

**Nurturing Gifted Students to be
Entrepreneurs:
Solving Business Problems with STEM
knowledge**

**CUHK Business School
The Hong Kong Academy for Gifted Education**

In the Age of Data Technology - Purpose of the Programme



Solving pain-points with technology creates business opportunities



Vision

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To nurture the gifted leaders of tomorrow who possesses both entrepreneurial skills and STEM expertise for the prosperity of Hong Kong.

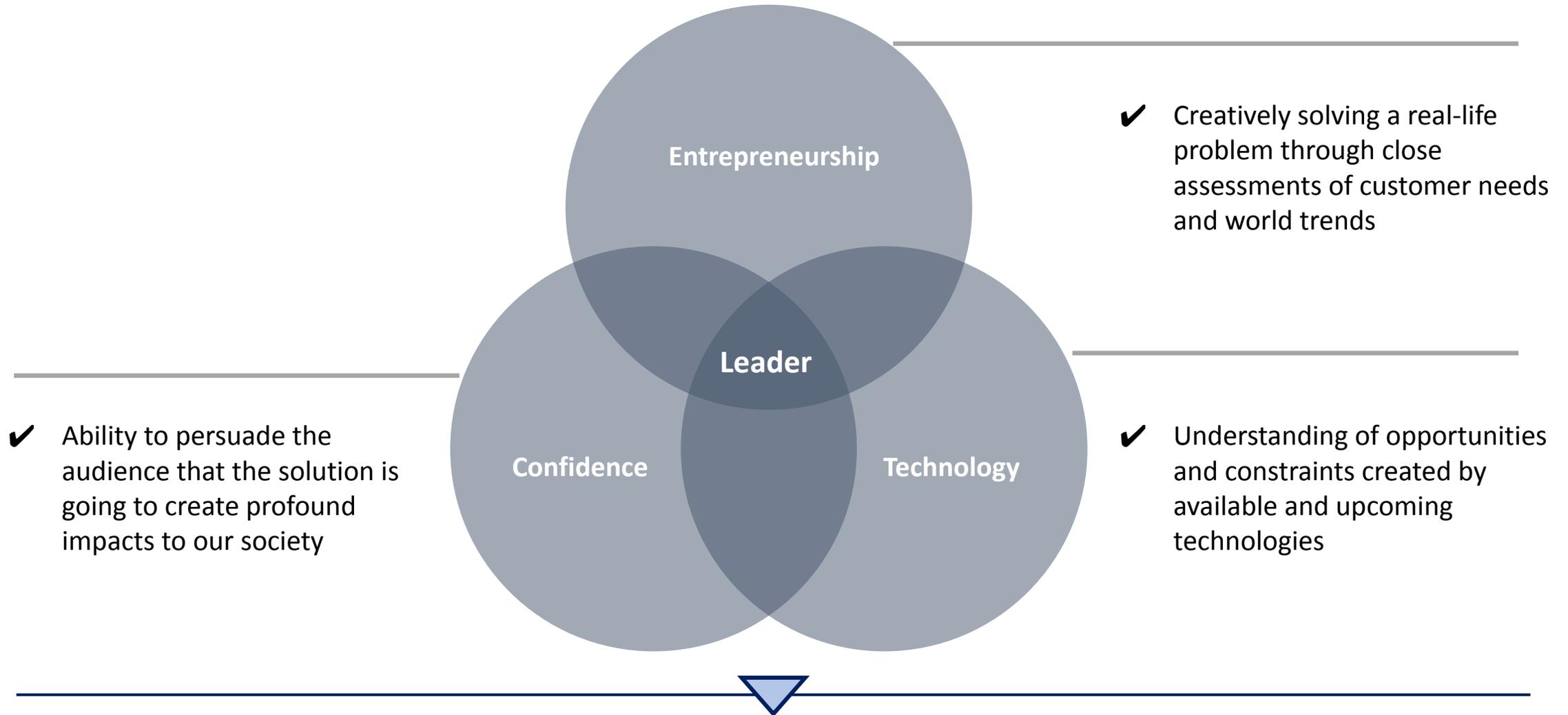


Mission

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To equip gifted students with knowledge and skills related to creating a startup and running a business through the deployment of technology.

