

Outstanding Student, Faculty of Business 2020



Miss LEE Tsz Sum Michelle
BBA (Hons) in Marketing

I am Lee Tsz Sum Michelle, a final year student studying Marketing, and I am truly grateful and honoured to be named Outstanding Student of Faculty of Business.

Looking back, I am more than blessed with the amount of guidance, support and opportunities PolyU has provided me to learn and grow, and I would like to share these experiences with you.

Seize every opportunity to learn

Academically, PolyU's business program is all-rounded and highly practical, meaning I had ample opportunities to learn business knowledge inside and outside my major of study, and apply them to different contexts. I still vividly remember spending hours crafting an advertisement for a beauty company as part of coursework. It was tough, but I enjoyed every bit of it. Apart from academic studies, PolyU has offered us many other opportunities to enhance our knowledge and serve the community.

In my first year of studies at PolyU, I joined FB Cares and served as a group leader for the blindfold tour and a committee member of the blindfold lunch campaign both organized by Orbis. This was where I first realized professional knowledge could be applied into service contexts. From arranging the route for the tour to contacting schools in promoting the campaign, these all required not only a caring and empathetic heart, but also strong business acumen. Through this experience,

I have developed a stronger passion to contribute to the positivity and well-being of the society within my profession.

Apart from voluntary work, I have also engaged in two internships. The most memorable one was in my second year of university studies, where I completed my WIE (Work Integrated Education) in Shanghai, and travelled to Beijing, Yangzhou and Hangzhou to meet clients, help them analyse their sales data, and report findings. Through this internship, I realized how culture could bring a big impact to marketing. Take China as an example, different cities differ significantly in culture and eating practices, so marketers need to design and implement their products and marketing campaigns differently to cater for their customers' needs. The experience equipped me with multicultural exposure, improved my presentation skills and fostered my ability to work and cooperate with people coming from different cultural backgrounds.



While the above experiences might have been directly or indirectly related to my profession of study, I truly believe that one key factor to having a fruitful university life is to expand your knowledge beyond your profession field, and PolyU has provided a great platform for that. Not only did I have multiple opportunities to study courses outside my major, I also had the opportunity to join interest classes, where one was joining a course on learning how to fly drones. While it might not sound difficult, we were tasked with landing the drone on a small table that was just a bit larger than the drone, and it was definitely challenging. It taught me to stay focused and persevere in challenges, because only through overcoming challenges will you succeed.





Work hard, play hard

Working hard is important, but playing hard should also bear certain weight in life, and even better, if you could turn your hobbies into something meaningful. I had always been passionate about composing music, and I am grateful to have met some wonderful lyricists in PolyU who gave meaning to my pieces and turned these songs into something that people could resonate with in these turbulent times.

An amazing university life

To me, university life is like driving a car. At times, you need to refill, you will face bumps, you may diverge from your intended route, or you may even crash; but it's all these experiences and scenery along the way that make the journey fruitful and meaningful. The journey over the past few years have been amazing, and these experiences, whether fun, easy, or challenging, are the things that made my university life so colourful and full of sparkles.

Last but not the least, I would like to thank everyone who have supported me along the way, especially my mom, who gave me huge support in my pursuit of my own dreams.