

Foresight, breakthrough: the new Faculty of Business

The exciting launch of the Faculty of Business certainly adds vitality to the new academic year. After 20 months of conceptualization and consultation, the new Faculty has come into being, rebranded, repositioned, and poised to produce preferred graduates, with niche quality programmes and strategic focus on its research. Prof. Judy Tsui, Dean of the Faculty of Business, speaks to the editor of *Profile*.

The restructuring of the former Faculty of Business and Information System (FBIS) has actually commenced before Prof. Judy Tsui came on board last July. The “Working Party on FBIS Restructure” was first set up in November 2001, under the able leadership of Dr Patrick Fung Yuk-bun, a PolyU Court member and Chairman and Chief Executive of Wing Hang Bank Limited. Since then, extensive consultation has been conducted via open forums and meetings with external academics, industrialists, professionals, staff and students.

Prof. Tsui said, “Being one of the largest Faculties of PolyU, we always take pride in our quality business programmes. It is the changing economic and business education landscape that has prompted us to take a fresh look at our strengths and weaknesses and give the Faculty a more strategic focus in its programme design, and resources planning.”

She said the restructuring exercise is simply to put the Faculty on the international academic map to achieve its vision. It is also a response to the mounting constraints faced by the University, including funding cut, withdrawal of subsidies for taught postgraduate and higher diploma programmes.

Officially launched in September, the new Faculty now comprises four academic units, namely, School of Accounting and Finance, School of Hotel and Tourism Management, Department of Logistics and Department of Management and Marketing. A unique feature of this new Faculty is the first of its kind establishment of a Graduate School of Business in Hong Kong – an academic unit dedicated to spearhead excellence in taught and postgraduate studies, research and professional services.

This new structure can flexibly anticipate and respond to the business education needs of the increasingly competitive and globalized market. It is also in tune with the pillar industries of the Hong Kong economy – namely financial services, logistics, tourism and producer services – as mapped out in the Government’s 2003 Policies.

Committed to producing future business leaders for Hong Kong and the region, the Faculty places heavy emphasis on all-round personal development of their undergraduates. Students are strongly encouraged to take part in various student development, exchange and internship programmes, either run by the University or the Faculty, to broaden their horizons and working experiences to become truly preferred business graduates.

“I am pleased to know that majority of our staff and students are looking forward to the new structure. As the Chinese saying goes: With every challenge, there is also an opportunity (轉危為機),” Prof. Tsui remarked.

Prof. Judy Tsui,
Director of the
School



Graduate School of Business

Responsible for taught postgraduate and research studies programmes, the School aims to integrate various functional areas in the academic units to focus on interdisciplinary research and niche programmes. This will also facilitate our strategic development of postgraduate programmes on the Chinese Mainland.

Prof. Kim Jeong-bon,
Acting
Head of the
School



School of Accounting and Finance

Long commended for its high quality programmes, the School gives the Faculty niche competitiveness in the changing context of higher education. Riding on the University’s strong alumni network, the School will soon be a leading education provider in financial accounting, managerial accounting, attestation and assurance, taxation, accounting information systems, corporate finance, financial service, corporate governance insolvency and China business.



Prof. Kaye Chon,
Head of the
School

School of Hotel and Tourism Management

Renowned for its comprehensive education and training programmes for the hospitality sector, the School continues to provide high quality education, combined with an array of internship and exchange opportunities, to groom future leaders for the industry. Core subject areas include food service management, hotel management and tourism management.

**Prof. Edward
Snape, Acting
Head of the
Department**



Department of Management and Marketing

To meet the increasing demand for talents in management and marketing, the Department focuses on marketing, human resources management, organizational behaviour, entrepreneurship, strategic management and management information systems.



Prof. Li Chung-lun,
Head of the
Department

Department of Logistics

A high-rising profession in Hong Kong and the region, logistics has become a popular choice for students in recent years. Focusing on maritime studies, supply chain management and transportation, and building on existing strengths in operations management, shipping and transport logistics, the Department is set to produce graduates of high market value. ❖



Catching a free ride from the European Space Agency (ESA)'s spacecraft Mars Express, a PolyU-made space tool is now on its way to Mars.

