

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

**3<sup>rd</sup> SBM UG Student Representative Meeting 2018/19**

**Confirmed Minutes**

Date and time of meeting:	March 11, 2019, 6:30pm – 8:00pm
Minutes Prepared by:	Maggie Yim
Attendance of SBM UG Programs Office:	Anirban Mukhopadhyay, Emily Nason, Ka Yee Lee, Frankie Man, Maggie Yim
CUP Faculty Members	-
Attendance of UG Student Representatives:	Sunny Chan, Daniel Chan, Laura Cheung, Wan-Yun Chou, Caroline Eleonora, Alexis Ho, Benny Hui, Rennie Jiang, Dennis Lam, Winnie Lam, Anson Mak, Anna Moon, Jason Ng, Timmy Ng, Christine Poon, L Wong, Margaret Yau, Rex Yeung, Ivan Yeung, Lotus Yu, Ziquan Zhou
Absence:	Tiffany Chan, Taylor Choi

**1. Confirmation of Minutes**

As no further comment was received, the minutes of the 2018/19 2<sup>nd</sup> Meeting held on December 4, 2018 was confirmed.

**Matters Arising from Minutes**

The Chair updated members on the final layout of the Online Suggestion and Feedback form for SBM UG Students which would be launched with immediate effect. All the feedback collected would be kept in strict confidence and the Sub-committee, including Dennis Lam and Caroline Eleonora, would be responsible for screening, consolidating and identifying major issues concerned for discussion and report at the Student Representative Committee meeting regularly. The Chair also invited volunteers to be members of this Sub-committee.

**2. Information Items**

**2a Membership for Spring 2019**

The Chair welcomed the six new members for joining the committee and thanked those who continued to serve on the committee. New members were invited to introduce themselves at the beginning of the meeting. The Chair expressed that the normal duration of membership was three terms in order to maintain continuity and to carry

forward the initiatives developed while at the same time, new members were added to provide new ideas to the Committee every semester.

New members were given the name badges and informed that all members were encouraged to join UG events such as UG Get-Together to mingle with other fellow students to collect feedback.

2b Major Selection Information Week in Spring 2019

The Chair briefed members on the Major Selection Information Week and timelines in Spring 2019. A one-day information sessions for UG overview with mingling sessions of all programs (including BBA) would be held concurrently with a 30-minute information sessions each for ECOF, GBUS and QFIN on April 9, 2019. There would also be three days of exhibitions from April 9 – 11 in LSK G/F and Open Area.

2c SBMT1111 Survey Highlights

The Chair gave members a brief account of the SBMT1111 Survey results. Members noted that majority of students found the meeting with their advisors helpful in addressing their education needs and it also revealed that SBMT1111 has achieved the intended learning outcomes. The same format and arrangements would continue next year.

2d Peer Mentor Survey Highlights

The Chair highlighted that the UG Programs Office has been trying to make changes on the Peer Mentoring Program every year so as to figure out the best way to conduct the Program. He also expressed that some student suggestions were taken to improve this year's Program and the responses showed that students found it useful.

**3. Discussion Items**

3a Review of Program Based Admission (PBA)

Prof Emily Nason briefed members that there have been three intakes since the hybrid admission system was adopted in 2016 where there were two admission routes: School-based admission (SBA) and Program-based admission (PBA) for prospective students. After running this system for a few years, it was observed that some programs did not receive enough applications since high school students might have limited knowledge on certain majors like Operations Management which resulted in a small number of intake. On the other hand, some programs like GBUS and QFIN attracted robust applications which might be attributed to the fact that Hong Kong was a financial driven market and high school students were relatively more familiar with Finance related majors. It was also noticed that some PBA students switched majors during Major Selection Exercise. Apart from the above, there was a concern that the admission efforts were diverted for promotion of all SBM UG Programs and therefore not effective to introduce all major programs to prospective students. She also pointed out that in the past, there were five admission routes (including ACCT, ECOF, GBUS, QFIN and SBA) which were deemed optimal and FINA could be added to the routes.

