



**HKU SPACE**  
香港大學專業進修學院  
HKU School of Professional and Continuing Education

<http://hkuspace.hku.hk>

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## 衝破三百萬 報讀人次 學院創造 教育界佳績

HKU SPACE COURSE  
ENROLMENTS REACHED  
3 MILLION, CREATING  
OUTSTANDING  
ACHIEVEMENTS IN  
THE EDUCATION SECTOR

香港大學專業進修學院自 1957 年創校以來，一直致力為不同人士開拓終身學習的機會，在成長過程中寫下了一頁頁光輝紀錄。經過 64 年的努力不懈，學院除了在課程發展上因回應社會需要而創下了多項先河，報讀人次更由首屆 330 累計至去年底已衝破 300 萬，為學院豎立新的里程碑。

Since HKU SPACE was established in 1957, it has been committed to opening up a vast range of lifelong learning opportunities for the community, writing pages of glorious records in the process of its development. After 64 years of persistent efforts, the School has not only created many new precedents in curriculum development in response to the needs of the public, but has also gone from an initial enrolment of 330 students to now a cumulative total of 3 million in 2020, marking an important milestone for the School.

## 生源結構覆蓋廣泛 學問傳播無遠弗屆

### The composition of student enrolment covers a wide range, spreading knowledge to all communities

五十年代中期的香港，小學擴展計劃才剛開始，不少打工仔根本從未接受基礎教育洗禮。於是，香港大學專業進修學院（前身為香港大學校外課程部）於1957年應時而生，成為當時少數提供工餘進修的教育機構之一，願景是將知識帶到社會各個階層及界別，為普及教育貢獻力量。

創校首年，學院錄得330報讀人次。不到十年後，累計學生人次便已超過十萬，升幅驚人！及至九十年代的50萬、千禧年初的150萬、創校50周年時的200萬，直至去年底第300萬位學生報名入讀，學院再度揭開歷史新一頁。

在此過程中，學生的結構也有明顯的轉變，由最初有志學習的打工仔，至六七八十年代進修專業資格課程的在職人士，至2000年的年輕中學文憑畢業生，以至近年報讀線上課程、來至不同國家地區的學員，學院已成功將知識傳遞至全世界，跨越時空，跨越國界。

學院院長李經文教授表示：「對於這項得來不易的驕人成績，學院十分鼓舞，並感恩香港各界和不同人士數十年來給予的支持和信賴。我們承諾，在未來將繼續履行社會責任，設計及提供更多優質和專業的課程，以滿足大眾對持續進修的殷切需求；更為不同業界培育精英人才，以配合社會進步和發展的需要。」

對於成為學院第300萬位學生，王寶儀坦言有點意外，完全沒想過獲得這個特別身份：「當時報讀韓文是因為自己喜歡看韓劇，希望學習韓文後，以後『煲劇』不用看字幕。選擇HKU SPACE則是因為朋友推介，亦覺得學院的學習階梯十分清晰。」她表示未來會繼續唸上去，可以報考韓國國際試，給自己一個認證和肯定；有機會的話，亦會考慮學習其他語言。

In the mid-1950s, the Seven-Year Primary School Expansion Programme had just begun in Hong Kong, and many workers had never received basic education. As a result, HKU SPACE (formerly the Department of Extra Mural Studies – DEMS) was established in 1957 and became one of the few educational institutions at the time to provide after-work education, aiming to bring knowledge to all walks of life and various sectors of the society to contribute to universal education.

The initial enrolment of the School was 330 students. Less than a decade later, the cumulative number of students exceeded 100,000 - a significant increase! Then the number reached 500,000 at the beginning of the 1990s, 1.5 million at the beginning of the millennium and 2 million at the 50<sup>th</sup> anniversary of the School. At the end of last year, the School enrolled its 3 millionth student which officially opened a new page in its history.

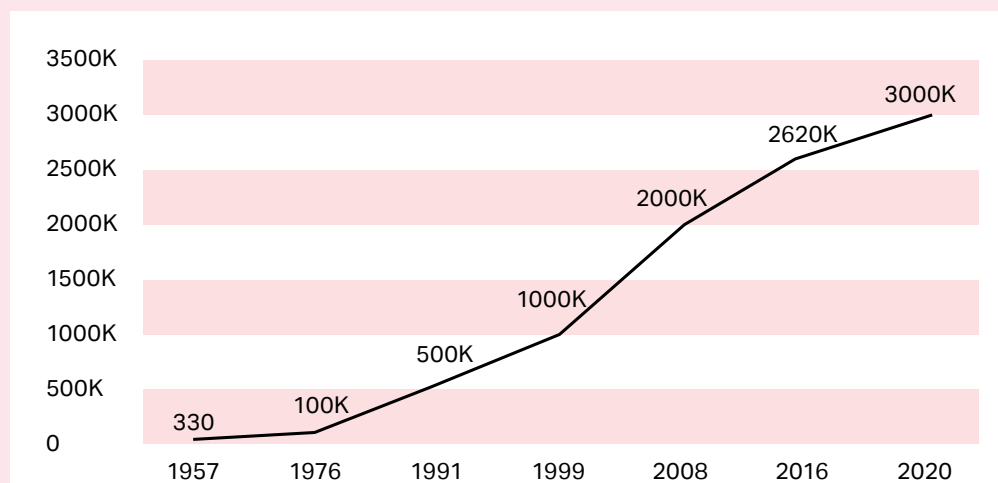
During that time, the composition of its student population has also changed significantly. At the beginning, most of the students were part-time workers who wished to study; then in the 1960s, 1970s and 1980s, they became employees who were pursuing professional qualification courses; and in 2000, they became young secondary school graduates. In recent years, students would come from different countries and regions and take online courses. The School has successfully spread knowledge all over the world, across time, space and national borders.

