



Vision to bring international education to the mainland 教育新里程 將國際教育模式引進內地



中國商業學院學員來自不同行業及城市，為強化學員的人脈，學院在北京、上海、香港、台灣等地都設有課堂，其中一節會在香港大學校園進行，畢業生更會獲邀前往香港大學參加畢業典禮。
Students of ICB come from different sectors and cities. For students to build useful business connections, they have to take different classes in Beijing, Shanghai and Hong Kong etc. One of the modules is delivered in the campus of the University of Hong Kong.



過去三年，蘇州港大思培學院每年有八成畢業生，獲美、英、澳等地大學取錄，今年更有畢業生直入香港大學、香港理工大學及香港浸會大學第二年。
In the past three years, 80% of graduates from the HKU SPACE Global College, Suzhou have been accepted into the universities in the U.S., Britain, Australia and so on. This year some graduates enrolled straight into the second year undergraduate programmes in the University of Hong Kong, the Hong Kong Polytechnic University and the Hong Kong Baptist University.

內地經濟急速發展，市場對商業專才的需求急增，同時不少年輕學子希望放眼世界，爭取機會出國留學。回顧香港大學創校之初，早已將「為中國而立」納入校綱，香港大學專業進修學院致力推動本地持續教育發展之餘亦放眼內地。過去十年，學院先後成立蘇州港大思培學院及中國商業學院，分別將國際副學士及企業高級管理人員培訓引入內地。

HKU SPACE結合本地辦學的寶貴經驗與優秀學者的前瞻性，將耳目一新的教學模式引入內地，成就內地與國際接軌的教育新里程！

As the Chinese economy has taken off, there has been a growing demand for business professionals in the mainland. Meanwhile, more mainland students aspire to broaden their horizon by studying abroad. To echo with the University's mission of making a contribution to China, HKU SPACE also cares about the availability of quality education among mainlanders as much as Hongkongers. This is why the School established the HKU SPACE Global College, Suzhou and the Institute for China Business in the past 10 years to introduce internationally recognised associate degree programmes and training for professional and senior executives into the Chinese market.

HKU SPACE draws on its decades of previous experience in local education and the prospective insights from outstanding scholars, to bring China a new education vision and to connect the Chinese education system with its international counterparts. This is truly a major milestone in the history of Mainland education.



ICB: Train a new generation of corporate leaders 中國商業學院 培育新一代企業領導

學院副院長暨中國商業學院總監劉寧榮博士表示：「學院在2000年於上海開辦亞洲首個『整合營銷傳播研究生課程』，正式走入內地。中國經濟在過去三十年急速增長，企業需要更多具國際視野的高級管理人才領導發展。學院在本年正式成立中國商業學院 (Institute for China Business, 下稱ICB)，集中資源發展內地專業及高管課程，專注為中國培育新一代企業領導。」

According to Dr Liu Ning-rong, Associate Director, HKU SPACE and the Head of Institute for China Business, "In 2000, HKU SPACE started Asia's first postgraduate programme on Integrated Marketing Communications in Shanghai, which marked the beginning of our venture in the mainland. The Chinese economy grew rapidly in the past thirty years and enterprises need more upper management professionals with international vision to cope with corporate development than ever. The School understands the market dynamics, and founded the Institute for China Business (ICB) to deliver upper management programmes with an emphasis on mainland specificities, in order to train a new generation of corporate leaders for China."

劉寧榮博士指ICB的課程強調專業、實用、前瞻及解決問題。同時，在中國(PCR)辦學也需要PCR。即Positioning (課程定位)、Resource (資源)及Channel (管道)，在推廣課程時針對內地中層專業人員所需，推出具國際視野課程。ICB programmes emphasise professionalism, practicality, perspective, and problem-solving. Dr Liu emphasised that proficient academic programmes in PCR also need "PCR," which means positioning, resource and channel. It means an institute should reach their potential students working as middle management, and take good use of its resources to offer programmes not available in the market yet.

啟發思考 專業精英實戰教學

To train and to inspire: equip professional elite with practical tactics

ICB的課程具前瞻性，課程如「品牌策略與危機管理」、「企業領導培訓及變革管理」等，裝備中高層管理人員迎接未來挑戰。課程另一強項是經驗豐富的國際導師，有香港及北美大學的資深學者，亦有來自跨國企業，如通用電氣、半島酒店集團、滙豐銀行、IBM、迪士尼等高層，結合理論與實戰，助學員應用在工作中。

ICB provides courses such as brand strategy and crisis management, corporate leadership training etc, so as to prepare middle-to-upper management professionals for future challenges. Another feature of the programmes is the experienced world-class teaching staff, including veteran scholars from the universities in North America and Hong Kong, also senior management from multinational giants, namely General Electric, the Peninsula Hotels group, HSBC, IBM and Disney. They help blend textbook theories with practical tactics which will come in handy in students' workplaces.

強勁口碑 大型企業派員學習

Trust the word of mouth: major Chinese enterprises sent staff here

ICB所有課程都根據HKU SPACE的學術質素保證制度，所以由課程設計、作業評分至上課模式都有嚴格準則。套內地的說法，ICB課程的「含金量」高，有效幫助學員事業發展。課程質素造就了強勁口碑，「學院定期在內地舉辦思培論壇及課程簡介會。每期由舊生轉介報讀的新學員已佔人數四至五成。有學員反映，應徵時僱主看到他修讀ICB的課程，很快便答應聘請。這都證明了ICB課程在內地商界的認受性。」

All programmes at ICB comply with the stringent Academic Quality Assurance System as prescribed by HKU SPACE. Thus, everything from programme design and marking of assignments has to adhere to the strict standards.

The utmost quality of the programmes has generated rave response among students. "The School regularly hosts forums and briefing sessions. In each term, 40 to 50% of new students enrolled our courses via referrals. Some students gave us feedback that most potential employers are more than eager to hire graduates from ICB programmes, which says a lot about the recognition ICB gained in China."



京滬深教學點

Teaching centres in Beijing, Shanghai and Shenzhen

ICB目前在北京、上海均設有辦公室，而深圳辦公室亦快將啟用。另外，ICB將會與西安交通大學合作，提供合辦課程。未來，ICB會繼續以培育新一代企業領導為目標，實現「進階學習，無限空間」的理念。

ICB has set up offices in Beijing and Shanghai with their own administration teams. A new office in Shenzhen is also expected to come into use within this year. ICB will also offer a collaborative programme jointly with Xian Jiaotong University within this year. In future, ICB will aim at training a new generation of corporate leaders for China, realising its mission of setting "A boundless space for further education."



總結十年成果，ICB的畢業生人數已超過四千人。內地大型企業如中國移動、中國工商銀行、中國人壽、百度等更直接派員到ICB深造。而不少跨國企業，如微軟、三菱、可口可樂等亦有員工正在或曾經修讀ICB課程。

Over 4,000 students have graduated from ICB in the past ten years. Major mainland corporations like China Mobile, ICBC, China Life Insurance, Baidu etc. send their staff to ICB for further education. Moreover, staff from Microsoft, Mitsubishi, Coca Cola, and so on have either taken or are taking courses at ICB.

A pioneer in associate degree: HKU SPACE Global College, Suzhou 蘇州港大思培學院 副學士課程先鋒

除了培育商業領導人才，2005年HKU SPACE與蘇州科技學院及高博教育，攜手成立蘇州港大思培學院（下稱港大思培），成為內地首間開辦工商管理副學士課程的高等院校，為有意到海外或香港升學的學生，開啟升學大道。學院榮休院長楊健明教授自港大思培成立之初已出任理事會理事長一職，他表示將國際課程及教學管理模式引入內地，不僅是學院的重要里程碑，更為內地教育界帶來深遠影響。

Apart from training business talents, in 2005, HKU SPACE founded the HKU SPACE Global College, Suzhou (Global College) in conjunction with the University of Science and Technology, Suzhou and Global Edu Tech Management Group. The Global College is the first tertiary institute in China to offer an internationally recognised associate degree programme in Business Administration. It is a useful step for mainland students to study abroad. Director Emeritus, Professor Enoch Young, who has been the College Council Chairman since the founding of the College, said that this was truly a milestone for HKU SPACE to introduce international Programmes and education management models in the Mainland with long-term impact.

