



# Bachelor of Science (Honours) in Executive Management

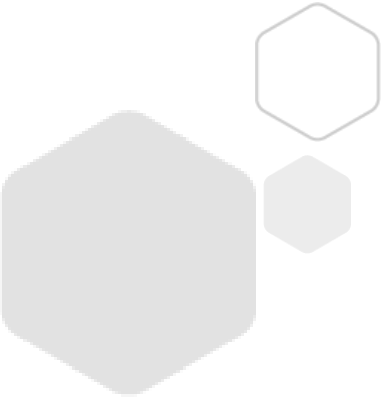
## Programme Introduction

13 August 2024 (2:30 – 4:30 pm)



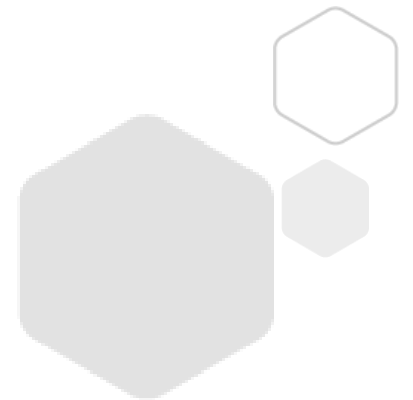


# Contents

- A. Programme Introduction
  - B. Academic Advising (“AA”)
  - C. Programme-based Buddy Scheme
- 



# A. Programme Introduction





# Key Persons – Our Core Team



**Dr. Theodore Lee**

Associate Head (L&T) of EPL  
Senior Lecturer I



**Dr. Maxwell Ho**

Programme Leader of BSc(EM)  
Assistant Professor



**Mr. Martin Lam**

Programme Leader of BSc(EM)  
Lecturer I



# Programme Handbook (2024-26 Cohort)



香港教育大學  
The Education University  
of Hong Kong

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**Programme  
Handbook  
2024**



+

+

Bachelor of Science (Honours) in  
**Executive Management**  
(for Senior Year Entry)

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# Programme Structure



<b>Domains</b>	<b>Credits</b>
Major	30
Programme Package	15
Internship	6
Final Year Project <ul style="list-style-type: none"><li>• Research Methods (3 cps)</li><li>• Honours/ Capstone Project (3 cps)</li></ul>	6
General Education <ul style="list-style-type: none"><li>• University ePortfolio (3 cps)</li></ul>	3
<b>Total:</b>	<b>60</b>

# Study Pathway (1<sup>st</sup> Study Year – 30 Credits)



Study Year	Sem	Courses	Credits
1	1	<b>Major (7 cps)</b>	
		Leadership and organisational sciences for educational and non-profit organisations	3
		Financial management and accounting for educational and non-profit organisations	3
		CFCC: Component I: Basic law and national security education	1
		<b>Programme Package (9 cps)</b>	
		Corporate language (Chinese)	3
		Corporate language (English)	3
		Organisational and executive management: Cross-cultural perspectives	3
	2	<b>Major (11 cps)</b>	
		Human resources management and development	3
		Public relations management for educational and non-profit organisations	3
		Practical legal knowledge for educational practitioners & NGOs	3
		CFCC: Component II: Visits in Greater Bay Area <sup>▲</sup>	1
		CFCC: Component III ( <i>choose 1 only</i> ): Diversity, equity, and inclusion in the GBA/ Artificial intelligence enhanced educational entrepreneurship in GBA/ Supporting students with diverse learning needs in the GBA	1
		<b>Final Year Project (3 cps)</b>	
Honours Project (I): Research methods and proposal for executive management / Capstone Project (I): User experience design for advancement- Proposal	3		

# Study Pathway (2<sup>nd</sup> Study Year – 30 Credits)



Study Year	Sem	Course	Credits	
Summer		<b>Internship (6 cps)</b>	6	
2	1	<b>Major (3 cps)</b>		
		Entrepreneurs for educational and non-profit organisations (Major IC) <sup>^</sup>	3	
		<b>Programme Package (6 cps)</b>		
		Information technology and automation for educational and non-profit organisations	3	
		21st Century Skills and Values Education	3	
		<b>General Education (3 cps)</b>		
		University ePortfolio	3	
	2		<b>Major (9 cps)</b>	
			Knowledge and data management: Scientific perspectives	3
			Policy advocacy and community engagement	3
		Programme development and management	3	
Cross semester		<b>Final Year Project (3 cps)</b>		
		Honours Project (II): Research report for executive management / Capstone Project (II): User experience design for advancement–Implementation and report	3	

<sup>^</sup> Include compulsory GBA-related learning activities/ elements ;

Other remark: Students can take an additional **Shell Course** (Activities/Experience outside classroom) at 1 credit optionally to enrich learning experience *(subject to change)*





# Teaching Team and Courses of BSc(EM)

~ Academic Year 2024-25 (your 1<sup>st</sup> study year)