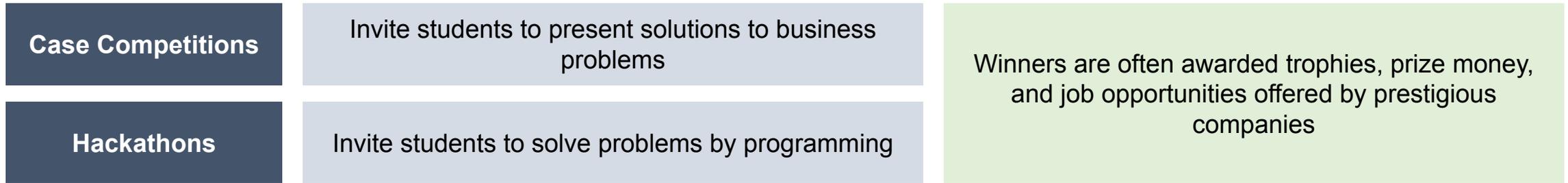
Future leaders present their insightful solutions confidently



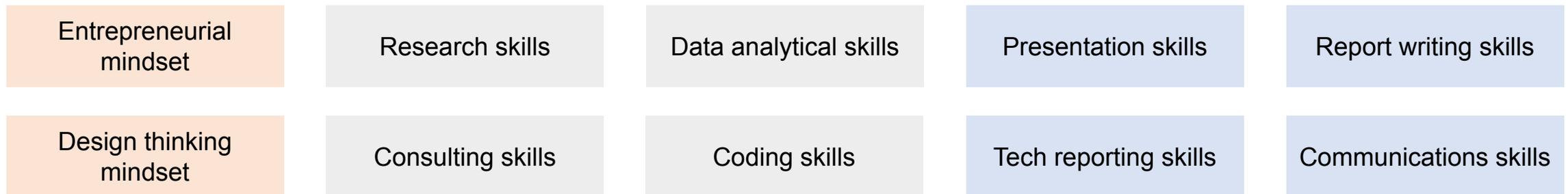
This programme lays the foundation for students to become leaders of tomorrow

We prepare students to contest on the global stage

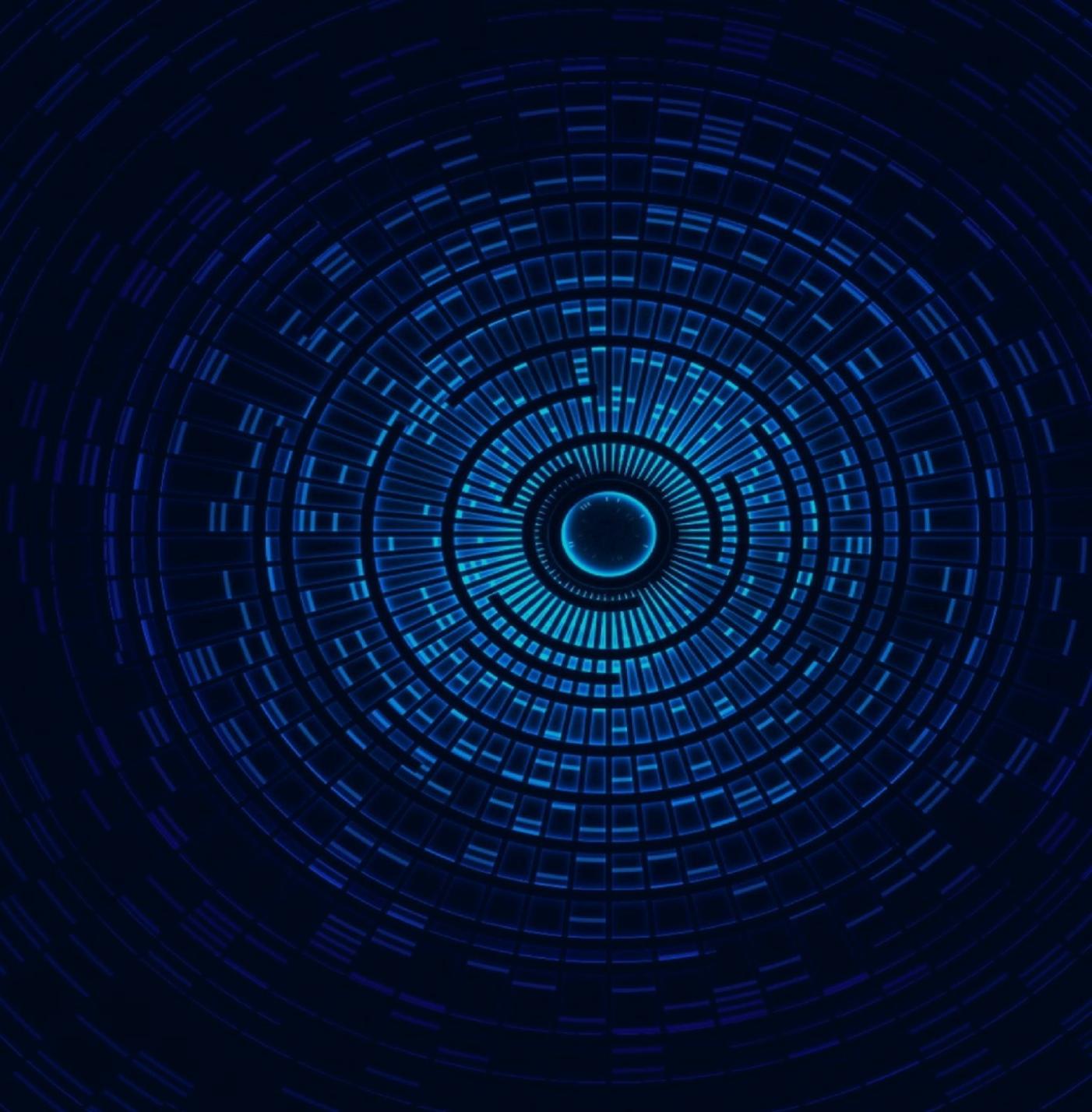
This programme also prepares students to win in ...