與國際接軌 海外升學橋樑 A gateway to study abroad

港大思培院長黃錦樟博士指：「港大思培引入三年制大專暨副學士及兩年制副學士課程到內地。三年制的大專暨副學士課程，主要針對國內學生。而二年制的副學士課程，則為出國升學而設，當中有美國及加拿大華僑，有來自香港、台灣及東南亞，更有來自西歐與非洲。他們的父母多在內地工作或營商，希望子女高中畢業以後可以到海外升學。內地欠缺與國際接軌的大專課程，港大思培正好充當橋樑角色。」

Dr K.C. Wong, Executive President of Global College, said, "Global College offers a three-year tertiary programme, as well as a two-year associate degree (AD) programme for those interested in studying overseas.

Majority of the AD students are American or Canadian Chinese. Some come from Hong Kong, Taiwan, Southeast Asia and even Western Europe and Africa. Most of their parents are working or having businesses in China. They hope their children will continue tertiary studies abroad. The Global College was thus founded as a gateway for overseas study."



黃錦樟博士指港大思培為有意到海外升學的內地生充當橋樑。
Dr. K.C. Wong said Global College is a gateway for mainland students to study abroad.

全英語教學 備戰雅思試

Courses taught in English to prepare students for IELTS



香港教育局常任秘書長黃鴻超先生及代表團曾到學院參觀，了解發展情況。
Raymond Wong, Permanent Secretary for Education, HKSAR and the delegation team visited Global College to understand the development.

HKU SPACE為港大思培引入外教團隊，以全英語教學，「港大思培九成導師是外籍人士或海歸派『雙師』，除擁有教學經驗，亦取得如會計師或物流師等專業資格，有豐富行內經驗。我們更會針對性地開設國際英語水平課程助學生備戰雅思試 (IELTS)，預備海外升學。」

HKU SPACE brings native English speaking teachers to the Global College, in which all classes are conducted in English. "90% of the instructors are either native English speakers or Chinese returning from a foreign country. Many of them are practising professionals owning recognised qualifications. We also tailor make courses on IELTS, which is a language requirement for overseas students among many universities.

實習機會 早一步了解行業所需

Hands-on experience to understand specific needs of a trade



除了語言培訓，課程亦獲國際專業學會，如英國特許公認會計師公會(ACCA)豁免部分專業試卷考核，同時，不少企業如上海滙豐銀行、維景酒店等都跟港大思培合作，向學員提供實習及工作坊，準備將來升學及就業。港大思培每年也會安排香港交流團，其中學員會到香港大學參加升學講座，同時參觀不同商業機構，認識業界運作。(左：參觀香港金融管理局)

Besides language training, students graduating from its programme can also claim exemptions on certain exams from international professional bodies, such as the Association of Chartered Certified Accountants. Meanwhile, corporations such as HSBC and Metropark Hotel also collaborate with the Global College to provide students with internship and workshops, so as to prepare them for further education or career development. Global College organizes study tours to Hong Kong every year. Students are arranged to attend education seminars in the University of Hong Kong and visit various business organizations, such as the Hong Kong Monetary Authority, to know the industry operation.

八成入大學率 直入港大二 80% AD graduates accepted into universities

過去三年，畢業生獲各地大學取錄的情況證明了港大思培的成功，平均八成畢業生，獲美、英、澳等地大學取錄，今年更有畢業生直入香港大學、香港理工大學及香港浸會大學第二年。港大思培希望繼續推動內地的國際教育，下一步會討論引入海外銜接學位，提供由大專至大學的教育，成為內地學生接受國際教育的平台。

In the past three years, 80% of AD graduates on average were accepted by universities in the U.S., Britain, Australia and Singapore. The number proves its success. This year, there are graduates admitted to the second year degree programmes in the University of Hong Kong, Hong Kong Polytechnic University and Hong Kong Baptist University.

Global College will keep on promoting education of an international calibre in the mainland and it is looking into the possibility to bring in overseas top-up degrees, so as to provide mainland students with a smooth transition from post-secondary to university education.

蔣凌霄是港大思培2010年畢業生。他已獲香港大學取錄，攻讀信息管理專業學位課程第二年，更獲全額獎學金。

Jiang Lingxiao graduated this year and was admitted straight into the second year programme of Bachelor of Science in Information Management in the University of Hong Kong. He was also awarded a scholarship to cover all tuition.



HKU SPACE 總有你想學 秋季課程新焦點 Brand new autumn programmes

2010全新秋季課程手冊經已出版！今季，學院共推出45個學科，超過1000項學銜頒授課程及短期課程。前者抓緊主流市場需要，提升專業；後者包羅多門另類興趣，滿足進修人士對新知識的追求。全面的學科選擇，助不同人士刻劃進修藍圖。想知更多即將開班的全新課程資料，趕快到學院全港的教學中心，及多間書局，索取課程手冊，或到學院網站搜尋切合你需要的進修選擇吧！

The new HKU SPACE Autumn Prospectus 2010 is out! This season, the School offers over 1,000 programmes including short courses and award-bearing ones, covering 45 disciplines altogether. In response to keen market demand, award-bearing courses provide students with professional knowledge. Short courses, on the other hand, cover a wide spectrum of alternative interests that help develop and inspire a new way of thinking. A comprehensive scope with multitudinal disciplines enable students to decide their own learning path according to their own needs.

For more information on the programmes offered, get your copy of the new prospectus in HKU SPACE learning centres and all major bookstores in Hong Kong or visit the School website. Act now and find the courses that fit your needs!

提升你的健康商數 Boosting your health index

- 中西食物營養證書 Certificate in Chinese and Western Dietary Foods
- 中醫藥養生保健常識 Use of Chinese Medicine in Health Maintenance
- 健康康上班去系列：強健肌肉及伸展運動，達至良好體態 Healthy at Work Series Toning and Stretching for Good Posture
- 艾灸保健知識 Basic Knowledge of Moxibustion for Health

環境及氣候的急劇轉變，加上都市人生活壓力愈來愈大，不少人受潛在及突發性病患威脅，長期處於「亞健康」狀態。中醫強調養生，而西醫亦建議配合營養及運動改善健康；學院取兩家之長，推出全新課程，從中西角度教授如何管理個人健康，提升生活質素。



As the environment and the weather change drastically and urbanites live under extensive stress, many city-dwellers are subject to potential or acute health threats in a prolonged "sub-health" condition. Chinese herbalists emphasise wellbeing by restoring the balance while Western medical doctors suggest achieving health with proper nutrition and regular exercises. HKU SPACE launches a series of new courses that combine the best of both worlds for students to elevate their quality of life.

醫護藥專業課程 Professional programmes on medicine and health care

- 護理高級文憑 Higher Diploma in Nursing (An Enrolled Nurse to Registered Nurse Conversion Programme)
- 精神病康復專業文憑 Professional Diploma in Psychiatric Rehabilitation
- 食物及營養學榮譽理學士 B.Sc.(Hons) Food and Nutrition
- 生物科學(榮譽)理學士 BSc (Hons) in Biological Science

以上課程為營養師、中藥、中醫、醫療、護士及社工等專業界別人士而設，深入了解醫、藥、人體機能或精神復康知識，為需要完善專業知識的醫護工作者，提供完整進階途徑。



The above courses are tailor-made to the specific needs of dietitians, Chinese medicine dispensers, Chinese herbalists, social workers, health care and nursing professionals. It focuses on insightful knowledge of treatment, medicine, human physiology and mental rehabilitation. It is a holistic academic pathway for health care workers who need comprehensive professional knowledge.

