

Foreword from the Division of Business and Hospitality Management

I am excited about the first volume of *Business Talent*. I can find impressive highlights of our PolyU SPEED Business and Hospitality Management programmes, sharing from our programme leaders, students, graduates and industry professionals, as well as information regarding internships, competitions, and student activities. My colleagues and I strive to develop the next generation of ethical, competent and responsible managers, business leaders and entrepreneurs who will provide innovative solutions to business challenges, and cultivate a strong research culture relevant to the needs of academia, business and society.

I wish the *Business Talent* every success onward.

Dr Helen Wong

Head of Division of Business and Hospitality Management
College of Professional and Continuing Education
The Hong Kong Polytechnic University

工商及款待業管理學部的前言

我為《商業人才》的創刊號感到興奮。我可以看到 PolyU SPEED 工商及款待業管理相關課程的亮點，我們的課程統籌、學生、畢業生和行內專業人士的分享，以及有關實習、比賽和學生活動的資訊。我們致力培育下一代成為德才兼備、恪盡職守的管理專才、商界領袖和企業家，讓他們能以創新的方案應付商業挑戰，我們亦努力營造濃厚的研究文化，以迎合學界、商界和社會所需。

我祝願《商業人才》越辦越好。

黃舜敏博士

香港理工大學
專業及持續教育學院
工商及款待業管理學部主任



Graduate Sharing 畢業生分享



LI Kai-fung

李啟豐

Graduate of BBA (Hons) in Accountancy
會計學（榮譽）工商管理學士畢業生

Now, I am pursuing the Master of Professional Accounting programme at PolyU. During my undergraduate school life, I always strove to do my best and get good academic results in order to prepare and equip myself for my career as a professional accountant in the near future. For my academic achievements, I was honoured on the Dean's List of PolyU SPEED and awarded the HKICPA Scholarship. My biggest achievement was completing five different assignments over two weeks with a Grade A or above. Through effective task prioritisation, I was able to distribute my time and efforts evenly.

現在，我正在香港理工大學攻讀專業會計碩士課程。大學生涯裡，我一直全力以赴取得優異的學業成績，並以畢業後成為專業會計師作目標。我很榮幸在 PolyU SPEED 就學期間榮登學術成就院長嘉許狀得獎名錄，並獲得香港會計師公會獎學金。我最大的成就是在兩週內完成了五份作業，並全部取得 A 級或以上的成績。有條理的處事安排，讓我得以有效分配時間和精力完成任務。

Programme Highlights 課程特點

BBA (Hons) in Accountancy 會計學（榮譽）工商管理學士

- Opportunities for further studies in local and overseas master's degree programmes
- A strong alumni base and close industry connections
- Accredited by various professional bodies, such as the Hong Kong Institute of Certified Public Accountants (HKICPA), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA), and the Hong Kong Institute of Chartered Secretaries (HKICS)
- Fulfilment of entry requirements of CPA Programme offered by the Certified Practising Accountant (CPA) Australia
- Local internship and overseas exchange opportunities
- Professional accounting-related knowledge and skills training to facilitate career development
- Selected organisations in which graduates are currently working include KPMG, Harrow International Management Services Limited, SHINEWING (HK) CPA Limited, PricewaterhouseCoopers Hong Kong (PwC), and Crowe (HK) CPA Limited
- 有機會升讀本地及海外碩士學位課程
- 強大的校友網絡，與業界聯繫無間
- 獲專業機構認可，包括香港會計師公會（HKICPA）、特許公認會計師公會（ACCA）、英國特許管理會計師公會（CIMA）及香港特許秘書公會（HKICS）
- 符合澳洲會計師公會提供的澳洲註冊會計師課程（CPA Programme）的報讀要求
- 提供本地實習和海外交流機會
- 教授專業會計知識及技能，促進未來事業發展
- 畢業生受聘於各大機構，包括畢馬威會計師事務所（KPMG）、哈羅國際管理服務有限公司、信永中和（香港）會計師事務所有限公司、羅兵咸永道會計師事務所（PwC）及國富浩華（香港）會計師事務所有限公司





CHAU Yat, Daniel
周溢

Graduate of BA (Hons) in Business
(Human Resource Management)
商業（榮譽）文學士（人力資源管理）畢業生

In the winter break of 2019, I joined the Winter Campus of Korea University to study Korean and achieved a GPA of 4.0. Besides, I joined Robert Walters as a research intern, focusing on recruiting international talents in the private banking industry. In 2021, I received the Outstanding Performance Scholarship awarded by the Hong Kong SAR Government as recognition of my endeavours in personal development and an important motivator for boosting my all-rounded performance. Thanks to these experiences, I was hired by the Bank of China (Hong Kong) as a Management Trainee after graduating from PolyU SPEED. I treasure the opportunity very much as this enables me to enrich my exposure and skill sets.