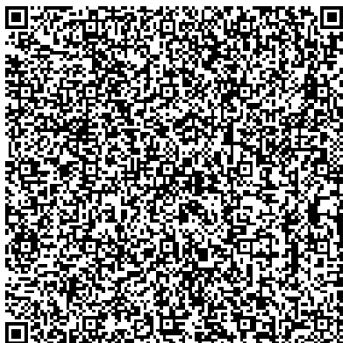


## Sem One

**EDA3131: Leadership and organisational sciences for educational and non-profit organisations**



**Dr. KWOK Lai Yin Percy**



**PUA3017: Financial management and accounting for educational and non-profit organisations**



**Mr. LAM Ho Wai Martin**



**ENG1438: Corporate language (English)**



**Dr. QIAO Shen Maggie**





# Teaching Team and Courses of BSc(EM)

~ Academic Year 2024-25 (your 1<sup>st</sup> study year)



## Sem One

**EDA3127: Organisational and executive management:  
Cross-cultural perspectives**



**Dr. YIP Tal Ping Terry**



**Dr. SUGENG Utomo**

**CHI1922: Corporate language (Chinese)**

Course lecturer to be confirmed



**CFA1001 (Component I): Basic  
law and national security education**

Course lecturer to be confirmed





Timetable 2024-2025 for Yr 3 students

Semester 1 (2 Sep - 14 Dec 2024)

Timetable - Sem One

IMPORTANT: Changes to the Timetable may be made from time to time. Please check your personal timetable regularly from <https://portal.eduhk.hk>.

Time	Mon	Tue	Wed	Thu	Fri	Sat
8:30 - 9:30						
9:30 - 10:30	<i>Yr 3</i> <b>EDA3131</b> <b>(01E)</b>					
10:30 - 11:30	CRN 96974					
11:30 - 12:30	B4-LP-01					
12:30 - 13:30					<i>Yr 3</i> <b>EDA3127</b> <b>(01C)</b>	
13:30 - 14:30					CRN 95123	
14:30 - 15:30	<i>Yr 3</i> <b>PUA3017</b> <b>(01E)</b>		<i>Yr 3</i> <b>CFA1001</b> <b>(70E)</b>		B1-LP-03	
15:30 - 16:30	CRN 98028	<i>Yr 3</i> <b>CHI1922</b> <b>(01C)</b>	CRN 95197 C-LP-11		<i>Yr 3</i> <b>ENG1438</b> <b>(01E)</b>	
16:30 - 17:30	D4-G/F-01	CRN 97988			CRN 97666	
17:30 - 18:30		B3-LP-06			D1-LP-07	
18:30 - 19:30						
19:30 - 20:30						
20:30 - 21:30						



# Teaching Team and Courses of BSc(EM)

~ Academic Year 2024-25 (your 1<sup>st</sup> study year)



## Sem Two

**EDA3135: Practical legal knowledge for educational practitioners & NGOs**



**Mr. CHONG Yiu Kwong**



**EDA4137: Honours Project (I): Research methods and proposal for executive management /**

**EDA4139: Capstone Project (I): User experience design for advancement– Proposal**



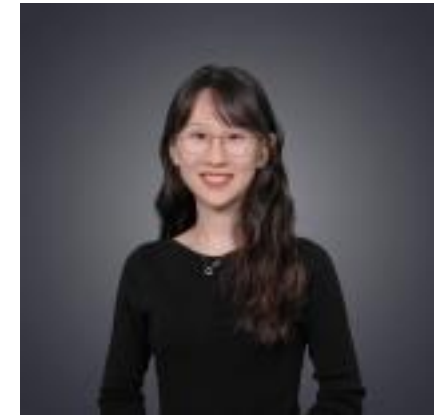
**Dr. LEUNG Wing Tat**



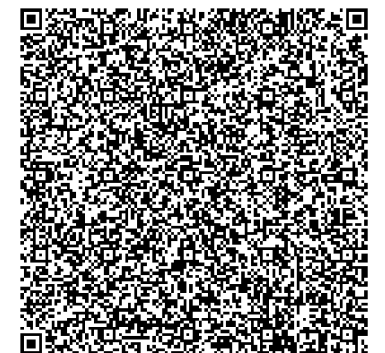
**Prof. YU Leung Ho Philip**



**CFB3017 (Component II): Visits in Greater Bay Area**



**Dr. LUO Jiahui Jess**



*Final-Year Project Briefing Session (October 2024)*

*~ Compulsory ~*



# Teaching Team and Courses of BSc(EM)

~ Academic Year 2024-25 (your 1<sup>st</sup> study year)



## Sem Two

**EDA3132: Human resources management and development**



**Mr. CHEN Dion**



**PUA3018: Public relations management for educational and non-profit organisations**

**Course lecturer to be confirmed**





# Teaching Team and Courses of BSc(EM)

~ Academic Year 2024-25 (your 1<sup>st</sup> study year)



