

CUHK Convocation Study Improvement Awards 2016/17
香港中文大學校友評議會學業進步獎 2016/17

Name 姓名	Lau Man Ching
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Major 主修	Integrated BBA
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I am sincerely honored to have been selected as the recipient of be the CUHK Convocation Study Improvement Award. The support from CUHK Convocation is of great significance to me.

I am a third-year student majoring in Marketing and Human Resources. In the previous years, I could not excavate my interest into most of the marketing courses until I studied the consumer behavior. This course offered me a chance to peek at how consumers think and behave, supplement with various interesting case study. It focused not only on the paperwork, but also offered countless interaction among students to encourage a better atmosphere for all of us. It appeared that my academic result has been improved with an increasing passion into the course.

First, time management is virtually important to have a better academic performance. It is not easy to find a balance between my academic and several part-time jobs. Planning a well-organized schedule is the first step.

Second, being concentrated in class is also important to get a good academic result. Some students thought that they can learn by themselves through reading notes and book. However, that was not the case. I found a big difference between paying attention in class and reading notes by myself.

Last but not least, developing supportive relationships with my family, friends and classmates are equally important for me to have a better academic performance too. They gave me support mentally and physically. Especially in the period filled with projects and finals, my family and friends encouraged me a lot. My classmates and I worked hand in hand to finish several projects. It is not doubtful that I would not perform well if I did not develop supportive relationships with them.

The Award is indeed of huge recognition for my efforts on studies and deeply encouraged me to move further in my studies. Once again, I would like to express my heartfelt gratitude to CUHK Convocation Standing Committee for their generosity. I will definitely make good use of the scholarship and work harder in the coming years.



My sister and I (on the left) on her graduation day.



The class of Consumer Behavior with Professor Jessica Kwong.