Which apply their...



Programme Highlights



Students are empowered through three stages

Stage 1

Become an Entrepreneur

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How to leverage technology for entrepreneurial innovation?

-
- Introduction to Artificial Intelligence
 - Business Fundamentals
 - Pitching Workshop

Stage 2

Become the Problem Solver

“

How to unlock the power of data to solve a problem?

-
- Introduction to Data Analytics
 - Case Analysis Workshops
 - Hackathon Showcase

Stage 3

Become the Presenter

“

How to apply skills acquired to ideate and present confidently?

-
- Participate in competitions; or
 - Complete an entrepreneurial presentation

Programme highlights in Stage 1

Stage 1

Become an Entrepreneur



How to leverage technology for entrepreneurial innovation?

- Introduction to Artificial Intelligence
- Business Fundamentals
- Pitching Workshop

Introduction to Artificial Intelligence

- Artificial Intelligence and Technological Trends in Business Applications

Pitching Workshop

- Proposal Writing
- Successful Entrepreneurial Pitching Report Sharing

Business Fundamentals

- Entrepreneurial Finance
- Entrepreneurial Economics
- Entrepreneurial Marketing

Other Activities

- Practitioner Sharing
- Firm Visit

Programme highlights in Stage 2

Stage 2

Become the Problem Solver

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How to unlock the power of data to solve a problem?

- Introduction to Data Analytics
- Case Analysis Workshops
- Hackathon Showcase

01

Introduction to Data Analytics

- Data Analytics through Programming
- Technical Analysis of Business Cases

02

Case Analysis Workshops

- Strategy in Traditional and New Economy
- Impact Estimations and Implications

03

Hackathon Showcase

- Present solutions to solve the problems faced by a company with the insights from data analytics

Programme highlights in Stage 3

Stage 3

Become the Presenter

“

How to apply skills acquired to ideate and present confidently?

- Participate in competitions; or
- Complete an entrepreneurial presentation

Option

A

Participate in competitions

Mentors from CUHK Business School will actively assist students to win in external competitions.

