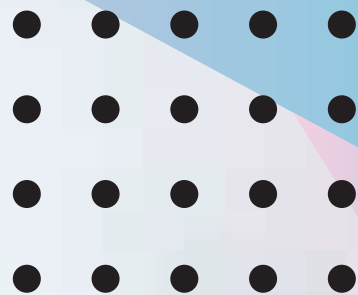




THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

COLLEGE OF PROFESSIONAL AND  
CONTINUING EDUCATION  
專業及持續教育學院



# APR 2024

## Monthly Updates

**11**  
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 2024

# CPCE Signs MoU with Suya WWC CPA Limited

CPCE has established a strategic partnership with Suya WWC CPA Limited through the signing of a Memorandum of Understanding (MoU) on 11 April 2024. This collaboration will facilitate internships for BHM students and offer job opportunities for graduates, providing a pathway to a successful professional accounting career. This significant partnership demonstrates our commitment to enhancing students' academic and career prospects while actively contributing to the advancement of the accounting profession.





# Cathay/HSBC Hong Kong Sevens Jockey Club Sevens School Tour

05  
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On 5 April 2024, BHM degree and sub-degree students embarked on an enriching journey to experience the Hong Kong Sevens 2024. The Cathay/HSBC Hong Kong Sevens – Jockey Club Sevens School Tour provided our students with a remarkable opportunity to be part of the prestigious "M" Mark Event in Hong Kong, attracting over 100,000 spectators from around the world. This participation offered students a unique blend of thrilling sports action, cultural exchange, valuable event management insights, and community engagement.



CATHAY/HSBC HONG KONG SEVENS  
國泰 / 滙豐香港國際七人欖球賽 5-7 APR 2024





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# Visit to DHL Central Asia Hub *at Hong Kong International Airport*

Students from BHMS4436 “Air Transport Logistics” had the opportunity to visit DHL Central Asia Hub (CAH) at Hong Kong International Airport on 10 April 2024. This visit provided students with valuable insights into the current advancements in air cargo transportation, courier and express services, supply chain management, and e-commerce logistics operations.





# Live Action Role Playing Experience

*with Corporate Event  
Planning Sharing*

11  
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2024



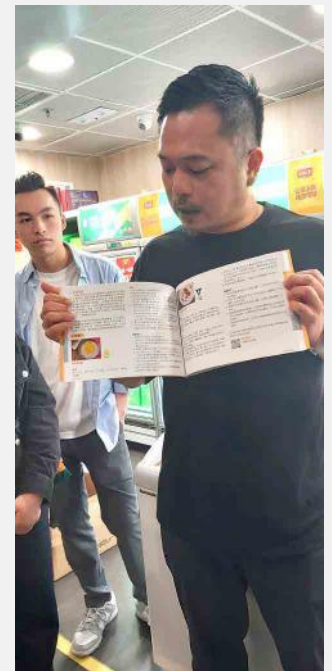
On 11 April 2024, a joint activity was organised for students of BHM degree and sub-degree programmes to immerse themselves in the Live Action Role Playing (LARP), which is an interactive experience where participants physically portray characters in a fictional world. The activity comprised a LARP session, a behind-the-scenes tour, and a sharing segment focused on the designing storylines and organising corporate events with LARP elements. This activity nurtured students' creativity and problem-solving skills by providing an engaging and unconventional platform for exploring solutions from diverse perspectives.



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## Firm Visit to KOLB LIFE

On 11 April 2024, a firm visit was organized for BHM students, to provide them with a deeper understanding of the operations of KOLB LIFE which is a registered social enterprise. Mr Johnson Lo, the CEO and Executive Director of KOLB LIFE, shared invaluable insights and firsthand experiences, enabling students to gain an in-depth comprehension of the enterprise's operations. This immersive learning experience equipped students with practical knowledge and enhanced their understanding of the intricacies involved in running a social enterprise.





