

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

1st SBM UG Student Representative Meeting 2019/20

Confirmed Minutes

Date and time of meeting:	Oct 2, 2019, 6:00pm – 7:30pm
Minutes Prepared by:	Maggie Yim
Attendance of SBM UG Programs Office:	Anirban Mukhopadhyay, Emily Nason, Ka Yee Lee, Maggie Yim
CUP Faculty Members	Kelvin Mak
Attendance of UG Student Representatives:	Donald Chan, John Chan, Daniel Chan, Stanni Chandra, Gordon Cheng, Vanessa Ching, Wan-Yun Chou, Phyllis Chu, Caroline Eleonora, Alexis Ho, Anson Mak, Anna Moon, Tasneem Muchhala, Jason Ng, Christine Poon, Anushka Srivastava, Cyril Tong, Sara Yau, Rex Yeung, Lotus Yu
Absence with Apologies:	---
Absence:	Isabella Zhou, Kathy Zhu

1. Confirmation of Minutes

As no further comment was received, the minutes of the 2018/19 4th Meeting held on March 14, 2019 was confirmed.

2. Information Items

2a Introduction to New Members about the UG Student Representative Committee

The Chair presented an overview of the Committee and reminded members that the Committee meets twice per semester. The Chair highlighted that the major role for Student Representatives is to act as a liaison person between students and the program administrators/ SBM UG Programs Office to express students' voices on issues relating to their programs or learning experience at HKUST. The normal serving period for student representatives is three terms to ensure the continuity of the Committee. Members are nominated either by their programs or themselves. Student representatives can form sub-committees or working groups to follow up on issues and propose suggestions for actions and relay the discussions with the School to the students that they represent. The Chair highlighted some of the achievements that the Committee has made over the past few years, such as Dean Search and facilities enhancement.

2b Membership of Student Representative Committee for Fall 2019-20

The Chair welcomed all continuing and new student representative members who joined the meeting. The Chair introduced the 11 new members and welcomed the RMBI

representative who was joining the Committee for the first time after the migration of RMBI under SBM. We have a total of 22 committee members this term.

2c Major Selection Information Week & Timeline in Fall 2019

The Chair updated members that the Information week would be held from Nov 12 to 14, 2019. There would be information sessions in LSKG012 starting from 6:00 pm, followed by mingling sessions conducted by different SBM programs during the period. The information was available on the UG website. The application would be from Dec 20, 2019 to Jan 1, 2020 while interview, if applicable, would be held on Jan 6-7. Results would be announced on Jan 9, 2019.

Post Meeting Notes: The Information Week for Nov 12-14 was cancelled due to the social unrest and will be rescheduled to be held online during the study break. More details will be provided in due course.

2d Summary Report on Online Suggestion & Feedback Form for SBM UG students

The Chair briefly summarized the two new items of feedback collected after the 4th meeting (2018/19), which were about a LABU course and MAEC students respectively. Members were invited to suggest how we could raise students' awareness of the online feedback system. A student representative suggested to take a group photo of the Student Representative Committee and disseminate it together with the link of the online feedback form via social media like Instagram, Facebook or Snapchat. The Committee took a group photo together at the end of the meeting.

2e 2019-20 Admission Updates

Prof Emily Nason briefed members on the statistics for 2019-20 Admission and a total of 871 students (as of 17 Sept 2019) were admitted to SBM. Despite the concern for the possible drop in admission numbers due to current unstable social situation, Prof Emily Nason expressed that the total intake this year was close to the admission target (actual intake: 871 vs target intake: 875). As regards the backgrounds of the admitted students, majority (80%) were local students and the rest were from other parts of the world like Korea, India, Indonesia, etc. Prof Emily Nason added that part of the School's ambition and recruitment efforts would be to diversify beyond the few big markets and admit more students with different geographical locations and academic backgrounds in the hope to enrich students' learning experience in SBM. The WBB program also contributed significantly to the diversity of the student community.

3. Discussion Items

3a Conversation with Faculty

The Chair updated members that the new initiatives "Conversation with Faculty" was piloted in the first two weeks of Fall 2019 as an additional platform for students to communicate and interact with faculty on matters related to University life including "stress and tension", study-work-life balance, etc. It was aimed to be complimentary to another Program named "Take Faculty to Lunch". The feedback for the first two weeks of the program (Sept 2 – 13) was positive. Around 15 x 45-minute sessions per week were offered (10am, 11am and 3pm daily) to students in small groups (max 6 students per session). 58

students registered and 27 attended (~50% show-up rate). Six faculty participated in the trial, including the Dean, two Associate Deans, and three Associate Directors. Faculty's names were not announced in advance. UG Program coordinators would join beginning from October.

