

# TEACHING & LEARNING

## Newsletter for EF Students, Alumni, Teachers, and Friends

Departmental Web-Site: <http://www.cityu.edu.hk/ef/>

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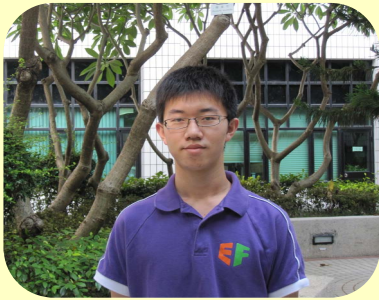
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## My University Life

Hi, I am Li Yang, Stone, a final year student majored in Finance. It has already been four years since I joined City



University of Hong Kong. During this time, I have formed my own way of learning gradually from a science student to a business student who aspires to become an expert specialized in the financial industry. Thus, I would like to share some of my understanding of study and also several personal extra-curricular activities that I have attended here.

### Learning Experience

#### Understanding Vs Remembering

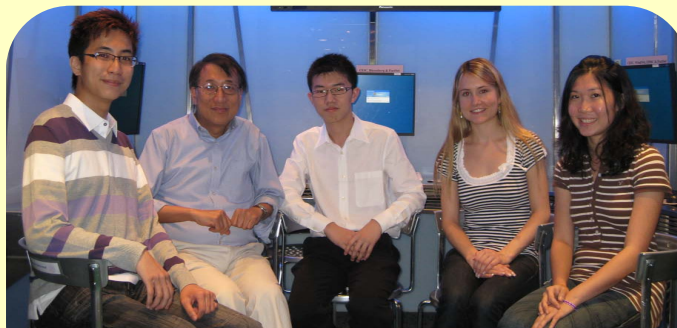
Before I entered City University of Hong Kong, I performed very well in my Junior and also Senior school, and I got the first place in the National College Entrance Examination of Hainan Province. I think the most crucial factor that contributes to my success in this examination is the understanding of the relationship among all the concepts that I have learned. And I applied this strategy in my

university level, especially in my major courses. And I found that this method was quite effective. Rather than simply applying the formulas, I tried to find out how every formula is derived and what the relationships among these various concepts are so that I could understand and utilize them better.

And attending lectures are also very important. I learned a lot by myself, and that is compulsory for one to understand. However, the professors helped me to process more quickly and accurately than just simply working by myself. The high quality of professors in EF Department would ensure the excellence of the content distributed in the lectures.

#### Importance of Interest

Apart from learning the courses provided in the classes or lectures, I developed my own interest in mathematics, which I think is another important factor for my success. I took part in the Mathematics Olympic Competition in mainland China when I was only 10 years old, and I found that engaging actively in this competition trained me well in the perspective of logical thinking and also creative learning. And my interest in mathematics



From Left to Right: Dickson Pun (from Hong Kong), Prof. Kenneth Chan (Head of EF Department), Li Yang, Vives Cano Xenia (from Spain), Kok Huay Yi (from Malaysia)

grows as I participate more and more actively in the Olympic Competition, and the joy that I found in solving one Olympic puzzle in more than anything else at that period of time. And finally I got the first prize in the Mathematics Olympic Competition in year 2005. Actually I did not focus too much on the outcome but I would rather enjoy applying my ability of logical analysis and also the process of fostering my interest in this subject. I just enjoyed it. Even though I have few mathematic classes now, I still remain committed to this interest as it is already part of my life.

So I think apart from the university lectures, one should have some interest subject to one's own personality. Whether it is math, music or anything else does not matter at all. The process of upholding and enjoying it is more important than the achievements. Learning to persist in something would lead one to the right method of learning and living.

### Facing the Trough

I suffered a lot in my first year after enjoying a comfortable Foundation Year as I did not prepare well to transform my mind and method of learning from a science student to a business one. I did not perform very well in courses like Management, although I could write excellent papers in those subjects. That might be the lowest trough in my learning experience.

However, I then tried very hard to become more professional by engaging more actively in the business world, such as attending business seminars and meetings provided by the University. And also the library is quite helpful as there are various kinds of newspapers and magazines that could help me to update my knowledge of the business world. The facilities of our university helped me a lot in boosting my confidence and desire to live in the business world. And the result of my transformation then turned out to be favorable.

## **Extra-curricular Activities**

### Student Representative

To promote the communication between the college's management level and the students, College of Business selected several students as the representatives to convey their fellow classmates' suggestions and opinions. I worked as the student representative of Finance Programme in year 2006 and then resigned as I had to leave City University of Hong Kong for half a year to attend the exchange programme.



