

Quality Enhancement Grant Scheme

Interim Report

Project No. :

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

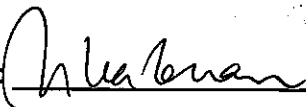
Project Period: From September 2009 (month/year) to August 2010 (month/year)

Part B

Please use separate A4-size sheets to report the progress with regard to the following aspects:

1. Types and brief descriptions of Project activities held/completed during the reporting period (*the information may be presented in the form of a table*).
2. The dates, time, venues and number of participants / beneficiaries of Project activities held, and resources (e.g. equipment, manpower) used for the implementation of Project activities.
3. Project milestone(s) and deliverables attained at the end of the reporting period and evidence showing the attainment of milestones and deliverables.
4. The percentage, in terms of key tasks, of the Project completed at the end of each reporting period.
5. Project variation*, if any, during the reporting period, together with details and justifications

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 Person: Associate Dean of SCE and

Head of CIE, HKBU

Date: 10 June 2010

Received on
10.6.2010

* A separate written application should be submitted to the Grant for prior written approval.

*Progress Report of Project 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.

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Part B

1. Types and Brief Descriptions of Project Activities Held:

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

A. Kick-off Ceremony

In order to introduce the project 'B-Dare' to all CIE students, a kick-off ceremony was held on 8 October 2009. Over 100 students attended the ceremony and responded actively (Appendix 1A). The project has 3 programmes: Talk Series (business talks and Reflective paper), 'Remake Aberdeen' Business Simulation Competition (conceptual plan, business plan presentation and business plan writing) and Ad Here (Advertising Competition). There was also a student sharing session held by alumni who joined a similar programme in our College last year.

B. Talk Series

By joining the Talk Series, students can enrich their learning experience through exposing to the real world business world. Professionals in the field are invited to give talks on various topics including marketing, management or business environment.

There were two talks held in the first semester. 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 1B). She encouraged students to learn and try new things in both studies and future careers. The talk was well received with over 130 students participating.

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. Dr. Yuen illustrated the effectiveness of

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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. The talk was held at CIE Shek Mun Campus.

C. 'Remake Aberdeen' Business Simulation Competition

The aims of the business simulation competition is to provide students 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.

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' in 'B-Dare' Project. The main purpose of the workshop is to provide a chance for students who have 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 1C).

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 (Appendix 1C). Lecturers answered the students' enquiries about the conceptual plan and other related details of 'Remake Aberdeen' Competition. The second training workshop was held at Kowloon Tong Campus on February 4, 2010 and around 40 students participated in it. Ms. Irene Cheung, Executive Director of Radica Systems Limited, and Mr. Gary Wong, Alumni of CIE, were invited to share their experience in their field in order to help students to prepare their final competition (Appendix 1C). The winning teams will be offered prizes and students will be given a certificate for their completion of programme.

D. '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 will involve marketing and advertising professionals from the industry. Among other things they will brief students on the product and promotion campaign, share own experiences of

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successful campaigns, and act as judges. The winning teams will be offered prizes and students will be given a certificate for their completion of programme. There are 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. There was a whole-day training workshop held on January 11, 2010 for the 4 selected teams. The workshop consisted a debriefing session and a client consultation session (Appendix 1D). Guests included 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).

E. Survey Study

A survey study (Appendix 2) which identifies and evaluates 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 first phase of collecting data has been completed in December 2009 and the second phase will be commenced in late March or early April, 2010. The two sets of data will be used to evaluate the difference of the students' performance on various aspects before and after joining the programme.

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2. Details of Project Activities Held and Resources Used for the Implementation of the Activities

Date	Time	Programmes / Activities	Target Group(s)		No. of participants	Venues		Person-in-charge
			AD	Top-up Degree		Shek Mun campus	Kowloon Tong campus	
8/10/09	4:30 – 6:00	B-Dare Kick-off Ceremony	✓	✓	Approx. 100	Room 701		Business Team, Communication Team and QEGS Support Team
29/10/09	4:30 – 5:30	Talk Series 1 – ‘Continuous Learning to the Road of Success’	✓	✓	Approx. 130		DLB 418	Business Team and QEGS Support Team
5/11/09	4:30 – 5:30	Talk Series 2 – ‘Brand promotion’	✓	✓	150	Room 701		Business Team and QEGS Support Team
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	Business Team and QEGS Support Team
5/1/10	10:00 – 5:00	‘Ad-Here’ first screening round	✓	✓	Approx. 90	Room 1001		Communication Team
11/1/10	9:00 – 5:30	‘Ad-Here’ training session	✓	✓	Approx. 30			Communication Team
4/2/10	4:00 – 6:00	‘Remake Aberdeen’ Training Workshop 2	✓	✓	Approx. 40		DLB 418	Business Team and QEGS Support Team

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3. Project Milestones Completed at the End of Reporting Period:

A. Formation of Project Management Committee and recruitment of Project Team

Project Management Committee of the project was formed. Lecturers from Business Team and Communication Team joined the committee including Dr. Raymond Ng, Ms. Alison Lo, Dr. Angel Lai, Dr. Martin Tsui, Dr. Elsa Wong, Mr. Eric Lau, Ms. Becky Peon, Mr. Benjamin Cheng, Mr. W.H. Wong and Ms. Freda Man (Public Relations and Communication Manager).

