

II Project Information	
Project Title (in English) Placement Program to Support Holistic Education	Project Title (in Chinese) 實習計劃以支持全人教育
A. Project Summary	
<p><i>(please provide an executive summary of the project proposal in no more than 500 words).</i></p> <p>A placement program has been implemented for the students in the Department of Business Administration of Caritas Institute of Higher Education (CIHE). Related survey shows that the students are benefiting from this placement program in a variety of ways, including:</p> <ul style="list-style-type: none"> • Student interpersonal and communication skills are greatly improved; • Students have opportunities to apply their knowledge in the workplace and thereby gain some understanding of the skill requirements required when they enter the workforce; • It significantly enhances the students learning experience; • The working experience gained through the project enhances student employability; and • Some companies in the placement program will offer full-time contract positions to the placement students upon their graduation. <p>Lack of resources has meant that unfortunately a similar program has not been implemented for the students in Caritas Bianchi College of Careers (CBCC). This project aims to set up a placement program in CBCC. In the first year, a pilot program will be offered to the Associate Degree students in the Department of Business of CBCC. In the second year, the placement program will be extended to all the students in CBCC and CIHE.</p> <p>A series of training workshops will be offered to the students at the two colleges to enhance their employability. Moreover, career development workshops and career information seminars will be conducted to give guidance to students regarding career selection. An electronic information system will be developed to provide placement and job vacancy information to the students. An automatic matching system will be developed to optimize the matching process for students and potential placement opportunities. This project also provides the placement companies greater opportunity to understand the skill level of sub-degree students. Hence, it will improve the recognition of the sub-degree, as a post-secondary qualifications.</p> <p>CIHE and CBCC aim to provide holistic education to the community. The two colleges consider that the placement program is essential to support holistic education. Upon the completion of this project, the operation of the placement program will be transferred to two colleges. The project team will develop a set of operation manuals to smooth this transfer of the placement program.</p>	
B. Project Objectives	
<p><i>(please identify the needs of the target recipients and explain how the project aims to address the needs).</i></p> <p>Students at the colleges will benefit from this project multi-dimensionally. The project has multiple project objectives, including:</p> <ol style="list-style-type: none"> 1. The students will work in a real workplace. The project provides opportunities to apply classroom knowledge. The experience gained will greatly enhance teaching effectiveness, as practical experience is linked to theory. 2. The placement program will enable students to develop their interpersonal and communication skills. It will thereby improve the students learning experience. 3. The placement counselor will work with the students to provide individualized student support and a guidance service for the placement. Moreover, the counselor will provide additional general career guidance services. 	

4. We will provide basic training pertaining to resume preparation and interview skills. The placement coordinator will also meet potential employers and discuss placement and job vacancy for the students. The project will improve the employability of sub-degree graduates and recognition of their sub-degree qualification.

An information system will be developed to provide comprehensive information and guidance to the students and graduates for placement and jobs vacancies.

C. Outcomes and Deliverables of Project

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

This project has a number of deliverables, including,

1. Placement Service
This project will provide placement opportunities to the students at two colleges.
2. Interview Skill Workshops
Workshops will be organized to improve student presentation skills. In particular, we will teach them essential skills for job interviews.
3. Resume Writing Workshops
Workshops will be organized to teach students to compile industry standard resumes.
4. Job Hunting Workshops
Workshops will be organized to assist students to enhance their job-hunting techniques.
5. Career Development Workshops
Workshops will be organized to enhance student understanding of the workplace. It will facilitate student career planning and development upon their graduation.
6. Career Information Seminars
Seminars will be organized to provide information about a range of appropriate careers.
7. Placement and Job Vacancy Information System
An information system will be developed to provide placement and job vacancy information to the students and graduates. A matching system will be developed to equip students with the ability to search for relevant jobs.
8. Operation Manual for Placement Program
The project team will develop a set of operation manuals and related documents. Upon the completion of this project, the operation of placement program will be transferred to the two colleges. This set of documents will help the two colleges to continue the placement program.