優質商管課程 Quality business programmes

- Master of Science in Business Management
- 國際酒店管理碩士課程 Master of Science in International Hotel Management
- 國際款客管理(榮譽)理學士 Bachelor of Science (Hons) in International Hospitality Management
- 行政人員文憑(企業風險管理) Executive Diploma in Enterprise Risk Management



今季開辦的商管課程各具特色，有針對企業風險、旅遊業、跨國酒店管理，以及創新業務等，適合已具備相當經驗及學歷的行政管理人員，以及企業中高層修讀。

Each of the newly offered business courses this season boasts its own characteristics. Business issues related to specific disciplines such as corporate risk management, tourism, international hotel management or creative industries will be tackled in different courses. Mid to upper level executives or managers with considerable working experience and relevant qualifications will benefit most from such courses.

市場營銷實戰策略 Practical marketing strategy

- 管理及市場學(榮譽)文學士 Bachelor of Arts (Hons) Marketing and Management
- Introduction to the World of Brands and Branding
- Brand segmentation, positioning and values
- Strategic Brand Management
- 非營利市場營銷工作坊 Non-Profit Marketing Workshop
- 零售業市場營銷及管理工作坊一，二，三
- 行銷及銷售管理工作坊一，二，三 Selling and Sales Management Workshop 1,2,3



最快掌握市場營銷技巧的方法是實戰。今季推出不同程度的市營及行銷課程，參考真實個案，深入解構如何建立成功品牌及策略管理。

Hands-on field work is the fastest way to acquire marketing skills. This season HKU SPACE offers marketing and sales programmes at various levels. Real-life cases will be studied to deconstruct the mystery behind successful brands and strategic management.

專業會計資格課程 Professional accounting programmes

- 會計及資訊系統審核文憑 Diploma in Accounting and Information Systems Auditing
- 認可會計員專業文憑 Professional Diploma for Accredited Accounting Technicians
- 會計學碩士 Master of Accounting



近年，多間大型機構在香港及內地上市，市場對會計人才的需求一直居高不下。今季開辦的課程有助不同程度的會計從業員，考取國際認可專業資格及深造知識，提升個人優勢，確保競爭力。

The programmes are designed to meet the needs of the broadening role of accounting professionals and better equip them with business knowledge and accounting skills at all levels to support the growing number of listed companies in Hong Kong and mainland China.

設計及創意工業管理課程 Design and creative industry management

- 多媒體電算(榮譽)理學士 Bachelor of Science (Honours) Multimedia Computing
- 室內設計文憑 Diploma in Interior Design
- 實驗字體設計 Experimental Typography



設計及創意技術一直是很受港人歡迎的學科，政府銳意發展本地創意工業，擁有相關技術的專才必定更吃香。有意循這方面發展人士，可留意學院最新推出正規室內設計基礎訓練及針對性傳意單元；而創意產

業管理課程，有助業內人士晉身管理層。Design and creative technology has always been a highly popular subject among Hong Kong students. The Hong Kong government is committed to promoting local creative industries and thus, those with relevant expertise will surely be much sought after in the market. Those interested in design and creative industries may want to know more about the School's latest offerings – formal interior design foundation training and a specific communications module. In the meantime, courses on creative industry management will be a stepping stone for those in the trade who plan to climb to management level.

實用IT助業務發展 Practical IT for business development

- 商業資訊科技證書 Certificate in Business Information Technology
- 商務智能深造文憑 Postgraduate Diploma in Business Intelligence



在多宗商業及政府機構洩露客戶資料的事件後，社會對IT保安的要求愈來愈高。有見及此，學院推出一系列實用IT課程，幫助從業員提升專業水平及考獲認證資格。

After both private and public sectors have leaked clients' confidential personal data on different occasions, most people would agree IT security is better more stringent than not. Therefore, the School offers various IT programmes to enhance the professionalism of the IT workers.

世界通識

Eyes on the world - general education

- In Search of Self, In Search of Home: Five Asian American Women Writers
- The Moderns: Modernity and Its Critique
- The Novel: From C17th to Present Day
- Writing the memoir
- 世界宗教：歷史與教義 World Religion: History and Doctrine
- 世界宗教：思想與對話 World Religion: Thought and Dialogue



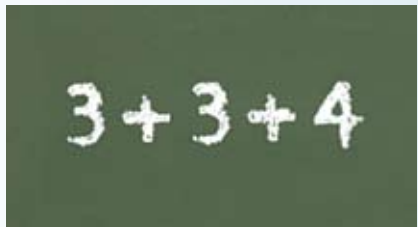
鑑古推今，懂得前人所學，融會智慧，才能掌握現今作法的優劣，立下處世的標杆。最新的通識課程，嘗試從古代歷史、近代文學、宗教思想及哲學理論層面剖析各地文化，深入了解世情。

We have to understand our predecessors' experience, update it with modern wisdom and then use it as a yardstick to gauge if a decision is appropriately made. The brand new courses on general education attempt to explain different cultures from historical, literary, religious and philosophical perspectives, as a broad survey of the world's condition.

與334學制同步－其他學習經歷課程

Synchronised with the 334 Scheme –courses on Other Learning Experiences

- 創意3D動畫 3D Character Animation
- 3D電腦圖像 3D Computer Graphics
- 數碼音樂及音訊製作 Digital Music and Audio Production
- 數碼影像製作 Digital Video Production
- 攝影及數碼後期製作 Photography with Digital Darkroom Production



隨著香港正式進入新高中學制，高中生需要透過學校選修「其他學習經歷」(Other Learning Experiences)，並撰寫「學生學習概覽」。學院針對學界需要推出以上課程，並邀請專業學會及機構合作，除了理論課外，亦會舉辦研討會、

作品展等多元化活動，擴闊學生視野。課程不單為中學生而設，歡迎任何有興趣人士報讀。

As Hong Kong adopts a new secondary and tertiary education system, senior secondary students are required to take classes on Other Learning Experiences through their own school and fill in a Student Learning Profile. To cater for their needs, HKU SPACE offers courses on Other Learning Experiences in conjunction with professional bodies and organizations this fall. Besides theory classes, they incorporate a variety of activities such as seminars and exhibitions in order to broaden students' horizons. Such courses are open for all interested to apply, not exclusively for senior secondary students.

輔助孩子成長及學習 Development of children

- 輔導濫用藥物人士基礎證書
Foundation Certificate in Counselling Drug Abusers
- 輔導初階 Introduction to Counselling
- Teaching Primary Students to Become Effective Writers (Part 1) and (Part 2)
- 兒童情緒智商教練學
Emotion Coaching for Parents and Educators
- 與孩共舞－成長輔導心理學
The Psychology of Growth Facilitation



不少家長及老師對如何指導成長期的學童感到困難重重，學院今季開辦針對如何提升青少年情緒健康的課程，更首次包括濫藥者輔導，幫助社工、老師、醫護人員及家長，認識濫藥學童的需要及如何進行輔導治療，帶領他們重塑健康人生。

Many parents and teachers find it hard to deal with students in their adolescence. This season the School offers programmes related to teenage emotional health, including the first course on counselling drug users. Social workers, teachers, health care professionals and parents can all benefit from the programme as they get to know more about the needs of drug-using students and the ways to conduct counselling and therapy, bringing them back to a healthy life.

