MBA Project Leads to Business Start-up by MBA Graduates

Four MBA students were selected to receive the “Business Innovation Award” sponsored by the School of Business and the Rotary Club of Hong Kong Northeast. The business concept of their final year MBA project, “Hong Kong TravelMed Services”, links healthcare services with tourism. Building on the excess capacity of private hospitals in Hong Kong and a rapidly growing tourist industry between the PRC and Hong Kong, the business aims to provide high quality medical checkup services for mainland visitors. Members of this group were Arthur Pong, Sandy Tai, Felix Tsang and Fred Tung.

The group found both primary and secondary data to indicate a positive outlook for the business model. The MBA project provided them with a valuable chance to gain a thorough understanding of business development and operation. More importantly, it provided them with an opportunity to apply knowledge and skills they acquired through the MBA curriculum. With the award grant, the graduates set up a company in April 2002. Recently, it has been negotiating a contract with an outbound travel agency in Guangzhou and a private hospital in Hong Kong for providing premium medical checkup services for high-income mainland travellers. Developing this successful business will not only provide good return for the investors but also stimulate the development of the tourism industry in Hong Kong and China, thereby achieving a win-win-win solution for the 3 parties involved – Mainland Chinese visitors to Hong Kong, the tourism industry in Hong Kong, and the medical industry in Hong Kong.

HKBU Postgraduate Association - Chinese New Year Party


Available at
http://www.hkbu.edu.hk/~gs/

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For further information, please write to:
OFFICE OF GRADUATE SCHOOL
Level 7, Fong Shu Chuen Library Building
Hong Kong Baptist University
Kowloon Tong, Kowloon
Hong Kong
Congratulations to Our Colleagues

President’s Award for Outstanding Performance in Scholarly Work
Dr. LIN Zhijun, Department of Accountancy & Law, School of Business
Prof. William LITTLEWOOD, Language Centre, Faculty of Arts
Prof. Jan SELMER, Department of Management, School of Business
Dr. SIU Wai Sum, Department of Marketing, School of Business
Dr. TANG Lei Han, Department of Physics, Faculty of Science
Prof. TANG Yuan Yan, Department of Computer Science, Faculty of Science
Dr. WONG Yin Lee, Department of History, Faculty of Social Sciences

President’s Award for Outstanding Performance in Teaching
Dr. CHAN Hing Lin, Department of Economics, School of Business
Dr. Leo CHEUNG, Department of Religion & Philosophy, Faculty of Arts
Dr. CHU Siu Cheung, Language Centre, Faculty of Arts
Mr. HUANG Zi Ping, Department of Chinese Language & Literature, Faculty of Arts
Dr. Ester LEUNG, Department of English Language & Literature, Faculty of Arts
Dr. LIAO Lizhi, Department of Mathematics, Faculty of Science
Dr. Victor WONG, Department of Social Work, Faculty of Social Sciences

President’s Award for Outstanding Performance in Service
Dr. Vivienne LUK, Department of Management, School of Business
Dr. NG Suk Tin, Department of Chinese Language & Literature, Faculty of Arts
Dr. Michael RYAN, Department of Music & Fine Arts, Faculty of Arts
Dr. Kenneth WONG, Department of Geography, Faculty of Social Sciences
Prof. WONG Ming Hung, Department of Biology, Faculty of Science
Dr. Mildred YANG, Department of Biology, Faculty of Science

Website: http://www.hkbu.edu.hk/award2003/

 LEWI Resident Graduate Scholarships (RGS) Programme

David C. Lam Institute for East-West Studies
Hong Kong Baptist University

A n academic consortium with a global membership of 28 universities, LEWI was established in 1995 to promote intercultural dialogue and understanding through joint research, international conferences, publications, and staff as well as student exchange. The Resident Graduate Scholarships (RGS) Programme is a new initiative of the David C. Lam Institute for East-West Studies (LEWI). Instituted last year, the RGS Programme enables postgraduate students from member universities of LEWI to spend a semester or even an academic year at a host institution and work on a thesis with an East-West axis under the joint supervision of faculty at the host institution and their own supervisors back home. Since inception, nine awards have been made:
In collaboration with the Graduate School and the Postgraduate Association, a postgraduate seminar series was established last December. Four of the above RGS recipients have given seminars in this series, attracting considerable attention from our growing postgraduate student body.

