

Learning Express 進修專訊

終身學習：全民參與 各界支持

Lifelong Learning for All

過去二十年來，無論是年青人、在職人士、婦女、退休人士或長者，都在學院得到持續進修的機會。今期，我們搜羅了多位學員的學習故事，他們的年紀及經歷雖各有不同，但同樣熱衷於終身學習，並在學習過程中大有所獲。學院能有此貢獻，實有賴各界支持，特此感謝榮譽顧問、政府官員、學術領袖以及商界友好不離不棄，熱心推動優質教育。

In the past 20 years, the Institute has provided lifelong learning opportunities to teenagers, working adults, women, retirees and senior citizens. In this issue our students shared with the readers their fascinating learning stories. They may differ in age and background, yet share the same belief in lifelong learning. We also take this opportunity to extend our heartfelt thanks to the Institute's honorary advisors, government officials, academic leaders and business partners for their enormous support to the Institute over the years.

活到老 學到老

「長者學苑」學員以學習為樂

Elder Academy Students Takes Pleasure in Learning



院長呂汝漢教授頒發「卓越學員獎」予陳深裔同學(左)。

「長者學苑」學員陳深裔非常喜歡學習，現已完成「長青活學計劃」十二個課程，但依然積極報讀新課程。他在畢業典禮上獲頒「長青活學計劃」卓越學員獎。

陳深裔學員於1997年退休後，不時修讀以技能為主的再培訓課程，但隨著孫兒長大，他發覺自己的知識再不足以解答孫兒的問題，便立志修讀學術性更高的課程。他跟太太一起報讀學苑的普通話課程，並開始在家中以普通話閒聊及唱歌，連孫兒也稱讚爺爺了不起。他認為學習充滿樂趣，給他「返老還童」的感覺；他更形容自己好像小朋友一樣，背著書包上學去。兩夫婦結伴重返校園，一同學習，並時常在功課上互相指導，不但增加了彼此的共同話題，更令夫婦感情更進一步。

雖然近來他的太太忙於照顧孫兒，他只能獨自上學，但他並未因此感到孤單，因為他跟班上許多同學成為好朋友。大夥兒經常相約在課餘一起行山或做運動，擴闊社交圈子，保持心境愉快。昔日的陳深裔比較害羞，現在則變得外向自信，可以在人前表達己見。他感謝公開大



「卓越學員獎」得主何坤然同學(左)

學及學苑導師讓他經歷這樣正面的轉變，並代表眾學員送上四句說話以表謝意：「有教無類，老少共融，誨人不倦，輔世長民。」

另一位卓越學員獎得主何坤然於2008年退休，之前從事小學教師及議員辦事處的工作。雖然她已退下火線，但始終堅持「退而不休」的生活態度。

何學員退休後獨居，一直透過學習和做義工來充實生活。她得悉本校成立長者學苑，為長者提供持續進修的機會，如獲至寶，隨即報讀了三個課程，並用了一年半時間完成十個課程，一嘗在大學學習的滋味。她表示：「學習不僅讓我與時並進，增長知識，還能運用到義工服務中，回饋社會，助人自助。最難得的是結識到一班新朋友，大家一起交流、遊玩，為生活增添不少色彩。」她更形容自己「愈學愈開心，愈學愈想學」！

她最後鼓勵並寄語各位老友記：「晚年生活講質素，活到老時學到老；終身學習收益好，豐盛人生可達到。」

"Active Elderly Learning Programme" outstanding student Mr. Sammy Chan was a very eager and hardworking learner. He has by far completed 12 courses and is still keen on enrolling new courses. At first, he joined the programme as he wished to solve the questions popped by his little grandson. But soon after he found great joy in going to school with his wife and making many new friends in the classes. Since then, the couple has developed a closer relationship and he has become more confident and outspoken. Even his grandson was proud of his change. He attributed these to his learning experience at the Elder Academy, OUHK (EA). He also thanked OUHK for upholding the principle of Education For All.

「自在人生自學計劃」卓越學員 自在自學 生命從此不一樣

Learning Makes a Difference for
CBMP Outstanding Student Award Winners



傅蓮珍同學參加第七屆「自在人生自學計劃」畢業典禮。

本院開辦的婦女學習計劃「自在人生自學計劃」卓越學員傅蓮珍女士是位在職母親，數年前見兒女長大成人，就打算利用餘暇進修。那時她聞說該計劃為婦女提供度身訂造的課程，便馬上報讀，希望能自我增值。數年間，她已取得第四級證書，並加入了協辦機構香港仔街坊福利會社會服務中心持續及成人進修社區學院的同學會，成為其中一位幹事。幹事工作助她提升了自己的應變和溝通技巧，以及體會到團隊合作的重要。與同學及其他幹事一起籌備春茗謝師宴的經歷最叫她難忘，大家那份互相合作，無分彼此的團隊精神讓她大為感動。

修讀課程對於她的工作及社會服務亦大有幫助。隨着見識與知識的增長，她變得更有自信，與同事的關係融洽多了，做義工時也能學以致用。其積極學習和不斷求進的精神更激勵女兒加入進修的行列，女兒正準備報讀會計課程，考取認可的專業資格。

傅女士經常向親友推介「自在人生自學計劃」，並與他們分享自己在學習過程中的得到的滿足及收穫。她希望更多婦女能夠加入這個計劃，自在學習，回饋社會，編寫人生新一頁。

同是卓越學員的米金鴻先生是計劃中少數男性學員之一，他認為雖然部份科目是專為婦女而設，但仍有很多科目是男女皆宜的，他至今完成了四十多個有關理財、健康、人際關係及生活常識等的課程。許多人認為退休生活刻板平淡，但他卻視之為一個難得的機會，編織人生另一段黃金歲月。

米先生四年前開始修讀「自在人生自學計劃」的課程。他笑稱這些課程教曉他從不同角度看人、事、物，並有效解決各種生活上的難題。自此他對身邊的事物更感興趣，生命變得不一樣。

他讀過的眾多課程當中，讓他印象最深刻的是「中醫養生食療」。課程教授的飲食原則，他通通照做，發覺身體變得更健康。他將經驗跟朋友分享，好讓大家得益。此外，電腦課程亦令他相當難忘。他在導

Also an outstanding student, Ms Ho Kwan Yin was thrilled when she learned that EA offered university study experience to senior citizens. She has completed 10 courses in a year and a half; and her passion for learning was growing stronger every day. She especially loved to apply her newly-learned knowledge to her volunteer work, by which she could make herself and other people happy. She encourages fellow elder folks to enrich their retirement lives through lifelong learning.

師的指導下成為助教，幫助初學或年長的學員。他表示：「我曾在學習的過程中得到多方幫助，因此我很希望運用自己的所學，好好回饋計劃。」他衷心希望「自在人生自學計劃」能夠繼續發展，造福更多中年或退休人士，讓他們也能體驗學習與生活的樂趣。

Ms. Fu Lin Chun was one of the Outstanding Student Award winners at the 7th Capacity Building Mileage Programme (CBMP) Graduation Ceremony. She not only completed the Level 4 Certificate over the years, but also joined the Executive Committee of Aberdeen Kai-fong Welfare Association Social Service Centre, which is a NGO partner of CBMP. She acquired from the programme useful management and communication skills, which came to great help to her work and community service. Her enthusiasm in learning became a role model for her daughter to pursue further studies.

Ms. Fu often recommended the programme to her friends, hoping that they could benefit from it as well. She trusted that the programme could help more women enjoy learning and live a flourishing life.

Mr. Mai Kam Hung was also named Outstanding Student. Being one of the few males in the programme, he turned his retirement life into a golden age by continuous learning. He has completed more than 40 courses in 4 years. Among them the computer courses were exceptionally memorable to him. He was assigned by the instructor as the teaching assistant to help out green and elderly students. He was more than happy to support other learners, given that he had received very warm support in his own learning experience.

After he had joined CBMP, he found himself looking at things differently and life became more beautiful this way. He wished that the programme could carry on their good deeds in benefiting retired or middle-aged people, by helping them re-discover the joy of learning and the art of living.



