

Learning Express 進修專訊

2月 February

投資者教育日2012

Investor Education Day 2012

證監會合辦 市場專家分享投資智慧
 Joint-event with Securities and Futures Commission (SFC)
 Market experts share investment wisdom

3月 March

「積金人生 決策審慎」強積金投資講座
MPF Investment Education Seminar 2012

積金局合辦 醒你積金貼士 退休唔駛憂
 Joint-event with Mandatory Provident Fund
 Schemes Authority (MPFA)
 Making smart decisions in your retirement plans



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學院二十週年前夕 喜事重重
精彩慶祝活動率先預告
Happy News and Celebration Events
Mark LiPACE's 20th Anniversary

4月 April

優質教學論壇暨卓越教學獎頒獎典禮
Quality Teaching Forum cum Teaching Excellence Award Ceremony

嘉許傑出兼職導師 共策更優質教學
 Honoring outstanding part-time instructors and with joint-effort bringing
 teaching to a higher level

5月 May

「終身學習 齊創未來」公開講座 - 精彩人生系列
Lifelong Learning Seminars by Honorary Guests

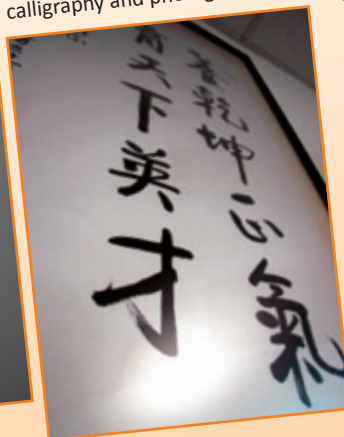
名人嘉賓 細訴奮鬥經歷及精彩人生
 Honorary Guests share inspiring life stories

6月 June

展覽週

Open Week

展出學生佳作 美術、設計、時
 裝、書法、攝影共冶一爐
 A showcase of the best student
 works in art, design, fashion,
 calligraphy and photography



二十週年紀念特刊

20th Anniversary Commemorative Annual

回顧二十年教育里程 師生共證發展點滴
 Memories and milestones of 20 Years

二十週年晚宴

20th Anniversary Banquet

校友會成立典禮、時裝秀、學生表演 齊齊為盛宴助興
 An elaborate feast livened by alumni groups launching
 ceremony, fashion show and student performance



致力推動教育事業 本院顧問獲嘉許

Two Institute Advisors Received Honors for their Dedication to Education



本院顧問陳振東博士及伍樂城先生，多年來積極推動本港教育發展。去年，二人的貢獻分別獲得表揚。

陳振東博士獲頒城大榮譽院士



陳振東博士

陳振東博士現為渝振控股集團主席，曾擔任過的公職不計其數，如全國政協委員及香港工業總會理事會理事等。陳博士雖為成功企業家，但依然好學不倦，堅持終身學習，於50歲後先後取得行政人員工商管理碩士及工商管理學博士。他曾於1996年榮獲香港青年工業家獎，並於2009及2011年先後獲香港公開大學及香港城市大學頒發榮譽院士。

陳博士向以推動教育發展為己任，不但在內地興辦學校，更慷慨捐助本港大專院校，為數達五千多萬。他勉勵年輕人要多讀書，將書本知識與工作經驗結合，將來回饋社會。

伍樂城先生獲選十大傑青

伍樂城先生乃本地資深音樂創作人，2011年獲選第39屆十大傑出青年，他對本港流行樂壇的貢獻備受嘉許。伍先生創作及製作的作品逾600多首，多年來獲獎無數，曾於2002年起連續3年獲頒「CASH最廣泛演出金帆獎：個人最多新作品演出作曲家」獎項，及於2003年憑電影《無間道》主題曲奪得第22屆香港電影金像獎最佳原創電影歌曲獎等。此外，他亦為慈善團體及公益事業創作主題曲，如2011年「網上禁毒通識 攜手創造健康校園」計劃主題曲等。

除個人創作外，他對普及音樂教育亦不遺餘力，2006年創辦「伯樂音樂學



伍樂城先生（左）在本院2010年的畢業典禮上獲香港公開大學副校長梁頌明教授頒贈榮譽顧問的委任狀。

院」，開辦林林總總的音樂課程，包括古典音樂、流行音樂演奏、作曲、填詞及聲樂等，致力發掘及培育新一代音樂接班人。去年，他更於廣州設立分校，將音樂教育理念推展至內地。

Institute Advisors Dr. John Chan Chun-tung and Mr. Ronald Ng have been committing to the education development for years and their contributions were honored last year.

Dr. Chan Conferred Honorary Fellow by City University

Dr. John Chan, Chairman of Chaifa Holdings, has served a number of public posts (e.g. Federation of Hong Kong Industries and National Committee of the Chinese People's Political Consultative Conference, etc.) over the years. Being a successful entrepreneur, he never stops learning. He obtained an Executive Master of Business Administration degree and a Doctorate of Business Administration in his fifties. He received the Young Industrialist Award of Hong Kong in 1996. In 2009 and 2011, he was further conferred the Honorary Fellow of the Open University of Hong Kong and City University of Hong Kong respectively, in recognition of his dedication to the community.

Dr. Chan has a genuine zeal for education. Apart from building schools in China, he supported local universities by donating over 50 million dollars. He hopes that young people could receive proper education, thus making a difference in their lives and contributing to society.

Mr. Ronald Ng selected as Ten Outstanding Young Persons 2011

Mr. Ronald Ng is a local pop music composer who has written and produced over 600 pop songs. He was awarded the "CASH Golden Sail Most Performed Works Awards: Highest No. of New Works Performed Composer" for 3 consecutive years since 2002. He also won the 'Best Original Film Song' at the Hong Kong Film Awards 2003 for the song of movie "Internal Affairs". He often composes theme songs for charity and public welfare activities and organizations.

Mr. Ng founded the Baron School of Music in 2006 to train musicians of the new generation, which greatly sustained the music development in Hong Kong. Last Year, he went on to set up a branch campus in Guangzhou.