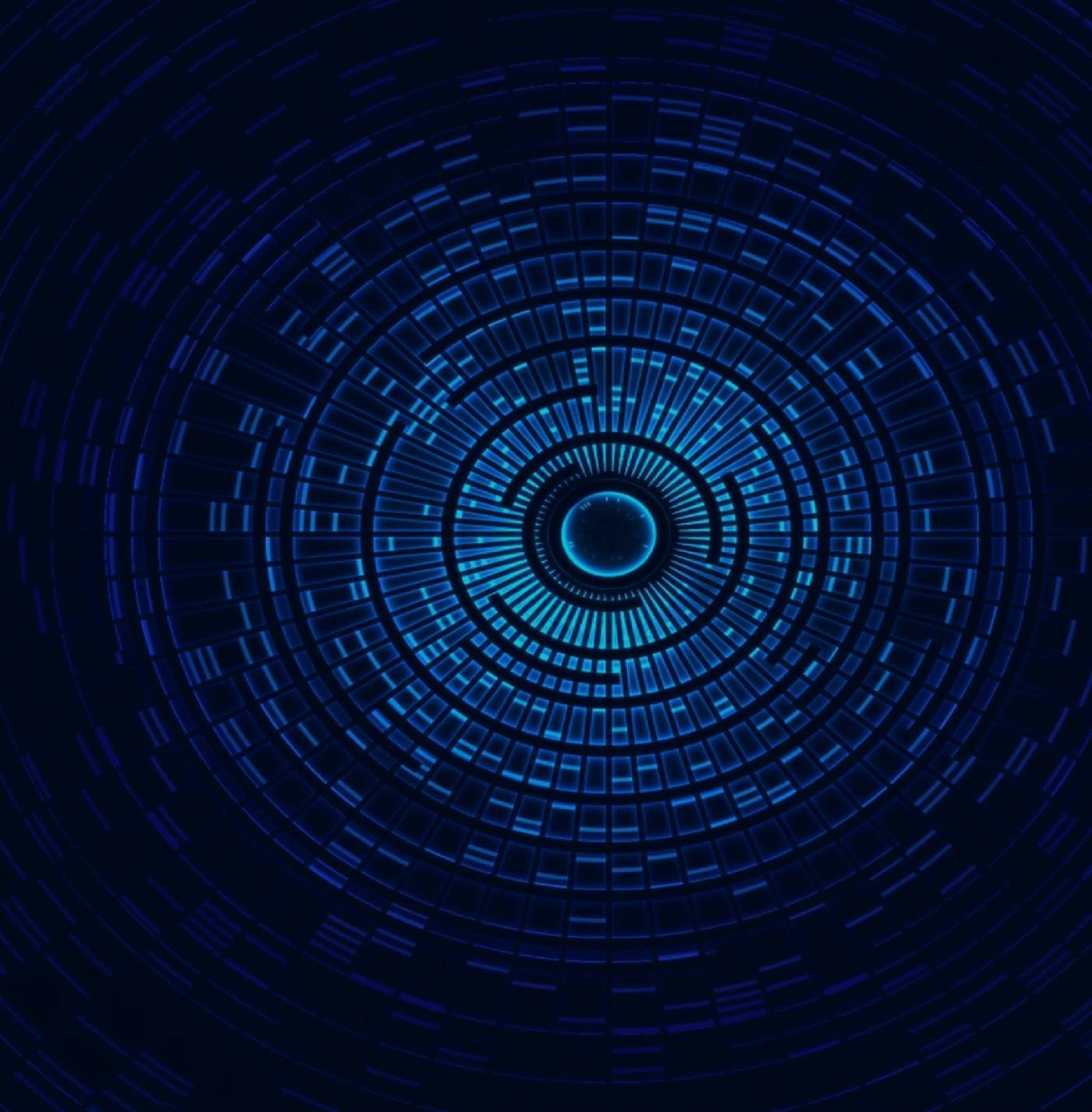
Option

B

Complete an entrepreneurial presentation

Students will formulate and present an entrepreneurial idea with the support from their mentors.

Application Tips



What should I prepare in the self-introduction essay or video?

You are required to submit (1) 1-page Summary (300 words) and (2) 2-min video clip



A one-page summary in 300 words (Chinese or English) that demonstrates students' knowledge in STEM-related areas and aspiration in entrepreneurship

- Tell us more about your interests and knowledge on 1-2 STEM related areas that you're passionate about.
- You can tell us more about your thoughts, concerns, ideas and what entrepreneurship is to you e.g. what is an entrepreneur, what are entrepreneurial qualities?



A hyperlink and QR code to a 2-min video clip highlighting the students' achievements

- Highlight some key achievements in external competitions, school activities or previous programmes you've participated in.
- Be genuine and truthful in your sharing and try to highlight what you've learned throughout the process e.g. leadership experiences, problem-solving skills or key takeaways

What should I highlight?

External Competitions



Have you previously participated in a competition? If so, do tell us more about your key achievements and what you have learned. It does not have to be winning a regional or international competition.

