



You can Solve Daily Problems
with Creativity!

每天的問題，都可以用創意力來解決！

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One Degree, Two-place Learning Experience 一個學位 體驗香港、英國兩地大學生活



Many people dream about studying abroad but are limited by time or money. The University of Sunderland is a UK government-funded university with a heritage of over a century. The University launched our Hong Kong campus with the introduction of bachelor's and master's degrees. For the 3-year bachelor degree programme, students can opt to study abroad, at either the main campus in Sunderland or at the London campus, in order to expand their horizons, and to enhance their English language proficiency. It is also a wonderful opportunity to build an international network with students from around the globe, all the while experiencing UK culture.

很多人對海外留學都充滿憧憬，可惜受到時間或金錢所限而未能實現出國留學夢。擁有逾百年歷史的英國公立大學——新特蘭大學，在香港設立分校並開辦多個學士及碩士課程。其中，三年制的（榮譽）學士學位課程，學生於修讀期間可參加「香港 x 英國：一個學位，兩地學習體驗」，自選到英國的新特蘭及 / 或倫敦校區修讀一至兩個學期，以較相宜的留學預算體驗英國留學生活，藉此豐富同學的學習歷程及生活歷練，提升英語能力，擴闊國際視野，增強他們日後就業的競爭力。

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*"After spending just one year abroad,
my family already noticed a huge difference in me!"*

Ryan Yuk joined the "HK x UK: One degree, Two-place learning experience" programme organised by The University of Sunderland in Hong Kong (Sunderland's Hong Kong campus). He studied his bachelor's degree in Sunderland's Hong Kong campus in the first two years, and then completed his final year of study in the Sunderland campus in the UK.

A Life-Changing Year in the UK

A lot of youngsters in Hong Kong never have to do any housework. Everything at home is taken care of by either the mother or domestic helpers. Ryan used to be no different. In the past, he never helped his mother with household chores. After dinner, he would leave the table and move on to play on his mobile phone or computer games. However, during his year abroad, Ryan had to handle everything on his own, including cooking, cleaning, buying food and daily necessities. Only then did he realise how demanding these chores are!

"After returning to Hong Kong, my the family was really surprised to see me help with dishes and chores alike. Now I understand that as part of the family, I should take up some responsibilities and try to contribute – be it now or the future."

Ever think of giving up in times of difficulties?

"Absolutely not! My family is all extremely supportive. Spending a year in the UK was an excellent opportunity to train myself. I didn't want to disappoint them."

From Mediocre to 2:1

When preparing for the Hong Kong Diploma of Secondary Education (HKDSE), Ryan anticipated that he would not fulfill the requirements for admission to the eight universities in Hong Kong. Luckily, a relative introduced him to Sunderland's Hong Kong campus.

"When enquiring about the programme, I was told that majority of the course would take place in Hong Kong, with a year abroad. Not only would I have the chance to experience overseas studies on a lower budget, I would also acquire an honours degree from an internationally recognised university in the UK. Considering the flexibility and appeal of the programme, I decided to enroll soon after."

According to Ryan, there are no huge differences between learning in Hong Kong and the UK. The way of teaching, course content,

assessment criteria – such as individual presentations and graded assignments – are all rather similar in both campuses, making it easier to adapt. One major difference is the number of students in class. When studying in the UK campus, there were around 20 students in each class, including a few international students. Communicating in English was crucial. In the Sunderland campus, by contrast, there can be up to 80 students in each lecture. Often, Ryan has to do a lot of research when preparing for lessons and assignments, which is a great opportunity to foster his proactivity and self-discipline.

"I am overwhelmed to be able to achieve a 2:1 honours after all those years in high school with less-than-satisfactory academic results! Throughout the whole learning process in the Hong Kong campus, I learned a whole lot about learning and living environments."

Making the Most of University Experience

Universities in the UK have always been known for their welcoming learning atmosphere. For Ryan, the library's self-study area with a riverside view was probably the best study spot. He also made sure to make the most out of university life.

"If anyone plans to take the 1-year-abroad route, I would suggest taking part in a few extra-curricular activities in the main campus. You will be able to meet friends from all over the world! I did, and I would practise football with my new mates on grassy fields."

In fact, Ryan joined quite a few clubs, societies and school teams, including the Malaysian Society and the Football, Volleyball and Badminton teams. He even competed for the university!

"There aren't a lot of Hong kongers at the University of Sunderland, which is why I joined the Malaysian Society instead. I love sports so I decided to join several sports teams. I met teammates from Italy, Greece, Philippines, Britain, etc. Playing sports acts as our common language. Absolutely no barriers whatsoever. Together, we represented the university in the Volleyball League, and won 2nd place!"