本院學員榮獲校外獎學金

Students Awarded External Scholarships



應用學習課程獎學金

教育局為配合新高中學制，於2010年起推行應用學習課程。教育局及羅氏基金特別合設「應用學習獎學金」，嘉許於2010/2011學年表現優秀的學生之餘，同時提高社會人士對課程發展的認識和關注。在2011年12月3日舉行的頒獎典禮上，本院共有26位學員得獎，各得獎狀及港幣1,000元獎學金；其中8位更另獲頒「特別嘉許」獎項（見右表），除獲額外1,000元獎學金及嘉許狀外，更會接受媒體訪問，分享自己的故事和學習經歷。本院其中一位獲特別嘉許的學員張穎潼，更在頒獎典禮上擔任司儀，表現出色。

本院共提供四個應用學習課程，分別是電台主持與節目製作、商業漫畫設計、認識金融服務及基礎健康護理。

「特別嘉許」獎項得獎者 "Certificate of Merit" Recipients	就讀課程 Programmes
張穎潼 Cheung Wing Tung	電台主持與節目製作 Radio Host and Programme Production
馮俊譽 Fung Chun Yu	
李澤恩 Lee Chak Yan	
梁舜雯 Leung Rainbow	
麥梓林 Mak Tsz Lam	
唐雪心 Tong Cherry	商業漫畫設計 Commercial Comic Art
陳泳欣 Chan Wing Yan	基礎健康護理 Fundamental Health Care
莫泳如 Mok Wing Yu	



應用學習課程獎學金頒獎典禮

柏立基爵士信託基金獎學金

本院共有39位毅進計劃畢業學員榮獲2010/2011年度柏立基爵士信託基金獎學金，他們各獲頒5,600港元，得獎人數在眾多開辦毅進課程的院校中位列前茅。頒獎典禮於本年1月11日舉行，得獎學員歡喜雀躍，更有導師到賀，場面熱鬧。

柏立基爵士信託基金由鄧肇堅爵士於1960年成立，紀念港督柏立基爵士（任期1958至1964年）的貢獻。基金自2005/2006年開始每年資助毅進計劃的優異畢業生，表揚他們為學習付出的努力。

學院相信這些獎項能激勵同學繼續進修，努力學習，迎接未來的挑戰。



院長呂汝漢教授（中）、全日制課程學部主管呂哲盈女士（左二）聯同施韻老師（左一）、余詠思老師（院長右側）、司徒賀羊老師（右二）及歐陽譚凌老師（右一）到場支持得獎學員。

Applied Learning Scholarship

Applied Learning (ApL) was first implemented in 2010 under the New Senior Secondary academic structure. The Education Bureau and

Law's Charitable Foundation jointly established the "Applied Learning Scholarship" to award outstanding students of 2010/2011, and enhance the public understanding of the ApL courses. At the award presentation ceremony on 3 December 2011, 26 students from the Institute received the scholarships, each awarded HKD1,000 and a certificate. Among them, 8 students further obtained the "Certificate of Merit" (see table on P.2) and an additional scholarship of HKD1,000. They were given opportunities to share their stories and learning experiences in press interviews. LiPACE student Cheung Wing Tung (also a recipient of "Certificate of Merit") acted as the emcee of the ceremony.

The Institute provides 4 ApL courses, namely Radio Host and Programme Production, Commercial Comic Art, Understanding Financial Services and Fundamental Health Care.

Sir Robert Black Trust Fund Scholarships

39 Project Yi Jin (PYJ) graduates from the Institute were awarded the Sir Robert Black Trust Fund Scholarships in 2010/2011, each receiving a grant of HKD 5,600. LiPACE is one of the largest PYJ providers and its number of awarded students is also among the top. The Award Presentation Ceremony was held on 11 January 2012. It was a warm occasion where students enjoyed their splendid moments and instructors gave their heartfelt congratulations.

The Sir Robert Black Trust Fund was founded by Sir Shiu-kin Tang in 1960, in honour of Sir Robert Black, Governor of Hong Kong from 1958 to 1964. Since 2005/2006, the Fund has been providing financial support to PYJ students with outstanding academic results to recognize their learning efforts.

It is hoped that these awards would encourage the students to work harder and pursue further studies to take on the challenges ahead.



本院學生連續兩年在學生論文比賽取得佳績

LiPACE Undergraduates received Awards in Student Project Competition for 2 Consecutive Years



左起：本院健康及社會科學學部主管津權先生、得獎學員趙偉權先生及其論文導師胡惠明先生

趙偉權同學就讀本院與英國Middlesex University合辦之職業安全及健康（榮譽）理學士學位課程，在香港工程師學會舉辦的「學生論文比賽2011」獲得亞軍，這是本院學生連續第二次獲此殊榮。趙同學的得獎論文題為「混凝土車司機對清洗混凝土車工作之安全意識」。他表示：「清洗混凝土車有一定危險性，我希望透過我的研究，提高混凝土車司機的安全意識。」他對於是次獲獎感到相當高興，特別感謝論文導師胡惠明先生的意見及指導。他亦建議同學在思考論文題目時，可考慮一些較實際的題材，並及早開始搜集資料，好讓自己有更充裕時間進行研究工作和撰寫論文；他另提醒同學要強化自己的英文寫作能力。胡惠明老師則建議同學選擇與個人工作相關的題目，這樣同學便能更容易獲取資料及理解題目內容。

Chiu Wai-kuen, student of BSc (Honours) Occupational Safety and Health (top-up) (jointly offered by the Institute and Middlesex University, UK), came runner-up in the "Student Project Competition

2011”，organised by the Hong Kong Institute of Engineers. It was the second year in a row for the Institute's students to win the same award. Chiu's winning project is entitled *The Safety Awareness of Mixer Truck Drivers in Cleaning the Truck*. “The work related to truck cleaning can be very dangerous. Through my project, I hope I can help improve mixer truck drivers' safety consciousness.” He was very glad to have won

the award and he dedicated it to his project supervisor, Mr. Wu Wai-ming for his advice and guidance. Chiu suggested that students could consider topics with practical approaches and start their preparation earlier. Polishing their English writing skills is also vital. Mr. Wu advised that students should choose to work on projects that are related to their jobs so they can handle the topics more easily.

