



香港城市大學  
City University of Hong Kong

## Development of a “SmartConnect” platform for early awareness of students’ employability towards digital industry

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**Principal Investigator:** Dr. Terence Chun Ho CHEUNG

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### **Abstract:**

One of the recent popular approaches of promoting products and creating sales is to leverage the power of the Internet and social media. Some courses have a number of sharing on techniques and skills that online advocates write blogs about products and services to their audiences through social media. This project aims to nurture and help students to identify their interests and strengthen their employability in digital industry through a proposed platform "SmartConnect", where we will connect their course project deliverables with their reflections and gain feedback and feed-forward from various people like peer classmates, instructors/tutors, professionals or potential employers, and alumni. A prototype of an ontology analysis tool will be developed to analyze their reflections and collected feedback/feed-forward comments, and to compare the existing digital jobs in the market in order to help students understand their ability and "discover" themselves whether their attitudes and accomplishments in the SmartConnect have been "connected" to any potential employers or intern supervisors who are interested to provide opportunities to ease the transition from education into employment. It will be piloted in two IS core courses (IS2502 Social Media and Social Networking and IS4246 Digital Marketing and CRM) in Semester B 2014/15.