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Increase Visibility & Advance 學懂溝通，讓你的努力被看見！

A few months ago, I had a reunion dinner with my university classmates. It was an enjoyable night with engaging conversation. It had been a decade since I last met some of them; it was interesting to hear personal stories about love, family, and work. Although we had similar academic backgrounds, our career paths evolved diversely over time. Several classmates were particularly outspoken, they shared their frustrations about their stagnant careers and lack of wealth accumulation. I felt empathetic about their situation.

After the memorable dinner, I reflected and felt grateful about how my career has grown. I realised those classmates have probably overlooked the significance of interpersonal communication and visibility at their workplace, and thus, experienced a lack of career advancement. I also uncovered the following four 'P's that shaped my guiding principles in raising visibility at work via communication.

Productive – I came across many outspoken colleagues who frequently shared their thoughts at meetings. However, as the proverb 'Less is more' went, quality was more important than quantity. I believed communication at work could raise visibility when it enabled productive collaboration among people to solve specific problems. Nowadays at work, we are bombarded by information from channels such as instant messaging and emails; we have a greater need to ensure communications are 'solution-centric', that is not merely focusing on the nature of the problems but exploring how we can tackle the problems.



數月前，我參加了大學舊同學晚餐聚會。這個愉快的晚上滿載著引人入勝的話題。自上次跟某幾位同學碰面後已經過了十年；聽到同學們分享有關愛情、家庭和事業的故事覺得很有意思。雖然我們擁有相類似的學術背景，但各人的事業發展隨著時間而變化。當中某幾位同學說話特別直率，他們分享了自己為職業生涯的停滯不前和缺乏財富管理而感到沮喪。我為他們的處境深表同情。

在珍貴的晚餐聚會後，我反思並感激一路上的事業發展。我意識到那些同學或許忽略了人際交往和在工作上知名度的重要性，因而欠缺晉升機會。我還發現以下四個「P」，它們塑造了我以溝通來提高職場上知名度的指導原則。

高成效 (Productive) ——我曾遇上很多直言不諱的同事，他們經常在會議上分享他們的想法。然而，正如俗語所言「少即是多」(Less is more)，質比量更重要。我相信在工作中透過溝通，能促進高成效協作，以解決特定問題，亦能提高職場上的知名度。在現今社會上，我們受到即時訊息和電子郵件等資訊渠道轟炸；我們更需要確保溝通是「以解決問題為中心」，這不僅僅關注問題的本質，而是探索對正下藥、解決問題的方法。



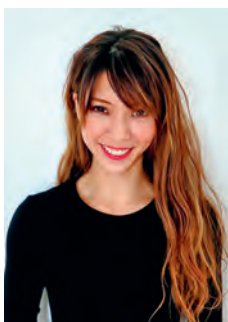


Participative – Years ago, I came across Alfred Adler's psychology theory that we all had three 'Life tasks' – work, friendship, and love, and their success depends on cooperation; furthermore, Adler believed that all problems in life were interpersonal relationship problems. As I was brought up in a school system that focused on acquiring strong technical knowledge and competing for high academic ranking, I initially did not grab the significance of Adler's theory. After working in half a dozen organisations, I gradually realised the significance of being participative when we communicated with others. I believed cooperative communication generally attained 'win-win' instead of 'win-lose' situation, which nurtured visibility and rapport at work.

Proactive – Although I am not a fan of Apple's products, I appreciate Steve Jobs' motto of 'No respect for the status quo'. Attaining high visibility at work should not merely be about waiting for management to assign you with important assignments. I have proactively asked for opportunities that challenged the status quo, which led to career advancements. Such proactive communications do require good preparation to be effectively (e.g. identifying the goals, gaps, and constraints of the company's different stakeholders).

Persistent – Malcolm Gladwell is one of my favourite authors; he popularised the theory that geniuses were nurtured over '10,000 hours' of deliberate practice. I believed the art of interpersonal communication required persistent practices and lifetime learning. It could enable much more than visibility and advancement at work, but also help attain success in all three 'Life tasks'.