本院兼讀文憑/專業文憑畢業生可報讀英國碩士課程 LiPACE Part-time Diploma/ Professional Diploma Graduates Eligible for Articulation to UK Master Programmes

本院與英國赫瑞瓦特大學愛丁堡商學院 (Edinburgh Business School, Heriot-Watt University) 簽訂了銜接協議，本院學員修畢下列兼讀商業及管理課程，可申請直接入讀該校工商管理碩士學位課程。該碩士學位課程包括9門學科，其中7門為必修科。學員若通過3門學科考試 (須包括至少一門必修科)，可獲頒授工商管理深造證書；通過6門學科考試，可獲頒授工商管理深造文憑；通過全部9門學科考試，可獲頒授工商管理碩士學位。

Graduates from the following Part-time Business and Management programmes are eligible to apply for direct articulation to the Postgraduate Certificate (PGC) programme offered by Edinburgh Business School, Heriot-Watt University, UK. To attain the PGC, students are required to pass 3 courses including at least one core course. Students would be awarded the Postgraduate Diploma by completing 3 more courses on top of the PGC; or the Master of Business Administration (MBA)/ Master of Science (MSc) by doing 6 more courses on top of the PGC.

DB002	金融投資文憑	Diploma in Financial Investment
DB003	個人財務策劃專業文憑	Professional Diploma in Personal Financial Planning
DB006	企業管理專業文憑	Professional Diploma in Business Management
DB007	物流管理專業文憑	Professional Diploma in Logistics Management
DB011	優質服務管理專業文憑	Professional Diploma in Quality Service Management
DB012	旅遊及款待業管理專業文憑	Professional Diploma in Tourism and Hotel Management
DB013	機艙服務專業文憑	Professional Diploma in Inflight Service

政府將撥款3,998萬港元資助「自在人生自學計劃」 CBMP will Receive a Government Funding of more than HKD39 Million

香港政府於2011-2012年度的施政報告中，將「自在人生自學計劃」評為「成效顯著」，並正式納入為常規項目，確保計劃有持續及穩定的營運及發展資金。在未來5年 (2012年7月至2017年6月)，計劃將獲3,998萬港元撥款，繼續為全港婦女提供優質課程。

根據本院在2011年委託獨立機構進行的一項收聽率調查所得，超過365萬香港市民認識本計劃，並有逾140萬市民表示曾經收聽本計劃的電台課程節目，相對於2008年的72萬收聽人次，錄得近一倍增幅。

計劃自2004年開始發展，至今已踏入第九個年頭。現時計劃共提供63個不同範疇的科目，累積報讀人次超過50,000。2010年7月學期開始，計劃更新增網上學習模式，鼓勵婦女與時並進，透過互動的多媒體教學平台，體驗學習樂趣。截至2011年11月學期，計劃共推出5科網上學習的試驗課程，錄得超過500人次報讀。

The Capacity Building Mileage Programme (CBMP) would be recognized as a recurrent project from the next financial year onwards, as announced in the Government's Policy Address 2011-2012. A funding of more than HKD39 million was budgeted to provide stable financial resources for the programme in the next 5 years (July 2012 – June 2017).

According to an audience rating survey conducted in 2011, over 3.65 million of people were aware of the programme; while 1.4 million of



people had listened to the radio programme. The listening rate doubled the figure recorded in 2008.

CBMP is currently offering 63 courses covering a wide variety of topics and areas. Over 50,000 enrollments has been recorded since the programme launch in 2004. The new e-learning mode was introduced as a pilot in the July 2010 intake to enhance students' learning experience via interactive multimedia interfaces and elements. As of November 2011 intake, over 500 enrollments were received for the 5 e-learning pilot courses.

「長者學苑」榮獲「全港性長者友善措施獎銅星獎」 Elder Academy Received "Age-Friendly Star Award"



每年，香港社會服務聯會（社聯）均向推行長者友善措施的機構和政府部門致意，讓公眾認識長者友善社區的概念。香港公開大學「長者學苑」過去連續兩年獲頒「全港性長者友善措施獎」，於2011年度在「促進長者參與社會，提高長者生活質素」方面的努力成果再次獲得表揚。

頒獎典禮於2011年11月18日假香港文化中心露天廣場舉行，當日同為「長者日2011」-「為長者友善多行一步」慶祝活動，本院社區學習學部主管黃秀玉女士代表出席。本校「長者學苑」共獲得3項榮譽，



政府官員與機構代表出席頒獎典禮。

分別是「長者友善措施（社區參與）」、「長者友善措施（尊重和社會包容）」及「全港性長者友善措施獎銅星獎」。

在「社區參與」的範疇上，大會認同及嘉獎本校推行關愛長者、體貼長者需要的措施，包括設立助學金制度及提供長者報讀課程優惠，資助有需要的長者。而在「尊重和社會包容」的範疇上，本校的「長青活學計劃」開辦不同程度及上課模式的課程，讓長者保持活力，擴闊社交網絡，促進身心健康。

For two years in a row, the Elder Academy, OUHK (EA) received the "Age-Friendly Star Award" from the Hong Kong Council of Social Service (HKCSS), as a recognition of its outstanding achievement in elderly care. Our Active Elderly Learning Programme (AELP) was also named one of the favourite elderly care projects. The award ceremony was held on 18 November 2011 in the Piazza of Hong Kong Cultural Centre.

AELP was honored in two of the eight highlighted domains, namely social participation, and respect and social inclusion. EA offered sponsorship schemes to AELP students with financial difficulties, effectively promoting lifelong learning and physical/ mental well-being among local retirees and elderly.