Past Experiences



Have you participated in program outside classroom before? Regardless of the theme and duration, tell us more about what you have learned in the process and how it transformed or impacted you as an individual.

School Projects



Do you recall an enlightening moment when you've come across an interesting idea or concept in classroom? Have you led projects, acted as the team leader or done more than you should? If so, share more about such experiences

Self Learning



Apart from participating in competitions, programmes or school-projects. Have you stumbled upon an interesting company, a STEM development in recent years or a technology that really interests us? If so, do share your thoughts

Evaluation Criterias for Round 1 and 2 of the Application

First Round (Application form, one-page essay, and video)

1. Determination in learning STEM (20%)
2. Aspiration to be an entrepreneur (20%)
3. Previous achievements (30%)
4. Presentation skills (10%)
5. Language (20%)

Second Round (Group interview)

1. Knowledge about STEM- and entrepreneurship-related topics (50%)
2. Communication and language proficiency (25%)
3. Attitude, motivation and commitment (25%)

How do you stand out in your Application Form? Final Tips

Be Yourself



Understand who you are and identify what you care about the most and practice for your 2-min video clip

Be Honest



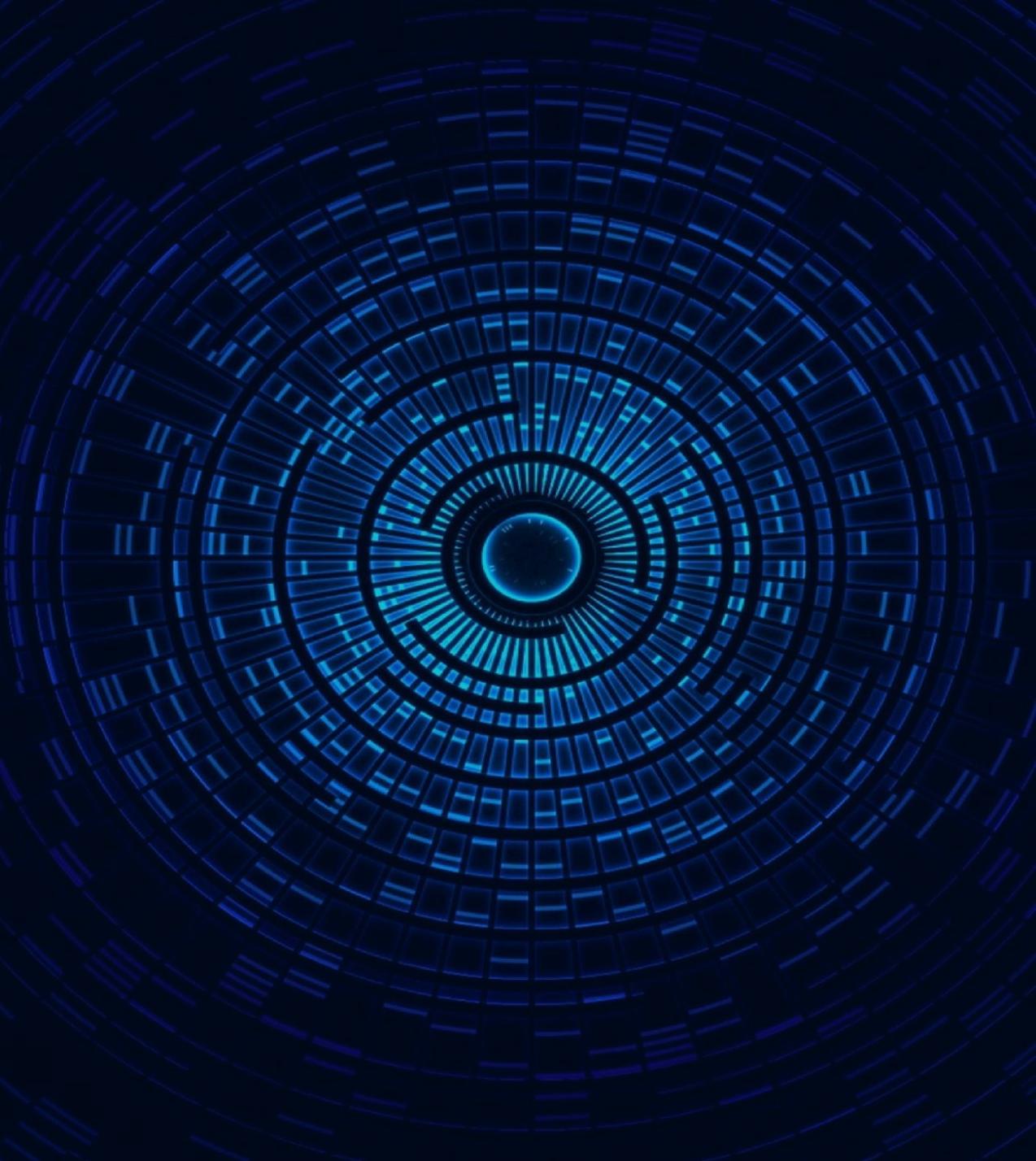
Share your experiences genuinely and select those you want to share the most to help you stand out