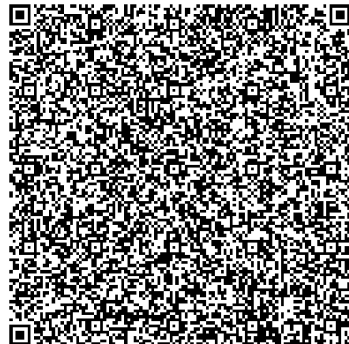
Sem Two

Choose **ONE** only in Component III ! Same timeslot for the three classes

**CFC3018 (Component III): Diversity, equity, and inclusion in the Greater Bay Area**



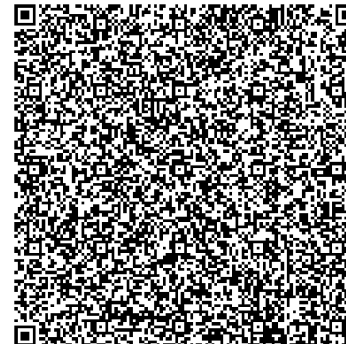
**Dr. BHOWMIK, Miron Kumar**



**CFC3024 (Component III): Artificial Intelligence Enhanced Educational Entrepreneurship in GBA**



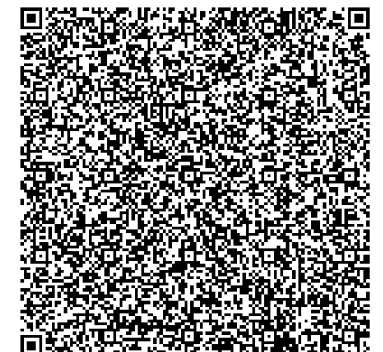
**Dr. BA Shen**



**CFC3026 (Component III): Supporting Students with Diverse Learning Needs in the Greater Bay Area**



**Dr. LIU Duo, Phil**



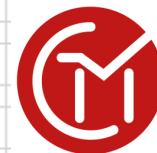
# Timetable - Sem Two

(to be confirmed)

Bachelor of Science (Honours) in Executive Management (A2B104)

Timetable 2024-2025 for Yr 3 students

Semester 2 (6 Jan - 17 May 2025)

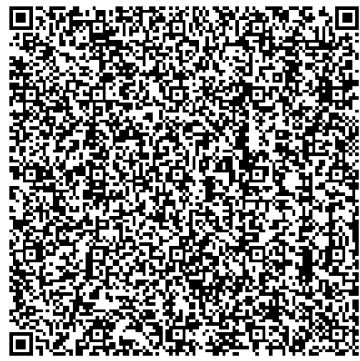


**IMPORTANT:** Changes to the Timetable may be made from time to time. Please check your personal timetable regularly from <https://portal.eduhk.hk>.

Time	Mon	Tue	Wed	Thu	Fri	Sat
8:30 - 9:30						
9:30 - 10:30						
10:30 - 11:30						
11:30 - 12:30	<i>Yr 3</i> <b>CFCC: Component III</b>					
12:30 - 13:30		<i>Yr 3</i> <b>PUA3018 (01E) CRN 17102</b>				
13:30 - 14:30					<i>Yr 3</i> <b>EDA3132 (01E) CRN 17084</b>	
14:30 - 15:30		B3-LP-06				
15:30 - 16:30	<i>Yr 3</i> <b>EDA3135 (01E) CRN 17089</b>		<i>Yr 3</i> <b>EDA4137/4139 (01E) CRN 17099/17100</b>		D4-G/F-03	
16:30 - 17:30						
17:30 - 18:30	B2-LP-14		B4-LP-10			
18:30 - 19:30						
19:30 - 20:30						
20:30 - 21:30						

Summer Semester

# Internship



Students will gain real job exposure at the interning agency in education, non-profit, social enterprises, or socially responsible commercial organisations. Internship coordinators match students as much as possible according to their career interests and capabilities with our networks in Hong Kong or the Greater Bay Area.

Mr. LAM Ho Wai Martin

Practical | Reflective | **Two paths (NGO and School)**



消費者委員會  
CONSUMER COUNCIL



香港童軍總會  
Scout Association of Hong Kong



United Nations  
Educational, Scientific and  
Cultural Organization



CISV China  
Building global friendship



戴氏律師事務所  
Tai & Co., Solicitors



ICE  
INTERCULTURAL  
EDUCATION



WORLD GREEN  
ORGANISATION  
世界綠色組織



Grace Garden  
International Kindergarten & Nursery  
雅惠國際幼兒幼稚園







# Internship Schedule (tentative)

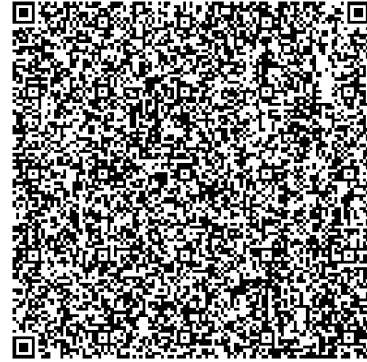
Event	Date
Mock selection of preferred internship agencies	Early December 2024
Deadline for showing preferred internship agencies	January 2025
Interview Arranged by Internship agencies	February 2025
Matching Result Announcement	Late March to early April 2025
Pre-internship workshops for Students	Early 2025 (Semester 2)
First Encounter with the Mentee	Late April 2025
8-week Internship	Late May to early August 2025
Submission of Interim Reflective Journal	Early July 2025
Post-internship Workshop	Early August 2025
Submission of Individual Report	Mid-August 2025



# Shell Course: Activities/ Experience outside the classroom (subject to change)



Optional



**Mr. LAM Ho Wai Martin**

The Shell Course aims to encourage and recognise student participation in diverse learning activities/ experience outside the classroom to nurture students' soft skills to prepare for employment and be future ready.

Credit points earned will NOT be counted in GPA calculation and graduation requirement, but recorded in transcript. [Click here](#) for more details.

