

# The Young Executive

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### Associate in Business (Logistics and Supply Chain Management) 8C108-LM

Programme Leader: Dr Joseph Lau  
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#### Why should students choose Associate in Business (Logistics and Supply Chain Management)?

The logistics industry is one of the four economic pillars of Hong Kong. Our rule of law, robust economy, customs efficiency, simple tax regime, and free port status have driven Hong Kong to be one of the best places to develop logistics business. Located in the heart of the Asia-Pacific region, Hong Kong boasts superb infrastructure. The role of Hong Kong as a leading international logistics centre has become more significant after the implementation of the Belt and Road Initiative and the opening of the Greater Bay Area, which encourages local and foreign-owned businesses in Hong Kong to grab the golden opportunities in Asia, attracting service providers in ship registration, ship finance and management, freight forwarders, transport operators, storage marine insurance, and maritime legal and arbitration services to establish a business presence in Asia.

This programme takes a broad-based and holistic approach to equip you with the necessary competence, knowledge, skills and techniques of the global logistics and supply chain management discipline. The emergence of "E-commerce" and the development of a "Smart Port" have also stimulated a rising demand for talents in the logistics sector. As the number of government-funded senior year places in various logistics-related degree programmes has increased, you will have a wide range of choices if you decide to pursue further studies after graduation.

#### What are the special features of this programme?

- Articulation rate nearly 98% in 2022.
- Graduates can apply for affiliate membership of The Chartered Institute of Logistics and Transport in Hong Kong, associate membership of Institute of Seatriansport and associate membership of Hong Kong Sea Transport and Logistics Association.
- Partial exemption from professional qualifying examination papers granted by The Chartered Institute of Logistics and Transport in Hong Kong.
- Opportunities for attending industry seminars, participating in variety of business competitions, and visiting logistics companies.
- Mentorship and internship opportunities to gain insights from logistics industry practitioners.
- Scholarship from logistics associations and logistics companies.

Programme website: [www.hkcc-polyu.edu.hk/prog/ad\\_lm](http://www.hkcc-polyu.edu.hk/prog/ad_lm)

### 工商業副學士（物流及供應鏈管理） 8C108-LM

課程統籌：劉銳業博士  
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翻譯：朱芊盈

#### 為何選擇工商業副學士（物流及供應鏈管理）？

物流業是香港的四大經濟支柱之一。奉行法治、經濟茁壯、海關高效、稅制簡單，並享有自由港地位，令香港成為發展物流業的最佳地點之一。香港位於亞太區的中心，擁有一流的基礎設施。推行一帶一路及開放大灣區後，香港作為領頭國際物流中心的地位變得更加重要。大灣區鼓勵香港的本地和外資企業把握亞洲地區的黃金商機，吸引船舶註冊、船舶融資管理、貨運代理、運輸經營商、海上貨物保險，還有海事法律及仲裁等服務提供商在亞洲地區展開業務。

本課程採用廣泛而全面的方法，讓你掌握有關全球物流及供應鏈管理的能力、知識、技能和技術。「電子商務」的出現及「智慧港口」的發展也增加了物流行業對人才的需求。政府已增加物流業相關的資助學士學位課程高年級學額，假如你有志繼續升學，畢業後可供選擇的課程眾多。

#### 課程特色：

- 2022年升學率接近98%。
- 畢業生可申請成為香港運輸物流學會附屬會員，海運學會副會員及香港航運物流協會副會員。
- 可獲香港運輸物流學會豁免部分專業資格考試考卷。
- 有機會參加業界人士講座及各類商業比賽，以及參觀物流公司。
- 有機會參加師友計劃及在物流公司實習，向物流業資深從業員學習。
- 有機會獲取物流學會及物流公司獎學金。

課程網頁: [www.hkcc-polyu.edu.hk/prog/ad\\_lm](http://www.hkcc-polyu.edu.hk/prog/ad_lm)

## Associate in Business 8C108-NS

Programme Leader: Ms Eunice Chan  
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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?