From the interview, it is clear to see that Ryan has apparently evolved into a more responsible, self-disciplined and academically strong young man. All as the result of spending just one year abroad! It is definitely a much-cherished experience. 🌟



剛畢業的郁智皓 (Ryan) 就是參加了該「香港 x 英國：一個學位，兩地學習體驗」，他先在香港分校修畢學士一、二年級課程，再負笈英國完成最後一年的三年級課程。返港後跟我們分享他的喜悅：「只是短短一年，家人都覺得我改變了很多。」

留學英國一年 成長轉捩點

跟很多香港的年輕人一樣，Ryan從小不用做家務，家中大小事一切由媽媽照顧。他憶述從前吃完晚飯後不懂體諒媽媽的辛苦，只會自顧自的繼續打機、玩電話。但留英期間因為要自己煮食、清潔、買菜和購置生活用品，才明白到原來這是一份苦差！「回港後，家人都很驚訝我會幫忙收拾碗碟和幫手做家務，雖然只是小幫忙，但作為家庭的一分子，我希望可盡能力照顧家人、分擔責任，日後能為家人做更多的事。」到初到英國留學期間，自然遇到不少難題，有想過放棄嗎？他堅定地說：沒有！因為家人都很支持我到英國留學體驗，不想令他們失望，同時也相信這是鍛煉自己的好機會。

由成績平平 到二等一級榮譽畢業

Ryan於修讀中學文憑試期間，預計成績未能達到香港八大的收生要求，在親戚的介紹下，得知英國新特蘭大學原來有直屬的香港分校並可以到英國主校短期留學。被問到香港分校與到英國上課的分別，他表示在修讀香港分校期間，課程內容、考試內容、教學模式都與英國大致相同，而且兩地都以個人匯報和功課評核為主，所以適應上不太困難。上課方面，香港因有不同國籍的學生，所以常常都需要用到英語溝通，一班大概有二十人上課；而英國的講課人數較多，最大的課堂約有八十多人，參與課堂和功課都需要很多資料蒐集，很講求主動性，是培養自律性的好機會。Ryan亦表示：「很開心能夠由中學時期成績平平，到現在考獲二等一級的榮譽學士畢業，整個學習歷程、課內課外，我都有很大得著。」

大學生活多姿多彩

英國的留學環境總是令人嚮往，Ryan更說他喜歡到圖書館向著河邊的自修區做功課，而課外的英國大學生活亦相當豐富，Ryan參加了很多的學會和校隊，如馬來西亞學會、足球隊、排球隊、羽毛球隊等，更曾多次代表大學出賽。「因為新特蘭大學很少香港人，所以我加入了馬來西亞學會。我喜歡運動，所以參加了幾個校隊，認識到很多不同國籍的隊員，如意大利、希臘、菲律賓、英國等，運動就像我們的共同語言，沒有隔膜，我們一起代表大學到出賽，在排球隊校際聯賽更取得第二位成績。」

完成訪問後，深深感受到眼前這位年輕人短短留學一年的轉變。對家庭更有責任感、個人生活更自律，加上學業上的進步，相信這些都是用錢買不到的寶貴成長歷程。 🌟

Editor: Bess Luk Interviewee: Ryan Yuk
編採: Bess Luk 受訪者: 郁智皓



Welcoming Sir David Bell

歡迎 Sir David Bell

The University new Vice-Chancellor, Sir David Bell, takes up his role this month.

Sir David joins us from the University of Reading where he has been Vice-Chancellor since January 2012. Earlier in his career Sir David was Director of Education and Libraries at Newcastle City Council, before becoming Her Majesty's Chief Inspector of Schools in 2002 and then Permanent Secretary at the Department of Education until 2012.

We are confident that he is a worthy successor to Shirley Atkinson, whose legacy is a financially robust institution that is proud of its achievements and confident about its future.

Sir David said "I am both thrilled and honoured to be joining the University at such an exciting time in its development. I have always had the greatest respect for the University's inclusive ethos and how it delivers opportunities and personalised support for students from all walks of life."



Sir David Bell 於本月起正式接任新特蘭大學校長一職。

Sir David 加入本校前曾於雷丁大學 (University of Reading) 擔任校長超過八年。在他的職業生涯早期，他曾擔任紐卡素市議會教育和圖書館部總監，在這之前，他於2002年獲擔任為英國皇家視學官，其後獲委任為英國的教育大臣，直至2012年轉職為雷丁大學校長。

我們相信 Sir David 絕對是繼任 Ms. Shirley Atkinson 的合適人選。Ms. Shirley 為大學建立了穩健的基礎，我們為其成就感到自豪並對大學的將來充滿信心。

Sir David 說：「我感到非常榮幸能在這個振奮的時刻加入新特蘭大學並參與大學發展。我亦非常敬佩學校的辦學理念，可以為不同社會背景或職業的學生均提供個人化支援與機會。」



School of Medicine 醫學院

We are excited to announce the University of Sunderland's School of Medicine, which will open in 2019 and is one of only five new medical schools in the UK.

With a record of excellence in medical education, spanning almost 100 years, our University is now well-placed to address the UK's chronic shortage of doctors.

The first cohort of 50 medical students will join the University in 2019-20, rising to 100 the following year. Students will learn in existing Health Sciences teaching and learning spaces on Sunderland Campus, benefiting from outstanding facilities, real-life settings and the latest simulation equipment.

新特蘭大學醫學院將於2019年開學，是近年英國僅有五所能成功申辦醫學院的大學之一。

我們的大學在醫學教育方面有著近百年的優秀記錄，醫學院的成立能妥善地解決英國長期存在的醫生短缺問題。

首屆50名醫學生將於2019/20學年入學，翌年學額將增至100名。學生將會在新特蘭校區現時的醫療科學教學中心中上課，相信本校優秀的設施、真實的場景和最先進的設備將會大大幫助學生學習。

High Ranking Success 大學排名不斷攀升

We place students at the heart of everything we do at the University of Sunderland and results from recent UK Higher Education surveys show that students value our commitment to being truly life-changing.

