

LINKAGE WITH INDUSTRY

與業界的聯繫



Through strengthening the linkage with industry, commerce and professional community, CPCE and its educational units are committed to keeping our academic staff and students abreast of the latest industry trends, knowledge and practices.

CPCE及轄下學院致力與工商業及專業界別建立緊密聯繫，讓教員與學生均掌握最新的行業趨勢、知識以及業界慣例守則。

WORK-INTEGRATED EDUCATION (WIE) AND INTERNSHIP PROGRAMMES

企業實習教育 (WIE) 及實習計劃

WIE aims at offering students work-based experiences through internship placements in a real workplace environment. Students are given the opportunity to apply what they have learned in the classroom to the workplace, and develop all-round attributes and general competencies.

企業實習教育 (WIE) 讓同學有機會在真實的工作環境實習，獲取寶貴的工作經驗。同學能夠將課堂所學的知識應用到實際的工作環境，並發展多方面技巧和能力。

At SPEED, all full-time students of top-up bachelor's honours degree programmes are normally required to complete 300 hours of WIE as a part of the graduation requirement. At HKCC, practicum subjects are also offered as a compulsory or elective requirement.

SPEED榮譽學士學位銜接課程的全日制學生一般須於畢業前完成300小時實習訓練；HKCC則透過提供必修或選修科目，給予同學實習機會。

SPEED and HKCC have been active in arranging appropriate placements for students. Scholarships and sponsorship are provided for well-performed students to work as interns in Hong Kong, the Chinese mainland or overseas during the summer break or within the semester.

SPEED和HKCC積極為同學安排合適的實習機會。表現出色的同學獲頒獎學金和贊助金，以在暑假或學期間於香港、中國內地或海外實習。

In 2017/18, a total of 749 HKCC students participated in the credit-based placement/ WIE programme. Besides, 158 students took up internships on a non-credit-bearing basis.

2017/18學年，共有749名HKCC同學參加學分制實習/WIE計劃。另外，158名同學參加非學分制實習計劃。

In the same year, SPEED established partnerships with 47 enterprises through its "WIE & Summer Placement Scholarship Programmes" to provide students with scholarships as well as internship opportunities.

同年，SPEED與47間企業成為合作夥伴，透過「WIE及暑期實習獎學金計劃」為同學提供獎學金及實習機會。

Through participating in WIE/ internship programme, HKCC and SPEED students are able to gain work experience in different industries, including advertising and marketing, banking and finance, catering, hotel and tourism, healthcare, real estate, and retail sector.

參與WIE / 實習計劃的HKCC及SPEED同學，能夠在不同的行業累積工作經驗，包括廣告及營銷、銀行及金融、餐飲、酒店及旅遊、健康護理、房地產及零售業。

Destinations of WIE/ internship opportunities

SPEED	Hong Kong, the Chinese mainland, Cambodia, Guam and Korea	香港、中國內地、柬埔寨、關島及韓國
HKCC	Hong Kong, the Chinese mainland and Korea	香港、中國內地及韓國

WIE / 實習目的地

Employability Competency Development Work-Integrated Education Office (ECD-WIE Office)

In 2017/18, SPEED obtained nearly HK\$4.4 million from the Quality Enhancement Support Scheme to establish the ECD-WIE Office, which aims at strengthening students' workplace experience and their competitive strengths for future employment.

Since its establishment in end 2017, the ECD-WIE Office had organised a number of Employability Competence Development Workshops for more than 600 student participants. The ECD-WIE Office has also been actively building collaborations with industry partners, including multinational corporations and startup businesses, in order to help students and graduates explore more internship and employment opportunities.



