



2024/25  
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SYMPOSIUM



UNDERGRADUATE  
THE CHINESE UNIVERSITY OF HONG KONG BUSINESS SCHOOL

# Industry Project-based Experiential Learning (INDEX) Symposium

4-7 March 2025

Cheng Yu Tung Building, CUHK Business School, CUHK

## 4 March 2025 (Day 1)

17:00 - 18:00 **REGISTRATION**

18:00 - 19:00 **COCKTAIL RECEPTION**

19:00 - 21:30 **WELCOME DINNER**

## 5 March 2025 (Day 2)

09:00 - 10:00 **NETWORKING BREAKFAST**

10:00 - 10:15 **WELCOME ADDRESS**

Prof. Lin ZHOU, Dean, CUHK Business School  
Prof. Timothy CLARK, Provost, Singapore Management University

10:15 - 11:05 **PANEL DISCUSSION**

Voices from the Field: Educators, Students, and Practitioners on the Impact of Industry-Linked EL

Moderator: **Dr. Fred KU**, Associate Dean (Undergraduate Studies), CUHK Business School

11:10 - 11:50 **PARALLEL SESSION 1A**

Empowering Students for Real-World Success: Tools, Strategies, and Support in SMU-X Experiential Learning

**Mr. Derek CHIANG**, Senior Manager (Senior Development Partner), SMU-X, Singapore Management University  
**Ms. Emmaline LIM**, Deputy Head, Singapore Management University  
**Mr. Kevin KOH**, Head, SMU-X, Singapore Management University

**PARALLEL SESSION 1B**

Expanding Horizons: The NCYU Practical Innovation Proposal Competition's Journey Towards Global Collaboration

**Prof. Chi-Leung CHU**, Assistant Professor, National Chiayi University



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11:55 - 12:35

### PARALLEL SESSION 2A

Integrating AI and Design Thinking: An Interdisciplinary Approach to Creativity and Emotion

**Prof. Hoe Chin GOI**, Professor, NUCB Business School

**Dr. Ray Tak-yin HUI**, Associate Professor, NUCB Business School

### PARALLEL SESSION 2B

Generative AI in Experiential Learning: Bridging Early Attempts and Future Education

**Prof. Lai Chuen Paul LAM**, Associate Professor, The Chinese University of Hong Kong

**Mr. Wai Kei Wikie CHAN**, Research Coordinator, The Chinese University of Hong Kong

12:35 - 14:05

### NETWORKING LUNCH

14:05 - 14:45

### PARALLEL SESSION 3A

Integrating Work with Learning: The Journey and Impact of Co-op@CUHK on Student Careers

**Dr. John LAI**

Assistant Dean (Undergraduate Studies), CUHK Business School

Director, Office of Co-operative Education Programme, The Chinese University of Hong Kong

### PARALLEL SESSION 3B

Work-and-study Programme for Developing Future Professionals

**Dr. Vatcharapol SUKHOTU**, Associate Professor and Dean, Naresuan University

14:50 - 15:30

### PARALLEL SESSION 4A

From Vision to Impact: Lessons from 10 Years of SMU-X

**Mr. Derek CHIANG**, Senior Manager (Senior Development Partner),  
SMU-X, Singapore Management University

**Mr. Kevin KOH**, Head, SMU-X, Singapore Management University

**Ms. Gloria ZHANG**, Manager (Development Partner), SMU-X, Singapore Management University

### PARALLEL SESSION 4B

Make Space for Prototyping in Experiential Learning

**Mr. John TAY**, Senior Manager (Development Partner),  
SMU-X, Singapore Management University

**Ms. Joyce TAY**, Senior Manager (Development Partner),  
SMU-X, Singapore Management University





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### 15:30 - 16:00 NETWORKING COFFEE BREAK

### 16:00 - 16:40 PARALLEL SESSION 5A

Real-World Learning: Integrating Corporate Projects and Global Experiences into Business Education at CUHK

**Dr. Rosette LEUNG**, Co-Director, Global Business Studies

Associate Director, IBBA Programme, CUHK Business School

**Dr. Frank NG**, Senior Lecturer, Department of Management, CUHK Business School

### PARALLEL SESSION 5B

Experiential Learning in Action: Unleashing Business Innovation through Design Thinking and Industry Collaboration in MBA Course

**Prof. Tina CHOI**, Adjunct Associate Professor, CUHK Business School

## 6 March 2025 (Day 3)

### 09:00 - 10:00 NETWORKING BREAKFAST

### 10:00 - 10:50 PANEL DISCUSSION

Challenges and Solutions in Industry-Linked EL: Overcoming Obstacles for Effective Collaboration

Moderator: **Dr. Fred KU**, Associate Dean (Undergraduate Studies), CUHK Business School

### 10:55 - 11:35 PARALLEL SESSION 6A

Students Roundtables: Through Our Eyes: Key Insights for Elevating Experiential Learning from Student Experiences

