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Associate in Business 8C108-NS

Programme Leader: Ms Sherry Leung
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Why should students choose Associate in Business?

This programme provides students with a broad-based business education that enables them to explore knowledge in various business areas including Accounting, Economics, Management and Marketing in their first year of study. In the second year, a wide range of elective subjects are offered for students to develop their interests with particular foci. Students may continue with this broad-based programme, or apply to switch to another programme within the Associate Degree Scheme in Business. The broad coverage of the programme equips students with great diversity for further study and career development.

Diversified internship opportunities give students unique exposure to real-life business working environments as well as a wide range of business-simulated activities and competitions, which will maximise their industry exposure. These may strengthen students' competitiveness to undertake further studies and employment in business and meet the challenges and requirements of the business sector.

What are the special features of this programme?

- Enabling students to explore knowledge in various business areas and to develop a better understanding of their talents and interests.
- A wide array of further study and career development opportunities.
- A flexible curriculum design that allows students to take a broad range of business subjects; a wide range of elective subjects are offered in Year 2 for students to pursue their interests.
- Students may apply to switch to another programme with a specific focus under the Associate Degree Scheme in Business during the second year of study.
- The broad coverage of the programme provides graduates with flexible articulation pathways to degree programmes in different disciplines. In 2020, the articulation rate of the programme was nearly 96%, with 74% for UGC-funded degree programmes offered by PolyU, CityU, HKBU, HKU, HKUST and CUHK.
- Partial exemptions granted by the Association of Chartered Certified Accountants (ACCA), The Institute of Certified Management Accountants (ICMA) and Hong Kong Institute of Marketing (HKIM).
- Opportunities for participating in the Mentorship Programme and internship training.
- Opportunities for attending a variety of business-related activities, competitions and study tours.

Programme website: www.hkcc-polyu.edu.hk/prog/ad_bus

Associate in Business (Accounting) 8C108-ACC

Programme Leader: Dr Arison Wu
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Why should students choose Associate in Business (Accounting)?

Accountants are the backbone of a company. Accounting is one of the few jobs that have a high and fast hiring rate. An accountant's job mainly involves making and assessing the financial records and accounts of a company. If you love numbers, you will enjoy the challenge. Knowing the basics of addition, subtraction, division, and multiplication is all you need, alongside good analytical skills. When you have a career in accounting, you can apply your knowledge not just at work but also in your home management. Meanwhile, you are also giving yourself an opportunity to broaden your horizons and work in different fields. Every business industry or sector needs accountants. Even with technological advancements, the skills of an accountant will still be required in the office. An accountant is one of the key employees that determine and ensure that the company is earning profits. You can also use your associate degree in accounting as a stepping stone toward further studies in different undergraduate programmes, such as finance, logistics and business management.

What are the special features of this programme?

- Preparing you for further development in accounting, taxation, auditing, and financial analysis.
- Emphasising the development of both practical skills and academic and professional knowledge that equip you with generic skills and specialised accounting knowledge for business analysis and solutions.
- Opportunities for attending guest talks by industry experts and visiting CPA companies and business corporations.
- Mentorship and internship opportunities to gain insights from accounting industry practitioners.
- Partial exemptions from accounting professional bodies such as HKICPA, ACCA and CIMA.
- Opportunities for joining business case competitions and overseas study tours.

Programme website: www.hkcc-polyu.edu.hk/prog/ad_acc

工商業副學士 8C108-NS

課程統籌：梁文怡女士 翻譯：王穎詩
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為何選擇工商業副學士課程？

此課程提供內容廣博的商業教育，讓同學在第一年的學習中能接觸會計、經濟學、管理及市場學等各個商業範疇的知識。在第二年，課程為同學提供廣泛的選修科目，令他們能夠集中於自己有興趣的方向繼續發展。屆時，同學可以選擇繼續修讀該課程，或轉讀工商業副學士組合課程內的其他課程。課程內容廣泛，讓學生具備多元能力，促進他們的學業和事業發展。

形形色色的實習機會使同學能夠接觸到真實的商業工作環境，參與各式各樣的業務模擬活動和競賽，這些寶貴經驗將大大豐富同學的業界經歷，加強競爭力，令同學將來有足夠能力在商業領域上深造及就業，以符合業界的要求，迎接挑戰。