To date, thirteen member universities of LEWI have signed up for this programme: Amsterdam, Leeds, Simon Fraser, Swinburne, Ateneo de Manila, Jilin, Keimyung, Lanzhou, Nanjing, Peking, Sichuan, Xiamen, and Zhongshan. As the programme is a reciprocal scheme, HKBU students may apply to go to one of the above universities to do research in various disciplines such as sociology/anthropology, religion, history, law, foreign languages, political science, and economics, etc. Students of other disciplines may also apply subject to availability of an appropriate field supervisor at the host university overseas. Programme website: http://www.hkbu.edu.hk/~lewi/programme/RGS.htm.
The Faculty of Social Sciences consists of seven departments: Education Studies, Geography, Government and International Studies, History, Physical Education, Social Work and Sociology; and eight research centres/service units - the Centre for Child Development, the Centre for China Urban and Regional Studies, the Centre for Educational Development, the Dr. Stephen Hui Research Centre for Physical Recreational and Wellness, the European Documentation Centre, the Hong Kong Energy Studies Centre, the Modern History Research Centre and the School Administration and Management System Training and Research Unit.

Apart from undergraduate programmes, seven departments of the Faculty are responsible for four taught postgraduate programmes as well as postgraduate research programmes at the MPhil and PhD levels. In 2002-2003, the Social Sciences Faculty has 82 taught masters’ degree students, and 43 MPhil and PhD students.

I. Taught Postgraduate Programmes

1. Postgraduate Diploma in Education (one-year full-time and two-year part-time) provides university graduates with professional training for teaching in secondary schools prior to their joining the teaching profession (one-year full-time programme) or a professional in-service training for secondary school teachers who have already obtained a bachelor’s degree in an academic discipline (two-year part-time programme). It is designed to help students develop their knowledge, abilities, personal qualities and philosophies that enable them to adequately assume their roles within the teaching profession.

2. Master of Education is designed for school teachers and professionals working with children and adolescents. It is fully committed to strengthening educators’ interest in fostering children and adolescents’ development of social competence. The major focus of the Course is on analysing the structure, process and context of development.

3. Master of Social Work focuses on the promotion of advanced knowledge and skills in social work, and with unique specialisations in Youth Work and Mental Health. It emphasises student-oriented active learning, plus added values of academic contribution from visiting scholars, and students’ exposure and participation in training workshops/conferences.

4. Master of Social Sciences in Sport and Leisure Management provides opportunities for students to take a reflective and interdisciplinary approach to the planning, provision, and management of sport and leisure. It also emphasises a life-span approach to understanding the relationship between sport, leisure and well-being, and offers students with opportunities for active learning in various settings.
II. Research Postgraduate Programmes

The Faculty Research Support Network Seminars have been organised since 1996 with an aim to provide faculty members an opportunity to share their research experience. Research postgraduate students are also invited to participate so as to widen their study scope and enhance their research aspiration and experience. In addition, department organises individual seminars/workshops series for their postgraduate students.

Research postgraduate students are encouraged to participate in and present papers at local/overseas international conferences or workshops. For instance, Miss Wong Kit Ping, MPhil student of Geography Department, presented a paper entitled “Suburbanisation in Hong Kong: Power, Rationality and Space” at the Annual Meeting of Association of American Geographer at Los Angeles, USA, 19-23 March 2002.

In the past years, some postgraduate students of the Faculty received awards granted by local/overseas institutions. For instance, Miss Chan Chi Wai, MPhil student of Sociology Department received a Graduate Student Awards Grant of US$3,000 for her research proposal titled, “The Power of Collective Corporation and Kinship in a village in Guangdong, China Today”, from the Urban China Research Network at the State University of New York at Albany, March 2002.