I look forward to having my next reunion dinner; perhaps I will share the four 'P's with my friends if their careers remain stagnant. 🌟



Author's Profile 作者簡介

Ms. Jessica Chung

Jessica has achieved a proven record in both academic and commercial sectors. She is currently a university lecturer, and a marketing consultant at a global digital agency. She holds a Master of Business from the University of Newcastle, completed courses at Paris Graduate School of Management, and achieved training qualifications including: Certificate IV in Training and Assessment from Australian Government's Department of Training, and Professional Development Programme from Education Bureau of Hong Kong Government. (Learn more about Jessica at LinkedIn: www.linkedin.com/in/jessicayuyichung/)

鍾如意女士

Jessica在學術和商業領域都取得了成績。她目前是一名大學講師和一家環球數據代理公司的營銷顧問。她持有紐卡素大學的商學碩士學位，完成巴黎高等管理學院課程，並取得培訓資格，包括：澳洲政府教育及培訓部培訓和評估四級證書，香港教育局專業發展課程。

(透過LinkedIn了解更多有關Jessica：www.linkedin.com/in/jessicayuyichung/)



參與性 (Participative) ——多年前，我無意中發現阿爾弗雷德阿德勒(Alfred Adler)的心理學理論，我們都有三項「人生的任務」- 工作、友誼和愛情，而任務的成功取決於合作；此外，阿德勒認為人生中所有問題都是人際關係問題。我一個專注於獲得專業知識並爭奪高學術排名的學校體制中長大，最初並未有領悟到阿德勒理論的意義。相繼於六個機構工作之後，我逐漸意識到與他人交流時，參與性的重要。我相信合作交流，一般會獲得「雙贏」，而非「輸贏」的局面，從而培養出職場上的知名度和融洽關係。

主動性 (Proactive) ——雖然我不是Apple產品的粉絲，但我很欣賞史蒂夫喬布斯(Steve Jobs)的座右銘「不安於現狀」。在職場上要獲得高知名度，絕不是等待管理層為你分配重要的工作。我要主動要求挑戰現狀的機會，才可獲得發展事業的機會。這種主動性的溝通確實需要做好準備才能奏效(例如：清楚了解公司不同利益相關者的目標、差距及約束)。

堅持不懈 (Persistent) ——馬爾科姆格拉德威爾(Malcolm Gladwell)是我最喜歡的作家之一；他提倡的理論是：天才在超過10萬小時的刻意練習中得到了培養。我相信人際交往的藝術需要持之以恆地實踐和終身學習。它不僅可以提高工作中的知名度和發展，亦有助於三項「人生的任務」中取得成功。

我期待著下一次再與大學同學聚會；假如他們的事業依然停滯不前，也許我會與朋友分享這四個「P」。 🌟



Effective Ways to Market Yourself Successfully

成為推銷高手 – 讓自己大賣！

Nowadays, job marketing is more competitive than ever because there are so many candidates in Hong Kong. Even if you have the right skills and experience, it is not enough to secure you the job; you must know how to market yourself effectively. You have to set yourself apart from the rest of the job hunters, and ensure that you stand out to potential employers.

Looking for the ideal job, you need to demonstrate you have an excellent mix of relevant expertise and communication skills. You have to act like a sales person to catch the eye of the prospective employer. However, it is advisable just to show and not to oversell, because people hate to be sold to but love to buy when they learn how well you will help them. Generally, a good marketer should establish the needs of their target audiences and brand their position to meet with the demands by offering the ideal solution with the perfect package as a job candidate. There are many ways you can market yourself effectively:



1. Identify the target audience

Know your potential employers inside and out. Research as much as possible to help identify the culture of the organisation and the skills, personality and knowledge they value highly. This helps to stand out from other job seekers and impress your potential employers by showing them your knowledge of the company and the industry. Try to use the job description and person specification as the basis of their needs and work out how this role will fit into the company's vision and mission.

2. Know your USP

Markets develop a unique selling proposition (USP) for each brand and stick to it. Mercedes promotes luxury as its attribute and buyers tend to remember the better ones in this over-communicated society. Therefore, understand your own USP or the differentiation from your competitors – it could be your specialist training or a unique combination of past experience and personal interests. Make sure you let future employers know about it.

3. A way with words

Pay attention how to use terminology which is important to potential employers in your industry when applying for a new job. Certain jobs in specific sectors may look out for particular skills and training. If these key phrases and buzz words genuinely apply to you, use them. On the other hand, show a little personality and a personal touch in your application. Potential employers may be keen to see a more human side such as your interests, passions and personal skills. Don't forget to market yourself as a well-rounded individual.

4. Keep up-to-date with the internet

Ensure your knowledge is always relevant and well-informed in your industry. Read industry publications, blogs and websites so that you may find them useful, especially in the interview. The internet and social media, such as LinkedIn and Twitter, now give you direct, accessible channels of communication through which to network and uncover new opportunities. The internet has made it easier than ever to market yourself because a combination of online and offline interaction is necessary in the age of digital marketing.