Successfully launched from Kazakhstan on 3 June, the spacecraft will get the nearest to Mars in late December and its Lander "Beagle 2" will be deployed for a series of remote sensing experiments to shed new light on the Martian atmosphere and geology. Among the many scientific instruments on board "Beagle 2", there is the PolyU-made sampling tool, known as the Mars Rock Corer.

This sophisticated tool is considered a key to the mystery of exobiology on Mars as it will be the first ever tool to drill into the Martian surface. If things go as planned, the PolyU invention will become the first Chinese made instrument to touch the soil of a planet outside the Earth.

The Mars Rock Corer is the brainchild of a 12-member team, led by Dr Ng Tze-chuen, a dentist and a University Fellow of PolyU; Dr Chris Wong Ho-ching, Prof. Yung Kai-leung, and Mr Yu Chun-ho of PolyU; and Mr Chan Chiu-cheung, an independent engineer. The Corer was made at PolyU's Industrial Centre, taking advantage of its skilled engineers and advanced facilities. Prof. Yang Chen-ning, Nobel Laureate in Physics, is the Scientific Advisor.

The success of the Corer has come a long way. Its predecessor – the Holinser Forceps – originated from Dr Ng's idea of a pair of dental forceps and became reality with the assistance from PolyU engineers. In 1995, four sets of Holinser Forceps were ordered by the Russian Space Agency for precision soldering at the then MIR Space Station.

Following their initial success, the team further ventured into interplanetary sampling and developed the multi-functional Mars Rock Corer which can grind, drill, core and grip rock samples. The tool has a low energy consumption level of two watts and weighs only 370 grams – much lighter and more energy-efficient than other similar instruments.

The device has cleverly integrated characteristics of Chinese chopsticks into its design for effective retrieval of rock samples. Impressed by the innovativeness of the device, ESA invited the Hong Kong team to take part in its Mars Express Mission.

Since the launch in June, the expedition has attracted extensive coverage by both local and international media and is closely watched by researchers and space enthusiasts across the world. ❖



**The 12-member PolyU
research team poses
next to the replica of the
ESA Lander "Beagle 2".**

Trees named after alumni and sponsors

Trees on PolyU campus were recently given special names in honour of generous alumni-donors and sponsors of the University.

A special naming ceremony was held in July as part of PolyU's Tree Sponsorship Campaign. The Campaign has already raised about one million dollars from the first batch of supporters. They include Mr Ng Wing-hong, 1939 Building graduate; Mr George Ko, 1960 Mechanical Engineering graduate; Mr Shi Kai-biu, 1972 & 1973 Electronic Engineering graduate; Mr Roy Chung, Deputy Chairman of the PolyU Council; and members of PolyU (Eastern Canada) Association and PolyU (Western Canada) Association.

Other enthusiastic sponsors are Top Green International Limited (TCBY), Lee Kee Group Ltd. and L.K. Machinery Co., Ltd – all referred by 1997 Outstanding PolyU Alumni Awardee Dr Ng Tat-lun.



(From left) President Prof. Poon Chung-kwong, Mr Roy Chung, Ms Lillian Chan, Mr Chu Chun-loong, Mr Ng Wing-hong, Mr Sterry Chong, Mr George Ko, Mr Fu Tak-nam, Mr Thomas Hau and Deputy President Mr Alexander Tzang.

Addressing the ceremony, President Prof. Poon Chung-kwong said the symbol of tree was chosen with multiple meanings. "As manifested in the Chinese saying, 'It takes 10 years to grow a tree but a hundred years to nurture a generation of talent.' Tree stands for growth and proliferation.

Its roots also symbolize the concept of tracing back to one's origin."