以工作和教育相結合的模式來完善學生的就業職能 (ECD-WIE) 辦事處

於2017/18學年，「質素提升支援計劃」向SPEED撥款近港幣440萬元，資助學院成立ECD-WIE辦事處，從而提升學生的實際工作經驗，以及未來就業競爭力。

自2017年底成立以來，ECD-WIE辦事處已為逾600名同學舉辦多場求職技能發展工作坊，同時積極與業界夥伴包括跨國企業及本地初創企業建立合作關係，為學生和畢業生開拓更多實習和就業機會。

(From left) Prof Warren Chiu, CPCE Associate Dean (Quality Assurance), Dr Jack Lo, SPEED Director, Dr Artie Ng, SPEED Deputy Director, and Dr Macy Wong, SPEED Assistant Programme Director and Senior Lecturer, officiated at the opening ceremony of Project ECD-WIE Office on PolyU West Kowloon Campus on 19 January 2018.

(左起) CPCE副院長(質素保證)趙之琨教授、SPEED院長羅文強博士、SPEED副院長吳偉昌博士以及SPEED助理課程總監兼高級講師王美芝博士，於2018年1月19日為設於理大西九龍校園的ECD-WIE辦事處主持開幕儀式。



EQUATOR Internship Programme

In March 2018, DDB Group HK launched its "EQUATOR Internship Programme" in Hong Kong to provide opportunities for SPEED students to participate in the marketing and communications projects for its clients. SPEED is the first tertiary education provider that benefited from this "EQUATOR Internship Programme" in Hong Kong.



EQUATOR學生實習計劃

於2018年3月，恒美廣告國際有限公司(DDB)於香港推出「EQUATOR學生實習計劃」，給予SPEED同學機會參與其客戶的市場營銷及傳訊項目。SPEED是DDB推行此實習計劃的本港首間大專院校合作夥伴。

On 20 March 2018, faculty members and students of SPEED and representatives of DDB Group HK joined the Kick-off Ceremony of "EQUATOR Internship Programme" in Hong Kong.

2018年3月20日，SPEED教員及同學聯同恒美廣告國際有限公司代表出席「EQUATOR學生實習計劃」的香港啟動儀式。

PolyU SPEED Work-Integrated Education (WIE) & Summer Placement Programmes 2017

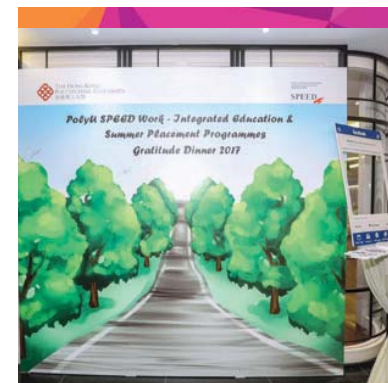
A total of 47 enterprises had pledged their support for the "PolyU SPEED WIE & Summer Placement Programmes 2017", providing sponsorship of around HK\$1.7 million for the School. About 180 SPEED students benefited from the scholarships and internship opportunities offered by the enterprises.



On 20 October 2017, SPEED hosted a gratitude dinner to express its appreciation to the enterprises joining "PolyU SPEED WIE & Summer Placement Programmes 2017". SPEED於2017年10月20日舉行感謝宴，答謝參與「PolyU SPEED 校企協作教育及暑期實習計劃2017」的企業。

PolyU SPEED 校企協作教育及暑期實習計劃

「PolyU SPEED 校企協作教育及暑期實習計劃 2017」獲47間企業支持，贊助學院約港幣170萬元，約180名SPEED同學獲獎學金及實習機會。



WIE/ INTERNSHIP OPPORTUNITIES IN 2017/18

2017/18學年WIE及實習機會



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- 1** **Lo Wai-kuen**, a Year-two student of Associate in Business, and **Wong Tsz-ching**, a Year-two student of Associate in Business (Marketing), were the Most Outstanding Performance Awardees at the "POAD Creative Advertising Competition" held in February 2018. They were offered summer internships at POADmedia Limited, an outdoor advertising company and the sponsor of the competition. The winning teams of Gold, Silver, and Bronze awards were each granted a certificate and a cash prize.

