

PolyU and Harbin institute launch international college in Zhuhai



The opening of the International College for Innovative Training (Zhuhai) marked another progressive step taken by the University to expand its training base on the Chinese mainland.

The new college, situated in the New Economic Resource Developing Harbour in Zhuhai, is a new venture jointly launched by PolyU and Harbin Institute of Technology (HIT). It is the first mainland institution which provides pre-associate degree and associate degree programmes in business for high school leavers. Students of the new, two-year Associate of Arts in Business programme, offered by PolyU's School of Professional Education and Executive Development (SPEED), can opt to spend one year studying at the new college in Zhuhai. The College will also offer a wide range of professional training programmes.

Officiating at the inauguration ceremony held on 13 October were Prof. Poon Chung-kwong, PolyU President, and Prof. Zhang Dacheng, Managing Director of HIT Group.

The day also saw the inauguration of the Zhuhai Hali Technology Development Company Limited and the opening of the HIT Zhuhai Distance Learning College. The Zhuhai-based technology company is another joint venture of the two universities. It offers services in product development, programme design, information technology and system integration. The new distance learning centre established by HIT aims to nurture quality professionals in management and technology.

To date, PolyU has already established four training outposts in Zhejiang, Beijing, Shenzhen and Zhuhai. For details please surf the website: www.polyu.edu.sshk/poc.

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DBA for Motorola's senior executives in China

The University has introduced a tailor-made Doctor of Business Administration (DBA) programme for senior Motorola staff and their business associates on the mainland.

The launch of the programme was marked by a formal exchange of a co-operation agreement on campus between Vice President Dr Lui Sun-wing and Mr Kao Ruey-bin, Vice President and General Manager, Greater China, Motorola (China) Electronics Ltd.

Prof. Peter Yuen Pok-man, Programme Leader and Associate Head of the Department of Management, said, "This DBA programme targets senior managers in telecommunication industry in the mainland who wish to further develop their competencies as managers in this fast growing sector."



Dr Lui (right) and Mr Kao of Motorola

The enrolment figure stands at 17, covering senior management staff from Motorola (China) and its client companies such as China Telecom, China Unicom, China Mobile, as well as government officials.

PolyU is the first and only university offering a DBA programme in Hong Kong. The programme was first offered in 1996 and has produced over 40 graduates.

The Motorola sponsored programme is identical to the existing DBA programme offered by PolyU. The minimum duration for the completion the programme is three years. All participants must have a recognised MBA degree or an equivalent master's degree and at least eight years of managerial or professional experience.



The DBA programme sent forth 16 graduates at its Third Graduation Reception this year, the largest number since the launch of the programme.

Grooming accounting professionals for Ernst & Young

The Department of Accountancy and Ernst & Young (E&Y) have joined forces to offer the Ernst & Young Accountancy Conversion Programme, and seen the first batch of 40 E&Y staff members awarded their certificates for completing the programme.

Chair Professor and Head of the Department Prof. Amy Lau said, "This Accountancy Conversion Programme is the first intensive training programme designed for the new recruits of E&Y who hold a degree in a discipline other than accounting and who aspire to pursue an accountancy qualification in Hong Kong."

According to Dr Stella Cho, Programme Leader, the programme gave students the necessary academic recognition for taking professional accounting examinations, such as for the Qualification Programme of the Hong Kong Society of Accountants. It was conducted in July and August at a

level equivalent to the Department's Postgraduate Diploma in Accountancy programme.

Ms Catherine Yen, E&Y's staff partner, said, "The programme is indeed special in that E&Y has played a pivotal role in its staff development in collaboration with PolyU by monitoring the course content and reviewing student feedback."



Congratulations to the 40 graduates of the conversion programme!

Info-packed fiesta for all

More than 20,000 school students and members of the public joined the Education Info Day on 6 October to obtain firsthand information on PolyU's study programmes and facilities. Among them were 63 careers teachers who joined the Forum for Careers Teachers held on that day.