Donations raised will be used for the long term development of the University and its students. PolyU now invites alumni and members in society to continue to support the Campaign and raise more funds for the University. For more details, please contact Ms Kitty Chan of our Alumni Affairs and Development Office on (852) 2766 4883 or send her an email at alkitty@polyu.edu.hk.



Donors from Lee Kee Group: (from left) Ms Clara Chan, Mrs Chan Ma Siu-tao and Ms Lillian Chan.



Donors from TCBY: (from left) Mr Sterry Chong, Mr Adran Chong and Ms Piona Tsoi.



Mr Roy Chung and Mrs Rosa Chung are keen supporters of the Tree Sponsorship Campaign.



Mr Chu Chun-loong (left) and Mr Fu Tak-nam representing members of the Eastern Canada and Western Canada of PolyU Associations in the Campaign.



Mr Ng Wing-hong, a building graduate of 1939, is fond of his alma mater.

Visit of Tsinghua delegation

As part of its efforts targeted at internalization, the prestigious Tsinghua University sent forth a five-member delegation, led by President Prof. Gu Binglin, to visit PolyU on 7 August. This visit also marked the sealing of a student exchange agreement and an extended academic co-operation agreement between Tsinghua and PolyU.



Prof. Gu (left) exchanges the renewed agreement with Prof. Poon.

Eco-bricks launched in market

PolyU and K. Wah Construction Materials Limited joined hands to commercialize a PolyU-patented technology to produce environmentally friendly bricks and blocks for the local construction industry.

An agreement was signed by Dr Lui Sun-wing, PolyU Vice President (Partnership Development) and Mr Chan Kai-nang, Managing Director of K. Wah Construction Materials Ltd in July. K. Wah was licensed to apply the PolyU technology to manufacture, market and distribute these eco-bricks and blocks in Hong Kong.

The eco-bricks and blocks were developed by Prof. Poon Chi-sun, a Professor at the Department of Civil and Structural Engineering who pioneered the use of recycled construction wastes.



(From left) Prof. Poon Chi-sun and Dr Lui Sun-wing join Mr Chan Kai-nang and Mr Joseph Chee of K. Wah to celebrate the new partnership.



(From left) Mr Christopher Chan Yiu-chong and Mr Ricky Yeung Chiu-sing represent TWGH to sign agreement with President Prof. Poon Chung-kwong and Vice President Prof. Philip Yeung Kwok-wing.

PolyU teams up with Tung Wah in developing Chinese medicine

A Memorandum of Understanding was signed between PolyU and the Tung Wah Group of Hospitals (TWGH) in May, celebrating a new partnership in Chinese medicine education and training, research and related activities.

Under the agreement, the two organizations will establish a Specialist Out-patient and Day Services Chinese Medicine Clinic at the Tung Wah Eastern Hospital. The areas of co-operation will include student placements, staff exchange, clinical training, and evidence-based research on Chinese medicine.

Rehabilitation professionals against student quota cut

The Department of Rehabilitation Sciences held a press briefing in June to express its grave concern over the University Grants Committee (UGC)'s drastic cut to the student intake of its degree programmes in physiotherapy (PT) and occupational therapy (OT).

In February, UGC informed PolyU that the intake quota for PT and OT programmes had to be further reduced to 60 PT and 40 OT students in 2004/05 – a cut of more than 50 per cent compared to its high time of 150 PT and 90 OT students in 1998/99.

At the briefing, industry professionals pointed out that the proposed cut did not come in line with the growing and ageing population in Hong Kong. More importantly, the cut was a contradiction to the increasing demand of trained graduates arising from private clinics, insurance companies and medical operators on the Chinese mainland.

Community College campus ready by 2007

In June, the Legislative Council has officially approved an interest-free loan of \$420 million for the campus of PolyU's Hong Kong Community College at a site in Hung Hom Bay.

The new project will see the establishment of a self-contained 12-storey building, providing teaching capacity for more than 3,000 Associate Degree students. Inside the building will be computer-aided classrooms, multi-functional rooms, language labs and other rooms designed for specific teaching purposes. The new building is expected to be built by year 2007.