- Articulation rate nearly 93% in 2022.
- Enable students to explore knowledge in various business areas and to develop a better knowledge of their talents and interests.
- Equip students with a great diversity of further study and career development opportunities.
- A flexible curriculum design that allows students to take a broad range of business courses; 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 their second year of study.
- The broad coverage of the programme provides graduates with flexible articulation pathways to degree programmes in different disciplines.
- Partial exemptions granted by the Association of Chartered Certified Accountants (ACCA), 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](http://www.hkcc-polyu.edu.hk/prog/ad_bus)

## 工商業副學士 8C108-NS

課程統籌：陳佩儀女士  
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翻譯：王穎詩

### 為何選擇工商業副學士課程？

本課程為同學提供基礎廣泛的商務教育，務求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，本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，同學可以選擇繼續本課程，或者轉讀工商業副學士組合課程內的其他課程。課程的覆蓋層面廣泛，讓學生在進修及事業發展方面有不同的選擇。

多元化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提高同學的業界閱歷，強化競爭力，將來有足夠能力在商業領域上深造及就業，迎合業界的挑戰和要求。

### 課程特色：

- 2022年升學率接近93%。
- 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課程，二年級課程會提供更多選修科目，同學可以按自己的興趣選科。
- 二年級時，同學可以申請轉讀組合課程內的其他專業範疇。
- 多元的銜接途徑，銜接不同院校的學士學位課程。
- 獲特許公認會計師公會（ACCA），澳洲管理會計師公會（ICMA）和香港市務學會（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](http://www.hkcc-polyu.edu.hk/prog/ad_bus)



## Associate in Business (Human Resources Management) 8C108-HR

Programme Leader: Dr Jessie Ho  
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### Why should students choose Associate in Business (Human Resources Management)?

While company leaders and front-line managers support employees and help them accomplish their goals, the role of human resources manager takes a holistic view of how to ensure the company has the talents required for the organisation to perform. HR has a critical business function that helps companies succeed in hiring employees, keeping them engaged, and supporting their growth and development. This programme takes a broad-based and holistic approach to equip you with systematic and comprehensive knowledge of organisation and human resource theories and practices. You will learn how to apply your professional knowledge and skills to become potential executives in human resources management. The training also enables you to pursue further studies.

### What are the special features of this programme?

- Articulation rate nearly 89% in 2022.
- Participate in a wide variety of learning activities, including practical training, experiential learning, company visits and guest talks provided by experienced practitioners, etc. to enhance HR knowledge and broaden students' horizons.
- Eligible to apply for student membership with the Hong Kong Institute of Human Resource Management and obtain the latest information of industry development.
- Strengthen students' competitiveness for further studies and employment through internship and mentorship programmes.

Programme website: [www.hkcc-polyu.edu.hk/prog/ad\\_hr](http://www.hkcc-polyu.edu.hk/prog/ad_hr)

## 工商業副學士（人力資源管理）8C108-HR

課程統籌：何靜思博士  
(jessie.ho@cpce-polyu.edu.hk)  
翻譯：盧錦耀

### 為何選擇工商業副學士（人力資源管理）課程？

企業領袖和前線管理人員為僱員提供支援並幫助他們完成目標，而人力資源管理者則更多地從整體上看如何確保公司擁有所需要的人才。人力資源對協助公司聘請員工、維持員工的投入程度和支援員工的成長及發展，起著關鍵的作用。本課程運用一些廣泛且全面的教學方法，傳授組織和人力資源理論的知識及實務予同學。同學會學習如何運用學科的專業知識和技能，在將來有機會成為人力資源管理行政人員時，可以一展所長。本課程亦為有志升學的同學鋪路。

### 課程特色：

- 2022年升學率接近89%。
- 參與各種各樣的學習活動，包括實習、體驗式學習、企業參觀和專業人士講座等，以增進學生對人力資源管理的知識和擴寬視野。
- 可申請成為香港人力資源管理學會的學生會員，取得行業發展的最新資訊。
- 透過實習和師友計劃，提升學業和職場競爭力。

課程網頁：[www.hkcc-polyu.edu.hk/prog/ad\\_hr](http://www.hkcc-polyu.edu.hk/prog/ad_hr)

## Associate in Business (International Business) 8C108-IB

Programme Leader: Dr June Fung  
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### Why should students choose Associate in Business (International Business)?

Hong Kong has been developing as a unique, adaptive and outward-looking economy that international business has become its important economic activity. To grasp this career development opportunity, you should prepare yourself to work in a multinational and multicultural business environment.

This programme provides a broad coverage of business education to prepare students to work in this dynamic environment. It also covers specialised knowledge of globalisation and international business that will translate into a bright career prospect as there is a great demand for Hong Kong talents with a winning combination of global business mindset and knowledge of Western and Chinese business cultures.