Be Confident



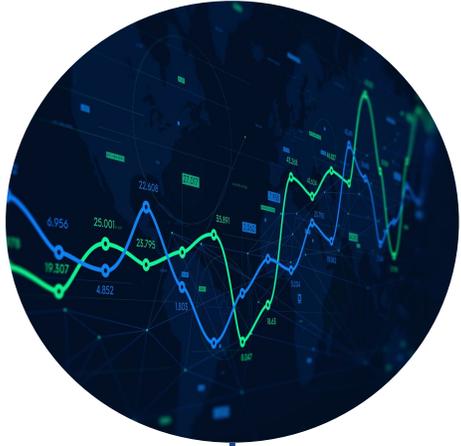
Have confidence in yourself and be proud of what you have done so far in and outside school

Who are We looking for?

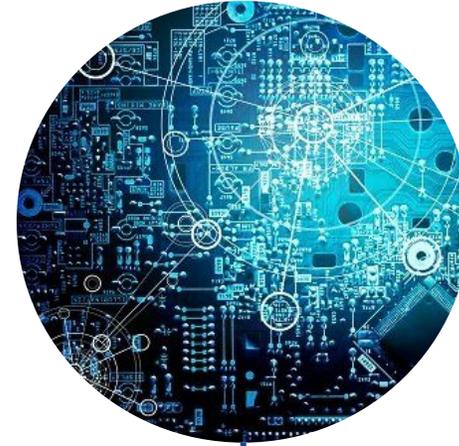


Who are we looking for?

How do I demonstrate my passion or interests in the programme?



Determined to be equipped with an entrepreneurial mindset and qualities



Enthusiasm in STEM industry and using STEM knowledge to solve problems

Strong interests in harnessing the power of STEM, Business and Technology



Willingness to try and thrive with uncertainty to problems and be open to new ideas



1

Passion for STEM Knowledge and Technology

- Tell us what inspires you the most and how you wish to make a positive impact to the world with what you've learned in STEM and how it solves an issue you are concerned about e.g. poverty, education