Ongoing efforts to stem out SARS

Facemasks were removed and life resumed normal with the lifting of the World Health Organization (WHO) travel ban on Hong Kong. However, the victory over SARS did not put too many people at rest. Continuous efforts from medical staff, academics and government authorities are needed to stem out the disease. Researchers of PolyU are among the force to help fight against the disease and here are some examples.

Breakthrough in nanotech facemask

Scientists at the Institute of Textiles and Clothing have achieved breakthroughs in nanotechnology and a contract was signed between PolyU and Winner Medical & Textile (HK) Ltd in June.

Under the new agreement, the company will be authorized to employ the PolyU-developed "Nano Anti-microbial Surface Deposition" technology to produce nano-treated facemasks in the next few years for the markets in Hong Kong, the Chinese Mainland and overseas countries.

Facemask treated with special nano anti-microbial materials is tested waterproof and effective in stopping the absorption and penetration of bacteria and viruses through capillary action. It can inactivate bacteria like *Staphylococcus aureus* and *E. Coli*. The improved facemask also has a longer product life cycle and higher level of comfortability.



(From left) Principal Investigator Dr Li Yi, Vice President Dr Lui Sun-wing, Mr Raymong Or of Winner Medical & Textiles and his colleagues commemorate the joyful moment.

HKCyberU hosts talk on Beijing's SARS experience

Hong Kong CyberU, a joint venture between PolyU and PCCW, hosted a public talk on Beijing's experience in the handling of SARS in early July. Heavyweight Chinese officials and researchers were invited to speak on their strategies in dealing with the outbreak of the disease and their views on the combined use of Chinese and Western medicine on SARS patients. This meaningful event attracted over 80 participants from the medical and healthcare industry.

Modernized drug for better immune system

The University has recently launched its first health product “Immune Plus” through its subsidiary – Pearl Modern TCM Research Ltd, making great strides in promoting the modernization of traditional Chinese medicine (TCM).

With support from Dr Li Furen, Beijing Hospital’s Professor and Chief TCM Physician, the new product is based on the formula of the “Yu Ping Fung Powder” – a famous Chinese medicine prescription. The formula is known for being able to enhance human body’s immune system and lung functions and thus help build up defence against infectious diseases such as SARS.

The modern product is produced at the University’s research laboratories in Shenzhen and the first stock has been for sale at Yue Hwa Chinese Products Emporium Ltd.



Vice President Dr Lui Sun-wing (left) and Institute of Modern Chinese Medicine Director Prof. Albert Chan display the first health product developed by the University.

Tourism study on SARS impact

Survey was done by researchers at the School of Hotel and Tourism Management (HTM) in late April to gauge the impact of SARS on travel and catering industries in Hong Kong.

Findings showed that consumer confidence in travel was at all-time low. Two-thirds of the interviewees said they were less likely to travel since the outbreak of SARS than they were before SARS struck Hong Kong. Eighty-three per cent (83%) of those who had planned to travel changed their travel plans, with the vast majority of them (94%) either cancelling their trips or postponing travel until September at the earliest.

The same study also indicated that local restaurants have suffered a decline in sales of \$300 million a week due to SARS. Thirty-eight per cent (38%) of interviewees no longer had breakfast outside, while 48% more people have stopped dining out, compared to before the outbreak of SARS. Per-capita spending on restaurants has dropped by one-third.

Search for improved building services

The Department of Building Services Engineering (BSE) has joined hands with the Building Services Operation & Maintenance Executives Society (BSOMES) to look at potential causes for the SARS outbreak and its relation with the building services systems. A position paper was released, putting forward suggestions on preventive measures.

The paper recommended four main areas for improvement and enhancement in building services systems. They were ventilation, indoor air quality, filtration and sterilization of surfaces or systems of potential contamination. Continuous monitoring was also recommended to ensure appropriate measures were in place to prevent the outbreak of the infectious disease.



Dr Daniel Chan Wai-tin, Associate Professor of BSE introduces findings of the paper to the local media.