Professor William K. M. Lee, Director of HKU SPACE, said, "The School is very encouraged by this hard-earned and remarkable achievement, and is deeply grateful for the support and trust given by all sectors and communities of Hong Kong over the past decades. We promise to continue to fulfill our social responsibilities in the future by providing more high-quality and professional courses to meet the public's ardent demand for continuing education; and by nurturing new elites for different industries to meet the needs of social progress and development."

Wong Po-yee admitted that she was a little bit surprised to find herself as the 3 millionth student of the School and had never imagined that she would get a special position like this. She said, "I applied for the Korean course at the time because I like watching K-Dramas. I was hoping that after learning Korean I won't need to read subtitles when binge-watching in the future. I chose HKU SPACE through friends' recommendations, also I thought the learning ladder of the School was very clear." She said she would continue to study in the future and apply for Korean language international tests to get a certification and affirmation; and if there is any opportunity, she would also consider learning other languages.



2020年學院累積報讀人數 Cumulative Course Enrolment in 2020



## 課程發展走在前線 擁最大CEF課程網絡

### Cutting-edge curriculum development with the largest CEF programme network



除了收生網絡龐大，學院作為香港歷史最悠久的持續教育機構，一直致力推動終身學習。

及至香港特區成立，政府將終身學習的概念寫入施政報告，並於2002年成立持續進修基金（CEF），為有志進修人士提供資助。2019年4月1日，持續進修基金優化措施正式啟動，每名申請人的資助上限倍增至20,000元，申領年齡擴展至70歲，不設有效期。此措施對鼓勵市民持續進修、自我增值起了積極作用，亦驅使包括學院在內的專上院校推出更多切合社會需要的新課程。措施啟動之後，學院新增並獲批准千項CEF課程（見表），即由998項增至接近2,000項，市場佔有率亦由16%躍升至24%，獲基金資助完成學業的人次更由13萬上升至14萬。

李經文教授說：「從以上數字可見市民對學院教育質素的肯定和支持。隨着社會『新常態』的出現，為適應轉變以掌握未來，大眾對持續進修需求愈益增加。為此，我們將繼續努力打造優質學習平台，為有志人士提供更多切合時代需要、有利事業發展及符合個人興趣的課程，如健康管理、人工智能、物聯網等，與全港市民攜手並肩，邁向未來！」

As well as having a wide enrolment network, as the oldest continuing education institution in Hong Kong, the School has always been committed to promoting lifelong learning.

Since the Hong Kong Special Administrative Region (HKSAR) was established, the government incorporated the idea of lifelong learning into its policy addresses, helping transform Hong Kong into a learning society, and establishing the Continuing Education Fund (CEF) in 2002 to provide subsidies for those who wish to study. The CEF enhancement measures were officially implemented on 1 April 2019. The subsidy ceiling has increased to HK\$20,000 per applicant, and the upper age limit for applicants has been relaxed to 70 years old, with no validity period. The measures have played a positive role in encouraging citizens to continue their education and foster their self-enhancement, while also driving tertiary institutions, including the School, to launch more new courses that meet the needs of society. After the implementation of the measures, the School has added and approved nearly 1,000 CEF programmes (see table) which increased programmes offered from 998 to nearly 2,000. Market share has also jumped from 16% to 24%, and the number of students

who completed their studies through the fund has risen from 130,000 to 140,000.

Professor William K. M. Lee said, "The figures above show the public's affirmation and support for the quality of the School's education. With the emergence of today's social distancing 'New Normal', and in order to adapt to changes and grasp the future, the public's demand for continuous learning is increasing. To address these needs, we will continue to strive to build a high-quality learning platform, provide people who wish to study with more programmes that meet the needs of the times, promote career development and meet personal interests, such as health management, artificial intelligence, Internet of Things, etc., and move forward with all the citizens in Hong Kong!"



下列是2019年4月1日後新增之CEF部份精選課程 A list of highlighted new CEF programmes after 1 April 2019



#### 中醫學 Chinese Medicine

推拿學證書  
Certificate in Tui-Na

針灸學理論證書  
Certificate in  
the Foundations of  
Acupuncture

證書(單元:中醫藥膳工作坊)  
Certificate for Module  
(Workshop on  
Chinese Medicine Cuisine)

中藥配劑證書  
Certificate in  
Chinese Medicine  
Dispensing



#### 提升專業知識 Professional Knowledge Improvement

公關及企業傳訊證書  
Certificate in Public  
Relations and Corporate  
Communication

智能大廈科技證書  
Certificate in  
Smart Building  
Technologies

工程學高等文憑  
Advanced Diploma  
in Engineering

藥物市場學專業文憑  
Professional Diploma in  
Marketing for  
Pharmaceutical Industries



#### 培養個人興趣 Personal Interest Development

正向心理學證書  
Certificate in  
Positive Psychology

人生教練高等證書  
Advanced Certificate  
in Life Coaching

化妝品學基礎證書  
Foundation Certificate in  
Cosmetic Science

書籍維護與修復證書  
Certificate in Conservation  
and Preservation of Books  
and Documents