### What are the special features of this programme?

- Articulation rate nearly 92% in 2022.
- Broad coverage of business knowledge that provides a wide articulation path.
- Develop graduates' competitive advantage in career development in global business.
- Enhance language proficiency for further education and career development.
- International exposure and personal development through overseas study tours, internships, company visits and workshops.
- Graduates can apply for the position of Cultural Representative with Disney Florida in the US to gain 6 months of overseas work experience.

Programme webpage: [www.hkcc-polyu.edu.hk/prog/ad\\_ib](http://www.hkcc-polyu.edu.hk/prog/ad_ib)

## 工商業副學士（國際商業）8C108-IB

課程統籌：馮靜茵博士  
(june.fung@cpce-polyu.edu.hk)  
翻譯：盧錦耀

### 為何選擇工商業副學士（國際商業）課程？

隨著香港發展成為一個獨特、適應力強、外向型的經濟體，國際商業已成為其重要的經濟活動。為了把握這個機會發展事業，你應該準備好在跨國和多元文化的商業環境中工作。本課程涵蓋廣泛的商業教育內容，幫助你在多變的商業環境中工作前做好準備。此外，商界渴求兼具國際商業思維和中西文化知識的香港人才，本課程因應這種需求，教授全球化和國際商業的專業知識，助你早著先機，好好為事業鋪路。

### 課程特色：

- 2022年升學率接近92%。
- 課程內容廣博，畢業生可以選擇不同的升學途徑。
- 培養畢業生於國際商業環境工作的競爭力。
- 提升語文能力，有助日後進修和事業發展。
- 有機會參加海外遊學團、實習、公司參觀和工作坊，擴闊國際視野和促進個人發展。
- 畢業生可申請於美國佛羅里達州迪士尼樂園擔任文化大使，汲取6個月的國際工作經驗。

課程網頁：[www.hkcc-polyu.edu.hk/prog/ad\\_ib](http://www.hkcc-polyu.edu.hk/prog/ad_ib)

# Human Remains Logistics and Funeral Stories

## 遺體物流及葬禮故事

Dr Joseph Lau

An online seminar “Human Remains Logistics and Funeral Stories” jointly organised by eight sub-degree business programmes of HKCC was conducted on 9 October 2021. Mr Alan Leung from Hong Kong Funeral Logistics Services Company was invited to be the guest speaker. Attended by around 80 students, the seminar enhanced their understanding of the human remains logistics operations, marketing strategies, real case studies of funeral stories, and pathways for career development. They also enjoyed interacting with Mr Leung, who provided them with a chance to understand more about logistics management outside the formal curriculum.

Founded in 1996, Hong Kong Funeral Logistics Services Company is one of the few interdisciplinary service companies in Hong Kong engaged in professional human remains logistics. It provides global transportation services for human remains, exhumation of remains, bone ash grinding, as well as burial and related consulting services. With more than 20 years of professional experience, the company has provided services in various countries, namely the United States, Canada, Australia, Europe, the Philippines, Nepal, Africa, and the Pacific Islands, with a total of more than 1,000 cases.

劉銳業博士

翻譯：區芷瑜

由八個HKCC工商業課程合辦的「人類遺體運輸和殮葬的故事」線上研討會在2021年10月9日順利舉行。是次研討會邀請了香港遺體空運服務公司的梁先生擔任演講嘉賓，為約80位參加本次研討會的同學提供了寶貴的機會，藉以了解一般課程未能涵蓋的運輸管理範疇，同學亦享受與梁先生互動交流。研討會提升了同學對遺體運輸營運、市場策劃的認識，亦探討了真實的葬禮案例及職業發展的方向。

香港從事專業人類遺體運輸的跨領域服務公司為數不多，成立於1996年的香港遺體空運服務公司便是其中一所。公司提供環球人類遺體運輸服務、人類遺體挖掘服務、骨灰研磨、殮葬安排及相關諮詢服務。公司累積了超過20年專業經驗，為不同國家合共過千個案提供服務，個案來源包括：美國、加拿大、澳洲、歐洲、菲律賓、尼泊爾、非洲及太平洋群島。





## Contemporary Hotel Design Tour

### 當代酒店設計參觀團

#### Dr Rachel Lam

The hospitality industry is highly competitive and fast-paced in nature, so hotel developers and operators strive to employ a spectrum of new concepts/ideas and state-of-the-art facilities to enhance their hotels' uniqueness and outperform competitors. For these reasons, keeping our hospitality management students abreast of the practices in the hospitality industry is of utmost importance.

