



## SEM and PSEM Visit

The Secretary for Education and Manpower (SEM) and several other visitors visited our Department on 28 August 2002. Three VE projects, two BIS projects, and one e-Learning package were chosen for presentation.

The SEM and all visitors were very impressed. The SEM was very interested in VE projects and had a good conversation with 5 of our students from HDTLS and HDCAS. Evon expressed her thanks and appreciation to all colleagues, namely Jonathan, Chris, Alfred, Sam, Jack, and Poon, who helped in the preparation of SEM and PSEM's visit.

**Alfred Yu**

### ***BSM Link's web page***

The department's newsletter, BSM Link, can be read or printed directly from the web page. All you need is the Acrobat Reader software which is available through a link from the same webpage. Please keep in touch with us by visiting <http://www.vtc.edu.hk/tc/tytc/bsm/w-new.htm> and do come back often, preferably once a quarter, to catch up on the latest news. You will be surprised at what we can get up to!

***The Editorial Team***



# BSM Department Staff Retreat 2002



Our Department organized an overnight staff retreat on 13-14 September in the Fok Ying Tung Hall of Residence. We were delighted that our Nexus Principal, Professor K. K. Lo, delivered a welcome address on the development of Tsing Yi Nexus to the academic and supporting staff participated in this retreat.

The first part of the retreat included workshops on managing change and team building activities. These activities could develop further our readiness for change to meet future challenges. The second part of the retreat included working sessions for staff to contribute in the development of Strategic Plan for the Department. The atmosphere of this staff retreat was friendly, supportive and productive. Staff enjoyed the opportunity to learn, to work and to play together before the beginning of a new academic year.

**Mandy Leung**

## Course Information Day

To capture the new post-secondary graduates of 2001/2002 and facilitate them in course selection. IVE (Tsing Yi) ran a Course Information Day on 8, 9 and 10 of August 2002.

Six departmental booths, including Department of Business Services & Management, Department of Construction, Department of Engineering, Department of Information and Communications Technology, Department of Multimedia and Internet Technology and Kennedy Town Centre were set up in the canteen to exhibit the course information. A consultation area was provided for lecturers and current students to meet with potential students and their parents. Course leaflets and a pack of souvenir were given to the visitors.

**Susanna Chu**



## Staff Projects

### **e-Learning Package for Web Publishing for Business**

I have completed phase I development and have obtained a support from the Quality Fund for Phase II development. The phase II development is expected to be finished in 9 months.

### **Web-based Module Selection and Allocation System for HD in EM and HD in BIS**

This system helps the operational effectiveness and efficiency of the admission exercise of our Department for the Part-time HD in Enterprise Management.

The system is also used for HD in Business Information Systems final year students to choose their electives and the system allocates places to them according to their year 2 Final Average.

The system is also expected to serve HD in Transport & Logistics Studies final year students in the coming year.

**Alfred Yu**

## 兩岸四地物流論壇

太行山之東、濟水之南，乃齊魯文化起源地，自古名士輩出，到了現代已發展成中國物流重鎮，華北交通樞紐，這個地方便是山東的省會濟南市。由山東省科學技術協會及香港工程師學會等機構主辦的“海峽兩岸四地21世紀交通與物流學術論壇”，便選擇在濟南這個地點舉行。香港運輸及物流業資源中心副總監梁美智女士及本部門的簡定華講師參加了香港工程師學會組織的一支學術交流代表團出席上述學術盛會，並向大會提交了與中國大連海事大學田征教授一同撰寫的“中國大陸與香港物流發展戰略研究”一文。是次學術論壇在交通發展與規劃、智能交通、交通與環保、物流、交通工程與交通管理、交通土木工程等多個題作探討，內容廣泛，資料充實，獲益良多。大會亦安排與會者參觀山東省高速公路信息管理系統中心、剛落成的濟南環市高速公路及其他濟南市文化古蹟。