本課程有何特色？

- 同學能夠探索多元化的商業知識，並從中發掘自身的才能和興趣。
- 多元化的學習和職業發展機會。
- 課程設計靈活，同學可修讀不同種類的科目，二年級會有更多選修科目，同學可以按自己的興趣選科。
- 二年級時，同學可以申請轉讀工商業副學士組合課程內的其他專業範疇。
- 多元的升學途徑，升讀不同學科的學士學位課程。2020年，課程的升學率近96%，其中74%的畢業生獲取錄，升讀政府資助學位課程，包括：香港理工大學、香港城市大學、香港浸會大學、香港大學、香港科技大學及香港中文大學。
- 獲特許公認會計師公會(ACCA)、澳洲管理會計師公會(ICMA)及香港市務學會(HKIM)豁免部分試卷。
- 有機會參與師友計劃及實習培訓。
- 有機會參加各種商業相關的活動、比賽和遊學團。

課程網址：www.hkcc-polyu.edu.hk/prog/ad_bus

工商業副學士（會計） 8C108-ACC

課程統籌：胡淑嫻博士 翻譯：鄭嘉敏
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為何選擇工商業（會計）副學士課程？

會計師是一間公司的核心，也是少數求才若渴的行業。會計師的工作主要是製作和評估公司的財務記錄和賬目。如果你喜歡數字，你會享受這個挑戰。除了良好的分析能力，你所需要的是掌握基本的加減乘除。當你成為會計師後，你的專業知識不但可以應用於工作，也有助家庭帳目管理。同時，你還可以增廣見聞和體驗不同的行業，畢竟各行各業都需要會計師。即使科技進步，會計師仍是決定和確保公司盈利的關鍵之一，所以會計師的技能仍是不可或缺。你也可以視工商業副學士（會計）課程為日後升讀學士學位課程的踏腳石，助你向金融、物流及商業管理等範疇發展。

本課程有何特色？

- 為你日後進一步在會計、稅務、審計和財務分析方面的發展鋪路。
- 著重發展實用技能、學術和專業知識，讓你具備用於業務分析、解決方案的基本技巧和專業會計知識。
- 有機會參加業界人士講座和參觀會計師事務所及商業機構。
- 有機會參與師友計劃和實習機會，加深對會計行業的了解。
- 獲專業學會豁免部分專業試卷，包括香港會計師公會(HKICPA)、特許公認會計師公會(ACCA)及英國特許管理會計師公會(CIMA)等。
- 有機會參與商業案例比賽和海外考察。

課程網址：www.hkcc-polyu.edu.hk/prog/ad_acc

Higher Diploma in Event Management 8C121-EM

Programme Leader: Mr Danny Lau

(danny.lau@cpce-polyu.edu.hk)

Why should students choose Higher Diploma in Event Management?

The event sector is comprised of various sub-sectors such as hosting organisations, management companies, contractors, venues and personnel suppliers. Each sector plays an important role in developing and maintaining quality events in Hong Kong, supporting local and international business and enriching the quality of life of Hong Kong people by visiting events.

Event management has become a profession enhancing the economy of cities and the connection of community members from time to time. Acquiring the knowledge and skills of event management will enable us to connect people from all walks of life and the impacts of events cover political, economic, social, and environmental aspects.

After graduation, students could choose their career in hosting organisations, event venues, event management companies, contractors and corporates, etc. to serve various stakeholders for the well-being of the community and the economy.

What are the special features of this programme?

- Our programme is designed according to the genuine needs of the event industry and the knowledge, skills, and attitudes required in the market.
- We are connected to the event industry: various event-related part-time jobs and internship places are offered throughout the year so that our students could be exposed to the event environment from time to time.
- Graduates could further their studies for a bachelor's degree in various event-related programmes offered by local universities such as PolyU while others could embark on their careers in the rising event business.

Programme website: www.hkcc-polyu.edu.hk/prog/hd_em

Higher Diploma in Service Management 8C121-SVM

Programme Leader: Dr Doreen Tse

(doreen.tse@cpce-polyu.edu.hk)

Why should students choose Higher Diploma in Service Management?