The 200 students in the Department of Business of Caritas Bianchi College of Careers will be the first beneficiaries in the pilot run. They will be provided with a series of training workshops and placement opportunities, which will greatly improve their employability. After that, the placement program will be open to students across the two colleges. The number of beneficiaries will significantly increase to 2000 students. Eventually, the number of beneficiaries is unbounded, because we will share our success experience and good practice with students at other local higher educational institutes.

D. Implementation Details

The proposed project is for a two year period and consists of five phases, as follows:

Phase I

Preparation for Placement Program

In Phase I, we will prepare for the set-up of the placement program. The project team will be formed. The placement coordinator will make contact with potential placement companies for placement opportunities. A collection of training materials will be developed by the placement counselor. An electronic information system will be developed by an analytic programmer to provide information

about placement opportunities.

Phase II

Pilot Run of Placement Program

In Phase II, we will offer the placement program to the students in the Department of Business of Caritas Bianchi College of Careers (CBCC) as a pilot run. Information seminars will be organized to promote the placement program. Moreover, a series of training workshops will be conducted to enhance student employability.

Phase III

Project Evaluation and Expansion of Placement Program

In Phase III, we will conduct surveys and interviews to evaluate the pilot run of the placement project. The placement program will be enhanced accordingly based on stakeholder feedback. We will liaise with departments at the two colleges to expand the placement program.

Phase IV

Full Scale Launch of Placement Program

In Phase IV, the placement program will be offered to all students at the two colleges. We will conduct performance evaluation to measure the effectiveness of this project. To support a full-scale launch of placement program, an automatic matching system will be launched to optimize the matching of placement students with placement opportunities.

Upon completion of the project, we will transfer the operation of the Placement Program to Caritas Bianchi College of Careers and Caritas Institute of Higher Education to provide a quality placement program to the students at the two colleges. We will share our experience and good practices with students from other institutes.

E. Implementation Schedule <i>(Please extend this table if necessary.)</i>		
Estimated start date of project:		1 January 2012
Action <i>(please indicate key milestones)</i>	Timeframe	Cashflow Requirement
<ul style="list-style-type: none"> • Recruitment of project team members • Purchase of computing equipment • Establish the office • Liaison with potential placement companies • Develop training material • Development of placement information system 	Month 1-6	\$ 569,400
<ul style="list-style-type: none"> • Conduct information seminar to promote the placement program to students in the Department of Business of Caritas Bianchi College of Careers (CBCC) • Provide training workshops to the students in the Department of Business of CBCC • Launch the placement information system • Provide placement service to the students at Department of Business of CBCC 	Month 7-12	\$ 478,800
<ul style="list-style-type: none"> • Conduct questionnaire survey for student feedback • Conduct interview survey with faculty members and placement companies • Enhancement of placement program • Development of job vacancy system • Development of automatic matching system • Liaison with departments in the two colleges 	Month 13-18	\$ 449,400
<ul style="list-style-type: none"> • Conduct information seminar to promote the placement program to students of the two colleges • Provide a number of training workshops to students of the two colleges • Provide placement service to the students at the two colleges • Launch job vacancy system • Launch automatic matching system • Compile operation manual • Transfer of operation of placement program • Project evaluation • Experience sharing with students at other institutes 	Month 19-24	\$ 449,400

Estimated completion date of project:

31 December 2013

F. Project Budget						
Projected Expenditure <i>(Please provide detailed breakdown under each item)</i>	Amount in HK\$					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
a. Manpower	1,420,800	1,546,800				2,967,600 <i>(Amount to be borne by the two Colleges: 1,170,000)</i>
b. Equipment / Facilities	120,000	-				120,000
c. Services	150,000	150,000				300,000 <i>(Amount to be borne by the two Colleges: 300,000)</i>
d. General Expenses	14,700	14,700				29,400
e. Others (e.g. auditor's fee)	10,000	10,000				20,000 <i>(Amount to be borne by the two Colleges: 20,000)</i>
Total Expenditure :	1,715,500	1,721,500				3,437,000 <i>(Amount to be borne by the two Colleges: 1,490,000)</i>
Projected Income	Amount in HK\$					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
a. (e.g. fees received)						
b.						
c.						
Total Income :						
Sources of Funding						
a.	Amount of grant sought under this application: <u>HK\$ 1,947,000</u>					
b.	Other sources of funding <i>(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>					
	(i) HK\$ 1,490,000 supported by Caritas Bianchi College of Careers (CBCC) and Caritas Institute of Higher Education (CIHE)					
	(ii) _____					
	(iii) _____					
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G. Monitoring and Self-evaluation Mechanism