We are proud that students value their experience – overall student satisfaction at the University of Sunderland is 84% according to National Student Survey (NSS) results released this summer.

The UK Engagement Survey 2018 ranked the University of Sunderland:

- 1st overall
- 2nd for Retention and Progression
- 3rd for Assessment and Feedback
- 3rd for Employability

We are proud to be the UK's most inclusive university (29.7% of students from low participation areas, Times Good University Guide 2018). We attract and support those with talent into higher education, regardless of background, and support them in reaching their potential.

The University was awarded a Silver rating by the Teaching Excellence Framework – accessors praised the professional practice embedded in our curriculum, contribution to programme content by business and industrial partners and our inherent culture of teaching excellence

We are proud of our graduates and the difference they are making around the world, 93.4% of our 2017 graduates in work or further study (Destination of Leavers from Higher Education Survey, 2018).

And that's just the start....

This month we welcome thousands of new students to our campuses in Sunderland, London and Hong Kong, each with their own ambition – arriving at the University of Sunderland to start their life-changing experience. We are all looking forward to the new 2018/19 academic year.

新特蘭大學重視每一位學生。最近的英國高等教育調查中顯示，學生認同本校給予學生的承諾 – 幫助他們創造不一樣的未來。

學生對於在新特蘭大學學習經驗的珍視亦令本校心感自豪。根據今年夏季公佈的全國學生調查 (NSS) 結果中，新特蘭大學的學生對學校總體滿意度達 84%。

2018年英國學生參與率調查 (The UK Engagement Survey) 新特蘭大學排名：

- 總排名第一
- 繼續就讀/升學 排名第二
- 功課評估和反饋 排名第三
- 就業率 排名第三

我們為成為英國最具社會包容性的大學而感到自豪 (根據2018年《英國泰晤士報大學指南》，本校中29.7%的學生來自低參與度地區)。不論學生來自甚麼背景，我們都鼓勵和支持他們接受高等教育並幫助他們發展潛能。

本大學有幸獲《卓越教學框架》評為銀獎。評審員表揚本校的課程中嵌入了專業實踐，有賴於商業和工業夥伴對課程內容作出的貢獻，以及優秀的教學理念紮根於大學的文化中。

我們為本校的畢業生和他們在世界各地作出的成就感到自豪。2017年度的畢業生當中93.4%選擇就業或繼續深造 (根據 Destination of Leavers from Higher Education Survey, 2018)。

這只是開始.....

這個月，數千名的新生懷着各自的理想，來到新特蘭大學倫敦或香港的校園展開人生新篇章。我們一同迎接2018/19新學年。



(The above information provided by University of Sunderland, UK)

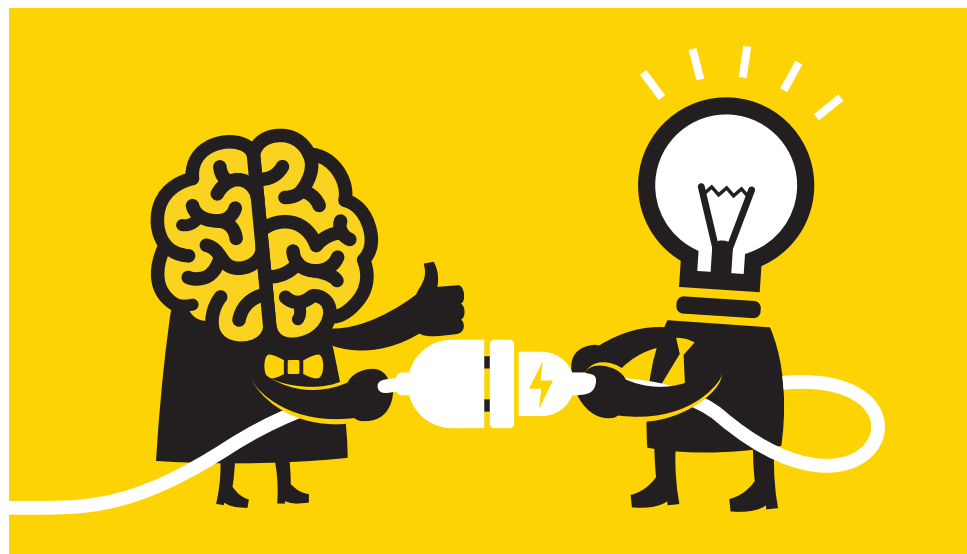
(以上資料由新特蘭大學英國主校提供)

You can Solve Daily Problems with Creativity!

每天的問題，都可以用創意力來解決！

If you think that only creative industry workers need creativity, then you are wrong!

Teachers need creativity and so do accountants. Teachers need to produce innovative learning materials that make learning more interesting. Accountants can use creativity to identify new ways to save costs or boost productivity. And yes, students need creativity too, so that they can look at study areas in new ways.



以為只有創意產業工作者才需要創意力？那你就大錯特錯了！

無論你是教師、會計師、各行各業的專業人材、甚至還未投身社會的學生都需要創意力。創意新穎的教材會令學生對老師的教學、講解更上心；假設你是會計師，匯入創意可以找到新方法開源節流或提高公司生產力。當然學生也需要創意來用新的方式來擴闊研究領域。

Never underestimate your creativity. It will improve your daily life and add brownie points at work. We invited Mr. Dino Paul Ip, the famous Hong Kong multimedia creator and winner of awards from the Hong Kong Institute of Professional Photographers, to share his ways of enhancing creativity!

