

Keeping up with the times Enhancing quality of education

Developing a new bachelor's degree is a complex process involving programme design, quality assurance to implementation approval. Dr Leslie Yip, Deputy Director and Principal Lecturer of SPEED, brings his academic experience at PolyU to SPEED and fosters its development.

Dr Yip joined The Hong Kong Polytechnic (precursor of PolyU) in 1979. In the 1990s, Dr Yip was a witness to the institution's assumption of full university status, and he assisted in the upgrading of Polytechnic's diploma programmes to bachelor's degree programmes. He gained extensive teaching experience from his positions in the Department of Management and Marketing and the Institute of Textiles and Clothing through the years.

Upon reaching the retirement age at PolyU in 2011, Dr Yip decided to join CPCE by taking up teaching duties at SPEED, instead of staying at PolyU. "PolyU is growing steadily, while CPCE is a relatively young college. I believe I'd make a greater contribution to CPCE with my expertise."

Dr Yip often shares his insights on

teaching, research as well as programme design with his colleagues. He also leads the development of the Bachelor of Arts (Honours) in Retail and Service Management, one of the first top-up bachelor's degree programmes offered at honours level by SPEED.

"The new programme has special significance for me," Dr Yip said. At present, Hong Kong's retail sector boasts an annual turnover of over HK\$400 billion and a workforce of more than 250,000. All these point to the need for a degree programme in retail for industry professionals and the market. In the IT era, information is at our fingertips and knowledge expires in no time. Dr Yip thinks the programme design and its teaching methods must stay close to the market pulse while being grounded in the fundamentals.

During his teaching career spanning close to 35 years, Dr Yip has thrived on his passion for the profession and his teaching philosophy of keeping up with the times. For a two-hour lesson, Dr Yip spends over six hours on class preparation. He also



searches online for the latest information on the subjects and shares it with his students in class. "I'd like my students to feel the two-hour class is well worth their time."

Dr Yip said that SPEED has been making remarkable headway, since it started offering top-up bachelor's degree programmes at honours degree level in the 2012/13 academic year. In the future, the School will set out to upgrade more of its existing ordinary top-up degree programmes to honours degree level, so as to reflect the progress of the School and its standing in Hong Kong. SPEED will strive to enhance the quality of education as part of its contribution to society.

與時並進 優化教學

要籌辦一項新的學士學位課程過程殊不簡單，除課程設計外，還涉及連串的質素保證及審批程序。專業進修學院(SPEED) 副院長兼首席講師葉世中博士，把他自理大累積的教學專長帶到SPEED，並不遺餘力地推動學院的發展。

葉博士於1979年加入理大的前身香港理工學院，見證了學院正名為大學的里程，並積極參與把學院旗下的文憑課程提升至學士學位水平。多年來，葉博士曾於理大的管理及市場學系和紡織及製衣系擔任職務，累積了豐富的教學經驗。

於2011年，葉博士雖屆退休年齡，但他沒有選擇退下來，亦不打算留任理大，卻加入了CPCE旗下的教學單位SPEED擔任教職。

「理大已成熟穩定地發展，CPCE 的成立年資則尚淺，相信我的專長可為CPCE帶來更大貢獻。」

葉博士經常跟同事分享教學、學術研究及課程設計方面的心得，並帶領了SPEED首批開辦的榮譽學士學位銜接課程之一——零售企業及服務管理(榮譽)文學士的發展。

葉博士表示：「這個課程對我來說有特別的意義。」本港零售業現時的年度營業額逾四千億港元，而從事零售業的人數達二十五萬多人，市場對提供零售人才培訓的學士學位課程需求殷切。此外，葉博士認為在高科技世代下，資訊無遠弗屆，知識須不斷更新，因此課程設計和教學方法都應緊貼市場需要，在既有的基礎上與時並進。

葉博士教學近三十五載，教學熱誠沒有隨歲月減退，且一直堅守創新求進的教學理念。一節兩小時的課，他會用超過六小時準備，更會在網上搜尋有關課題的最新資訊，在課堂上跟學生分享。「我希望學生認為花兩小時上課是值得的。」

葉博士指SPEED自2012/13 學年起推出榮譽學士學位銜接課程，是一項突破性的發展。未來，SPEED將會把現時的學士學位銜接課程，陸續升格至榮譽學位程度，以反映學院自強不息的精神，及提升學院在本港的地位。SPEED並會繼續提升教育質素，以回饋社會。