

Faculty of Business leaps up in world ranking

PolyU's Faculty of Business (FB) is placed 78th worldwide in the latest ranking exercise conducted by University of Texas at Dallas. This is a phenomenal leap from the 91st place in the 2006 exercise. The independent ranking compares research contributions of business schools all over the world based on their publications in 24 leading business journals over the past five years.

Making strides to become one of the world's top business schools, FB has earned recognition in the international area for its quality teaching and research. In 2005, its



finance research ranked second in the Asia-Pacific Region as announced in the *Pacific Basin Finance Journal*. In 2007, it achieved accreditation status of European Quality Improvement System awarded by the European Foundation for Management Development. At the same time, its Master of Business Administration and Doctor of Business Administration programmes are accredited by the Association of MBAs in the United Kingdom. ❖

Renaming and establishment of academic units

Starting from the 2008/09 academic year, a new Department of Chinese Culture will be established to offer general education subjects in the areas of Chinese history, civilisation, arts, music, religion and philosophy. This is in alignment with PolyU's strategic objective of providing an all-round education for students, and facilitating students to better understand their own cultural heritage.

Upon the establishment of the new department, the Faculty of Communication will be renamed as Faculty of Humanities (FH) to better reflect its academic profile. FH will comprise five units, namely, Department of Chinese and Bilingual Studies, Department of Chinese Culture, Department of English, English Language Centre, and General Education Centre.

At the same time, to better reflect PolyU's role as a key provider of maritime studies education, the Department of Logistics will be renamed as Department of Logistics and Maritime Studies. ❖

Veterinary Nursing: A pioneer programme in Hong Kong

PolyU is planning to offer Hong Kong's first-ever tertiary level programme in veterinary nursing in collaboration with The Royal Veterinary College (RVC) of the University of London. The first intake of students is preliminary scheduled for September 2009. Having recently signed a Memorandum of Understanding with RVC, PolyU will roll out the programme by first offering a credit-bearing foundation studies course later this year.

As Hong Kong society becomes more aware of the importance of animal welfare, there is a growing demand for professional manpower in veterinary nursing, a registered profession in some developed countries including the UK and the US. PolyU's timely collaboration with RVC, the oldest and largest independent veterinary school in the UK, takes the lead in Asia for advanced training in the profession, and will uplift the quality of veterinary care in Hong Kong.

Upon the mutual agreement between RVC and PolyU, it is planned that graduates of the



four-year programme will be jointly awarded the Bachelor of Science (Honours) degree in Veterinary Nursing by the two institutions. The programme, with courses to be conducted in Hong Kong, will be offered on a mixed-mode basis, providing convenience and flexibility in study for working professionals. Students will engage in clinical training to consolidate their theoretical learning.

The subject-based, part-time foundation studies course, to be launched this September, will be led by academics of RVC in



Prof. Thomas Wong, Dean of FHSS, introduces the details of the collaboration.



(From left) Prof. Thomas Wong; Prof. Poon Chung-kwong, President of PolyU and ex-Chairman of Veterinary Surgeons Board of Hong Kong; Prof. Quintin McKellar, Principal of RVC; and Prof. Colin Howard, Vice-Principal of RVC.

Hong Kong in collaboration with and support from PolyU's Faculty of Health and Social Sciences (FHSS). The course will introduce to students the basic knowledge and skills required in the veterinary nursing field through classroom teaching and practicum. Credits gained from the course are transferable to the degree programme.

With the objective of developing different levels of academic programmes in the veterinary profession in the long run, the collaboration between PolyU and RVC will also include student exchange programmes, seminars, workshops, visits and other academic exchange activities. Furthermore, professional accreditation opportunities will be explored by both parties.

PolyU graduates embark on bright career

Ninety-two per cent of the University's 2007 degree graduates have landed a job by last December, six months after graduation, while only 1.4 per cent were still seeking employment, according to the 2007 Graduate Employment Survey conducted by the Student Affairs Office.

The survey found that the employed degree graduates earned an average monthly salary of \$12,881 in 2007, an 8.9 per cent rise from 2006. The two most popular employment sectors were Business Services/Real Estate (hiring 21.2 per cent of degree graduates) and Community/Social Services (15.3 per cent), which offered the highest average monthly salary among all employment sectors. In terms of job nature, 19.7 per cent of PolyU graduates were employed in administration and management jobs, followed by engineering (14.2 per cent), health services (12.8 per cent) and sales and marketing (12.2 per cent).

