



APICTA 2006 – Nominee Nomination Form

*Please fill-in the details and email the completed form electronically to Mr. O'Neal Wong of HKCS
 (project@hkcs.org.hk) to input via the official APICTA's portal.
 (Website: <http://www.apicta.com/index.cfm>)

NOMINEE DETAILS

Category: EDTR-02 Education & Training		
Company Name	HHCKLA Buddhist Wong Cho Sum School	
Address	HHCKLA Buddhist Wong Cho Sum School, King Lam Estate, Tseung Kwan O, HONG KONG	
Postcode	N / A	
State	N / A	
Country	HONG KONG Special Administrative Region, CHINA	
Phone (GL)	(852) 2623 4773	
Fax	(852) 2623 2310	
Website	http://www.bwcss.edu.hk	
Name of CEO/ MD/ GM	Chung Chun Man (School Headmaster)	Title: Dr / Mr / Mrs / Ms / Miss
Telephone	(852) 2623 4773	Fax: (852) 2623 2310
Email	headmaster@bwcss.edu.hk	

COMPANY CONTACT

Contact Person:	Tsui Kim	Title: Dr / Mr / Mrs / Ms / Miss
Position	Deputy Headmaster	
Telephone:	(852) 2623 4773	Mobile:
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COMPANY REPRESENTATIVE (S) *Please make sure that each representative of your company has got a valid entry permit for the trip to Macau.

(1)

Name:	Tsui Kim	Title: Dr / Mr / Mrs / Ms / Miss
Position	Deputy Headmaster	
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(2)

Name:	Fung Ka Chun Chris	Title: Dr / Mr / Mrs / Ms / Miss
Position	Primary School Master	
Telephone:	(852) 2623 4773	Mobile:
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(3)

Name:	Lit Suk Han	Title: Dr / Mr / Mrs / Ms / Miss
Position	English Panel Chairperson	
Telephone:	(852) 2623 4773	Mobile:
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NOMINATION DETAILS (For detailed description of your category please refer to the Entries Guidelines of APICTA 2006. Nomination details should be clearly typed and must NOT exceed the maximum number of words per item as specified in the following table. Those which exceed the word limit will result your submission deleted or lost at the APICTA's portal automatically.)

Product Name: HHCKLA Buddhist Wong Cho Sum School e-Schoolbag (Courseware) Learning Project (http://www.bwcss.edu.hk/~e-schoolbag/)
Company Profile (max. 200 words)
<ul style="list-style-type: none">I HHCKLA Buddhist Wong Cho Sum School was founded in 1995, we set up our first Computer Lab in 1996. Now we have 5 well-equipped Computer Labs, more than 300 PCs, 20 Laptops and 20 Tablet PCs. We have a lot of effective 'IT in Education' teaching resources (including video clips) in our School Server. We have Wireless LAN system, SMS system, Intranet, Library system and Video Broadcasting System, etc.I In 1998, we were invited by Education and Manpower Bureau (EMB) to join the "IT in Education Pilot Scheme Project". We also participated in the EMB's "Wireless LAN and e-Schoolbag Learning Project" in 2002.I From 1999 to 2006, we have 11 projects funded by the QEF successfully, many of them are related to IT in Education.I Miss Shirley Lit Suk Han, our English Panel Chairperson was awarded 'Certificate of Merit For English Teachers' in "Chief Executive's Award For Teaching Excellence" for using IT in English teaching.I We are selected as the IT in Education Center of Excellence by EMB to promote and facilitate the development of IT in Education in East Kowloon district since 2002.

Product Synopsis (max. 250 words)

- I All the courseware was based on the core curriculum to design thus it is suitable for all primary school students in Hong Kong. We also attached the lesson plans on the webpage so as to facilitate teaching.
- I We have 16 e-Schoolbag online courseware now, including 4 Chinese courseware, 5 English courseware, 6 Mathematics courseware and 1 General Studies courseware, and the total number of courseware is increasing.
- I All the courseware was uploaded online, and no password is required, it can benefit on all the teachers and students in Hong Kong.
- I There is no copyright problem because they are all designed by our teachers originally;
- I We can also use the e-Schoolbag courseware outside the classrooms, when wireless LAN is in operation.
- I The courseware is user friendly and we cater for students' IT skills development when designing the courseware.
- I The public and commercial resources available in the market cannot meet the need of the teachers because they are not designed according to the curriculum. Our courseware is designed according to the core curriculum of different subjects and thus it is suitable to use in educational field.
- I Both teachers and students can refer to the courseware for systematic teaching and learning. They don't need to search for various resources as the courseware itself already has the 'All-in-one' feature in design.

Uniqueness (max. 450 words)

- I Our courseware can meet the "Paradigm Shift in Teaching" which is suggested by the Government. The concept of the courseware design was based on the "Problem solving" and "Constructionism" theory.
- I As the education trend is focused on the self-learning skills and ability development, rather than just injecting knowledge, we develop this courseware which provides a self-learning platform. This product is unique because this kind of courseware is quite rare in both commercial sector and educational field.
- I It is designed by our professional school teachers who know the weakness and strength of our students, so that the tailor-made courseware best fit students' needs.
- I Moreover, we don't intend to cater for our students only. This product can also serve for all the students of Hong Kong. It is free and open to public.
- I All the courseware is interactive, it is not transforming textbook into an electronic form of text. On the other hand, we have interactive elements in the courseware, for example, in our English e-schoolbag project 'Self Learning Corner', teachers can write feedback to students via e-mail.
- I We will continue to develop, update and evaluate the existing courseware to meet students' needs.
- I As long as there are computers available, students can visit the website at any time, so as to enhance their English standard. Teachers from other schools can also use it to facilitate teaching in their own subject.