Dino believes that "creativity is a "changing" power. Once you are fascinated by something you like or are familiar with, you will naturally explore it deeply. When you fully master the true meaning, you are free to express your own ideas to enhance or transform your object of fascination." As for imagination, Dino believes that it is a relatively abstract and pure concept, which could be born out of nothing. But for many people, imagination stimulates creativity in applying new thinking to existing challenges.

Imagination and creativity are the keys to success.

Dino believes that imagination and creativity are indispensable for practitioners in any industry. "If industry executives lack imagination, how can they promote business development? But if you can use

imagination, it will form new ideas, which in turn become reality. First conceive and then execute. This process transforms imagination into creation. The difference between strength and weakness is the use of imagination and creativity." He uses painting techniques as an example, with the same techniques and tools being used to express different values.

Accumulate creativity bit by bit

Many people think that creative inspiration is out of their reach, but Dino believes it exists in the depths of everyone. "I believe that creative inspiration is a kind of accumulation and transformation of experience. When I feel inspiration, I hope to accomplish an imaginary goal. This is not a purely imaginary process, but it helps to sort out the knowledge in my mind. The mind is like a library, in which I find relevant or similar experience. However, if there is no information available, you can use your eyes to observe, your ears to listen, and your heart to feel the people and things around you. Inspirations stimulates thinking which nurtures a creative seed and develops it into a mature physical entity."

Dino strongly believes that we are not born with creativity, but rather that it is accumulated bit by bit over time. Students wanting to cultivate creativity, must have curiosity, be interested in everything, and be willing to learn new knowledge constantly. When it comes to the need to use creativity, naturally, the right knowledge comes to the forefront. Dino stresses that this does not mean we have to delve into recent events, but rather the purpose is to broaden our knowledge and use it as the root of creativity. 🌟

別看少你的創意力，它不但可改善每天的生活，還可以使你的工作錦上添花。我們邀請到香港著名多媒體創作人、專業攝影師公會比賽得獎者葉志剛為大家揭開提升創意力的秘密！

葉志剛認為，「我覺得創意力是一種『變』的力量，對一些自己喜歡或熟悉的事物，一旦迷上了，自然會深入探究箇中奧妙。到了完全掌握箇中真諦的時候，你就可以隨意加入自己的想法去提升或改造其本質，令自己的興趣繼續發酵。」至於想像力，葉志剛認為是比較抽象和純概念，可以無中生有，一切處於虛幻，對效果、方向沒有雛型，但醞釀著創新的可能性。

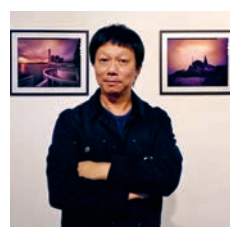
想像力與創造力乃致勝關鍵

談及想像力和創造力的重要，葉志剛認為兩者對任何行業的從業員也是不可或缺的。「行業執行者若是欠缺想像力，憑什麼推進業務發展。相反，若能夠運用想像力，將不可能變成可能，不存在變成實在，先構思然後執行，這過程就是由想像演變為創造了。同業間的強弱分界，就是看看誰能將想像力與創造力發揮到極致。」他以繪畫藝術為例，同樣的技巧，相同的工具，怎樣才能夠表現出與別不同的價值，往往就是取決於想像力和創造力。

創意要一點一滴累積

至於創意靈感的泉源，葉志剛直言，很多人以為創意靈感遙不可及，但其實本來就存在於每個人的內心深處。「我相信創意靈感是一種經驗的累積與轉化。當我需要啟動靈感的時候，亦即是希望完成想像出來的目標雛型。這絕不是一個純粹的空想過程，而是要整理腦海裏的知識庫，在其中尋找相關或類似的經驗。」然而，萬一沒有資料，就要向外延伸搜尋。從外在的媒介遊走，可以用眼睛透過觀察，用耳朵聽取資料，用心去感受身邊的人和事。刺激思維，啟動靈感後就要將它昇華，轉化成創意種子，培養成由零而生的實體。

葉志剛同時深信，創意不是與生俱來，而是一點一滴累積。學生想培養創意，首要具備好奇心，對任何事物感興趣，不斷汲取新知識，到了需要運用創意時，自然有合適的知識浮現眼前。他強調，這並不代表對每件事物都要深入鑽研，目的只是增廣見聞，將其儲備起來成為創意的根源。 🌟



受訪者簡介 葉志剛先生

香港理工大學多媒體科藝理學碩士及攝影設計學學士。從事專業攝影外，亦專注多媒體創作，並在多間高等教育學院教授攝影及創意媒體學科。他的創意作品曾於德國、中國及香港等地刊載，播放及展覽，並二度獲取香港專業攝影師公會的比賽獎項。



Interviewee's profile

Mr. Dino Paul Ip

Achieved both his Master of Science in Multimedia & Entertainment Technology and Bachelor of Arts in Photographic Design from the Hong Kong Polytechnic University.

Other than as a professional photographer, he also focuses on multimedia production and teaches in different higher education institutions. His creative works have been published, broadcasted and exhibited in Germany, China and Hong Kong. Also, he was honored twice with the photo awards from Hong Kong Institute of Professional Photographers.

