

**THE EDUCATION UNIVERSITY OF HONG KONG  
DEPARTMENT OF EDUCATION POLICY AND LEADERSHIP**

**Bachelor of Science (Honours) in Executive Management Programme  
(Two-year Full-time)**

**Notes of the 2<sup>nd</sup> Staff-Student Consultative Meeting (2023/24)**  
held on 19 March 2024 at B2-LP-21 from 10:35 am - 12:05 pm

**Present: Staff**

Dr HO Chun Sing, Maxwell Mr LAM Ho Wai, Martin  Mr TSE Chun Ting, Justin Mr WONG Hoi Tung, Taylor	Chairperson, BSc(EM) Programme Leader, BSc(EM) Associate Programme Leader, Internship Coordinator, Course Instructor of EDA3132 & EDA3136 & EDA4134 Course Instructor of EDA4141 Secretary, EPL, PA
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Students

Ms KONG Ho Yiu, Joey	Student Representative [Year 3]
Mr LEI Kwong Yiu, Ben	Student Representative [Year 3]
Ms KAN Hong Tung, Stephanie	Student Representative [Year 4]

**1. Welcome & Introduction**

The Programme Leader welcomed the course instructors and student representatives to the meeting.

**2. Review of the Programme**

Comments from students and the responses of the programme team were summarized in the following table.

Comments / Concerns Raised by Students	Response/ Actions To Be Taken
<b>2.1 Programme Administration (timetable, student attendance, course registration etc.)</b>	
a Students expressed that sometimes it is challenging to adapt to morning classes starting at 8:30 or 9:30 am.	<ul style="list-style-type: none"> <li>• Given the constraints of limited classroom and teacher availability, it is impractical to accommodate specific preferences on the timetable for entirely skipping morning classes. Students are strongly encouraged to have adequate rest by going to bed early at night to ensure they are in good condition for the morning classes.</li> </ul>
b Students pointed out that they are confused about why it still counts as an absence after the leave is taken.	<ul style="list-style-type: none"> <li>• <u>PL reminded students about the attendance policy:</u> According to the University requirements, students are expected to attend ALL classes, and the minimum attendance requirement is 80%. Failure to meet this minimum attendance requirement in a course will result in an F (Fail) grade. The 20% allowance is only applicable for exceptional circumstances such as illness. In extraordinary cases where students must take a leave of absence, they should inform and seek approval from their course instructors before the lessons.</li> </ul>
c Students expressed confusion about whether to take their attendance records on paper or use the Attendance Reader Machine.	<ul style="list-style-type: none"> <li>• Students are recommended to take their attendance records on BOTH paper and the Attendance Reader Machine. The Machine can record the students' names, student IDs, and the exact time that students arrive in the classrooms, which can avoid the possible arguments of wrong signatures and lateness. Moreover, the records in the Machine can serve as</li> </ul>

		additional evidence to prove that the students have attended the classes, which is helpful for the University in claiming insurance for students in case of an accident.
<b>2.2 Programme Structure</b>		
a	Overall, students have a positive view of the programme structure as they understand that BSc(EM) is a two-year full-time programme, and its flexibility in programme structure will be comparably less when compared with other four-year or five-year programmes.	<ul style="list-style-type: none"> <li>• <u>Supplementary information from Asso PL:</u> Beginning with the 2024-26 Cohort, PUA3018 and PUA3019 will be merged into a single course. This change aims to create additional space for introducing new General Education courses, which will align with the University's overall objectives of enhancing students' understanding of Basic Law, National Security, GBA, etc.</li> </ul>
<b>2.3 Teaching &amp; Learning</b>		
a	Some Final-year students mentioned that they are stressed due to the Final Year Project (FYP).	<ul style="list-style-type: none"> <li>• <u>PL gave the following responses:</u> Given that Final-year students have only two teaching days this semester, it is assumed that they will effectively utilize their day off for consultations with their FYP supervisors and complete the necessary tasks. However, a few students are still awaiting the approval of ethical review and collecting raw data as of March 2024. This situation is unsatisfactory considering that the FYP presentations are scheduled in early April 2024. It is highly recommended that students allocate sufficient time for the ethical review process and initiate their data collection as early as possible.  Moreover, considering the expected workload of FYP, students should have fewer part-time jobs and spend more time on FYP. Since BSc(EM) is a UGC-funded programme, students are strongly encouraged to apply for grants and loans under the <a href="#">Tertiary Student Finance Scheme</a> to cover their necessary general expenses.</li> </ul>
b	Students expressed that they would prefer more full-time instructors for their lessons, as they had negative learning experiences in some courses (eg. PFS3066, PUA3018).	<ul style="list-style-type: none"> <li>• <u>PFS3066</u> It has come to our attention that the part-time instructor was sleeping during the Final-year students' group presentations. As the programme team highly values the professionalism of every course instructor, we will report this case to the relevant department to remind the part-time instructor to pay attention to this matter.</li> <li>• <u>PUA3018</u> Some Entry-year students felt stressed because the instructions for their assignments were unclear. For example, they were only informed about the content of their group presentations on 18 March, but the presentation dates start on 8 April. At the time of this SSCM (19 March), they are still awaiting which day their groups will be presenting. Since students need time to study relevant public relations management issues and cooperate with their groupmates for presentations, it is highly recommended that the part-time instructor can provide detailed information for the required assignments in the first lesson. Detailed information such as the type of assignments, specific content for each</li> </ul>

