

Faculty of Business scales new heights

Making the world's top 100 list

The Faculty of Business (FB) has once again testified its superb quality for being listed among the world's top 100 business schools in an independent survey conducted by the University of Texas at Dallas (UTD). It has also achieved accreditation status of EQUIS (European Quality Improvement System) by the European Foundation for Management Development (EFMD).

UTD researchers have analysed research contributions of business school faculties based on their publications in 24 leading journals during the period 2002-2006. FB was ranked among the top 100 business schools worldwide in this exercise. The Faculty is one of the seven universities ranked in Asia. There are five European universities on the list while the US has a total of 87 and Australia has one.

The EQUIS award also demonstrates the high level of academic and educational quality and the unparalleled commitment to internationalization. With this accreditation status, FB has joined the league as some of the world's most famous business schools such as IMD, INSEAD and the London Business School.



Collaboration with Graduate University of CAS

With the aim to educate senior executives on the Chinese mainland to be scholar-managers, FB and the College of Management of the Graduate University of the Chinese Academy of Sciences (CAS) will jointly offer a Doctor of Management degree programme on the mainland. The two business schools will also collaborate in research projects, exchange faculty members and postgraduate students, and co-host international conferences.

The collaborative agreement was signed by Vice-Chairman of the Standing Committee of the National People's Congress Prof. Cheng Siwei, who is also the Dean of the College of Management of CAS, and President Prof. Poon Chung-kwong, when Prof. Cheng led a delegation of Chinese academics to visit PolyU in May.

Prof. Cheng also took the opportunity to deliver a lecture on "Economic Development and Prospects of China" on campus, which attracted more than 300 students and academics.

CAS is China's national academy for natural sciences. Its Graduate University, set up in 1978, was the first graduate school in China established with the approval of the State Council.



From left: Prof. Poon, Prof. Cheng and Prof. Judy Tsui, Dean of FB and Director of PolyU's Graduate School of Business, at the collaborative agreement signing ceremony.

Nobel Laureate speaks on economic models



Prof. Sir Clive Granger, Nobel Laureate in Economics 2003, gave a Public Lecture entitled “Evaluation of Global Economic Models” on 16 May on campus. He evaluated several global economic models built with a variety of backgrounds and analyzed the usefulness of the models. The lecture was organized by the Department of Applied Mathematics and the School of Accounting and Finance of PolyU, and Hong Kong Statistical Society.

Prof. Granger is now Professor Emeritus at the University of California, San Diego, Distinguished Fellow of the American Economic Association and Corresponding Fellow of the British Academy. He has published extensively on time series, statistics, econometrics, forecasting and finance. His best known work involves causality, spectral analysis, co-integration, aggregation long-memory and non-linear processes. ❖

Forum on China’s tourism staged in New York

The School of Hotel and Tourism Management (SHTM) and the US-based *Hotel Online* co-hosted the first-ever “Seminar on China Hotel and Tourism Development” in New York on 27 April. Prof. Kaye Chon, Chair Professor and Director of SHTM, remarked that it has never been more important for US-based developers and investors to learn about how best to capitalize on the upsurge in the market and be part of China’s rush to become the number one tourist destination country in the world. ❖



Prof. Chon (third from left) and speakers of the seminar

Strong links with industry



Vice President (Research Development) Prof. Ko Jan-ming (third from left); First Dean of FCLU Prof. Michael Anson (far right) and incumbent Dean Prof. Andrew Baldwin (middle), and department heads of FCLU kick off the dinner.

The Faculty of Construction and Land Use (FCLU) recently organized its first High Table Dinner to provide a chance for students to interact with prominent industry leaders. The event also celebrated the University’s 70 years of proud history in educating professionals for the building, engineering and construction industries. The dinner was joined by some 300 industry leaders, students, staff and alumni of the Departments of Building and Real Estate, Building Services Engineering, Civil and Structural engineering, and Land Surveying and Geoinformatics. Mr Marco Wu Moon-hoi, Hong Kong Housing Society Vice Chairman and Awardee of PolyU Outstanding Alumni 2007, also graced the event with his presence. ❖

World's first Hotel and Tourism Doctoral Programme with Asian Flair

The Programme, the first of its kind incorporating the unique Asian styles and elements, will be offered by SHTM in the 2007/08 academic year. According to Programme Leader Prof. Bob Mckercher, after the evolution of hotel and tourism services and training through the European Wave and North American Wave, the Asian Wave is distinctive. It combines the best of European and American hotel and tourism education with the Asian service standards of excellence. Comes at a time when the industry trend is shifting eastward in the locus of innovations and new management styles, this programme will equip students with the skills to identify and evaluate emerging markets and formulate the best strategy to capitalize on them. ❖

Partnership with private hospitals

The School of Nursing has entered into a pioneer collaboration with St Teresa's Hospital and St Paul's Hospital to offer a degree programme in nursing, addressing the manpower shortage of local nursing professionals. Expecting its first cohort of 40 students in 2007/08, this four-year programme will cover training theories and placements in hospitals, elderly homes and community-based institutions. Upon completion of the programme, students will be eligible to apply for recognition as Registered Nurse by the Nursing Council of Hong Kong. ❖



From left: Prof. Thomas Wong, Dean of Faculty of Health and Social Sciences; Prof. Suleyman Demokan, Vice President (Academic Development); Mother Jacqueline Ho, Mother Superior of the Soeurs de Saint Paul de Chartres (Hong Kong); and representatives of the two partnering hospitals.