2010/2011年度Middlesex University畢業典禮 本院一級榮譽畢業生代表致辭

LiPACE Student graduating with First Class Honours gave Speech at Middlesex University Graduation Ceremony



畢業生代表梁思競同學在台上致辭。

英國Middlesex University於2011年11月6日假灣仔君悅酒店舉行2010/2011年度畢業典禮，本院院長呂汝漢教授擔任主禮嘉賓及致辭。

本院於2008年起與Middlesex University合辦BSc (Hons) Occupational Safety and Health兩年兼讀制銜接課程，畢業典禮上乃第二屆畢業生。本院學生梁思競以一級榮譽成績畢業，並代表畢業生致謝辭，分享其學習成果和喜悅。

梁思競同學現職建造業安全主任，他於致辭時表示，課程中的所知所學，特別是撰寫論文的技巧，為日後持續進修奠定牢固的基礎。他讚揚學院導師資歷豐富，對教學充滿熱誠，不但令學生獲益良多，更助他達成大學畢業的夢想。最後，他感謝家人的支持，亦不忘鼓勵學弟

和學妹：「學習雖然艱辛，但能與同學互相勉勵，並肩努力，回想起來，也是很愉快的經歷。」

呂汝漢教授指出，學院今年共有約3,000名全日制學生，而正在修讀Middlesex University全日制及兼讀制課程的學生約有140名，分別來自職業健康及安全、會計財務、商業管理、幼兒教育及時裝設計等課程。本院一直致力推動終身學習，日後定必繼續開辦其他專業課程，提供多元化的進修機會，如即將推出的流行音樂以及環境及公共衛生課程等。

The Graduation Ceremony of Middlesex University was held in the Grand Hyatt Hong Kong on 6 November 2011. Prof. Lui Yu-hon (LiPACE Director) officiated the ceremony and delivered the welcoming speech.



本院第二屆BSc (Hons) Occupational Safety and Health畢業生。

Graduating students came from the second cohort of BSc (Hons) Occupational Safety and Health, a top-up programme jointly offered by the Institute and Middlesex University (UK) since 2008. LiPACE student Leung Sze King Vincent, who graduated with first-class honours, gave a speech on behalf of the fellow graduates. He had high opinion of the Institute's instructors, who were all very helpful and experienced. He was grateful for the knowledge obtained from the programme, especially the skills of writing dissertation, which would be of great help to his further studies. He ended his speech with an encouragement to the current students: "Study is hard, but working hard together with our classmates is a wonderful and memorable experience."

In his welcoming speech, Prof. Lui indicated that there were currently about 3,000 full-time students in the Institute; and about 140 students studying MU's full-time and part-time degree programmes. It is the Institute's mission to promote lifelong learning and to provide far-reaching learning opportunities. The Institute strives to offer more professional degrees in other areas in order to serve the needs of different learning communities.



典禮場內展示了本院時裝設計課程部份學生的作品。

本院課程與英國Middlesex University學士學位銜接安排 Articulation of LiPACE Programmes to Bachelor Degrees of Middlesex University



本院透過與海外大學合辦學士學位課程，不但為中七、文憑及副學士先修畢業人士提供三年全日制或四年兼讀制大學課程外，更積極爭取銜接安排，惠及修讀個別文憑及高級文憑的學員。經過正式審批程序，英國Middlesex University通過下列課程（見下表）可銜接該大學

指定學士學位的第二甚至第三年課程。這些銜接安排象徵了該大學對本院課程質素的肯定。

其中BSc (Hons) Occupational Safety and Health課程至今已有兩屆畢業生，他們大部分都是來自本院的職業健康及安全文憑 / 專業文憑課程。至於去年首辦的BA Honours Early Childhood Studies，學生當中也有許多是本院幼兒啟蒙教育文憑課程的畢業生。

The Institute offers Bachelor degree programmes in collaboration with overseas Universities, paving the way for students who wish to attain higher academic qualifications. New articulation arrangement was recently made with Middlesex University (MU) for graduates of our Diploma/ Professional Diploma programmes. After a series of assessment procedures, MU approved the following articulation pathways (see table below), which showed a significant recognition of our programmes' quality.

Many students of BSc (Hons) Occupational Safety and Health were graduates of the Institute's Diploma/ Professional Diploma in Occupational Health and Safety. Similarly, most of the students pursuing the newly launched BA Honours Early Childhood Studies were graduates of our Diploma in Enlightened Early Childhood Education.

本院課程 LiPACE Programmes		Middlesex University 學士課程 Middlesex University Bachelor Programmes
幼兒啟蒙教育文憑 Diploma in Enlightened Early Childhood Education	銜接 Articulates to	Year 2 of BA Honours Early Childhood Studies (2 years full-time or 3 years part-time)
商業攝影專業文憑 Professional Diploma in Commercial Photography	銜接 Articulates to	Final Year of BA Honours Photography* (1 year full-time or 2 years part-time)
職業健康及安全文憑 / 專業文憑 Diploma/ Professional Diploma in Occupational Health and Safety	銜接 Articulates to	Final Year of BSc (Hons) Occupational Safety and Health (2 years part-time)

*This articulation is a special arrangement for the 2012 intake, and subject to future review by Middlesex University.

本院與優質旅遊服務協會合辦「數碼營銷系列」研討會 The Institute and QTSA Co-organized Marketing Seminars



研討會內容豐富，甚具資訊價值。

本院與優質旅遊服務協會於2011年11月3日及17日在香港公開大學楊雪姬演講廳合辦了兩場「數碼營銷系列」研討會，主題分別是「數碼媒體營銷攻略」及「社交媒體推廣 - 營銷新力量」，五位行內先鋒應邀分享箇中心得。

方健僑先生（香港無線發展中心主席暨香港無線科技商會主席）及劉永城先生（莎莎國際控股有限公司電子商貿總監）應邀於首場研討會探討有關數碼媒體營銷的應用及發展趨勢。研討會的討論環節則由本院課程總監陳卓東先生擔任嘉賓主持。

在第二場研討會上，簡祖堯先生（都會海逸酒店總經理）、黃鳳鳴小姐（網站OpenRice「開飯喇」總經理）以及譚嘉瑩小姐（海港城推廣及廣告高級經理）分析以社交媒體作推廣平台的策略，討論環節由方健僑先生主持。

兩場研討會均開放予公眾及本院學生參與。嘉賓們慷慨分享專業知識，讓與會者對新興的營銷渠道有更深入的認識。

Co-organized by the Institute and the Quality Tourism Services Association (QTSA), two seminars were held in the Serena Yang Lecture Theatre at the University campus, on 3 and 17 November 2011. Five distinguished guests were invited to speak about digital and social media marketing, a recent hot topic.