打開表演藝術大門 The realm of performing art

- 現代藝術系列：安迪沃荷與普普藝術
Andy Warhol and Pop Art
- Introduction to Professional Photographic Practices
- 形體動作及舞蹈編排
Movement and Choreography in Contemporary Dance



表演藝術看似曲高和寡，但了解過後你會發現，它的內涵能啟發你的創意思維。學院開辦多項演唱、舞蹈、攝影及藝術欣賞課程，引領你認識魅力無窮的藝術世界。

Performing art might sound too high-brow for most. But once you understand how they work, you can get your creative thoughts inspired. HKU SPACE has many courses related to performing art, such as vocal training, dance, photography and art appreciation. They are your guides to the charming world of art.



學院的「商業軟技巧系列」涵蓋全面，針對行政人員的社交弱點，提升他們的自信。
The Business Executive Skill courses cover a wide range of subject matter which offer useful tips for executives and enhance their confidence.

Workplace soft skills Build confidence among executives 打磨職場軟技巧 盡顯行政人員自信一面

行政人員除了要實力相當，也要有圓滑的交際技巧，從儀表、談吐、見聞、興趣，處處成竹在胸，才能發放真正自信！自問欠缺以上職場軟技巧？學院針對市場需要，推出多項短期課程，裝備年輕行政人員成大器。

演技教學 提升自信

學院的「商業軟技巧系列」涵蓋全面，針對大部分人的社交弱點，學院課程主任黃兆雄表示：「課程大部分學生是20至35歲的商界行政人員，部分在紀律部隊工作。他們的社交閱歷尚淺，容易怯場，令客人留下負面印象。」

試想你正跟客戶討論合約條款，但多餘的小動作不停向對方透露你不安，那你在這場交易上就不免吃虧！課程主任梁建恒博士指，「我們設計了舞台訓練課程（Theatre-based Training），教導行政人員投入『角色』。試想你要扮演電影導演，當你專注演繹，所用的語言及身體動作會自然隨角色變化。將演技應用在實際工作，減低環境氣氛對你的影響。」



學院即將在10月開辦Coffee Appreciation課程，配合「意大利名饌導賞」、「法國名饌導賞」等，有興趣人士可參考網頁最新詳情。
HKU SPACE will offer Coffee Appreciation classes in October, as well as softskill courses like "Appreciating the Italian Cuisine", "Appreciating the French Cuisine" and so on. Those interested may browse the School website for the latest information.

美酒美饌 盡顯廣博知識

自信閱歷可以靠演技，有些知識卻是「假的真不了」，黃兆雄說：「行政人員需不時與客人聚餐，對飲食知識稍為不足，很容易會出醜。有見及此，學院推出意大利及法國名饌導賞，介紹當地菜式、飲食技巧及歷史等。」

美食當前還需佐以美酒，所以學院推出的品酒系列。以秋冬季為例，歐洲地區天氣寒冷，會用野味入饌，味道較濃，配合Cabernet Sauvignon就能帶出豐富口感，如錯誤配了輕巧的Beaujolais Nouveau，不單口感不對，也會破壞客人對你的印象分。」

A part from competence and ability, successful executives also need good social skills for them to act decisively under all circumstances and to exude true confidence and leadership charm. These include impeccable grooming and good manners as well as being savvy and having interesting hobbies. Those lacking such soft skills may want to check out the relevant short courses at HKU SPACE, which aim at equipping young executives with practical tactics for ultimate success. In fact, such skills are so desirable that the School is opening more of such courses this fall.

Acting skills boost confidence

The Business Executive Skills series offered by HKU SPACE covers a wide range of subject matter which can offer useful tips for most people. Programme Director Stephen Wong said, "Most students enrolled in these courses are business executives aged between 20 and 35. We also attract many of those working in the disciplinary forces. They are green in terms of social life experiences.

Imagine you're negotiating the contract terms with your client. Any unnecessary mannerism tells your client that you're nervous and that could work against you on the deal. Dr. Paul Leung, Programme Director said, "That's why we came up with a theatre-based training programme in which the executives learn to play their role as if on stage. In fact, they have to be the director and the actor all at once. When they focus on acting out a play, they naturally use the language and gesture that fit a certain character." He also opined that applying acting skills to real life working situations helps reduce the stress related to the audience and the ambiance. Even if a person has to speak in public without prior notice or is appointed the leader of a group out of the blue.

Wine and food: be knowledgeable and charming

You can fake confidence and composure with acting skills. But you can't really fake knowledge and experience when you have no clue at all. According to Wong, "Executives have business lunches with clients on a regular basis. If they're not knowledgeable about culinary culture, they might embarrass themselves. In the light of this, the School has tailor-made courses on appreciating French and Italian cuisines. Regional specialties, dining manners and historical information are covered.

A proper dinner never goes without wine. The School also offers a sting of courses in wine appreciation, pairing wine with food also depends on what's in season. For example, in autumn and winter, the cold weather in European prompts the use of game meat in cooking. To accentuate the strong game flavour and to bring out the complex palate, Cabernet Sauvignon will be the best choice. If you pair game meat with a light-tasting Beaujolais Nouveau, the wine will taste too bland in comparison. Your knowledgeable client will immediately spot that you're a wine novice and that may ruin your first impression as a result."



學院助理課程主任Rebecca Welland (左) 表示學習外語，如能同時了解相關文化，將事半功倍。
Programme Manager, Rebecca Welland (left) explained that students tend to learn and pick up a language much faster when they are exposed to the relevant culture at the same time.



Learn and live the language: Newly offered European language courses 融入生活處境 新辦歐洲語言課程

全球正吹起學習外語的風潮，當你的英國朋友已說得一口流利法語，但在工餘時仍然熱衷進修希伯來文，會否激發你學習外語的念頭呢？

從文化中學習

高級課程主任Dr. Peter Kennedy表示：「學院自70年代開始提供多項歐洲語言課程，法文一直是最多香港人學習的外語。近年香港與南美地區的商務及文化交流逐漸頻繁，所以報讀西班牙文的人數急增。」

教授藝術、旅遊、工作用語

學院亦發現，除了工作因素，大部分修讀歐洲語言的學員，多是出於熱愛當地文化及生活。有見及此，學院將會開辦多項短期文化語言課程，助理課程主任Rebecca Welland表示：「學習外語，如能同時了解相關文化，將事半功倍。新課程“Food and Drink”、“Language for Travel”及“Language and its Culture”，會從飲食、藝術、旅遊、音樂入手。學員對這種有趣的學習模式都感到很興奮，而且很快便能掌握簡單外語，如點餐及問路，十分適合初學者。同時，我們有不少學員在外國公司工作，“Workplace Language”課程正好針對他們的工作需要，教授書寫電郵及電話應對技巧，適合對外語已有基本掌握人士。」

以上所有課程包括法文、德文、西班牙文及意大利文，上一季課程迴響熱烈，新一季在9月陸續開課。

全港首個俄文課程

學院亦因市場需要，於上季開辦全港首個俄語課程。金融海嘯後，全球經濟重心已逐步東移，金磚四國(BRIC)中的俄羅斯，料會成世界經濟另一焦點。Rebecca稱：「上期俄文課程反應十分熱烈，相信跟近年多了港人到當地旅遊有關；學院亦會在10月加開First Steps in Russian (Part 2) 俄文課程，滿足有興趣升級的學生，Part 1課程同時在10月開課，有興趣人士可瀏覽學院網頁 <http://hkuspace.hku.hk>。」



學院亦會在10月加開First Steps in Russian (Part 2) 俄文課程，滿足有興趣升級的學生。
HKU SPACE will offer the course "First Steps in Russian (Part 2)" in October 2010, to fulfill the needs of students.

Learning a foreign language is all the rage around the world today. When your friend from Britain who speaks fluent French is learning Hebrew after work, how does it inspire you to master a foreign tongue?