Moderator: **Prof. Hoe Chin GOI**, Professor, NUCB Business School

### PARALLEL SESSION 6B

From Theory to Practice: Building Essential Skills Through User-Centric FinTech Education

**Ms. QIN Lai-yin**, Assistant Professor, Hong Kong Baptist University

**Mr. Andre LEUNG**, CEO, Aereve Company Limited



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11:40 - 12:20

## PARALLEL SESSION 7A

Integrating Case Method and Design Based Learning in Education for Sustainable Development

**Prof. Hoe Chin GOI**, Professor, NUCB Business School

**Dr. Fred KU**, Associate Dean (Undergraduate Studies), CUHK Business School

**Prof. Chi-Leung CHU**, Assistant Professor, National Chiayi University

## PARALLEL SESSION 7B

Global Dialogues for Nature Conservation: Empowering Educators through Transformative Learning

**Dr. Sally Wai-yan WAN**, Professional Consultant, The Chinese University of Hong Kong

**Mr. Arthur Pak-hei LAM**, Student, The Chinese University of Hong Kong

**Mr. Harry Cheuk-hei LEUNG**, Student, The Chinese University of Hong Kong

12:20 - 13:20

## NETWORKING LUNCH

13:20 - 14:10

Community as Classroom: Leveraging Global and Local Partnerships in Higher Education

**Dr. Fred KU**, Associate Dean (Undergraduate Studies), CUHK Business School

**Dr. Anson AU YEUNG**, Assistant Dean (Undergraduate Studies), CUHK Business School

14:15 - 14:55

## PARALLEL SESSION 8A

Redefining Short-Term Programmes through Industry and International Collaboration

**Ms. Hwee Eng BAY**, Assistant Director, Centre for Global Education & Opportunities, Singapore Management University

## PARALLEL SESSION 8B

Comparative Approaches to Industrial Teaching and Entrepreneurial Orientation: A Model for Experiential Collaboration Between China and Southeast Asia

**Dr. Pietro BORSANO**, Associate Professor (Teaching and Practice), Xi'an Jiaotong-Liverpool University

15:00 - 18:00

## SOCIAL EVENT

Complimentary guided tour of Tsz Shan Monastery for speakers and invited guests





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## 7 March 2025 (Day 4)

### 09:00 - 10:00 NETWORKING BREAKFAST

### 10:00 - 10:40 PARALLEL SESSION 9A

Usable Wisdom: 1 Course, 13 Nations - Lessons from the OSUN Social Entrepreneurship Course

**Prof. Kate O'NEILL**, Dean, College of Business, American University of Iraq-Baghdad  
**Ms. Janara KANGELDIEVA**, Adjunct Professor, American University of Central Asia

### PARALLEL SESSION 9B

Experiential Learning in Entrepreneurship by Mixing Undergraduates and Postgraduates in NUS, CUHK Shenzhen and CUHK

**Prof. Wilton CHAU**, Adjunct Professor, National University of Singapore

### 10:45 - 11:25 PARALLEL SESSION 10A

Experiential Learning for Senior Executives: Case Study - a DBA Course in Green Economy Transformation

**Prof. Wilton CHAU**, Co-Chair, Business Innovation Education, City University of Hong Kong

### PARALLEL SESSION 10B

Exploring the Impact of Virtual Classrooms in Fostering Students' Critical Thinking

**Prof. Kin Keung Vincent LEUNG**, Professor of Practice (Marketing),  
The Hong Kong Polytechnic University

### 11:30 - 12:10 PARALLEL SESSION 11A

Banana Cakes and Bold Ideas: Turning Any Course into a Recipe for Impact

**Ms. Joyce TAY**, Senior Manager (Development Partner),  
SMU-X, Singapore Management University

**Mr. John TAY**, Senior Manager (Development Partner),  
SMU-X, Singapore Management University

**Ms. Emmaline LIM**, Deputy Head, Singapore Management University

### PARALLEL SESSION 11B

SMU-XL: Enhance Adult Learning Through Industry Project-Based Experiential Learning

**Ms. Gloria ZHANG**, Manager (Development Partner), SMU-X, Singapore Management University  
**Mr. Kevin KOH**, Head, SMU-X, Singapore Management University

### 12:10 - 14:00 CLOSING AND FAREWELL LUNCH



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## Organiser

The Undergraduate Office, CUHK Business School

## Organising Committee

Convener:

**Dr. Fred KU**

Associate Dean (Undergraduate Studies), CUHK Business School

Committee Members:

**Dr. Anson AU YEUNG**

Assistant Dean (Undergraduate Studies), CUHK Business School

**Dr. Rosette LEUNG**

Co-Director, Global Business Studies, Associate Director, IBBA Programme, CUHK Business School

**Prof. Lai Chuen Paul LAM**

Associate Professor, Centre for Learning Enhancement And Research, The Chinese University of Hong Kong

**Ms. Rose CHAN**

Administrative Director, (Undergraduate Programmes), CUHK Business School