

Programme Enhancement and Portfolio Enrichment for the Benefit of Students

CPCE Units are poised for the full implementation of the new 3-3-4 academic structure and the demand for more quality self-financing degree places.

HKCC has restructured and refined the original 36 Associate Degree (AD) and Higher Diploma (HD) programmes to better meet the needs of society and students. For example, the Associate in Business (Accounting and Finance) has been split into two independent programmes to offer more discipline-specific subjects leading to specialism in either accounting or finance respectively. Besides, the three Business HD programmes, namely Event Management, Financial and Investment Planning, and Service Management, have been grouped into a new HD Scheme in Business so that students can enjoy more flexibility in programme transfer within the Scheme. More subjects on general education and language training have also been offered.

In addition, HKCC has allocated more resources to co-curricular activities which universities consider as Other Learning Experiences when evaluating applicants. Apart from organising over 320 co-curricular activities with more than 20,000 places every year, the scholarship budget for 2012/13 has been increased from HK\$3 million to HK\$5 million. Regarding articulation opportunities, HKCC is studying the feasibility of a "2+2" articulation pathway.

"We will drum up the support of universities for the 2+2 articulation system so that more students can fulfil their dream of being admitted to universities," said HKCC Director Dr Simon Leung.

For SPEED, the existing top-up degree portfolio has been further enriched with the introduction of three honours degree programmes in the 2012/13 academic year. Two of these new honours degree programmes lead to PolyU-SPEED awards. The Bachelor of Arts (Honours) in Travel Industry Management programme, which aims to equip students with the professional knowledge, skills and attitudes necessary to make an effective contribution to the travel and tourism industry of Hong Kong and of Mainland China, has attracted keen interest from many applicants. The Bachelor of Arts (Honours) in Retail and Service Management programme is the first of its kind in the market. The programme is designed to equip students with specialist education to prepare them for performing successfully in Hong Kong's

booming retail industry.

For students with an interest in ageing-related industries, the Bachelor of Science (Honours) in Applied Ageing Studies programme, which adopts a holistic and inter-disciplinary approach and leads to PolyU academic award, will equip them with the competence, attributes and abilities required in meeting the needs of an ageing population in Hong Kong. Dr Jack Lo, Director of SPEED, remarked, "To provide more articulation opportunities for sub-degree graduates in acquiring a quality degree qualification, SPEED will launch more top-up degree programmes with diversified academic disciplines in future."



學生為本 學院課程精益求精

為配合「三三四」新學制及滿足社會對優質自資副學位及學士學位的需求，學院已準備就緒，迎接各種新機遇。

HKCC整合及改進原有的36項副學士及高級文憑課程，以期更切合社會需求及同學興趣。以工商業課程為例，原來的會計及金融副學士一分為二，令課程內容更為專業，有助提升同學的升學機會。此外，三個工商業高級文憑課程(會展與項目管理、財務及投資策劃、服務管理)合組為新的工商業高級文憑組合課程，令同學轉主修科時更具彈性。科目內容亦已全面修訂，加強通識及語文訓練。

課外活動亦是學院重視的一環。日後大學收生將參考申請人的「其他學習經歷」，因

此，HKCC在這方面投放了更多資源。除每年舉辦超過320項課外活動，提供逾20,000個名額外，2012/13年度的獎學金總額亦由300萬港元增至500萬港元，以全面促進同學的全人發展。升學銜接方面，學院現正研究兩年副學位課程加兩年銜接學士學位課程的「2+2」升學模式。HKCC院長梁德榮博士說：「學院會積極爭取各大學支持，盡可能達到『2+2』升學模式，使更多學生可實現升學理想。」

SPEED則會擴闊課程類別和範疇，於2012/13學年推出三個榮譽學士學位銜接課程；其中包括兩項理大(專業進修學院)學銜的榮譽學士學位課程。當中的旅遊服務業管理學(榮譽)文

學士課程，報讀的人數十分踴躍。該課程旨在使學員能掌握旅遊業的專業知識、技能及應具備的態度，從而對國家及香港的旅遊業作出貢獻。而零售企業及服務管理(榮譽)文學士課程，則是全港首個同類課程，為有志投身香港蓬勃的零售業人士，提供專業培訓。

理大學銜的應用老年學(榮譽)理學士課程則專為對人口老化有關行業感興趣的同學而設。課程內容全面，涵蓋不同學科，讓學員具備相關技能及知識，從而滿足香港人口老化所衍生行業的人才需求。SPEED院長羅文強博士表示：「SPEED會開辦更多不同學術領域的學士學位銜接課程，為副學位畢業生提供更多升學機會。」