在 2019 年寒假，我參加了韓國高麗大學的韓語冬令營，並於那一年取得平均績點（GPA）4.0 的優異成績。此外，我也曾是華德士人力資源公司的研究實習生，專門為私人銀行在世界各地發掘人才。在 2021 年，我更獲得香港特別行政區政府頒發卓越表現獎學金。我相信這個獎項不但是對我努力進步的肯定，更為我的全面發展注入了重要動力。全靠這些寶貴的經驗，畢業後我獲中國銀行（香港）聘請為管理培訓生。我非常珍惜這個機會，因為它豐富了我的見識和各方面的技能。



CHUI Wai-ho, Rio
崔偉浩

Graduate of BA (Hons) in Marketing and Digital Strategy
市場營銷及數碼策略（榮譽）文學士畢業生

I am currently working as a project executive with CLEARgo e-business Consultancy Limited. During my two-year studies at PolyU SPEED, all the experiences and obstacles that I went through were valuable to me. During the internship, I was responsible for recording and monitoring the social media performance of global clients, which indeed has enhanced my communication and analytical skills. Meanwhile, taking part in idea generation of Content Marketing Campaigns has enriched my problem-solving and critical thinking skills.

我現在於 CLEARgo 電子商業顧問有限公司擔任項目主任。在 PolyU SPEED 學習的兩年間，所有經驗和困難對我來說都是難能可貴的體驗。在實習期間，我負責記錄及監察世界各地的客戶在社交媒體中的表現，這大大提升了我的溝通技巧和分析能力。同時，我亦參與制訂客人的內容營銷方案，提高了我解決問題和慎思明辨的能力。



GUO Yaomei
郭耀梅

Graduate of BA (Hons) in Travel Industry Management
旅遊服務業管理（榮譽）文學士畢業生

I am currently working as a Guest Service Agent at Sheraton Hong Kong Hotel. I am a patient and approachable person who can provide excellent customer service. I could always deliver quality services to patrons while working as an operation trainee in Gateway Hotel. I remember the moments when I was praised for my service with a tip from customers on my first day at work. Besides, I consider myself as a good team player. I can easily build up team spirit and achieve common goals with my colleagues.

我現時在香港喜來登酒店任職顧客服務大使。我很有耐性，平易近人，因此能為顧客提供優質的服務。在港威酒店擔任營運管理實習生時，我總能為顧客提供優質服務。記得在工作的第一天，我力臻完美的服務表現就贏得了客人好評和小費。此外，我重視團隊合作，能與同事建立良好團隊合作精神，共同實現目標。

BA (Hons) in Business (Human Resources Management)

商業（榮譽）文學士（人力資源管理）



- Equipping students with practical knowledge and skills in HR management, legal practice in HR, and relationship management inside the company
- Broadening students' horizons and providing industry exposure for them
- Offering students local and overseas study and work experience
- Opportunities to team up with students from other countries, e.g. Japan and Thailand, to work on a project for a real company
- Accredited by Chartered Professionals in Human Resources (CPhR) and the Hong Kong Institute of Human Resource Management (HKIHRM)
- Graduates are highly competitive and hired by various private and public organisations, e.g. West Kowloon Cultural District Authority, CLP, HAYS, Jardine Restaurant Group, Henderson Land Development Company Limited, Bank of China, and JLL
- Providing activities and internship opportunities to enrich students' practical experience and professional knowledge
- 教授實務知識及技能，包括人力資源管理及相關的法律實務，以及企業內部公共關係管理技巧
- 開拓學生眼界，加深對行業的認識
- 提供本地及海外學習和工作經驗
- 與其他國家如日本和泰國的學生組隊合作，為真實企業完成項目
- 獲加拿大特許人力資源專業學會（CPhR）及香港人力資源管理學會（HKIHRM）認證
- 畢業生富有競爭力，受聘於各大公私營機構，例如西九文化區管理局、中華電力有限公司、HAYS 人力資源管理諮詢公司、怡和飲食集團、恒基兆業地產有限公司、中國銀行及仲量聯行
- 提供活動和實習機會，豐富學生的實戰經驗和專業知識