From Left to Right: Li Yang, Weng Lin Lin (from Mainland China), Vives Cano Xenia (from Spain), Connie Leung (from Hong Kong), Kok Huay Yi (from Malaysia), Dickson Pun (from Hong Kong)

By working as a student representative, I learned a lot of communication skills and also the methods to collect opinions from my fellow classmates. The experience helped me to gather and select useful information properly and was quite useful in my further development, not only from

the campus perspective, but also the career aspect.

### Exchange Programme

Thanks to the City University of Hong Kong, I got a share in the exchange programme for one semester. And I took this chance to study in Renmin University in Beijing.



A lot of people wondered why I chose Renmin University rather than going abroad, especially in the case that I am a mainland student. Actually I hesitated before I submitted my choice to the College of Business. I always have a dream of experiencing the college life in mainland China, and Renmin University has a lot of experts in the field of economics and also finance, while living and studying abroad is also fantastic and attractive to me. However, after I came back from Renmin University, I told myself that I would never regret this exchange experience.

I lived with my classmates, studied with them, and took part in various kinds of extra-curricular activities such as playing basketball, hiking and so on. In Hong Kong, we do not have too many off-campus activities besides singing and sports. However, in mainland, we could play the game of go, visit lots of places of historical interest to get those kinds of transcendental experience, and also visit exhibitions of different styles. During which time, my culture experience was largely enriched.

And nowadays as China is booming rapidly, everything in China is now of catholic concern. Understanding the cultural background better means a lot for the future development in the potential mainland business world, so if I were given another chance to select the university that I would like to exchange to, I would never hesitate to choose Renmin University.

#### Internship

Since I took my exchange programme in Renmin University in Beijing, I took my internship during the later summer term in China International Capital Corporation (CICC) in Beijing.

I struggled hard to pass the interviews conducted by CICC, and then got the chance to work as an intern in its Investment Banking Division. I supported my team in prospectus writing and helped them to do the data mining for a weekly report on the A Share market, and also learned a lot of accounting knowledge by participating in checking errors in customer's financial statements. There I experienced the heavy workload of the investment banking industry since I had to work until late evening everyday. Most of the time I could not leave before 11 at night and I had to be 24 hours on-call, although I was only an intern there.

However, I learned a lot from that internship experience. I understand how the important leisure time is to me, and how to adjust myself to the rat race if I want to survive in a highly competitive industry.

#### **Mr. Li Yang, BBA Finance Graduate in 2009**

*(Li Yang was admitted as a foundation year student with his top results in National University Entrance Examination (全國普通高等學校統一招生考試). He then proceeded to the BBA Finance programme after he had completed the foundation year. He demonstrated outstanding academic performance throughout his study, and was awarded first class honors degree this year.)*

## General Education at City University of Hong Kong

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As City University of Hong Kong moves toward a 4-year degree programme, and incorporates a General Education component to its curriculum, there are challenges and opportunities that must be faced. The University is trying to place proper emphasis in the design, development, delivery, and assessment of courses in General Education.



As we prepare our students to face the challenges of the 21<sup>st</sup> Century, we must have a coherent curriculum that addresses the major issue of integrative learning. General Education is the place for such integration. The notion of integrative learning resonates differently within the various constituencies. The faculty would like their students to use what they learn at the university and apply it in solving global or community problems. No significant problem can be solved through the

lens of a single discipline. We need to prepare our students in the implication of knowledge, not just acquiring knowledge. Employers often ask whether the students are capable of applying their learning to the new questions and problems experienced in the workplace. Above and beyond the lenses of a particular discipline, employers need workers who can, in a systematic way, reflect on what they are encountering in the field, and use insight gained from university education to modify, and solve human problems. General Education is where we can address these issues. GE courses are designed to enhance undergraduate experience and lay a solid foundation for personal growth and intellectual development. The GE programme at CityU is to help students achieve the following learning outcomes:

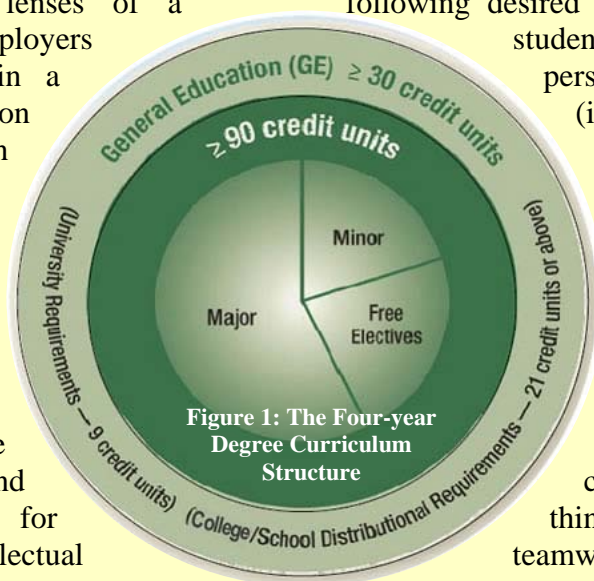
- (i) Develop intellectual and practical skills, including proficiency in written and oral communication, inquiry techniques, critical and creative thinking, quantitative reasoning, problem-solving and teamwork;
- (ii) Increase global awareness by gaining knowledge of diverse peoples and cultures, and develop the ability to interact with others in culturally diverse settings;
- (iii) Acquire a broader knowledge of the natural and physical world through the study of arts and humanities, social sciences, business, and science and technology;
- (iv) Develop the capacity for assuming individual and social responsibilities, including local and global civic knowledge and engagement, knowledge of and competence with human diversity, and ethical reasoning and action; and
- (v) Develop the capacity for life-long learning and for applying new knowledge and

skills to fulfill the needs of personal and professional lives.

With the GE programme goals and framework established, individual GE courses proposed by the colleges and schools should address the following desired characteristics so that our students will have a broad perspective on life and work:

- (i) Adopt an interdisciplinary frame of reference to foster an appreciation of the relations among different fields of knowledge;
- (ii) Emphasize intellectual content as well as generic skills in communication, inquiry, thinking, problem solving and teamwork;
- (iii) Introduce essential concepts, methods, and orienting conceptual frameworks of the subjects concerned;
- (iv) Utilize engaged pedagogies;
- (v) Provide the intellectual depth expected of credit-bearing university courses at the same level;
- (vi) Relate the subject matters to modern human experience; and
- (vii) Encourage self-discovery and reflection.

The above characteristics are not necessarily exclusive to GE courses nor is it necessary for all characteristics to bear the same weighting in every GE course. Nonetheless, it will be of fundamental importance that these characteristics effectively exist in all GE courses, with different focuses to balance different ends within a GE course. This will ensure that the GE programme outcomes will be successfully delivered by the end of the students' general education study.



With the implementation of 4-year degree programme, the students of City University will embark on journey that is exciting and full of potential. This will be another milestone in the history of a world class university.

**Professor Reza Hoshmand**  
**GE Programme Coordinator and Visiting**  
**Professor of Department of Economics and**  
**Finance**

**Figure 2: GE Requirements under 4-year undergraduate curriculum**

University Requirements		College/School Requirements	
English	6 Credits	Courses from <ul style="list-style-type: none"> <li>• GE Area 1: Arts and Humanities</li> <li>• GE Area 2: Study of Societies, Social and Business Organizations</li> <li>• GE Area 3: Science and Technology</li> </ul>	21 Credits
Chinese Civilization – History and Philosophy	3 Credits		
Total	9 Credits	Total	21 Credits

Total GE Requirement = 9 Credits + 21 Credits = 30 Credits

**Figure 3: GE courses offered by EF Department**

Course Code	GE1202	GE2208	GE2202
Course Title	Managing your personal Finance	China in the Global Economy	Globalization and Business
Offering Semester	Semester A & B, 2009/10	Semester B, 2009/10	Semester A & B, 2008/09 Semester A & B, 2009/10

# Arrival of New Department Head

Professor Chan Shun-yuen, Kenneth, has been appointed Head of Department of Economics and Finance from 1 September 2008 to 30 June 2011.



Professor Chan received his BSc from the University of Toronto, Canada, and MA and PhD from Brown University, USA. Prior to

joining our University, Professor Chan was Professor of Economics at McMaster University, Canada. He joined our University as Professor in January 2006 and served as Associate Dean of the College of Business during July 2007 to August 2008. Professor Chan has made significant contributions to the areas of International Economics, Experimental Economics and the Asia-Pacific Economies. He is currently the editor of the *Pacific Economic Review*.