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提升創意力工作坊



Developing Problem Solving Skills in Today's Workplace

今時今日職場的 必備技能—— 解決問題能力



In a metropolitan city such as Hong Kong, we need to use our problem solving skills in interpersonal relationships, our studies and the workplace. Also, prospective employees need to demonstrate their problem solving and analytical skills to win job offers. An organization's success depends heavily on the willingness of managers to help employees develop their problem solving abilities. Team building activities targeting these areas include communication and collaboration, adaptability, and strengthening decision-making skills.

Research clearly indicates that problem solving and using initiative are among the top 10 skills in the recruitment of graduates. Employers expect to hire graduates who: 1) take personal responsibility to make sure goals are achieved; 2) can see that there may be a better way to doing things; 3) are prepared to research and implement change; and 4) can find ways to solve unexpected problems and be persistent. Research into employers' expectations shows that the ability to use initiative, think critically and be creative and proactive are essential qualities in a successful job seeker.

Since analytical and problem solving skills are vital in candidate selection, it is likely that you will need to answer these questions in your job application that provide evidence of your competencies in the following areas:

- Describe a situation when you have demonstrated effective use of your skills to solve a complex problem;
- Describe a complex problem you have faced and the actions you used to solve it; and
- What methods did you use and what was the result or conclusion you have reached?

The best approach to address the above questions is to cover the detailed process of your problem solving instead of just outlining the problem. Illustrate your examples of how you use creativity, initiative, and effective deployment of resources in your problem solving exercise. Self-reflection on lessons learnt from this process also adds value to your answer.

Problem solving involves analytical and critical thinking, creativity, logical and methodical reasoning, as well as team working skills. The IDEAL model is a simple model of problem-solving which involves identifying the problem, defining

the problem, examining the options, acting on a plan and finally looking at the consequences. The process starts with identifying the problem, then goes on to evaluate potential courses of action and select the best option to handle the problem. In a teamwork situation, it also requires a detailed understanding of the group and their core strengths. Problem solving activities help to identify strengths and develop problem solving capabilities and tactics in an interesting and cooperative way.

It is important to bear in mind that when engaging in problem solving games and activities, there are no winners or losers. Although some games end up with a winning party, the ultimate goal of these exercises is to develop team cohesion and team working skills. The winning team should learn from the exercise by sharing and reviewing their strategies and thought process at the end of the activities. 🌟



Author's Profile

Dr. Teresa Li

Currently the Programme Manager (postgraduate) at University of Sunderland in Hong Kong. Also an experienced administrator/professional practitioner with over 20 years' of practical experience in strategic management.

作者簡介

李淑芬博士

現任新特蘭大學香港分校研究生課程主任，同時是經驗豐富的資深管理人員及專業從業人員，在策略管理上擁有20多年的實戰經驗。

在香港這樣的大都市，無論在人際關係、學業還是在職場上，我們每天都需要解決問題的技巧。假如你想於見工面試時在眾多的應徵者中突圍而出，你必須向招聘者展示你的解決問題和分析能力以贏得工作機會。每一間公司的成功因素，很大程度上取決於主管是否願意幫助員工發展解決問題的能力。能夠有效發展團隊的訓練包括溝通、合作、適應力以及增強決策能力。

許多研究顯示，解決問題的能力和主動性是招聘畢業生時的十大求職者須具備的技能之一。僱主期望畢業生：一、能承擔個人責任，確保能達到目標；二、能夠發掘更好的處事方法；三、具備研究和應變能力；四、遇到意外狀況時，可找到解決方法並堅持不懈。許多僱主都表示，畢業生若能主動運用批判性思考去解決問題，並具創意和抱有積極態度都是受聘的重要素質。

當你求職面試時，你可能需要回答以下問題來證明你具有分析及解決問題的能力：

- 形容一個你曾有效地運用不同技能來解決複雜問題的情況；

- 描述一個你曾面對的複雜問題；
- 承上題，你用了甚麼方法及行動去解決？而你最後得出甚麼結論？

回答上述問題的最好方法是詳細地描述你解決問題時的過程，不要簡單地概括曾面對的問題。舉例說，於解決問題的過程中，你是如何運用你的創意、主動及有效地調配資源；此外，講述事後的自我檢討或從中的得著，也會給你的答案加分。

解決問題需要分析力、批判性思維、創造力，邏輯性和有條理的推理與團隊合作的技巧。IDEAL模式是其中一個解決問題的模式。它識別問題、定義問題、探索其他的可能性、推行計劃並作出最後檢視的結果。這個模式從識別問題開始，然後我們需要評估採取了甚麼措施才合適，並選擇最佳的方法去解決問題。在團隊合作的情況下，還需要對團隊有透徹的認識及了解到各人的長處。從中可以找出隊友的長處，並以有趣和共同合作的方式解決問題。

緊記，參與解決問題的遊戲和活動時，並沒贏家或輸家。雖然有些遊戲最終會有勝利的一方，但是這些練習最終的目標是發展團隊的凝聚力和團隊的合作精神。獲勝的團隊應該在活動結束時透過分享和檢視策略及思考過程，從而得到啟發。 🌟

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解決問題新思維



Today at Apple, an Inspiring Learning Experience

「Today at Apple」蘋果啟發性學習體驗

Windows has been my handy IT tool for years but recently I discovered that all my family members had switched to Apple. Since I lost the "technical support" from my home team, I decided to use an old MacBook Pro which once belonged to my son. Here comes the problem – I know nothing about how to operate the Apple machine! I was then "instructed" by family members to attend the free learning course at the Apple Store.

