

## Striving to Shine in Local and Global Arenas

While the COVID-19 pandemic has confined everyone to some extent, it has never stopped students with great adaptability from going places in different arenas.

### PR and Communication Students Bag Two Major Awards in Hong Kong Creative PR Competition

Five year-two students of HKCC's Associate in Public Relations and Communication, namely Chan Yan-ki, Chan Yuen-sin, Li Ka-man, Tsang Cheuk-yau and Wong Tsz-sze, participated in the final of the Hong Kong Creative PR Competition 2019-2020 held by the Organising Committee of Hong Kong Creative PR Competition and co-organised by the Business-School Partnership Programme of the Education Bureau. They competed against 12 other teams from tertiary institutions on 26 September 2020 and brought home the Gold Award and "The Most Innovative Public Relation Award" in the tertiary category for their PR proposal to help a local e-commerce travel platform to promote its brand.

Tsz-sze, the group's team leader, said, "When learning about public relations, we always test our knowledge and skills through exams and assessments. However, can the theories really be applied? When preparing for the competition, we started from our notes and our lecturer Dr Nathan Phua's instructions in class. Inexperienced as we were, we kept perfecting the proposal, which was eventually appreciated by the judges."

Dr Nathan Phua, Assistant Programme Leader of Associate in Public Relations and Communication, played a crucial role in the competition. He not only guided the team through the formulation of an effective, feasible and interesting proposal but also participated in rehearsals to polish their public speaking skills.

Dr Phua was gratified to learn the team's victory, "Taking part in competitions is one of the best ways for students to develop their practical knowledge of public relations and communication. Competitions allow students to acquire skills in research and planning, to develop creative and critical thinking, and to foster a good team spirit. Win or lose, the competition itself provides students with valuable experience, thus giving them more confidence in attending university admissions or job interviews in the future."



Five students of Associate in Public Relations and Communication celebrate their victory.

公關傳訊副學士五名學生以「女關公」名義組隊參賽，凱旋而歸。

## 在本地和國際競技場上大放異彩

縱然新冠肺炎疫情或多或少令人們困於一隅，但卻無阻善於適應的同學在各個競技場中嶄露頭角。

### 公關傳訊學生勇奪全港創意公關大賽兩大獎項

HKCC 公關傳訊副學士課程五名二年級學生：陳欣琪、陳琬茜、李嘉雯、曾勺柔及黃子詩，於 2020 年 9 月 26 日參與由全港創意公關大賽籌委會主辦及教育局「商校合作計劃」協辦的全港創意公關大賽 2019-2020，與另外 12 支來自大專院校的隊伍對疊，最終她們以協助本地一個旅遊電子商務平台推廣品牌的公關計劃，同時摘下大專組別金獎及最具創意公關獎兩大獎項，成績驕人。

隊長子詩表示，「在學習公關知識時，我們總是以功課和考試來評定學習成果，但是理論能否應用到現實中呢？在準備比賽時，我們這些毫無實戰經驗的學生都是從課堂筆記着手，跟著講師潘康泰博士所教導的知識製作企劃，逐步修改，最後得到評審們的賞識。」

公關傳訊副學士助理課程統籌潘康泰博士在是次比賽中擔當重要角色，不但在前期預備工作時引導隊員制訂有效、可行及有趣的企劃，還參與演講綵排，教授隊員一些演講技巧。

潘博士對學生奪獎甚感欣慰：「讓學生參加比賽是增長公關和傳訊實用知識的好方法。比賽讓學生掌握研究和計劃的技能、培養創意和思辨能力，以及學習團隊合作。無論輸贏，參賽本身已可讓學生累積寶貴經驗，日後參加入學或求職面試時更有自信。」

## Surveying Students Become the Only HK Team to Enter Global Student Challenge Final

Four year-two students of SPEED's BSc (Hons) in Surveying, namely Chan Chun-on, Ma Sze-chai, Ng Shuk-ping, and Wong Tsz-man, were shortlisted as the only team from Hong Kong to compete with the other five finalists out of 52 teams from around the world in the Global Student Challenge 2020 organised by The Chartered Institute of Building in the UK, the world's largest professional body for construction management and leadership.