# Guest Lecture *about Application of AI in Event Industry*

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2024



Mr Hamson Wai, General Manager of At Once Communication, delivered a captivating guest lecture on 'The Application of AI in Event Industry' to students from the *BA (Hons) in Convention and Event Management* programme on 12 April 2024. During his enlightening presentation, he shed light on the revolutionary impact of AI technologies on the planning and management of events. It was inspiring to witness the transformative potential of AI in shaping the future of the event industry. Mr Wai also shared valuable insights and practical tips for students aspiring to pursue careers in event management.



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## Guest Talk *by Hong Kong Tourism Board*

On 17 April 2024, representatives from the Hong Kong Tourism Board (HKTB) delivered an engaging and inspiring presentation on the pivotal role of the HKTB in promoting Hong Kong as a premier destination for global travelers to BHM students. The talk not only highlighted the board's efforts in showcasing the city's attractions but also emphasized the importance of sustainable tourism practices, underscoring the HKTB's commitment to developing Hong Kong as a hospitable and responsible tourist destination. Additionally, students were encouraged to participate in the newly launched "HK Pals" programme, offered by the HKTB, which provides invaluable tips and guidance to tourists exploring Hong Kong.





# Health Development Day

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Mr Lai Kwok-wing



Ms Lai Ka-yan



Dr Ben Fong



A Health Development Day was organized for BHM students on 17 April 2024. The event aimed to raise health awareness and introduce career opportunities in the health and social care industry. Three events were held on that day. Firstly, Mr Lai Kwok-wing, a lecturer from the Hong Kong St. John Ambulance, hosted an Introduction to First Aid Course. Secondly, Ms Lai Ka-yan, Senior Customer Service Officer from the Hong Kong Sheng Kung Hui Welfare Council, conducted a Health Industry Practitioner's Experience Sharing Session on "How to Serve Clients as a Professional Assistant in NGOs." Lastly, Dr Ben Fong, Associate Division Head and Professor of Practice (Health Studies) of SEHS, hosted a Professional Health and Medical Sharing Session.

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# RCGB Public Lecture - “Investigating Green Business through Methodology”

A public lecture on "Investigating Green Business through Methodology" was organized by the Research Centre for Green Business (RCGB) on 18 April 2024. The lecture featured speakers Dr Angus Yip, Founding Chairman of the International Chamber of Sustainable Development (ICSD), and our Dr Jonathan Kwok. Dr Yip delivered a compelling presentation on "CEPAR® Methodology for Tackling Real-life Organizational ESG Challenges," while Dr Kwok shared insights on "Value Statements and Sustainability: A Q-Sort Methodology Approach." The lecture received a positive response, with over 50 participants in attendance.



### Research Centre for Green Business (RCGB)

Public Lecture:  
**Investigating Green Business through Methodology**

**Date:** 18 April 2024 (Thursday)  
**Time:** 2:30 p.m. - 5:00 p.m.  
**Venue:** WK-S813  
**Mode:** Hybrid  
**Language:** English

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**CEPAR® Methodology for Tackling Real-life Organizational ESG Challenges**

**Speaker: Dr. Angus YIP**  
Founding Chairman  
ICSD (International Chamber of Sustainable Development)

Dr. Angus Yip is Founding Chairman of International Chamber of Sustainable Development (ICSD). He is a veteran corporate banker and asset manager for more than 20 years. Since 2010, he has been actively involved in assisting listed companies in Hong Kong with their ESG reporting. In addition, Angus serves as an Adjunct Associate Professor at HKU SPACE and a core member of the ESG Centre at the Institute of China Studies, HKU. Dr. Yip obtained a master's degree from Cambridge University in Sustainability, a master's degree from Lancaster University in Accounting & Finance and a master's degree in Management from Harvard University. He completed a Doctorate Degree at the University of York UK, with his research area focusing on ESG Reporting.