As one of the economic pillars of Hong Kong, the service industries have a significant demand for service management experts. Service Management covers a wide spectrum of industries, including Marketing and Trading, Convention and Exhibition, Hotel and Tourism, Banking and Financial Services, Insurance, and Logistics. This programme provides diverse elective subjects covering a multi-dimensional perspective on various service industries to enhance your flexibility in further studies and employment.

In different service industries, you have numerous opportunities to be in touch with clients from various cultural backgrounds and with different requirements. Therefore, apart from your professional knowledge and skills, you must listen carefully to what clients need to excel at service management. This programme equips you with the knowledge and skills in Service Management, Service Marketing, and Customer Relationship Management, etc. It also provides you with internship opportunities to apply knowledge and skills acquired in the classroom to a real-life setting and gain hands-on experience in related fields. Besides, you will have opportunities to participate in company visits and industry seminars to gain insight into the operation of the service industry.

What are the special features of this programme?

- Diverse elective subjects covering different service industries to enhance your flexibility in further studies and employment.
- Company visits and industry seminars to gain insight into the operation of the service industry.
- Flexible Work-Integrated Education (WIE) arrangement to apply knowledge and skills acquired. Students may recommend internship jobs or participate in the WIE offered by the College.
- Students are eligible to apply for student membership with the Hong Kong Institute of Marketing (HKIM). Graduates are granted partial exemption from professional examinations.

Programme website: www.hkcc-polyu.edu.hk/prog/hd_svm



會展與項目管理高級文憑 8C121-EM

課程統籌：劉健威先生 翻譯：葉漫翹

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為何選擇會展與項目管理高級文憑課程？

會議展覽業涉及多個部門，例如：組織統籌、管理公司、承辦商、場地，以及人手分配。每個部門都扮演著舉足輕重的角色，包括改善及維持香港會議展覽質素、支持本地及國際商業活動，以及透過參與會展來提高港人的生活素質。

會展及項目管理逐漸變成振興經濟和加強社區連繫的一門專業。透過掌握會展與項目管理的知識，我們可以把各行各業的人士連結起來，而且會展所帶來的影響可以涵蓋政治、經濟、社區和環境等範疇。

畢業後，同學可選擇投身組織統籌、活動場地策劃、活動管理公司、承辦商，以及相關行業，為社會和經濟帶來福祉。

本課程有何特色？

- 課程按會議展覽業的實際需求來設計，有助同學掌握會議展覽業所需要的實用知識、技巧和專業工作態度。
- 課程與業界有緊密的聯繫：全年提供與會展有關的兼職和實習機會，同學可以親身體驗會展的工作環境。
- 畢業生可以升讀香港理工大學等本地大學提供的相關學士學位課程，亦可考慮在日漸蓬勃的會議展覽業開始他們的職業生涯。

課程網址：www.hkcc-polyu.edu.hk/prog/hd_em

服務管理高級文憑 8C121-SVM

課程統籌：謝耀屏博士 翻譯：梁家卓

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為何選擇服務管理高級文憑課程？

服務業作為香港重要的經濟支柱之一，對服務管理人才的需求有增無減。服務管理涵蓋多個行業，包括營銷及貿易、會議及展覽、酒店及旅遊、銀行及金融服務、保險、物流等。本課程提供多元化的選修科目，涵蓋不同服務行業的知識，令你在計劃將來升學或就業時，更具靈活性。

在不同的服務行業，你會有很多機會與不同文化背景及不同要求的客戶接觸，因此，除了具備專業知識及技能外，你亦要懂得聆聽客戶的需要，才能將服務管理做到最好。本課程助你掌握服務管理、服務營銷及客戶關係管理的知識及技能；你有機會參與實習，學以致用，並累積相關工作經驗；此外，你亦可參加公司考察和業界講座，深入了解服務行業的運作。

本課程有何特色？

- 多元化的選修科，涵蓋不同服務行業的知識，令升學和就業更靈活。
- 參加公司實地考察及業界專業講座，深入了解服務行業的運作。
- 靈活的校企協作教育安排，學生可獲推薦實習工作，或參加學院的企業實習，學以致用。
- 學生可申請成為香港市務學會（HKIM）學生會員，畢業生更獲豁免部分專業試科目。