Let me share my experience here.

It was easy to enroll in the learning session via the Apple Store App and the activity is automatically marked on the phone calendar. Friendly, energetic and passionate Apple staff members wearing T-shirts and shorts, and even tattoos, are there to conduct the session casually yet professionally. They represent the Apple brand characters very well.

There is no agenda for the session. The content is customized to what customers want to learn on the spot. That's marketing! It's customer-driven! The latest Apple models are showcased and provided for customers' trial. The session delivery is lively and I am impressed by the functionality and user-friendliness of their products. Meantime, I am even thinking of an early upgrade of my Mac and iPhone during the session.

Apple teaches me things that I did not expect an ordinary computer or phone could do. It is an extraordinarily inspiring experience but it's not possible to learn everything in a limited time span. Many customers are willing to enroll in the same session again and again as more new and innovative functions or features can be explored every time. It is a customer's delight which cannot be easily matched by competitors. I have already attended seven sessions in two weeks. It is a good example of brand stickiness and loyalty in marketing.

All in all, I keep sharing the tips I learn with

my friends via social media and suggest that they would attend the sessions. That's word of mouth! Now you are reading my article and I think this message is going viral.

I find myself a true fan of Apple now and plan an early upgrade of my iPhone and will stick to Mac & iPhone in the future as the two are nicely synchronized together. Bonding is being fostered by Apple and the customer journey is well demonstrated here.

Learning

Apple makes very good use of their learning sessions to promote their products and indoctrinate the Apple brand essence into customers' minds. Loyalty is enhanced. Customers are willing to share the inspiring experience and learned tips with their friends. This is a well done PR job with a high level of trustworthy customer endorsement. It is also a good way to recruit new customers or even upsell or cross-sell products to the existing customers. It is an effective and reliable means (owned medium) of brand building and promotion. As a marketer, one should make good use of every means (360 degree marketing) to build brand and delight customers.

Room for improvement

Content description of the session is a bit confusing and is misleading listed on their App. Clearer explanation is needed to manage customers' expectations. 🙏



Windows是我多年來應用方便的電子操作系統。直至最近發現家人都紛紛轉用蘋果公司的產品。由於失去了他們給我「Windows 技術支援」，所以我也決定轉用一台曾經屬於我兒子的MacBook Pro。那麼問題便來了——我對蘋果產品的操作一無所知！因此，家人「吩咐」我到蘋果門市參加的他們的免費學習課堂。

讓我在此分享我的蘋果課堂體驗。

參加課堂的報名過程十分方便，顧客透過蘋果商店的應用程式，便可以登記參加課堂，跟著課堂資料更會自動標記在電話行事曆上以便提醒參加者。課堂當天，友善且充滿活力與熱忱蘋果員工穿著T恤和短褲（部分更刻着紋身），用既輕鬆又不失專業的技巧授課。他們盡展蘋果品牌的性格(Brand characters)。

課堂沒有特定的課程大綱，教學內容會因應現場顧客的要求而即時度身定制——這就是以顧客主導的市場營銷！每節課堂都清楚介紹其產品的功能性及其易操作程度（User-friendliness）。教授技巧生動易明，令我印象難忘。現場會展示及借出最新型號的蘋果產品供客戶試用。我甚至當時已考慮提早更換手上的MacBook Pro和iPhone至最新型號。

我從來沒有想過蘋果電腦或電話竟可以如此方便地協助我。這是一段珍貴且極具啟發性的學習旅程。美中不足的地方是用戶難以在有限時間的課堂上學習到所有關於蘋果產品的知識和使用技巧。許多顧客一而再，再而三地登記參加同一節課堂以探索更多產品的新功能或特性。我在短短兩週內便出席了七節課堂。顧客對於蘋果產品及服務的滿意度是其競爭對手無法輕易取代。在市場學中，這便稱為品牌黏著度（Brand stickiness）及品牌忠誠度（Brand loyalty）。

總括而言，我不斷把課堂上學習到的技巧透過社交媒體分享給朋友並建議他們參加。這就是在市場學中的口碑

（words of mouth）。而現在的您正閱讀我的文章，我相信這個訊息會一直傳播下去並保持著話題性（Viral marketing）。

現在我已經成為蘋果的忠實「粉絲」，並計劃將我現有的iPhone更換至最新型號。基於MacBook與iPhone優秀的同步性，我也會一直使用兩者，不作他選。我與蘋果逐漸建立了良好的關係，而整個蘋果學習體驗，都演示了市場學上的顧客歷程（Customer journey）。

可取之處

蘋果成功利用其免費學習課堂，宣傳產品及灌輸品牌精髓於顧客腦海。並同時提升顧客對品牌的忠誠度。顧客樂意把這啟發性的經驗及學習到的技巧分享給身邊的朋友。這是值得學習的公共關係技巧，人傳人的模式贏得一眾忠誠的顧客。免費學習課堂更是一個好機會招攬新客戶，又可向現有客戶向上銷售（Up-sell）或交叉銷售（Cross-sell）更多蘋果產品。除此之外，這亦是一個有效及可靠自家宣傳媒體（owned media）用來推廣作品牌管理（Brand building）及宣傳工作。作為一位市場營銷人員，我們應善用每個方法——360度品牌營銷方案（360 degree marketing）去建立品牌及取悅顧客。

改善空間

Today at Apple中的課堂內容和簡介有點含糊不清及些微誤導性。課堂內容需要更多的闡述和解釋以管理顧客的期望。 🙏



Author's Profile 作者簡介

Mrs. Cecilia Chan

Cecilia is currently working for University of Sunderland in Hong Kong as Programme Manager (Undergraduate), teaching marketing and management modules. She has extensive commercial experience in the areas of Marketing, Brand Management and Retail Management. She had held various senior positions for some renowned international and local consumer brands.

