

Quality Enhancement Grant Scheme

Final Evaluation Report

Project No. :

Reporting Period: From September 2009 (month/year) to August 2010 (month/year)

Part A

Project Title: Business Simulation and Learning Project: Co-curricular learning programmes to enhance the effectiveness of teaching and learning for business-related courses of full-time self-funded sub-degree and top-up degree programmes

Name of Grantee: School of Continuing Education, Hong Kong Baptist University

Project Period: From September 2009 (month/year) to August 2010 (month/year)

Part B

Please use separate A4-size sheets to provide an evaluation of the Project with regard to the following aspects:

1. Project activities contributing to the attainment of Project objectives, extent of attainment of the objectives, evidence or indicators attesting to the attainment of the objectives, and if applicable, reasons for not able to achieve the objectives.
2. Impact or benefits of the Project to the participants, the target institution(s) or the sector.
3. Cost-effectiveness of the Project against clear indicators, e.g. utilization of available resources, unit cost per beneficiaries, sustainability of Project activities/impacts, applicability of Project outcomes/deliverables to other institutions, or alternative approaches for equivalent benefits at less cost, etc.
4. Outcomes and deliverables of the Project.

Signature:  Organization Chop: _____



Name of Authorized Person: Dr. Ella P.O. CHAN

Name of Grantee School of Continuing

Organization: Education (SCE), HKBU

Position of Authorized Associate Dean of SCE and

Person: Director of CIE, HKBU

Date: 29 December 2010

* *Final Evaluation Report should be signed by the head of the Grantee organization, the person-in-charge of the Project or the person who signed the Quality Enhancement Grant Scheme Agreement for acceptance of the Grant on behalf of the Grantee organization.*

Part B

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1. Project activities

The main purpose of the project is to develop and organize co-curricular activities and learning projects to enhance the learning experiences, study motivation as well as teaching and learning effectiveness for the students of full-time self-funded sub-degree and top-up degree programmes. The project comprised of three parts: 'Talk Series', 'Remake Aberdeen' Business Simulation Competition and 'Ad-Here' Advertising Competition. An overall project name 'B-Dare' was chosen which means 'Business Challenge'. Students are encouraged to develop their analytical and communication skills by participating in various talks, workshops and competitions.

A. Talk Series

By joining the Talk Series, students could enrich their learning experiences through exposing to the real-world business matters. Professionals in the field were invited to give talks on various topics including marketing, management or business environment. Students participating in this programme were invited to write a short paper in a 'Reflective Paper Competition' to reflect on how they benefit from the programme, what they learned about the key to business success, and to what extent they could apply textbook concepts to the real world. Prizes were given to the winning papers and students were offered a certificate to recognize their completion of the programme. In addition, the talks were video-taped and student papers have been collected and made available for the self-study of students or possible adoption as teaching materials.

1. Five Talks

There were five talks held in 2009-2010 academic year. Dr. Ngan Lei Tjen, Head of CB Academy of Standard Chartered Bank, was invited to be the first guest speaker in Talk Series on October 29, 2009. She shared her valuable experience with the students in a talk entitled 'Continuous Learning to the Road of Success' (Appendix 1A). She encouraged students to learn and try new things in both studies and future careers. The talk was well received with over 130 students participated.

Dr. Royce Yuen, former Chairman of Ogilvy and Mather (Hong Kong) Pte. Ltd and Chairman of the Association of Accredited Advertising Agencies of Hong Kong, was our second speaker of 'B-Dare' Talk Series (Appendix 1B). He gave students an illuminating lesson on the topic of brand promotion with various interesting case studies on November 15, 2009 in Shek Mun Campus. Dr. Yuen illustrated the effectiveness of different commercials and shared his personal experience with over 150 students. His speech was delivered in such a cheerful way that the audience was totally absorbed.

Mr. Chia Kok Onn, President of Hong Kong Venture Capital & Private Equity Association and Chairman of the Advisory Board of CIE, was our guest speaker of 'B-Dare' Talk Series 3

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on February 25, 2010. He shared with students his experience on the topic 'Globalization – Are We Prepared for the Challenges?' The talk was about how Mr. Chia sees the challenges for an individual in the process of globalization. Mr. Chia mentioned that different aspects have become integrated through a globe-spanning network of communication and trade; we should have not only technical skills, but also other managerial and soft skills. His inspirational speech was delivered in way that the audience was totally absorbed. (Appendix 1C)

Ms. Vivian Lau, Chief Executive Officer of Junior Achievement Hong Kong, was invited to be the fourth guest speaker in the Talk Series. She shared her insights with the students on the topic of 'Triple Bottom Line' on March 4, 2010 (Appendix 1D). She also talked about her valuable experience on what happens when the conventional profit and loss is simply not good enough. The talk was well received with over 130 students participated.