In the first seminar "Digital Marketing Strategy", Mr. Ken Fong (Chairman of Hong Kong Wireless Development Centre and Chairman of Hong Kong Wireless Technology Industry Association) and Mr. Vincent Lau (Director of E-Commerce, Sa Sa International Holdings Limited) shared about the new trends and application of digital media marketing. Mr. Forrest Chan (LiPACE Programme Director) acted as the moderator in the discussion and Q&A session.



方健僑先生（左）、陳卓東先生（中）及劉永城先生（右）在研討會上討論交流。

The second seminar, "Social Media Marketing - The new way to win customers", was graced by 3 guest speakers, namely Mr. Andy Castillejos (General Manager of Harbour Plaza Metropolis), Ms. Jan Wong (General Manager of OpenRice.com) and Ms. Karen Tam (Senior Manager, Promotions and Advertising, Harbour City). They explored how the social media served as a platform for marketing success.

澳門商業管理教育中心代表到訪 總結當地課程運作經驗 The Institute and MEC Met to Review Macau Programmes



前排左起：陳卓東先生、徐博文博士、呂汝漢教授及曾德源博士

本院自2010年起，與澳門商業管理教育中心（MEC）合辦多個為澳門居民而設的專業課程，為確保課程質素及運作暢順，雙方定期舉行會議交流和檢討。2011年9月16日，澳門商業管理教育中心徐博文博士（主席）、Ms. Candy Fong（教務經理）、Mr. Eric Li（行政經理 - 運營管理）、Ms Winnie Wan（行政經理 - 人事/財務）及Mr. Raymond Leong（市場部經理）一行五人到訪本院，與本院代表包括呂汝漢教授（院長）、曾德源博士（副院長）、陳卓東先生（課程總監）、各學部主管及有關的課程統籌在會上匯報及交流現有課程的收生情況、行政安排、學生學習表現及合作發展新課程的方向。此外，雙方亦落實多個項目，包括成立澳門校友會及籌備畢業典禮委員會等，藉此加強澳門學員與本院及澳門商業管理教育中心之聯繫。

The Institute started to offer its professional programmes in Macau through Macau Business Management Educational Centre (MEC) in 2010. As a regular quality assurance measure for LiPACE's Macau

programmes, a review meeting between the Institute and MEC was held on 16 September 2011. MEC were represented by Dr. Patrick Chui (President), Ms. Candy Fong (Academic Manager), Mr. Eric Li (Administration Manager – Operation), Ms. Winnie Wan (Administration, HR & Finance) and Mr. Raymond Leong (Marketing Manager). The Institute's representatives included Prof. Lui Yu-hon (Director), Dr. Benjamin Chan (Deputy Director), Mr. Forrest Chan (Programme

Director), team leaders and programme coordinators. They reviewed various issues including programme admission, administration, students' academic performance and collaboration in new programme areas. It was also agreed to set up the Macau Alumni Association and the Organizing Committee for Graduation Ceremony in order to enhance the communication between the Macau students and LiPACE/MEC.

在澳門舉辦的課程

Programmes Offered in Macau:

DB003	個人財務策劃專業文憑	Professional Diploma in Personal Finance Planning
CB003	金融風險管理專業證書	Professional Certificate in Financial Risk Management
CA072	婚禮統籌管理專業證書	Professional Certificate in Wedding Planning Management
DA016	公關學專業文憑	Professional Diploma in Public Relations
CH024	兒童心理學證書 (中文)	Certificate in Child Psychology (Chinese)
SA001	行政人員化妝及商務禮儀專業課程	Make Up and Business Etiquette for Executives

文化藝術新課程

New Programmes in Arts and Culture

策劃中的西九龍文娛藝術區，是香港發展成為國際藝術文化大都會的一個重要的里程碑，再加上香港本身的藝術品市場也非常蓬勃，新興的文化創意產業有很大的發展空間，就業前景委實非常樂觀。有見及此，本院推出數個文化及藝術課程，分別引導學員認識表演藝術及中國藝術品，一起體驗藝術的感染力。

歌唱錄音及演繹技巧專業文憑



在形形色色的歌唱比賽中，評審往往感嘆市場上缺乏訓練流行聲樂技巧的專業課程。香港的流行音樂產業要進步，需要一個專業而有系統的聲樂訓練課程來培訓更多專業人才。繼「音樂市場及管理學專業文憑」後，本院與伯樂音樂學院再度合作推出「歌唱錄音及演繹技巧專業文憑」，裝備學員改進歌唱技巧，與及對本地娛樂產業及流行音樂市場運作的了解。

舞台表演專業證書

香港擁有多個達到國際水平的舞台表演場地，適逢政府有意推廣戲劇教育，令舞台表演藝術漸漸受到大眾重視。本院與香港話劇團合辦「舞台表演專業證書」課程，旨在有系統地帶領學員認識何謂戲劇，並透過創作及演出過程學習分工和解決問題。課程由香港話劇團的資

深團員任教，讓學員接受演技、創作、執導、戲劇及後台運作等全面的舞台表演訓練，並參與自己創作劇目的綵排及演出，對有興趣發展表演潛能之人士是一次難得的體驗。



中國古代工藝品欣賞證書

中國古代工藝品是中華民族在不同的歷史條件下，採用各種材料和技術所創造的藝術品。中國古代工藝品以其悠久的歷史、別具一格的風範、高超精湛的技藝和豐富多樣的形態見稱，成為中華民族造型藝術的重要組成部分，從中顯示了中華民族文化的鮮明個性。通過本課程，學員可以透過課堂和實物鑒賞等活動認識中國古代工藝品(如玉器、家具與鼻煙壺等)的收藏傳統、藝術價值和鑒賞重點。

Hong Kong has a very vibrant arts market. Recently, the development of West Kowloon Cultural District marks Hong Kong Government's determination in turning the city into an international arts and cultural metropolis. Given such a thriving arts scene, more career opportunities would be generated from the local cultural and creative industry in the years to come. Stepping ahead of time as always, the Institute offers new programmes in performing arts and Chinese art appreciation.