米金鴻同學在畢業典禮上代表眾畢業生致辭。

重返校園 創更美好前路 Back to School for a Brighter Future



洪朗俊同學

洪朗俊同學五年前中五畢業，那時他一心想要投身社會，為的只是盡快逃離學校這個「地獄」。可是，他踏入社會工作後，才發現自己學歷低、年資淺，謀生殊非易事，讓他頓感前路茫茫。因此，三年前他毅然重返校園，繼續進修。他在學院完成心理學毅進證書及副學士先修課程後，於2011年順利升讀本院與英國University of Salford的心理學(榮譽)學士學位課程。

洪同學謂：「我這三年來『寒窗苦讀』，為的就是在自己最有興趣的範疇內獲取更豐富的知識。」

由於心理學課程的內容及教材都以英文為主，他起初也擔心自己力有不逮。「幸好，我在這三年間得到老師的熱心幫助和同學的親切勉勵，成績才得以邁進一步。」五年前他並沒有想過自己可以上大學呢！他寄望將來完成大學課程，重投社會，發揮所長，將所學回饋社會。

張長權同學在2008年重返校園，修讀學院的室內設計毅進證書課程，在此之前他任職髮型師。他之所以放下工作，報讀全日制課程，是希望考取更高學歷，讓自己的興趣成為專業。他先後完成毅進及設計學文憑課程，現正攻讀室內設計高級文憑課程。

他的工作經驗對他的學習有很大幫助，特別是知識的應用及實踐方面。他很享受現在的學習生活，最喜歡與同學合作做小組報告，大家一起解決難題的感覺很滿足。他期望將來投身設計行業，同時繼續進修，讓知識一天一天累積。他感謝學院當日給予學習機會，讓他今天對前路充滿信心。

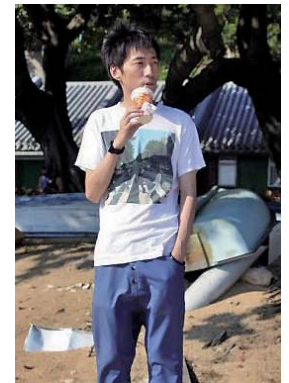
Five years ago, Hung Long Tsun graduated from Form 5 and entered the workforce the soonest he could. Not long afterwards he realized that his qualifications and work experience were far

from sufficient for him to earn a living. Two years later he decided to return to school and resume studies. He completed the Yi Jin Certificate and Pre-Associate Degree in Psychology; and proceeded to BSc (Hons) Psychology (jointly offered by the Institute and University of Salford, U.K.) in 2011.

Psychology is his favorite subject and all he wanted to do is to learn as much as he could in this area. He felt intimidated at first, as most of the course content and materials are in English. Yet he found himself fortunate to have many caring instructors and supportive classmates helping him with his school work. Thanks to them he finally found his way to university education, which he had never imagined he could do 5 years ago. Looking ahead, he hopes to contribute to the society after graduation by making use of his knowledge learnt at the Institute.

Cox Cheung returned to school in 2008 to study the Yi Jin Certificate in Interior Design. He gave up his job as a hairdresser to enroll a full-time programme in order to attain higher qualification and turn his interest into a profession. He has since then completed the Diploma in Design Studies and is currently pursuing the Advanced Diploma in Interior Design. His working experience in the past helped him a lot when it came to the application of knowledge. He enjoyed his school life very much, working on projects with his classmates and solving problems together.

He wishes to become a professional and, even by then, to continue with his learning. He appreciates the opportunity offered by the Institute; and has high hopes for a bright and promising future.



張長權同學

「九十後」畫出燦爛未來 中二女生修畢商業漫畫專業文憑課程 Comic Art Enriches Form 2 Student's Study Life

黃鈺婷同學現時就讀中三。她於小六升中一的暑假報讀本院的商業漫畫專業證書課程，後於今年四月(她還在唸中二的時候)修畢文憑課程。

黃同學個性活潑好動，自小學習鋼琴及各類運動，但其繪畫天份最為突出。小四那年，她在班上成績名列前茅，媽媽想要獎勵她，她就要來了一套《死亡筆記》漫畫。從那時起，她就愛上了漫畫，不久就畫起漫畫來。後來她得悉本院開辦漫畫課程，而且課程沒有年齡及學歷限制，她便立刻報讀了。

課程乃全港首辦，由本院與全港最大的漫畫出版商文化傳信集團有限公司合辦。黃同學表示：「課程讓我獲益良多，我不但學到有關繪畫、分鏡的基本知識，更掌握了故事創作和電腦加工等技巧。導師又講解出版漫畫的流程，讓我們對業界的運作有實際了解。」雖然她有不少同學都喜歡看漫畫，但同時愛畫漫畫的卻少之又少，因此她很慶幸在課程裡認識了許多志同道合的朋友。「我們去年一起在『同人



黃鈺婷同學(左)在畢業禮上獲頒畢業證書。



黃同學的母親非常支持女兒學習漫畫。



黃同學的手稿(右)

展』的攤位售賣自己的作品，要不是報讀了這個課程，恐怕沒有此機會。」她今年更主動在社交網站上號召其他漫畫愛好者一起擺攤位。

問到黃同學課程可有影響她的學業，她笑言沒有，因她分配時間得宜。雖然功課繁重，

她仍堅持每天畫畫。她更經常以畫漫畫來幫助自己溫習，這方法對溫習中史及西史特別有用。她非常鼓勵同學利用課餘時間進修，讓自己的天賦得以發揮。她夢想將來能成為漫畫家或設計師，並推出自己的品牌及繪本。「學院一定要繼續開辦這個課程！本地的漫畫多以『打打殺殺』為題材，但若有更多人透過此課程接觸漫畫、學習畫漫畫的技巧，香港的漫畫界就會更多元化，我們的發展空間就更大了！」她給予課程萬二分支持。

黃同學的母親樂見女兒有機會跟不同年紀及背景的人一起學習，並感謝學院開辦漫畫課程：「漫畫在香港算不上主流，但學院仍能照顧到這一小撮人的需要，實在難得。課程由大學提供，質素有保證，令我放心讓女兒修讀。」她相信，學習無分年齡，因此十分欣賞學院持有教無類的理念。

Now a Secondary 3 student, Alice Wong enrolled in the Institute's "Professional Certificate in Commercial Comic Art" in the summer of Primary 6. She completed the "Professional Diploma in Commercial Art" in April, 2011.

Alice's interest in comics has been growing ever since she laid her eyes upon the Japanese comic series "Death Note", a gift from her mother when she was in Primary 4. Her passion in drawing comics was sparked soon after. She enrolled in the programme right after she realized it had neither age limit nor entry requirements.

The programme was offered in collaboration with Culturecom Limited, a major comic book publisher in Hong Kong. Alice learned a lot of fundamental but useful skills from the programme and, most importantly, made many friends who differed in age yet shared the same devotion.

Alice struck a good balance between her school work and her learning at the Institute. She eagerly supported the idea of students making use of their spare time to develop their talents and potential. Her dream is to become a designer or a comic artist. She hopes that the Institute would continue to offer the programme, which she believes could help improve the prospect of comic art in Hong Kong. Alice's mother was grateful that the Institute provided lifelong learning opportunities to people of all ages. Sharing the belief of "Education for All", she trusts the Institute for offering high-quality courses to the community.



黃同學之其他作品

政府全力支持「自在人生自學計劃」及「長者學苑」 Government Gives Full Support to CBMP and Elder Academy

「自在人生自學計劃」

婦女事務委員會早在2004年，聯同香港公開大學李嘉誠專業進修學院及商業電台合辦「自在人生自學計劃」，至今已協助逾12,000名婦女踏上自學旅程。計劃發展以來，一直深受不同階層的人士(包括男士)支持，報讀人數每年遞增。計劃共提供60個不同範疇的電台、面授及網上學習課程，其中電台課程節目「自在人生自學計劃：一人一大學」的收聽人次多達72萬，協辦面授課程的非政府機構更多達70間，學習網絡極具規模。

此外，學院在婦女事務委員會的協助下設立助學金，為有經濟困難的人士安排豁免學費。助學金推出以來，得到社會人士熱心支持，已成功資助1,856人次。香港政府更於2009年增撥2,000萬元資助計劃發展，並同時放寬助學金資助範圍。現時，凡全年家庭總收入低於\$55,767 (調整後)的香港居民均可申請助學金。由於計劃為社會產生非常正面的推動力，過去曾得到多位政府高級官員親自打氣，如財政司司長曾俊華先生及衛生及福利局局長周一嶽醫生就曾於畢業典禮上擔任主禮嘉賓，勉勵學員持續進修。

今年，第七屆「自在人生自學計劃」畢業典禮於6月3日在大學會堂舉行，本院更有幸邀得當時的政務司司長唐英年先生、勞工及福利局局長張建宗先生、婦女事務委員會主席高靜芝女士、香港公開大學校長梁智仁教授、教育局副秘書長李美嫦女士、香港公開大學李嘉誠專業進修學院院長呂汝漢教授以及香港商業廣播有限公司總經理陳靜嫻女士親臨主禮，共證學員的喜悅時刻。

主禮嘉賓唐英年先生笑言這是一個「非一般」的畢業典禮，因為畢業同學的年齡橫跨三代，由二十餘歲到八十歲不等。他高度讚揚計劃在推動終身學習及文化發展方面作出的貢獻，並鼓勵畢業學員繼續發揮「自助自學、助己助人」的精神，令自己及身邊的人活得更精彩。