2

Entrepreneurial Mindset for the Programme

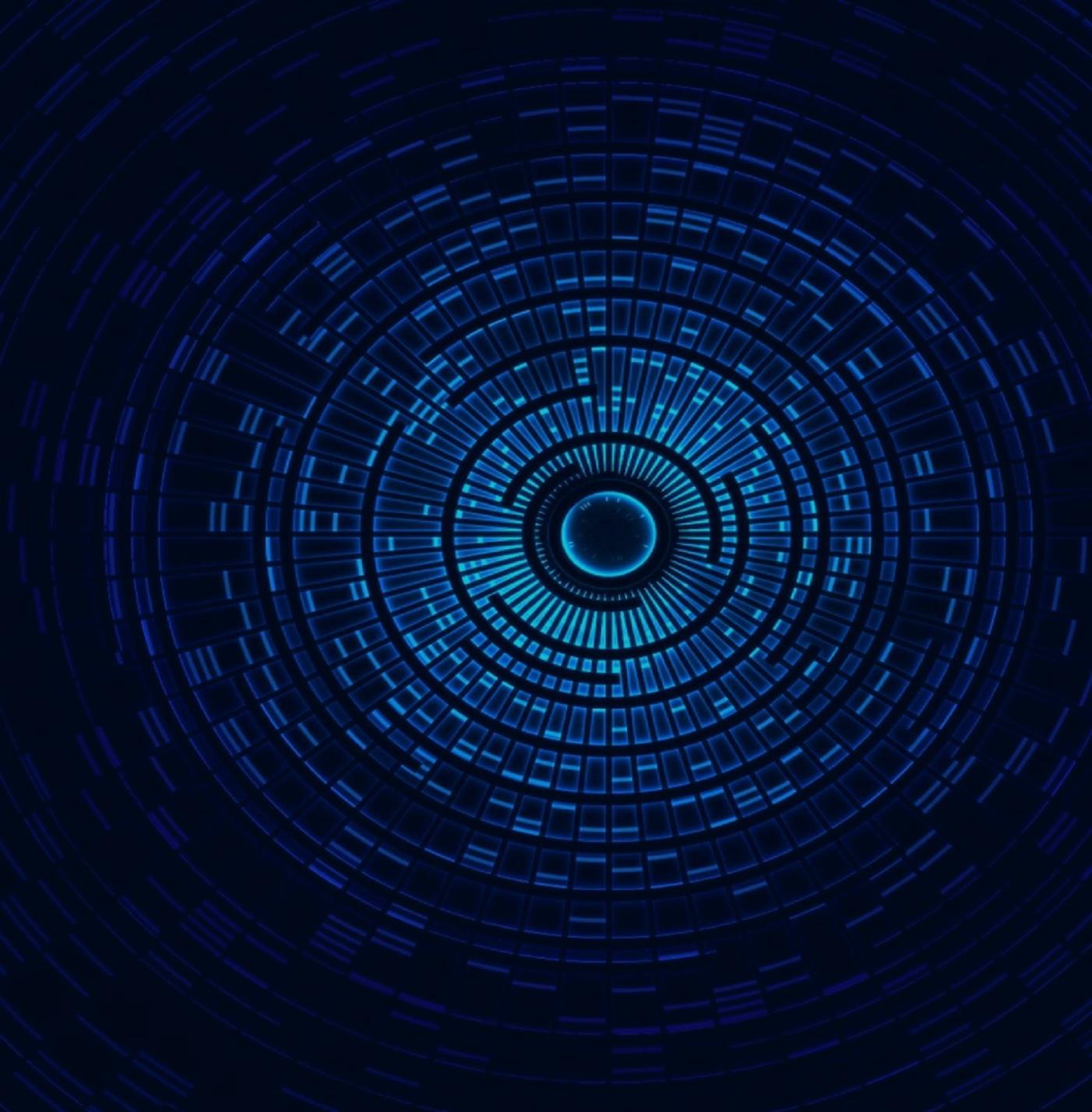
- As we do not have answers for every question, will you be able to navigate through uncertainty? Do you enjoy using your creativity and ideas to create a new product or solution and to solve problems?

3

Willingness to try and navigating through failures

- Share your experiences of afraid of trying and having a growth mindset to never give up. Even though you may have failed or received an unpleasant outcome, how did you improve and grow from there?

Application Details



How do I Apply for the Programme? Programme No.2021-13

Admission Fee	Free of charge
Deadline and Submission Details	<p>Please complete the application form and send it by post on or before 16 May 2022 to the following address:</p> <p>Department of Decision Sciences and Managerial Economics 9/F, CYT Building, The Chinese University of Hong Kong, Shatin, New Territories</p> <p>(Attn: Mr Sonam WANGCHUK/ Ms Phoebe YUEN)</p>
Application method	<p>Application form is attached and can be downloaded from the webpage of the GE Fund https://www.edb.gov.hk/en/curriculum-development/curriculum-area/gifted/ge_fund/gef/programme/current.html</p> 
Documents to be submitted along with the application	<p>Please include the following in the section of Student’s Self-introduction in the application form</p> <ul style="list-style-type: none"> • A one-page summary in 300 words (English or Chinese) that demonstrates students’ knowledge in STEM-related areas and aspiration in entrepreneurship; and • A hyperlink and QR code to a 2-min video clip (MP4) highlighting the student’s achievements (English or Chinese).

Our Programme is Supported by EDB, HKAGE and led by Professors

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EDB



Led by ...



Led by University Professors



Prof. Fung, Michael K.Y.



Dr. Mok, Edwin K.M.