#### 高端科技 Advanced Technology

電子競技科學文憑  
Diploma in eSports Science

大數據分析及應用高等文憑  
Advanced Diploma in  
Big Data Analytics  
and Applications

網絡風險管理深造文憑  
Postgraduate Diploma in  
Cyber Risk Management

資訊科技鑑證深造文憑  
Postgraduate Diploma in  
IT Forensics



# 附屬學院建設 中學科技資源共享網絡

## HKU SPACE Community College builds a science and technology resource sharing network for secondary schools

教學技術日新月異，近年冒起的洞穴式自動虛擬實境（CAVE）是當中的佼佼者。一向積極聯繫社區的香港大學附屬學院（學院）早於 2018 年已將此技術應用於不同學科如建築、室內設計及市場學等，並利用這個自身技術優勢，在 2019 年 4 月展開「洞穴式自動虛擬實境系統」（CAVE）計劃，為各區打造 VR CAVE 樞紐，幫助全港中學建立社區科技資源共享網絡，推動中學教學邁向多元化。

此計劃獲優質教育基金撥款資助，至今已為六間中學設立了 CAVE 系統，包括灣仔香港真光中學、荃灣寶安商會王少清中學、東涌保良局馬錦明夫人章馥仙中學、將軍澳保良局羅氏基金中學、粉嶺救恩書院及元朗裘錦秋中學；並由學院親自製作了四個 VR 內容，讓老師及同學置身其中，實地考察。為此計劃牽頭的附屬學院校長陳龍生教授指出，六間中學位於不同地區。參與的中學除了讓校內同學使用系統設施外，亦承諾在某時段開放予區內其他學校學生甚至街坊，藉着資源共享以增加整個計劃的受惠人數。

陳教授續解釋：「在沉浸式 CAVE 系統中，老師的參與度較高，可發揮帶領和輔導作用，十分適合中學生的學習模式。四個完成的 VR 內容以地理、地質為主題，雖然不能完全取代野外考察，但同學先透過 VR CAVE 了解現場環境，絕對能增加同學實地考察的成效。」

Teaching technology is changing rapidly, and CAVE (Cave Automatic Virtual Environment) which has emerged in recent years is one of the best. HKU SPACE Community College (the College), which has always been actively connecting with the community, already applied this technology to different disciplines such as architecture, interior design and marketing as early as 2018, and used its own technical advantages to launch the "CAVE" programme in April 2019, building VR CAVE hubs for all districts to help secondary schools in Hong Kong establish a technology resource sharing network in the community and encourage diversified teaching to secondary schools.

This programme was funded by the Quality Education Fund and has so far set up CAVE systems for 6 secondary schools, including True Light Middle School of Hong Kong, Po On Commercial Association Wong Siu Ching Secondary School, Po Leung Kuk Mrs Ma Kam Ming-Cheung Fook Sien College, Po Leung Kuk Laws Foundation College, Fanling Kau Yan College and Ju Ching Chu Secondary School (Yuen Long); and the College has produced 4 VR teaching materials for teachers and students to enjoy an immersive experience. Professor Chan Lung-sang, College Principal who leads this programme, pointed out that the 6 secondary schools are located in different regions. In addition to allowing their own students to use the system's facilities, the participating secondary schools also promised to open the system to other schools' students and even neighborhoods in their districts during certain periods of time, increasing the number of people who can benefit from the programme through resource sharing.

Professor Chan continued to explain, "In the immersive CAVE system, teachers are more involved and can play a leading and supporting role which is very suitable for the learning model of secondary school students. The 4 provided VR teaching materials are mainly in geography and geology, and although they can't completely replace field trips, students would first understand the environment of the sites through VR CAVE, which can definitely improve the effectiveness of their field studies."



## 師生走進 CAVE 虛擬世界 Teachers and students walk into the virtual world of CAVE



對於推行 CAVE 計劃的目標，**救恩書院**校長邱潔瑩深感最好的理念是社區資源共享。「以我校為例，對面是一所特殊學校。他們組織同學到遠處野外考察比較困難，但我校的 CAVE 跟他們只有一街之隔，在這裏進行考察活動不但方便而且安全。」

Ms Yau Kit-ying Veronica, principal of Fanling **Kau Yan College**, deeply felt that the best concept regarding the goal of implementing the CAVE programme is sharing community resource. "Let's take our school as an example - there is a special school on the opposite side from ours. It's quite difficult for them to organise their students for field trips far away, however, the CAVE in our school is only across the street from them so it's convenient and safe for them to conduct field studies here."



2



**真光中學**校長許端蓉表示，除了地理科及 STEM 學科的老師外，其他各科科主任亦親身了解了系統的操作，正構思如何應用於任教科目。「日後老師將設計校本教材，可預期學與教都會更精彩、更充實。」

Ms Hui Tuen-yung, principal of **True Light Middle School of Hong Kong**, said that in addition to the teachers of geography and STEM subjects, the heads of other subjects have also learned about the operation of the CAVE system in person and are now thinking about how to apply them to their teaching. "In the future, teachers will design school-based teaching materials so it's expected that learning and teaching will be more interesting and more informative."



3



地理科野外考察牽涉天氣和人手問題，局限性很大。**王少清中學**校長鍾佛成稱：「VR CAVE 的設立不僅排除了這兩方面的問題，而且提高了同學學習的趣味性。這個計劃以地理科為起步點，但應用上可拓展至其他科目，例如生物、資訊及通訊科技 (ICT) 以至視覺藝術。」

Given that geography field trips are heavily affected by weather and manpower, there are many limitations. Mr Chung Fat-shing, principal of **Po On Commercial Association Wong Siu Ching Secondary School**, said, "The establishment of VR CAVE has not only gotten rid of these two problems, but also enhanced the enjoyment of students' learning. This programme starts with geography but it can be applied to other subjects, such as biology, information and communication technology (ICT) and even visual arts."

