



fostering
students'

促進學生的



全人發展

whole-person
development

CPCE believes a meaningful education goes way beyond learning in the classroom. On top of knowledge, students need proper attitudes, effective interpersonal, communication and leadership skills, as well as a broad and wholesome outlook of life. Thus, every year, the CPCE Student Affairs Office (CSAO) works closely with HKCC and SPEED to organise a wide range of student development activities.

The CSAO offers three main areas of services and activities, namely Personal Growth, Counselling Services, and Further Studies and Career Development. In addition to enhancing students' psychological well-being, positive thinking and healthy lifestyle, the CSAO also renders strong support to facilitate students' further study and career development.

In 2020/21, the CSAO, HKCC and SPEED altogether organised close to 560 student development activities with over 50,500 places.

CPCE 相信教育的意義，遠遠不止於課堂學習。學生不單要汲取知識，還要學習正確的態度，掌握人際關係、溝通和領導的技巧，擁有正面的人生觀和遠大的目光。因此，CPCE 學生事務處（CSAO）每年均與 HKCC 及 SPEED 緊密合作，提供多采多姿的學生發展活動。

CSAO 提供三大範疇的服務及活動：個人成長、輔導服務，以及升學及就業發展。除了推廣心理健康、正向思維及健康的生活方式之外，CSAO 亦全力支援學生的升學及就業發展。

於 2020/21 學年，CSAO、HKCC 及 SPEED 合共舉辦約 560 項學生發展活動，提供逾 50,500 個參加名額。

Developing Business Acumen and Potential through Competitions

從比賽中培養商業觸覺和發展潛能



HKCC and SPEED organised programme-related competitions in collaboration with professional bodies and corporations and encouraged students to participate in international contests to test their business acumen and unlock their potential.

HKCC 及 SPEED 跟專業團體及企業合辦與課程相關的比賽，同時鼓勵學生多參加國際比賽，考驗他們的商業觸覺及發掘他們的潛能。

360° Marketing Communications Campaign Competition 2020/21 360° 營銷傳播計劃比賽 2020/21

Organised by HKCC and SPEED, the Final Round Adjudication and Awards Presentation Ceremony of the "360° Marketing Communications Campaign Competition 2020/21" were held on 27 February 2021. The competition was sponsored by Avo Insurance and Asia Insurance, and supported by the Chartered Institute of Marketing (Hong Kong). Sixty-six teams from both HKCC and SPEED joined the competition to demonstrate their marketing acumen.

The Gold Award team comprised five year-two business students from HKCC, namely Nathan Chan, Ho Lok-yi, Lam Ka-lo, Lee Cheuk-kit, So Ho-ying and Song Sihao Gem. With their winning idea of e-wallets, the team fully applied the knowledge and theories learned from textbooks to a real life scenario.

Wong Ho-ching Colette, a year-two student of Associate in Business (Marketing), not only won the Best Presentation Award but also a summer internship offered by Avo Insurance.

HKCC 和 SPEED 合辦的「360° 營銷傳播計劃比賽 2020/21」決賽暨頒獎典禮於 2021 年 2 月 27 日舉行。是次比賽獲安我保險和亞洲保險贊助，並得到英國特許市場學會（香港）支持。HKCC 和 SPEED 學生組成 66 支隊伍參賽，展現敏銳的市場觸覺。

奪得金獎的隊伍由 HKCC 五位修讀工商業課程的二年級學生組成，包括：陳銘翔、何樂怡、林珈潞、李卓杰、蘇可瑩和宋斯豪。他們以「電子錢包」的構思獲獎，成功將書本知識和理論應用於實際個案上。

工商業副學士（市場學）二年級學生王穎澄除了奪得最佳匯報獎，更獲安我保險提供暑期實習。



The Gold Award team says the competition allows them to better understand customer needs and tailor their promotion campaign accordingly. 金獎隊伍表示，比賽使他們更了解顧客的需求，從而設計相應的宣傳計劃。



The judging panel comprises industry professionals. 評審團由行內專業人士組成。

Website Design Competition 網站設計比賽

In May 2021, a team of four year-two students of BSc (Hons) in Applied Sciences (Information Systems and Web Technologies), namely Chang Lok-hang, Chiang Ka-sing, Dong Weichuang and Tang Pui-kuen, were crowned champion in a web design competition co-organised by SPEED and KOLB.LIFE, a local social enterprise which operates an online food ordering platform. The competition was tailored for students taking the subject "Electronic Commerce Strategy and Implementation", so as to encourage them to put their knowledge and skills to use.