Prof Emily Nason further explained that the views from departments on PBA were divided and she would like to hear those from students before formulating an admission

plan for AY2020/21. Members actively exchanged views on this topic and the following comments/ suggestions were received:

- The OM student representative mentioned that OM could be excluded from PBA admission as it was difficult to explain the Program to high school students.
- A member commented that PBA could reduce her pressure in the first three terms since she did not need to compete with others to choose a major.
- Another member wondered if the “magic line” system could be one of the solutions and Professor Emily Nason responded that the “magic line” system was implemented for only one year in 2012. This mechanism set a particular score and if students scored over that line, they could choose any major they wanted. However, this mechanism was abolished as it did not work nor served the purpose after one year of implementation. She added that students were very risk-averse that they chose a major not because of their own interests but because of the quota size. For example, even though a student was interested in Economics major, they might end up choosing SBA owing to its large quota size and in consequence the PBA route could not attract the right pool of students and defeated the purpose to attract the best students with right interest.
- Another member expressed that some students were uncertain on what they wanted while others were career-oriented and preferred Accounting or Finance majors instead of subjects less likely to be known. He added that word of mouth was important when freshmen could learn from their senior year students on their recommendations.
- A member questioned if the curriculum for PBA and SBA students would be the same and wondered if PBA students would be at an advantage. Prof Emily Nason responded that students admitted to School or Program followed the same Year 1 curriculum and PBA only guaranteed the majors and PBA students could switch majors by joining the Major Selection Exercise.
- Some members commented that they appreciated the hybrid system which allowed flexibility and students could have different choices for admission, either directly to Program or to School. Some students opined that PBA was important as it allowed students to select and specialize in a major after completing the common business foundation in Year 1.
- To raise the understanding of high school students towards different majors, a member suggested that student representatives or student ambassadors could deliver talks at their home high schools (locally or internationally) once or twice a year. A student also suggested that videos of some fundamental courses of each program could be uploaded on the website and made accessible to prospective students.
- Students also raised concern that if SBM would only open a few majors for PBA like GBUS and QFIN, we might convey a message that some majors were better or superior than others. A student suggested to include information about the Major Selection Exercise on the admission page of the website.
- Other comments included providing more information about career paths, getting rid of the program quotas and the availability of online courses for prospective students to take.

Prof Emily Nason thanked all the valuable input provided by students which were of high quality and the discussion revealed the complexity of the issue. She also clarified that the rationale for proposing PBA for some programs only was purely pragmatic and

driven by market demands of those majors at the point of admission. The School did not intend to make any value judgement on what majors were better and should be included in the PBA admission route than others.

The Chair invited members to discuss the issue on Canvas and welcomed everyone to open a new thread on anything that we have discussed at the meeting or anything that might be relevant.

#### **4. A.O.B.**

- 4a As regards the Peer Mentoring Program, a member asked if mentees' contact information could be shared to mentors in advance, for example, ahead of the Orientation day. A staff of the UG Programs Office clarified that since Non-JUPAS students would have registered in an earlier stage, the UG Programs Office could seek the consent from mentees for sharing their contact information to peer mentors so that we could provide the contact information early. For JUPAS students, however, it would be difficult because we arranged the Peer Mentoring Program on the same day when students registered for the Program.
- 4b Since the Bloomberg terminals are only available at LSK Financial Trading Laboratory (For Finance Major students) and HKUST Library, a member enquired if more terminals could be added and made accessible to Non-finance Major students. His enquiry was referred by the Finance department to the Chair. The Chair asked the student to send the request via email and would follow-up with Finance Department on this issue.
- 4c A staff of UG Programs Office encouraged students to make use of the new service available at the Karen Lee Student Mentoring Center — Drop-in advising sessions and all UG students are welcome to meet with our Academic Advisors, Career Advisors, and Communication Tutors in the Center. Students were also invited to stay tuned for the SBM UG Weekly Events & Announcements for the weekly sessions.
- 4d Besides the Drop-in advising service, Prof Emily Nason informed members that the Karen Lee Student Mentoring Center offered another new service. One of our staff of UG Programs Office would offer student counselling service and support as a Student Life Advisor. If students were facing any difficulties in adjustment of university life, family matters or emotional issues and need some counselling or support, they were welcome to make an appointment with the Student Life Advisor at the Center Website.

#### **5. Next Meeting**

The next meeting would be held on May 14, 2019.

There being no further business, the meeting adjourned at 8:04 pm.

April 18, 2019