主禮嘉賓(左起): 呂汝漢教授、李美嫦女士、高靜芝女士、唐英年先生、張建宗先生、梁智仁教授及陳靜嫻女士

香港公開大學「長者學苑」

勞工及福利局與安老事務委員會於2007年合作策劃「長者學苑計劃」，安老事務委員會後於2009年撥出啟動資金予香港公開大學成立「長者學苑」，並由本院負責營運，為六十歲或以上的長者提供持續進修的機會，以宣揚「積極樂頤年」及「老有所為」的理念。長者透過學苑課程，開展充實的退休生活，並一圓「上大學讀書」的願望。學苑自2009年中營運以來，成功開辦了93個課程，超過2,000人次報讀，深得長者及社會認同。「長者學苑」更得到BCT第三齡學院協助，設立助學金幫助有經濟困難的長者加入持續進修的行列。

第一屆香港公開大學「長者學苑」畢業典禮於2011年7月16日在大學楊雪姬演講廳舉行，許多「長青活學計劃」畢業學員的兒孫都到場支持，場面溫馨熱鬧。主禮嘉賓包括當時的安老事務委員會主席梁智鴻醫生、香港公開大學副校長(科技及發展)梁鎮明教授、李嘉誠專業進修學院院長呂汝漢教授及BCT第三齡學院院長劉嘉時女士，他們在典禮上頒發證書予71位「長青活學計劃」學員，鼓勵他們在人生下半場仍能培養興趣，積極學習，再創人生另一高峰。

Capacity Building Mileage Programme (CBMP)

CBMP has been launched since 2004. More than 12,000 women have been using this learning platform to explore their potentials and enrich their lives. So far 60 radio, online and face-to-face courses have been offered to women, as well as men, from all walks of life. The radio course has recorded nearly 720,000 listeners in the audience rating survey. About 70 NGOs acted as partners to offer face-to-face courses, forming an extensive learning network.

With the financial support from the HKSAR Government, the CBMP bursary scheme was introduced to subsidize learners with financial hardships. From the 2010/07 intake onwards, Hong Kong citizens with an adjusted annual family income below \$55,767 are eligible to apply for the Bursary.

The 7th Graduation Ceremony of the Capacity Building Mileage Programme was successfully held in the Academic Community Hall on 3 June 2011. Attending guests of honors included Mr. Henry Tang (the then Chief Secretary for Administration), Mr. Matthew Cheung (Secretary for Labour and Welfare), Ms. Michelle Li (Deputy Secretary for Education), Prof. John Leong (OUHK President), Ms. Sophia Kao (Women's Commission Chairperson), Ms. Rita Chan (General Manager of Hong Kong Commercial Broadcasting Company Limited) and Prof. Lui Yu-hon (LiPACE Director).

Elder Academy, OUHK

With the seed money provided by the Labour and Welfare Bureau and the Elderly Commission, the Elder Academy, OUHK was established in mid-2009 and operated by LiPACE, to provide lifelong



香港公開大學「長者學苑」第一屆畢業學員



唐英年先生為「自在人生自學計劃」畢業典禮致辭。



主禮嘉賓與應屆畢業學員合照。

learning opportunities to Hong Kong citizens aged 60 or above. Since its launch, it has attracted more than 2,000 enrollments. 93 classes were offered to help foster a sense of accomplishment among the elderly, whose social networks and physical/ mental well-being were much enhanced. With the aid of BCT Third Age Academy, students with financial difficulties could apply for sponsorship to support their learning. It was aspired that through lifelong learning, the elderly could live their lives to the fullest.

The 1st Graduation Ceremony for the Elder Academy, OUHK was held in the OUHK's Serena Yang Lecture Theatre on 16 July 2011. 71 elderly graduates received their awards from officiating guests including Dr. Leong Che-hung (the then Chairman of Elderly Commission), Prof. Leung Chun-ming (OUHK Vice President - Technology and Development), Prof. Lui Yu-hon (LiPACE Director) and Ms. Lau Ka-shi (President of BCT Third Age Academy).



主禮嘉賓(左起)劉嘉時女士、梁智鴻醫生、梁鎮明教授及呂汝漢教授即席揮毫，題字勉勵畢業學員。

「美聯房地產專業培訓計劃」 商界支持提升市民及從業員的房地產知識 "Midland Real Estate Professional Development Project" Commercial Sector United to Educate the Public



學院在商業管理方面的專業課程一直廣受行內人士歡迎及認同。學院今年再下一城，與美聯集團合辦「美聯房地產專業培訓計劃」，內容包括「房地產管理文憑」課程、公開專題講座以及電台節目。計劃目的是加強香港房地產從業員的專業培訓，提升市民對房地產投資的認識。

啟動儀式暨地產業界高峰會

「美聯房地產專業培訓計劃」啟動儀式，暨全港首個地產業界高峰會「香港房地產發展趨勢、機遇與挑戰」，已於2011年7月28日在大學楊雪姬演講廳隆重舉行，業內一眾專家、學者及前線工作人員踴躍出席。啟動儀式由地產代理監管局主席陳韻雲女士、美聯集團主席黃建業先生、香港公開大學校董會主席方正博士、香港公開大學校長梁智仁教授、香港公開大學李嘉誠專業進修學院院長呂汝漢教授、美聯集團副主席黃錦康先生及黃靜怡小姐主持，七位主禮嘉賓手執鑰匙，開啟台上的活門，標誌著計劃正式展開，亦象徵計劃帶領公眾通往專業知識之大門。



主禮嘉賓(左起)梁智仁教授、黃靜怡小姐、黃建業先生、陳韻雲女士、方正博士、黃錦康先生及呂汝漢教授主持別開生面的啟動儀式。

梁校長在歡迎辭中感謝美聯慈善基金慷慨捐出二百萬港元，以作香港公開大學基本教育發展用途。他亦表示，置業是不少市民一生中最重要的投資，而地產代理作為樓宇交易的主要橋樑，市民自然期望得到專業可靠的代理服務。兩大機構因此合作推出「美聯房地產專業培訓計劃」，目的是提高地產代理從業員的專業水平，同時教育市民有關房地產投資的學問，是次峰會正是計劃的第一擊。

會上，業界精英聚首一堂，為香港房地產業共策未來。陳韻雲女士與美聯集團副主席黃錦康先生先後發表演說，分別探討「如何提升香港房地產代理行業的專業發展」及「如何建立地產代理專業團隊」。峰會下半部分設專家討論環節，由黃錦康先生及李嘉誠專業進修學院院長呂汝漢教授主持，探討「如何做到企業社會責任和利潤並存」。參與討論的專家小組陣容鼎盛，包括地產代理監管局行政總裁余呂杏茜女士、香港理工大學管理及市場學系盧永鴻教授、香港經濟日報集團



梁校長為高峰會致歡迎辭。

董事總經理兼執行董事暨經濟日報社長麥華章先生、新鴻基地產發展有限公司董事及集團首席顧問黃奕鑑先生、ACCA環球理事會委員及香港分會前會長劉紹基先生，以及野村國際(香港)有限公司董事總經理及亞洲區(除日本外)地產研究部主管雷國怡先生。

高峰會的出席人數超過300人。主辦機構藉此機會向市民介紹本院今年重點推出的「房地產管理文憑」課程，課程乃全港首辦，結合課堂、工作坊及網上學習，為公眾及地產代理從業員提供嶄新的進修體驗。

有關公開專題講座及電台節目內容詳見本專訊第10-11頁；「房地產管理文憑」課程介紹另見第13頁。

The Institute's programmes are widely recognized across different professions in the commercial sector. This year, the Institute was invited by the Midland Holdings to co-organize the "Midland Real Estate Professional Development Project", with the aim to educate front-line practitioners and the public on real estate business and investment.

Launching Ceremony and Industry Summit

The Industry Summit "Towards Professionalism in Estate Agency – Challenges and Opportunities" was held in the Serena Yang Lecture Theatre on 28 July 2011. Officiating guests included Ms. Vivien Chan (Chairman, Estate Agents Authority), Mr. Freddie Wong (Chairman and Managing Director, Midland Holdings), Dr. Eddy Fong (Chairman, OUHK Council), Prof. C. Y. Leong (President, OUHK), Prof. Y. H. Lui (Director, LiPACE), Mr. Albert Wong (Deputy Chairman, Midland Holdings) and Ms. Angela Wong (Deputy Chairman, Midland Holdings).



校董會主席方正博士(中)及梁校長(左)代表大學從美聯集團副主席黃靜怡小姐(右)手上接過支票。

Prof. C. Y. Leong, in his welcoming speech, extended his gratitude to Midland Charity for the generous donation of HKD 2,000,000, in support of the university's general education development.