Raymond Kan



香港學術交流代表團在濟南市大明湖畔合照



山東省高速公路信息管理系統中心

## 港浙學生交流夏令營 02 (15/7 至 28/7)

在這個02年暑假期間，由36位學生及5位老師組成的職訓局青衣分校代表團來到杭州，與浙江三所大專院校攜手舉辦了第四屆的港浙學生交流夏令營。代表團的師生來自青衣三個學系，包括工商服務及管理學系，工程系和資訊及通訊科技系。而參與的浙江院校包括浙江工業大學，浙江科技學院及台州職業技術學院。交流營的目的，是讓雙方同學透過交流營的活動而加深彼此認識，及了解對方的社會，文化，經濟及教育等各方面的最新情況。活動編排包括了課堂學習，辯論，專題研習及報告，企業參觀及名勝遊覽等。其中同學們最感興趣的，是專題研習及東信通訊，萬向集團，士蘭電子及飛躍集團等大型企業的參觀。大部份香港學生均表示從參與活動中得到了啟發，對改善處事態度及人際交往大有

幫助，另還可通過與當地學生的交流得到了應用普通話的機會。來年第五屆交流營將會輪由青衣分校舉辦，而我系將繼續支持上述有意義的活動。

K C Lam



# Driver Improvement Scheme (DIS)

Earlier in March 2001, Jonathan and Lupin went with Transport Department to study the Driver Improvement Scheme run in Britain. In May 2002, HKCTL was invited to design and conduct the "Instructor Training Course (i.e. Train the Trainers)" for this Driver Improvement Scheme (DIS).

To qualify for teaching in the Driving Improvement Course (DIC), it is a legislative requirement that instructors from the designated Driving Improvement Schools must possess a certificate of attainment issued by HKCTL. A requirement of the award of the certificate is the passing of all assessment in the course.

The DIS was legislated in February 2002 under the Government's initiative to adopt an educational approach in enhancing the driving skills of drivers in Hong Kong. Under the scheme, a driver may voluntarily attend the course himself or a driver having committed light traffic offence of certain categories may be directed by the court to attend a DIC. Upon successful completion, the driver will have his Driving-Offence Points (DOPs) deducted. The DICs are run by Driving Improvement Schools designated by the Transport Department through a public tender. HKCTL has also contributed to the selection exercise. The DICs have been launched in the market since September this year.

There are 7 classes of the instructor training course completed by mid September and an additional class will be run at the end of October. Participants come from the designated Driving Improvement Schools, the Government and some large public transport operators. Feedback from the Transport Department and participants on the training course are very positive and encouraging.



**Jonathan Yeung/Lupin Yiu**

## Nansha Putonghua Class

本人有幸於暑假期間參加由本學系及廣州番禺英東教育中心合辦，為期八日七夜(二零零二年六月二十日至二十七日)的珠江三角洲商貿及漢語學習團。學習團的主要目的是普通話培訓，中港學生文化交流，並提供機會讓學生實地參觀考察南沙及中山一帶的物流及工業設施。三間院校約有八十名學生參加，隨團老師除本人外，還包括簡定華博士，鍾偉能博士及摩利臣山分校的陳作為老師。

八日的學習團行程緊密豐富：在日間，普通話培訓和外出參觀隔日交替進行，晚間則舉行了一些中港學生的文化交流會、座談會或文娛活動。最印象深刻的，是我們專業教育學院學生和中山大學的學校隊舉行了一場足球比賽，結果當然是.....「友誼第一，比賽第二」。

在學習團完結後，我們進行了問卷調查，大部份學生都覺得此學習團對他們的普通話及對珠江三角洲的商貿及物流發展有所裨益。雖然本人因其他公務未能全程駐團，但亦覺得此交流團能有效增強學生普通話能力及擴闊學生的眼界，希望以後學系能多辦各式不同的交流團，令學生可以「走出香港，放眼世界」。



**Cherry Chan**

## Road to TY

While offices at Morrison Hill were renovated, mine was relocated. Before joining BSM/TY, I have more than ten years experience at the Morrison Hill campus.

The following are some of my observations during my stay here: -

- equipment provision is more generous at MH while staff establishment here doubles that of MH
- one has to get used to parallel-processing of tasks
- staff work on team basis and team spirit is prevalent at TY
- the colleagues are friendly and helpful. My thanks to all of them, especially those colleagues in zone B, for their continuing advice and support
- I find myself constantly add value – – to the Octopus card

My contact # is 24368647. You are welcome to call me for more personal communications.



Betty Lau

Hi, this is Cindy Chiu here. I joined the Department of Business Services & Management on 2 September, 2002. Before that I had worked for the Morrison Hill campus, the BA Department for nine years. It is quite a big change for me to have joined Tsing Yi campus.