課程網址：www.hkcc-polyu.edu.hk/prog/hd_svm



Maritime Project Award

海運習作大獎

Joseph Lau

The Maritime Project Award is an annual logistics case competition organised by Dr Joseph Lau for students taking BHMH2127 "Introduction to Inventory and Warehousing Management". It aims to provide students with the analytical skills necessary for the understanding of inventory and warehousing management knowledge and principles. It also provides students with the basic knowledge and skills regarding the design and management of warehousing operations. This year's award topic was "Cancellation of Crew Change Policy". About 60 students joined the essay writing competition. Among them, six students were selected to present their findings in front of our scholarship donor, Mr Fred Lo, and propose how shipping firms could motivate seafarers to retain their sailing duties. The presentation was held on 9 December 2020. Two students, Natalie Cheung and Ng Ho-hin won the Championship. Chan Ka-chun, Hung Chun-hin, Tang Hin-tat, and Yip Hui-lam received Merits.

The students believed that the Maritime Project Award facilitated their further study, broadened their horizons, and enriched their professional knowledge and skills in the maritime logistics industry.



溫善欣

「海運習作大獎」是由劉銳業博士為選讀BHMH2127 「庫存及倉庫管理導論」科目的學生舉辦的年度物流案例比賽，旨在讓學生運用分析能力、理解庫存和倉庫管理的知識及原則，並教授學生有關倉庫設計和管理的基本知識及技巧。本年度的比賽主題是「取消船員換班制度」。在近60位參賽者中，有六名獲選向獎學金贊助人盧澤霖先生分享他們的見解，並向船務公司提供一些如何鼓勵船員保留航運職責的建議。比賽於2020年12月9日舉行，張凱悠及吳浩軒兩位同學榮獲冠軍，陳嘉俊、洪俊軒、鄧顯達及葉曉琳四位同學則獲優異獎。

同學都認為是次比賽促進他們的學習，開闊視野，也豐富他們在航運物流業的專業知識與技能。



Chan Ka-chun
陳嘉俊



Natalie Cheung
張凱悠



Hung Chun-hin
洪俊軒



Tang Hin-tat
鄧顯達



Yip Hui-lam
葉曉琳

Rotaract Leadership Training

扶輪青年服務團領袖訓練

Samson Chiu

Twenty-seven HKCC students and board members of the Rotaract Club of Hong Kong Community College Students' Union and three Club Advisors, Mr Samson Chiu, Dr Hester Chow, and Ms Kate Law, participated in the Rotaract Leadership Training held on 10 October 2020 in the PolyU West Kowloon Campus. The training aimed to help students and board members improve their teamwork, personal communication skills, and leadership skills.

The training started with a talk by guest speaker Mr Luffy Chan, the District Rotaract Representative Elect of Rotary International District 3450. Mr Chan gave a general overview of Rotaract which focuses on the development of young adults as leaders in their schools, workplaces, and communities. Rotaract Clubs around the globe use professional development, club service, community service, and international service to foster the overall development of their members. Furthermore, Mr Chan shared his insight on the importance of developing leadership and professional skills. The participants were inspired by his spirit and experience in community and international service as a Rotaractor.

The second part of the training featured leadership and team building activities. The activities were designed and coordinated by professional trainers from the New Territories Centre of Chinese YMCA of Hong Kong. Students had the opportunity to lead and cooperate with other group mates to complete different tasks by playing various challenging group games and competitions. Through such intensive training, students had their confidence, communication skills, and leadership skills boosted.

Our students found the event fun and useful. More importantly, they enjoyed meeting new friends during this pleasant and meaningful afternoon.

辛崇真

香港專上學院的二十七位學生與香港專上學院學生會扶輪青年服務團成員，以及三位香港專上學院扶輪青年服務團顧問：趙善光先生、周育霆博士和羅佩欣女士，於2020年10月10日一起參加了在理大西九龍校園舉辦的領袖訓練。本次訓練旨在提升本校學生和團員的團隊合作精神、人際溝通能力以及領導才能。

活動邀請到國際扶輪3450地區代表當選人陳子樂先生擔任當天的主禮嘉賓並發表講話，為是次訓練揭開序幕。陳先生強調扶輪青年服務團的目標是要訓練和培養年青人成為學校、職場及社區領袖。扶輪青年服務團在世界各地推行專業發展、團務發展、社區服務以及國際交流等計劃，讓團員能夠得到全面發展。此外，陳先生也分享了他對發展領導能力和專業技能的見解，亦提及自己以扶輪青年服務團團員身分參與社區和國際服務的一些理念、經歷和心得，令在場人士深受啟發。