Market Potential (for EGOV-01, EDTR-02, MEEN-06, COMM-07, INAP-09, HEAL-10, SECU-11, TIAP-12, GEAP-14, FIAP-08) / Proof of Concept (for SESP-03, TESP-04, REDE-13) (max. 450 words)

- I As the existing products in the commercial sector are rare, our products are very useful and helpful to all students in Hong Kong.
- I As our school is one of the CoEs in Hong Kong, (IT in Education Centre of Excellence, an official center to promote IT in Education in Hong Kong),we can make use of this advantage to promote our product (courseware) to different schools so that all students of Hong Kong can benefit from this product.
- I If we have more manpower and funding, or co-operate with other commercial sectors, we believe that this e-Schoolbag learning project can be developed into a commercial project. The result will be fruitful and contribute to the IT in Education in Hong Kong.

Functionalities and features (max. 450 words)

- I All our courseware was produced by Macromedia Flash, it is easy to use by all.
- I They are all designed by our teachers originally with the help of the IT technicians and designers at school. Teachers provide their professional education experience to develop the product; IT technicians and designers will consolidate teachers' ideas and round up the product well in attractive way.
- I Our product is specially designed to cater for different forms of students. For example, the courseware is designed in theme based. It contains many different kinds of online activities such as matching games, drag and drop games, simulation and roll-play games. For the higher form students, we provide some tasks like online shopping activities, online composition, e-mail, etc. With the help of the videos and sound effects, students enjoy learning at school as well as at home.
- I Students' generic skills like self-learning, creativity, collaboration and problem solving skills can be developed by using this courseware.
- I Students are strongly motivated by the interactive features of the courseware.
- I Individual diversity can be catered for as students can learn at their own pace. For example in the English courseware, if they are not sure for the pronunciation of certain vocabulary items, they can click on the button and listen to the pronunciation of them as many times as they want to.
- I Students can make good use of it for consolidation or reference. For example, a student who is interested in writing can refer to the genre of Chinese writing in Chinese e-schoolbag even he is not the target level of the courseware.
- I Even for outdoor learning, we can make use of the courseware and thus we extend the learning from the classroom to every corner that covers Wireless-Lan . The P.6 Mathematic courseware shows a good example. The students measure the distance between the buildings in our school surrounding and our school main entrance and then check the result immediately by the courseware. Students can learn by experiencing the whole process.



Quality & Application of Technology (max. 450 words)

Quality

- I Regular and systematic promotion work like sharing sections for Hong Kong teachers about this courseware are conducted by our school.
- I Positive and encouraging feedback were received from the workshops and seminars . It showed that we are succeeded in designing high quality courseware for our users (teachers and students in Hong Kong).
- I From the results of the questionnaires, students are interested in doing the exercises during breaks. They found it is easy to use, and the courseware is familiar to the school curriculum they learnt, they agreed that it is more interesting to do revision and self-learning with the help of the e-Schoolbag courseware.
- I We did the evaluation and held meetings with the related teachers; we discovered that the students are highly motivated in using this courseware to learn. They use it during lunch break and recess. Furthermore, students are willing to use the courseware at home with their parents.

Application of Technology

- I HTML, Macromedia Flash, Macromedia Dreamweaver, Adobe Photoshop, etc.
- I Interactive and multi-media functions like matching games, drag and drop games, simulation and roll play games, online composition and e-mail, online shopping and measurement activities, with large amount of pictures, audios, videos and texts.



OTHERS

<p>Travel and Visa Arrangement Required: <i>To be advised later</i></p>	
<p>Hotel Booking Required <i>We expect all HK delegates to be staying at the same official hotel – Regency Hotel.</i></p> <p><i>*Rooms are limited, and reservation on a first-come-first-served basis. Reservation deadline: 14 October 2006.</i></p> <p><i>Regency Hotel Macao 2 Estrada Almirante Marques Esparteiro, Taipa Island, Macao Room Rate: USD70-100 (Superior)</i></p> <p><i>For more details about the hotel, please visit: http://www.regencyhotel.com.mo/Accommodation.htm</i></p>	<p>Staying at the <u>Regency Hotel Macao?</u> Yes <input checked="" type="radio"/> No <input type="radio"/></p> <p>Check-in: <u>2 Nov 2006</u></p> <p>Check-out: <u>5 Nov 2006</u></p>
<p>Number of Extra Gala Dinner Seats on 5 November Required <i>Each nominee company will be given one seat in the Gala Dinner. Each extra dinner seat will be priced at US50 on a first-come-first-served basis.</i></p>	<p><u>Extra Dinner Seat?</u> Yes <input checked="" type="radio"/> No <input type="radio"/></p> <p>Number of extra-seat needed: <u>5 (Totally 6)</u></p>
<p>Event Booklet <i>An event booklet will be published by the HK Trade Development Council for all HK nominee companies and distributed in the APICTA events Please kindly provide the following required details <u>latest by 14 October 2006.</u></i></p>	<p>Yes <input checked="" type="radio"/> No <input type="radio"/></p> <p>Enquiries: Ms Karman Lee, HKCS Tel: 2834-2228 Ms. Annie Sheung, HKTDC Tel: 2584 4471</p>