4



校長從宏觀角度看 VR CAVE 的優點，那麼，實際操作系統的老師又有何看法？**章釀仙中學**地理科老師姜老師說：「目前中一至中五的地理科都已配對合適內容，我們將 VR 場景以片段式在課堂上顯示，導賞同學，指導他們進行一些互動動作。同學都顯得十分雀躍，有些甚至提出要選修地理。」他坦言地理科每周節數不多，限制了 VR CAVE 的應用，所以正考慮進行課餘小組學習。

陳龍生教授補充，章釀仙中學位處東涌，在香港的最西邊；同學要往萬宜水庫東壩參觀香港的地質和地貌，單程交通動輒兩小時；VR CAVE 將東壩現場帶到學校，為師生省卻了大量時間。

The principals have looked at the advantages of VR CAVE from a macro perspective, so how about teachers who actually operate the system? Mr Keung, a geography teacher at **Po Leung Kuk Mrs Ma Kam Ming-Cheung Fook Sien College**, said, "Currently, we have suitable content for all geography subjects from grade S1 to S5. We played segmented VR scenes in the class and guided students to do some interactive actions. All the students showed their excitement and some even proposed to take geography as their elective." He admitted that there are not many geography classes every week, which has limited the application of VR CAVE, therefore after-school group learning is under consideration.

Professor Chan Lung-sang added that Po Leung Kuk Mrs Ma Kam Ming-Cheung Fook Sien College is located in Tung Chung, the most western part of Hong Kong; when visiting the High Island Reservoir East Dam to study the geology and landscape of Hong Kong, the school's students need to take 2 hours for a one-way trip; however, VR CAVE can 'bring' the East Dam on-site, saving the teachers and students a lot of time.

5

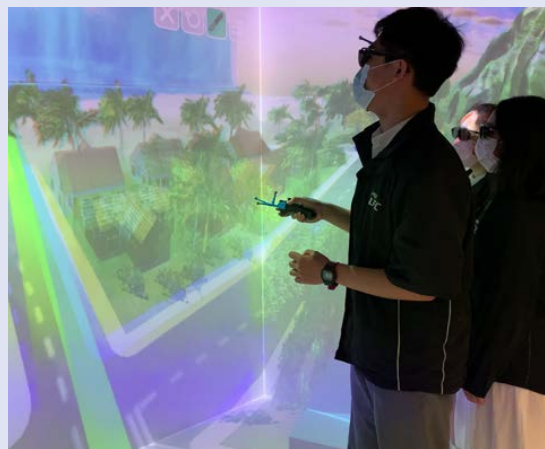


在**羅氏基金中學**任教 ICT 的葉老師稱，雖然學校位處香港東邊，前往東壩十分方便，但疫情使野外考察難以成行，VR CAVE 的出現在時機上是很好的配合。「VR CAVE 容許多人參與同一場景，老師更易於講解和引導，也可加強與同學之間的互動。」

Mr Ip, an ICT teacher at **Po Leung Kuk Laws Foundation College**, said that although their school is located in the east of Hong Kong which is very convenient for them to visit the East Dam, Covid-19 has made field trips very difficult, therefore VR CAVE has come at the right time. "VR CAVE allows multiple people to



participate in the same scene so it's easier for teachers to explain and guide, and it can strengthen the interactions between teachers and students."





6



**裘錦秋中學**地理科老師黃志威讚許 VR CAVE 是優質的學習場所，「老師和同學能夠進入同一個 1:1 場境內溝通交流，在安全且高度貼近現實的沉浸式虛擬環境中互動學習。地理科同學可以低成本去虛擬考察一些平時少有機會參觀的大自然景點。」



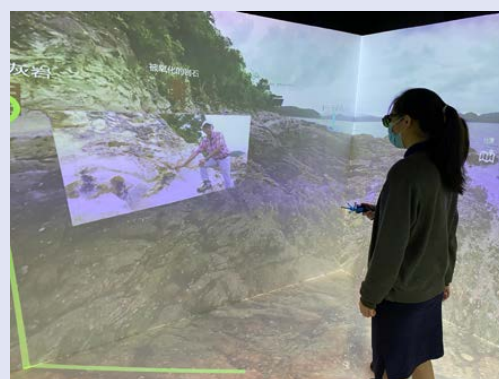
Mr Wong Chi-wai, a geography teacher of **Ju Ching Chu Secondary School**, praised VR CAVE as a high-quality learning place, "Teachers and students can enter the same scene in 1:1 scale to communicate and exchange opinions, and learn interactively in a safe and highly realistic immersive virtual environment. Students in geography can virtually visit natural attractions that they rarely have the opportunity to go to, and with low costs."

在中學建立 VR CAVE 的目的是裨益學與教，學生在用後都肯定其價值。其中救恩書院中六學生李昭頡認為，出發考察前先在 VR 系統預覽周遭環境的特徵，讓他們在實地考察時可進行更深入的探究。鍾書悅同學表示，VR 系統中已加入有關地貌的照片及影片，學生儼如

在不同地點進行實地考察。



The purpose of establishing VR CAVE in secondary schools is to benefit learning and teaching, and all the students have affirmed its value after usage. Among them, Li Chiu-kit, a 6<sup>th</sup> grade student from Kau Yan College, thought that previewing features of the surrounding environment through the VR system could help them to conduct more in-depth exploration during the actual field studies. Student Chung Shu-yuet said that the photos and videos of relevant landforms were added to the VR system - it was as if the students were conducting field trips in different places.