To let our students grasp the first-hand experience and knowledge of contemporary hotel design, we organised a "Contemporary Hotel Design Tour" to Kerry Hotel, a luxurious hotel brand of Shangri-La Group, and cordially invited the Executive Housekeeper of Kerry Hotel, Mr Roderick Chin, to introduce the modern design in different areas of the hotel. In addition to introducing the unique design and setting of front-of-the-house area like restaurants and guestrooms and back-of-the-house area like floor pantry, Mr Chin showed the students the uniqueness of a series of staff uniforms, which is one of the main factors exhibiting the professional image of an employee and a hotel in a guest mind.

What is more, Mr Chin held a demonstration workshop to showcase the professionalism of hotel housekeeping. The workshop comprised important job components of the Housekeeping Department, including guestroom cleaning and inspection, functions and use of specialised cleaning agents and cleaning equipment. Experienced housekeeping staff specialising in a particular job area demonstrated the task professionally whilst exhibiting the skills and techniques required. The participation throughout the entire experimental processes helped students deepen their understanding of the job scope and appreciate the importance of the Housekeeping Department towards a hotel.

#### 林千華博士

翻譯：唐詩慧

酒店業的特性就是競爭激烈、節奏快，所以酒店開發商和經營者都力爭採用一系列新穎概念或構思，並使用最先進的設備去提高酒店的獨特性，以勝過競爭對手。因此，訓練我們的酒店管理同學配合酒店業實務的最新發展，至關重要。

為了幫助同學親身體驗和學習當代酒店設計，我們舉辦了「當代酒店設計參觀團」，參觀香格里拉集團旗下的豪華酒店品牌—香港嘉里酒店，更邀得香港嘉里酒店的行政管家Roderick Chin先生介紹酒店內不同區域的時尚設計。他除了介紹餐廳和客房等前台區域的特別設計和環境，和樓層儲藏室等後台區域之外，還展示了一系列員工制服的獨特性，反映出制服對於向客人展現員工和酒店的專業形象，發揮重要功能。

錢先生更邀請員工示範，展示酒店房間打掃的專業水平並介紹了房務部的主要職能，包括客房清潔和檢查，專用清洗劑和清潔工具的功能和用途。專門負責特定工作範圍的房務部資深員工作專業示範，同時展現出工作所需的技巧和技術，讓同學更了解工作範圍，並明白到房務部對酒店的重要性。





# Digital Marketing Online Seminar

## 「數碼營銷」線上研討會

**Dr William Leung**

An online seminar “Digital Marketing” was conducted by Mr Clifford Chua from WESocial to provide an opportunity for students to build up knowledge of digital marketing to strengthen their competitiveness in further studies and employment.

From creative concepts to execution together with data analytics, a digital marketing agency needs a team of creative talents in the field of graphic design, photography, video shooting and copywriting to help optimise market exposure and charm the audiences in following strategic approaches:

- Social media platforms, such as Facebook, YouTube, WhatsApp and Instagram, make it possible to spread marketing messages with ease. Marketers formulate social media strategy and develop content that resonates with their brand story and product. When a marketer looking to venture into social media marketing, it is helpful to know about the most popular social media sites out there right now. This will allow them to maximise their brand reach on social media, engage with the right people, and achieve their social media goals.
- Influencer marketing can elevate brand connection with consumers through influencers or KOLs (Key Opinion leaders). It is a hybrid of old and new marketing tools. It takes the idea of celebrity endorsement and places it into a modern-day content-driven marketing campaign through the collaborations between brands and influencers. Marketers have to find a perfect match for their business by filtering credible influencers who will shape their target consumer's purchasing decision.
- Media planning will help brands get the best deal and the best slot from traditional marketing channels to placing banner ads on digital platforms to appeal to their target customers more effectively. Media specialists will identify the most desirable channels, ad format and type, and select the right performance indicators to maximise the reach.
- Digital event management allows the integration of event management and technology to assist event organisers from planning to execution and from online to offline. It works well for a range of events such as product launches, press conferences and exhibitions.
- E-commerce can bring business online with user-friendly and secured tools with reliable payment technologies.