Their ideas included keeping the user interface simple, introducing a more streamlined ordering process and emphasising quality assurance.

應用科學（榮譽）理學士（資訊系統及網絡科技）四位二年級學生：張諾恆、蔣嘉昇、董渭闓及鄧沛權，於2021年5月在SPEED和經營網上外賣平台的本地社企KOLB.LIFE合辦的網站優化設計比賽中獲勝。這次比賽為修讀「電子商貿策略及實行」科目的學生而設，讓他們學以致用。

他們的構思包括採用簡單的用戶界面，簡化訂單處理流程及強調品質管理。



Mr Johnson Lo (middle), CEO and Executive Director of KOLB.LIFE, presents certificates to the four winning students. KOLB.LIFE 行政總裁兼執行董事盧翰豪先生（中）頒發獎狀予四位得獎學生。

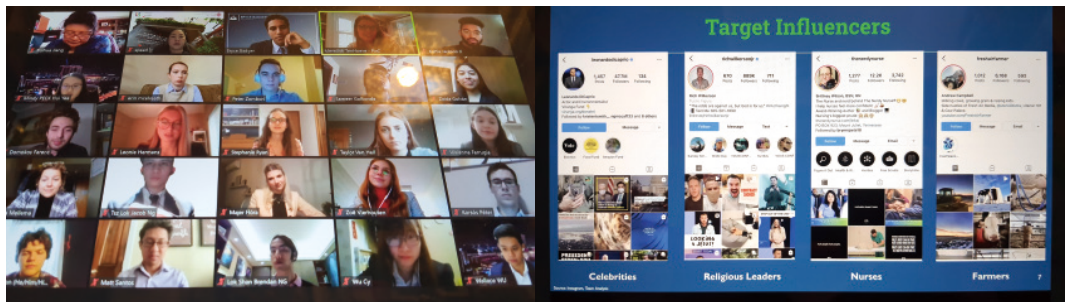
The 17th Annual McDonough Business Strategy Challenge International Case Competition 第17屆商業策略挑戰賽

Four students of BA (Hons) Scheme in Business, namely Chan Kin-hong, Chau Yat, Ng Tsz-lok and Wu Choi-yi, upon the recommendation of SPEED, participated in the 17th Annual McDonough Business Strategy Challenge International Case Competition organised by Georgetown University in the USA online from 3 to 7 February 2021.

The four SPEED students competed online with over 20 participating teams from around the world to propose a solution to a consortium of medical doctors seeking to push climate change initiatives.

商業（榮譽）文學士組合課程四位學生：陳健航、周溢、吳祉樂和胡采怡，獲SPEED推薦，於2021年2月3至7日參加美國佐治城大學在網上舉辦的第17屆商業策略挑戰賽。

該四位SPEED學生與來自世界各地逾20支參賽隊伍於網上作賽，為一個醫生聯盟提出方案，建議如何籌辦改善氣候變化的活動。



Over 20 elite teams from around the world compete in the annual McDonough Business Strategy Challenge International Case Competition. 逾20支來自世界各地的精英隊伍參加一年一度的商業策略挑戰賽。

Innovative Activities to Facilitate Whole-person Development 促進全人發展的創新活動

With online education becoming an indispensable mode, the CSAO rolled out the following new online activities in 2020/21, so as to keep pace with the growing demand for online learning opportunities and to broaden students' horizons.