For more help marketing yourself in your job search, you can refer to the book 'Self Marketing Power: Branding Yourself as a Business of One' by Jeffrey S. Beals.



Author's Profile Mr. Paul Wong

Paul has undertaken various managerial positions for international corporations such as Colgate and Electrolux. Currently, he is a business consultant in marketing, strategic management and marketing communication. He is a Chartered Marketer and also a member of several professional associations including the Chartered Institute of Marketing (UK), the Communication Advertising and Marketing Foundation (UK).



今時今日，香港的求職者多不勝數，就業市場的競爭比以往更趨激烈。即使你擁有合適的技能和經驗，也不足以確保你的「飯碗」。你必須要知道如何有效地推銷自己，突出自己與其他求職者區別，才可以確保你在準僱主的甄選中脫穎而出。

想找到理想工作，你需要表現出你擁有天衣無縫的相關專業知識和溝通技巧。你必須像銷售員一樣去爭取得未來僱主的青睞。然而，銷售自己時切記點到即止而非過度銷售，因為大家都不喜歡被推銷，但樂意了解你將如何在工作上幫助他們。一般而言，一個優秀的市場營銷人員應確定目標受眾的需要及為品牌定位來滿足市場的需求，同樣，求職者亦應有一系列理想的解決方案去滿足僱主的需求。你可以通過多種方法有效地推銷自己：

1. 識別目標受眾

從內到外了解你的潛在僱主，盡可能搜集相關資料以認識機構文化及他們重視的技能、性格和知識。透過向未

來僱主展示你對公司和行業的了解，有助於你從其他求職者中脫穎而出，並留下深刻印象。嘗試用求職廣告中的職位描述和規範來找出他們的基本要求，並弄清楚這職位如何配合公司的願景和使命。

2. 了解你的USP

市場策略者會為品牌定下獨特的賣點（USP），並堅持其主張。平治（Mercedes）以奢侈品作為其品牌屬性，在這個過度溝通的社會中，買家傾向於記住較好的產品。因此，了解個人的USP或與競爭對手的分別，可根據你的專業訓練，或過往經驗及個人喜好，並必須讓未來僱主知道你的優勢。

3. 能言善道

在申請新工作時，要注意如何使用你行業的專業術語。特定行業的某些工種可能需要指定的技能和培訓。如果這些關鍵的術語和流行詞語真的適合你，就使用它們吧。另外，你可以在申請中微微展現個性及獨特的個人風格。僱主可能有興趣認識你較人性化的一面，例如你的興趣、熱忱和個人技能。切勿忘記要全面地推銷自己。

4. 善用互聯網，緊貼最新資訊

確保自己緊貼與行業息息相關的知識。閱讀與行業相關的刊物、雜誌和網站，你會發現有用的資訊，它們尤其在面試時大派用場。利用互聯網和社交媒體，如LinkedIn和Twitter，既直接又便利的溝通渠道去建立網路，並發掘新機會。互聯網可使推銷自己變得更加容易，因為在數碼營銷時代，線上和線下的互相配合是必須的。

如欲了解更多在求職中如何推銷自己的資訊，你可參閱傑夫·貝爾斯（Jeffrey S. Beals）撰寫的《自我營銷力量：將自己打造成一個企業》。

Communication Skills: English Phrases for Presentations

Many people dread the idea of giving presentations, especially if English is not your first language. Unfortunately, it is not only an essential element of any University course, it is also a skill you will most likely need in the workplace. The secret to any good presentation, whether you are in a large auditorium or standing at the front of the classroom, is planning and a few good phrases.

Normally a presentation, much like a good essay, will contain an introduction, the main body, and a conclusion. In other words:

*"Tell them what you are going to tell them. Tell them.
Tell them what you have told them."*

The language of Introductions.

Introducing yourself (or others): *I'd like to introduce...
My name is ... / I am ... / I work for ...*

Title: *Today, I am going to talk about ... / I'd like to discuss ...
/ The subject of my talk is ...*

Reasons: *Let me explain what I mean by ... / ... is usually defined as ...*

Objective: *My aim is to ... / What I want to do is ... / The focus of this presentation is ...*

Plan: *First I will talk about ... look at ... / Then I will ... / After that
Finally, I hope to ...*

Verbs: *Describe, explain, show, discuss, examine, talk about, outline*

The Language of the Main Body.