## COURSE COMPONENTS

- Experiential learning approach adopted
- 3 major course components of shell course



①

Pre-briefing,  
training,  
preparation

②

Activities /  
Experience  
outside the  
classroom

③

Post-debriefing,  
self-reflection &  
sharing of  
experience

## ASSESSMENT

- Active participation in 3 course components
- Self-reflection in an ePortfolio





# Master Level Electives

- Students have the option to choose to take an elective 3 cps course at the Master's level (e.g., from the [MEd programme](#))
- This optional elective can provide a coherent and continuous career progression pathway for the BSc(EM) students who would like the option to have an early exposure to Master degree education
- Students may use the 3 cps earned from this elective in replacement of the course – *EDA3127: Organisational and executive management: Cross-cultural perspectives* in the BSc(EM) Programme Package

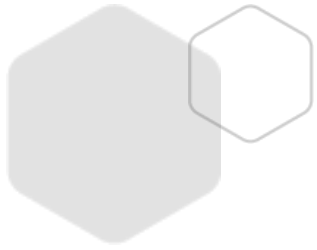




# Add / Drop Period

Time Ticket			
Start		End	
Date	Time	Date	Time
2/9/2024 (Mon)	8:30 am	14/9/2024 (Sat)	8:29 am

Students can choose to register for  
“Organisational and executive management: Cross-cultural perspectives”  
(EDA-3127-01C)  
OR  
other elective 3-cps course at the Master’s level  
in Sem 1 of 2024-2025



# Important to Note (1)

## Compulsory programme activity

**SPCA Visit** (Career exposure ; Explore and gain a deeper understanding of a well-established NGO's daily operations)

**22 Aug 2024 (3:00 - 5:00 pm)**

[38 Cheung Fai Road, Tsing Yi, N.T.](#)



**SPCA**  
愛護動物協會

Kindly be reminded that the email approval from the Programme Leaders (Dr Maxwell HO / Mr Martin Lam) via [bscem@eduhk.hk](mailto:bscem@eduhk.hk) with the STRONG justifications is required for the absence from the above activity.



**Please register if you have not yet finished**



## Important to Note (2)



### Attendance requirement

- **Grace period arrangement of 15 minutes late for class**
  - Students should come on time or early for class, with no more than a grace period of **UP TO 15 minutes**. Students who arrive more than 15 minutes late for class will be considered absent from the lesson
  - Requirement of **80%** for BSc(EM). Students who fail to meet the minimum attendance requirement in a course **will be given an F (Fail) grade**. The **20% leeway** only allows for exceptional circumstances such as illness



## Important to Note (3)

### Staff-Student Consultative Meeting (SSCM)

- Staff-Student Consultative Meeting normally held once per semester is one of the important channels for raising comments and facilitating information exchange (*Class Representatives are required to attend*)
- It is a good time for participants, Programme Teaching Staff and Programme Administration Team to discuss matters related to programme administration, programme structure, learning and teaching as well as resource support etc
- The Minutes for the SSCM will be then uploaded to our BSc(EM) website

“We want to have an oversea study tour to enrich learning experience!”

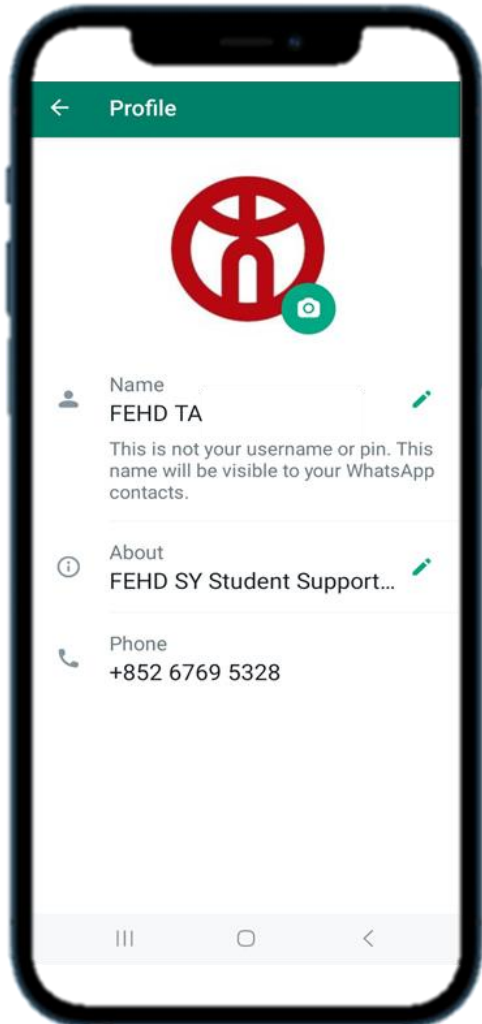
“We don’t prefer the evening classes from 6:30 - 9:30 pm!”