		<p>assignment, and the submission deadline can be shared with students earlier so that they can plan for their studies. Providing clear instructions about the assignments at the start of the semester can certainly alleviate students' anxiety and stress associated with their learning.</p> <ul style="list-style-type: none"> <li>• <u>Supplementary advices from PL:</u> The programme team will remind all course instructors to allocate adequate time to provide detailed information for the required assignments with the students in the FIRST lesson. Moreover, for assignment submission dates and exam dates that need to be revised after the announcement of the original schedule, the course instructors are suggested to seek <b>WHOLE CLASS CONSENT</b> before the amendment so as not to cause too much disruption to students' original study plans.</li> </ul>
<b>2.4 Assessment</b>		
a	Students expressed that the wording limitation requirements for the assignments of the Capstone Project could be increased, as they have a significant amount of content to be included.	<ul style="list-style-type: none"> <li>• <u>PL gave the following responses:</u> The existing wording limitation requirements for the FYP assignments are reasonable. Students are proposed to make good use of available technology (eg. ChatGPT) to refine the wordings. Furthermore, students can consider using appendices and figures/tables to present some of the contents.</li> </ul>
b	Students mentioned that open-book exams are sometimes demanding.	<ul style="list-style-type: none"> <li>• <u>PL gave the following responses:</u> Some students may need to understand the requirements of open-book exams. For instance, students are required to be well prepared for the open-book exams by going through the contents of the required books, highlighting the main points and adding indexes for important pages. It is inefficient to have open-book exams without any preparation in advance. The programme team will consider arranging workshops to enhance students' study skills in the future.</li> </ul>
<b>2.5 Other student learning experiences (Informaion Days, SAO workshops etc.)</b>		
a	Students mentioned that sometimes the SAO activities conflict with their lessons and they won't be able to participate.	<ul style="list-style-type: none"> <li>• It is challenging for the SAO to arrange activities that fit the schedule of all the programmes. Instead, the programme team suggests that the class representatives can collect the specific topics that most BSc(EM) students will be interested in. The Programme team will then liaise with SAO to arrange the relevant activities specifically for our students.</li> </ul>
b	Students expressed their gratitude to the programme team for arranging the study tour to Turkey in May 2024 to enrich their learning experiences.	<ul style="list-style-type: none"> <li>• <u>PL gave the following responses:</u> Since arranging the study tour takes time, it is proposed that the class representatives can collect their classmates' opinions on which countries they would prefer to visit and return the results to the programme team for consideration and further planning.</li> </ul>
c	Entry-year students hoped that more elements of cultural experience and understanding of business	<ul style="list-style-type: none"> <li>• <u>Asso PL gave the following responses:</u> The next GBA trip for the 2023-25 Cohort will be preliminarily scheduled in October 2024, and the destination is Shenzhen. The programme team will consider including</li> </ul>

	activities could be added to the next GBA trip.	more elements of cultural experience and understanding of business activities in the trip to enable our students to understand the city's culture and recent developments.
<b>2.6 Resources Support</b>		
a	Students mentioned that software like Prezi is helpful in completing multimedia assignments, but unfortunately, the University cannot provide it at this moment.	<ul style="list-style-type: none"> <li>It is suggested that students provide the OCIO with a list of the required software and mention its benefits for their studies and future employment. This will facilitate the OCIO's purchase of those software.</li> </ul>
b	Students expressed that some reference books and journals are unavailable in the library.	<ul style="list-style-type: none"> <li>For certain reference books and journals that will benefit students' studies, it is recommended that students email the required list to the library and suggest them for purchase and subscription.</li> </ul>
c	Students raised concerns regarding the cold air in the classrooms and the high fare for the shuttle buses, and they hoped that the EO could improve these issues.	<ul style="list-style-type: none"> <li>As the buttons of air conditioners in some classrooms cannot be operated and it is impractical to reach out to the EO staff for manual temperature adjustments each time, the programme team will suggest the EO consider adding thermostats in the classrooms to improve the air conditioning. This not only helps save energy but also aligns with environmental goals and promotes ESG.</li> <li>The programme team will recommend the EO review the current bus fare and consider reducing it. Additionally, if any future adjustments to the bus fare are deemed necessary, it is proposed to be adjusted it in a relatively small scale so as not to bring a heavy burden to the students (i.e. for the previous adjustment on the bus fare, it raised from HK\$5.0 to HK\$7.0 and the scale was increased by 40%).</li> </ul>

### 3. Any Other Business

- 1) The programme team reminded the students to complete the Programme Evaluation Questionnaire, which will significantly contribute to the continuous enhancement of the programme. The survey would be conducted in lessons, and the days were 5 April 2024 (Fri) for Final-year students and 9 April 2024 (Tue) for Entry-year students respectively.
- 2) The programme team will collect the personal email addresses of the Final-year students before they leave EdUHK. The University will use these email addresses to communicate important information regarding the Graduation Ceremony and the Graduate Employment Survey. In case these emails may be sent to the junk box, it is recommended that our students not to quit the WhatsApp group for necessary message dissemination.

There being no other business, the meeting was adjourned at 12:05 pm.

24 April 2024