## 集思廣益共享成果 Brainstrom and share results

在六間中學分享心得的過程中，校長和老師都提出了一些反思。姜老師建議校方在下學年的課堂編排多花點心思作出調配和安排，一方面減少 CAVE 系統空置時段，另一方面避免「撞班」使用，這樣便能夠達到資源被充分利用。

此外，VR CAVE 發展計劃的下一步是由學校老師設計和製作校本教材內容，鍾校長對此表示了校方可面對的憂慮：「相關工作對電腦硬件和器材的要求頗高，學校本身已有的設備未必符合條件，所以要添購新產品。目前校方仍可應付，但若未來設備要求更多更高，將對學校財政造成壓力，也未可料。」

儘管如此，陳教授認為，相對器材而言，教材內容和老師的培訓更重要。他亦希望六所中學在日後能夠共享 VR CAVE 項目內容，每個教材便可以獲得六倍效益。當這些資源擴闊至社區使用，則受惠的學校、老師和同學便會遠超最初的構想目標。

During the process when the 6 secondary schools were sharing their experiences, principals and teachers all put forward some thoughts. Mr Keung suggested that schools should spend more time arranging and adjusting classes in the next school year to reduce the chance of leaving the CAVE system unoccupied and avoid time conflicts among classes, making full use of this resource.

Moreover, in the next step of the development plan of VR CAVE, teachers will design and develop school-based teaching materials, however, Principal Chung expressed certain concerns: "This work has high requirements in computer hardware and equipment but the schools' existing equipment may not meet requirements, so new products need to be

purchased. The schools can still cope with the situation at present but if there are more and higher requirements on equipment in the future, it may put pressure on the schools' finances."

Having said that, Professor Chan believed that VR CAVE's teaching materials and teachers' instructions are more important than its equipment. And he hoped that the 6 secondary schools can share their own teaching content with each other in the future. In this way, all of the textbooks would gain 6 times the benefit. When the resource sharing network is expanded to the community, the number of benefited schools, teachers and students will exceed far beyond expectations.

詳文請看 For more details



# 追求卓越教學質素 學院獲教資會充分肯定

## UGC recognises HKU SPACE initiatives in achieving academic excellence



作為開辦香港大學副學位課程的主要單位，香港大學專業進修學院（學院）欣悉，早前提交的副學位課程質素核證進度報告獲大學教育資助委員會（教資會）及其轄下的質素保證局（質保局）贊同。學院歡迎教資會及質保局讚揚「進度報告詳盡、全面，反映學院高度發展，以自我批評及開放的態度，對外部評審的建議進行持續優化」。教資會及質保局亦欣賞學院有關質素保證及提升的持續措施，展示學院「在追求卓越教學質素方面採取主動、有承擔及能靈活調配資源」。進度報告現已上載於質保局網頁。

質保局於2019年2月發表《香港大學副學位課程質素核證報告》。按要求港大須於三個月內提交行動計劃，以及18個月內提交進度報告。就此港大於2019年5月向教資會提交一份行動計劃，列明14個項目，包括學院進行國際基準參照、發展電子學習及優化學生的學習評估等。於2020年8月，港大再提交進度報告，匯報了各項跟進行動的細節，以回應評審小組的肯定及建議。

教資會及質保局亦讚許大學及學院，在面對本地及全球各項難以控制的重大挑戰時，仍於各項行動計劃有顯著進展，完成了大部分跟進，並就需時完成的計劃設有明確的執行時間表。

港大及學院將繼續監察及檢視行動進度，以確保後續發展及相關措施能有效率及有成效地於副學位課程推行。

HKU SPACE (the School), as the principal provider of sub-degree programmes in the University, is pleased to learn that the University Grants Committee (UGC) and its Quality Assurance Council (QAC) have endorsed the University's Progress Report on the QAC Sub-degree Audit. The School welcomes the remarks of the UGC and the QAC that the Progress Report is "thorough, comprehensive and indicates a highly developed, self-critical and open-minded approach to optimising the enhancement opportunities provided by external quality audit". The UGC and QAC also appreciated the continuous initiatives in quality assurance and improvement which demonstrated that HKU SPACE has been "self-starting, committed and resourceful in striving for excellence in teaching and learning quality". The Progress Report is now uploaded to the QAC website.

Following the Quality Audit Report on Sub-degree Operations by the QAC in February 2019, the University was required to submit an Action Plan three months later and a Progress Report 18 months later. The Action Plan was submitted to the UGC in May 2019. The

Action Plan identified 14 action items including international benchmarking, E-Learning development and student learning assessment. In August 2020, the University submitted the Progress Report to the UGC which provided details of the actions taken by the School to address the Audit Panel's affirmations and recommendations.

The UGC and the QAC were also pleased to note that, despite significant local and global challenges well beyond the control of the University and the School, significant progress has been made on all points of our Action Plan. Most actions have been completed already, and clear timetables are set out for those that require a longer implementation.

The University and the School will continue to monitor and review progress to ensure that further developments and initiatives are effectively and efficiently implemented in the sub-degree operations.





# 全新課程 帶你探索人生 新領域

## Explore new areas of life through new programmes



企業或機構要成長和進步就必須不斷創新，學院作為歷史悠久的專上院校也不例外。根據社會發展趨勢，我們在今年設計和推出近 50 個新課程，與大家一起砥礪前行。

To grow and progress, enterprises or institutions must continue to innovate, and as a tertiary institution with a long history the School is no exception. In accordance with social development trends and in order to move forward with everyone, we have designed and launched nearly 50 new programmes this year.

更多新課程請瀏覽

For more new programmes, please visit:

<https://hkuspace.hku.hk/>

### 學習語言 走進別人的心坎

#### Learn languages to walk into other people's hearts

南非前總統說過：「如果你對一個人講他聽得懂的語言，你的話會進入他的腦中。如果你跟他說他的母語，你的話會進入他的心中。」

人在他方能夠說當地的語言，不單有助融入當地的生活，更重要的是讓當地人感覺受到尊重。泰國是香港人最熟悉的國家之一，不管你是旅遊發燒友，正蓄勢等待疫情過後便整裝上機，到當地享受陽光假期；抑或正考慮移居泰國慢活人生，學懂泰語都會令你的假期更精彩、生活更自在。「網上泰語 1」課程招生極速滿額，現再度開課，並加推第 2 及 3 班，向隅朋友萬勿錯過。

The former president of South Africa said, "If you speak to a man in a language he understands, you speak to his head. If you speak to him in his language, you speak to his heart."