Expressing Opinions. It is important to express opinions clearly and openly:

*I think ... is probably the most important factor ...
As I see it ... / In my opinion ...
As far as I'm concerned ...
I firmly believe that ...
I am convinced that ...
It is possible that ...*

Signposting language. The main part of your presentation will probably be split into several parts. Signposting is a good way to help your audience understand the sequence of events:

*To give you an idea of what I mean ...
To go back to what I was saying earlier ...
As you all know ...
OK, let's move on and talk about ...
And this brings me on to my second point which is ...*

Presenting Information. When you refer to data in the form of graphics (pie charts, bar charts, tables), you should look for information that is important:

*The chart gives information about ...
You can see from the pie chart / table / bar chart ...
What is of particular relevance here is ...
If you look at figure 2.1 ...
There are a couple of things of note here ...
The overall trend is ...
A small number / percentage ...*

Critical Thinking. It is important to demonstrate that you understand a particular point and have considered all sides of an argument. Discuss the Pros and Cons:

For: *One advantage is ... / A clear benefit to ... of ... is ... / I think ... outweighs the negative points.*

Against: *... has to been seen as a disadvantage / I think there is a strong case against ...*

Neutral: *On the other hand ... but on the other hand ...*

The Language of the Conclusion.

The conclusion of a presentation should include a summary of the aims of the talk, the main points you covered, and any conclusions you have come to. You might also include any recommendations, proposals for future research, or opinions. Don't forget to finish with a strong ending and thank the audience.

Summarising: *to sum up ... / Today, I have talked about ...
/ My aim in this presentation was to ...*

Concluding: *I'd like to conclude by ... / In conclusion ...
/ To conclude ... / That brings me to the end of my presentation ... / Weighing the pros and cons ...*

Recommending: *I recommend that ... / One recommendation I'd like to make is ...*

Thanks: *Thank you all for listening / your attention.
/ It was a pleasure being here today ...*



Q & A.

But you are not done yet! A Question and Answer session is always a good idea at the end of any presentation. Maybe someone in your audience didn't understand a certain point, or maybe you were not as clear as you thought you were. Either way, be prepared:

*Does anyone have any questions?
I am happy to answer any questions now.
Are there any questions?*

Hopefully you'll know your stuff, but what if you don't know the answer? Don't worry:

*That's an interesting question. I don't have that information at hand, but I will try to get back to you later with an answer.
That's a very good question, however, I don't have any figures on that, so I can't give you an accurate answer.*

And finally... Delivery is an important presentation skill. Remember, speak clearly, confidently, and loud enough for everyone to hear. Face the audience and make eye contact with them. Ultimately, you want to be able to give your presentation without referring to your notes. These phrases are a useful place to start. 🌟

Author's Profile

Mr. David Harmer

Lecturer of English for Academic Purposes
David has an MA in TESOL and Applied Linguistics from the University of Leicester, and completed his Cambridge RSA CELTA at GLOSCAT college in Cheltenham, UK. He has more than 18 years' experience of teaching English as a second language at all levels, and abilities. He has gained a good understanding of the specific difficulties encountered by learners of different nationalities. David has previously worked in Hong Kong for major language centres and tertiary institutions, and has trained as a Cambridge Speaking examiner.



Closing the Cultural Gap

縮窄文化差異 拉近彼此距離

This year, we introduced the 'Outstanding Student Award' and the first recipient was Adnan Hassan, a Pakistani student born and raised in Hong Kong. Hassan shared his experience of university study, his campus life as an International student in Hong Kong, and a little bit about himself! Here are some excerpts:

Q: How long have you studied in Hong Kong and what were your main difficulties in Secondary School?

Hassan: I've been studying in Hong Kong for 20 years, starting from kindergarten all the way to University. Before entering the University of Sunderland in Hong Kong, I took up the Hong Kong Diploma of Secondary Education (HKDSE), which was quite challenging, especially when it came to receiving the results. After all, my results would reflect on my admission to my preferred University for my future career. Fortunately, all has passed and now, I'm a contented and proud graduate of the University of Sunderland in Hong Kong.

Q: What is your first priority to choosing a university?

Hassan: My first priority of choosing a university was based on my own preferences – whether the materials are going to be in English or not and whether this University is diverse. It would definitely encourage me more to join a University with a multicultural touch along with a variety of subjects to choose from.

I chose the University of Sunderland in Hong Kong because it is multinational. In fact, this University provides everyone the opportunity to study in the UK and HK while holding the title of an international student as well as following the UK syllabus accordingly.

Q: Was it hard to make new friends?