培訓的第二部分是以領導能力和團隊管理為主題的活動，並由香港中華基督教青年會新界會所的培訓人員精心設計和統籌。學員參與了各種具挑戰性的遊戲和比賽，嘗試帶領和配合組員完成不同的任務，從各種特訓中激發信心，提升溝通能力和領導才能。

學員均認為是次活動有趣而實用，更重要的是能結識新朋友，並一同歡度這個既愉快又具意義的下午。







How Industry 4.0 Transformed the Financial Industry 工業4.0如何使金融業大變樣

Raymond Kwong

Industry 4.0 has drawn much attention in recent years. Industry 4.0 refers to the fourth industrial revolution while cutting-edge technologies such as the industrial internet of things (IIoT), artificial intelligence (AI), and blockchain are reshaping the way that companies produce. Inevitably, such changes are impacting the financial sector as well. For example, advanced technologies such as Blockchain and AI facilitated task automation, and they were widely adopted in the existing e-payment systems in banks.

In fact, the financial sector has long been influenced by the development of technology, the widespread use of the internet and mobile phones. Banks apply technologies to make financial and banking services more efficient. For instance, banks use AI ChatBot to communicate with clients in 24x7 operations. Also, customers can apply for loans by uploading their document proofs via mobile devices using biometric authentication to prove their identity. Banks use AI to automate the loan approval process and customers can obtain credit outside physical branches and their opening hours. Such digitalisation has reshaped banking services nowadays to the extent that bank services are accessible anywhere without establishing physical banks everywhere.

Another critical innovative technology in Industry 4.0 is Blockchain. Blockchain is a distributed ledger that allows data to be stored securely in different servers without a central controlling body. It allows data to be transmitted in a transparent, secure, and decentralised way. Blockchain enables the creation of cryptocurrencies (such as Bitcoin and Ethereum), which are digital assets that can be transferred over a distributed network without relying on a central clearing authority. Blockchain also allows insurance companies to track assets ownership records in the blockchain distributed ledgers. As the blockchain ledgers are trustworthy and tamperproof in nature, it reduces the research efforts and the likelihoods of fraud for the insurers. The customers can also benefit from simplified claims processes thanks to Blockchain technology.

It is an ever-changing world. Some people are pursuing a high degree of personalised experience (Industry 5.0) while we are still enjoying the convenience bought by Industry 4.0. With the rapid advance of technologies, you may soon be able to experience highly customised financial services with personalised alerts, offers, and recommendations at a very low cost.

林倩向

近年，工業4.0備受矚目。工業4.0是指第四次工業革命，當中工業物聯網、人工智能和區塊鏈等尖端技術正重塑著企業的生產模式。無可避免地，這些改變也影響了金融業，例如區塊鏈和人工智能等先進技術促成了工作自動化，它們被廣泛應用於銀行既有的電子支付系統中。

事實上，金融業早已深受科技發展、互聯網及手提電話普及的影響。銀行運用這些技術，提高了金融和理財服務的效率，例如以人工智能客服為客戶提供二十四小時全天候的諮詢服務。另外，客戶只需通過手提裝置上傳證明文件，使用生物認證核實身份，便可申請貸款。銀行會運用人工智能自動處理貸款審批，客戶無需親臨實體分行，亦無需顧慮銀行的營業時間，便可得到貸款。這類數碼化重塑了現今的理財服務，達致無需四處設立實體銀行，也可令客戶隨時隨地享受銀行服務。

區塊鏈是工業4.0中另一項關鍵的創新科技。這是一種分散式帳本，可以在沒有中央控制的情況下，將數據安全地儲存於不同的伺服器，也可以透明、安全和分散的方式傳輸數據。區塊鏈使比特幣和以太幣等加密貨幣得以誕生，這些電子貨幣不需要依賴中央結算所，也可以通過分佈式網絡進行轉移。同時，區塊鏈也可以讓保險公司從其分散式帳本追蹤資產所有權的紀錄。因為區塊鏈分類帳能防止篡改，值得信賴，所以可以減少調查工作，也降低了保險公司遇到欺詐的可能性。借助區塊鏈技術，索賠流程得以簡化，方便客戶索賠。

世界瞬息萬變，當我們享受著工業4.0所帶來的便利時，有些人正追求著高度的個人化體驗（工業5.0）。隨著科技的迅速發展，你很快就可以用極低的成本，體驗具有專屬預警、優惠和推薦的高度個人化金融服務。

Guessing Game 有獎競猜遊戲

Andy Tai
翻譯：柯凱薰

Which of the following canals is the longest?

