

II Project Information

Project Title (in English) 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	Project Title (in Chinese)
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A. Project Summary

(please provide an executive summary of the project proposal in no more than 500 words).

The main purpose of the proposed project is to develop and organize co-curricular initiatives to enrich the students' learning experiences and enhance the teaching and learning (T&L) effectiveness of business-related courses for full-time self-funded sub-degree and top-up degree programmes.

Hong Kong has developed as an advanced, knowledge-based services economy. The key to its economic success and sustainable growth would include, among other things, a well educated and flexible workforce with all-rounded academic and professional training and an interest in pursuing life-long and life-wide education to meet the fast-changing skill requirement of a dynamic economy. This has key implications on the role and design of post-secondary education, which should nurture the whole person development of students and develop their generic and professional capabilities. In addition to training students' analytical and creative mind and communication skills, post-secondary education should also promote independent learning and enhance practical exposures and hands-on experience. In this regard, co-curricular activities and learning projects have a key part to play.

The College of International Education (CIE) of School of Continuing Education (SCE), HKBU is committed to developing the whole-person growth of students. In addition to an all-rounded curriculum and a rich campus life, academic staffs have taken active steps to develop various co-curricular and extra-curricular activities and learning projects to enrich the learning experiences of students. In the past years, Business lecturers have organized a student team to join the Company Programme sponsored by the Junior Achievement Hong Kong (a business simulation education programme where students formed a company, made and marketed real products, and competed for various prizes), and the Communication team has organized the "AdHere: Advertising Competition" (student teams designed and presented promotion and advertising plans for real-life brands such as Epson, Nike, Ocean Park, and Nissan Instant Noodles). Other initiatives included various talks, seminars, training workshops and company visits, etc. Among other benefits, students gain practical exposures and hands-on training and experiences, and develop an interest in the real business world and their own study too.

The proposed project is mainly to (1) extend the scope and scale of co-curricular activities and learning projects currently organised at CIE to enhance the learning experiences and study motivation of students; (2) enhance the teaching and learning effectiveness; and (3) conduct a survey study to explore how and to what extent teaching and learning effectiveness is enhanced. The project will last for 1 year and comprise of three parts: the Business Talks/Visits Programme, the Business Simulation Competition, and the Promotion and Advertising Competition.

An archive of videos of talks, training workshops and student presentations, and papers, reports and other related materials will be developed, which could form a valuable database for serving the self-learning need of students and as a good source of teaching materials. A survey study will also be conducted to explore how and to what extent students benefit from such co-curricular activities and projects. Finally, a detailed report that documents the key details of design and operation of the project and the survey findings will be distributed to other self-funded programme providers for possible adoption or further development. A website and VCD highlighting the key project details will also be developed for dissemination purpose.

B. Project Objectives

(please identify the needs of the target recipients and explain how the project aims to address the needs).

The overall purpose of the proposed project is to develop and organize structured co-curricular activities and learning projects to enhance the effectiveness and quality of learning and teaching for business-related courses of self-funded full-time sub-degree and top-up degree programmes.

Specifically, the project intends to:

1. enrich students' learning experiences by providing the opportunity to go beyond in-class learning, be exposed to the real business world, and apply textbook knowledge and skills to handle real-world business matters;
2. provide students with hands-on training and skills through various practical activities, simulated business competition and promotion/advertising competition;
3. develop students' business sense and team spirit, and analytical, communication and presentation skills used in the business sector;
4. encourage independent and life-wide learning among students; and
5. explore how and to what extent teaching and learning effectiveness could be enhanced by co-curricular activities and learning projects

C. Outcomes and Deliverables of Project

(please include the expected number of target beneficiaries and explain how they will benefit from the project).

The proposed project should benefit the students and lecturers of business-related courses of the sub-degree and top-up degree programmes of CIE as well as, perhaps less directly, other self-funded programme providers.

The main deliverables would include:

1. A number of structured business talks and company visits, 1 business simulation competition and 1 promotion/advertising campaign competition for CIE sub-degree and top-up degree students for a period of 1 year;
2. A rich archive of videos on business talks, training workshops and student presentations, and student papers, business plans, and promotion and advertising proposals for the self-study of students or possible adoption as teaching materials;
3. A survey study 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 world;
4. A project report that documents key design and operation details of the programmes and survey findings to be distributed to other self-funded programme providers;
5. A website and VCD that disseminates the key details and findings of the project for dissemination purpose.

D. Implementation Details

The proposed project lasts for 1 year and consists of 3 parts, as follows:

1. Business Talks/Visits Programme:

There are a total of four business talks/visits. Business professionals will be invited to give talks on various topics including marketing, management, finance or business environments, etc. Company visits will also be organized. Students participating in this programme will be required to write a short paper to reflect on how they benefit from the programme, what they learn about the key to business success, and to what extent they can apply textbook concepts to the real world. Prizes will be given the winning papers and students will be offered a certificate to recognize completion of the programme. In addition, the talks will be video-taped and student papers will be collected and made available for the self-study of students or possible adoption as teaching materials.

2. Business Simulation Competition:

It is an education programme aiming at providing students with practical knowledge and training for developing a business plan in a simulated setting. Training workshops will be provided for student teams on various business functionalities and related analytical, business writing and presentation skills. Students will then be given a simulated product (and business environment) where they need to develop a business plan and present it to judges that would involve business professionals. Prizes will be given to the winning reports and presentations, and students will be offered a certificate for the completion of programme. Again, the business plans will be collected and training workshops and business plan presentations will be video-taped for self-study or teaching purpose.