In order to prevent the white hair from growing up quickly, I always tell myself to relax even though the academic term will start next week. My relaxation comes from jogging a few times a week, playing badminton and watching my son playing mini rugby matches on Sundays.

Those two BSM retreats just passed have helped me to get to know more about my colleagues in TY nexus who are warm and supportive. The retreats have also helped building a better team spirit among us.

I hope that I will have a good health personally and a good team at work, so that I could deliver a good quality programme to my students.



Cindy Chiu



I am a supply lecturer and in the team of Business Information Systems. I worked in IVE(ST), and had worked in IT for a number of years in Canada and Hong Kong. On the other hand, I worked as marketing in part-time basis for fun before.

My academic interest areas are: business, management, IT, and project management.

My hobbies include: playing badminton, squash, golf, chess, cards, reading, etc..

Michael Yeung



I have a happy family and three generations living under the same roof.

I'm a Supply Lecturer and this year you will see me tutoring Marketing, Integrated Studies, Creativity Action and Service and Business Software Applications. After working in the advertising agency and hospitality service industry for a number of years, I joined IVE anticipating a lot of excitement and challenges ahead.

You are welcome to contact me.

Email address: [vivching@vtc.edu.hk](mailto:vivching@vtc.edu.hk)

**Vivian Ching**



Hello, I am Benny Ma. This academic year I am glad to join the Tsing Yi IVE family as a Supply Lecturer in the Department of Business Service & Management. I am a qualified accountant of both HKSA and ACCA and hold a Master of Business Administration from the Open University of Hong Kong. Prior to joining the educational field, I have worked in audit and commercial field for more than ten years. I hope I can make a contribution to both the team and our students.

My contact information is as follows:

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**Benny Ma**



I am Li Chi Wah. You may call me "AH WAH". I studied mechanical engineering in Hong Kong Polytechnic. I served the former Department of Mechanical Engineering (Tsing Yi Campus) as a technician for the past seven years. At the Department of Mechanical Engineering, I mainly operated the Building Service Laboratory at C112. I am glad to have joined the Department of BSM since September 2002 as a technician.

**Li Chi Wah**

Hello, my name is Jackie Yeung. I joined BSM department on 23<sup>rd</sup> September 2002. I am a Temporary Lecturer for Business Promotion and Event Management (BPEM) area. My initial duties are related to teaching selective topics of BPEM. Further, I also assist in corporate communication and various projects for business promotion and event management activities. So I am proud of being a member of BSM teaching team in IVE (Tsing Yi).

Apart from my job change, I started my own family in Tsuen Wan. I am happily and luckily married with my wife, Florence in the beginning of 2002. Starting my new family life and career in IVE (Tsing Yi) in 2002, I have my wife's full support to me. My wife is an accounting and auditing professional.

In addition, I graduated from Open University of Hong Kong with a Bachelor of Business Administration in Marketing and obtained a Master of Business Administration from Heriot-Watt University. Further, I have Microsoft certifications including MCSE, MCP+Internet and MCP. So, I will take a life long learning approach for my personal development in future. However, I have a wide range of hobbies including any sport activities, especially playing tennis and golfing, cooking, self-studying as well as communication with others.

**Jackie Yeung**



本人陳根強，於 1995 年加入職業訓練局（青衣分校）的其中一個部門（ME）工作約 7 年，在這幾年期間，認識了不少同事，大家在這環境工作感到十分愉快，而且大家有不明白地方也會互相解決，這幾年間過得特別快。

不過，由 2002 年 9 月開始，我已經被派到另外一個地方工作，這個地方就是（BSM）部門屬於使用電腦工作的地方較多，雖然我以前從未真正學過但我會努力學習，希望在工作上同事也可以幫助我解決困難，謝謝！

**Chan Kun Keung**



## Conference Papers/ Proceedings

Judy W. F. Ng, Senior Lecturer and  
Chris Y. K. Lui, Lecturer (Business  
Services and Management)

- An Alternative in Student Assessment: A Competency Based Approach, The Science & Technology Education Conference 2002, Hong Kong, June 2002.

Judy W. F. Ng, Senior Lecturer  
(Business Services and  
Management)

- Virtual Enterprise, Real Experience, New Skills for New Times: A Symposium on e-Learning and Key Skills, Hong Kong, July 2002.