**梁國偉博士**

翻譯：許仲文

由WESocial代表蔡子慰先生主持的「數碼營銷」線上研討會，加深同學認識數碼營銷，提升他們日後升學及就業競爭力。

從創意概念到執行以及數據分析，數碼營銷機構需要具備涉獵平面設計、攝影、視頻拍攝和文案領域的創作人才團隊，通過以下戰略方式幫助優化市場爆光率並吸引消費者。

- Facebook、YouTube、WhatsApp和Instagram等社交媒體平台都讓營銷變得更簡單。營銷者利用社交媒體策略和文案於品牌故事和產品產生之間共鳴。要開拓社交媒體傳銷，就要深入理解市面受歡迎的社交平台，以令產品透過社交平台接觸到最多的對象，並達到心目中的宣傳效果。
- 網紅營銷利用網紅提升品牌和顧客之間的連繫，結合了新型和舊有的營銷方式。這種營銷方法利用明星效應結合品牌，運用在現今內容導向的營銷活動中。營銷者需要透過篩選，尋找可靠、匹配到業務的代言網紅，因為他們會影響受眾消費者的消費決定。
- 媒體規劃有助品牌在傳統宣傳頻道作最高性價比宣傳，並在數碼平台上投放橫幅廣告，高效接觸目標顧客群體。媒體營銷專家能夠辨別最理想的頻道、廣告形式和種類，並選擇正確的績效指標，將宣傳覆蓋面增至最大。
- 線上活動策劃整合活動策劃和科技，以推動規劃和實行，並連結線上和線下活動，對品牌發佈會、記者會或展覽等項目尤其有效。
- 電子商貿利用人性化和安全的交易技術，將業務網絡化。



# Guessing Game 有獎競猜遊戲

Ms Iris Chin 錢安琪女士

Which one of the following is NOT a tradition of Halloween?

以下哪一項不是萬聖節的傳統？



Please send an email titled “TYE Guessing Game” with your answer and personal particulars to [do.bhm@cpce-polyu.edu.hk](mailto:do.bhm@cpce-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 [do.bhm@cpce-polyu.edu.hk](mailto:do.bhm@cpce-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: 30 November 2022 截止日期：2022年11月30日

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**Which of the following countries hosted the 2022 Winter Olympics? (Answer)**

以下哪一個國家主辦了2022年冬季奧運會？（答案）

C) The People's Republic of China 中國

**The following are the winners 得獎者如下：**

- 1) Chen Sum-ye (Hong Kong Community College) 陳沁瀛 (香港專上學院)
- 2) Chung Ka-wan (City University of Hong Kong) 鍾嘉韻 (香港城市大學)
- 3) Leung Ching-man (Hong Kong Community College) 梁靜汶 (香港專上學院)
- 4) Tam Ho-ying (Hong Kong Community College) 譚可瑩 (香港專上學院)

An email notification will be sent to the above winners in November 2022 for the collection of the \$100 book coupon. 得獎者將於2022年11月獲電郵通知，領取100元書券。

## Tourism Management 旅遊管理

### COVID-19: Good or Bad for Local Tourism?

Dr Elaine Chan

How long have you not been able to travel to other countries? With COVID-19, most people are stuck in Hong Kong and have no choice but to "travel" within Hong Kong. Hong Kong people try to find local scenic spots to travel to during their weekends or holidays. Therefore, there is a revitalisation of awareness towards local attractions. The Hong Kong Tourism Board has taken this golden opportunity to promote our local attractions for locals such as wellness tourism, foodie tourism, adventure tourism, ecotourism and cultural tourism. If you open your eyes, it is not hard to find something special in our local territory.

Even though we have "zero" foreign tourists in Hong Kong at the moment, we still have almost 8 million locals who have overwhelming potentials for Hong Kong tourist attractions and services. Without COVID-19, perhaps we would have totally forgotten our beautiful Hong Kong. Our programme BA (Hons) in Travel Industry Management includes a wide array of subjects to equip students to revitalise the tourism industry in Hong Kong.

### 2019冠狀病毒病：對本地旅遊業是好是壞？

陳亞香博士 翻譯：李蔚廷

你有多久沒有出國旅行了？疫情把大部分市民困在香港。除了在境內「旅行」，我們別無選擇，只能周末或假期期間，尋找並遊覽本地的旅遊景點。因此，港人重新喚起對本地景點的認知。香港旅遊發展局藉著這千載難逢的機會，向港人推廣本地景點，介紹的旅遊種類多樣化，例如養生旅遊、美食旅遊、探險旅遊、生態旅遊和文化旅遊等。張開雙眼，便不難在本港發現一些特別之處。

儘管外國遊客為「零」，但仍仍有近 800 萬人居住，是本港旅遊景點和服務的巨大潛在市場。疫情反而令我們願意發掘香港美麗的一面。我們的旅遊服務業管理（榮譽）文學士課程提供一系列科目，足以裝備同學，協助重振香港旅遊業。

## Accounting 會計

### Accounting as a Career – Some Highlights

Dr Arison Woo

When teaching accounting students, the most common questions we always hear from them are "Am I suitable to be an accountant?" and "How is the accounting career path like?".