Some Examples of Student Publications in 2001-2002

<table>
<thead>
<tr>
<th>NAME OF STUDENT</th>
<th>YEAR OF GRADUATION</th>
<th>PUBLICATION</th>
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</thead>
</table>

III. Research Areas

Education Studies

- Developmental Psychology; Social Psychology; Educational Psychology; Language Education; Comparative Education; Curriculum Studies; Educational Administration; Teaching and Teacher Education; Social Context of Education; ICT in Education; Moral Education.

Geography

- Climatology, especially Human Biometeorology; Environmental Planning, Management, Perceptions and Attitudes; Sedimentological, Paleoenvironmental and Marine Physical Environments; Urban Geography; Transport Studies, Planning; Urban Housing Markets; Rural-to-Urban Migration in China; Energy Studies; Aspects of Political Geography; Social Geography; and, GIS and Remote Sensing Applications. Regional foci comprise principally Hong Kong and Mainland China. The Department stresses public policy applications.
Government and International Studies
- Chinese Foreign Policy; Chinese Political Philosophy in the 20th Century; Chinese Marxism; Chinese Labour Movement; Chinese Peasantry; Government and Politics of the People’s Republic of China, including Political Culture; Tibet and other Chinese National Minorities; History of the CCP; History of the Guomindang until 1949; Chinese-German Relations; Chinese-European Relations; European Integration; British Politics; French Language and Politics; German Language and Politics; Federalism; Regionalism; Hong Kong Politics (Historical and Contemporary); Politics of ‘Transition’; International Relations (Theory, Foreign Policy); Political Theory (Historical and Contemporary, Comparative, Western and Chinese).

History
- Ancient Chinese History; Chinese Women Studies; Contemporary China; Contemporary Chinese Political Thought; European Diplomatic History; History of Chinese Journalism; Hong Kong Studies; History of the Qing Dynasty; Medieval Chinese History; Modern Chinese History; Modern Chinese Intellectual History; Modern European History; Modern Western Intellectual Thought; Missionaries in Modern China; Sino-British Relations; Sino-Japanese Relations; Sino-Western Intellectual Exchange; Sino-American Relations; South China Studies; Traditional and Modern Historiography.

Physical Education
- Contemporary Issues in Physical Education; History and Philosophy of Physical Education; Health Fitness: Cardiovascular Disease, Exercise Physiology, Mood, Motivation and Nutrition (Programme, Prescription, Relaxation, Self-concept/Attitude, Sports Injuries, Stress Management and Testing); Recreation Management: Administration, Leisure Activity, Management, Recreation and Sociology of Sports.

Social Work
- Case Work; Counselling; Family Issues and Therapy; Mental Health and Mental Disorders; Social Policy; Working with the Elderly; Children and Woman Issues; Disability and Rehabilitation; New Immigrants; Social Work with Youth; Social Dimensions of Health; Social Welfare and Social Development; Child Neglect and Child Abuse; Carers and Caregiving; Substance Abuse; Group Counselling; Human Behaviour and Diversity; Social Work with Disadvantaged Groups.

Sociology
- Chinese Folk Culture; Chinese Society; Classical and Contemporary Sociological Theories; Cultural Anthropology; Gender Studies; Health and Illness; Industrial Anthropology; Life Course; Marriage and the Family; Material Culture; Migration; Social Demography; Social Movements; Social Networks; Sociology of Arts and Crafts; Sociology of Development; Stratification; Symbolism and Rituals; Urbanisation; Work, Industry and the Labour Process; Social Problems; Ethnic Identity; Diaspora; Business Networks.
## Events of Faculties/Schools