Hassan: It wasn't at all hard to make new friends because everyone was really friendly. Plus, communication wasn't a barrier, for I'm able to speak to



my peers in both Chinese and English. I've met a lot of people in the HK campus ranging from different countries such as the UK, the Philippines, Nepal, India, Pakistan, China and Nigeria. We simply got along by eating, shopping, doing schoolwork together, watching movie also go to the gym together which were infused with our common interests.

Q: How did the Sunderland's HK campus help you prepare for your future in terms of career and future planning?

Hassan: The University of Sunderland HK helped me prepare for my future by providing exchange trips to certain countries such as Taiwan and Chengdu China in order to increase the scope of my career and obtain international exposure. On top of that, they provided me with an internship in certain companies, allowing me to gain experience in the field I like. They also provided us with workshops on how to write a good resume and how to behave properly during a job interview.

Q: What is your plan and dream?

Hassan: Someday, I hope to own a business in the retail and F&B (Food and Beverages) industry, as I want to transfer different products, particularly from my hometown, to different parts of the world. I want to bring every nation closer via the cultural difference as well as being able to bring the atmosphere of my hometown to every part of the world in the form of our signature dishes and other products that represent me and my home.

There you have it! A man with a plan – off to achieve his goals and inspire people around him wherever he goes. Good luck! 🍀

問：你在香港學習了多久？你在中學時期遇上最大的困難是什麼？

Hassan：我在香港學習了20年，從幼稚園直到大學。在進入新特蘭大學之前，我參加了香港中學文憑試（HKDSE），這是頗有挑戰性的考試，特別是在收取成績單時。畢竟，我的成績反映出我能否入讀心儀大學，並會影響我未來的事業。很幸運，一切都已經過去了！現在，我以作為新特蘭大學香港分校的畢業生感到滿足及自豪。

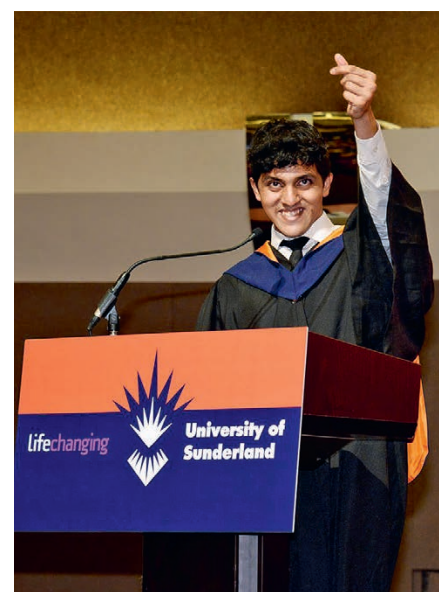
問：你對選擇大學的優先考慮是什麼？

Hassan：我在選擇大學時會先考慮個人喜好 – 教材會否以英語為主，以及大學是否包容多元文化。一所可接觸多樣文化和學科選擇多樣化的大學絕對會吸引我入讀。

我選擇了新特蘭大學香港分校，是被其國際化校園吸引。事實上，這所大學為每個學生提供英國及香港的學習機會，擁有國際學生的街頭同時完全跟從英國學制。

問：結交新朋友困難嗎？

Hassan：不困難呢！每個人都很友善。而且，我能用中、英文與同學交流，減少了溝通障礙。在香港分校遇到很多來自不同國家的人，如英國、菲律賓、尼泊爾、印度、巴基斯坦、中國和尼日利亞。大家有共同的興趣，很快就

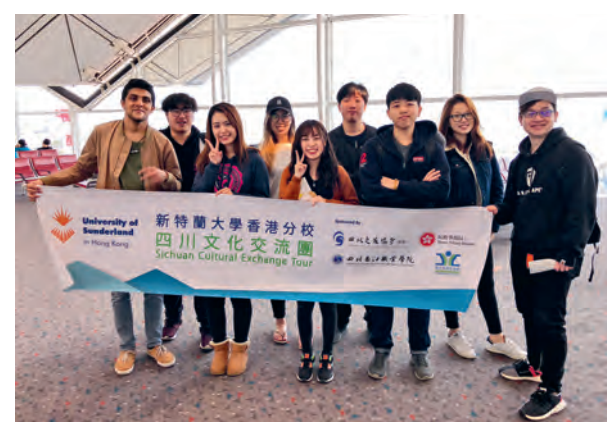


本校首屆傑出學生獎得主為香港土生土長的巴基斯坦裔學生黃哈山 (Adnan Hassan)。Hassan 分享他以國際學生身份在香港的學習經歷，以及一些關於他的故事！以下是訪問摘錄：

