

# Celebrating a decade of educational venture on the mainland

## 理大內地辦學屆十載 盈千桃李遍神州



This year, PolyU celebrates not only its own 70th anniversary, but also the 10th anniversary of its collaboration with Zhejiang University, which just entered its 110th year, in running educational programmes on the mainland. No doubt a dual cause for jubilation.

Looking back at the last decade since 1997, it gives **Prof. Poon Chung-kwong**, President of PolyU, great pleasure to have expanded the University's educational programmes to the Chinese mainland through partnering with many first-rate mainland institutions. "We are glad to be able to work closely with the various top universities on the mainland to nurture talents for our motherland. Apart from Zhejiang University, our partner institutions include Peking University, Xi'an Jiaotong University, Nankai University, Renmin University, Huazhong University of Science and Technology, Chongqing University and Chinese Academy of Sciences," said Prof. Poon.

PolyU's mainland programmes consist of academic award-bearing programmes as well as short professional training courses. Of these, 17 which are offered at Bachelor's, Master's and Doctoral levels have been approved by the State Ministry of Education. To date, PolyU ranks top among all universities in Hong Kong and overseas in terms of the number of state-accredited mainland programmes.

今年，理大除了欣然踏入七十周年之外，更與適逢創校一百一十周年的浙江大學同慶雙方合作在內地辦學十周年，絕對是喜事重重的一年。

本校校長**潘宗光教授**對理大自一九九七年起的十年間，能夥拍多所優秀的學府，把理大的課程拓展至內地，深感欣慰。他說：「我們很高興能與多所內地一流的大學緊密合作，為國家培訓人才。除了合作多年的浙江大學之外，我們的夥伴還包括北京大學、西安交通大學、南開大學、人民大學、華中科技大學、重慶大學、中國科學院等。」

在理大的內地課程中，有頒發學歷的課程，也有短期的專業培訓課程，當中有十七項學士、碩士及博士課程獲國家教育部認可，數目居香港及海外大學之冠。



As Prof. Poon put it, PolyU—as an application-oriented university geared toward social development and as an integral member of the higher education sector of the nation—is obliged to play an active role in contributing to the development of higher education on the mainland in face of the increasingly globalized economy. He said, “In actively forging partnerships across the mainland, PolyU not only shares our international experience and expertise in our areas of strength, but we also better our understanding of the latest trends and developments in our motherland, thereby creating a win-win situation for all.”

### Pioneering cross-border exchange

In fact, PolyU's cross-border venture dates back well over a decade. As early as September 1978, the then Hong Kong Polytechnic, at the invitation of Xi'an Jiaotong University, became the first ever Hong Kong tertiary institution invited to send an official delegation to a mainland university. The delegation also took the opportunity to visit six other leading universities in Beijing, Shanghai and Guangzhou. PolyU's exchange and cooperation with mainland institutions has continued to grow ever since.

潘教授表示，面對全球化經濟的大趨勢，理大作為一所緊貼社會脈搏的應用型大學，也是中國大學界的一員，自應全力支持國家大力發展高等教育。他說：「理大積極與內地院校建立緊密的夥伴關係，一方面引入我們的國際經驗和在多個專業範疇的專長；另一方面讓我們更深入了解國情，雙方得以各展所長，締造雙贏的局面。」

### 開北上交流的先河

事實上，理大北上的歷史並不止十年。早於一九七八年九月，當時的香港理工學院已應中國西安交通大學邀請，派出代表團專程訪問該校，成為香港首家獲邀到中國訪問的專上學府。代表團還在此期間訪問了六所北京、上海及廣州的知名大學。此後，本校與內地院校的交流、合作更日趨緊密。



國際企業培訓中心主任杜紅博士(右)頒贈紀念品予校友。



PolyU and Zhejiang University jointly celebrated the 10th anniversary of their partnership as well as their respective anniversaries on 20 May. The two universities also joined hands to inaugurate the opening of the new premises of the PolyU-Zhejiang University International Executive Development Centre at the Xixi campus of Zhejiang University, where a high-level forum and a gala celebration dinner for over 200 teachers, students and alumni were held.

