

BSc (Hons) in Property and Asset Management

Property management is one of the recession-proof industries amid the current unemployment crisis. In response to the measures for creating job opportunities in the 2020 Policy Address, The Hong Kong Association of Property Management Companies even took the initiative to provide 3,000 new jobs for the industry. SPEED's BSc (Hons) in Property and Asset Management programme (full-time and part-time) is designed based on the seven functional areas of property management stipulated in the Qualifications Framework of the HKSAR government. This programme also offers practical elective subjects like Information Technology and Building Information Modelling for Construction and Consumer Psychology to enhance students' professional skills conducive to their career development in the property management industry.

Dr Joseph Chan, Award Leader, said, "This new programme nurtures cross-domain property management professionals to meet the great demand in the industry. Graduates can start their careers as an assistant property officer and gradually climb the career ladder to become a property manager."

Programme website:

www.speed-polyu.edu.hk/programme/pam



物業及資產管理學（榮譽）理學士

本港失業率持續高企，物業管理行業卻得到「免疫」，香港物業管理公司協會更積極回應 2020 年施政報告有關創造就業機會的措施，主動提供 3,000 個新職位。SPEED 物業及資產管理學（榮譽）理學士課程（全日制及兼讀制），針對政府資歷架構列出的物管七大職能範疇設計，同時提供 Information Technology and Building Information Modelling for Construction 和消費者心理學等實用選修科，助學生增強專業技能，投身物管行業。

學銜統籌陳慶麟博士說：「新課程為物管業培養跨範疇的專業人才，滿足行業的殷切需求。畢業生可入職助理物業主任，然後慢慢晉升至物業經理。」

課程網址：www.speed-polyu.edu.hk/tc/programme/pam



New Books by CPCE Scholars CPCE 學者最新著作



Clinical Practice in General Practice 全科醫學實踐教程

Co-edited by Dr Ben Fong, Associate Division Head of the Division of Science, Engineering and Health Studies and Professor of Practice (Health Studies), together with specialists and academics from Hong Kong, Beijing, Guangzhou, Huizhou and Sian, this book aims to promote the practical development of general practice under the national strategy of "Healthy China". It also serves as a training manual for general practitioners and a reference for clinical practice, teaching and research.

本書由科技、工程及健康學部副主任及實務教授（健康學）方玉輝醫生與來自香港、北京、廣州、惠州及西安的專家和學者共同編撰，藉此推進全科醫學實踐發展，貫徹國家落實「健康中國」的策略。同時，本著作亦可供全科醫生培訓、科研教學，以及臨床參考使用。



Customer Relationship Management – A Multi-faceted Concept

Authored by Dr Carmen Sum, Senior Lecturer of the Division of Business and Hospitality Management, this book consolidates the critical concepts of Customer Relationship Management and integrates them with the latest information and technology about communication and data management. Data privacy and ethics in managing customer relationship are also discussed with a focus on the local business environment.

本書由工商及款待業管理學部高級講師沈嘉敏博士撰寫，從市場學的不同角度去解構顧客關係管理，並介紹一些關鍵概念，帶出溝通和數據管理方面的最新資訊和技術，在顧客關係管理中的角色。本書亦根據本地營商環境，探討顧客關係管理牽涉的數據私隱和道德規範問題。



青年「奴」工：廿一世紀初的香港故事

This book, edited by Dr Lee Chun-wing, Lecturer of the Division of Social Sciences, Humanities and Design, interviews Hong Kong young people working in different sectors to investigate their challenges. In recent years, the public has become more aware of different aspects of society. However, little attention has been paid to the working conditions of young people. The editor hopes this book could raise public awareness of this issue.

本書由社會科學、人文及設計學部講師李峻嶸博士所編，訪問來自各行各業的香港年輕人，探討他們面對的挑戰。雖然近年大眾愈來愈關注社會各方面的議題，但對年輕人的工作情況卻不甚了了。編者希望本著作能令大眾更關注這個議題。