Professional Diploma in Vocal Techniques and Performing Vocalist

More and more singing contests are recently organized to recruit young talents. Judges often lament the lack of professional training opportunities in the market. It is thus important to have a structured programme in this area for the advancement of Hong Kong's pop music industry. Based on the successful collaboration in the "Professional Diploma in Music Marketing and Management" launched a few years ago, the Institute and the Baron School of Music jointly offered the new programme "Professional Diploma in Vocal Techniques and Performing Vocalist", which aims to prepare students for professional singing

performance. Students will receive choral training, and learn about the local pop music and entertainment industry.

Professional Certificate in Stage Performance

This programme is offered in collaboration with the prestigious Hong Kong Repertory Theatre Limited (HKRep), aiming to provide students an all-round and comprehensive training in stage performance, covering acting, directing, playwriting and backstage operation.

Led by experienced HKRep members, students will create their own scripts from scratch to receive a comprehensive stage performance training. They can also participate in the production and rehearsal of

their own drama. This will definitely be a memorable experience for those who have a passion for the stage.

Certificate in Appreciation of Antique Chinese Works of Art

Art lovers all over the world have been increasingly aware of the value of Chinese arts and antiques. With the 4th Asia International Arts and Antiques Fair held and Sotheby's establishing its local office in Hong Kong, our city is a blooming trading centre of Chinese antiques. This programme introduces to students the artistic value and appreciation essentials of antique Chinese works (eg. snuff bottles, jewels and furniture).

工商管理新課程

New Business Programmes

個人財務策劃專業文憑

本院教授「個人財務策劃專業文憑」課程已超過十年。最近，香港財務策劃師學會（IFPHK）推出AFP™資格認證，學院為配合是次改革，開辦重新設計的「個人財務策劃專業文憑」。課程包括五個科目，共分三個階段：1) 學員完成第一單元後，可自行報考AFP™資格認證考試；2) 考試合格後繼續修讀課程的第二至四單元，完成後可自行報考CFP™資格認證第一級別考試；3) 考試合格後繼續修讀課程的最後一個單元，完成後可自行報考CFP™資格認證第二級別考試。考試合格再加上三年有關經驗便可註冊成為「認可財務策劃師」。

物業管理專業文憑

近年，物業管理由傳統的「以物業為本」，逐漸轉型為「以客為尊」。物業管理行業要走向專業化，必先提升前線從業員的專業水平和服務質素。另一方面，政府為建立更嚴謹和全面的業界自我監管制度，正考慮立例規定物業管理從業員在執業前考取專業資格。有見及此，本院與大中華物業管理協會合辦「物業管理專業文憑」課程，不但切合物業管理從業員的實際需要，亦適合對此行業感興趣的人士報讀。課程結合課堂及工作坊，並由專業人士任教，更會安排學員參觀非本地的物業建築及設備。

專業調解課程

鑒於法律費用高昂，調解服務近年漸成為解決商業糾紛的新方案。本院為培訓更多專業和解員，與香港和解中心（HKMC）合辦共40小時的「專業調解課程」，教授調解的種類、概念、程序和技巧，以及如何草擬和解協議書等。學員完成課程後，可自行報讀香港和解中心舉辦的「專業和解員考核工作坊」，評核合格後可申請成為該中心的「專業註冊和解員」。



Professional Diploma in Personal Financial Planning

The Institute's "Professional Diploma in Personal Financial Planning" had been offered for more than 10 years. Recently, IFPHK has revamped the CFP™ structure by introducing AFP™, a new intermediate qualification. Accordingly, the programme was restructured to contain five modules over three stages. Upon completion of module 1, students are eligible for taking the AFP™ Certification Examination. With a pass they can

proceed to study modules 2 to 4; upon completion of which they can take the CFP™ Certification Examination (level 1). With a pass they can proceed to do the last module and then sit for the CFP™ Certification Examination (level 2). By obtaining a pass of Level 2 together with 3 years of relevant experience, they can become a Certified Financial Planner.



Professional Diploma in Property Management

The Hong Kong Government is planning to introduce 'Mandatory Licensing Scheme' for both property management companies and their practitioners. The Government is currently conducting public consultation on the framework for regulatory licensing, and the mandatory scheme is expected to be implemented in 2013 or 2014. As a result, all practitioners are required to participate in appropriate training in order to obtain licences before they are allowed to work for the industry. This programme is developed to meet the industry needs. It provides various property management concepts, techniques and skills through lectures and workshops. Students will also be arranged to visit non-local properties and facilities to enrich their learning experience. The course would be taught by experienced professionals from the industry.

Professional Course in Mediation

Mediation has recently become a popular alternative to solving commercial disputes. In view of the ongoing demand for mediation service, the Institute collaborates with the Hong Kong Mediation Centre (HKMC) to offer the "Professional Course in Mediation", aiming to train more professional mediators. The 40-hour course covers the concepts, techniques, and procedures involved in mediation; and how to draft a settlement agreement. Upon completion of the course, students can enroll the advanced workshop conducted by HKMC. They can become a registered mediator by passing the assessment.