### Upcoming Events

<table>
<thead>
<tr>
<th>Department/Centre</th>
<th>Conference/Activity</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Chinese Language</td>
<td>作家研究講座—南京大學中文系</td>
<td>2003年4月8日</td>
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<tr>
<td></td>
<td>學術座談會—南京大學中文系</td>
<td>時間：上午10:30</td>
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<tr>
<td></td>
<td>香港浸會大學中文系訪問學人</td>
<td>地點：E1106</td>
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<tr>
<td>Computer Science</td>
<td>4th International Conference on Intelligent Data Engineering and Automated Learning</td>
<td>21-23 March 2003</td>
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<tr>
<td>Chemistry</td>
<td>The 10th Symposium on Chemistry Postgraduate Research in Hong Kong</td>
<td>22 March 2003</td>
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<tr>
<td>Geography</td>
<td>International Conference on Asian Energy</td>
<td>15-17 April 2003</td>
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<tr>
<td></td>
<td>- De-regulation in Asian Energy: Current Issues and Policies</td>
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<tr>
<td>Education Studies</td>
<td>The 23rd Annual Seminar of the International Society for Teacher Education (ISTE)</td>
<td>22-29 April 2003</td>
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<td></td>
<td>- Teacher Education: Meeting the Needs of the New Generation</td>
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<tr>
<td>Journalism</td>
<td>J-Conference 2003: Globalization, Development and Digital News in Asia</td>
<td>6-7 June 2003</td>
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<tr>
<td>Geography</td>
<td>International Conference on Globalization, the State, and Urban Transformation in China</td>
<td>11-13 June 2003</td>
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### Activities Organised

<table>
<thead>
<tr>
<th>Department/Centre</th>
<th>Conference/Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>Social Work</td>
<td>Public Lectures on Mental Health (by Prof. Phyllis Solomon, School of Social Work and School of Medicine, University of Pennsylvania, USA)</td>
<td>3-4 January 2003</td>
</tr>
</tbody>
</table>
| English Language and Literature | Department Seminar Series  
- Functions of Be in the English of Chinese Learners (by Dr. Suying Yang) | 20 January 2003    |
| Chinese Language  | 中國文化講座—南京大學中文系 | 2003年1月22日        |
|                   | 周惠教授 | 時間：上午10:00          |
|                   | 從分化到去分化：現代主義與後現代主義 | 地點：M1018           |
| European Studies Course — Government and International Studies | Workshop on “Friendship between France and Germany”  
- Issues and Perspectives in the 21st Century | 22 January 2003   |
## Faculty of Social Sciences

### Faculty Research Support Network Seminars
1. “Informal Caregivers for the Elderly: Problems and Perspectives” (by Dr. Odalia Wong & Miss Beatrice Chau, SOC)
2. “The Effect of Tai Chi Chuan Programme on Shoulder Flexibility, Cardiovascular Function and Pulmonary Function of Persons with Physical Disabilities” (by Dr. Cheung Siu Yin, Dr. Lena Fung & Mrs. Judy Ng, PE)

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## Centre for Child Development

### 親子工作坊之傳媒教育面面觀

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## English Language and Literature

### Department Seminar Series
- E.M. Forster and the Religious Broadcasts Controversy, 1955-56 (by Dr. Stuart Christie)

## Faculty of Social Sciences

### Department Seminar Series
- Beyond Texts and Discourses: On the “Heart” Dimension of Professional Interpreting (by Dr. Simon Chau)

### Faculty Research Support Network Seminars
2. “Physical Fitness Promotion Scheme for Students with Mild Mental Retardation” (by Dr. Chow Bik Chu, Dr. Cheung Siu Yin and Dr. Lobo Louie, PE)

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## China Studies Course

### Seminar at the Education & Career Expo 2003
- “How do Hong Kong Graduates Equip Themselves to Face the Challenges Arising from China’s Entry into World Trade Organisation (WTO)” (by Prof. Herbert Yee, GIS)

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## Advisory Board

- Prof. Herbert Tsang, Academic Vice-President
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- Dr. Chow Kwok Ching, Department of Chinese Language and Literature
- Prof. Clayton MacKenzie, Department of English Language and Literature
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