

**THE HONG KONG UNIVERSITY OF SCIENCE & TECHNOLOGY
SCHOOL OF BUSINESS AND MANAGEMENT**

3rd SBM UG Student Representative Meeting 2015/16

Confirmed Minutes

Date and time of meeting:	Feb 23, 2016 6:00pm – 7:38pm
Minutes Prepared by:	Frankie Man
Attendance of SBM UG Programs Office:	Emily Nason, Anirban Mukhopadhyay, Ka Yee Lee and Frankie Man
CUP Faculty Members	Kelvin Mak (ACCT)
Attendance of UG Student Representatives:	Alex Valet, Calvin Ho, Edward So, Gary Yu, Henry Chow, Jason Tang, Kenson Wong, Kristy Lau, Libby Wu, Lyle Li, Sam Lau, Sonalika Mannimala and Wendy Ki
Absence with Apologies:	Cici Yang, Dominic Ho, Heron Yan, John Sz-to, LH Fung, Sunny Ng, Sylvester Miao and Tiffany Wong

1. Updates from SBM

1a. School Leadership

Effective from April 1, 2016, Professor Kar Yan Tam would serve as the Dean of School of Business and Management. Prof. Tam had substantial senior management experience at the University level, including Dean of Students, and he was very familiar with the UG Programs at SBM.

Starting from December 2015, Professor Anirban Mukhopadhyay took up the role as an Associate Dean of School of Business and Management, overseeing the UG Academic Affairs and Advising.

Professor Percy Dias was appointed as the Director of the Center for Business Education beginning from January 2016.

1b. Faculty Advisor for Year 1 Students

The School had revamped faculty advising this academic year. Year 1 students could voluntarily sign up for a faculty advisor. 178 students signed up and they were matched with 44 faculty advisors. On average, one faculty advisor would advise 3-5 students. The matching mechanism was mainly based on students' indication of their intended majors. UG Programs Office had prepared an Information Sheet for both students and faculty for reference. The School would collect feedback from both parties on their experience for further improvement.

1c. Major Selection Information Sessions in April 2016

After discussion with departments, the School and Departments would organize Major Selection Information Sessions and Mingling Sessions from April 18-21. It would be a hybrid model where some departments would give presentations while some (ACCT and MGMT) would only do mingling sessions with students. The schedule is as follows:

Time	Mon April 18, 2016	Tue April 19, 2016	Wed April 20, 2016	Thu April 21, 2016
Information Sessions (Venue: LT-B)				
6:00 - 6:30pm	UG Overview	MARK	FINA	GBUS
6:30 - 7:00pm	IS (6:30 - 7:15pm)	OM	QFIN	ECON
7:00 - 7:30pm	-	-	-	ECOF (BSc)
Mingling Sessions (Venue: Academic Concourse outside LT-A, B & C)				
After Information Sessions	IS, MGMT (7:15 - 8:15pm)	MARK, MGMT, OM (7:00 - 8:00pm)	ACCT, FINA, QFIN (BSc) (7:00 - 8:00pm)	GBUS ECON, ECOF (BSc) (7:30 - 8:30pm)

1d. Curriculum Updates

i. Major Electives Requirement

During the transition from 3-year to 4-year curriculum, some departments allowed students to use 1000- or 2000-level courses (typically University common core courses) to fulfill the major requirement, which was contrary to the stipulation that students were not allowed to use courses included in the University Common Core or the School Requirements to fulfill the major requirements. Three programs concerned (IS, MARK & MGMT) were requested to update the major elective requirements to be at 3000-level or above. The new policy would apply to students admitted in 2014 or after. Students in General Business Management (GBM) would not be affected.

ii. New Options for Information Systems (IS) and Operations Management (OM)

IS and OM programs would offer a new option "Business Analytics" for students. MGMT also offered "Corporate Social Responsibility & Sustainability" and "Consulting" options to their major students.

1e. HKUST 25th Anniversary Banquet

In June, the University would organize the 25th-anniversary banquet. 27 presidents from around the world would join the event and give talks at UST. Some tables were reserved for student society and leaders. The School could nominate some students to join the HKUST 25th Anniversary Banquet. Details would be available later.

2. Updates from Student Representatives

2a. Junior Student Engagement

i. Business Cohort Community (BCC)

BCC would be restructured from 10 cohorts into 1. The School would recruit organizing committees for three teams – 1. Marketing and Branding, 2. Logistics and Operations, and 3. Creative and Strategic Planning. An Information Session (and sharing) would be held on March 2.