隨著網上教育成為不可或缺的模式，學生需要更多網上學習機會，CSAO於2020/21學年推出以下的全新網上活動，以拓寬學生的視野。

Global Volunteering Experiences at Home 在家服務世界

In order to encourage students to provide voluntary service abroad virtually, the CSAO organised "Global Volunteering Experiences at Home". Students were recruited as volunteers to prepare teaching materials and conduct online English classes for underprivileged children in Myanmar.

為鼓勵學生在網上提供海外義工服務，CSAO舉辦「在家服務世界」，招募學生擔任義工，自行準備教材，為緬甸貧困家庭的兒童提供網上英語義教服務。



"Global Volunteering Experiences at Home" fosters a sense of social responsibility in student volunteers and strengthens their communication skills. 「在家服務世界」有助學生義工培養社會責任和增強溝通技巧。

Global Experiences at Home 在家看世界

As travelling abroad was impossible amid the pandemic, a series of online sharing sessions with the theme of "Global Experiences at Home" were held by representatives from overseas study tour companies. Using photos and short videos, they introduced students to the unique cultures and customs of various places and stimulated discussions on different issues among participants.

在疫情下，學生無法到境外交流，CSAO遂邀請海外遊學機構的代表主持題為「在家看世界」的一系列網上分享會。他們以相片和短片向學生介紹各地獨特的文化與風土人情，激發學生討論不同的議題。



"Global Experiences at Home" attracts a total of over 400 student participants. 「在家看世界」吸引逾400位學生參加。

Supporting Students during COVID-19 疫情期間為學生提供的支援

CPCE provided various support measures to assist students in planning their further study and career development during COVID-19.

CPCE 提供不同形式的支援，讓學生在新冠肺炎疫情下，仍能積極籌備升學及就業。

Virtual Enquiry Services by Further Studies & Career Centre 升學及就業中心網上諮詢服務

One-on-one advice on further study and career development was provided by student helpers via a virtual service counter from September to October 2020 and in February 2021.

於 2020 年 9 至 10 月及 2021 年 2 月設立網上服務櫃檯，由學生助理提供有關升學及事業發展的一對一諮詢服務。



Independent Interview Area 獨立面試空間

To help students attend online internship or job interviews, an Independent Interview Area, equipped with facilities such as a computer, camera, speaker and mic, has been set up since March 2021.

為方便學生進行實習及求職網上面試，自 2021 年 3 月開始，學院安排獨立面試空間，內有電腦、鏡頭、喇叭及話筒等設備。



Scholarships, Student Support Funds and Financial Assistance 獎學金、學生培育基金及資助

In 2020/21, CPCE (including CSAO, HKCC and SPEED) spent HK\$27.1 million on student development activities, scholarships and support funds. A total of 2,036 places of scholarships and support funds were offered to students and graduates of HKCC and SPEED.

於 2020/21 學年，CPCE（包括 CSAO、HKCC 及 SPEED）用於學生發展活動、獎學金及贊助金的款項合計為港幣 2,710 萬元，為 HKCC 及 SPEED 學生和畢業生提供了 2,036 個獎學金及培育基金名額。

HKCC offered students and graduates 18 scholarships and support funds under three categories, namely Recognising Outstanding Performances, Supporting Learning and All-round Development, and Encouraging Internationalisation and Cultural Exchange.

HKCC 為學生和畢業生提供 18 項獎學金和培育基金，涵蓋三大範疇：「獎勵傑出表現」、「助學及鼓勵全人發展」及「推動國際化及文化交流」。

SPEED granted eight scholarships and awards to students and graduates with outstanding academic performance and all-round achievements.

