

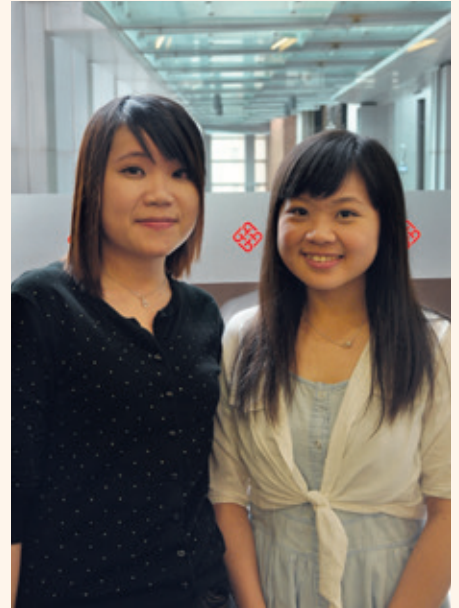
## SPEED Students Win Championship in HSMIAI Case Study Competition

A team of two students from SPEED's Bachelor of Arts in Travel Industry Management, Miss Vicky Pang and Miss Catherine Shek, won the championship in a case study competition organised by the Hospitality Sales and Marketing Association International (HSMIAI), Greater China chapter.

Participants were asked to propose a marketing campaign for a hostel in the case study competition. Vicky and Catherine therefore proposed to revitalise a tenement building in Tai Kok Tsui into a hostel. "Tai Kok Tsui is densely built with many old tenement buildings, thus being able to give tourists a taste of local life in

Hong Kong. As we wish to promote the features of Hong Kong in the competition, we proposed a unique design theme for each floor of the hostel, ranging from 'old' to 'modern' Hong Kong and 'outlying islands'," said Catherine.

Vicky added, "Visitors would not only enjoy a room rate lower than the hotel but also a special living experience. This is the uniqueness of our project." The team believed that creativity and innovation are the keys to their success. They also regarded the competition as a precious opportunity for them to apply their marketing knowledge in actual practice.



Two final year students of SPEED, Vicky Pang (left) and Catherine Shek won the championship in the HSMIAI competition with their creativity.

SPEED兩位二年級學生彭慧妍(左)及石玉英憑著獨特創意，於HSMIAI比賽中奪冠。

## SPEED同學於HSMIAI個案研習比賽奪冠

兩位SPEED旅遊服務業管理學文學士課程同學彭慧妍及石玉英組成隊伍，參加由 Hospitality Sales and Marketing Association International (HSMIAI) (中國分會) 舉辦的個案研習比賽，並在比賽中奪得冠軍。

在該個案研習比賽中，參加者須為一間旅館設計一套市場推廣方案，彭同學和石同學於是建議把大角咀區內一座唐樓活化成旅館。石同學說：「大角咀密集了很多老式唐樓，到訪旅客能感受到地道的香港生活色彩。為

了藉是次比賽推廣香港的特色，我們為旅館的不同樓層構思了獨特的設計主題，分別展現傳統、現代香港以至離島地區的風貌。」

彭同學補充：「在我們設計的旅館，遊客不僅可享受比酒店廉宜的房間服務，更可感受不一樣的生活體驗，這是整個方案的獨特之處。」兩位同學認為創意及創新是她們致勝的關鍵，並指是次比賽提供了寶貴的機會，讓她們實踐市場學的理論知識。

## HKCC Students Receive HKADC Subsidy to Compete in Short Film Production Competition

A team of HKCC AD in Design students recently received a subsidy of HK\$50,000 from the Hong Kong Arts Development Council (HKADC) for production of a short film to participate in the Fresh Wave 2013 – International Short Film Festival (Student Division).

The HKCC team is now actively preparing a film *Give and Take* as an entry for the competition. The film director, Mr Wong Kam, said, "The theme of our film is about the 'pursuit of dreams' through telling the

story of two people in the drama industry. As students in design, we sometimes find that our artistic pursuits may not be easily recognised by others. We therefore wish to express such feelings in our film."