3. Promotion and 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 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. Again, the briefing and training sessions and proposal presentations will be video-taped and related material will be collected.

The proposed project will bring about (1) an archive of videos of talks, training workshops and student presentations, and papers, reports and other related materials which could form a valuable database for the self-study of students or teaching materials; (2) a survey study to explore how and to what extent students benefit from such co-curricular activities and projects; (3) a detailed report that documents among other things the key details of design and operation of the project and the survey findings will be distributed to other self-funded programme providers; (4) a website and VCD highlighting key project details for dissemination purpose.

E. Implementation Schedule <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		<u>September 2009</u>
Action <i>(please indicate key milestones)</i>	Timeframe	Cashflow Requirement
<ul style="list-style-type: none"> ➤ Form Project Management Committee for the project; ➤ recruit 1 full-time project coordinator, 1 research assistant & 1 project assistant; ➤ develop detailed operation plan for respective activities or learning projects; ➤ develop programme materials, and invite speakers and participants from the industry; ➤ promote and recruit student participants; ➤ develop survey questionnaire and study for the project; ➤ launch the Business Simulation and Learning project: business talks/visits programme, business simulation competition, as well as promotion and advertising campaign competition 	September 2009 - February 2010	391,250
<ul style="list-style-type: none"> ➤ Continue with the business talks/visits programme, business simulation competition, and promotion and advertising campaign competition; ➤ Complete all scheduled activities and competitions; ➤ collect and organize all videos, student papers, business plan proposals, and promotion and advertising proposals for the first round of the project and make them available for access of students and academic staffs; ➤ conduct the survey and collect data to study how the teaching and learning effectiveness could be enhanced by the project; ➤ monitor the progress and review by the Project Management Committee. ➤ Final stage: <ul style="list-style-type: none"> ➤ complete the archive collection of videos, papers, business plans, and promotion proposals; ➤ develop the website and VCD to disseminate key project details; 	March – August 2010	328,750

<p>➤ write up the project report that documents the objectives, design and implementation, and the survey findings of the project to be distributed to other self-funded sub-degree and top-up degree programme providers.</p>		
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Estimated completion date of project:

August 2010

F. Project Budget						
	Amount in HK\$					
Projected Expenditure <i>(Please provide detailed breakdown under each item)</i>	Year 1	Year 2	Year 2.5	Total		
a. Manpower						
1 Full-time Project Coordinator (HK\$23,000 per month)	276,000					
1 Full-time Research Assistant (HK\$13,800 per month)	165,600					
1 Full-time Project Assistant (HK\$12,600 per month)	151,200					592,800
b. Equipment / Facilities						
3 PCs (HK\$7,500 each)	22,500					
1 Video-camera	15,000					
1 digital camera	5,000					62,500
1 local server	20,000					
c. Services						
d. General Expenses						
local travel	5,000					
Books and materials	5,000					
Printing &, stationary	5,000					20,000
Photocopying	5,000					
e. Others (e.g. auditor's fee)						
Cost of organizing talks/workshops	10,000					
Publication						
Contingency	34,700					44,700
Total Expenditure :	720,000					720,000
Projected Income	Amount in HK\$					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
a. (e.g. fees received)						
b.						
Total Income :						

Sources of Funding

- a. Amount of grant sought under this application: HK\$720,000
- b. Other sources of funding (*this may include donations, contributions from the applicant/its parent organization, etc. Please give the name(s) of the sponsor(s), the amount of funding, and indicate whether the funding has been secured.*):
- (i) _____
- (ii) _____
- (iii) _____
- ...

G. Monitoring and Self-evaluation Mechanism

A Project Management Committee will be formed to monitor and evaluate the design, development, progress and quality of the project. It will be chaired by the Associate Head of College of International Education and members would include academic staff of the business and communication teams of CIE.

H. Management Support and Key Personnel Involved

Management of the proposed project will be supported by the College of International education, SCE of HKBU.

Key personnel involved include:

Dr. Raymond C W Ng, Associate Head of CIE and Senior Lecturer in Business;

Ms. Alison Lo, Lecturer and Co-coordinator for Business Course Team; and

Ms. Becky Poon, Lecturer and Co-coordinator for the Communication Course Team.

I. Special Justifications if the Grant Sought Exceeds \$2 million

III Other information**1 Project Sustainability** *(If applicable, please describe how the recurrent expenditure involved will be met after completion of the proposed project)*

The project website and archive of self-study materials will be managed by the Academic Support Team of CIE after completion of the project.

2 Preparatory work done *(If any)***3 Past experience in organizing projects of similar or relevant nature and achievements** *(If any)*

CIE has accumulated substantial experiences in organizing similar co-curricular activities and learning projects. For instance, in the past years, the Business lecturers have organized student teams to participate in the Company Programme sponsored by the Junior Achievement Hong Kong (where students formed a company, made and marketed real products, and competed for various prizes), the Communication team has held the “AdHere: Advertising Competition” (student teams designed and presented promotion and advertising plans for real-life brands such as Epson, Nike, Ocean Park, and Nissan Instant Noodles), and the Environmental Science team has organized summer internship programmes. Other initiatives included various talks, seminars, training workshops and company visits, etc. These programmes and projects were well-supported by a strong team of academic and administrative staff.