SHTM shows gratitude



From left: Mr Felix Bieger, Advisor, The Peninsula Group; Ms Sylvia Chung, General Manager, Miramar Hotel Hong Kong; Mr Rudolf Greiner, President - Hotel Division, Sun Hung Kai Properties Ltd.; Mr Gary Harilela, Member of Hong Kong Tourism Board; Mr Manuel Woo; Prof. Ko Jan-ming; Mr Clarence Shun Wah, Vice Chairman, The Federation of Hong Kong Hotel Owners; Mr Clement Lam, General Manager Sales, China & HKSAR, Cathay Pacific Airways Ltd.; and Prof. Kaye Chon.

SHTM hosted a dinner reception to show their appreciation of industry support and in celebration of PolyU's 70th Anniversary. During the event, SHTM presented a Fellowship to Mr Manuel Woo, former Executive Director of the Hong Kong Hotels Association, for his accomplishments and contributions to the hotel and tourism industry. Previously Mr Woo was a Council member of PolyU and has served as Chairman of the Departmental Advisory Committee of SHTM. ❖

PolyU designated as only trainer for national translation test in HK



The University has been appointed by the Central Government's Ministry of Personnel (MOP) as the sole authorized training centre for the China Aptitude Test for Translators and Interpreters (CATTI) in the HKSAR. CATTI, jointly launched by MOP and the China International Publishing Group, is the most authoritative proficiency qualification test for translators and interpreters in the country. ❖

A big thank-you to donors

Seven classrooms of the University were officially named after six member companies and a partner of the Toys Manufacturers' Association of Hong Kong, in recognition of their generous donations totalling \$2.52 million to the University.

Backed by the donation of \$628,000 from the Win Hanverky Holdings Limited, the University's Institute of Textiles and Clothing (ITC) will introduce the territory's first sportswear design subject entitled "Sportswear Design and Manufacture" to meet the rising demand for professional manpower brought about by the Beijing Olympic Games in 2008.



Thanks to the donation of \$350,000 from the Fenix Group, ITC students will be able to apply for scholarships to study in renowned design institute Central Saint Martins College of Art in London or Design and Istituto Maragoni in Milan; or internship and employment offers in areas of fashion retail, design and marketing, manufacturing and visual merchandising. ❖



A classroom was officially named after Canborra Industries Limited in appreciation of its donations totalling \$350,000 in support of the development of PolyU's intimate apparel institute.



PolyU graduates enjoy bright career prospects

According to the University's latest Graduate Employment Survey, as high as 97.6 per cent of its 2,000-plus first-degree graduates were engaged in employment or full-time study last December, six months after their graduation. Among the employed graduates, 85.7 per cent of graduates secured their first job offer within two months after their graduation. Only 1.8 per cent of graduates were still seeking employment at the time of the survey.

Furthermore, all first-degree graduates of seven programmes — Biomedical Engineering, Civil and Structural Engineering, Construction Economics and Management, Information Technology, International Shipping and Transport

Logistics, Optometry and Radiography — were fully employed by the end of last year.

The average monthly salary of the employed degree graduates has increased by 6.2 per cent from \$11,133 in 2005 to \$11,826 in 2006. Notably, graduates from five programmes — Civil & Environmental Engineering, Civil & Structural Engineering, Computing & Management, Health Technology and Social Policy & Administration — enjoyed a rise in starting salary of more than 15 per cent.

For higher diploma graduates, more than 98 per cent of the 1,378 respondents were engaged in work or full-time study, while only 1.2 per cent were still seeking employment when the survey was conducted. Among the employed, about 80 per cent secured their first job offer within two months after graduation. Their average monthly salary was \$11,467, representing an increase of seven per cent over the previous year.

For the sub-degree graduates who pursued further studies, PolyU remained their most popular choice as in the previous year, with 69.1 per cent of them now studying full-time programmes at the Institution.

The survey also revealed that 77.4 per cent of the higher degree graduates responded to the survey were engaged in employment or full-time studies by last December. Among the employed, 76.7 per cent secured their first job offer by the end of last August. The average monthly salary rose by 3.4 per cent to \$13,947 when comparing to the previous year.

The survey was conducted by the Student Affairs Office among all PolyU full-time students graduated last June, with an overall response rate of 89.3 per cent. It reviewed the employment status of the University's full-time degree, sub-degree and higher degree graduate as of 31 December 2006.