工商業副學士二年級同學**羅慧娟**及工商業副學士（市場學）二年級同學**黃芷晴**於2018年2月舉辦的「創意營銷比賽2017/18—博納戶外廣告大獎」中，奪得最傑出表現獎。她們可於暑假期間，到是次比賽的贊助機構博納戶外廣告公司實習。金、銀、銅獎隊伍皆獲頒發獎金及獎狀。

- 2** Students of BBA (Hons) in Accountancy were offered internship opportunities by PricewaterhouseCoopers (PwC), one of the "Big 4" accountancy firms in Hong Kong.

會計學（榮譽）工商管理學士同學於香港四大會計師事務所之一羅兵咸永道實習。

- 3** A student of BA (Hons) in Business (Health Services Management), **Ng Wa-wai**, joined an internship programme at Kwong Wah Hospital to assist in a community project of health services management.

商業（榮譽）文學士（醫務行政管理）同學**吳華威**參與廣華醫院的實習計劃，協助進行醫療服務的社區項目。

- 4** **Li Man-lee Alice** (left) and **Fung Hin-tung Noel**, students of BA (Hons) in Hospitality Management, gained precious working experience during their internships in 2018 at The Mira Hong Kong, a five-star hotel.

款待業管理（榮譽）文學士課程同學**李敏莉**（左）及**馮軒彤**，於2018年在五星級的美麗華酒店實習，汲取寶貴的工作經驗。

- 5** **Wong Hiu-hung** (left), a student of BA (Hons) in Business (Health Services Management), participated in the research education and administration programme at HKU-Shenzhen Hospital for internship.

商業（榮譽）文學士（醫務行政管理）同學**黃曉虹**（左）於香港大學深圳醫院當實習生，參與醫院轄下的研究教育及行政計劃。

CONFERENCES, PROFESSIONAL TALKS AND COMPETITIONS

研討會、專業講座及比賽

CPCE and its two educational units organise large-scale conferences, professional talks and competitions with a view to maintaining close ties with industry.

CPCE與轄下兩個學院藉著舉辦大型研討會、專業講座及比賽，與業界保持緊密聯繫。

CPCE Health Conference 2018



The opening ceremony of CPCE Health Conference 2018 was officiated by Dr Chui Tak-yi, JP (5th from left), the Under Secretary for Food and Health of the HKSAR Government, Dr Lam Ching-choi, BBS, JP (5th from right), Chief Executive Officer, Haven of Hope Christian Service, Prof Peter Yuen (4th from left), Dean of CPCE, and guest speakers from the Chinese mainland, Hong Kong and overseas.

香港特區政府食物及衛生局副局長徐德義醫生JP（左五）、基督教靈實協會行政總裁林正財醫生BBS、JP（右五）、CPCE院長阮博文教授（左四）與來自中國內地、香港及海外的嘉賓講者，聯合主持CPCE醫護研討會2018開幕儀式。

Themed “Quality Health Care for All: Through People, Technology, Patient Empowerment and Sustainable Financing System”, the CPCE Health Conference 2018 was held on 12 January 2018. Over 40 academics and experts from Australia, the Chinese mainland, Hong Kong, Scotland, Singapore and Malaysia presented their research papers, and shared their views with over 200 participants on issues pertaining to health care technology, sustainable financing system, patient empowerment and people management.

CPCE 醫護研討會 2018

於2018年1月12日舉行的CPCE醫護研討會2018，以「全民享用優質醫療服務：從人才、科技、病人自主及可持續融資」為主題，匯聚逾40位來自澳洲、中國內地、香港、蘇格蘭、新加坡及馬來西亞的學者和專家發表研究論文，並就醫療科技、可持續融資、病人自主、人才管理等課題，與200多名與會人士交流意見。

18th Cross-Strait Forum on Continuing Education

The 18th Cross-Strait Forum on Continuing Education (CSFCE) was organised by SPEED on 14 and 15 December 2017 to provide a platform for exchange of views on the opportunities, challenges and development trends of continuing education in the era of big data and digital media.



More than 130 representatives of 32 tertiary institutions from the Chinese mainland, Hong Kong, Macau and Taiwan joined the 18th CSFCE.