## Recent Teaching and Learning Activities

### Orientation:

- First Mentor-Mentee Meeting, 23 August 2008
- EF Departmental Student Orientation, 29 August 2008
- EF Welcoming Party, 11 September 2008

### Learning Support:

- Staff-Student Consultative Meetings, 9 October 2008 and 27 February 2009
- Gathering with guests from University of Victoria, 29 October 2008
- Banquet in CityU (with EF Student Representatives), 31 October 2008
- Departmental Outing for MSc Students, 9 November 2008
- Student Exchange Programme 2008/2009
- Peer-Assisted Learning Scheme (PALSI) (FB2400, Semester A, 2008/09; and FB2401, Semester B, 2008/09)
- Undergraduate Mentoring Programme 2008/2009

### Professional Support:

- Professional Mentoring Programme 2008/2009
- Business Elites Seminar Talk (BEST) 2008/2009
  1. Topic: "Nature of Business of Treasury Market Job Opportunities and Latest Development" by Mr. Carlos Cheung, 16 October 2008
  2. Topic: "How to Protect Yourself in the Era of High Oil Price" by Prof. Albert Kwong, 8 November 2008
  3. Topic: "Career as a Corporate Finance Practitioner" by Mr. Thomas Kwan, 21 November 2008

4. Topic: “The Current Financial Turmoil and a Career in Investment Banking” by Mr. Chester Lui, 26 November 2008
5. Topic: “CFO Dialogue: My Days in the Film Industry” by Mr. Alan Chow, 28 February 2009
6. Topic: “Successful Career in Fund Management Industry: Competence and Competition” by Mr. Chris Y.H. Tse, 12 March 2009
7. Topic: “Career Development in Quantitative Area of Investment Industry” by Dr. Florence Chow, 21 March 2009
8. Topic: “Risk Management and Valuation Control for Derivatives Trading” by Mr. Goh C. Kee, 17 April 2009
9. Topic: “Structured Products Issuance and Control in Investment Bank” by Mr. Anthony Wong, 24 April 2009

### **Career Preparation:**

- Career Seminars/Workshops organized by External Affairs Unit
  1. Business Internship Programme Information Seminar by Prudential Assurance Co. Ltd., 18 September 2008
  2. CV Writing Workshop by Ms. Keiko Shinohara, EF External Affairs Unit, 30 October 2008
  3. Hear the Mind of the Financial Industry by Sun Hung Kai Financial, 16 October 2008
  4. Your Stepping Stone Series to Embark in the Business Arena by Ms. Lannie Lee & Ms. Clara Liu, 1-22 November 2008 (8 modules)
  5. An Insider's View of Career Development in Valuation and Finance by Greater China Appraisal Limited, 19 November 2008
  6. How to Prepare Yourself for the Financial Industry by Thomson Reuters, 22 December 2008
  7. Perspectives on the Financial Tsunami – Effects on the Financial Industry by Bank of East Asia, 10 February 2009
  8. How to Achieve Your Goal in Your Career by Smart Process International, 27 February 2009
- Winter Internship – Money Concept Co., 22 December 2008 to 10 January 2009
- Summer Internship – Money Concept Co., Summer term 08/09
- Hubei Deling Company Internship, 16 June 2008 to 26 July 2008
- Departmental Internship Programme 2008/2009 (including Mandatory Provident Fund Schemes Authority, Morgan Creek Capital Management, Sun Hung Kai Financial, Wing Hang Bank, The Wing On Department Stores (HK) Ltd.) organized by EF External Affairs Unit.
- Internship Programmes organized by College of Business (FB3800) and Student Development Services (SDS).

# Scholarships

The Department of Economics and Finance offers two categories of scholarships to outstanding students – the one sponsored by commercial and professional bodies such as Hong Kong Securities Institute and Society of Registered Financial Planners; the other supported by our department. In current academic year, about 170 outstanding students were awarded with scholarships in a total amount of HK\$3,000,000.

In the year 2009-10, we will offer the following four scholarships: (i) BBA Scholarships (130 awards with a total value of HK\$1,320,000); (ii) Undergraduate Distinguished Entrance Scholarship (50 awards with a total value of HK\$4,500,000); (iii) Exchange Programme Awards (30 awards with a total value of HK\$360,000); and (iv) BBA Scholarships – based on HKCEE results (students with 6A or above in HKCEE are eligible for an award of HK\$50,000).



(Details of the teaching and learning activities listed above can be found on the website “EF’s Co-curricular Learning Centre”, which is located at <http://fabweb.cityu.edu.hk/efelearn>.)