SPEED 頒發八項獎學金及獎項予學生和畢業生，以表揚他們優秀的學術表現和其他方面的卓越成就。



CPCE students and graduates are offered a wide range of scholarships and student support funds to recognise their outstanding academic performance and all-round achievements. CPCE 為學生和畢業生提供不同類型的獎學金及學生培育基金，以表揚他們在學業和其他方面的卓越成就。

HKSAR Government Self-financing Post-secondary Scholarship Scheme (SPSS) 香港特區政府自資專上獎學金計劃

A total of 522 HKCC and 70 SPEED outstanding students and graduates earned the Outstanding Performance Scholarship, Endeavour Scholarship, Talent Development Scholarship, Best Progress Award and Reaching Out Award – totalling around HK\$10.1 million – in the 2020/21 HKSAR Government SPSS.

於 2020/21 年度香港特區政府自資專上獎學金計劃中，522 位 HKCC 及 70 位 SPEED 優秀學生和畢業生獲頒卓越表現獎學金、展毅獎學金、才藝發展獎學金、最佳進步獎及外展體驗獎，合共約港幣 1,010 萬元。

HKCC and SPEED students and graduates are granted scholarships and awards by the government in recognition of their talents and achievements. HKCC 及 SPEED 的學生和畢業生獲頒政府獎學金及獎項，以表揚他們的才能和成就。



Articulation and Employment Prospects

升學及就業前景



HKCC and SPEED graduates continued to perform well in articulation and employment in 2020/21.

HKCC 和 SPEED 畢業生於 2020/21 年度的升學和就業表現理想。

HKCC Articulation Rate Reaches 90.5%

HKCC 升學率達 90.5%

According to the HKCC Graduate Survey 2020, a total of 2,891 graduates articulated to bachelor's degree programmes, representing a record-breaking articulation rate of 90.5%. Among those:

- 65.8% (1,901) were admitted to government-funded bachelor's degree programmes.
- 50.9% (1,471) were admitted to UGC Senior Year Places.
- 81.1% (2,344) were admitted to degree programmes (including self-financing ones) leading to awards of the eight UGC-funded universities.

Regarding articulation opportunities provided by PolyU, among the 2,891 graduates who articulated into bachelor's degree programmes, 32.1% were admitted to PolyU, while 13.7% enrolled on self-financing PolyU-SPEED award articulation honours degree programmes.

From the first cohort of graduates in 2003 to those in 2020, over 31,100 HKCC graduates have articulated into bachelor's degree studies. This represents an 18-year average articulation rate of 82.9%, which ranks among the highest in Hong Kong.