融入了。我們一起吃飯、逛街、做功課和看電影，也會一同去健身。

問：新特蘭大學的香港分校如何幫助您在職涯和未來規劃方面作準備？

Hassan：透過參加台灣、中國成都等海外交流計劃，幫助我為未來做好準備，以擴闊我的職業範疇及國際視野。除此以外，大學亦安排了不同公司的工作實習機會，讓我於有興趣發展的領域上有真實的接觸。大學還為學生提供了有關撰寫履歷及在求職面試的工作坊。



問：你的計劃和夢想是什麼？

Hassan：假以時日，我希望在零售業及飲食業上擁有自己的事業！因為我想將不同的產品，特別是我家鄉的產品推廣至世界各地，拉近各國文化差異和距離，並且能夠以我們的招牌菜餚和代表家鄉的其他產品帶到世界每一個角落，讓各地添上我國的異國風情。

總括而言，一個有計劃的人，無論他身處何方，都能實現自己的目標，並能鼓勵身邊的人。祝大家好運！🍀

University of Sunderland 2018: Review of the Year

新特蘭大學2018年度回顧

It has been a year of progress, awards, excitement, announcements, change and campaigning here at the University of Sunderland. Let's take a look back.....

January

We were pleased to announce our membership of the Institute of Coding consortium of universities and employers. The remit of the partnership is closely linked to our mission to develop the next generation of digital talent.

February

We welcomed Professor Lawrence Bellamy as Academic Dean to the Faculty of Business, Law and Tourism and were excited when Lord David Puttnam, former Government education advisor, and Oscar winning producer of films including Chariots of Fire, The Mission, The Killing Fields and Midnight Express, launched the 'Puttnam Scholars' – a unique mentoring scheme which will see six students working with him over an intensive six-months.

March

In March we learned that our bid to open a new medical school had been successful. The Government's Department of Health and Social Care announced that the first cohort of students will join the Sunderland School of Medicine in September 2019. We also celebrated the first anniversary of opening our campus in Hong Kong.

April

We signed an international friendship agreement with Edo University, Iyamho, in Nigeria. University leaders in Sunderland say the partnership could bring in up to £2million a year to the city as Nigerian students get the opportunity to study in the region. And there was more good news as our nursing students proved they had their finger on the pulse after picking up a prestigious prize at this year's Student Nursing Times Awards.

May

Great news for the region arrived when the University revealed it had secured £5.1m to deliver its Sustainable Advanced Manufacturing project, which is set to create jobs and unlock growth in the region.



June

Figures from the Tech Nation Report showed Sunderland to be one of the top places for job creation within the industry and the University's ongoing investment was highlighted as a key success factor.

July

In July we celebrated the success of over 2,000 of our brilliant students at the summer Academic Awards over an exciting five days – watching with pride as they headed off to make their way in the world. It was also in July that we announced that Sir David Bell would be the next Vice-Chancellor and Chief Executive of The University. He would start his role later in the autumn.

August

The Student Mobility Project saw over 200 students and staff from Sunderland spend two weeks with staff and students at our London campus this summer. This 'cross campus' project is creating life-changing opportunities for students, to enhance their employability.

September

We kicked off the new academic year by announcing Professor Scott Wilkes as the Head of the new School of Medicine, and overall student satisfaction with the University of Sunderland in the UK was 84% according to National Student Survey (NSS) results.

October

We started the month by hosting a special one-day conference: Propaganda, Revolution and Victory, as part of ongoing celebrations to commemorate 100 years since the end of the First World War.

November

At November's winter Academic Awards new Vice Chancellor, Sir David Bell, was on hand to oversee the proceedings and lecturer Holly Sterling, who studied Illustration and Design at the University between 2006-2009, was named Alumni Achiever of the Year in recognition of her work on 13 children's books.

December

The University made regional and national headlines. Our paramedics and nurses featured on ITV Tyne Tees' evening programme, showcasing the incredible facilities on offer here. While national BBC journalists arrived at AMAP to interview engineering students on the Brexit situation.

過往這一年新特蘭大學持續發展，滿載著獎項、令人振奮的消息、喜訊、轉變和活動。來一起回顧.....