Prof. Lisa Wan



**Dr. Anson
Au Yeung**



**Dr. Yuen,
Andrew Chi-lok**



**Dr. Ku,
Fred Kei-tat**



Dr. Leung, Rosette

For more information, please do not hesitate to contact us

Programme Manager	Mr. Sonam WANGCHUK (Department of Decision Sciences and Managerial Economics, The Chinese University of Hong Kong)
Contact Details	By email: sonamchophelwangchuk@cuhk.edu.hk Contact Number: +852 5523 4546

Feel free to scan the following QR codes for more information:



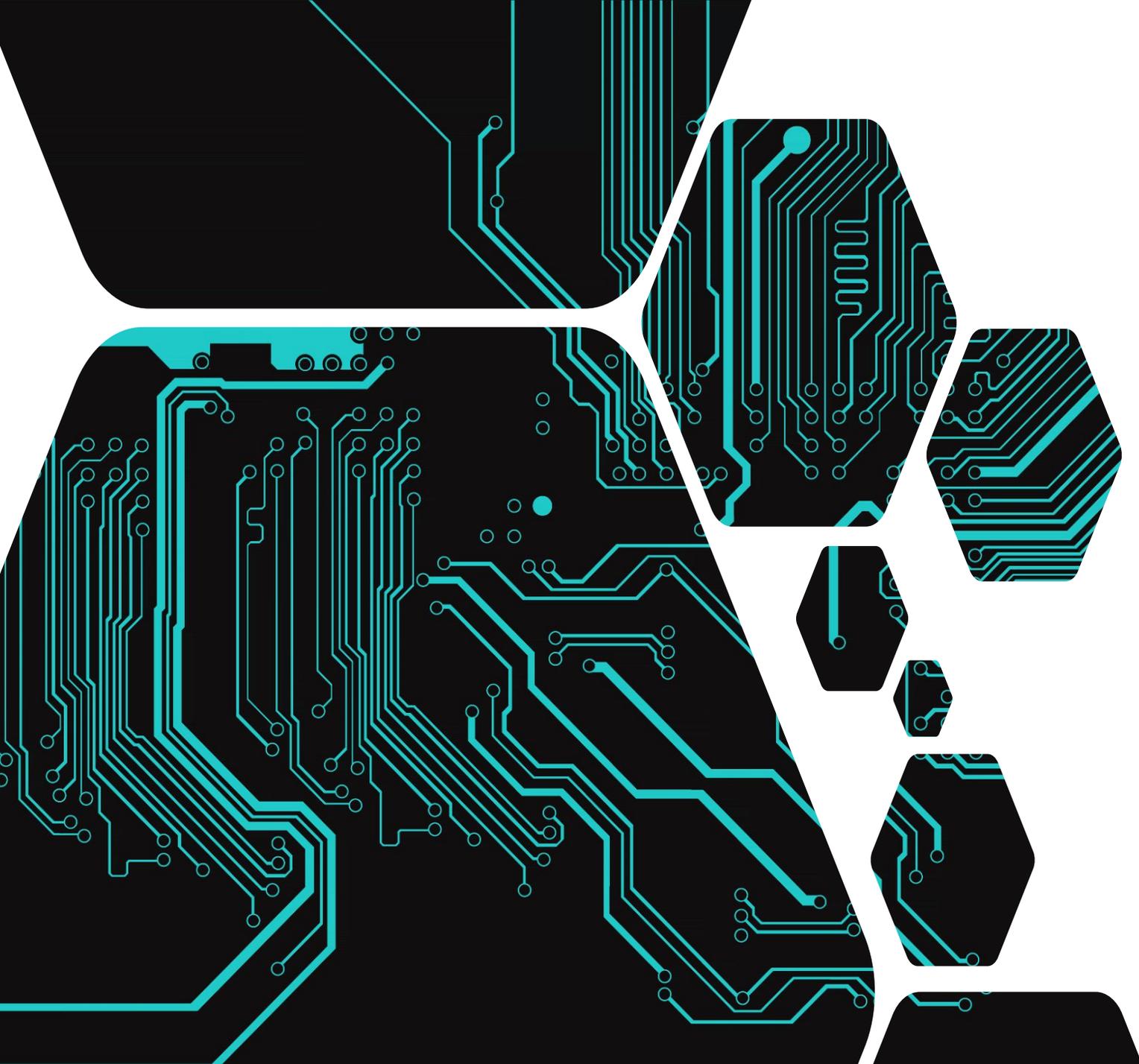
Instagram Account:
Stementrepreneurship for
details of last year's
programme.



QR code for a
Digital Booklet of
last year's
programme



Official Programme
Website



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