Most of the student representatives had heard about the program and shared their views on the new initiatives which were summarized as follows:

- A member mentioned that there were too many email messages about the new Program, which was not necessary. In addition, there were many opportunities for students to talk to faculty.
- A student reflected that the ongoing "Take Faculty to lunch" required students to have a subject topic for discussion, which might discourage students from joining the program since they might not have in mind a specific topic to discuss with the faculty. For the promotion of "Conversation with Faculty", she suggested more pictures and videos in the promotion email might generate more interests from students.
- One student member suggested that to improve the show-up rate, an undertaking message could be added in the registration system stating that no show recurring for more than two times might be blacklisted. Also, it was suggested that the program could be incorporated into the mobile App "USThing" so that it would be more user-friendly for students to register or to get more information via the App.
- A member found this new initiative interesting since the faculty for each session would be anonymous and students would not know which professor they would be meeting in advance.
- Another student representative reflected that students might not have a sense of urgency to register for the program since it would be a recurring event that happened every week. It was also suggested that more promotion could be done via social media such as Instagram and Snapchat and sharing from the student participants could be added to the promotion email to attract more students to join.
- Other suggestions included adding a topic to each session, creating word of mouth, no timeslot restrictions, including a QR code for registration, etc.

The Chair thanked members for all the input and pointed out that the original purpose of this program was to provide one more channel for students to express their feelings of stress and tension in case they would like to have someone who was completely neutral to talk to. Prof. Emily Nason also echoed that it was intended to be a listening campaign at the beginning and the format could be driven by students' feedback. It was proposed to have 4-5 sessions per week in October. The Chair added that a lot of questions from the pilot were about MSE and therefore he planned to advance the Major Selection Information Sessions to the beginning of the semester starting from the next academic year.

3b Perlego – Online Learning Library

The Chair briefly introduced to members that Perlego, based in London, was an online learning library of digital textbooks which had a good coverage of business subjects. It was described as the "Netflix for Textbooks". Perlego subscribers would pay a monthly fee to

access to their library of textbooks and the fee was relatively competitive (about HK\$700/month). Opinions from faculty were sought at the meeting of Committee on Undergraduate Programs (CUP) and feedback from student members was sought at this meeting. Some features of the platform such as reading/play lists were shared.

Most of the members welcomed the platform since it would be an alternative to allow students to access textbooks, reference materials in paperless form which was user-friendly and eco-friendly. Some members were interested in non-textbook offerings while a few said they would personally not use it although they thought it was a great idea. One member mentioned that he would only buy textbooks for his major courses, not Business Core courses. Some indicated that they would get textbook information from websites or friends.

Most importantly, most of the student representatives were of the view that the subscription should be optional, not compulsory since not every course had required textbooks. They indicated that whether they would use the platform depended on who would pay for the fee; they would be interested to subscribe if the fee was paid by the University.

Prof Kelvin Mak enquired if there was a list of the coverage of books available for the subscription and the list of required textbooks or references for each SBM program so that we could know if the coverage of the platform matched the need of SBM programs. The Chair responded that such information was not available, but responses from departments showed that many programs did not have required textbooks.

4. A.O.B.

- 4a In light of the current social unrest in Hong Kong, the President's Office was collecting feedback from students and the Chair mentioned that if students had any specific comments, the School could channel the views to the Deans and the President's Office.
- 4b A student raised a concern relating to the new HKUST campus in Guangzhou (GZ) which would be open in two years. The Chair responded that the new campus would synergize with and maintain the same academic standard as that of the Clear Water Bay (CWB) Campus. The Chair highlighted that the programs offered by Guangzhou and Hong Kong campuses would be completely complementary. Most programs at HKUST (GZ) would be cross-disciplinary such as Social Policy and Robotics and would not duplicate existing programs offered by HKUST (CWB) Campus. About 100 plus PhD students would be recruited and study in HKUST (CWB) for the first two years and return to HKUST (GZ) to finish the degree. All sponsorship would be from the GZ government.
- 4c The Chair invited members to provide ideas on what new initiatives the Committee could discuss in this Academic Year and a new discussion thread would be opened on Canvas for members to provide feedback.

5. Next Meeting

The next meeting would be held on Nov 27, 2019.

There being no further business, the meeting adjourned at 7:14 pm.

November 20, 2019