With the approval of the State Ministry of Education, PolyU and Zhejiang University jointly established the International Executive Development Centre in Hangzhou in 1997. Seeking to build a top base to groom top executives, the Centre has devoted itself to offering joint degree programmes, including

# 10th anniversary of partnership with Zhejiang University

## 理大浙大同慶合作辦學十周年



理大常務副校長曾慶忠先生(右)及浙大常務副校長倪明江教授出席慶典，慶祝兩校合作辦學十周年。



理大副校長呂新榮博士(右)與浙大副校長來茂德教授共同為「國際企業培訓中心」新址揭幕。



兩校高層一同為十周年慶典揭幕。

香 港理工大學與浙江大學於五月二十日慶祝合作辦學十周年及兩校校慶，雙方於浙大西溪校區啟用了「國際企業培訓中心」新址，並舉辦高層論壇和設宴與二百多名師生及校友聚首一堂。

當日兩校聯合主辦主題為「打造強勢品牌，創造企業優勢」的高層論壇。論壇匯聚五百多名各地精英，由浙大管理學院常務副院長王重鳴教授和理大工商管理學院院長徐林倩麗教授主持，並邀得蒙牛集團副總裁孫先紅先生、威漢環球營銷機構創辦人陳一柁女士等知名人士演講。

理大與浙江大學十年前經國家教育部批准，在杭州共同成立了以「培育企業精英，建設一流基地」為宗旨的國際企業培訓中心，展開學位合作項目，先後開設了品質管理、酒店及旅遊業管理、國際房地產和高級工商管理（EMBA）等四類碩士學位課程以及護理學理學士學位課程。中心推出的工商管理課程及短期培訓課程也深受業界歡迎，先後為浙江知名企業、浙江省政府、香港特區政府的管理層提供培訓課程。中心致力於開拓國際學術交流與合作，並與英國劍橋大學等世界知名學府建立了良好的項目合作關係。

兩校自合作辦學以來，中心培育了近一千二百名畢業生，分布政府、能源、管理、金融等行業，校友網絡遍及各內地城市。



Master's programmes in quality management, hotel and tourism management, international real estate, and Executive Master of Business Administration, as well as Bachelor of Science in nursing. Its business administration and short executive training programmes also enjoy tremendous popularity. The Centre has not only offered such programmes for management of leading corporations in Hangzhou, the provincial government and the Hong Kong SAR Government, but also developed collaborations with leading institutions worldwide including University of Cambridge.

Ever since the educational partnership between the two universities began, the Centre has produced close to 1,200 graduates who have found careers in the civil service as well as the energy, management and financial industries, and has built up a network of alumni across a swathe of cities on the mainland.





理大五所境外中心(左起)：  
香港青年工業家協會深圳  
培訓中心、西安通理國際  
深造學院、珠海國際創新  
人才培訓學院、華中科技  
大學-香港理工大學卓越製  
造企業中心、浙江大學-  
香港理工大學國際企業培  
訓中心。

By 1997, in collaboration with Zhejiang University, PolyU opened its first Outpost on the campus of Zhejiang University in Hangzhou, to be followed by four outposts established in Shenzhen, Zhuhai, Xi'an and Wuhan, as well as educational networks in Beijing, Tianjin and Chongqing. Over the last decade, over 3,000 have graduated from PolyU's programmes offered on the mainland, while students currently studying for such programmes total more than 1,000.

### Multifarious cooperation

According to **Mr Alexander Tzang**, Deputy President of PolyU, the University will continue to recruit more mainland students for its undergraduate programmes while further developing cooperation with mainland universities. Apart from academic programmes, the areas of cooperation and exchange also cover research and fostering ties with mainland enterprises. "PolyU launched the Bauhinia Cup Outstanding Entrepreneur Awards way back in 1997 to honour the contributions of private-sector entrepreneurs to society," Mr Tzang said. (See p.15 for the award presentation this year) In addition, PolyU initiated the International Strategic Technology Alliance in 1995 to foster applied research and technology transfer among tertiary institutions from the mainland and overseas.