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**Value Statements and Sustainability: A Q-Sort Methodology Approach**

**Speaker: Dr. Jonathan KWOK**  
Senior Lecturer  
Division of Business and Hospitality Management,  
PolyU SPEED

Dr. Kwok obtained his BBA (Hons), majoring in Human Resources Management and APPLIED in Organizational Behavior from CUHK. He received his PhD from CUHK through research on leadership and self-regulatory focus and creativity. He also won a life appointment for the research methods class and has given training to staff from undergraduate students on management. His research interests are leadership, self-regulatory focus, and innovation and creativity. Now he mainly teaches strategic management and marketing.

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**Moderator:**  
**Dr. May LAU**  
Lecturer  
Division of Business and Hospitality Management,  
PolyU SPEED

Dr. May Lau is currently an Associate Professor in the Department of Business and Hospitality Management, PolyU SPEED. She has been teaching and supervising students for over 10 years. Her research interests are in organizational behavior, leadership, and sustainability. She has published several articles in international journals and has given presentations at various international conferences.

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**ALL are welcome!**  
**Register Now!**

This public lecture is fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No.: UGC/D(S)R/24/02).  
For enquiries, please contact Mr Tom Leung at 3746 0865 or rcgb@speed.polyu.edu.hk.



# Visit to Clearwater Bay *Golf & Country Club*

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To enhance students' comprehension of the club industry and provide them with practical exposure, a visit to the Clearwater Bay Golf & Country Club was organized for the BHMS4329 "Club Management" students of the *BA (Hons) in Hospitality Management* programme on 19 April 2024. The students greatly appreciated the visit, during which Ms Fanita Tam, the Club's Member Relations/Spa and Wellness Manager, delivered a comprehensive introduction that enriched their learning experience.

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# Career Talk

## about Professional Accountants

We had the privilege of hosting an online career talk by PKF Hong Kong, a renowned international accounting firm, on 25 April 2024. The talk aimed to provide insights into the professional accounting field, specifically focusing on the audit and assurance team and tax team. Ms Kanice Ng, Senior Audit Manager, and Mr Tommy Wong, Tax Manager at PKF Hong Kong, shared their practical experiences and career aspirations within the accounting industry during the talk. Our Lecturer, Mr Newton Shum, also shared his prior experience as a former tax department leader and discussed the essential qualities required for success in today's ever-evolving business landscape. The students found the talk engaging and actively participated by asking insightful questions towards the end of the session.

### Global Reach. Local Touch.

PKF is a global brand with a local identity. PKF Hong Kong remains fully independent but leverages off the strength and recognition of the global PKF brand and access to global resources.

Member of  International Limited

 **150**  
Countries that we operate in

 **480+**  
Offices worldwide

 **214**  
Firms globally

 **21,000**  
Professionals across the globe



### Sharing



**Kanice Ng**  
Audit Senior Manager

- ◆ Over 10 years in Audit profession
- ◆ Previous ventures with Deloitte, Mazars



### How to Apply

Please send us these documents

- CV
- Academic transcripts
- Public examination results

Our email: [recruitment@pkf-hk.com](mailto:recruitment@pkf-hk.com)  
Deadline: 31 May 2024





# Interview by *Radio Television Hong Kong*

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On 26 April 2024, we accepted an interview invitation from Radio Television Hong Kong (RTHK). During the episode, the focus centered around the current travel and hospitality trends, as well as the changes and challenges faced in Hong Kong. Leveraging this platform, we took the opportunity to promote our five hospitality and tourism management articulation top-up honours degree programmes. These programmes are designed to address the community's manpower shortage and to meet the ever-changing demands of the industry.

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2024

## Information Session at MTR Academy

Dr Simon Yuen, Programme Leader of the *BBA (Hons) in Operations and Supply Chain Management* programme visited MTR Academy on 29 April 2024. He conducted an Information Seminar to introduce our BBA (Hons) programmes to students of MTR Academy. He showcased the multitude of benefits and opportunities offered by our articulation top-up honours degree programmes to potential students there.







DIVISION OF BUSINESS AND  
HOSPITALITY MANAGEMENT

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工商及款待業管理學部