Being able to speak local languages not only helps to integrate into local life, but more importantly, it makes the local people feel respected. Thailand is one of the countries that Hong Kong people are most familiar with. Whether you are a travel enthusiast and are ready to get on the plane after Covid-19 to enjoy a sunny holiday there; or you are considering moving to Thailand to live a slow life, learning Thai will make your holidays more exciting and your life more comfortable. The enrolment of the "Online Thai 1" course filled up very quickly but it is now reopening and we have newly added the 2nd and 3rd series courses. Don't miss it if you are interested.



「網上泰語 1」課程資料  
Programme information of "Online Thai 1"



### 養生養身 終生受用不盡

#### Paying attention to healthcare delivers life-long benefits

生活在長壽的時代，我們應該更注重健康。健康生活不止是保養身體、防治疾病，更多是保持快樂心境，安心做自己想做的事，好好生活。

病毒襲港致使很多人選擇留家避疫，並秘密煉功鑽研廚藝，化身家庭廚師，實行以溫情對抗疫情。「健康糕點工作坊」課程講授中醫藥知識在日常飲食（特別是糕點小吃）中的應用，教你如何選擇適當的中藥食材，為家人製作健康的糕點。



Living in the era of longevity, we should pay more attention to our health. A healthy life is not only about maintaining the body and preventing diseases, but more importantly, it is about keeping a happy mood, doing what you want to do with a peaceful mind and living a good life.

When Covid-19 hit Hong Kong, many people chose to stay at home to avoid infections. They 'secretly' practiced culinary skills and became chefs at home, fighting the pandemic in a soft way. The Certificate for Module "Healthy Snacks Workshop" teaches you how to apply Chinese medicine in the daily diet (especially for pastries and snacks), and how to choose suitable Chinese medicine ingredients to make healthy snacks for your family.

「健康糕點工作坊」課程資料  
Programme information of  
"Healthy Snacks Workshop"





## 調適心靈 應對時代變遷 Adjust the mind and cope with the changes of the times

置身紛繁複雜的大環境裏，必須具備心理素質才能適應時代變遷，應對未知的命運，故心靈健康十分重要。

「香道與身心靈健康」課程帶你進入中國傳統香學之道，研習香道如何能開展身、心、靈健康。香學之道源於中國，輾轉流傳至日本後而融入了禪意。香入生活，文雅而高尚，令人神往。

Being in a complex environment, we must have a strong heart to adapt to the changes of the times and deal with unknown fate, therefore mental health is very important.

"The Tao of Incense in Body, Mind, Soul Wellbeing" course will take you into the traditional Chinese Tao of incense to learn how it can develop health in the body, mind and soul. The Tao of incense theory originated from China and was then integrated into Zen after being spread to Japan. Learning the Tao of incense will make your life elegant, gracious and fascinating.



「香道與身心靈健康」課程資料  
Programme information of  
"The Tao of Incense in Body, Mind, Soul Wellbeing"



## 數碼媒體營銷 機不可失 Digital media marketing is a great opportunity

隨着社交媒體以驚人速度發展，數碼營銷成為了企業的重心業務。要想在職場上變得炙手可熱？學習這方面的知識和技能便是不二途徑。

行政人員證書《專業數碼媒體銷售》是學院與互動廣告局（IAB）合作推出的兩個全新課程，目的是培養數碼媒體行業的人才，傳授紮實基礎知識，提高專業技能水平，適合數碼媒體營銷從業人員報讀。



With the rapid development of social media, digital marketing has become the core business of enterprises. Want to become popular in the workplace? Learning relevant knowledge and skills is the best way.

"Executive Certificate in Professional Digital Media Selling" is a brand-new programme launched by the School in collaboration with the Interactive Advertising Bureau (IAB) Hong Kong which aims to groom talents for the digital media industries and to teach solid basic knowledge and elevate the skill sets of the workforce. It is suitable for digital media marketing practitioners to enrol.

「專業數碼媒體銷售」課程資料  
Programme information of  
"Professional Digital Media Selling"



## 體悟文化 了解社會 Comprehend culture and understand society



文物和藝術是人類社會物質文明和精神文明發展的見證，當中蘊含豐富的歷史信息，彌足珍貴。

「慈山寺佛教藝術博物館導賞證書」課程由慈山寺與學院合作開辦，除了教授中國佛教藝術與佛法哲理的基礎知識，也包括藝術欣賞、博物館和藝術文化環境等相關領域；並以慈山寺弘揚漢傳佛法的信念與價值為核心，使學員逐步熟悉慈山寺對於社會公益與自我價值的同步實踐。

Cultural relics and art are witnesses to the development of material and spiritual civilisation of human society, and they contain abundant and precious historical information.

The "Certificate in Docent Studies on Buddhist Art Museum of Tsz Shan Monastery" course is launched by the School in collaboration with Tsz Shan Monastery. Aside from teaching the basic knowledge of Chinese Buddhist art and Buddhist philosophy, it also covers other related fields, including art appreciation, museums, art and cultural environment, etc. The course focuses on the beliefs and values of Han Buddhism carried forward by Tsz Shan Monastery, helping students gradually become familiar with the practice of both social welfare and self-worth of Tsz Shan Monastery.