**Dr Lui Sun-wing**, Vice President (Partnership Development), added, "There are some time-honoured programmes run by PolyU which have been very successful and are in great demand on the mainland." Take social work, which is meant to serve the underprivileged, for example. While it has become a newly thriving profession on the mainland due to its rapid social development, there has been a shortage of qualified teachers. PolyU has since 2002 collaborated with Peking University to provide the programme Master of Social Work, which have been very well received. On top of that, since great demand is expected for world-class physiotherapists as Beijing is gearing up for the 2008 Olympic Games, PolyU partnered with Tongji College of Medicine of Huazhong University of Science and Technology in Wuhan in 2004 to launch the programme Master in Physical Therapy, the first and only Master programme

of its kind approved by the Academic Degrees Committee of the State Council.

According to Dr Lui, PolyU's mainland programmes are run on a self-financed basis and mostly offered at postgraduate level. For some programmes such as social work and physical therapy, tuition fees alone would not suffice. Private donations, scholarships and bursaries for students in need are indispensable in sustaining these programmes.

### 校友心聲

課程採用研究式教學法；授課內容大部分符合內地企業的需要；特別是全英文講解是課程的特色和水平體現，令人感到課程的挑戰性和價值。通過學習我有以下收穫：一是提高了自身素質，增強了信心；二是總結了實際經驗；三是結識了一批高素質的同學，未來的行業精英；四是所學知識在實踐應用中形成新的理念，指導企業運行。

2002年畢業生 董峰  
杭州萬豪大酒店籌建處主任





至一九九七年，本校與浙江大學在杭州浙大校舍設立第一所理大的境外中心，此後再先後在深圳、珠海、西安及武漢增設四所境外中心；同時也在北京、天津和重慶等地設立教學點。十年以來，已有超過三千學員在內地獲頒發理大的學位；現正修讀理大內地課程的學生亦有過千人。

### 多元化的合作

常務副校長**曾慶忠**先生指出，理大一方面增加招收內地的本科生，另一方面也會繼續加強與內地大學合作，除了辦學之外，交流合作的範圍還有科研和與內地企業加緊聯繫。他說：「理大早於一九九七年便舉辦紫荊花杯傑出企業家獎，以表揚民營企業家對社會作出的貢獻。」(有關最新一屆企業家獎見第十五頁。)另於一九九五年，理大又發起成立「國際應用科技開發協作網」，夥同內地與海外學府，推動應用科研和技術轉移。

這種合作項目，經過多年的穩步發展，對促進本港與內地的交流與融和起了催化的作用，亦有助理大提供與時並進、切合業界需要的課程。如理大在內地開辦的工商管理碩士課程，便吸引了不少企業管理人員修讀。

專責產學合作的副校長**呂新榮**博士又說：「理大有一些課程，是歷史悠久、辦得成功而內地又需求殷切的。」例如專門服務弱勢社群的社會工作，隨着內地社會急速發展，在內地成為一門新興的專業，但師資缺乏；理大自二零零二年起便與北京大學合辦社會工作碩士課程，廣獲好評。此外北京將於二零零八年主辦奧運會，預期對擁有國際水平的物理治療師將求才若渴；故理大夥同華中科技大學轄下的同濟醫學院，二零零四年於武漢創辦全國第一及唯一一項獲國務院學位委員會確認的同類型碩士課程。

呂博士說，理大的內地課程以自負盈虧模式開辦，以深造程度課程為主，如社工和物理治療課程，便不能單靠學費收入維持，而需要社會人士捐款資助及為有需要的學員提供獎助學金，始得以順利展開。



勤耕耘 櫛風沐雨七十載  
結碩果 桃李芬芳遍四海

— 浙江大學 - 香港理工大學  
國際企業培訓中心主任杜紅博士

在多年的製造業顧問生涯中，我深深感受到Quality Management 的價值……對品質管理技術的需求，是所有中國大陸製造業企業最大的服務需求，我慶幸能夠在QM專業學習中學到了全面的理論體系，並且有機會能夠在實踐工作中將它發揚光大，為客戶帶來效益，實現個人自我價值的提升。

2001年畢業生 韓東亮  
深圳零缺陷管理技術顧問公司總經理



## Quality over quantity

**Ms Laura Lo**, Head of PolyU Outpost Centre, who oversees the administration of the University's programmes hosted by various departments on the mainland, said that she was invariably overjoyed to learn of the success stories of graduates from PolyU's mainland programmes. "Once while taking a stroll in four-star and five-star hotels in Hangzhou, we were greeted by senior managers of the hotels who told us they were graduates from the Master's programmes in hotel and tourism management jointly offered by PolyU and Zhejiang University. Of course the experience was most heart-warming. But at the same time it also reflected the sheer number of talents PolyU had groomed for the local hotel industry. That's something we can be proud of."