學員分享「進修改變命運」 Students' Sharing: Learning Changes Lives



黃清媚同學自資印製漫畫 邁向夢想



黃清媚同學(左)在本院畢業典禮上獲頒畢業證書。

自少就熱愛漫畫的黃清媚同學於2009年完成中五後，入讀本院的商業漫畫專業文憑課程，並於2011年修畢課程。她直言課程教曉她許多知識，繪畫方面的包括透視、景深等概念；創作方面則由構思、故事創作至起承轉合也學習得到。

黃同學學以致用，於去年自資印製了第一部個人漫畫，並在最近的同人漫畫展中出售。「我在漫畫展中出售作品，志不在賺錢，更重要的是與廣大志同道合的漫畫迷分享自己的興趣。」她的作品屬少女漫畫類型，題材集科幻與愛情於一身。「雖然這次只印製了30

本，為數不多，但這是個很好的開始，我會繼續努力，目標是投身本地漫畫界，出版真正的漫畫。」

黃同學在學習中找到自己的夢想所在，並勇於付諸實行。現在她一邊工作，一邊進修設計課程，逐步向夢想進發！

梁成佳同學透過金融投資文憑課程 成功轉投證券業



梁成佳同學於去年八月正式成為證監會中介人士持牌人，並獲聘於一間證券公司，他歸功於本院的金融投資文憑課程。「我從事高級電訊技術主任三十多年，這次進修原想學習一些金融投資知識，料不到修讀期間竟萌起投身金融業的想法。」他指出，課程不但讓他提升學歷，課程內容亦對參加香港證券專業學會的專業考試有很大幫助。「我特別感謝課程統籌謝鍾傑博士及各導師的熱心指導，到現在我還不時與同學及友人討論課程所學，分享個人理財心得。」

「九十後也很上進的！」周權同學亮相香港電台節目

有說香港的「九十後」大多「好靚」、「唔挨得」，這是事實嗎？年僅21歲、現正修讀職業健康及安全文憑的周權同學有自己的答案。2011年12月，香港電台節目《總有出頭天》到本院採訪周權同學，探討年青人投身建造業的故事，該集節目後於今年2月播出。

阿權現職地盤安全督導員，入行半年已定下相當明確的目標。「香港的建造業發展蓬勃，但卻經常出現『有工無人做』的情況，因為年青人都不願意入行。我倒覺得這行業不但有良好的晉升機會，而且甚具挑戰性，讓我很有滿足感。我的目標是成為註冊安全主任。」他修讀本院課程就是為了達成這個目標。「課程導師經驗豐富，且來自不同的背景，有些跟我一樣在地盤工作，有些則在醫院、學校和商廈等環境工作，我在他們身上學到了許多相關的專業知識。」

阿權笑指，一般人以為從事建造業的都是「粗人」，其實許多在地盤工作的人都有很高學歷，所以他決心在未來五至六年不停進修，好好提高自己的競爭力。他打算繼續在本院修讀專業文憑課程，以及本院與英國Middlesex University合辦的BSc (Hons) in Occupational Safety and Health銜接學位課程。「我特別希望為『九十後』爭口氣，讓人知道我們其實也很上進的！」

Student Wong Ching-mei Finds Passion in Comic Art



黃同學的漫畫作品

Ms. Wong Ching-mei graduated from the Institute's Professional Diploma in Commercial Comic Art in 2011. The programme brought her to a new world she had never known before. She was introduced to many new concepts, ranging from drawing skills and storytelling techniques. Finding her passion in comic art, she ventured to produce her first comic book, and put the copies up for sale in a recent comic fest. "It's never about making money," she said. "It's about sharing my passion with fellow readers who are just as passionate." The print run was 30

copies. "It's a small number; but still, it's a very good start. I'll keep up my work and one day I'm going to publish a comic book for real."

Ching-mei found her passion and run after it with devotion. We wish her every success in her endeavors!

Financial Investment Diploma becomes Catalyst for Career Change

Mr. Sunny Leung is a graduate of the Diploma in Financial Investment. Equipped with the knowledge required for practitioners' licensing examinations, he took the licensing examinations afterwards and got a job in a securities firm in August 2011. "Being a telecom technician for 20 years, I enrolled the programme out of self interest. To my surprise, a thought popped in one day and I wanted to join the securities industry!" Sunny continued, "I would like to express my heartfelt thanks to Dr. Ricky Chung (programme coordinator) and other instructors for their teaching and guidance."

"Post-90s can shine!" Student Chow Kuen Proved it on RTHK Programme

Is the Post-90s a lost generation? 21-year-old Chow Kuen had his own answer. Chau Kuen, Safety Supervisor of a construction site and student of our Diploma in Occupational Health & Safety, was featured in an episode of RTHK television programme "A Dream Comes True". The episode told his story of being the new blood of the construction industry.

"There are plenty of unfilled posts in the construction sector," he said. "Very few young people chose to work in this field. But for me, I found my job challenging and promising. I aspire to become a Registered Safety Officer ultimately." Enrolling our Diploma programme was his first step to reach his goal. "The course instructors came from all very different backgrounds. I benefit a great deal from their comprehensive experience." People who worked in construction sites were generally considered "blue-collars", he added, but in fact many of them had attained very high academic qualifications. This is why he has decided to spend the next 5 or 6 years furthering his studies to enhance his credentials. He is planning to continue with the Professional Diploma and the Top-up Degree at the Institute. "I wanna show the world the post-90s generation can shine like everybody else."



院長呂汝漢教授參與慈善粵劇表演

Director Prof. Lui Yu-hon Participated in Cantonese Opera Charity Performance



呂汝漢教授（右）與鄭雅琪小姐的慈善演出

許多學院同事都知道，院長呂汝漢教授酷愛粵曲，縱使工作繁忙，每年例必抽空參加演出，冀可娛己娛人。去年10月18日，呂教授與青苗粵劇團花旦鄭雅琪小姐再度攜手，於新光戲院合唱「胡二賣仔」，為東華三院籌款。此曲為粵劇大師陳笑風名曲，故事講述民國時期遭惡霸迫害的碼頭苦力胡二，為醫治老父和渡過難關，無奈賣掉親兒的辛酸。

有份出席觀賞的同事表示，難以想像平日文質彬彬的院長，演繹「胡二賣仔」時竟然可以如斯扣人心弦、賺人熱淚，引起觀眾的共鳴。院長謙稱演出效果理想，與自己出身草根的經歷及事前與拍檔準備充足有關。

It is known to many that Prof. Lui Yu-hon, LiPACE Director, has a passion in Cantonese Opera. Despite his very busy work life, he gave a couple of performances every year. On 18 October 2011, he gave a charity performance at a fund-raising concert for Tung Wah Hospital Group. The piece told the bitter story of a penniless family in the early 20th Century. Staff who had attended the concert was all amazed by the Director's touching and captivating deliverance. Prof. Lui attributed his onstage success to good preparation and his own humble upbringing.