「慈山寺佛教藝術博物館導賞證書」  
Programme information of "Certificate in Docent Studies on  
Buddhist Art Museum of Tsz Shan Monastery"



# 別讓夢想跑掉

## Don't let go of your dreams



在職場工作一段時間後，很多人會因慣於既定模式而不願走出舒適圈。然而，有夢想的人仍會不斷求進，希望能夠昇華至另一個層次，繼而走得更加久、更遠。Mustard Creative and Marketing Ltd 創辦人劉立紅就是其中一個例子。從唸書至打工至創業至成功，立紅由文憑試落第生蛻變為多元企業的老闆，過程中經歷失望與不甘、滿足與快樂、堅持與專注。

立紅今天的成就備受業界肯定，但在掌聲背後，究竟是一番什麼樣的掙扎和奮鬥？Career SPACE 邀得立紅於 3 月 25 日主講「90 後創業成功——由打工仔到創立多元企業的老闆」，分享了她如何捉緊夢想，抱着好奇心在不同階段探索一份的可能性，從而逐步建立自己的團隊，成為自己人生領袖的故事……



### 忠於興趣 發現自己

2007 年的立紅是中學文憑試畢業生，在公開試成績公佈前已決定走一條不一樣的升學路，順隨自己的興趣報讀了香港大學附屬學院（CC）的公關及企業傳訊高級文憑課程。她解釋：「我亦喜歡視覺藝術，也獲得另一所院校取錄了；但因姐姐在唸室內設計，加上自己性格外向，我便選擇另一條路。」

有人說：在大專課堂上，教師扮演的角色不再是灌輸知識，而是學習的「引路人」。立紅十分對此同意。在 CC 的三年間，立紅形容是「真正的學習」，是人生的轉捩點。「CC 的老師都很優秀，對教學很用心，在課堂上從多角度引導學生思考和分析事物；在課堂下經常與學生討論甚至辯論問題，分享不同看法。師生之間互相尊重、互相信任。」公關及企業傳訊是立紅的興趣所在，所以她唸得很起勁。即使老師沒有要求，她亦會主動四處找合適的參考書，為自己的知識寶庫加分。

然而，人生充滿變化，這些變化或會使我們重新「發現」自己。在 CC 第二年的暑假，立紅在一間著名設計公司做實習生，負責按客人要求撰寫樓盤廣告宣傳稿。「我發現自己無法愛上這份工作，原因是，我享受在無限空間做創作，但抗拒在既定框框咬文嚼字。」

在 CC 完成了三年高級文憑課程，立紅成績優異，獲浸大傳理系及理大市場學同時取錄，但她意識到自己並不適合公關行業，也不熱衷於寫作，於是就決定入讀理大。由於市場學牽涉產品推廣、消費者行為與慾望，所以她又副修了心



理學，希望更好地了解人的心理；再配合她在 CC 所獲得的公關和企業傳訊知識，實在是全方位的專業訓練！

### 專心一志 追夢成功

理大畢業後，立紅在一間廣告公司工作了一年多，表現深得老闆欣賞。本可穩穩陣陣、無風無浪過着打工日子，她卻萌生離職創業的念頭。「我的好奇心很大，什麼都想嘗試。當年的我只有 22 歲，沒有家累，沒有財政壓力。創業是追夢，縱然失敗也是 nothing to lose。」於是，立紅便在 2014 年創辦了 Mustard Creative and Marketing Ltd，給自己三年時間闖天下，考驗自己的實力。

由最初幾個月門堪羅雀至第一個客戶至舊客戶推薦新客戶，生意愈來愈好，以至往後發展了不同業務支線包括負責禮品包裝的 Mustard Gift & Premium、專為客戶申請政府資助的 Mustard Consultancy；到今天，立紅的芥菜企業已經十分多元化，而且做得有聲有色！

「的而且確，跟着前輩的步伐比較容易看得清前途曲直，而順隨自己意向所走的路比較沒有把握，但我相信，只要堅持信念、保持專注，風景必定更美。」立紅選擇了一條自己喜歡的路，儘管沿途戰戰兢兢，卻走得開心又滿足。





Many people refuse to leave their comfort zone after being in the workplace for a while, because they are used to set patterns. However, people with dreams will continue to strive for progress, hoping to step up to another level to go longer and further. One of these examples is Red Lau, the founder of Mustard Creative and Marketing Ltd. From studying and doing part-time jobs to starting her own business and being successful, she has transformed from a student who failed the HKDSE (Hong Kong Diploma of Secondary Education Examination) to the boss of a diversified company. During this process, Red has experienced disappointment, unwillingness, satisfaction, happiness, persistence and concentration.

Red's achievements today have been affirmed by the industry, but what kinds of struggles and challenges has she had behind the applause? Career SPACE invited Red to give a talk on "Unlock yourself to be a Young Leader" on 25 March, sharing stories of how she grasped her dreams and explored possibilities at different stages of her life and with curiosity, so as to gradually build up her own team and become her own boss...

### **Stay true to your own interests and find yourself**

In 2007, Red graduated from the HKDSE and decided to take a different path for her higher school education before the public examination results were announced. Following her own interests, she applied for the Higher Diploma in Public Relations and Corporate Communications programme at HKU SPACE Community College (CC). She explained, "I also liked visual arts and received an offer from another school; however, considering that my sister was studying interior design and I was quite outgoing, I chose another path for my further education."