As the Chinese saying goes, "it takes years to grow trees, but generations to groom talents". To nurture a new generation of talents, it would take long-term commitment. Looking into the future, what other cross-border strategies does PolyU have in place?

President Prof. Poon stressed that in promoting its mainland programmes, PolyU has always set its sights on maintaining the high standards of its programmes, focusing on quality rather than quantity, with the clear objective of grooming more talents for the motherland. He added that the people of Hong Kong should do well to have a sense of humility in their mainland ventures, especially considering the very high standard of many mainland educational institutions and talents. He said PolyU has gained much from its experience in running programmes on the mainland. For sure, increased exchange and cooperation between mainland and Hong Kong universities will continue to bring substantial mutual benefits to both the motherland and Hong Kong in the long run.

### 重質不重量

負責理大各院系在內地開辦課程和境外中心日常統籌的境外中心拓展處處長**羅璇女士**談到在內地辦學的經驗，指出內地大學的管理文化與理大不同，而雙方為了確保課程教學和收生素質，都會經過磋商去達到雙方都滿意的效果。她又說：「理大在浙江大學的境外中心新址，把課室的坐位重新編排，學員上課不再是排排坐，而是可以靈活分組討論，加強了課堂的互動元素，這樣的改變是雙方都樂見的。」

每見到理大在內地的畢業生學有所成，羅處長便有不能言喻的滿足感。「我們走到杭州四星、五星級的酒店，遇到的高層管理人員跟我們打招呼，說是理大和浙大合辦的酒店及旅遊業管理的碩士畢業生，給我們很大親切感，也反映出理大為當地業界培育了不少人才，讓我們引以為榮。」她續稱：「由於內地經濟發展一日千里，晉升機會不少，修畢理大課程的學員，不少都能在事業上拾級而上，成功的例子比比皆是。」

羅處長說，學員和僱主對理大課程的口碑，肯定了理大課程的高素質、國際化和對內地的適切性，這是最難能可貴的，也是讓理大可長遠在內地拓展課程的基石。

十年樹木，百年樹人，要培育出新一代的人才，需要長期的承擔。展望未來，理大又有怎樣的北上策略呢？潘宗光校長強調，理大在拓展內地課程時，一直堅持保持課程的高水平，重質而非重量，且目標要明確，那就是要為祖國培育更多人才。他又說，不少內地學府和人才的水平實在非常高，因此在彼此合作中，港人必須虛懷若谷，如理大便從過去在內地辦學的經驗中獲益良多。誠然，兩地大學如能繼續多交流合作，彼此優勢互補，長遠而言，對祖國和香港都會有更大裨益。



## 與北大共建社工研究中心

本校於三月十日與北京大學簽訂協議，攜手建立中國社會工作研究中心。儀式在北京大學舉行，出席者包括國務院港澳事務辦公室常務副主任陳佐洱先生、香港特區駐北京辦事處曹萬泰主任、理大校長潘宗光教授、副校長高贊明教授、北大校長許智宏教授、副校長張國有教授等。

潘校長表示，理大和北大合辦的社會工作碩士生班已經為內地二十多個省區培育了一百四十多位專門人才。未來理大將盡力支持研究中心發展，以進一步展開社會工作領域的研究和培訓，促進內地社會穩定及和諧發展。

陳佐洱先生亦高度評價北大和理大的研究合作。他表示，今年是香港回歸祖國十周年，相信研究中心的建立不僅使兩校在學術交流上搭起新平台，也為香港和內地社會專業師生交流提供新的契機。