Learn from the culture

Senior Programme Director, Dr. Peter Kennedy said, "HKU SPACE has been offering various European language courses ever since the 1970's. Among the myriad of options, French has for a long time been the most popular language among Hong Kong students. As trade and cultural exchanges between Hong Kong and Latin America have started to thrive in recent years, the number of students enrolling in Spanish courses has also increased noticeably."

Art, travel and workplace slang

Apart from job-related language needs, a large percentage of students take European language courses simply for the love of a foreign culture and lifestyle. In light of this, the School offers a number of short courses combining language and culture. According to Programme Manager, Rebecca Welland, "Students tend to learn and pick up a language much faster when they are exposed to the relevant culture at the same time. New courses like 'Food and Drink,' 'Language for Travel,' and 'Language and its Culture' deliver course content from the perspectives of culinary art, visual art, travel and music. Participants are often surprised at how much fun it can be to learn a language and how quickly they can learn to function at a basic level in the language, for example ordering food in a restaurant or finding the way around a foreign town."

"Many of our students work in foreign companies. The 'Workplace Language' courses are designed to meet their specific needs. Areas such as language skills in writing basic emails or making simple telephone conversations are covered and these courses are also suitable for those with a quite basic knowledge of a foreign language."

The above courses are available in French, German, Spanish and Italian. They were launched with great success in the spring this year and will be offered again in September and October.

First Russian course in Hong Kong

To meet market demands, HKU SPACE is also offering a new Russian course in Hong Kong. After the financial tsunami, the global economic epicentre has shifted to the East. BRIC countries (i.e. Brazil, Russia, India and China) once again fall into the spotlight. Among them, Russia is tipped to be the next big thing in the global financial context. Rebecca explained, "Our spring Russian course was extremely well received. Maybe this is connected to an increased interest in Russia; for trade, travel and culture." The School will offer the course "First Steps in Russian (Part 2)" in October 2010, to fulfill the needs of students who completed Part 1 and look forward to learning more. Part 1 of the same course will also be offered again in the same month. Those interested may browse the HKU SPACE website at <http://hkuspace.hku.hk>."



為配合市場需要，學院將在9月推出有關網絡技術應用及社交媒體推廣的短期課程，包括“Social Media Marketing and Search Engine Optimization for Business”、“Web2.0 and Collaborative Technologies”及“eBay網上創業”。

To cater for the market demand, HKU SPACE offers a series of short courses on network technology applications and social networking media promotion, including "Social Media Marketing and Search Engine Optimization for Business," "Web2.0 and Collaborative Technologies" and "E-Commerce Trading on eBay Platform."



學院早前舉辦了一場社交媒體推廣講座，吸引很多營銷及市場策劃人到場，了解最新的宣傳渠道。
A large number of sales and marketing professional attended the recent "Engaging your customers with Social Media Marketing" to acquire the latest knowledge in online marketing.

New era of social networking media offers marketing opportunities

社交媒體時代來臨 市場策劃新機遇



香港廣告客戶協會今年初的調查顯示，84%受訪公司計劃透過社交媒體接觸目標客戶。同時，市場調查機構尼爾森亦公布，去年本地網上廣告開支比08年增加17%，達8.69億元。當政府因為Facebook網友積極關注而介入大浪西灣私人工程；而旅遊局亦正急謀對策以扭轉「導遊阿珍」在YouTube熱播的後遺，你便會明白新媒體如何為市場策劃帶來翻天覆地的影響。

According to a survey done by the Hong Kong Advertisers Association earlier this year, 84% of the responding companies have plans to reach their target customers through social networking media. Market research organization Nielsen also revealed a 17% rise year-on-year, amounting to a total of HK\$869 million, on online advertising spending. Recently, the HK Government was pressed to investigate the private development project at Tai Long Wan, because netizens showed keen concern over it. The Hong Kong Tourism Board is currently trying to make up for Hong Kong's denigrated image after a YouTube video showing a local tour guide pressurizing mainland tourists to shop. This gives a glimpse of how influential these new media are.

動態消息

社交媒體回響大

學院早前舉辦了一場社交媒體推廣講座，互動媒體推廣公司創辦人兼總經理Alvis Ko，擁有多年網絡行銷經驗，他亦同意在資訊泛濫年代，廣告須對準目標性門戶網站(Web Portal)，才可以吸引消費者。社交媒體正正針對口碑傳播提供極佳平台，群組互相交流訊息，一傳十，十傳百，形成倍數效應，效果比傳統媒體更快更直接。

課程配合新媒體推廣需求

課程主任嚴小禾說：「三個課程重點教授利用新媒體進行網絡行銷。“eBay網上創業”更請到eBay推介導師親自教授成功心得，如利用關鍵字，產品的分類等等。短短數堂，你便可以掌握最有用的電子商務知識，適合有意網上創業人士修讀。另一方面，我們亦關注中小企的需要，開辦web2.0課程，教授如何從web2.0技術入手，準確地搜集市場資訊，集成有效的針對性資料庫，進行低成本推廣。而Alvis更會親授“Social Media Marketing and Search Engine Optimization for Business”，傳授實戰心得，機會難逢。」

嚴小禾亦預計，各大機構將會愈來愈重視網上及社交媒體推廣，擁有最新電子科技知識，及了解社交媒體宣傳運作的人，一定會成為市場必爭的人才。單擁有傳統營銷及策劃知識的從業員，已經不能滿足市場的新需要。所以，從業員亦應把握機會，盡快裝備自己，應付未來網上推廣的新需要。

Social networking media prompt unprecedented response

In the light of this, HKU SPACE hosted a seminar on Social Media Marketing. Mr. Alvis Ko, founder and general manager of an interactive media promotion company, shared his years of online sales experience. He agreed that advertisements must be placed in target-orientated web portals, in order to make a splash in this age of information overload. Social networking media are the best platforms for word-of-mouth promotions. Information is exchanged across different market segments social networking media are definitely more immediate and achieve a powerful multiplier effect.

New courses on new media promotion

Programme Manager Tarloff Im said, "The three courses focus on online marketing through new media. In "E-Commerce Trading on eBay Platform," we invite instructors recommended by eBay to deliver the content. They are successful vendors on the auction site and will share their keys to success, such as the use of keywords and categorization of products etc. In just a few lessons, you'd get a grasp of the core useful knowledge regarding running online businesses. This is an indispensable course for those engaged in online trade and those interested in starting their own web-based enterprises. On the other hand, we also care for the needs of SMEs. The "Web2.0" course emphasizes the accurate collection of market information with Web2.0 technology, so as to build effective and specific databases and promote products and services with a low budget. Mr. Alvis Ko will teach the course "Social Media Marketing and Search Engine Optimization for Business," which is a rare chance to learn the practical insights from an expert."

Im predicts that major corporations will pay more and more attention to online and social networking media promotion. Those well-versed in the electronic technologies with a good understanding of social networking sites definitely have a competitive edge. They are also what the labour market seeks. Thus, it's time to update and upgrade yourself for the coming challenges.

Sub-degree applications grow by 50% 報讀副學位人數 較去年大幅上升五成

本年報讀港大附屬學院副學位人數超越去年，大幅上升五成。不少應屆考生及會考生在放榜後第一時間到港大附屬學院位於九龍灣及金鐘的報名中心即場報名及進行面試，合格人士更即場獲取錄。由於本年是最後一屆會考，學院加開副學士先修課程學額回應市場需要，而不論副學士、副學士先修或高級文憑課程的反應都十分理想。

The number of students applying to Community College sub-degrees grew substantially by 50% on a year-to-year basis compared to last year. Crowds of students flocked to the admission centres in Kowloon Bay and Admiralty for their chance to enrol. Applications and interviews were conducted on location. Qualified students were admitted right away. In order to satisfy the needs of the last cohort of HKCEE candidates, the School has increased the number of admission place for Pre-Associate degree programme. The recruitment campaign was closed and all the Associate Degree, Pre-Associate Degree and Higher Diploma programmes are well-received.