**Please join and let us know how we can support you!**



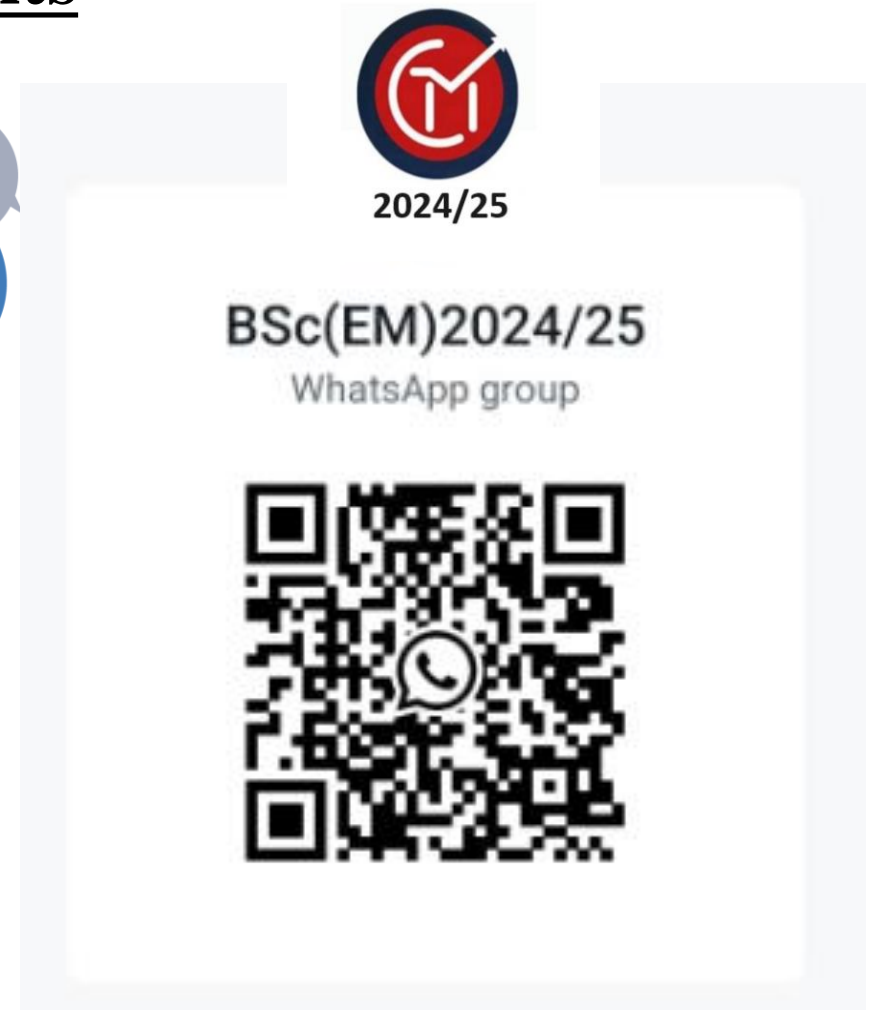
# Important to Note (4)

## WhatsApp support group for BSc(EM) students



### Objectives:

- i. Supplementary means for programme-related information dissemination and friendly reminders on the important dates of events;
- ii. Forwarding activities information related to studies, campus life & work opportunities organized by different units in EdUHK;
- iii. An informal communication channel for students' inquiries





# Important to Note (5)



## GBA learning experience

- **Aims and Objectives**

- To broaden students' horizons and foster an understanding of GBA
- Better for future employment

- **Compulsory GBA learning activities**

- Academic Year 2024-25 (your 1<sup>st</sup> study year): CFB3017 (Component II)
- Academic Year 2025-26 (your 2<sup>nd</sup> study year): EDA4134 Entrepreneurs in educational and non-profit organizations

- **Optional to have your summer internship at our GBA strategic partners**



Please prepare for the valid Mainland Travel Permit for Hong Kong and Macao Residents (回鄉證) in advance



# Supplement to GBA Visits

## Visa Subsidy & New Mainland Travel Permit arrangement for Non-Chinese Students

- 1. Hong Kong and Macau permanent residents (Non-Chinese Citizens)** students are strongly encouraged to apply for the new Mainland Travel Permit (for multiple visits) at their own expense. They will not be allowed to claim the visa application fee from the financial support from the Faculty/ University if they apply for a one-time visa. This is in line with other local Chinese students who have to pay for the 回鄉證 themselves.
- 2. Other non-local non-Mainland students**, who are not permanent residents, can continue to claim the visa application fee from the overall budget of the GBA visits (i.e. \$1,500/student (capped at \$1,800)).

# Important to Note (6)



**Check your email and the Portal announcements everyday**

The PORTAL My Info e-SIS Stu Affairs Teaching & Learning HR Finance Mgt Reports

- Council Corner
- Academic Board
- Learning & Teaching
- Third QAC Audit
- Internal Audit Corner
- Communication Directory (need VPN)
- InfoSec Website
- HRO Corner
- FO Corner
- EO Corner
- EdUHK news
- Electronic Newspapers

**Newsfeed** 大學聯招處公布2萬DSE考生獲派八大或自資院校課程 2024-08-07 香港01

**Announcements 公佈**

Forms and Messages Archive Search Post An Announcement List of Posts

- University Announcement - - Others -

✔ Suspension of External Calls via the UC&C System at NPSC and TKOSC on 8 Sep 2024 (Sun)	OCIO	2024-08-12 08:46
✔ (Repost) 遞交政府資助及貸款計劃申請表 Submission of Government Grant & Loan Applications 2024/25 (for new students)	SAO	2024-08-12 08:26
✔ (Repost) 農產品/ 海魚助學金 Agricultural Products/ Marine Fish Bursary 2024/25	SAO	2024-08-12 08:26
✔ (Repost) Specific Student Empowerment Work Scheme (Specific SEWS) 2024/25	SAO	2024-08-12 08:23
Job Vacancies	HRO	2024-08-11 20:22