BA (Hons) in Marketing and Digital Strategy

市場營銷及數碼策略（榮譽）文學士



- Nurturing talents in marketing technologies and business skills in the digital era
- Training in knowledge and practical skills in different areas of marketing
- Providing local and overseas internship opportunities, e.g. DDB Group Hong Kong, Guru Online, Prizm Digital, Make-A-Wish Foundation Hong Kong, Luxasia, Digioo, and FinMonster
- Graduates pursuing postgraduate studies in reputable local and overseas universities
- Graduates are highly competitive and employed by local and international organisations after graduation, e.g. DDB Group Hong Kong, Guru Online, Prizm Digital, Digioo, and FinMonster
- 培育掌握數碼時代市場營銷科技及商務技能的專才
- 提供市場營銷各範疇的理論知識及實務訓練
- 提供本地及海外實習機會，包括恒美廣告國際有限公司（DDB）、超凡網絡（Guru Online）、Prizm 數碼營銷公司（Prizm Digital）、願望成真基金、Luxasia、Digioo 及 FinMonster 企業銀行融資平台
- 畢業生於本地及國際著名大學升讀碩士課程
- 畢業生就業競爭力強，受聘於本地及國際知名機構，包括恒美廣告國際有限公司（DDB）、超凡網絡（Guru Online）、Prizm 數碼營銷公司（Prizm Digital）、Digioo 及 FinMonster 企業銀行融資平台

BA (Hons) in Travel Industry Management

旅遊服務業管理（榮譽）文學士



- First launched in 2003 with 18 years of history, with a sizable pool of 1,000 alumni
- A globally recognised PolyU accredited degree
- Equipping students with specific knowledge of cruises, theme parks, airlines and the airport industry
- Offering a variety of local and overseas internship and scholarship opportunities
- Field trips, site visits and guest talks are arranged outside the classroom
- Offering overseas academic exchange opportunities
- Graduates with diversified career prospects in the service, hospitality and tourism industries. Graduates are currently working in Airport Authority Hong Kong, Cathay Pacific Airways, Sheraton Hong Kong Hotel, Hong Kong Disneyland, etc.
- 本課程於 2003 年起開辦，至今已有 18 年歷史。校友網絡強大，人數超過 1,000 名
- 獲香港理工大學審批、全球認證的學士學位
- 教授遊輪、主題樂園及航空和機場服務行業的專業知識
- 提供本地和海外實習機會及獎學金計劃
- 提供實地考察、現場參觀和嘉賓講座等課外活動
- 提供海外學術交流機會
- 畢業生的工作前景多元化，遍及服務業、酒店業及旅遊業，畢業生現受聘於香港機場管理局、國泰航空、香港喜來登酒店及香港迪士尼樂園等各大機構



BA (Hons) in Business (Innovation and Design Management) 商業（榮譽）文學士（創新及設計管理）



- The first innovation and design management bachelor's degree programme in Hong Kong
- Focusing on preparing students to become a creative business problem solver
- Providing students with the latest knowledge and skills in entrepreneurship, design thinking, service design and design management
- Providing a well-rounded business education with interdisciplinary elective subjects such as brand management, human resource, and consumer behaviour
- Professional teaching team (including industry experts) to keep students abreast of the latest trends in business design thinking
- Designed specifically for students interested in studying business and accepting students from a variety of non-business backgrounds
- Graduates can work in a variety of business areas, including business strategy, innovation, management, marketing and branding
- Further studies after graduation available both locally and internationally in Innovation and Design Management
- 香港首個創新及設計管理學士學位課程
- 著重培育學生以創新思維解決商業問題
- 為學生提供創業、設計思維、服務設計和設計管理的最新知識和技能
- 提供全面的商業教育，包括品牌管理、人力資源和消費者行為等跨學科選修科目
- 專業教學團隊（包括行業專家）教授商業創意思維的最新趨勢
- 專為對商業有興趣的學生而設，亦接受非商業背景的學生報讀
- 畢業生可從事各類商業領域，例如經營策略、創新、管理、市場營銷及品牌推廣
- 畢業後可於本地或海外繼續深造創新及設計管理課程

Internship Story 實習故事

Virtual Internship During COVID-19 COVID-19 下虛擬實習計劃

Different kinds of placement programmes are offered to students throughout their studies at PolyU SPEED to support them in gaining actual work experience to become work-ready upon graduation. For instance, students can participate in the Summer Placement Scholarship Programme to enrich their work experience with industry partners, such as DDB Group Hong Kong, ShineWing Hong Kong, Kelly Services and many more!

On top of the regular summer placement programmes, students can also participate in the WIE Apprenticeship and Scholarship Programme to work with CPCE or enrol in the On-Campus Internship Programme to complete their work placements on-campus.

In light of the COVID-19 pandemic, CPCE launched its first Virtual Internship Programme in 2021 for students to complete various virtual experience programmes online to get a taste of working with multinational corporations.

With the support of the newly established CPCE Employability Services Office (CESO), it is believed that students can unleash their full potential during their studies at PolyU SPEED.