A panel consisting of professionals and academics shared about professional development and corporate social responsibility of the estate agency sector. Ms. Vivien Chan and Mr. Albert Wong gave a speech on "How to Promote Professional Development in Estate Agencies" and "Towards Professionalism – How to Develop a Professional Team in Estate Agencies" respectively. The speeches were followed by a panel discussion on "How to Achieve Profitability with Corporate Social Responsibility". Prof. Y. H. Lui and Mr. Albert Wong served as the moderators, while Mrs. Rosanna Ure (Chief Executive Officer, Estate Agents Authority), Dr. Carlos

Lo (Professor, Dept. of Management and Marketing, The Hong Kong Polytechnic University), Mr. Perry Mak (Managing Director & Executive Director of Hong Kong Economic Times Holdings, Publisher of Hong Kong Economic Times), Mr. Michael Wong (Executive Director & Principal Advisor, Sun Hung Kai Properties Limited), Mr. Kevin Lau (International Council Member of ACCA, Past President of ACCA Hong Kong) and Mr. Paul Louie (Managing Director & Regional Head of Property Research (Asia ex-Japan), Nomura International) offered their views on the topic.

The summit was conducted with grace by the presence of more than 300 members from the media, the public and the industry. Participants were also introduced to the “Diploma in Real Estate Management” programme, which was the first of its kind in Hong Kong and would be launched this year.

Please refer to p.10-11 for the details of the Project's Radio Programmes and Public Seminars, and p.13 for the programme summary of “Diploma in Real Estate Management”.



參與討論環節的專家小組

學院顧問及各界精英鼎力支持 「終身學習 齊創未來」公開講座 Advisors and Elites Spoke at Lifelong Learning Seminars

學院自2002年起，每年舉辦多場免費的「終身學習 齊創未來」公開講座，成為另一個上佳的教育平台。講座題材廣泛，資訊豐富，演講嘉賓均為名人或業內精英，當中更包括本院多位榮譽顧問。

學院顧問

學院的榮譽顧問無不日理萬機，惟不吝寶貴時間與公眾及年青人在講座上交流經驗。現任顧問及前警務處處長李明達先生曾多次擔任演講嘉賓，先後分享危機管理及如何當個好警察等心得。學院亦曾推出「奮鬥人生成功路」講座系列，邀得五位榮譽顧問大談奮鬥歷程與成功之道，包括現任顧問渝振控股集團主席陳振東博士及美國友邦保險有限公司區域執行總監容永祺先生。他們雖來自不同行業，但同樣堅信唯有不斷學習，提升自己，方能排除萬難，達到目標。中原集團主席及前榮譽顧問施永青先生也多次應邀出任講者，暢談他在事業發展上遇到的挑戰與契機。

商界代表

學院近年定期舉辦「投資者教育日」及強積金投資講座，向公眾灌輸正確的投資觀念，得到一眾商界代表鼎力襄助。證監會對外事務總監何蘊瑩女士、香港會計師公會理事會成員陳錦榮先生、香港專業財經分析及評論家協會副主席鄧聲興博士等都曾在「投資者教育日」演講或參與嘉賓對談，與會者無不對投資風險及策略加深了認識。在強積金投資講座上，香港財務策劃師學會會長龐寶林先生、積金局對外事務部經理李焯榮先生及資深投資顧問林一鳴博士等向公眾介紹退休理財策劃的要點。



學院榮譽顧問李明達先生

社會名人

由知名及傑出人士主講的公開講座，向來都大受歡迎。著名網絡歌手 Kellyjackie 曾應邀分享她在學習及音樂上的經驗，鼓勵年青人努力求進。鴻福堂集團執行董事司徒永富博士慷慨分享人生中的風浪與起伏，並藉此探討怎樣面對逆境、克服困難。此外，在「專業人語」系列講座中，兼警從商的富利堡企業有限公司主席暨行政總裁黃毅力先生，以及執業會計師兼非執業大律師王啟達博士，大談怎樣藉著持續進修踏上非凡的專業道路。

The Lifelong Learning Seminar series was launched in 2002 to enrich the public with a wide range of knowledge. Thanks to the tremendous support of the distinguished speakers, including the Institute's honorary advisors and prominent figures of all sectors, the seminars have been increasingly well-received.

Institute's Advisors

The LIPACE Honorary Advisors were long-time advocates to the Lifelong Learning Seminars. Current Advisor Mr. Dick Lee (former Commissioner of Police) spoke about crisis management and how to be a good police officer in two seminars. Besides, 5 Honorary Advisors, including current Advisors Dr. John Chan (Chairman of Chaifa Holdings Limited) and Mr. Samuel Yung (Executive District Director of AIA Group), had shared their wisdom in the seminar series “In Search for a Successful Life”. They came from very different professions but shared the same faith in lifelong learning, by which they could overcome life challenges and achieve personal success. Former Advisor Mr. Shih Wing-ching (Chairman of Centaline Property) also shared his distinctive business philosophy.

Business Icons

The Institute's mission to enhance the investment knowledge of the general public has been broadly recognized and supported by leaders from the business and commercial sector. Mrs. Ivy Lai (Director of External Relations of SFC), Mr. Clement Chan (HKICPA Council Member) and Dr. Kenny Tang (Vice Chairman of The Hong Kong Institute of Financial Analysts and Professional Commentator) had delivered speeches or participated in panel discussions at the “Investor Education Day”, which was co-organized with SFC every year. At the MPF Investment Education Seminar, Mr. Paul Pong

(IFPHK President), Mr. Choic San Lei (MPFA Manager of External Affairs) and Dr. Eddie Lam (Senior Financial Consultant) presented their views on MPF investment strategies. Their professional insights drew very keen responses from the audience.

Distinguished Personages

Seminars given by prominent figures were especially popular. Famous web singer Kellyjackie shared her music and learning life, where she encouraged fellow young people to stand up to

challenges and give their best. Dr. Ricky Szeto (Executive Director of Hung Fook Tong Holdings Limited) told his story of loss and gain, and how he turned adversity to prosperity. At the seminar entitled “Professionals’ Talk”, the two speakers impressed the audience by their unusual career choices. Mr. Eric Wong (Police inspector turned successful entrepreneur) and Dr. Dickson Wong (certified public accountant cum non-practicing barrister) shared how lifelong learning helped shape their career development.

長期服務 推崇終身學習 兼職導師分享教學經驗

Long-serving Part-time Instructors Shared on Teaching and Lifelong Learning



財務及管理課程兼職導師 梁偉祥博士

轉眼間，我在學院擔任兼職導師已超過十二年，期間沒有間斷過。我與學院多年來合作無間，無非因為我們有相同的教育理念。我一直相信教育的核心價值是向學生傳揚終身學習；同樣，學院多年來致力提供優質的持續教育，幫助學生提升個人及專業發展。我時常在課堂裡鼓勵學生終身學習，努力求進。我很高興許多學生藉學習編寫自己的成功故事。其中一位學生更從學習過程中悟出成敗的道理：「失敗，往往是人還沒有意識到自己已接近成功，就已經放棄。」

李嘉誠專業進修學院明年踏入二十週年，我在此送上無限祝福！這是個重要的里程碑，印證終身學習的可持續性。我深信學院的教育發展在未來二十年必有一番新景象。

職安健基礎課程兼職導師 胡惠明先生

我在學院教授職安健基礎課程差不多十二年，我認為學習是走不完的旅程，藉著終身學習，年青人覓得工作的機會大大增加；在職人士得以更新其知識及技能；退休人士可培養個人興趣。

教學不只是傳授知識，我在教學的過程中認識了許多學生，在他們身上學到不少東西，更與好些成為好朋友，我希望他們都能珍惜進修的機會和享受學習的樂趣。

來年是學院二十週年誌慶，我在此送上七言祝福：

努力耕耘二十載 有助工商育英才
終身學習好伙伴 師生攜手創未來

英文課程兼職導師 Ms. Alice Mak

我擔任學院英文科導師已有七年之久，曾教授基礎證書及全日/兼讀制學位課程。我雖從事教育多年，但每當學生告訴我課程讓他們的英語水平得到改善，或提升他們對英文的興趣，我依然感到莫大的滿足。今天，終身學習已成為一個世界性的潮流，每個人都應不斷鍛鍊及提升自己的能力。同學要學有所成，必須專心致志、堅定不移，不要輕言放棄。我經常鼓勵學生積極發問及參與課堂討論，這樣做不單能激發更多思考，還可讓我了解到他們在學習上遇到的困難，從而幫助他們解決。

我很感謝學院多年來給予教學機會，讓我幫助學生學習，見證他們的成長。學院二十週年紀念將至，我在此祝願學院在未來更上一層樓，繼續開辦高質素的課程，幫助社會各階層人士持續進修。

Dr. Gary Leung,

Part-time Instructor of Finance and Management Courses

I have been teaching evening courses at the Institute for over 12 years. Being a part-time instructor for so long is by no means easy. The reason behind my long-term service is none other than the fact that the Institute and I share the same mission in Education. I have always believed that the core value of education lies in the learning

sustainability. Similarly, the Institute is dedicated to providing quality lifelong learning opportunities for students’ personal and career development. I constantly encourage my students to enrich themselves though lifelong learning. I came across many successful stories from my students, one of whom was enlightened through his own learning experience on failure and success: “Many of life’s failures are people who did not realize how close they were to success when they gave up.”