The project will be monitored by a committee chaired by a Senior Lecturer in the Department of Business of Caritas Bianchi College of Careers (CBCC) and the Head of Department of Business Administration of Caritas Institute of Higher Education (CIHE). The committee will also include academic staff and senior management staff from the two colleges. In addition, the following measures will be employed for monitoring and self-evaluation:

- Questionnaire survey will be conducted with student participants.
- Interview survey will be conducted with faculty members.
- Interview survey will be conducted with placement companies.
- Progress report will be submitted semi-annually to internal Quality Assurance Committee.

A final evaluation report will be submitted to the College for internal auditing.

H. Management Support and Key Personnel Involved

The Placement Project will be supported by the management team as follows:

- Dr. Steven Ng, Project Leader
 - Senior Lecturer, Department of Business, CBCC
- Dr. Philips Wang, Deputy Project Leader
 - Head, Department of Business Administration, CIHE
- Dr. Benjamin Fung, Project Team Member
 - Senior Lecturer, Department of Business, CBCC
- Dr. Paul Man, Project Team Member
 - Senior Lecturer, Department of Business, CBCC
- Dr. Anthony Wong, Project Team Member
 - Senior Lecturer, Department of Business Administration, CIHE

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

Nil

III Other information

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

Caritas Bianchi College of Careers (CBCC) and Caritas Institute of Higher Education (CIHE) aim to provide holistic education to the community. We believe that a placement program is essential for providing holistic education. Moreover, a preliminary study shows that students benefit from placement programs in various aspects. For the first two year, the two colleges will cover 43% of the total cost for this project. The project will be highly sustainable. The operation of the placement program will be transferred to two colleges. We will share our good experience online with students from other institutes.

2 Preparatory work done *(If any)*

Before this project, a small scale placement program was mounted by volunteer faculty members in the Department of Business Administration at Caritas Institute of Higher Education. Research findings show that students benefit greatly from this project. Some placement companies, including Certified Public Accounts (CPA) firms and Company Secretary companies, have been involved in the placement program. In the pilot run, we will invite companies from the general business sector to join this placement program. In the full scale implementation of the project, we will invite companies in a wide range of sectors to join this placement program.

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

Prior to joining Caritas Bianchi College of Careers, Dr. Steven Ng worked as a Senior Manager (Business Development) in Employees Retraining Board (ERB). He supervised business development and market research at ERB. In particular, he led a team to develop training material for ERB's retraining program and develop placement opportunity with related industries and commercial sectors for ERB's retrainees. The nature of his post at ERB is highly relevant to the placement program proposed in this project. Moreover, Dr. Ng has over twenty years of experiences in the business field, and served several senior positions for several multi-national companies. His strong network with the industry will help us to unleash placement opportunities that will become a valuable asset to this project.

Dr. Philips Wang has comprehensive experience in organizing similar projects. He led six projects while serving in City University of Hong Kong. For instance, his team developed a large scale e-learning platform. He also led a team to design pedagogy and curriculum for Outcomes Based Teaching and Learning. In addition, he received a most prestigious General Research Fund (GRF) from the Research Grants Council. Last but not least, he established a physical Computer Programming Clinic and its virtual online extension to help university students study computer programming. His experience in supporting student learning has been presented in many top international conferences, and published as book chapters. He was also invited to share his experience with secondary school teachers at the Teacher Update Course.