Cecilia現於新特蘭大學香港分校擔任課程主任（本科生課程）並教授營銷及管理科目，曾於多間國際著名企業及本地知名公司中擔任高級管理人員。她同時是經驗豐富的市場學專家，並專長於品牌建立及零售管理。



WHAT'S YOUR STORY



Whether you are applying to university through JUPAS, UCAS, or directly, the probability is you will be required to write a personal statement. A personal statement is like a short reflective essay explaining why you are the perfect candidate for the course you are applying to. You will still need to meet the formal requirements dictated by the university, but this is your opportunity to show you are a real person. This is your chance to create such a good impression that your tutor will want to meet you. The key phrase is to 'make it personal'.

Personal Statements for University Applications

• Motivation

Begin by explaining why you want to study the course. Where did your interest come from? How has it developed?

• Why you?

Not only do you need to meet all the entry requirements for the college, you need to show that you have researched the course and understand what to expect. Do your homework first.

• Personal experience

You can't be expected to have prior experience of the course you are hoping to join, but you can demonstrate how you maintain your interest in the subject. What relevant newspapers, periodicals, websites etc. do you read?

• Reflect

It's all very well gaining experience but what have you learned from it? Explain how your experiences have helped shape your interest.

• Transferable skills

What other skills can you bring? Do you have any leadership experience? Do you work well in a team? Think about your ability to problem-solve, think critically, and manage time. Are you confident? These are all skills that could be relevant to your chosen course.

• Expand

Don't simply list your skills, expand on them. Which ones are most relevant to your course? How have you used these skills in the past? What positions of responsibility have you held? How have you continued to develop these skills?

• Critical thinking

One area of study that is essential to just about any university subject is being able to think critically. Demonstrate how you are already able to analyse arguments and make informed decisions. If you can do this, you are already one step ahead of the rest.

• Long-term goals

If you are lucky enough to think you already know which career you want to have, talk about your longer-term goals. Remember though, if you are applying for a particular subject, many others may well share the same career goals as you. Be imaginative. You need to stand out from the crowd.

• Be positive

This is your chance to make a good impression. Stay positive. Write about your strengths, how you have overcome any weaknesses. Focus on your enthusiasm for the course and for university life.

You have a very limited amount of space for your personal statement – make it count. Here is a short list of things to avoid:

1. Lists

By all means back up your statement with examples, but nobody wants to know the name of every book and article you have read.

2. Quotations

It's your voice they want to hear, not somebody else's. You will be doing plenty of paraphrasing at university, so you might as well start now.

This is me...

Sociable, chatty, bubbly
Bossy
Likes to be the centre of attention
Easily distracted
Daydreamer
Play football
Enjoy computer games, using the internet
Always did homework.
Enjoy drawing and sketching
Sell things...
Use Facebook to keep in touch with friends

I am a...

Good communicator, confident
Has leadership skills
Confident
Open to new ideas and suggestions, flexible worker
Creative thinker
Teamwork skills, shows commitment and/or reliability
Good ICT skills, enjoy researching information
Excellent planning skills, effective time management
Artistic and creative, have a flair for design
Commercial/business awareness, entrepreneurial skills
Excellent networking skills, good ICT skills and awareness of social media



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.

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Same Same But Different

I have been asked to list my top five British English vs American English words. As a British Teacher of English I am fiercely proud of the rich history of my language, so it is a constant source of irritation when it is bastardised. I am, of course, talking about American English. An oxymoron if ever there was one!

I blame Noah Webster who, following the American War of Independence, set about standardising (with an 's') American speech and wrote *A Compendious Dictionary of the English Language*. As a spelling reformer he was unhappy with the overly complicated rules of British spelling. One of the first casualties was the letter U: harbour/harbor, colour/color, humour/humor. Well, ok, this I can understand. The U isn't pronounced so why have it? Think of the time you save not having to write unnecessary letters. This just makes life easier, right? Even Gates's Spell Checker is underlining my spelling. But if making life easier was the goal, why do the Americans replace short British words with longer ones: lift (Br) / elevator (US), flat / apartment, loo / restroom?

And then there are the differences that are just plain wrong!...

No. 5 Chips / French Fries

The Brits love eating their Fish 'n' Chips out of newspaper. They are not French. (The French call them Pommes Frites – potato fries).



No. 4 Trousers / Pants

It may be our overly polite nature, but brits would never think about going out in just their pants.



No. 3 Pants / Underwear

See above.



No. 2 Crisps / Potato Chips

This is a little mean of me. I dislike the American because it is simply too easy to say. I have a quiet chuckle to myself every time I hear an English learner try to get his tongue around those consonant clusters.



No. 1 Football / Soccer

Don't get me started!