一月

本校很榮幸成為編碼研究所大學與僱主聯合會的成員。是次合作與本校以培養下一代成為數碼人才的使命密不可分。

二月

本校歡迎 Professor Lawrence Bellamy 擔任商業、法律和旅遊管理學院院長。

Lord David Puttnam — 前政府教育顧問及奧斯卡得獎監製，他的作品包括火戰車 (Chariots of Fire)、教會 (The Mission)、殺戮戰場 (The Killing Fields) 和午夜快車 (Midnight Express) 等。他與大學攜手推出「普特南學者指導計劃」(Puttnam Scholars) 一項獨特的指導計劃，讓本校六名學生有機會與他進行六個月的密集式工作。



三月

本校成功開辦醫學院。英國衛生部宣布首批醫學生將於2019年9月入讀新特蘭大學醫學院。

本校亦熱烈慶祝於香港成立分校一周年。

四月

好消息接踵而來！新特蘭大學護理系學生取得享負盛名的學生護理系泰晤士獎 (Student Nursing Times Awards)，證明學生們都緊隨行業潮流，掌握業內最新動態。

五月

大學為新特蘭地區帶來好消息。大學參與地區的可持續發展先進工業項目，並透露該項目投入510萬英鎊，為地區創造就業機會和突破性發展。

六月

英國科技報告 (Tech Nation Report) 的數據顯示，新特蘭是業內創造最多就業機會的地區之一，而大學的持續投資獲標為其成功的關鍵因素。

七月

本校舉辦了五天的夏季畢業典禮，熱烈慶祝超過2,000名優秀畢業生成功的一頁，見證著他們走向世界。

七月同時宣布 Sir David Bell 將於晚秋時擔任新特蘭大學新任校長兼首席執行官。



八月

今年夏天，跨校園學生計劃見證著200多名新特蘭主校的學生和職員在倫敦，與倫敦分校的職員及學生共渡了兩周學習時光。是次計劃為學生創造改變生命的機會，藉以提高他們日後的就業能力。

九月

本校宣布由新學年起 Professor Scott Wilkes 擔任新開辦的醫學院院長。根據全國學生調查 (NSS) 指出，英國新特蘭大學的全國學生整體滿意度為84%。

十月

本校舉辦了為期一天的特別會議：宣傳、革命和勝利，作為紀念第一次世界大戰結束100周年的慶祝活動之一。

十一月

於該月的冬季畢業禮，新任校長 Sir David Bell 親身擔任監禮嘉賓。另外，曾在2006-2009年期間於本校修讀插圖和設計課程的本校講師 Holly Sterling 獲得年度校友成就獎，藉以表彰她繪作的13本兒童書籍。

十二月

本校成為地區和國家頭條新聞。大學的護理員和護士參加了 ITV Tyne Tees 的黃昏節目，展示了本校越卓的校園設施。英國國家廣播公司 (BBC) 記者同時更到訪本校汽車製造高級訓練學院 (AMAP)，就英國脫歐情況採訪工程系學生。



Sunderland University Hong Kong Celebrates Graduation Day and Honours the Achievements of some 350 Students

新特蘭大學香港分校畢業典禮 頒授學術榮譽予逾三百五十名畢業生

On 1 December 2018, the University of Sunderland in Hong Kong celebrated its graduation ceremony at Kowloonbay International Trade & Exhibition Centre. Presided over by Prof John MacIntyre, Pro Vice Chancellor of University of Sunderland. 87% of this year's Bachelor's degree holders were awarded Second Class Honours or above. Nearly 50% of graduates have achieved Distinction, First Class or Upper Second Class Honours. The number of MBA graduates who have achieved a Pass with Merit has increased by a significant 78%. The University and the Hong Kong Campus will continue to apply development and teaching excellence, and bring together creative individuals with emerging talents and the leaders of tomorrow.

新特蘭大學香港分校於十二月一日假九龍灣國際展貿中心舉行畢業典禮，並由英國主校新特蘭大學副校長Prof John MacIntyre擔任主禮嘉賓。應屆之學士學位課程畢業生高達87%獲二級榮譽或以上成績畢業，另外更有近一半畢業生屬優等（Distinction）或一級榮譽或二級一等榮譽。而工商管理碩士（MBA）獲良好成績（Pass with Merit）的畢業生比往年更增加了78%。大學持續發展，相信未來定再創佳績，為新時代培養更多創新人才。

Professor John MacIntyre Pro Vice-Chancellor (International) 副校長（國際）麥約翰教授

May I offer my warmest congratulations to our graduates, their families, friends and distinguished guests to this celebration of achievement and success. Many universities focus on academic success, but for us, we place students at the heart of everything we do at the University of Sunderland and this is the reason why we ranked the 1st overall in The UK Engagement Survey 2018 and 84% overall student satisfaction rate according to National Student Survey (NSS) results.