PolyU SPEED 一直推出多個實習計劃，讓同學累積實際的工作經驗，以便畢業後能馬上適應職場生活，例如同學可參加暑期實習獎學金計劃，豐富他們的工作經驗，這項計劃獲恒美廣告國際有限公司、信永中和香港、Kelly 人力資源公司等業界夥伴支持。

同學除了參加一年一度的暑期實習計劃外，還可以選擇校企協作學徒獎學金計劃，在學院部門實習，或加入在校實習計劃，在校園內完成在學實習工作。

因應新型冠狀病毒疫情，學院於 2021 年首次推出「虛擬實習計劃」，同學可以利用線上模式實習，體驗在跨國公司工作的滋味。

我們相信在 CPCE 新成立的就業服務處（CESO）支持下，PolyU SPEED 同學可以充分發揮潛能！



Case Competition 案例比賽

The Bachelor of Arts (Honours) Scheme in Business is committed to developing students' all-round skills and global exposure. In 2016, PolyU SPEED was invited by Ritsumeikan Asia Pacific University to become the first self-financing tertiary institution in Hong Kong to participate in its annual Global Business Case Challenge (GBCC) held in Beppu, Japan. Our students were required to provide strategic recommendations to company leaders in 24 hours. All the participating teams were from well-known universities such as The University of British Columbia, University of California, Berkeley, and The Chinese University of Hong Kong. Our students have been awarded the Social Media Awards for two consecutive years.

Apart from the GBCC, to gain more hands-on opportunities, our students also participated in the McDonough-Hilltop Business Strategy Challenge held by Georgetown University in Washington DC, USA. All of these international case competitions enable our students to apply what they have learnt in class to practice and enhance their analytical and presentation skills.

商業（榮譽）文學士組合課程致力培養學生的全方位技能和國際視野。2016年，PolyU SPEED 獲立命館亞洲太平洋大學邀請參加其舉辦的環球商業案例挑戰賽（GBCC），成為香港首間參賽的自資專上院校。比賽於日本別府市舉行，參賽的同學須在 24 小時內向企業領袖提交營運策略方案。所有參賽隊伍均來自知名學府，包括不列顛哥倫比亞大學、加州大學柏克萊分校及香港中文大學等。PolyU SPEED 學生已連續兩年獲得社交媒體大獎。

為獲得更多實踐機會，除了 GBCC 之外，同學還參加了由美國華盛頓特區喬治城大學舉辦的 McDonough-Hilltop Business Strategy Challenge。參與這些國際比賽，不但可以讓同學實踐平日在課堂上所學的理论和知識，更能訓練他們的分析和表達能力。



Guessing Game 有獎競猜遊戲

Which of the following hotels in Hong Kong opened in 2021?

以下哪間香港酒店於 2021 年開幕？

- A. The St. Regis Hong Kong 香港瑞吉酒店
- B. Hotel Alexandra 歷山酒店
- C. Rosewood Hong Kong 香港瑰麗酒店
- D. Hotel COZI • Resort 悦品度假酒店



Please email the answer with your particulars to speed@speed-polyu.edu.hk. The first 5 winners will each be awarded a \$100 coupon.

請將答案及個人資料電郵至 speed@speed-polyu.edu.hk。首 5 名勝出者將各獲 100 元禮券。

- 1) Full name in English and Chinese 中英文姓名
- 2) ID card number (the first 4 digits) 身份證號碼（首四個數字）
- 3) School and class attending 學校名稱及就讀年級
- 4) Email address 電郵地址
- 5) Contact number 聯絡電話

Entry deadline 截止日期
31 Jan 2022

Business Talent 商業人才

Editorial Consultants: Dr Helen Wong, Dr Kiki Chan, Dr Pimtong Tavitiyaman, Dr May Lau
編輯顧問：黃舜敏博士、陳愛娜博士、Pimtong Tavitiyaman 博士、劉薇薇博士

Student Translators (in alphabetical order): Cheung Wang-nok, Chung Yiu, Pang Siu-mei
翻譯（按字母順序排列）：張宏諾同學、鍾瑤同學、彭筱薇同學

Contributors (in alphabetical order): Dr Elaine Chan, Mr Steve Hung, Dr Jonathan Kwok, Dr Daisy Lee, Dr Bruce Tsui, Dr Macy Wong, Dr Arison Woo, Dr Chris Yin, Dr Simon Yuen
撰稿（按字母順序排列）：陳亞香博士、洪奕鈞先生、郭文龍博士、李雪梅博士、徐俊文博士、王美芝博士、胡淑嫻博士、尹青雲博士、袁尚文博士

Editor: Dr Bill Xu
編輯：徐景博士

Assistant Editor: Dr Melody Lu
助理編輯：陸文博士



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