FROM PARIS WITH FOND MEMORIES

I am a student from National Institute of Telecommunication in France. I have just completed four months of study of the MSc(ECom&lComp) Programme in Hong Kong as an exchange student.

Even though I knew little about Asia or Hong Kong, I have chosen to join the ECom&lComp Master Programme to complete my senior year. When I started gathering information about the programme and The University of Hong Kong, I quickly realised that if I were accepted, my participation would be an experience to be cherished and remembered. I was not disappointed.

Even though I didn’t speak Cantonese or knew anything about the way of life in Hong Kong, the Programme Office staff was always willing to help and ready to answer my questions, sent me the relevant documentation and pointed me to the relevant Internet sources of information. Once I arrived in Hong Kong, I benefited from the orientation programme put on by the University in welcoming exchange students, and the Programme’s faculty, the Programme Office and my fellow students were willing to share, to help and to exchange ideas and information.

The big challenge for me was actually to meet Hong Kong students and to be able to communicate despite our differences in culture, language and the way of learning. I had the chance to expand my network in Hong Kong and also with other exchange students from all over the world. The diversity of the professional background of the my fellow students on the MSc(ECom&lComp) programme students was also very interesting and enriching.

Academically, the new way of studying was very different from what I knew in France. My own intellectual capacities were challenged because I had to adapt myself to the Hong Kong way of critical thinking, teaching and assessment. The dynamic curriculum allowed me to learn new opinions and ideas about e-commerce, management, finance etc.

Back in my home university, I have been very happy to talk about the quality of the professors on my enrolled modules in the Programme; that they have come from renowned Asian and other universities from North America, Europe and Australia.

Any regrets? Of course not! Just a lot of pleasant memories and new professional opportunities!

Douinia Zouline
Exchange student

PROGRAMME OFFICE UPDATES

NEW MODULES TO BE OFFERED

The annual curriculum review of the MSc programme in Electronic Commerce and Internet Computing has been completed. Decisions have been taken to enhance the curriculum through the updating of existing modules and the progressive introduction of new modules.

- Mr. Peter Looms will teach a new ICOM elective module on “Digital assets and multimedia computing”.
- Dr. Ricky Kwok has revised his ICOM core module on “Internet systems programming” to include P2P.
- New topics like business intelligence and telecommunications services will be introduced in later semesters.

CONTINUING PROFESSIONAL DEVELOPMENT (CPD) COURSES

Graduates are welcome to enroll in MSc(ECom&lComp) modules for continuing and professional development purpose. We will offer the new modules as CPD courses to our graduates if enrolment quota allows. Information about CPD courses is published on the programme web site in September, December, and May. Watch out for our email notification if you are interested!

GRADUATE DIRECTORY

To stay in touch with the Programme and with your fellow graduates, the Programme Office provides a graduate directory for you to update your contact information and look for other graduates. So don’t forget to tell us if you have moved, changed your telephone number or email address. You could check to make sure that your information is correct and up-to-date.

http://www.ecom-icom.hku.hk/graduate-info/

WELCOMING RECEPTION FOR COHORT 2008-09 STUDENTS

We will have a welcoming reception for Cohort 2008-09 students on 30 August 2008. Graduates and current students are welcome to attend this gathering and share your experience with new students. Please contact the Programme Office if you would like to participate.

ECOM-IComp EXPERTS ADDRESS

The ECom-IComp Experts Address series is designed primarily to keep students and alumni of our programme up-to-date with the information technology and electronic business trends around the world, and given by our visiting instructors who may also choose to share other expertise beyond that shown in their modules.

Prof. Michael Shamos presented the talk “A Formula for Innovation” in January 2008. He explored the situations in which innovation has paid off or failed in some corporations.

Mr. Peter Looms gave a talk on the future of digital television on 11 April 2008. He examined the evidence from markets around the world, attempted to separate reality from hype and come up with some conclusions about the future of television.

In May, Prof. Norman Sadeh presented his research study on phishing attacks. His study explained why people fall for phishing attacks and the types of solutions that are available.

Prof. Alan Montgomery gave the talk “Modeling Consumer Search for Making Online Advertising Decisions” on 14 July. His presentation outlines how the statistical model can be used to aid advertisers in predicting consumer search and the probability of purchase using clickstream data collected from an online sample of consumers.

Upcoming seminar:

Prof. Denis Lee will give a talk on “Functional Fixedness as a Critical Barrier to Effective Design and Implementation of Integrated Information Systems” on 8 August. He will examine the sources of biases and explain why challenges are particularly daunting for achieving integrated information systems, especially in China today.

The slides and video recording of most of the addresses are available on our web site: http://www.ecom-icom.hku.hk/seminar/

Prof. Norman Sadeh’s address on 27 May 2008