以下哪條運河最長？



Please send an email titled “TYE Guessing Game” with your answers and your personal particulars to ccoffice@hkcc-polyu.edu.hk.

The first 5 winners will each be awarded a \$100 book coupon.

請將答案及個人資料，電郵（標題：年青行政人—有獎競猜遊戲）至 ccoffice@hkcc-polyu.edu.hk。首五名勝出者將各獲100元書券。

- 1) Full name in English and Chinese 中英文姓名
- 2) ID card number (the first 4 digits) 身份證號碼（首四個數字）
- 3) School and class attending 學校名稱及就讀年級
- 4) Email address 電郵地址
- 5) Contact number 聯絡電話

Deadline for entry: 31 August 2021 截止日期：2021年8月31日

The Young Executive (Volume 23) 年青行政人（第二十三期）

Which of the following Chinese cities is the most expensive residential property market in 2020? (Answer)

以下哪個中國城市在2020年住宅房價最高？（答案）

D) Shenzhen (深圳)

The following are the 5 winners 五名得獎者如下：

- 1) Chen Zhuoyi (PolyU SPEED) 陳卓藝（香港理工大學專業進修學院）
- 2) Liu Wenfeng (Hong Kong Community College) 劉文峰（香港專上學院）
- 3) Lu Xiaojun (HKWMA Chu Shek Lun Secondary School) 盧曉君（香港布廠商會朱石麟中學）
- 4) Yang Guiyi (Hong Kong Community College) 楊桂儀（香港專上學院）
- 5) Zhang Haolong (Hong Kong Community College) 張浩龍（香港專上學院）

An email notification will be sent to the above winners in June 2021 for collection of the \$100 book coupon. 得獎者將於2021年6月獲電郵通知，領取100元書券。

Marketing and Public Relations 市場營銷與公共關係

St Andrews and PolyU SPEED BBA (Hons) in Accountancy

Bosco Yu

Speaking of St Andrews, most people would probably say that it is the place of origin of golf. As we all know, many top professional golf tournaments were held in the Old Course in St Andrews. In addition to golf, St Andrews was also where the fairy tale of a prince and a commoner took place. Now, St Andrews has been bestowed a new meaning to students of PolyU SPEED. Every summer, selected members of Accountancy students will join a two-week English enhancement programme in St Andrews University, sponsored by PolyU SPEED. During the programme, these students can improve their English, make friends with students from other European countries, stay in the state-of-the-art hostel in St Andrews University, and tour around historical places in Scotland. After the programme, students can also travel around either the United Kingdom or other European countries. On returning back to Hong Kong, students will be equipped with better English and be enchanted by fond memories during their stay in St Andrews. Can't wait for such an opportunity? Come and join our programme, BBA (Hons) in Accountancy at PolyU SPEED.

聖安德魯斯與PolyU SPEED會計學（榮譽）工商管理學士

劉邵盈

提到聖安德魯斯，大部分人都會想起「高爾夫之鄉」。眾所周知，很多頂級職業高爾夫球錦標賽都在聖安德魯斯老球場舉辦。除了高爾夫，聖安德魯斯還是王子與平民愛情童話的搖籃。現在對於PolyU SPEED同學來說，聖安德魯被賦予了新的含意。每年暑期，一部分會計系學生可以參加由學院贊助為期兩週的聖安德魯斯大學英語提升課程。修讀該課程期間，學生可以提升英語水平，認識來自歐洲不同國家的學生，入住聖安德魯斯大學最新的宿舍，以及參觀蘇格蘭的歷史名勝。課程結束後，學生還可以在英國或歐洲其他國家旅行。陪伴學生返港的，不單是更強的英語能力，還有令人回味的美好回憶。機不可失，請立刻報讀PolyU SPEED會計學（榮譽）工商管理學士學位課程！

Sports tourism and participation

Bill Xu

Sports tourism usually involves sports spectators and participants. Sports spectators may travel and watch various sports competitions overseas to experience the exciting atmosphere and support their favorite athletes or teams. Sports participants may travel to join sports activities, either participating in sports events, or using the local resources that are not available or easily accessible in their home regions.