The Global Student Challenge, launched in 2014, allows students taking built environment related degree programmes to give full play to their abilities by operating their own virtual construction companies. The four SPEED students established a company named "Skywalker Construction" to contend virtually against the other five finalist teams from mainland China, Australia, Canada, Indonesia, and the UK for a week.

The SPEED team shared that the competition was an excellent platform for them to learn from the outstanding international rivals and get a taste of running and managing a construction company. They also had the opportunity to practise how to estimate the costs of various jobs and better allocate their resources to maximise the performance of their virtual company.

## Information Systems and Web Technologies Students Praised for Designing Website for Social Enterprise

In May 2021, a team of four year-two students of SPEED's 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 champions in a web design competition co-organised by SPEED and KOLB.LIFE, a local social enterprise which operates an online food ordering platform, for students taking the subject "E-commerce Strategy & Implementation" to put their knowledge and skills to use.

Dr Aris Lam, Associate Division Head of the Division of Business and Hospitality Management, who brought about this initiative, said the competition provided students with a practical opportunity to learn to put themselves in their customer's shoes. Dr Adam Wong, Award Leader of the BSc (Hons) in Applied Sciences (Information Systems and Web Technologies) programme, praised the participating students for their outstanding performance, particularly their tailor-made solutions for customers.

Mr Johnson Lo, CEO and Executive Director of KOLB.LIFE and the judge of the competition, said he was impressed by the performance of the SPEED students as the entries could precisely address their needs, e.g. keeping the user interface simple, introducing a more streamlined ordering process, and emphasising quality assurance, from which he could get inspiration for improving the user experience and user interface of their website in the future. He is looking forward to providing more opportunities for students to unlock their potential.

The four winning students believed that the competition enabled them to apply the IT knowledge learned to come up with solutions for the social enterprise and to appreciate the importance of teamwork.

## 測量學學生成為入圍全球學生挑戰賽決賽唯一香港隊伍

SPEED 地產及建設測量學（榮譽）理學士課程四名二年級學生：陳俊安、馬思齊、吳淑萍及黃子紋，參加全球最大的建築管理及領導專業團體英國特許建造學會舉辦的 2020 年度全球學生挑戰賽，在 52 支國際隊伍中脫穎而出，成為晉身決賽六強的唯一一支香港隊伍，成績令人鼓舞。

於 2014 年首次舉辦的全球學生挑戰賽，旨在讓修讀建築及環境相關學位課程的學生營運自己的虛擬建築公司，一展所長。該四名 SPEED 同學成立名為 Skywalker Construction 的公司，與其他五支來自中國內地、澳洲、加拿大、印尼及英國的決賽隊伍於網上進行為期一周的對決。

與實力非凡的國際隊伍切磋交流，SPEED 隊員表示這是學習良機，讓他們嘗試營運和管理一間建築公司，估算成本及改善資源分配，以提升虛擬公司的表現。



Four students of BSc (Hons) in Surveying get a taste of entrepreneurship in the Global Student Challenge.

地產及建設測量學（榮譽）理學士四名學生在全球學生挑戰賽決賽中一嘗創業滋味。

## 資訊系統及網絡科技學生為社企設計網站獲嘉許

SPEED 應用科學（榮譽）理學士（資訊系統及網絡科技）四名二年級同學：張諾恆、蔣嘉昇、董渭闡及鄧沛權，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 E-commerce Strategy & Implementation 科目的同學而設，讓他們學以致用。

促成今次比賽的工商及款待業管理學部副主任林玉秋博士表示，比賽為學生提供實戰機會，幫助他們了解客戶的真正需要。應用科學（榮譽）理學士（資訊系統及網絡科技）學銜統籌黃嘉樂博士讚揚參賽同學的表現非常優異，特別是他們能夠為客戶度身訂做合適的解決方案。

KOLB.LIFE 行政總裁兼執行董事盧翰豪先生擔任評判，他認為 SPEED 同學的參賽作品致力回應其社企的需求，例如保持用戶界面簡潔，減省點餐步驟，並加強推廣產品的品質認證，為他們日後在網站的用戶體驗和用戶界面設計方面提供不少靈感。他期望日後能夠繼續給予同學更多發揮潛能的機會。

四位得獎同學均表示，比賽讓他們應用課堂所學的資訊科技知識，為企業解決問題，更明白到團隊合作的重要性。



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同學。