The Fresh Wave – International Short Film Festival is organised by the HKADC with the objective of encouraging young talents to pursue film production. This year, there are a total of 20 tertiary institutions participating in the student division of the competition to compete for four awards.

Last year, two HKCC students Mr Mak Tse Chiu and Miss Lui Mei Fung participated in the Short Film Festival with flying colours. By making a short film *A Time to be Born and a Time to Die*, the team proudly received the Best Cinematography award in the student division. Tse Chiu and Mei Fung are the only award winners who are studying in the sub-degree sector in the 2012 competition.

## The Fifth National Conference on Comparative Management Gathers Management Experts from Mainland China and Hong Kong

In October 2012, SPEED co-organised the Fifth National Conference on Comparative Management with The College of Business Administration, Capital University of Economics and Business and The Hong Kong Institute of Health Economics at the PolyU Hung Hom Bay Campus.

Dr Huang Su-jian, Vice President of The Chinese Institute of Business Administration and Deputy Director of Institute of Industrial Economics of Chinese Academy of Social Sciences pointed out the main purpose of the conference was to look into the management practices in the Mainland China and to facilitate research on comparative management topics. Prof. Peter Yuen, Dean of CPCE addressed in the conference, "In the era of globalisation, the study of comparative management has become a very important research direction. By referring to different systems, countries and cultures, we could learn from

others' positive and negative experiences, which could be transformed into useful knowledge." Prof. Yuen also talked about the globalisation and medical financing systems, discussing a comparative analysis.

The conference has been held annually at various cities in China since 2008. The

conference aims to gather management experts from China and other countries and regions to present their papers and share insights on the theme of comparative management.



Academics from Mainland China and Hong Kong at the Fifth National Conference on Comparative Management  
參與「第五屆全國比較管理研討會」的中港兩地學者

## SPEED合辦「第五屆全國比較管理研討會」匯聚中港兩地管理專才

於2012年10月，專業進修學院(SPEED)與中國首都經濟貿易大學工商管理學院以及香港衛生經濟學會，假理大紅磡灣校園聯辦「第五屆全國比較管理研討會」。

中國企業管理研究會副會長及中國社會科學院工業經濟研究所副所長黃速建研究員表示，研討會旨在共同探討中國內地管理實踐

和比較管理方面論題，藉此促進比較管理的研究工作。另外，專業及持續教育學院院長阮博文教授在研討會上指出：「在全球一體化的時代，比較管理的研究是非常重要的研究方向。透過參考不同體制、不同國家及不同文化，汲取各樣正面和負面經驗，可累積具價值的知識。」阮教授並透過進行比較性

分析，闡述全球化與醫療融資制度的關係。

「全國比較管理研討會」自2008年起在中國各地舉辦周年會議，旨在匯聚中國以至其他國家及地區的管理學者，就比較管理的議題發表意見和論文。

## HKCC學生獲藝發局資助製作參賽短片



Wong Kam (3rd from the left) and his team discuss about the production of the short film, *Give and Take*  
黃淦(左三)與隊員埋首討論《Give and Take》短片的製作工作。

一班HKCC設計學副學士同學最近獲香港藝術發展局(藝發局)資助港幣五萬元，作為參賽「鮮浪潮2013 — 國際短片展」(學生組)的短片製作費用。

為配合參賽要求，HKCC的代表隊伍正密鑼緊鼓地籌備名為《Give and Take》的短片。短片導演黃淦說：「短片描述兩位舞台劇工作者對夢想的追求。我們修讀設計，對藝術的追求並不容易獲得他人認同，因此希望透過短片表達感受。」

「鮮浪潮 — 國際短片展」由藝發局主辦，旨在培養新一代電影創作人。在今年學生組比賽中，共有來自20間大專院校的學生組隊參賽，競逐四個獎項。

2012年，HKCC兩位同學麥子釗和呂美鳳憑著製作短片《有時》，在國際短片展中奪得「鮮浪潮最佳攝影(學生)組」獎項。在該屆比賽中，麥同學和呂同學是唯一來自副學位課程的得獎隊伍。