With the slogan "Sharpen your competitive edge at PolyU", the Info Day featured a variety of both informative and festive activities including an "Innovation Mini Display Corner" and other exhibitions, seminars, video shows, guided tours, student performances and stall games.

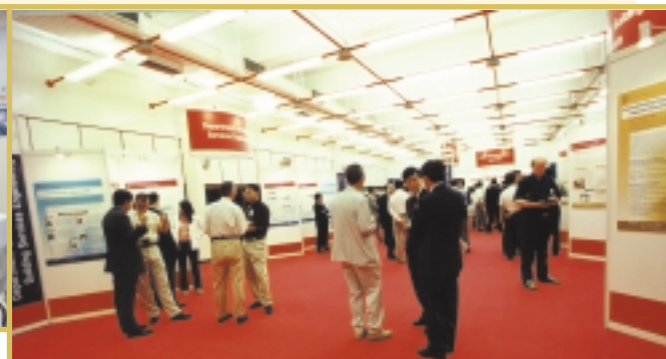
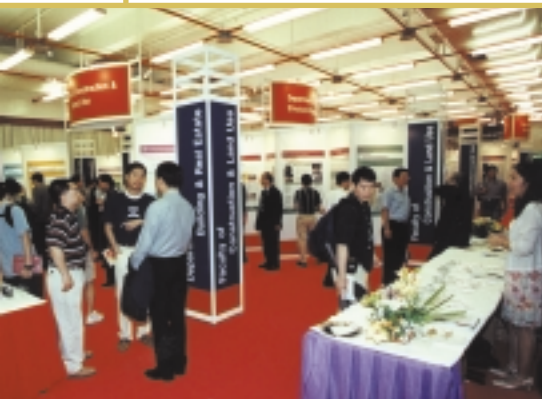


Dr Ho addressing the opening ceremony, with (from left) Associate Vice President and Faculty Dean Prof. Ko Jan-ming, Sir Gordon, Mr Lau and Prof. Poon in the background.

Going hand in hand with construction industry

The Faculty of Construction and Land Use attracted many friends and members of the public to its open day on 22 September, which aimed to foster interaction with industry and showcase the Faculty's research and consultancy capabilities.

Themed "Working Towards Sustainable Development, Hand in Hand with the Construction Industry", the event was kicked off with an opening ceremony officiated at by Legislative Council Members Dr Raymond Ho Chung-tai and Mr Lau Ping-cheung, Council Chairman Dr Sir Gordon Wu, and President Prof. Poon Chung-kwong.



Academic year starts with expanded range of programmes



Welcoming ceremony: New students packed the Jockey Club Auditorium



A warm welcoming ceremony for all 4,000-plus full-time new students marked the start of the new academic year on 3 September.

To meet society's changing needs, PolyU has launched more than 10 new programmes at different levels this year, including a double degree programme in computing and management, and a self-financed Associate of Arts in Business.

At the undergraduate level, PolyU has launched the following six publicly funded full-time degree programmes:

- Internet and Multi-media Technologies
- Enterprise Engineering and E-Business
- Global Supply Chain Management
- International Shipping and Transport Logistics
- Social Policy and Administration
- English Language Teaching, a joint programme offered in collaboration with the Hong Kong Institute of Education.

Several programmes for part-time postgraduate students are on offer for the first time. They are:

- BSc (Hons) in Actuarial Science
- Higher Diploma in Social Work
- Postgraduate Scheme in Rehabilitation Sciences
- MSc in Multimedia and Entertainment Technology
- MSc in Building Services Engineering.

To encourage students' all-round development, a total of 331 applicants were admitted under the University's Non-academic Achievements Self-recommendation Scheme and talented sportsmen recommendation scheme. The University also gave its full support to the JUPAS Sub-system for School Principal's Nomination and admitted 46 students through the scheme.

Also joining the University this year were 28 outstanding mainland students recruited from PolyU's two partner institutions, Shanghai's Tongji University and Nanjing's Southeast University. Another 240 were PolyU's first batch of full-time associate degree students.