Congratulations on LiPACE’s 20th Anniversary next year! This is an important milestone which proves that high-quality lifelong learning is sustainable. I wish LiPACE another 20 years of prosperity.

Mr. Wu Wai Ming,

Part-time Instructor of Occupational Health and Safety Courses

I have been teaching “Introduction to Occupational Health and Safety” for nearly 12 years. Learning is a never-ending process. Through lifelong learning, young people could increase their chances of getting a job; working people could acquire updated knowledge and skills; retirees could nurture their hobbies.

Teaching is much more than a one-way knowledge transfer. In fact, I have learnt a lot from my students and even become good friends with quite a number of them. I hope they would enjoy and benefit from the learning experience.

Hats off to the LiPACE’s 20 years of excellence! The Institute is the best lifelong learning partner one can ever have.

Ms. Alice Mak,

Part-time Instructor of English Language Courses

I’ve been teaching English courses at the Institute for 7 years. It’s my pleasure to help students improve their English and explore their interests. It was very satisfying when students told me they found the courses useful.

Lifelong learning is now a world trend. And learning requires hard work and determination. I believe students could benefit most by asking questions and participating in group discussions, from which I could know what they didn’t understand and they could learn more from the interaction.

I would like to thank the Institute for the teaching opportunity and the experience of helping students achieve their goals. Congratulations to LiPACE for your 20th Anniversary and keep up the quality and good work!

2010/2011全日制課程畢業典禮 2010/2011 Full-time Programme Graduation Ceremony

2010/2011全日制課程畢業典禮於9月5日假伊利莎白體育館舉行，本屆畢業同學超過1,400人，包括毅進證書、副學士先修、文憑以及高級/專業文憑的學員。由於畢業人數眾多，典禮分上午、下午兩節進行。

當日，香港公開大學副校長(科技及發展)梁鎮明教授、本院院長呂汝漢教授、協辦機構代表、導師及家長聚首一堂，慶祝畢業學員學有所成。呂教授在歡迎辭中鼓勵同學努力學習，爭取更高學歷，迎接事業甚至人生的挑戰。梁教授致訓勉辭時，大方與同學分享自己的成長故事和學習經驗，勉勵同學追尋夢想必要堅定不移、勇往直前。畢業生逐一到台上領取畢業證書，並接受眾人鼓掌祝賀。

學院另頒發優異生獎項及卓越教學獎，嘉許表現突出的學員及導師。獲獎教職員包括陳惠媚女士、司徒賀芊女士、余詠思女士、歐陽靄凌女士及鄭世傑先生，他們為教育付出的努力實在有目共睹，其教學成果亦得到同學的肯定。最後，毅進畢業生代表吳鎮國同學、鄧智誠同學及文憑畢業生代表葉奕航同學先後致謝辭，他們不約而同表示，求學路途並非一帆風順，幸得學院給予寶貴的進修機會。他們細數學習過程中的點滴，不忘感謝導師的教導和同學的支持，並承諾繼續努力，向著夢想直跑。

畢業典禮圓滿結束後，同學們皆意猶未盡，與親友同窗拍照留念，共證美好時光。無論他們在畢業後繼續升學或是投身社會，學院都是他們的終身學習伙伴。

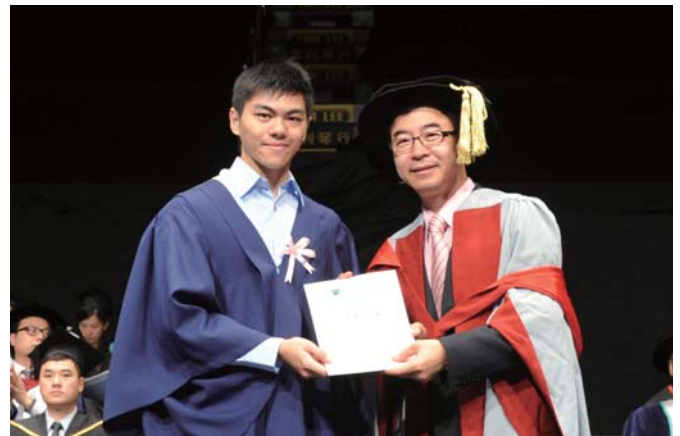
The 2010/2011 Full-time Programme Graduation Ceremony was successfully held at the Queen Elizabeth Stadium on 5 September. This year, over 1,400 students graduated from Yi Jin Certificate, Pre-Associate Degree, Diploma and Advanced/ Professional Diploma programmes.

We were honored to have Prof. Leung Chun-ming (OUHK Vice President - Technology and Development), Prof. Lui Yu-hon (LiPACE Director), representatives from partner schools, lecturers and parents at such joyful occasion where the graduates celebrated their fruitful harvest. Prof. Lui in his welcoming speech encouraged students to acquire higher qualifications to take on future challenges in their career and lives. As the Guest of Honour, Prof. Leung shared his own learning experience in his speech, reminding students that success did not happen without hard work. At the certificate presentation, graduates proudly received congratulations from guests and participants.

In recognition of instructors' dedication and achievements, the Teaching Excellence Awards were given to Ms. Amy Chan, Ms



梁鎮明教授致訓勉辭。



呂汝漢教授(右)頒發優異生獎項。

Irene Szeto, Ms. Taina Yu, Ms. Yomas Au Yeung and Mr. Kwong Sai Kit. Awards and scholarships were also granted to students with outstanding academic performance. Towards the end of the ceremony, audience was deeply moved by the Vote of Thanks from graduate representatives. They showed their gratitude to the Institute for the learning opportunities and promised they would give their utmost to make their dreams come true.

The ceremony came to an end, but their learning life did not. They may have a long long way to go, but the Institute would be their lifelong learning partner no matter what.



典禮首次移師伊利莎白體育館舉行。



文憑畢業生代表葉奕航同學致謝辭。



畢業學員心情興奮，拍照留念。

「美聯房地產專業培訓計劃」活動 “Midland Real Estate Professional Development Project” Activities



新城財經台電台節目《學識至上》－「地產投資你要知」
學院與美聯集團在新城財經台合作推出一連十場電台節目，介紹住宅及商用物業的交易和投資須知，並分析本港及內地的地產市場概況，為市民提供一個獨一無二的教育平台。

Radio Programme Series on Metro Radio Finance

A series of 10 radio programmes were broadcast on Metro Radio Finance to provide a unique learning platform for the public to acquire knowledge in real estate. The programmes would cover essential information of the trade and investment involving residential and commercial properties. They would also introduce the local and China real estate market.

播放頻道 Broadcast Channel: 新城財經台 (FM104) Metro Radio Finance (FM104)

播放時間 Broadcast Time: 星期六下午一時至二時 1:00 – 2:00 pm, Saturdays

主持 Host: 陳美思小姐 Ms. Joanne Chan

客席主持 Co-host: 美聯物業首席分析師劉嘉輝先生 Mr. Buggle Lau, Chief Analyst of Midland Realty
李嘉誠專業進修學院 院長呂汝漢教授 Prof. Lui Yu-hon, Director of LiPACE
李嘉誠專業進修學院 高級課程經理鍾俊傑博士 Dr. Ricky Chung, Senior Programme Manager
李嘉誠專業進修學院 高級課程經理白鴻毅先生 Mr. Jenkin Pe, Senior Programme Manager