For the past nine years, Ms. Vivian Lee, Marketing Director of Ocean Park, has created more reasons for customers to visit the Park through marketing a series of events. Ocean Park has pioneered the signature Halloween event in Hong Kong since 2001. The event is such a hit every year that the attendance of the Park in October has been increased by approximately 300%. In a talk held in Shek Mun Campus on March 25, 2010, Vivian shared the successful stories of Ocean Park (Appendix 1E).

Details of Talk Series Held and Resources Used for the Implementation of the Activities

Date	Time	Talks	Target Group(s)		No. of students	Venues		Person-in-charge
			ADF + AD	Top-up Degree		Shek Mun campus	Kowloon Tong campus	
29/10/09	4:30 – 5:30	Talk Series 1 – 'Continuous Learning to the Road of Success'	✓	✓	Approx. 150		DLB 418	Business Team and QEGS Support Team
5/11/09	4:30 – 5:30	Talk Series 2 – 'Brand promotion'	✓	✓	Approx. 140	Room 701		ditto
25/2/10	4:30 – 6:00	Talk Series 3 – 'Globalization – Are We Prepared For The Challenges''	✓	✓	Approx. 140		DLB 418	ditto
4/3/10	4:30 – 6:00	Talk Series 4 – 'The Triple Bottom Line''	✓	✓	Approx. 100		DLB 418	ditto

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25/3/10	4:30 – 6:00	Talk Series 5 – ‘Love Hong Kong, Love Ocean Park – Marketing Strategies of Ocean Park’	✓	✓	Approx. 90	Room 801	ditto
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In November 2010, the Business Team and QEGS Support Team began to arrange a video clip archive for the five talks. The aim is to provide chances for students to learn through the video clips. The archive will be distributed to secondary school for teachers (Appendix 1F) as supplementary teaching material. In addition, the archive of videos of talks will be placed in HKBU Main library of Kowloon Tong campus and the Shek Mun Campus library.

2. Reflective Paper Competition

The talk series and reflective paper competition were successfully completed in May, 2010. Over 130 participants and 34 students were selected to enter the first round screening stage. In the papers, most students expressed that they treasured the opportunity to go beyond classroom learning and be exposed to the real business world. The paper writing approach was also recognized as a useful means which encouraged students to think independently as well as to provide an opportunity to develop their business acumen and English writing skills. Appendix 2A shows the guidelines for judging and evaluating the reflective paper. Lecturers were also pleased that students could apply textbook knowledge to real world business situation. A 2-hour advanced training workshop was held on 1 April 2010. The workshop provided students with training on English writing skills for the final reflective paper and guidelines in drafting the reflective paper.

After the initial screening by the five CIE business team lecturers, six reflective papers were selected to enter the final round competition and were judged by business professionals and scholar.

The panel judges were:

Dr. Ngan Lei Tjen

Head of CB Academy of Standard Chartered Bank

Ms. Vivian Lau

Chief Executive Officer

Junior Achievement Hong Kong

Chief Executive Officer

Hong Kong Petrochemical Company Limited

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Dr. Vicky Lee

Associate Head

College of International Education

Hong Kong Baptist University

The winners of the competition are as follows (Appendix 2B):

Champion:	Tsui Kam Po	(Associate Degree Foundation student)
1st runner up:	Zhou Yiuhu	(Year 1, Associate Degree Business student)
2nd runner up:	Ho Kin Lok	(Associate Degree Foundation student)

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B. 'Remake Aberdeen' Business Simulation Competition

The aims of the business simulation competition is to provide students with knowledge and training on developing a business plan, and to give them a chance to acquire the skills which are vital to use in facing challenges of a real business world. Being one of the famous tourist attractions, Aberdeen featured as the conventionally fishing port with traditional lifestyle which is lured by foreign visitors. In order to further strengthen Hong Kong tourism industry, it is important to revitalize the concept of Aberdeen. So the topic 'Remake Aberdeen' was chosen as the main theme of the competition.