Currently, many people cannot travel because of COVID-19. The regular sports tourists cannot take part in sports activities overseas, or support sports events onsite as usual. However, sports are being promoted precisely because of the outbreak of COVID-19 as people realise how important health is given the risks and threats the pandemic has forced upon us. People, although restricted, can stay active and participate in sports activities in a smart way. They become more physically active, more health sensitive, and more committed to sports. We can foresee that sports tourism and participation will play an important role in people's lives in the near future.

Hotel and Tourism Management 酒店和旅遊管理

體育旅遊及體育參與

林曉雯

體育旅遊通常涉及觀眾以及參與者。觀眾到國外旅遊，觀看各類體育比賽，既能親身感受賽場上的熱血沸騰，又能支持喜愛的運動員或隊伍。參與者則可以在旅遊期間參加體育活動，或者參加體育賽事，也有的是由於在其國家不易獲取資源，而需前往賽事舉辦國使用當地的資源。

現在，新冠肺炎肆虐，不少人無法出國，體育旅遊常客亦不能如往常一樣，親身到國外參與及支持體育盛事。不過，正因新冠肺炎的爆發，對人類構成的風險與威脅，也讓人們明白健康有多重要，這恰好推廣了體育運動。雖處處受限，人們還是能巧妙地活動手腳以及參與體育活動，多做了運動，多留意健康，也多投放了時間在體育運動上。預料在不久的將來，體育旅遊將會成為許多人生活的重要部分。

Marketing and Management 市場學及管理

Supply chain management enhances the efficiency of business operations

Simon Yuen

It is well-known that electronic commerce and online shopping have become the latest trends in business operations. Efficient supply chain management has become the key to winning business during the recent pandemic. Actually, supply chain management is more than just "logistics" operations. It involves a wide range of aspects related to the connections between industries before selling the products to customers. The manufacturing process begins with product design and purchasing raw materials and parts. After that, the factory manufactures the products. The end products then get into the hands of customers through the distributions of wholesalers, freight companies or express companies. This is a comprehensive business process. During this process, the relevant companies will link and enhance the "value" of the partners in the same supply chain by attaching certain values and services. This not only reduces the cost and enhances work efficiency but also creates business opportunities and sharpens companies' competitive edge.

Nowadays, a lot of multinational corporations like Apple, Walmart, Amazon, McDonald's, Procter & Gamble, and so forth have already set supply chain management as one of the main management policies and strategies. Good supply chain management reduces not only storage time and quantity significantly but also the time of manufacture, distribution and transportation. Furthermore, the "one-stop" management enables companies to focus on product development and research and accelerates the production cycle. In this way, more goods and services that are good value for money are made possible, enhancing operational efficiencies and cost-effectiveness of business enterprises, especially the retail sector and small and medium enterprises. Eventually, a win-win situation is achieved!

供應鏈管理促進工商營運效率

李嘉融

眾所周知，電子商貿和網購已成為商業營運新趨勢。在近期的疫情下，高效的供應鏈管理成為企業致勝關鍵。其實，供應鏈管理不止於「物流」運作。它涉及的層面更為廣泛，包括消費者接觸商品之前，相關行業之間的聯繫，以及製成品由產品設計、原材料和部件採購、再由工廠進行生產加工，完成後經過批發商、貨運或速遞公司配送貨物，把製成品送到消費者手上的綜合商業流程。在這過程中，各相關企業將透過附加某種價值和服務以連繫和提升供應鏈伙伴的「價值」，不但能降低成本、提升效率，還能創造商機，增加競爭優勢。

現今，很多跨國企業如蘋果、沃爾瑪、亞馬遜、麥當奴、寶潔等早已經將供應鏈管理作為公司主要經營方針和策略之一。企業不但將貨物的貯存時間和數量大大減少，縮短貨物生產、配送和運輸時間，而且「一條龍」管理使企業著重產品開發和研究，加快生產週期。這樣，企業才能創造更多物超所值的商品和服務，從而提高工商企業（特別是零售業和中小企業）的營運效率和成本效益，達致雙贏！

The Young Executive 年青行政人

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