來自中國內地、香港、澳門及台灣的32間大專院校逾130名代表，參加第18屆海峽兩岸繼續教育論壇。

Joint Research Conference of SPEED and Newcastle Business School of Northumbria University, UK

With the objective of facilitating research-scholarly exchange, SPEED and Northumbria University's Newcastle Business School co-hosted a research conference themed “Sustainability, Innovation and Leadership in Business and Management: Trends and Future Directions” on 14 June 2018. Academics from both institutions had fruitful dialogues on insightful topics ranging from corporate social responsibility, corporate governance and ethics, sustainable innovation to other business issues.

(From left) Prof Peter Yuen, Dean of CPCE, Prof John Wilson, Pro Vice-Chancellor, Faculty for Business and Law, Northumbria University, and Dr Jack Lo, Director of SPEED, together with SPEED students had fruitful discussion on various research topics at a research Conference held in UK in June 2018.

（左起）CPCE院長阮博文教授、諾桑比亞大學商業及法律學院副校長John Wilson教授以及SPEED院長羅文強博士，在2018年6月於英國舉行的研究會議上，就不同的研究議題進行有意義的討論。

第18屆海峽兩岸繼續教育論壇

SPEED於2017年12月14及15日舉辦第18屆兩岸繼續教育論壇，針對持續教育界於大數據和數碼媒體時代所面對的機遇、挑戰以及發展趨勢，提供知識交流的平台。

SPEED與英國諾桑比亞大學紐卡素商學院合辦研究會議

為促進研究及學術交流，SPEED和諾桑比亞大學紐卡素商學院於2018年6月14日合辦題為「商業及管理行業的可持續性、創新及領導：趨勢和未來方向」研究會議。雙方教員圍繞一系列具啟發性的議題，包括企業社會責任、企業管治和道德、可持續創新及其他商業範疇，進行有意義的對話與交流。



CSEAR North-Asia Hong Kong Conference 2017



The CSEAR North-Asia Hong Kong Conference 2017 themed "From Social and Environmental Accounting to Sustainability Accounting and Responsible Investment: Emerging Research Agendas" was co-organised by SPEED and the Centre for Social and Environmental Accounting Research, University of St. Andrews, UK, on 4 and 5 December 2017. Funded by the Inter-Institutional Development Scheme (Ref: UGC/IIDS24/B02/16) of the Research Grants Council of the HKSAR Government, the Conference served as a knowledge sharing platform in the realms of social and environmental accounting, sustainability accounting and responsible investment.

International Business Case Awards 2017/18

Five teams formed by 23 HKCC business students entered the final of the "International Business Case Awards 2017/18" and visited Taipei for on-site research from 9 to 13 January 2018. With the theme "Examine the Challenges for Eslite Bookstore in the Digital Age", the competition was co-organised by HKCC and the Hong Kong Institute of Marketing.

國際商業個案大獎2017/18

23位HKCC工商業副學士同學組成的五支隊伍晉身「國際商業個案大獎2017/18」決賽，於2018年1月9至13日前往台北進行實地考察。比賽由HKCC與香港市務學會合辦，主題為「探究誠品書店在數碼時代下的挑戰」。

CSEAR北亞區香港研討會2017

The opening ceremony of CSEAR North-Asia Hong Kong Conference 2017 was officiated by (front row) Prof Ian Thomson (2nd from left) from University of Birmingham, UK, Prof Peter Yuen (4th from left) and Prof Warren Chiu (4th from right) from CPCE, Dr Jack Lo (centre) and Dr Artie Ng (left) from SPEED, along with guest speakers, representatives of supporting organisations and other academic colleagues.