1. Aims of the "Remake Aberdeen" Competition

- To transform Aberdeen into a new tourist attraction but preserving the characteristics of a traditional fishermen's village;
- To enhance the holistic appearance of two sides between Aberdeen Harbour and Ap Lei Chau Promenade by fusing additional tourism facilities to fortify its attractiveness;
- To renovate the environment through beautification process which in line with the fisherman theme. This includes the architectural works of landscape and streetscape improvements.

2. Forms of Competition

Students formed groups of 5 to 7 to enter the competition. Each group acted as a consultancy firm to provide business advice with an assigned scenario. Each group was required to produce a conceptual plan (Appendix 3A) and a business plan (Appendix 3B). They also were required to conduct an oral presentation for competition. After the initial screening by the five business team lecturers, 5 teams were selected out of the 13 contestant teams to enter the final round competition and were judged by business professionals and scholars.

The panel judges were:

Dr. Ella Chan

Director

College of International Education

Hong Kong Baptist University

Mr. Terrance Yeung

Assistant General Manager

HSBC Insurance Brokers (Asia-Pacific) Ltd, INBA

Ms. Amy Ho

Human Resources Manager,

Headland Hotel, Cathay Pacific City

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3. 'Remake Aberdeen' Business Simulation Competition Workshops

Mr. Terrance Yeung, Assistant General Manager of HSBC Insurance Brokers (Asia-Pacific) Ltd INBA, was our guest speaker of the first training workshop on the topic of 'Business Functions'. The main purpose of the workshop was to provide a chance for students who had joined the 'Remake Aberdeen' to learn how to write a business plan. He shared with students his experience in the business sector, and gave students insights on how to make a good business plan on November 12, 2009. The students had an enjoyable training session delivered by Mr. Yeung (Appendix 3C).

15 teams joined the competition 'Remake Aberdeen' in the first round and three consultation sessions were given to them on November 26, 2009, January 14 and January 19, 2010 respectively (Appendix 3D). Lecturers answered the students' enquiries about the conceptual plan and other related details of 'Remake Aberdeen' Competition.

The second training workshop was held in Kowloon Tong Campus on February 4, 2010 and around 40 students participated. Ms. Irene Cheung, Executive Director of Radica Systems Limited, and Mr. Gary Wong, an alumnus of CIE, were invited to share their experience in their field in order to help students to prepare their final competition (Appendix 3D).

4. Details of Talk Series Held and Resources Used for the Implementation of the Activities

Date	Time	Talks	Target Group(s)		No. of students	Venues		Person-in-charge
			ADF + AD	Top-up Degree		Shek Mun campus	Kowloon Tong campus	
12/11/09	4:30 – 6:00	'Remake Aberdeen' Training Workshop 1	✓	✓	70		DLB 418	Business Team and QEGS Support Team
26/11/09 14/1/10 19/1/10	4:30 – 5:30	'Remake Aberdeen' – Consultation meetings with students	✓	✓	Approx. 30		SCE 904 & 1105	ditto
4/2/10	4:00 – 6:00	'Remake Aberdeen' Training Workshop 2	✓	✓	Approx. 40		DLB 418	ditto

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10/2/10	4:00 – 6:00	'Remake Aberdeen' Team Leader Meeting	✓	✓	Approx. 40		SCE 1105	ditto
18/3/10	4:30 – 6:30	Remake Aberdeen Final Presentation	✓	✓	80		DLB 404	ditto

5. 'Remake Aberdeen' Final Presentation

The judges mentioned above attended the final presentation held on March 18, 2010. Each group made an oral presentation about their plan and three winners were chosen for the Best Presentation Award, Most Popular Presentation Team Award as well as the Ultimate Award (Appendix 3D).

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C. 'Ad-Here' Advertising Competition

The main propose of this programme is to provide students taking business or communication courses with the opportunity to apply their academic knowledge and skills and a creative mind to develop and present the promotion and advertising campaign proposal of a real-world product. The programme intentionally involved marketing and advertising professionals from the industry so as to achieve such purpose. Among other things they gave briefings to students on the product and promotion campaign, shared their own experiences of successful campaigns, and served as judges. The winning teams were offered prizes and students were given a certificate for their completion of programme. There were total 17 teams joining the competition. The first round screening was held on January 5, 2010 and 4 teams were selected to go to final round competition. They are required to work on initial research and idea on the brand Tempo when submitted their applications (Appendix 4A).