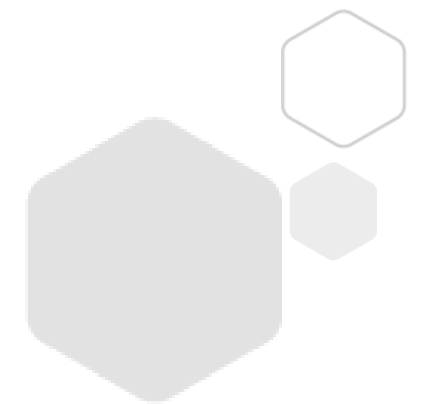


**To avoid missing out any important information!**

**[Special reminder: Please pay special attention to the submission of Government Grant & Loan Applications, please refer to SAO's message via <https://myportal.eduhk.hk/myEdUHK/announcement.php?id=52912>]**



# **B. Academic Advising (“AA”)**





# Academic Advising (“AA”)

- Under the provision of Academic Advising (AA), all full-time undergraduate (UG) students are assigned an Academic Advisor
- The Academic Advisors will assist the students in:
  - Adjusting to new university life
  - Developing study plans
  - Acquiring study skills
  - Formulating career goals
  - Planning for further studies
  - Referring them to appropriate supporting units when necessary  
(eg. SAO’s Emergency Fund for unforeseeable financial hardship, SAO’s counselling service for mental health issues, etc.)
- Please visit the following link and video for detailed information:
  - <https://advising.eduhk.hk/login?t=3&pid=1>
  - Relevant video: please click [this link](#) for reference

**Please proactively  
contact your  
Academic Advisor!**



# Introduction of Academic Advisors

**P.S. A big thanks to the unwavering support of our  
EPL Department and Academic Advisors!**



DEPARTMENT OF EDUCATION POLICY AND LEADERSHIP

教育政策與領導學系





# Dr. LEE Tai Hoi Theodore

Associate Head (Learning & Teaching) / Senior Lecturer I  
of the Department of Education Policy and Leadership

## Expertise:

- Teacher development and leadership
- Inquiry learning
- Assessment for learning

<https://orcid.org/0000-0003-0482-4819>



# Dr. HO Chun Sing Maxwell

Associate Co-Director of the Academy for Educational Development and Innovation,  
Assistant Professor of the Department of Education Policy and Leadership

## Expertise:

- Middle leadership
- Teacher professional development
- Teachers' entrepreneurial behavior
- Teacher entrepreneurialism
- Business and personal financial education
- Entrepreneurship education

<https://orcid.org/0000-0002-1776-3683>





# Mr. LAM Ho Wai Martin

Chair of The Departmental Learning and Teaching Committee /  
Lecturer I of the Department of Education Policy and  
Leadership

## Expertise:

- Teacher professionalism
- Students' wellbeing
- Business and personal financial education



# Mr. CHONG Yiu Kwong

Senior Lecturer I of the Department of Education Policy and Leadership / Course Instructor of BSc(EM)

## Expertise:

- Education law
- Human rights
- Human rights education
- Rule of law
- Rule of law education

<https://orcid.org/0000-0002-7073-7812>



# Dr. KWOK Lai Yin Percy

Senior Lecturer II of the Department of Education Policy and Leadership / Course Instructor of BSc(EM)

## Expertise:

- Collaborative learning communities
- Comparative and international education
- Policy analysis in education
- Private supplementary tutoring in basic education
- Project-based learning and electronic portfolio in ICT education
- Research paradigms and research methodology
- School principalship and educational leadership
- Social cartography in educational and social research
- Teacher professional development through action research

<https://pappl.eduhk.hk/rich/web/person.xhtml?pid=18002&name=KWOK-Lai%20Yin>



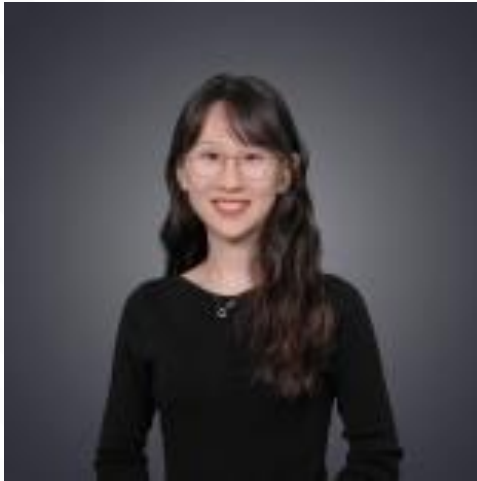
# Dr. LEUNG Wing Tat

Senior Lecturer II of the Department of Education Policy and Leadership / FYP Coordinator of BSc(EM)

## Expertise:

- Critical pedagogy
- Civic education
- Experiential learning
- School-community partnership
- Democratization of schools
- Teacher professionalism and agency