BCC was launched in 2010 and it was time to review the BCC system. The changes were based on the feedback from current and past cohort leaders. The current cohort system had some limitations, for example, students could only attend activities organized by their own cohort. In addition, the existing BCC emphasized mainly on first-year students without cross-year engagement. Hence, the School would like to recruit students from different years of study to join BCC. BCC was looking for committed and passionate students to be the organizing committee members to build friendship, provide support,

drive peer mentoring program and organize fun activities. The recruitment number was flexible, but it would be less than 60. Timeline of the recruitment is as follows:

- Application Period: March 3 – 13, 2016
- Interview: March 21-25
- Result Announcement: End of March 2016
- All year 1-3 students can apply

Some student representatives liked the video game held in the past, but commented that the available time should be extended.

Back to School Challenge was successful based on students' feedback although number of participation was not very high. The reason could be because of the Chinese New Year where students might not have returned to campus during the first week.

The Chair also brought up that she was considering recruiting Student Representative Committee members in both Fall and Spring (perhaps 50% each) so that there would always be a mix of current members and new ones for continuity.

ii. Peer Mentoring Program

The Peer Mentoring Program was good and we had some good peer mentors who provided support in orientation and major selection. While peer mentors should be well prepared through general training for their responsibilities, the Program was not preferred to be too formal.

2b. Senior Student Engagement

i. Graduation Ball

A graduation ball was tentatively planned for late April. It would be organized formally in a hotel. While students were required to pay for part of the cost, the sub-committee members would like to seek sponsorship from the School.

The Chair believed it would be okay to provide a small sponsorship by the School, but it was expected that the event would be mostly self-financed. It was suggested that more research should be done to see how much students were willing to pay. The scale of the event should also be considered. A quick vote from student members was conducted. 7 students were willing to pay \$500-600 for the ball whereas 4 students were willing to pay \$499 or below. Such activities could help students build engagement to the School as well as the transition to be alumni. The UG Office would explore seeking financial support from SBM Alumni Development Office.

A student suggested seeking sponsorship and discounts from alumni who worked in the hotel industry. In turn, we could recognize their sponsorship on the banner or publication promoting the event.

ii. Other events

The photo taking day in November had been held for two years. Graduates/Alumni took photos with their peers and professors. It would be good to organize some more nice activities at low cost.

The School might organize networking events for senior students. Events such as wine and cheese tasting could be organized on a monthly basis with different topic in each month. These would benefit senior students who would join the workplace soon. Although student societies held similar events, their target audiences were mainly junior students.

3. Discussion Item

3a. UG Programs Website Revamp

The Chair invited members to give comments on the UG website. Some members commented that career portal was not colorful and interactive enough. The interface could be more user-friendly and attractive, especially the color tone. The Chair responded that career portal was for internal users and the functionality was therefore more important.

The current website was more useful for prospective students. As a prospective student, they mainly looked for:

- Graduation job statistics;
- Program structure;
- Available activities;
- Pre-enrolled courses and pre-requisites;
- Credit transfer database;
- Exchange programme; and
- Link to admission application system

A student mentioned that there were some blank pages on the UG website, e.g. Student Fund. Students commented that they might not use the website often as they could obtain information from various sources, not necessarily from the UG website.

The Chair added that the UG website would adopt the School's color tone to be consistent with the School's branding and would be more focused on the marketing side. Student representatives were welcome to give comments about the new website via Canvas Discussion Platform.

Supplementing the website, UG Programs Office also sent three mass emails to students every week:

- Calendar of Events by AAA Teams (Wednesday);
- Student Development Events by SDCS Team (Friday); and
- Job Information by SDCS Team (Friday)

Some members thought that email message was useful. At the same time, some student members asked if there was an opt-out option as they received lots of emails each day. There was some concern that students would not know some essential information if they could unsubscribe from these emails.

3b. Advising Video for Orientation

The video would be played on the registration day. Student Representatives were welcome to give ideas and comment on the 2016 video or even join the production team to create the video.

3c. Comments on Student Advising System (SAS)

SAS was a system to facilitate student advising. The university would like to keep better track of students' academic progress and co-curricular activities. Co-curricular transcript was being explored, which could also provide recognition on students' achievement on learning and co-curricular development. Students' comments on SAS were welcomed.

4. A.O.B.

Due to time conflict of the next meeting with mid-term examinations, the 4th meeting would be postponed to March 22 or 23, 2016. Final schedule would be announced later.

The meeting was adjourned at 7:38 p.m.