高考放榜當日，九龍灣報名中心排滿人龍。
Crowds of students rushed to Kowloon Bay enrollment centre after receiving the HKALE result.

Learn from world renowned 4A advertising agency Broaden the horizon of students 觀摩4A廣告製作 擴闊學生眼界

另外，國際學位課程中心六月曾安排「傳播、廣告及公關文學士」及「出版、媒體及文化研究(榮譽)文學士」課程學員到影樓了解廣告的誕生過程。學員更有機會跟全球知名4A廣告公司JWT工作人員及本地攝影師作交流，了解行業發展。當天他們更有幸看到藝人汪明荃小姐進行廣告拍攝，實在大開眼界！此外，中心本年招生反應同樣理想，截至7月底，已有超過2,500人報讀中心課程，較去年上升5%。

Centre for International Degree Programmes arranged a learning enrichment programme for students in BA Communication, Advertising & Public Relations and BA (Hons) Publishing, Media and Cultural in June. Students learnt the process of launching an advertising campaign. Professionals from world renowned 4A advertising agency, JWT, as well as famous local photographer, came to share the experiences with the students. They also met Ms. Liza Wang, and observed the shooting. Besides, the Centre recorded a satisfactory admission figure this year. More than 2,500 people applied in the Centre, which has a 5% increase compared to 2009.



Distinguished Alumni Talk Series: “Never too old to learn” by Dr. John Chan 傑出校友講座系列 陳祖澤博士 — 「學到老的人生」

70年代曾在港大校外課程部（HKU SPACE 前身）修讀第一屆管理學文憑的傑出校友陳祖澤博士，受學院之邀，在4月29日擔任第四場傑出校友講座的講者。「做到老、學到老」是陳博士過去66年的人生寫照，亦是未來的目標。他不斷求進的態度，真切演繹何謂「學到老的人生」。

In the 1970's, Dr. John Chan was among the first graduates from the Diploma in Management Studies (DMS) offered by the University of Hong Kong's Department of Extramural Studies (now HKU SPACE). As a remarkable alumnus, Dr. Chan was invited by the School to be the speaker in the 4th talk in the Distinguished Alumni Series on 29 April 2010. The theme of the talk “Never too old to learn” has been a true reflection of Dr. Chan's 66 years of life and will still be his motto in the future. His attitude to keep re-inventing and updating himself makes him the most eloquent speaker on the topic.



HKU SPACE院長李焯芬教授（右）及校友會會長陳達文博士（左）跟陳祖澤博士（中）合照留念。
Director Professor C.F. Lee (right), Dr. Darwin Chan, President of HKU SPACE Alumni Council (left) and Dr. John Chan (centre).

珍惜得來不易的學習

陳博士出生於日治時期，讀書機會得來不易，造就了他從小勤奮向學的性格。大學畢業後，他便進入政府，二十八年的政務生涯中，先後在不同部門任職，連港督的私人秘書也做過！陳博士重視融會貫通，視每個崗位的知識為學習。

支持終身學習的陳博士，早在70年代已身體力行，在港大校外課程部（HKU SPACE前身）進修，他憶述：「剛巧我的孩子剛出生，同時兼顧工作、家庭及進修，挑戰很大，但亦獲得很大滿足感。」作為父親，陳博士表示現今的年輕人愛用高科技產品溝通，學習電腦有助與子女互相了解。

謙虛多學才能進步

除了在工作上學習，陳博士鼓勵個人多發掘不同的興趣。以他為例，讀書時已投入多項學會活動，現時他正在學習粵劇，透過興趣不斷完善及提升自己。一直熱愛工作的他，亦積極參與義工回饋社會。

做事貴乎專注

不少現場觀眾對身兼多職的陳博士如何做好時間管理甚感好奇，陳博士表示同一時間只做一件事，要專注，才會有好表現。回顧多年學習的心得，他總括二字——謙虛，「保持謙虛，檢視不足，才能一直求進。」想重溫講座人士可瀏覽校友會網站<https://alumni.hkuspace.hku.hk/>。

Cherish the precious chance to learn

Born during the Japanese occupation when education was not easily accessible, Dr. Chan has always cherished any chance to learn and has been a diligent student since young. After graduating from the University of Hong Kong, Dr. Chan was hired by the government. In his 28 years of civil service, he worked in different departments and he was even once the personal secretary for the governor. Dr. Chan has always emphasised the thorough understanding and flexible applications of knowledge. He considered every posting a chance to learn something new.

Dr. Chan has been a faithful believer in lifelong learning. He enrolled in the University of Hong Kong's Department of Extramural Studies, the precursor of HKU SPACE, as early as in 1970's. He recalled, “I became a father to a newborn that year. I had to juggle with a day-time job, part-time study and family commitments. It was so challenging. But of course, I also derived a major sense of accomplishment out of it.” As a father, Dr. Chan opined that young people excel in communicating with high-tech products. To facilitate better communications within the family, parents may want to learn more about computers.

Be humble and willing to learn for progress

Besides learning on the job, Dr. Chan also encouraged the audience to develop different hobbies and personal interests. Take him for an example – he was active in extracurricular activities as a teenager, along with Cantonese opera which he is still learning at the moment. It demonstrates that someone willing to learn can keep on updating and upgrading him/herself through hobbies. Dr. Chan has also been passionate about his jobs. That's why he is still an active volunteer and holds a number of public offices after he retired.

Stay focussed

Many participants are curious about how Dr. Chan manages his time due to his busy schedule and simultaneously holding many offices. Dr. Chan said it's important to do one thing at a time and stay focussed.

Regarding the most important insight upon his years of learning, Dr. Chan summarised it in one word – humbleness. “No matter how successful you are, you should stay humble and understand your own shortcomings introspectively.” Webcast of the talk is available on HKU SPACE ALUMNI website, <https://alumni.hkuspace.hku.hk/>.

講座預告 Upcoming Events

過去四場講座十分成功，校友會將分別在10月19日及11月4日，邀請康泰旅行社前總經理劉美詩小姐，及恒生銀行執行董事梁永祥先生，擔任主講嘉賓，分享他們的學習及工作心得，機會難逢，萬勿錯過。

The first four talks of the series have been extremely well received. HKU SPACE ALUMNI will host two more talks on 19 October and 4 November 2010, featuring Ms. Susanna Lau, the former General Manager, Hong Thai Travel Services Ltd. and Mr. William Leung, Executive Director and Head of Personal Banking, Hang Seng Bank Limited as the guest speakers respectively. They will share with the audience their insights on study and work. Chances like that are hard to come by. Don't miss them!



馮孝忠先生指金融重心逐漸由西向東移，配合內地經濟發展強勁，香港金融人才必定更吃香。
Mr. Andrew Fung opined that the international financial epicentre has shifted from the West to the East. To tie in with the strong economic growth in mainland China, financial talents in Hong Kong will be more sought-after than ever.



觀眾爭取時間，積極向黃德明教授（左）發問。
The participants make good use of the break time to ask Professor T.M. Wong (left) different questions.