日期 Date	主題 Topic	嘉賓講者 Guest Speakers
13 Aug	美聯房地產專業培訓計劃介紹 Introduction of Midland Real Estate Professional Development Project	—————
20 Aug	商舖及寫字樓租務認識 Property (Retail & Commercial) Leases	美聯工商舖董事 黃子華先生 Mr. Wong Tsz Wa, Chief Executive Officer, Midland IC&I Limited
27 Aug	一手及二手香港房地產市場 Primary and Secondary Markets of Hong Kong Real Estate	美聯物業董事 布少明先生 Mr. Sammy Po, Director, Midland Realty
3 Sep	香港房地產市場基礎分析 Fundamental Analysis of Real Estate Market in Hong Kong	香港中文大學財務碩士課程主任 王澤基教授 Prof. Chak Wong, Programme Director of MSc Finance Programme, CUHK
10 Sep	中國房地產投資概況 Overview of China Property Investment	歐力士(亞洲)有限公司 企業結構融資部副總裁(房地產)莫嘉輝先生 Mr. Alfred Mok, Vice president - Structured Finance (Real Estate), ORIX Asia Limited
17 Sep	樓宇項目估價 Valuation of Property Project	英國皇家特許測量師、香港測量師學會專業會員、香港註冊專業房屋經理郭啟彬先生 Mr. Benny Kwok, Chartered Surveyor (MRICS), Member of the Hong Kong Institute of Surveyors (MHKIS), Registered Professional Housing Manager (RPHM)
24 Sep	香港房地產市場技術分析 Technical Analysis of Real Estate Market in Hong Kong	時富資產管理有限公司 常務董事總經理 姚浩然先生 Mr. Patrick Yiu, Managing Director of CASH Asset Management
1 Oct	房地產信託基金及房地產股 Real Estate Investment Trust and Property Related Stocks	時富資產管理有限公司 常務董事總經理 姚浩然先生 Mr. Patrick Yiu, Managing Director of CASH Asset Management
8 Oct	香港房地產相關法律及稅收事項 Real Estate Related Law and Tax in Hong Kong	鍾卓成律師 Mr. Alvin Chung, Solicitor
15 Oct	樓宇交易陷阱 Pitfalls in Trading A Property	鍾卓成律師 Mr. Alvin Chung, Solicitor

歡迎到本院網站 (www.ouhk.edu.hk/lipace/realestate) 重溫以上節目。

Please visit our website (www.ouhk.edu.hk/lipace/realestate) for the sound clips of the above programmes.

「美聯房地產專業培訓計劃」公開專題講座

兩個主辦單位另舉行六場公開專題講座，內容主要從宏觀及微觀探討業界如何提升服務水平及專業道德，並藉著個案分析幫助大眾了解房地產行業的實況。

“Midland Real Estate Professional Development Project” Public Seminars

A series of 6 public seminars would be jointly organized to uplift service quality and promote professional ethics in the sector. With the help of case studies, the public would get to know more about the actual operation of the real estate industry.

日期 Date	主題 Topic	嘉賓講者 Guest Speakers
8 Sep 2011 (Thu) 7:30 - 9:30 pm	影響香港房地產的重要宏觀經濟和限制因素 Essential Macroeconomic Factors and Constraints on Hong Kong Real Estate Industry	美聯集團副主席 黃錦康先生 Mr. Albert Wong, Deputy Chairman of Midland Holdings 美聯物業首席分析師 劉嘉輝先生 Mr. Buggle lau, Chief Analyst of Midland Realty
13 Oct 2011 (Thu) 7:30 - 9:30pm	管理服務行業的重要元素 Key Elements of Managing a Service Organization	香港公開大學服務管理資深講師 李錦添先生 Mr Tim Li, Experienced OUHK instructor in Service Management
10 Nov 2011 (Thu) 7:30 - 9:30 pm	店舖經理應如何有效地管理個人和建立團隊 The Effective Approaches for Branch Managers to Manage Individuals and Build Teams	美聯集團培訓總監 Training Director, Midland Holdings
8 Dec 2011 (Thu) 7:30 - 9:30 pm	房地產行業的商業罪行個案分析 Business Crimes in Real Estate Agency Business – Case Studies	鍾卓成律師 Mr. Alvin Chung, Solicitor
12 Jan 2012 (Thu) 7:30 - 9:30 pm	房地產行業的商業糾紛個案分析 Business Disputes in Real Estate Agency Business – Case Studies	鍾卓成律師 Mr. Alvin Chung, Solicitor
9 Feb 2012 (Thu) 7:30 - 9:30 pm	店舖經理應如何招聘和發掘優秀員工 The Ways for Branch Managers to Recruit and Develop Outstanding Employees	香港公開大學人力資源管理資深講師 劉少強先生 Mr. Eric Lau, Experienced OUHK instructor in Human Resources Management

講座地點：港島教學中心T21-22室 (香港干諾道中168-200號信德中心4樓)

Seminar Venue: Room T21-22, Island Learning Centre (4/F, Shun Tak Centre, 168 Connaught Road Central)

活動詳情如有改動，一切以網頁(www.ouhk.edu.hk/lipace/realestate)公告為準。

In case of changes and updates, details on our website (www.ouhk.edu.hk/lipace/realestate) shall prevail.

「設計·潮」 時裝·室內設計·攝影 Theme Day Fashion · Interior Design · Photography



由學院及製衣業訓練局合辦的「設計·潮」於7月29日及8月5日在製衣業訓練局九龍灣訓練中心舉行。「設計·潮」是學院的重點推廣活動，展示本院設計課程學生的優秀作品，作品涵蓋攝影、時裝及室內設計三個範疇。

學生作品展展出一系列精彩又啟迪人心的作品，為來賓帶來一次非凡的藝術觀賞經驗。場內亦設有專題講座，請來嘉賓或學院導師講解攝影、時裝及室內設計的潮流，並詳盡介紹學院有關藝術與設計的課程、其入學資格及升學階梯(毅進證書、副學士先修、文憑、高級/專業文憑、海外學士學位)。製衣業訓練局更安排了導賞團，向訪客介紹訓練中心的學習設施。

活動另一焦點為「再做LIPACE室內設計比賽」作品展，參賽者均為設計學文憑及室內設計高級文憑的學生，他們為學院的室內空間提供了新穎的設計構思和技術方案。獎項後於9月5日的全日制課程畢業典禮上頒發。

Jointly organized by the Institute and the Clothing Industry Training Authority (CITA), Theme Day "Fashion · Interior Design · Photography" 2011 was held at CITA Kowloon Bay Training Center on 29 July and 5 August. It was a special event of the Institute, showcasing the very best works in photography, fashion and interior design by students of art and design programmes.

The showcase proudly presented a selection of exciting and inspiring works of our students to bring an exquisite art and design appreciation experience to visitors. Visitors could also learn at the comprehensive Information Seminars about the Institute's art and design programmes, ranged from Yi Jin to Bachelor Degree levels. Besides, a number of guided tours to introduce CITA's sophisticated fashion design facilities were arranged for visitors.

An exhibition of the "LiPACE Makeover" Interior Design Competition also took place on the Theme Day to display the participants' works. Students of Diploma in Design Studies and Advanced Diploma in Interior Design blended the best ideas and techniques in designing the Institute's interior space. The winners were later awarded at the Full-time Programme Graduation Ceremony on 5 September.



梅雪詩女士及尹飛燕女士擔任「戲曲五十連環講」嘉賓 Cantonese Opera Virtuosi Met the Public at "50 Seminars on Cantonese Opera"

粵劇名伶梅雪詩女士於6月19日應邀出席「戲曲五十連環講」。學院課程經理張紫伶女士擔任主持，她是梅雪詩的師父白雪仙的姨甥。當日氣溫高達卅三度，百多觀眾一早到場排隊，為睹名伶風采。主持與嘉賓排座清談，說舊談新，內容雋永，氣氛融洽。觀眾反應熱烈，輪流發問問題，梅雪詩女士細心聆聽，大方解答，盡顯名門風範，為是次座談會增添不少歷史價值。

炙手可熱的粵劇花旦尹飛燕女士亦於7月31日應邀擔任「戲曲五十連環講」的嘉賓，當日同樣是座無虛席，精彩非常。「戲曲五十連環講」是本院與粵劇曲藝月刊合辦的活動，敬請同學繼續支持。

Famous Cantonese Opera virtuosi, including the legendary Ms. Mui Suet-see and Ms. Wan Fai-yin, were invited to be the guest speakers of "50 Seminars on Cantonese Opera" in June and July 2011.

Overwhelming responses were received, where more than 100 participants at each seminar were excited to meet the virtuosi. The virtuosi shared many fascinating stories which engaged the audience throughout the two very joyful hours.



尹飛燕女士(中)與課程經理張紫伶女士(左)

聾健共融樂繽紛 CBMPSA Members Visited the Hearing-Impaired

親友的问候、戀人的細語、悅耳的樂章、淙淙的流水.....如果有一天，你的世界再沒有這些聲音，你會怎麼辦？

「自在人生自學計劃」同學會的會員於6月17日探訪香港聾人協進會，接觸聽障人士，了解他們的生活，傳遞關心。協進會負責人鄧姑娘首先向會員介紹中心的概況，並講解跟聽障人士溝通和相處的技巧。會員還向鄧姑娘學習了一套簡單的手語，以期在接下來的會面當中，可與對方進行簡單的溝通。

會員與聽障人士一起參與手工藝工作坊，同學會副會長楊慧賢女士耐心教導眾人製作心形手機掛飾，會員透過與聽障人士合力完成手工藝作品，拉近彼此的距離。這短暫的相處叫一班會員感受良多，他們均表示是次探訪不單讓他們對聽障人士的生活認識多了，更助他們明白到健全的身體並非必然。聾人不是病人，他們只是操某種語言的少數民族。同學會希望喚起更多人關注社會上的弱勢社群，實現建立和諧社會的理想。



Have you imagined living in a world without the sounds of wind, music or laughter?