CSEAR 北亞區香港研討會2017開幕禮由（前排）英國伯明翰大學Ian Thomson教授（左二）、CPCE阮博文教授（左四）及趙之琨教授（右四）、SPEED羅文強博士（中）及吳偉昌博士（左）、嘉賓講者、支持機構的代表及其他教員聯合主持。

2017年12月4及5日，SPEED與英國聖安德魯斯大學轄下社會及環境會計研究中心合辦CSEAR北亞區香港研討會2017，主題為「從社會和環境會計到可持續發展會計及責任投資：當前的研究議程」。此研討會由香港特區政府研究資助局跨院校發展計劃資助（檔案編號：UGC/IIDS24/B02/16），針對社會和環境會計、可持續發展會計以及責任投資的領域，提供一個交流知識的平台。



"CACA", a team formed by HKCC students, garnered the Gold Award and the Best Presentation Award in the "International Business Case Awards 2017/18".

由HKCC同學組成的隊伍「CACA」於「國際商業個案大獎2017/18」決賽中贏得金獎和最佳簡述報告獎。

13th Young Entrepreneur Scheme (YES)

Held on 24 February 2018, the final of the "13th Young Entrepreneur Scheme (YES)" was supported by three professional bodies, namely the Association of Chartered Certified Accountants (ACCA) Hong Kong, the Association of International Accountants (AIA) Hong Kong Branch, and the Hong Kong Institute of Accredited Accounting Technicians (HKIAAT), and attracted a record high of 127 HKCC teams to compete for awards.

第13屆青年企業家計劃

「第13屆青年企業家計劃」決賽於2018年2月24日舉行，獲特許公認會計師公會（ACCA）香港分會、國際會計師公會（AIA）香港分會及香港財務會計協會（HKIAAT）支持，吸引了127支HKCC隊伍競逐獎項，打破歷年紀錄。



YES encourages students to put their innovative business ideas and skills into practice.

青年企業家計劃旨在鼓勵同學發揮創新商業意念及實踐所學技能。



Students learned a lot about the important attributes of tech-savvy millennials from the seminar on "The Critical Skills Every 21st Century Student Needs".

「21世紀學生必須的技能」研討會讓同學了解更多有關精通科技千禧時代的特質。

Seminar on "The Critical Skills Every 21st Century Student Needs"

A seminar on "The Critical Skills Every 21st Century Student Needs" was organised by HKCC on 21 September 2017. Inspired by the two guests, Ms Suki Cheung, General Manager, SEKO Logistics, and Ms Michelle Cheng, former Head of Cabin Crew, Cathay Pacific, 45 students grasped the important attributes of tech-savvy millennials.

「21世紀學生必須的技能」研討會

HKCC於2017年9月21日舉行「21世紀學生必須的技能」研討會，速客國際貨運代理有限公司總經理張淑明女士及前國泰航空機艙服務員主管鄭淑婉女士擔任主講嘉賓，向在座45名同學講解精通科技千禧時代的特質。

Policy Address Forum

At the “Policy Address Forum” held by HKCC on 13 October 2017, guests were invited to comment on the government’s housing, youth, social welfare and fiscal policies. Thanks to the support of several local civil society organisations, the forum was well-attended by 100 participants, including HKCC students.

施政報告論壇

HKCC於2017年10月13日舉辦「施政報告論壇」，嘉賓就政府的房屋、青年、社會福利及財政政策發表意見。該論壇獲多個本地民間組織支持，連同HKCC同學在內，共有約100名參加者出席。



The “Policy Address Forum” enhanced students’ understanding of government policies.
「施政報告論壇」加強同學對政府政策的了解。



Mr Ray Wong shared with students the prospects and career opportunities in the advertising industry.
黃國柱先生向學生講解廣告界的前景和工作機會。

Talk on “Media Network”

Mr Ray Wong, Chief Executive Officer of PHD Media Hong Kong, delivered a talk on “Media Network” on 18 October 2017 on PolyU West Kowloon Campus. He shared with 88 business students the career opportunities and prospects in the advertising industry.

「媒體網絡」講座

廣告媒體代理公司PHD行政總裁黃國柱先生於2017年10月18日蒞臨理大西九龍校園擔任演講嘉賓，主題為「媒體網絡」。黃先生向在座88名工商業課程同學介紹廣告界的就業機會及前景。