First-degree programmes with fresh graduates reporting 20%+ rise in average salary (as of end-December 2007)

Programmes	Average monthly salary		% increase
	2007	2006	
BSc (Hons) in Radiography	\$20,101	\$12,917	55.6%
BSc (Hons) in Physiotherapy	\$17,874	\$13,164	35.8%
BSc (Hons) in Occupational Therapy	\$18,385	\$14,748	24.7%
BA (Hons) in Financial Services	\$13,332	\$10,880	22.5%
BSc (Hons) in Information Technology	\$13,485	\$11,208	20.3%
BSc (Hons) in Biomedical Science	\$12,515	\$10,425	20.0%

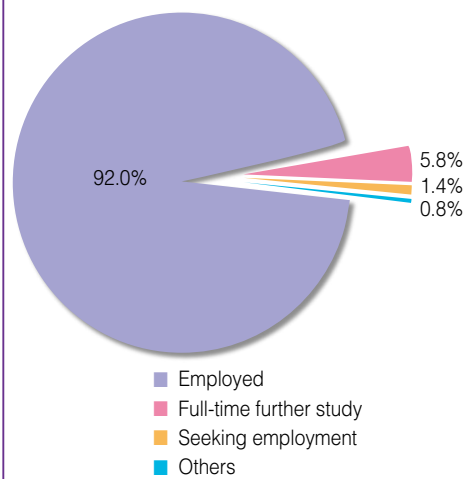
For Higher Diploma graduates, more than 98 per cent of the 1,526 respondents were either engaged in work or full-time study. The employed graduates were making an average monthly salary of \$12,152. For those sub-degree graduates pursuing further studies, 70.2 per cent were taking full-time programmes at PolyU. It was also found that 72.1 per cent of the higher degree graduates who responded to the survey were either engaged in work, with an average monthly salary of \$15,663, or full-time study.

The survey reviewed the employment status of the University's full-time degree, sub-degree and higher degree graduates as of 31 December 2007. Out of the 4,751 graduates, 4,255 valid responses were received, representing a response rate of 89.6 per cent.

Average monthly salary of graduates in 2006 and 2007



2007 degree graduates' destinations



Nobel Laureate gives lecture on Healthcare Incentives



Prof. Peter Yuen explaining the overall picture of Hong Kong's healthcare system.

The PolyU-affiliated College of Professional and Continuing Education (CPCE) recently organized a public lecture on "Incentives in Healthcare" delivered by Nobel Laureate Prof. Sir James Alexander Mirrlees. During the event, Prof. Sir James Mirrlees shared his insights on the importance of economic incentives and its relevance to the healthcare industry with over 100 academics, researchers, healthcare practitioners and students. Prof. Peter Yuen, Dean of CPCE and a discussant in the lecture, also presented his views on the different healthcare financing approaches.



Prof. Sir James Mirrlees has previously taught at University of Oxford and University of Cambridge. He has also held Visiting Professorships at Massachusetts Institute of Technology, University of California Berkeley and Yale. In 1996, he was awarded the Nobel Prize in Economics for his fundamental contributions to the economic theory of incentives under asymmetric information. He was knighted for his outstanding contributions to economic science in 1997.



Prof. Peter Walters, Associate Dean of CPCE (middle), chairing the discussion session of the lecture.

SPEED helps unleash students' business creativity

For the second year in a row, the School of Professional Education and Executive Development (SPEED) organized the Business Innovation Awards Competition to ignite the business creativity of associate degree and higher diploma students. This year, contestants drew up business proposals on how Ocean Park can reap the benefits of cutting edge technology to enhance its brand.

Out of more than 60 student teams participating in the competition, a team of PolyU-affiliated Hong Kong Community College (HKCC) students scooped the Silver Award and the CIM Marketing Award sponsored by The Chartered Institute of Marketing (Hong Kong), while the Gold and Bronze Awards went to students from School of Continuing and Professional Studies of The Chinese University of Hong Kong.



The Gold, Silver and Bronze Awards winning teams find boundless creative dimensions with the help of networking platform technologies.

Sharing by legislators and political figures

As part of its student development initiatives, Hong Kong Community College (HKCC) organized a series of celebrity talks in March and April. Three renowned figures from the local political scene shared their insights with nearly 1,000 HKCC and secondary school students.



“From Chief Secretary for Administration of the HKSAR Government to Legislative Council Member” by Mrs Anson Chan, Legislative Council Member



“Evolvement of the political culture in Hong Kong” by Mrs Regina Ip, Chairperson of Savantas Policy Institute



“From Legislative Council President to Hong Kong Deputy to the Tenth National People’s Congress of the People’s Republic of China” by Mrs Rita Fan Hsu Lai-tai, Legislative Council President

HKCC grooms Student Tourism Ambassadors



Students grasping the chance to trace the history of the Tai Fu Tai Mansion.

Pooling the efforts of over 70 teachers and students, HKCC put together the “Putonghua Training Programme for Student Tourism Ambassadors” to promote the use of Putonghua in introducing local cultural and historic sites. Two hundred and eighty students from 40 secondary schools were provided training in Putonghua skills and Hong Kong culture through workshops, tourism subject studies and field trips.

On 7 May, eight outstanding teams of the trained ambassadors put what they have learnt into practice by vividly introducing local culture and scenic spots to tourists in Putonghua in an exhibition held along the Avenue of Stars in Tsim Sha Tsui.



A student presenting her research studies on the culture of indigenous residents to Mr Michael Tien, Chairman of The Standing Committee on Language Education and Research (second from left), Dr Simon Leung, Director of HKCC (first from right), and other guests of the exhibition.