根據 HKCC 2020 年畢業生升學調查，有 2,891 名畢業生升讀學士學位課程，升學率達 90.5%，創歷年新高，當中：

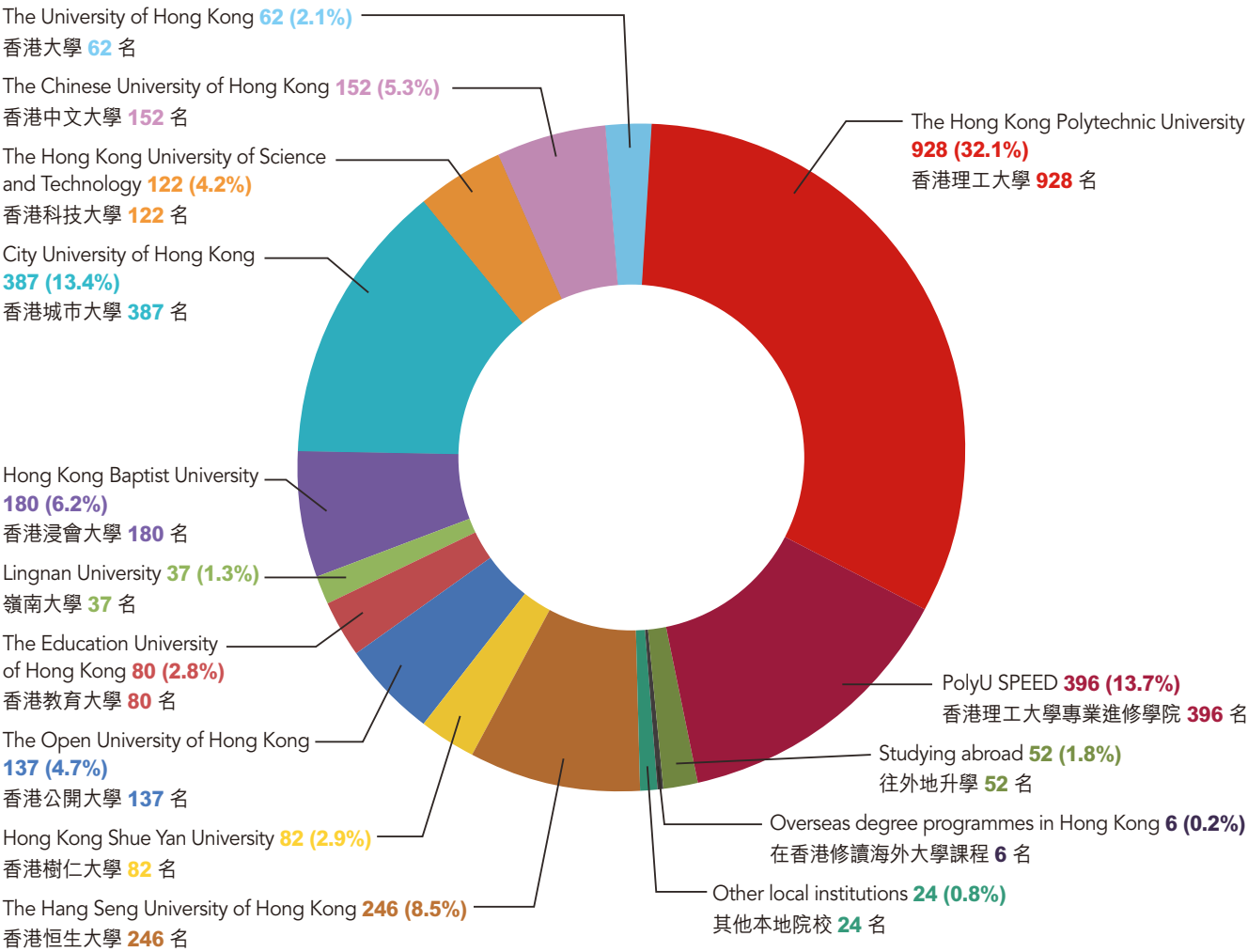
- 65.8%（1,901 名）升讀政府資助學士學位課程。
- 50.9%（1,471 名）升讀教資會資助的高年級課程。
- 81.1%（2,344 名）升讀八間教資會資助大學頒授的學位課程（包括自資課程）。

至於理大提供的升學機會方面，在 2,891 名升讀學士學位課程的畢業生之中，升讀理大的畢業生佔 32.1%，升讀理大專業進修學院學銜的自資榮譽學士學位銜接課程的畢業生佔 13.7%。

自 2003 年首屆畢業生至 2020 年，共有逾 31,100 名 HKCC 畢業生升讀學士學位課程。十八年的平均升學率達 82.9%，是全港升學率最高的大專院校之一。

HKCC Graduate Articulation Overview 2020

2020 年 HKCC 畢業生升學情況



Number of graduates 畢業生人數	3,726
Number of respondents 回覆畢業生調查人數	3,196
Response rate 回覆率	85.8%
Number of articulated graduates 升讀學士學位課程人數	2,891
Overall articulation rate 整體升學率	90.5%
Portion for government-funded programmes 其中政府資助課程佔	65.8%
Portion for degree programmes (including self-financing ones) leading to awards of the 8 UGC-funded universities 其中八間教資會資助大學頒授的學位課程（包括自資課程）佔	81.1%