Also, we have developed "Sunderland Future" programme to strengthens students' employability and equipping students with employment skills training, career events, and internship opportunities. As a result, over 94% of graduates are in employment or further study within six months of graduating.

Finally, I hope that the university days have inspired our students to build upon knowledge and skills throughout life, and always seeking to achieve their full potential. I wish them every success for the future.

讓我向畢業生、他們的家人、朋友和貴賓致以最熱烈的祝賀，慶祝畢業生們卓越的成就和成功。許多大學專注於學生學業的成功，然而我們新特蘭大學把學生放在中心位置，因此我們於學生參與率調查2018中獲得總排名第一位，以及於全國學生調查（NSS）中學生的總體滿意度達84%。

再者，我們設計了「Sunderland Future」計劃，以提升學生的就業能力，並為學生提供職業技能培訓、工作坊和工作實習機會。根據資料顯示，超過94%的畢業生在畢業後六個月內就業或繼續深造。

最後，希望學生在大學的日子裏，都能建立了畢生受用的知識和技能，並積極尋找發揮無窮潛力的機會。祝願大家未來一切順利。



Awardees' Sharing 得獎者分享

Mr. Adnan Hassan (Outstanding Student Award)

I definitely enjoyed studying here! There were a lot of opportunities to take advantage of, and summer exchange programmes for me to participate in. Besides that, I got to learn how to be more independent. I was also able to meet other international students at the university. Thanks to the University and the Hong Kong Campus for helping me prepare for my future!

黃哈山先生(傑出學生獎)

我非常喜歡在這裏學習！這裏充滿著機會，我參加了夏季的交流計劃，學習到如何變得更加獨立。我還能夠在大學認識到其他國際學生。感謝大學及香港分校幫助我為未來做好準備！



Ms. Crystal Lau

(HK Campus Best Academic Result (Postgraduate) Award) I enjoyed the academic journey of pursuing my MBA very much, and having my efforts recognized was the cherry on top! In the Hong Kong Campus, every teacher is very knowledgeable in their specialized field, and they each have their own teaching style which stimulated students to think differently and adapt accordingly. Ultimately, all the teachers have the same goal of helping students achieve good performances without compromising the quality of the education.

Crystal Lau女士(最佳學術成績(研究生))

我很享受這研究生課程的學術之旅，努力得到認可更是喜上加喜！在新特蘭大學香港分校，每個教師都對他們的專業領域瞭如指掌，並有個人的教學風格，激發學生的思考能力和適應力。當然，所有教師都有共同的目標，盡力提供優質的教育，並幫助學生取得良好的成績。



Mr. Alan Yu (Best Teacher Award)

First, I would like to say this is really a humbling experience to accept this award, and I truly believe all teachers at University of Sunderland (HK) are the best. The award is not about me, it's about the students, and the award reminds me that my role is to set the stage for our students, to help them to excel and reach their full potential. So despite teaching is not about me, the truth is I matter quite a bit in the learning process, and this is a responsibility I do take it seriously. While I am delighted to receive this best teacher award, an even more rewarding thing is we produce the best students. Thank You.

余智康先生(傑出教師獎)

首先，我想以謙卑的心接受這獎項，我相信新特蘭大學香港分校的所有教師都是傑出的。這獎項不只關於我，而是關於學生，該獎項提醒我，我的角色是為我們的學生搭建舞台，幫助他們脫穎而出並充分發揮潛力。所以儘管教學不只關於我，而學習過程確實是我的責任，我必認真對待。在興高采烈地獲得這個傑出教師獎的同時，更大的獎勵是我們培育了傑出的學生，謝謝。

Awardees of 2018 2018年度得獎者

Best Teacher, University of Sunderland in Hong Kong – Alan YU
Best Teacher, Hong Kong College of Technology – Ir YUNG Chiu Hung
Best Academic Result (Undergraduate), University of Sunderland in Hong Kong – MAK Wing Huen Dorothy
Best Academic Result (Postgraduate), University of Sunderland in Hong Kong – LAU Crystal Wai Yee
Academic Excellence, Hong Kong College of Technology – CHEUNG Wai Yu
Outstanding Student, University of Sunderland in Hong Kong – Adnan HASSAN
Outstanding Student, Hong Kong College of Technology – SUM Pak Kin
Outstanding Alumnus Of The Year – Dr Joseph S P FONG
Outstanding Alumnus Of The Year – Mary LEUNG
Outstanding Strategic Partner (China) – School of Education and Training, Renmin University of China



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