Expand your learning SPACE 學無涯 習天下 增值空間開放日 拓闊你的學習思維

在浩瀚的知識世界裡，你是否找到自己的進修方向？學院於6月12日成功舉辦大型「增值空間開放日」，為崇尚終身學習的你提供大量豐富及多元化的進修資訊。當日，學院更預備了逾六十場講座、示範及展覽，從遊走多國文化之美，談到辦公室智慧，深化個人領袖魅力。內容涉獵十分廣泛，啟發有志進修人士找出事業發展及生活的新方向，完善內外兼備的學習人生！

In the fathomless world of knowledge, have you found your way in further education? On 12 June 2010, HKU SPACE successfully hosted its annual open day providing all those in pursuit of lifelong learning with a wide range of education information. This year, the open day was themed around "Open SPACE," showcasing more than 60 talks, demonstrations and exhibitions. The content was so versatile, and varied from appreciation of cultural diversities to the secret of building personal leadership charisma. Anyone with a thirst for knowledge could be inspired to find his/her own way in further education according to either his/her career objectives or personal interests, building a comprehensive life of knowledge.

焦點講座 開啟無窮盡的學習空間

中醫養生學說強調「是藥三分險」，提醒用藥之人正確用藥的重要性。不約而同，西方的藥理學亦告訴我們，長期不恰當地服用西藥，會對身體造成不可逆轉的影響及負荷。生命科學及科技學院請來學院常務副院長，兼香港大學生理學及痛症學榮譽教授黃德明教授，以「藥物／毒物：一線之差」為題，透過藥理基本知識，講解身體對西藥的反應，同時糾正大眾對成藥的依賴。

Keynote talks: open up a boundless learning SPACE

According to the wellbeing theory in Chinese medicine, "There is always a considerable degree of risk when using medicine." Similarly, in the Western medical context, prolonged improper use of pills irreversibly affects our physiology. In the keynote talk of Professor T.M. Wong, Deputy Director of HKU SPACE and Honorary Professor of Department of Physiology, University of Hong Kong, he themed his speech around "The fine line between drug and poison". He explained basic pharmacological concepts and how the human body respond to Western medicines. He also urged the audience to stay away from chemical dependence resulting from prolonged drug use.

不少終身追求學問的人，目標都是凝煉智慧，摸索出練達的為世之道。中華文化博大精深，其處世智慧對生活節奏急速，盲目追逐成功的現代人有寶貴啟示。人文及法律學院請來事業成績斐然，同時對中華文化有深入了解的中華智慧管理學會會長彭泓基先生，教授聽眾如何活用中華智慧，審時度世，修己及人。

Many people aim at attaining wisdom and a sophisticated life philosophy throughout their lives. The profound Chinese culture champions a pragmatic wisdom which might shed some light on the hasty pace of modern life and the blind pursuit of success among urbanites. The College of Humanities and Law invited Mr. Lawrence Pang, Chairman of Chinese Wisdoms Society, to share with the audiences how to gauge modern values and refine their own temperament dimensions with Chinese wisdom. Mr. Pang not only enjoys much success in his academic studies and career. He also boasts an insightful understanding on Chinese culture.

08年一場金融海嘯令全球經濟大洗牌，金融重心逐漸由西向東移，亞洲區的金融及銀行業機遇處處，本地銀行的招聘更顯得蠢蠢欲動。恒生銀行總經理兼財資及投資業務主管馮孝忠先生受金融商業學院邀請，以第一身僱主及投資者身份，講解如何把握「後金融海嘯的國際新機遇」！

The financial tsunami in 2008 led to the shuffling of wealth on a global scale. The economic epicentre has shifted to the East. Financial and banking opportunities look plentiful in the Asia region. The labour market in the banking sector is set to bloom any time. That's why the College of Business and Finance invited Mr. Andrew Fung, General Manager and Head of Investment and Insurance, Hang Seng Bank, to give a talk on the "Upcoming International Opportunities in the Aftermath of the Financial Tsunami" from his exclusive vantage point as an employer and investor.



彭泓基先生（右）崇尚「中學為體，西學為用」，對中華文化有深入了解。
Mr. Lawrence Pang (right) advocates a theory of "Basing on Chinese values; aided by Western knowledge in practice." He has an insightful understanding on Chinese culture.

開放日部分講座、示範及展覽 Other talks, demonstrations and exhibitions on the open day:



當日不少熱衷進修人士早到場，了解適合自己的進修課程。
An overwhelming number of participants arrived early so as to understand more about the courses that suit them.



中國品茗茶藝專家及雲南新舊普洱茶品質鑑評專家陳國義先生（中）介紹如何分別普洱茶的優劣。
Mr. Chan Kwok Yee (centre), Chinese tea master and connoisseur on new and vintage Yunnan Pu'er tea, explained the way to tell good Pu'er tea from the bad ones.



天河有保女士（左）示範如何展現和服之美。
Kimono master Ms. Tenga Ariho (left) demonstrated the intricacy of the traditional Japanese apparel.



學院中醫副教授劉農虞先生（右）介紹針灸推拿療法。
Mr. N.Y. Liu (right), Associate Professor (Chinese Medicine), HKU SPACE, explained the principles of acupuncture and massage therapy.



學院請來Pacific Coffee Company的代表作即席咖啡示範。
The School invited experienced baristas from Pacific Coffee Company to demonstrate the right way to make coffee.



心靈魔術師Mr. Romeo Rodriguez (右)表現令人驚訝的心靈感應。
Mr. Romeo Rodriguez (right), a telepathic magician, shocked the audience with his amazing telepathic skills.



泰昌餅家執行董事李誠權先生分享香港人的蛋撻文化。
Mr. Lee Shing-kuen, Executive Director of Tai Cheong Bakery, presented the culinary culture of the local favourite egg tart.



開放日的書法展覽。
Calligraphy exhibition in Open Day.



美國瑜珈聯盟註冊培訓瑜珈導師李懷謙先生教導觀眾如何平衡心靈。
Mr. W.H. Lee, registered trainer and yoga instructor (Yoga Alliance, US), showed the audience how to restore the mental balance.

「網絡教學的質量管理」學術沙龍

香港大學專業進修學院持續教育及終身學習研究中心與學院網絡教學中心，於4月合辦第七期持續教育及終身學習學術沙龍，探討「網絡教學的質量管理」，由英國開放大學物料工程學的高級講師Mr. Edean主講。Mr. Edean有多年網絡教學的管理經驗，他更以英國開放大學質素保證手冊為例，從學術質素和標準、內部檢測等多方面講解怎樣做好質量管理。

Salon on Quality management of online and e-learning

HKU SPACE Centre for Research in Continuing Education & Lifelong Learning (CELL) held the 7th Salon of Continuing Education and Lifelong Learning in collaboration with the School's Centre for Cyber Learning in April 2010. The speaker Mr. Mark Edean is Senior Lecturer in Materials Engineering from the Open University of United Kingdom (UKOU) and he framed his speech around the topic "Quality management of online and e-learning: A work in progress?" He used the quality assurance handbook of UKOU as an example to explain how quality in terms of academic excellence can be managed by means of internal auditing.



榮休院長楊健明教授向Mr. Edean致贈紀念品。
Professor Enoch Young, Director Emeritus, presented souvenir to Mr. Edean.

“Entrepreneurship Seminar Series”專業講座反應熱烈

學院早前舉辦，一連三場“Entrepreneurship Seminar Series”專業講座系列經已圓滿結束，每場均接近滿座。學院先後邀得特許公認會計師公會（香港分會）理事會委員及中國事務委員會主席羅洪偉、Techsport Limited的創辦人何偉文及德魯克管理學院院長李志剛擔任主講嘉賓，剖析如何在廿一世紀新經濟模式中尋找發展空間，健康發展。學院下半年將陸續推出營銷講座，詳情可留意網頁公佈。

Entrepreneurial Seminar Series well received

All three talks from the Entrepreneurial Seminar Series were drawn to a close. The series drew some serious crowds and the venue was almost full in every talk. The School invited Mr. Sam Law, Mainland Affairs sub-committee Co-Chairman, ACCA Hong Kong; Mr. Timothy Ho, founder of Techsport Ltd; and Mr. Stephen Lee, President, Peter F. Drucker Academy to be the guest speakers. They talked about how to spot room for development in the 21st Century new economic model. The School will organise other marketing seminars in the rest of the year. Please visit our website from time to time for details.