呂汝漢教授的感人演繹令人印象深刻。

謝津權先生於職安健學術研討會發表演說

Mr. Alex Tse Delivered Talk at Occupational Safety and Health Conference



由香港職業安全衛生協會主辦的「第19屆海峽兩岸及香港、澳門地區職業安全健康學術研討會」於2011年11月14至16日假香港逸東「智」酒店舉行。該研討會一直以來獲得兩岸四地政府官員、職安健專家及學者參與支持。本院社會科學及健康學部主管謝津權先生繼早年發表有關職安健教育的論文後，今年再度發表論文及演說，分享本院近年推動業界學歷水平的經驗和成果。

本院先後開辦職業健康及安全文憑 / 專業文憑課程，畢業生在學歷達到香港勞工處認可的本地註冊安全主任（Registered Safety Officer, RSO）之要求，而專業文憑的畢業生更可申請成為英國職業安全及健康學會（Institution of Occupational Safety and Health, IOSH）的畢業會員。本院同時為他們提供銜接英國大學學位的途徑，讓有志從事相關職業的人士提升其專業及學術水平。謝津權先生在演說中亦分享了他對學習支援和課程質素監察等方面的意見。

Mr. Alex Tse, Team Leader of the Health and Social Science Team, delivered a talk at an Occupational Safety and Health Conference organized by the Hong Kong Occupational Safety and Health Association on 14-16 November 2011. There were many Government officials, professionals and scholars from Hong Kong, China, Macau and Taiwan participating in the Conference. Mr. Tse shared the Institute's experience in elevating the educational standard of the industry.

In the past decade, the Institute has offered the Diploma/ Professional Diploma in Occupational Health and Safety, from which the graduates



謝津權先生於研討會上分享學院在推動職安健業界學歷水平的經驗與成果。

can fulfill the academic requirements of the Labour Department for Registered Safety Officer (RSO). Besides, graduates of the Professional Diploma are eligible to apply for the Graduate Membership of the Institution of Occupational Safety and Health (IOSH). They can also further their studies by articulating to a British Bachelor degree. At the conference, Mr. Tse also shared his views on learning support and quality assurance.

六位同事喜獲晉升 Six Staff Received Promotion



左起：梁秀賢小姐、陳羿帆小姐、林賢達先生及李洁小姐

近年，本院的教學成果愈見豐碩，為嘉許表現卓越的同事，在過去兩年提供了不少內部晉升的機會。2011年，本院共有六位職員獲得晉升：教學人員方面，健康及社會科學學部的課程經理林賢達先生晉升為高級課程經理；工商管理學部的陳羿帆小姐及人文學部的麥慧心小姐則由課程主任晉升為課程經理。行政人員方面，教務處的李洁小姐由課程主任升為二級行政主任；健康及社會科學學部的丘美珠小姐及社區學習課程學部的梁秀賢小姐亦晉升為行政助理。相比於2010年，本院的內部晉升個案增加百分之五十，說明學院的迅速發展帶給同事更多事業發展空間。特此恭喜各「升職」同事。

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The Institute has been rapidly expanding in recent years. Increasing internal promotion opportunities were provided to staff with outstanding performance. The career advancement was a recognition of their service and contribution. In 2011, there were 6 internal promotion cases, which was a 50% increase to that in 2010. Promoted academic staff members were Mr. Walter Lam (Health and Social Science Team), who was promoted to Senior Programme Manager; while Ms. Yvonne Chen (Business Team) and Ms. Zoe Mak (Arts Team) were promoted to Programme Managers. Promoted Administrative Staff members were Ms. Rain Li (Registry Unit), who was promoted to Executive Officer II; while Ms. Karina Yau (Health and Social Science Team) and Ms. Shirin Leung (Community Learning Programme Team) were promoted to Executive Assistants. Congratulations to all!



丘美珠小姐（左）及麥慧心小姐

學院職員參加大學教職員籃球比賽 Institute Staff Participated in OUHK Staff Basketball Competition



大學副校長黃錫楠教授（左一）及職業安全及健康委員會主席何建宗教授（右一）頒授亞軍獎牌予本院女子隊員。



本院男子隊落力比賽，雖敗猶榮。

香港公開大學人力資源部在去年11月舉辦教職員籃球比賽，賽事分初賽及決賽進行，多個教學及行政部門均有派代表參賽，各隊伍在何文田校舍的多用途禮堂一決高下。

賽事經初賽產生最後三強，男子組與女子隊的決賽同於11月25日舉行。本院女子隊順利躋身三強，第一場比賽遇上科技學院，雙方互有攻守打成均勢，惜我方

最終落敗。第二場與行政物業部對陣，彼此旗鼓相當，我方球員不斷嘗試攻破對方嚴密防守，步步進逼籃底，同時加強防守，實行「人盯人戰術」，最終勇奪第二名。

本院男子隊雖未能打入決賽，但表現仍不「失禮」，初賽力壓資訊科技部。面對其他強隊，雖未能增添勝績，但他們全力以赴、奮戰到底的精神也贏得觀眾的熱烈掌聲。

The University's Staff Basketball Competition was held in the Multi-purpose Hall on Ho Man Tin Campus last November. Teams from different departments competed with one another in the preliminary and final rounds.

The LiPACE women's team made it to the finals. Although the team lost the first game to the School of Science and Technology (S&T), team members came around quickly in the second game, opposing the Administration and Accommodation Unit (AAU). By breaching the other team's tight defense, grabbing for shooting and strengthening their own guard, they managed to win the game and claim the first runner-up of the competition.

The LiPACE men's team has also put up a great match. While they could not make it to the finals, their effort and fighting-till-the-last-minute spirit won everyone's respect.

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