University of Sunderland
in Hong Kong
新特蘭大學香港分校

Education & Careers INFO DAY

升學及職業發展資訊日

27 OCT 2018

11:00 ~ 17:00

7/F South China Building,
1-3 Wyndham Street,
Central, Hong Kong
香港中環雲咸街1-3號
華南大廈7樓
(港鐵中環站 D1出口)

It is our pleasure to solely invite you to attend the Education & Careers Day on 27th October (Saturday). Equip yourself with knowledge by industry experts, who will be hosting free seminars and workshops. Expand your horizons by booking your seat now!

新特蘭大學香港分校現誠邀閣下參加本校於10月27日(星期六)舉辦的「升學及職業發展資訊日」,當日多場由業界專家主持的免費講座及工作坊,不論你是正準備HKDSE的學生,還是志進修學士/碩士學位,都總有一個主題適合尋求突破、永不停步的你!名額有限,立即登記預留座位!

11:00-12:00

MR. DINO PAUL IP
Multimedia Producer

MR. DAVID HARMER
Lecturer of English for Academic Purposes

12:00-13:00

DR. TERESA LI
Programme Manager (postgraduate)

MISS. MANNA TONG
Associate Wealth Manager

DR. STEVEN NG
Campus Director

FRANCIS CHIANG
Regional Director (East Asia)

14:00-15:00

MR. GARY XIE
Friends of Sichuan Association (Hong Kong)

MR. JASPER FAN MAN SING
Youth Work Officer, HKFYG

15:00-16:00

MR. PHILIP G CHIU
Beyond Media Global Limited Founder & CEO

DR. STEVEN NG
Campus Director

FRANCIS CHIANG
Regional Director (East Asia)

16:00-17:00

PROFESSOR IVAN LAI KA-WAI
City University of Macau

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On behalf of the University of Sunderland in Hong Kong, I am delighted to introduce our inaugural issue of "The Sunderland HK". We intend to make it a quarterly publication and to use it to keep every teacher, parent, student, alumnus, and stakeholder in touch with news and developments related to the University of Sunderland and its Hong Kong Campus. The University of Sunderland aims at educating students to be the "Tomorrow Makers" of our societies and economies. In this and future editions, we shall be reporting theories and good practices on the 'Sunderland Futures' which is designed by the University to provide students with a wide range of professional training, vocational support and industry network via corporate visits, internship, workshops, master class activities and networking events. In this Issue, we focus on creativity and problem-solving skills which are two of the fourteen core employability skills students need to develop for their careers. In each issue, we shall invite experts to explore how to improve different professional skills and to help students develop skills which they can put into practice in their academic studies, and carry forward into their careers after graduation. Finally, I would like to add my thanks to all of our colleagues, students, and guests who have contributed to this newsletter, and I hope you enjoy reading "The Sunderland HK".

Dr. Steven Ng
Campus Director
University of Sunderland in Hong Kong

我很榮幸能在此介紹我們英國新特蘭大學香港分校推出的《The Sunderland HK》創刊號。透過此季刊,我們期望能讓每位教師、家長、學生、校友和持份者,能夠更深入地了解新特蘭大學及其香港分校的最新動向和發展。英國新特蘭大學的宗旨在於教育學生成為社會和經濟的「明天創造者」。在本期和未來的期刊中,我們將報導由大學設計的「Sunderland Futures」的理論和最佳典範,通過企業探訪、實習工作、工作坊、專家講座及聯誼活動等,為學生提供廣泛的專業訓練、職業支援和行業人際網絡。在本期創刊號中,我們先集中報導「創造力」和「解決問題的技能」,這是職業生涯中,十四項必備的核心就業技能之其中兩項。在每季季刊中,我們將邀請行業專家探討如何提升各類專業技能,幫助學生於學術上學以致用,並為畢業後的事業生涯作好準備。最後,我要感謝所有為《The Sunderland HK》創刊號貢獻的同事、學生和嘉賓,我希望您們喜歡閱讀《The Sunderland HK》。

新特蘭大學香港分校
分校總監吳鈞強博士

Past Student Activities 過往精彩活動



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英國主校學生來港交流



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企業探訪 - 香港迪士尼樂園度假區



Masterclasses
大師級課堂



Career Talks
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It gives me distinctive pleasure to introduce to you this inaugural issue of "The Sunderland HK". I believe this quarterly publication will be a great communicative platform for connecting with the public. The University of Sunderland strives to provide high quality academic programmes to meet the diverse learning needs of a knowledge-based economy in order to meet the challenges in the real world. In the Hong Kong campus, over 50% of our lecturers have a doctoral degrees and all our programmes are taught by dedicated lecturers with rich industry experience. Therefore, students not only learn about theories and knowledge from textbooks, but also genuine cases worldwide, as well as the practical skills and experience shared by our lecturers.

Dr. Davey Yeung
Head of Academic Affairs,
University of Sunderland in Hong Kong

很高興《The Sunderland HK》創刊號終於正式出版。藉著這季刊,我們的教學團隊從此多一個平台與大家溝通和聯繫。本大學致力提供優質學術教育,香港分校更有超過50%講師持有博士學歷,各課程均由具豐富業界經驗的專職大學講師教授,除專業理論及知識外,更能分享實戰經驗,並援引國際及亞洲案例講解,讓學生易於掌握,學以致用,為應付現今知識型經濟的各類挑戰作好準備。

新特蘭大學香港分校
學術事務總監楊德威博士