<https://orcid.org/0000-0002-4229-3193>



## Dr. LUO, Jiahui Jess

Research Assistant Professor of the Department of Education Policy and Leadership / GBA Coordinator of BSc(EM)

### Expertise:

- Learning-oriented assessment and feedback
- Competency development
- AI implications for higher education/ teacher education
- Intercultural education

<https://orcid.org/0000-0003-1797-2191>

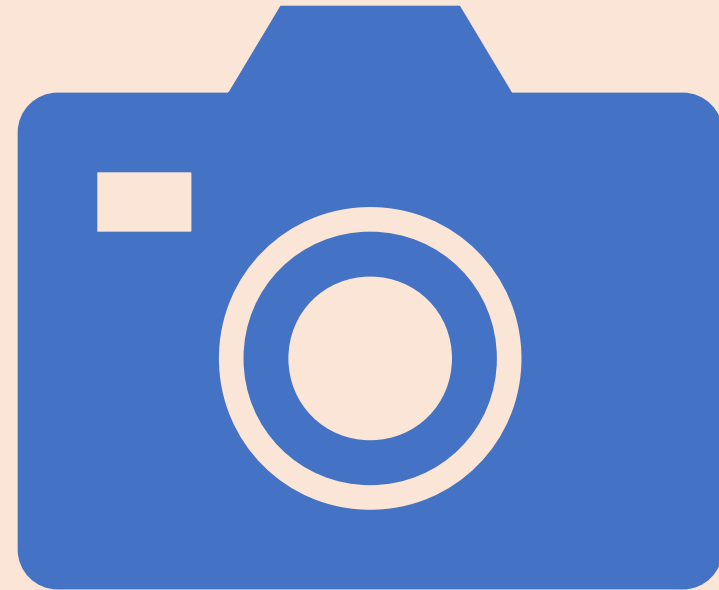


**Break into small groups**

# **Advisor-Advisee Meeting**

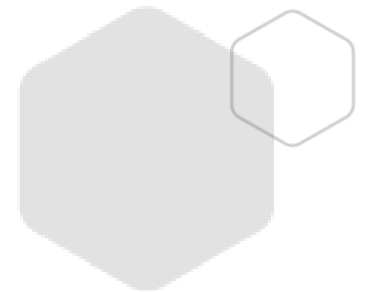


**Group Photo**





# C. Programme-based Buddy Scheme







# Programme-based Buddy Scheme

## Aims and Objectives:

- ✓ To establish bonding relationships between the new-entry and final-year students of the programme via peer mentoring/ support
- ✓ To facilitate the adaptation of the new-entry students to their new University Life
- ✓ To nurture the leadership, problem-solving and communication skills of final-year via peer mentoring/ support



Schedule	Activity
In September 2024	1 <sup>st</sup> Mentor-Mentee meeting of Semester I
In October 2024	2 <sup>nd</sup> Mentor-Mentee meeting of Semester I
In January 2025	1 <sup>st</sup> Mentor-Mentee meeting of Semester II
In February 2025	2 <sup>nd</sup> Mentor-Mentee meeting of Semester II





# Introduction of Peer Mentors

**P.S. A big thanks to our enthusiastic Final-year students**



NG Yat Nim (Annie )



2021-2023 ECE

2023-2025 EM

I can...

Share with you the best places to eat at Eduhk

Share with you the content of the courses and internships

# Wong Sze Wai Cecilia



Friendly and pragmatic

Background: Associate of Business Administration



School part-time and internship experience



Extracurricular experience

(language courses, career planning, health and culture)

MBTI: ISTJ

# KARSON

## WORKOUT



大家好啊! 我係好鍾意健身既 KARSON!!! 🙌🙌  
唔好睇我玩健身正係識操肌, 其實我係修讀視覺藝術  
興趣係影相同畫畫, 設計也略懂一點。如果大家對  
減肥健身任何問題都可以搵我! @karson.ka\_01  
# JChall莊 #健身教練 #24/7  
#24/7 解答大家問題👁️👁️



2024 JC 春茗表演





# 名字: DONALD

一個鍾意挑戰同埋有趣的事既人

「感覺好玩同有意義就會去馬🐎🐎🐎」

除咗系莊之外

- ✓ Hall 莊
- ✓ Sport Team
- ✓ 校內嘅活動大使

大家對唔同活動 or 中學實習生活有興趣

或者有疑問 做gym 玩比賽

都可以搵我架~~~

Add一波~ @Chunka\_1018

# AARON



平時冇乜社交活動比較內向既康樂  
興趣: 睇YT, 睇動畫, 打機, 學日文, 做GYM(間中)  
會帶住大家一齊去挽各種活動  
(O DAY, PARTY ROOM, WAR GAME)

如果有任何活動想知更多詳情都可以DM我呀!  
IG: [\\_yatlong\\_wu](#)

# JAMES

大家好

平時我都會做下運動、打欖球，我都無咩身份我係

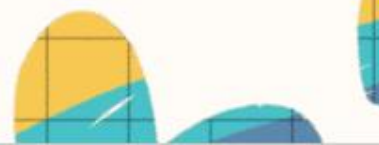
James, Vincent嘅

roommate

好高興見到大家~~~~

follow一波ig先

So\_\_Wah





# VINCENT



Wassup,我係Vincent  
平時就做做gym,即將擁有六舊腹  
肌,放假就去旅行  
我就冇咁多身份,我依家係  
Karson嘅gym mate James嘅  
room mate  
好高興見到大家~~~~  
follow一波ig先  
v1ncent\_322