I always tell them that "Accounting is a professional career and a dream job for many. As a career, accounting offers many good prospects with a range of interesting career choices. For example, you can pursue a career as a certified public accountant (CPA) running their own businesses, or involve in auditing which focuses on evaluation and verification of important financial data and records". Let's read on to find out more about the accounting career.

- **A clear career path:** Students will acquire the accounting-related knowledge and practical skills essential for fulfilling the duties of a professional accountant.
- **A stable job field:** Every business needs an accountant or accounting services for handling day-to-day business operations.
- **A good salary or entrepreneurial potential:** When accountants move up along the accounting professional path, the strong earning potential can get stronger. Some may even start up their own accounting firm.
- **Work anywhere you want:** Every type of business needs accountants, they can find a job in any industry or type of company that you want.
- **Opportunities to help others:** Accountants can provide professional advice in different areas, for example, taxes and merger and acquisition.
- **Opportunities for ongoing education and learning:** Accountants need to keep abreast of the latest accounting knowledge to meet the continuing professional development (CPD) requirement by accounting professional bodies.
- **The tech trend in accounting:** Technologies like blockchain, big data, telecommuting and artificial intelligence (AI) will shape the future of how accountants work and serve their clients by facilitating easier and faster accounting and auditing services.
- **More global exposure:** Due to the continued rise of multinational businesses across the world, there is a need for accountants to adapt to more international standards and rules in conducting their accounting practices.

### 以會計為事業所須考慮的重點

胡淑娟博士 翻譯：鄺靖婷

當教授會計學生時，最常聽到的問題是「我適合做會計師嗎？」及「會計的事業前景如何？」。

我總會跟他們說：「會計是很多人夢寐以求的專業。以會計為職業，你有很多工作種類可以選擇，發展前景良好。例如，你可以成為註冊會計師，經營自己的業務，或從事審計，工作以評估和確實重要財務數據和紀錄為主。」繼續看下去，你會了解到更多關於會計行業的資訊。

- **明確的職業路向：**同學會學到會計相關的知識及實用技巧，有助日後成為稱職的專業會計師。
- **工作穩定：**每間企業都需要會計師或會計服務來處理日常業務運作。
- **優厚薪酬及創業潛力：**成為會計師後，隨著慢慢晉升，賺錢能力會愈來愈強，有些會計師甚至創立自己的會計師事務所。
- **自選工作場所：**每間企業都需要會計師，會計師可以按志趣選擇自己想做的行業或公司類型。
- **助人機會：**會計師可以在稅收及併購等不同範疇提供各種專業意見。
- **持續進修機會：**會計師需要與時並進，不斷學習會計的最新知識，以滿足會計專業團體有關持續專業進修 (CPD) 的要求。
- **會計趨向科技化：**區塊鏈、大數據、遙距辦公及人工智能這些科技，將會影響會計師日後的工作模式，有助他們為客戶提供更便捷的會計及審計服務。
- **擴闊環球視野：**由於全球跨國企業持續崛起，會計師在進行會計實務時，需要適應更多國際標準和規則。

## Business and Finance 商業及金融

### Fintech

Dr Mindy Xu

Fintech, as a proxy for financial technology, is driving innovation in financial service globally. It is now significantly changing the areas of the financial service industry such as payments, clearing and settlement, deposits, lending and capital raising, insurance and investment management. For the students in our business programmes, especially those who major in finance, it is important to understand the benefits and risks brought by fintech. To keep up with the rapid technological development, students had better equip themselves with knowledge of both business finance and technology. This can help them broaden their career pathway. In future, employees in the financial service industry should be able to deal with artificial intelligence, blockchain, cloud computing and big data. Everyone is supposed to be a fintech professional in the future business world.

### 金融科技

許銘博士 翻譯：羅健寧

金融科技 (Fintech) 不斷推動全球金融服務創新，並且在支付、結算及交收、存款、借貸及集資、保險及投資管理等金融服務行業產生決定性變革。修讀本院工商業課程，特別是主修金融的同學，有必要了解金融科技帶來的機遇和風險。為應對金融業快速的技術變革，同學需具備金融和科技知識，以擴闊職業發展途徑。金融服務行業從業員要預期能夠處理人工智能、區塊鏈、雲端運算和大數據等領域。在未來商業世界中，人人都要成為金融科技專家。

## The Young Executive 年青行政人

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