A full-day Training workshop was provided to all contestants on 11th January, 2010 for the 4 selected teams to develop their basic concepts and understanding on communication, marketing, advertising, and public relations (Appendix 4B). Topics of workshop included marketing and advertising basics, and account servicing skills. After training workshop, the client, Tempo, provides assignment briefing to contestants. The briefing was conducted by Ms. Aileen Ho, Marketing Manager of SCA Tissue Hong Kong Limited, Ms. Joey Chong, Assistant Brand Manager of SCA Tissue Hong Kong Limited, Ms. Eliza Leung, Business Director of Publicis Hong Kong, and Ms. Betty Fok, Senior Account Manager of Publicis Hong Kong.

Contestants had to conduct marketing research and develop creative ideas based on the briefing provided by the client. Weekly consultation sessions were provided to the contestants during the campaign development in February. These sessions were conducted by Ms. Miranda Ma and Mr. Wong Wing Hong, lecturers of Creative Communication team of the College. Contestant teams were required to update their progresses in weekly basis.

In addition, training workshop on public speaking was given to enhance the presentation skills of contestant teams on 4th March, 2010. This training workshop was conducted by Ms. Becky Poon and Dr. Warren Linger, lecturers of Creative Communication team of the College. Proper pitching presentation skill and manner was delivered to all contestant teams.

Final pitching presentation was held for all our students on 11th March, 2010. Over 200 students from College of International Education have joined in the presentation. In addition, over 30 students from IVE Kwun Tong attended the presentation. Contestant teams were required to present their research findings, insights and sell their creative ideas to clients and other adjudicators. Adjudicators included Ms. Aileen Ho, Marketing Manager of SCA Tissue Hong Kong Limited, Ms. Joey Chong, Assistant Brand Manager of SCA Tissue Hong Kong Limited, and Ms. Eliza Leung, Business

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Director of Publicis Hong Kong. Excellent involvement was achieved in the training workshop. Judges commented on the outstanding understanding on advertising and PR campaign development with the presentation from various teams. Champions and 1st Runner-up were selected after keen competition among 4 contestant teams. Members of Champion team, Key, included Liu Hong Lin, Lip Chee Hin, Tse Wing Ki, Wu Ching Yi, and Wong Tsz Pui. And members of 1st Runner-up, Five Cents, included Poon Sze Wing, Cheung Hao Lin, Wai Kwun Wang, Lee Tsz Chun, and Cheung Yu To (Appendix 4B).

Debriefing and evaluation session was arranged for performance review with all contestant teams on 8th April, 2010. Taped presentation was reviewed and commented in aspects of strategies, ideas, and presentation delivery.

Joint award presentation ceremony was held on 27th May, 2010, and the certificates were presented to the winning teams. There were over 130 participants joining the presentation ceremony.

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D. Survey Study

A survey study (Appendix 5) was conducted to identify and evaluate how and to what extent co-curricular activities could enhance teaching and learning effectiveness, as well as their association with the students' learning motivation, academic performance and also interest in real business. The completed report is attached (Appendix 6).

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2. Project Milestones Completed at the End of Final Reporting Period:

The following milestones have been completed satisfactorily:

1. all project activities and competitions have been completed as planned in the project proposal (see Appendixes 1 to 4);
2. an archive of videos, papers, business plans, and proposals was compiled and DVDs have been prepared to be distributed to selected secondary schools (see Appendix 1F);
3. a survey has been carried out and the results have been reported (see Appendixes 5 and 6);
4. a website and a DVD have been created to disseminate the key project details (see <http://www.cie.hkbu.edu.hk/bdare/>);
5. an auditor's report have been prepared to summarize the expenditure (see attached).

3. Summary

Thanks to the joint effort of all the CIE lecturers, students and advisors, the B-Dare Project was completed satisfactorily. All the project objectives have been attained: the various activities held to a large extent enriched their learning experiences in CIE. Business professionals from various fields were invited to give students hands-on training on different practical skills, e.g. presentation, business plan writing as well as how to design an advertising campaign. Through these group competitions and the training workshops beforehand, students could develop their business sense, team spirit, analytical, communication and presentation skills. Given the fact that students were assisted by our lecturers throughout the process, they were encouraged to learn to be independent and to come up with their own original ideas.

By creating a website and a DVD to be distributed to other schools, it is hoped that our positive and fruitful experiences can be shared among other educators in order to enhance the teaching and learning effectiveness.