# EDISON

YoYoYo! 歡迎大家加入EM呢個大家庭! 🌟🌟

About me 🚀:

✈️ Travle

🔫 Airsoft (Wargame)

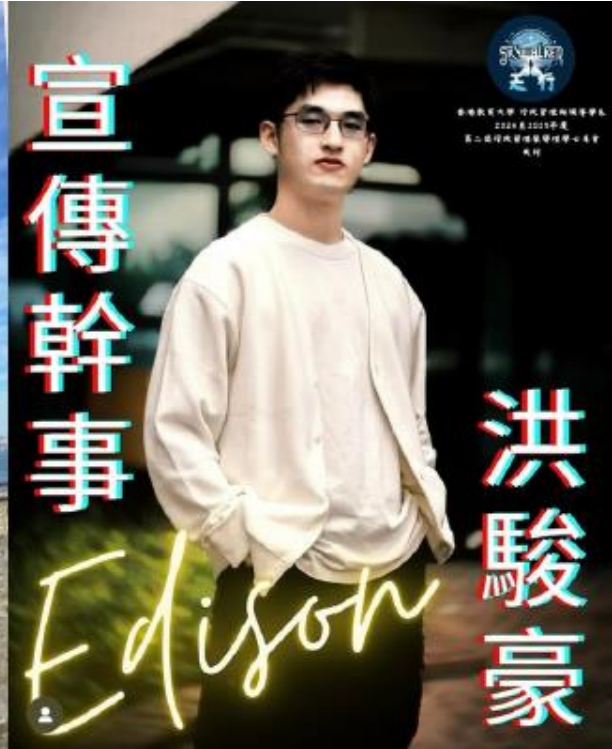
🏀 Sport

❤️❤️: 🐱🐶

✝️ Christian

IG: [hch.x02](#)

大家對於EM and 信仰上嘅問題都可以黎問我㗎! 🐱



@HCH.X02



# About Me

- I am Sally.
- Graduated from Higher Diploma in Early Childhood Education
- Currently studying Bachelor of Science (Honours) in Executive Management
- I like to be exposed to new things.
- I like chatting and socializing with people.
- I will gladly respond to inquiries from prospective students and assist in resolving any challenges you may encounter.
- Nice to meet you all!





**Break into small groups**

# **Mentor-Mentee Meeting**



# 第 2 屆 {12位莊員介紹篇!}

天行!

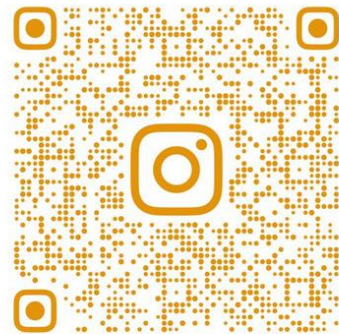


最熱門!!

好寶兄弟?!

SCAN ME

天行!

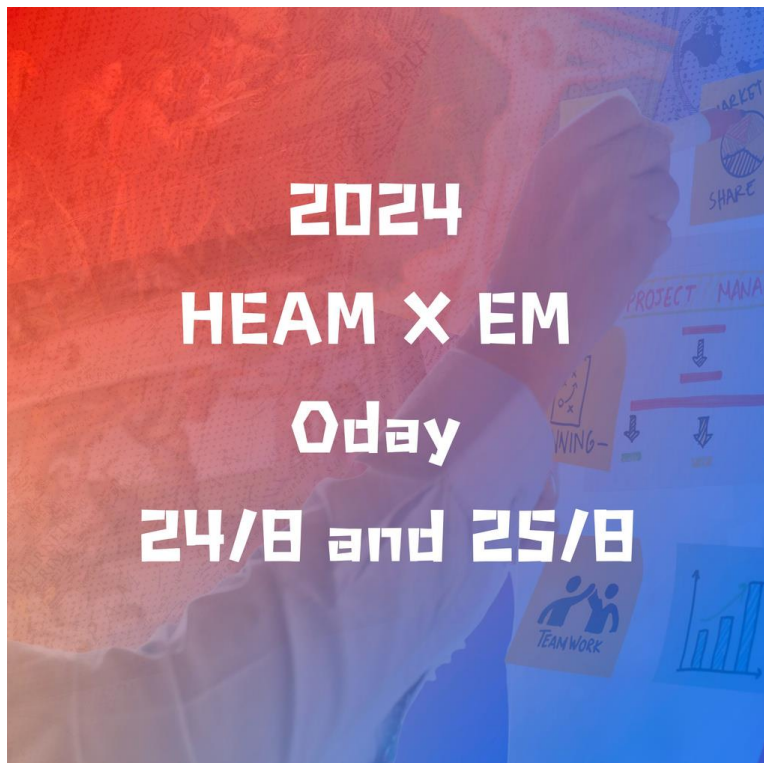


@EDUHK\_SKYWALKER2024

CARD MACHINE 使用方法

FOLLOW US





150 蚊連莊Tee，絕無隱藏收費

