

## Schedule

FEB17, 2012 11:59PM	Application Deadline
FEB24, 2012	Notification to 20 Shortlisted teams
WORKSHOP 1 MAR17, 2012 9AM-4PM HK PRODUCTIVITY COUNCIL	Review of microeconomics and macroeconomics
WORKSHOP 2 MAR24, 2012 9AM-4PM CYT LT1, CUHK	Case discussion and introduction of video production
WORKSHOP 3 MAR31, 2012 9AM-12PM CYT LT1, CUHK	CUHK students and teachers' sharing of their experience of filming video in learning and teaching economics Mentors and video topics will be assigned
APR3, 2012 11:59PM	Submission deadline for the proposal of video
APR3-7, 2012	Post comments and suggestions on other groups' proposal through the online platform
APR28, 2012 11:59PM	Submission deadline for the video clip (any format compatible with Window Media Player)
MAY 9, 2012 11:59PM	Submission deadline for the poster presentation (in pdf format)
MAY19, 2012 9:30AM-11:30AM ELB LT1, CUHK	Award Presentation Ceremony
MAY19, 2012 11:30AM-1:30PM ELB LT1, CUHK	Poster Presentation and Video Exhibition from all teams

## Profile of Instructors

### Professor Michael Ka Yiu Fung

Professor in Business Economics, Department of Decision Sciences and Managerial Economics, CUHK

- B.So.Sc. (Economics), First Class Honors, CUHK
- M.A. (Economics), Ph.D. (Economics), University of Western Ontario
- Joined CUHK since 1991
- Outstanding Teaching Awards, Teaching Awards, CUBA, in various years from 1994 to 2010
- Best Lecturer in CUBA, organized by Chung Chi Student Union, CUHK, 1995-1996

### Dr. David Lap Kei Chow

Senior Instructor, Department of Decision Sciences and Managerial Economics, CUHK

- B.So.Sc. (Economics), CUHK
- Ph.D. (Economics), Texas A&M University
- Joined CUHK since 1998
- Teaching Awards, CUBA, in various years from 2001 to 2011

### Dr. Fred Kei Tat Ku

Instructor I, Department of Decision Sciences and Managerial Economics, CUHK

- B.B.A. (Economics), Ph.D. (Economics), HKUST
- Joined CUHK since 2006
- Teaching Awards, CUBA, from 2009 to 2010
- Runner-up of the Franklin Prize for Teaching Excellence, Business School, HKUST, 2005

### Mr. Franko Tik Lun Wong

Instructor I, Department of Decision Sciences and Managerial Economics, CUHK

- B. Commerce, University of British Columbia
- MBA, HKUST
- Joined CUHK since 2007
- Teaching Awards, CUBA, from 2007 to 2009

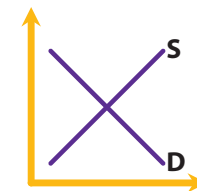


**CUHK**  
BUSINESS SCHOOL



# When Adam Smith Meets Steve Jobs

## Economics X Creativity



### Organizing units:

- Department of Decision Sciences and Managerial Economics, CUHK Business School
- Undergraduate Office, CUHK Business School
- Curriculum Development Institute, Education Bureau, HKSAR Government

## Objectives

- To explore economic concepts using multimedia resources
- To appreciate economics through new teaching model
- To cultivate creativity through learning economics

## Eligibility

**55** students studying **economics**, in a team of **five** from the same secondary school.

## Activities

- A 3-day training workshop
- Econ video contest
- Award presentation ceremony
- Poster presentation and video exhibition

## Application

Application form can be downloaded from the program website: [www.cuhk.edu.hk/proj/creative.econ](http://www.cuhk.edu.hk/proj/creative.econ)  
The form should be submitted to [creative.econ@cuhk.edu.hk](mailto:creative.econ@cuhk.edu.hk) by economics teachers.  
Shortlisting of participants would be based on proposal.  
**Application deadline: 11:59pm, February 17, 2012**

## Program Instructors

Academic staff from CUHK Business School  
**Professor** Michael Ka Yiu Fung (Co-ordinator)  
**Dr.** David Lap Kei Chow  
**Dr.** Fred Kei Tat Ku  
**Mr.** Franko Tik Lun Wong

## Enquiry

For details, please refer to the program website.  
Website: [www.cuhk.edu.hk/proj/creative.econ](http://www.cuhk.edu.hk/proj/creative.econ)  
Email: [creative.econ@cuhk.edu.hk](mailto:creative.econ@cuhk.edu.hk)  
Facebook Page: [http://www.facebook.com/pages/](http://www.facebook.com/pages/Economics-x-Creativity/258310960903187)

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## Resources Needed

Video camera and notebook computer will be needed. There is no entry fee. Participating teams, however, will bear the costs incurred in preparing and delivering the submissions.

## Workshops

All shortlisted teams will receive a three-day training workshop held on 17, 24 and 31 March 2012.

1. Review of important economic concepts using multimedia resources
2. Discussions using video cases
3. Filming of econ video

Workshops will be conducted in Cantonese and English.

## Econ Video Contest

Film a video about the assigned topic that accurately illustrates economic concepts in a decent manner. The video should be around 5 to 8 minutes.

More details will be given during the workshops.

## Award Ceremony, Poster Presentation & Video Exhibition

An award presentation ceremony will take place on 19 May 2012. Teachers and parents are all invited to attend. After the ceremony, all teams would do a poster presentation and video exhibition.

Econ video awards: based on accuracy of illustration of economic concept, production quality and editing effect, creativity, and performance of actors.

Individual and school achievement awards: based on constructive and active participation.

Certificate of Attendance:  
Students having over 80% attendance would be awarded.

## Terms and Conditions

1. The organizer will have full discretion in their evaluation regarding the shortlisting result and winning submissions. The organizer's decisions regarding any or all aspects of the program will be final and binding on all participants.
2. The organizer reserves the right to amend details of the workshop at any time and without prior notice. Updates would be posted on the website of the program.
3. All work and videos (including the copyright and other intellectual property rights subsisting in each work and video) submitted to the organizer will become the exclusive property of the organizer absolutely.
4. The organizer has the right to reproduce and edit the entries, for whatever reason and in any medium, at their discretion.
5. Application will be deemed to imply acceptance of these terms and conditions.