Some people said: in college classes, the role of teachers is no longer a knowledge provider but a learning mentor. Red fully agreed with that. She described the 3 years at the CC as a period of "real learning" and a turning point in her life. "The teachers at the CC were excellent and dedicated to teaching. In class, they guided students to think and analyse



things from multiple perspectives; and after class, they often discussed and even debated issues with students in order to share different opinions. Teachers and students respected and trusted each other." Red was very interested in Public Relations and Corporate Communications so she put a lot of effort in the course. Even if teachers did not give the assignment, she would look for suitable reference books on her own to increase her knowledge reserve.

However, life is full of changes and these changes may make us "rediscover" ourselves. During the summer vacation of her 2<sup>nd</sup> year at the CC, Red had an internship at a well-known design company and was responsible for writing real estate advertisements as the clients required. "I found that I couldn't be passionate about the job because I enjoy creating things without any limitations but I don't enjoy polishing words within a given framework."

After completing the 3-year advanced diploma programme at the CC, Red obtained excellent marks and received offers from both the School of Communication of Hong Kong Baptist University and Marketing at PolyU. However, she realised that she wasn't meant for the public relations industry nor keen on writing so she decided to enter PolyU. Given that marketing involves product promotion as well as consumer behavior and desire, she also studied psychology as a minor subject, hoping to better understand people; together with the knowledge of Public Relations and Corporate Communications taught at the CC, she definitely received comprehensive and professional training!

### **Stay focused and fulfill your dream**

After graduating from PolyU, Red worked in an advertising company for over a year and her performance won the boss's favor. She could have had a steady job with a peaceful life but she wanted to quit and start her own business. "I was very curious and I wanted to try everything. I was only 22 years old at that time, no family burdens or financial pressures. Starting my own business was my dream, and I had nothing to lose even if I failed." As a result, Red founded Mustard Creative and Marketing Ltd in 2014 and planned to spend 3 years adventuring and testing her own abilities.



From having no business in the first few months to having her first customer and to attracting more through good reputation, her business became better and better. Later, the company developed different side products, such as Mustard Gift & Premium which provides gift packaging services and Mustard Consultancy which helps customers apply for government subsidies. Today, Red Lau's company has already become very diversified and the business is very good!

"It's true that it is easier to see the way forward when following other people's steps whereas there is more uncertainty when walking your own path, but I believe that as long as you can keep the faith and stay focused, you will see more beautiful views." Red chose a path she liked so even though it wasn't easy, she felt happy and satisfied.

## 養血安神要知參

## Understanding ginseng to nourish your blood and calm your mind



現代人愈來愈長壽，所以近年飲食與養生的議題特別受關注。事實上，中國先賢早有醫食同源的智慧，在防治疾病的層面上，除了服用藥物之外，也會透過食療方法鞏固健康。以下是學院中醫臨床中心及中藥房與你分享人參食療養生。

### 大補元氣 止咳平喘

人參味甘、微苦、性微溫，秋冬季比較適合食用。人參能大補元氣、補脾益肺、生津養血、安神益智、延年益壽等功效；有助改善身體虛弱、四肢冰冷、食欲不振、氣血不足、瘦弱多病等徵狀。人參亦有止咳平喘，在冬天咳嗽難止時，含幾片人參片比可能有添加物的喉糖更健康。

人參為大補品，並非所有人都合用。如肝火偏盛的高血壓人士，大多體質偏熱，若伴頭暈頭痛，面紅耳熱，心情煩躁等症狀，便不適合長期或大量服用人參。

### 人參食物相剋

根據中藥配伍禁忌，人參不宜與藜蘆、五靈脂同用。此外，大家於服用前宜先諮詢註冊中醫師，按個人體質的差異和需要，選擇合適的品種。此外，雖然黨參、太子參、花旗參也是參類之一，但它們沒有如人參大補元氣的功效，比較偏於日常保健，不能取代人參。

各人體質因人而異，如對服用人參有任何疑問，歡迎諮詢香港大學專業進修學院中醫臨床中心及中藥房註冊中醫師。



Nowadays, people are living longer, and the topics of diet and healthcare have drawn a lot of attention in recent years. In fact, Chinese sages have long had the wisdom that medicine and food originate from the same source. In terms of disease prevention and treatment, aside from taking medicine, diet therapy can strengthen people's health. The following is the ginseng diet therapy shared by Chinese Medicine Clinics and Pharmacy of HKU SPACE.

### Ginseng can reinforce vital energy, relieve cough and prevent asthma

Ginseng has a sweet and slightly bitter taste and is mild in nature. It is more suitable to take in autumn and winter. Ginseng can reinforce vital energy, invigorate the body's spleen, benefit the lung, produce saliva, nourish blood, soothe the nerves, nourish the mind and prolong life. It also helps improve symptoms such as physical collapse, cold limbs, loss of appetite, qi deficiency, blood deficiency, thinness and sickness. Ginseng also helps to relieve cough and asthma, when coughing gets more serious in winter, having a few ginseng tablets is healthier than having lozenges which may have additives.

Ginseng is a great tonic but not suitable for everyone. For example, high blood pressure patients - they usually have excessive liver fire and most of them have a hot body constitution. If these people are associated with symptoms such as dizziness, headache, flushed face, hot ears and feeling irritated, then it is not suitable to take ginseng neither in the long term nor in a large amount.

### Some foods are incompatible with ginseng

According to restrictions in Chinese medicine, ginseng should not be taken together with Lili and Wulingzhi. Before taking ginseng we should consult a registered TCM practitioner and choose a suitable variety based on our own body constitution and personal needs. Although codonopsis, false starwort, and American ginseng are also types of ginseng, they do not have the same effect of reinforcing vital energy as ginseng. Instead, they are more used for daily healthcare and cannot replace ginseng.

Our HKU SPACE Chinese Medicine Clinics and Pharmacy practitioners will be delighted to advise you further on the use of Ginseng.

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