胡定旭擔任高桌晚宴嘉賓

國際學位課程中心在7月假香港大學陸祐堂舉行第三屆高桌晚宴盛會。高桌晚宴是HKU SPACE全日制課程每年的重點活動，本年有超過220學生出席。整個活動由學生統籌，今年更邀得醫院管理局主席胡定旭先生擔任主講嘉賓，分享人生經歷。

Anthony Wu attended High Table Dinner

In July 2010, the Centre for International Degree Programmes hosted the third High Table Dinner at Loke Yew Hall, the University of Hong Kong. The annual dinner has been a major event for all in the HKU SPACE full time programmes. This year over 220 students showed up at the prestigious venue and Mr. Anthony Wu, Chairman of Hospital Authority, was invited to talk to the attendees on his insights and life experiences.



院長李焯芬教授及一眾管理層與胡定旭先生合照。
Director Professor C.F. Lee (fifth from right), Mr. Anthony Wu (sixth from right) and the senior management of the School.



羅洪偉向一眾參加者講解中小企業如何爭取銀行貸款。
Mr. Sam Law explained how SMEs could well prepare for and succeed in bank financing.



倫敦大學國際課程在7月舉辦開放日。
The University of London International Programmes Open Day was held in July successfully.

倫敦大學國際課程改名及開放日

自2010年8月1日，「倫敦大學校外課程」正式改名為「倫敦大學國際課程」。新名稱更能彰顯課程的國際性，各地學子均可獲授世界知名倫敦大學（下稱倫大）學銜。是次改名不影響學生獲授學銜。一如以往，畢業證書將列明由倫大頒發，經倫大校長簽署，並註明為學生進行學術評估之學術主導學院，及學生在倫大註冊及頒授學銜的課程名稱。相關物品及單張會逐步更新。

另外，課程7月的開放日為多個學科，如工商管理、電腦、經濟、金融、法律及管理舉行講座，多位倫大課程總監S. Askey, D. Brownrigg, R. Gosling, J. Hamilton, G. Harindranath及入學事務處副處長C. Jenney均有出席，親身回答學生提問。

深受歡迎的法律系課程，新課程總監J. Hamilton亦首次出席講座，十分滿意當日安排。想知道更多開放日及課程資訊，可到<http://hkuspace.hku.hk/londonu>。

Looking to the Future, Building on the Past The University of London International Programmes

Since 1 August 2010, the University of London External System has changed its name to the University of London International Programmes. The new name has greater clarity and expresses that the internationally renowned awards of the University of London are made accessible to students across the globe.

There will be no change to the academic award received. The degree parchment will continue to state that the degree is from the University of London and will be signed by the Vice-Chancellor. The parchment will also continue to make reference to the fact that the assessment for the award has been carried out by the College(s) providing the academic direction for the programme that has been undertaken by the student. A gradual change is being made from the old name to the new one through the normal cycle of updating materials.

In addition, The second University of London International Programmes Open Day 2010 was held in July. Numerous programme seminars were given, including MBA, Computing, Economics, Finance, Law and Management. Programme Directors Mr. S. Askey, Dr. D. Brownrigg, Ms. R. Gosling, Dr. G. Harindranath, and the Deputy Head of Student Admissions Office, Mr. C. Jenney, were present and answered students' queries.

The LLB programme has long been the most popular programme, and the LLB seminars attracted a full house during the Open Day. Professor J. Hamilton, the new Programme Director (Law), participated for the first time in Hong Kong. After the Open Day, Professor Hamilton commented that she was extremely impressed with the very efficient organisation of the Open Day at HKU SPACE. To find out more about the University of London International Programmes, please visit: <http://hkuspace.hku.hk/londonu>.

2010日本留學展暨日語教育機構展

學院於7月與日本（財團法人）東京都專修學校各種學校協會，舉辦「2010日本留學展暨日語教育機構展」。不少日本語學校及日本大學專程來港參展，當日雖然遇上黑色暴雨，仍然有500多名有意到日本留學及工作的人士，前來參加研討會及詢問資訊。

Japan Education Fair 2010

In July, the School collaborated with the Metropolitan Tokyo Professional Institution Association from Japan to co-host the Japan Education Fair 2010. Many Japanese language schools and universities sent staff to Hong Kong for the Fair. Despite the black rainstorm warning issued that day, over 500 participants keen on working and studying in Japan showed up at the seminars to inquire about relevant information.



不少人向學院職員詢問日語課程資料。
Many participants inquired about Japanese language programmes.

Join the Social Enterprises e-Society Turn your brilliant ideas into reality! 加入社企網上學會，將生意構想兌現



在中國，兩位女青年想改善中國西部地區牧民的生活，她們於2005年成立了Ventures in Development，致力幫助牧民以犛牛資源來達致可持續經濟發展。

另一邊廂，在德國，一位青年人想融合盲人和健視的人，在1988年創辦「黑暗中對話」，為傷健人士提供有意義的工作。

1983年，Muhammed Yunus教授利用一套微型貸款計劃，創立了「鄉村銀行」，為孟加拉鄉郊地區居民提供資金及自願機會，他更因而獲頒2006年諾貝爾和平獎。

校友會成立社會企業網上學會

以上只是少數社會企業家的故事，你是否也被觸動？你是否想創立自己的社企？機會來了，你也可以創立你的社會企業！

校友會將成立社會企業網上學會，讓學院職員、校友和學生，在這個網上平台交流社企資訊和營商構想。學會成立主要目的，是讓參與者認識社會企業精神，同時創造更多工作機會，協助社區人士及弱勢社群就業，重投社會。學會另一特色是社企友導計劃，由導師指導及引領組員構思並撰寫可申請銀行貸款的業務計劃書，同時提供營運意見，建立可持續發展的社會企業。

In China, two young ladies wanted to improve the living of the Chinese in the western region, they set up "Ventures in Development" in 2005 to help nomads utilize resources from their yaks to achieve sustainable economic development.

In Germany, a man wants to bring the blind and sighted people together. He started "Dialogue in the Dark" in 1988, to create meaningful employment for disabled people.

In Bangladesh, Professor Muhammad Yunus designed a small personal loan system to create self-employment opportunities in rural Bangladesh, and as well established the "Grameen Bank" in 1983. His extraordinary contribution earned him the Nobel Prize in Peace 2006.

ALUMNI launch the Social Enterprises e-Society

There are a lot more stories on social entrepreneurs. You can be one of them and here comes the chance!

ALUMNI will establish a web-based platform, the Social Enterprises e-Society, engaging the staff, alumni and students to share their business ideas on social enterprises. The ultimate mission is to educate participants on social entrepreneurship, create business opportunities to tackle social problems, and help the disadvantaged people through business operation.

The Mentorship programme is one of the characteristics in the e-Society. Mentors will assist members to generate a bankable business plan, and in later stage, turn the plan into a sustainable social business.

報名辦法 Application

想加入社企友導計劃，可聯絡項目主任戎曼娜小姐，索取詳細報名資料：
If you want to join the Mentorship programme, please contact Miss Mana Yung, the Project Coordinator, to get more detailed information:

電郵 Email: mana.yung@hkuspace.hku.hk
查詢 Enquiry: 2910 7684

校友會將推出社會企業網上學會平台。
ALUMNI will establish a web-based platform for Social Enterprises e-Society.



第四十三期 (2010年9月) 學院通訊編輯委員會 Issue No.43 (September 2010) HKU SPACE News Editorial Board

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同心展關懷
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2009/10
Awarded by The Hong Kong Council of Social Service
香港社會服務聯會頒發