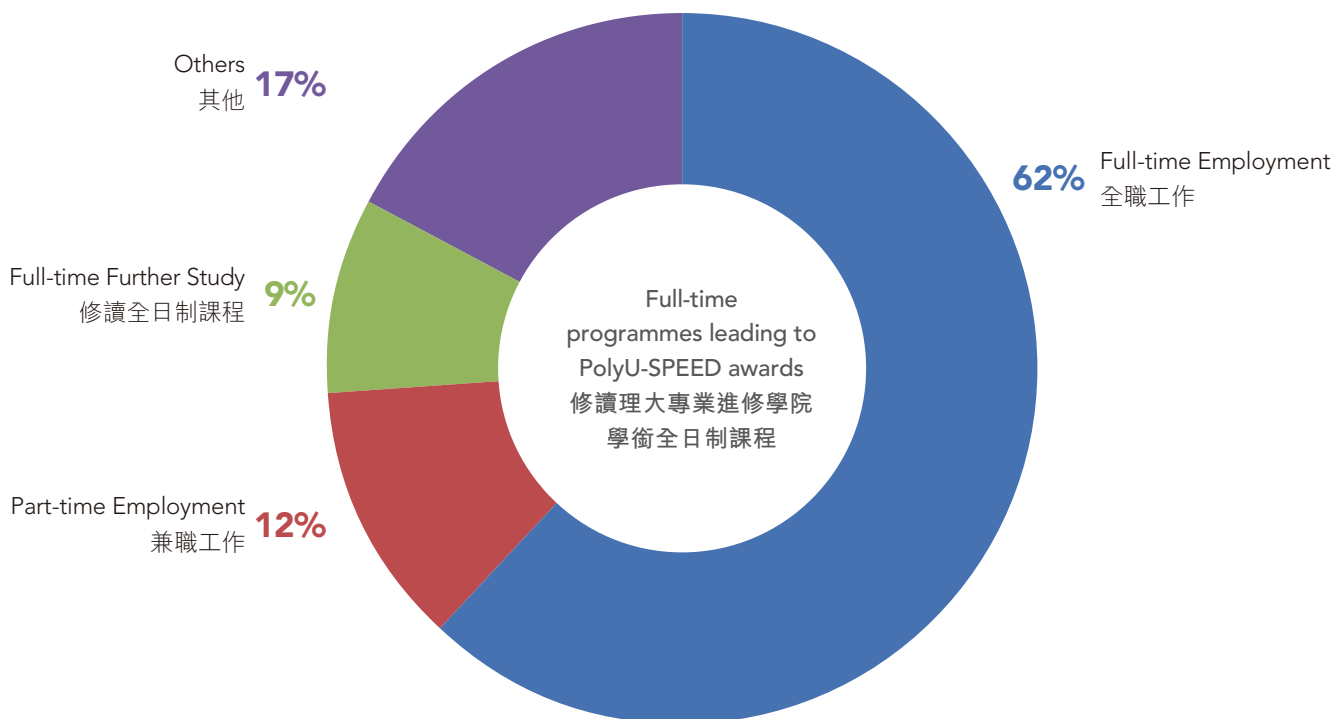
Figures as of October 2020 截至 2020 年 10 月的數字

SPEED Graduate Employment Overview 2020

2020 年 SPEED 畢業生就業情況

According to the results of the SPEED Graduate Employment Survey 2020, a total of 526 full-time PolyU-SPEED award graduates secured employment within six months after graduation, representing an employment rate of about 74%. In addition, 8.7% respondents pursued further study on a full-time basis.

SPEED 2020 年畢業生就業調查結果顯示，在修讀理大專業進修學院學銜全日制課程的畢業生中，526 位回覆者於畢業後六個月內找到工作，就業率約 74%。另外，8.7% 回覆者繼續升學，修讀全日制課程。



Number of graduates 畢業生人數	1,155
Number of respondents 回覆畢業生調查人數	712
Response rate 回覆率	61.7%
Number of respondents who secured employment (including full-time and part-time) within six months after graduation 畢業半年內找到工作（包括全職及兼職）的回覆者人數	526
Average monthly salary of respondents 回覆者的平均月薪	HK\$16,245
Number of respondents pursuing further study on a full-time basis 繼續修讀全日制課程的回覆者人數	62

Figures as of December 2020 截至 2020 年 12 月的數字