Closer Alignment between Post-secondary Education Institutions and Industries

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In This New Millennium

• In a university, teach students how to learn
• A bachelor degree tells people that you have the basic skill of acquiring new knowledge
Most companies require a bachelor's degree as a minimum qualification.
BBA Programme of Hang Seng Management College

Number of Modules to be Taken

Year 1
- Business Education
- General Education
- 15 Modules

Year 2
- 2nd Year
- 11 Modules

Year 3
- 3rd Year

Year 4
- 4th Year

Concentration
- 3 Modules

Free Electives
- 3 Modules

Total: 43 Modules

Professionally Recognized

In Banking and Finance Concentration:

1. HKIB (Hong Kong Institute of Bankers)
2. ACT (Association of Corporate Treasurers)
3. IFPHK (Institute of Financial Planners of Hong Kong)
4. SOA (Society of Actuaries)
Internship

- Internship which provides practical & useful business experience

The Missing Link

- But the critical issue is how to integrate industry requirements with curriculum design

- Depends on Commitments of industry and educational institute

- Internship, Summer Job and Part-Time Job
Challenges and Wish Lists

• Current approval process emphasizes quality control, not flexibility

• Internship can be a prolonged interview, on-the-job training rather than a short term commitment

• Feasibility of Sandwich programmes / curriculum