Members of CBMP Student Association (CBMP SA) visited the Hong Kong Association of the Deaf on 17 June, 2011. They learned simple sign language and the communication skills with hearing-impaired persons in a workshop provided by the Association. Through hand-making accessories together, they came to know more about the lives of hearing-impaired persons. During the sharing session, members reflected that after the visit they had more respect for the deaf. They understand that the deaf is like everyone else except that he or she belongs to a language minority. By showing more care to the socially unprivileged, we are on our way to build a truly harmonious society.



參與探訪的會員努力學習手語

管理會計學專業證書

Professional Certificate in Management Accounting

學院即將推出「管理會計學專業證書」課程，課程根據澳洲管理會計師公會的「註冊業務會計師」考試設計，畢業學員可獲豁免第9至12張考卷。學員只需繼續完成餘下6張考卷以及累積5年相關工作經驗，便可申請公會的「澳洲註冊管理會計師」資格。



課程專為從事會計行業或擔任管理階層之人士而設，亦適合欲考取專業管理會計師資格的現職會計師報讀。

課程訓練學員理解及編製上市公司的財務報告，並評估個別機構的財政表現。學員完成課程後應可制定配合市場動向及公司營運目標的策略。

The Institute is going to launch a new programme "Professional Certificate in Management Accounting". The programme is designed to assist students in attaining the qualification of Registered Business Accountants (RBA) granted by The Institute of Certified Management Accountants (ICMA), Australia; of which graduates will be fully exempted from Papers 9-12 of the RBA examinations. After completing another 6 papers and accumulating at least 5 years of relevant work experience, students may apply for CMA status.

People who are working in accounting fields or management levels are welcome to enroll. The programme is especially suitable for accountants who desire to obtain professional qualifications of management accountants.

Upon completion of the programme, students should be able to interpret the financial reports of listed companies in Hong Kong and evaluate financial performance of organizations. They are also expected to be acquainted with the appropriate strategies to support organizational goals, business processes and business infrastructure.

房地產管理文憑

Diploma in Real Estate Management



物業買賣是一個舉足輕重的決定，許多消費者由於欠缺相關的專業知識，往往過份依賴地產代理的意見。然而，地產代理從業員大多未有接受高等教育，大眾及行業法規者因而希望地產代理的專業水平能有所提升。

本院與美聯集團合辦的「房地產管理文憑」課程乃全港首創，學員透過課堂、個案分析及工作坊學習房地產知識，如香港地產的監管要求、交易實務及相關的投資產品等。此外，學員亦可從中認識到地產管理的技巧，如運用商業管理概念帶領銷售團隊、處理企業的營運問題或在銷售上遇到的道德及法律問題等。

Buying or selling a property is an important decision in one's life for most people but not many of them have sufficient knowledge to make an informed decision. The general public and regulators increasingly demand a raise in the professional standard among estate agents, a majority of whom have not received tertiary education.

Jointly organized with Midland Realty, the Institute offers the first diploma programme for real estate agents in Hong Kong. This programme aims to provide students with a theoretical framework of real estate, such as regulatory requirements and trade practices of the real estate business in Hong Kong, as well as the investment features of real estate-related products. The programme also equips students with various real estate management skills, such as applying business management concepts to lead a sales team and to solve ethical/ legal issues encountered in the estate agency industry.

「幕牆工程及管理專業文憑」課程學員參加實地學習團 Students of "Professional Diploma in Façade Engineering and Management" Made Site Visits



修讀「幕牆工程及管理專業文憑」科目「項目管理及規管」的學員分別在6月18及25日前往深圳及銅鑼灣作實地學習。

三鑫集團玻璃加工及幕牆生產基地

學員於6月18日參觀了三鑫集團位於深圳大亞灣的玻璃加工及幕牆生產基地。學習團在多位資深技術人員引領下，認識幕牆從材料檢驗、材料切割、加工、組裝，到品質控制、包裝及物流等工序。

廠方另向學員介紹玻璃加工製作的流程，包括低輻射鍍膜、切割、清洗、熱處理、夾膠、彎曲、熱浸測試及中空玻璃加工等技術。

謹此鳴謝廣東中航特種玻璃技術有限公司總經理秦日暉先生、馮維先生、三鑫(香港)有限公司經理麥開平先生、三鑫(惠州)幕牆產品有限公司統籌經理蔡慧德先生以及市場部經理李明謙先生。是次學習團之所以順利舉行，全賴他們悉心安排。

興利中心重建項目

此外，學員並於6月25日參觀銅鑼灣興利中心重建地盤。地盤位處繁囂的港島區購物中心，附近商舖招牌林立，車道與行人路又甚狹窄，對施工構成一定困難。導師實地解構慎密的施工策劃及配套安排（如物流、運輸與道路交通等），並揭示如何按照建築師的設計概念及節能要求，建造內置智能通風系統的幕牆。

謹此鳴謝帕馬斯迪利沙(香港)有限公司工程總監林志強先生的悉心安排，讓學員大開眼界。

Two site visits were arranged on 18 and 25 June for students of the "Project Management and Regulation" course under the "Professional Diploma in Façade Engineering and Management" programme.

On 18 June, students visited Sanxin Holding Group's glass factory and curtain wall fabrication plant in Daya Bay, Shenzhen. Students went through the work flow of glass fabrication such as coating, cutting, cleaning, heating, laminating, curving, and heat soak testing. They were also introduced to the curtain wall fabrication processes such as material inspecting, cutting, drilling, milling, assembling, glazing, packing and transporting.

Special thanks to Sanxin Special Glass Technological Company Limited General Managers Mr. Bruce Qin Ri Hui and Mr. Feng We; Sanxin (Hong Kong) Limited Manager Mr. Mai Kai Ping; Sanxin Façade Technology Limited Operation Manager Mr. Choy Wai Tak and Marketing Manager Mr Keith Lee. Their kind support has made the visit a great success.

Later on 25 June, another site visit was arranged for students to observe the redevelopment project at Hennessy Centre. The site was located in a busy district with many shops and heavy traffic nearby. In the field, the instructor explained to students the work planning process and its corresponding challenges, including transport and logistics accommodations. The curtain wall system was well designed to include an intelligent ventilation system for the sake of energy efficiency.

Special thanks to Mr. Gary Lam Chi Keung, Construction Manager of Permasteelisa (Hong Kong) Ltd. Without his help the visit would not have been so successful.



院長呂汝漢教授積極參與文化及教育服務

Director Prof. Lui Yu-hon Actively Engaged in Cultural and Education Services



學院院長呂汝漢教授於7月獲民政事務局長委任為粵劇發展基金顧問委員會成員，擔任副主席一職，為期兩年，由2011年8月1日至2013年7月31日止。顧問委員會就基金的行政及管理事宜提供意見，以推動本地粵劇發展。

呂教授另獲選出任香港高等院校持續教育聯盟的義務司庫，為期兩年，由2011年4月1日至2013年3月31日止。聯盟於1994年成立，由14所提供持續及專業教育的成員院校組成，合力推動終身學習。

Institute Director Prof. Y. H. Lui was appointed by the Secretary for Home Affairs as the Vice-chairman of the Cantonese Opera Development Fund Advisory Committee, for the period from 1 August 2011 to 31 July 2013. The committee contributes to the local development of Cantonese Opera by advising on the administration and management of the Fund.

Prof. Lui was also elected as the Honorary Treasurer of the Federation of Continuing Education in Tertiary Institutions for the period from 1 April 2011 to 31 March 2013. There are currently 14 member institutions in the Federation. With joint effort they promote lifelong learning by facilitating continuing and professional education.

謝津權先生榮獲英國職業安全健康學會頒發傑出服務證書

Mr. Alex Tse awarded President's Distinguished Service Certificate by IOSH



謝津權先生(右)

健康及社會科學學部高級課程經理及學部主管謝津權先生於4月榮獲英國職業安全健康學會頒發傑出服務證書，以表揚他近年為業界作出的貢獻。他自2007年起為學會服務，後於2009/10年度成為香港分會主席，致力推動學會在本港、內地及新加坡的工作。他現時是香港分會的榮譽顧問及會員導師，亦是分會財政預算顧問小組的成員。

Mr. Alex Tse, Senior Programme Manager and Leader of Health and Social Sciences Team, was awarded the President's Distinguished Service Certificate by the Institution of Occupational Safety and Health, U.K. (IOSH), for his contributions to the profession in recent years. He has served IOSH since 2007 and was appointed Chairman of the Hong Kong Branch in 2009-10. He has introduced IOSH to local communities as well as counterparts in China and Singapore. Alex is currently serving IOSH as a Mentor and Honorary Advisor of the Hong Kong branch; and a member of the Branch Budgets Member Advisory Panel.