Three new staff in the Project Team, namely, Mr. Jerome Mak (Project Coordinator), Mr. Squall Ching (Research Assistant) and Mr. Robin Yeung (Project Assistant), were recruited and they reported duty on 1 September 2009.

B. Acquisition of necessary equipments

One desktop, two notebook computers and the other related computer peripheral were purchased for Project Team. One video camera, digital camera, computer server and software 'Adobe CS4' were also purchased for developing website and making records for various activities (Appendix 3).

C. Developing operation plan and implementation of activities

A Project Management Committee has been formed to monitor and evaluate the design, development, progress and quality of the project. It is chaired by the Associate Head of College of International Education and members would include academic staff of the business and communication teams of CIE. Since the Associate Head, Dr. Raymond Ng, has resigned and left the college in February, 2010. The business team course coordinator, Ms. Alison Lo, has taken up the role and responsibility.

Three sub-teams have been formed to develop and monitor the QEGS project. And they are;

1. Team A: Business Talks/Visits Programme
Responsible lecturers: Dr. Martin Tsui, Dr. Angel Lai and Ms. Alison Lo
2. Team B: Business Simulation Competition
Responsible lecturers: Dr. Elsa Wong, Mr. Eric Lau and Ms. Alison Lo
3. Team C: Promotion and Advertising Competition: Ad Here
Responsible lecturers: Mr. Benjamin Cheng, Mr. Wong Wing Hong and Ms. Miranda Ma

Open recruitment of student participants was arranged by each sub-team in September/October. Associate Degree, Associate Degree Foundation and Top-up Degree students were invited to join the activities.

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Two student organizing committees were also formed to help in the programmes. One organizing committee is mainly responsible for assisting in 'Talk Series' and 'Remake Aberdeen' competition, while another committee is responsible for 'Ad-Here'. Students joining the organizing committee can demonstrate the understanding of teamwork and leadership through assisting in organizing various talks, workshops and competition.

D. Promotion of the programmes

A website of the project 'B-Dare' has been developed and the address is, <http://www.cie.hkbu.edu.hk/bdare/>. Promotion and programme details are put on the website for students' reference. Participants can update the information of the 3 programmes on the website and it also acts as a communication channel between students and project staff. Besides, posters and leaflets are made for campus promotion. It is also very important for the lecturers to introduce and promote the programmes to students in class.

E. Development of survey questionnaire

A survey study of the project has been carrying out. The purpose of the study is to identify and evaluate how and to what extent the co-curricular activities can enhance teaching and learning effectiveness. It can also measure the association between students' learning motivation, academic performance and also interest in the real business world. The survey contains 2 parts and the first survey questionnaire was conducted in November 2009 and 667 students participated in it.

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4. The Percentage, in Terms of Key Tasks, of the Project Completed:

Overall speaking, we have completed the major milestones as stated in the proposal and it is estimated that the whole project has been completed about 70%.

5. Project Variation

Change of Project-In-Charge

The resignation of the original Project-in-Charge, Dr. Raymond Ng was effective on 5 February 2010 and his last-day duty was 19 January 2010. Ms. Alison Lo, CIE Business Team Coordinator, is the Project In-Charge after the departure of Dr. Ng. Dr. Ng had also informed the Education Bureau about the duty shifting in an email dated February 3, 2010.

6. Summary

Overall speaking, the project is well-in-progress. The three main programmes 'Talks Series', 'Remake Aberdeen' business simulation competition and 'Ad-Here' advertising campaign competition have been carried out according to schedule. Around 300 students joined the programmes and overall feedback was good. Besides, the first round screening of 'Remake Aberdeen' and 'Ad-Here' were held, and both of the competitions have already come to the final stage.

Project website was released in September 2009 for students to update the information of 'B-Dare'. Moreover, the first round questionnaire of the project survey was successfully conducted and over 600 students participated in it. The second round of questionnaire will be launched and this survey study will help to explore how and to what extent the learning effectiveness could be enhanced by the project.

This outside-classroom learning experience could enrich and develop students' learning motivation, business sense and critical thinking. It is also a good opportunity for those students who joined the organizing committee to learn and gain experience in working as a team.