馬克薇博士於美國學術期刊發表文章

Dr. Magdy Ma Published Article in MIT Academic Journal



高級課程經理馬克薇博士於美國麻省理工學院出版社的學術期刊 *Design Issues* 發表了一篇文章，名為「視覺圓足感：修辭理論與設計的交匯點」，研究修辭學和視像設計之間的相互關係。視覺修辭是一種溝通形式，利用視覺圖像或物體的特色為觀眾創建意義和經驗。她的「視覺圓足理論」揉合古希臘修辭概念和現代設計實體，指出一種由美好的視覺經驗而產生的健康快樂、充實、活力和繁榮的感覺。

這個理論可應用於她對環境視覺藝術計劃的個案研究上：裝置於大嶼山逸東邨內的一系列藝術雕塑均是視覺修辭的例子，其生動的設計讓居民在觀賞過程中產生充實且有意義的視覺體驗，此為之「視覺圓足感」。作品如「日出而作」和「豐收」皆表達了生命力和中國傳統價值觀，喚起居民對農村的嚮往和情懷。此理論為視覺藝術和設計對受眾的影響提供了一個更深層次理解方式。

Senior Programme Manager Dr. Magdy Ma published her article "Visual Wellbeing: Intersections of Rhetorical Theory and Design" in *Design Issues*, an academic journal by MIT Press. In the article,



「日出而作」

Magdy continued to pursue her longstanding research interest in the interrelationship between design and visual rhetoric. Visual rhetoric is a form of communication that uses images or visual objects to create meanings and experience for the viewers. Integrating the ancient Greek rhetorical concepts with contemporary visual design, Magdy developed the theory of visual wellbeing, defined by the feelings of health, happiness, content, vitality and prosperity generated from one's experience of designed objects in a visual sense.

Magdy applied the theory in her case study on an environmental visual arts project. The study indicated that the public art sculptures installed in Yat Tung Estate on Lantau Island evoked thoughts and feelings about traditional Chinese values and the disappearing rural communities. Sculptures such as "Working at Dawn" and "Harvesting" were examples of visual rhetoric designed to generate in residents a vivid and fulfilling visual experience, i.e. "visual wellbeing.". The theory offered a more profound way to understand the effects of design and visual arts on a viewer.



「豐收」

新同事介紹

New Staff

白鴻毅先生 Mr. Jenkin Pe

白鴻毅先生於本年7月加入學院工商管理學部，擔任高級課程經理一職。他畢業於香港城市大學會計系，並分別在香港理工大學及香港中文大學考取會計學碩士及工商管理碩士學位。他畢業後在一中型會計師行工作，及後成為一所國際公關公司之區域財務總監。他經歷了二十年的專業會計師生涯後，去年起擔任學院的兼職講師，今年更正式投入全職教育工作。他享受教學，很喜歡與學生溝通。最令他感到鼓舞的，是看到學生努力追求夢想，最終達成目標。他閒時喜愛學習及相約親友遠足。



Mr. Jenkin Pe joined the Institute in July 2011 as a Senior Programme Manager of the Business and Management Team. He obtained his first degree in Accountancy from the City University of Hong Kong. He later earned a Master of Science degree in Accountancy at the Hong Kong Polytechnic University and an MBA at the Chinese University of Hong Kong. He first started his career in accountancy as an auditor in an auditing firm and went further to become the regional financial controller of an international PR firm. Having worked as a professional accountant for twenty years, he took up the part-time teaching job at the Institute in 2010 and turned into a full-time staff in 2011. He loves teaching and communicating with students. To him, it is most rewarding to see students pursue their dreams and achieve their goals. At his leisure, he enjoys studying and hiking with friends and family.

陳耀昇先生 Mr. Raymond Chan

陳耀昇先生於本年7月加入學院健康及社會科學學部，擔任高級課程經理一職。陳先生畢業於香港中文大學護理學系，並於澳洲紐卡素大學取得護理管理學碩士學位，曾任醫院管理局專科護士，以及香港中文大學護理學系、香港理工大學護理學系、香港公開大學護理學系的兼職臨床導師。陳先生亦曾兼任不同院校及機構的護理教育工作，包括香港大學專業進修學院、香港中文大學專業進修學院、香港公開大學李嘉誠專業進修學院、香港僱員再培訓局及醫療輔助隊等。他期望能幫助學員提升自我，增加在護理行業的發展機會。



Mr. Raymond Chan joined the Institute in July 2011 as a Senior Programme Manager of the Health and Social Sciences Team. He graduated from the Chinese University of Hong Kong, majoring in Nursing. He also completed a Master Degree in Applied Management (Nursing) at the University of Newcastle, Australia. Before joining the Institute, he had worked as a specialty nurse in the Hospital Authority, and as a Clinical Nursing Instructor at universities including OUHK, CUHK and PolyU. He had also engaged in nursing education on a part-time basis in various institutions, such as LIPACE, HKU SPACE, CUSCS, Auxiliary Medical Service and Hong Kong Employee Retraining Board, etc. He strives to nurture students for personal development and career advancement in the health care industry.

鄭東城先生 Mr. Tommy Cheng

鄭東城先生於本年7月加入學院工商管理學部，擔任高級課程經理一職。他於英國曼徹斯特城市大學取得酒店及餐飲管理(榮譽)學士學位，其後在香港理工大學取得酒店及旅遊業管理學碩士學位。他畢業後從事酒店及旅遊業工作，擁有豐富的行內經驗。他繼而投身學術界，教授酒店及旅遊管理課程。



鄭先生熱愛旅遊，北至挪威，南至紐西蘭，西至加拿大都有他的腳蹤，格陵蘭則是他的下一個目標。除此之外，鄭先生也酷愛遠足，最喜歡的地方是有「香港後花園」之稱的西貢。同學如有興趣，大可相約鄭先生一同「攀山越嶺」！

Mr. Tommy Cheng joined the Institute in July 2011 as a Senior Programme Manager of the Business and Management Team. He graduated from the Manchester Metropolitan University, U.K., with a Bachelor of Science (Hons) in Hotel and Catering Management; and the Hong Kong Polytechnic University with a Master of Science in Hotel and Tourism Management. He had extensive experience in hotel and tourism management from working in the industry since graduation. Later he started his career in education by teaching in the same field.

Tommy has a passion for travel. He has visited many countries in the world such as Norway, New Zealand and Canada. His next target is Greenland. He also enjoys hiking very much, particularly in Sai Kung, known as the "Leisure Garden of Hong Kong". He welcomes students to join his adventure!

徵稿啟事

Invitation for Contribution of Articles

來年是學院二十週年誌慶。誠邀你跟我們分享一下，這些年來讓你印象難忘的時刻。歡迎你提供相片或撰文分享你的學習/教學經驗(字數不多於一千字，中英文不拘)，以刊登於週年紀念期號。

來稿請附姓名、聯絡電話及電郵地址，寄電子郵箱lipace@ouhk.edu.hk，主題列明「Learning Express - 投稿」。

The Institute is celebrating its 20th Anniversary next year. Were any moments in these years very memorable to you and that you would like to share with us? You are invited to contribute photographs or your learning/teaching stories in no more than 1000 words (Chinese or English) to be published in the anniversary issue.

Please forward your articles with your name, contact number and email address to lipace@ouhk.edu.hk with the subject "Learning Express - Contribution of Articles".

Editorial Committee 編輯委員會

編輯委員會主席 Chairperson:

呂汝漢教授 Prof. Lui Yu-hon

總編輯 Editor-in-chief:

陳卓東 Forrest Chan

編輯 Editor:

范詠詩 Anna Fan

陳倩如 Shirley Chen

編輯委員會成員 Members:

黃秀玉 Candy Wong

廖靜雯 Clarice Liu

陳智嫻 Crystal Chen

郭卉 Grace Guo

李秀文 Jackie Li

梅嘉齡 Karen Moy

何麗英 Susanne Ho

電話 Tel : 3120-9988 (1-1-2)

傳真 Fax : 2381-8456

網址 Website : www.ouhk.edu.hk/lipace

電郵 Email : lipace@ouhk.edu.hk

地址 Address : Island Learning Centre

4/F, Shun Tak Centre, 168 Connaught Road Central, Hong Kong

: OUHK-CITA Learning Centre

201-203 Lai King Hill Road, Kwai Chung

(opposite to Exit A1, MTR Lai King Station)

