

Curriculum Vitae

Li Bruce (Dr)

*DBA, MPA, PGDE, BSc(QS)
FCS(PE), FCIS, FCPA, FCA, FICFA, CGP, CPIA
M.I.H.R.M.(HK), MCIArb(Mediation), AHKIArb, HKRFP*

Position

Teaching Fellow and Academic Advisor

Contact

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Academic Background

- **Doctor of Business Administration (DBA)**, University of Newcastle (2015)
- **Postgraduate Diploma in Education (PGDE)**, Hong Kong Institute of Education (2015)
- **Master of Professional Accounting (MPA)**, HK Polytechnic University, (2002)
- **Bachelor of Science in Quantity Surveying (BSc(QS))**, HK Polytechnic University, (1991)

Professional Qualification

Fellow Member

- Hong Kong Institute of Chartered Secretaries with Practitioner's Endorsement, **FCS(PE)** (2004)
- Institute of Chartered Secretaries and Administrators, **FCIS** (2004)
- Hong Kong Institute of Certified Public Accountants, **FCPA** (2005)
- Institute of Chartered Accountants in England & Wales, **FCA** (2005)
- Institute of Certified Forensic Accountants, **FICFA** (2019)

Professional Member

- Certified Professional Internal Auditor, **CPIA** (2019)
- Chartered Institute of Arbitrators, **MCIArb (Mediation)** (2013)
- Hong Kong Institute of Human Resource Management, **M.I.H.R.M.(HK)** (2009)
- Hong Kong Institute of Arbitrators, **AHKIArb** (2013)
- Society of Registered Financial Planners, **HKRFP** (2013)

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PolyU Learning & Teaching Experience and Services Provided:

Subject Coordination

- **Bachelor of Business Administration (BBA)**
 - AF3110 Intermediate Accounting 1 (2013 - 19)
 - AF3111 Intermediate Accounting 2 (2008 - 19)
 - AF3112 Management Accounting 2 (2017 - 19)
- **Master of Corporate Governance (MCG)**
 - AF5510 Corporate Governance (2016 - 17)
 - AF5521 Contemporary Issues in Corporate Governance (2017 - 19)

Teaching

- **Bachelor of Business Administration (BBA)**
 - AF2108 Financial Accounting
 - AF3110 Intermediate Accounting 1
 - AF3111 Intermediate Accounting 2
 - AF4106 Advanced Financial Accounting
 - AF3112 Management Accounting 2
 - AF4912 Capstone Project
- **Master of Corporate Governance (MCG)**
 - AF5510 Corporate Governance
 - AF5521 Contemporary Issues in Corporate Governance

Review and Moderation

- **Bachelor of Business Administration (BBA)**
 - AF2108 Financial Accounting
 - AF3110 Intermediate Accounting 1
 - AF3111 Intermediate Accounting 2
 - AF3210 Hong Kong Taxation Framework
 - AF3211 Accounting Information System
 - AF4513 Corporate Social Responsibility
- **Master of Corporate Governance (MCG)**
 - AF5231 Management Accounting and Information System
- **Master of Business Administration (MBA)**
 - AF5215 Financial Accounting for Executives

Programme Management

- **PolyU School of Accounting and Finance**
 - Programme Manager of Master of Corporate Governance (2018 - 19)
- **PolyU Institute of Advanced Executive Education**
 - Programme Manager of Executive Diploma in Accountancy (2014 - 19)
- **AF Teaching Council**

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- Council Member of Teaching Council of School of Accounting and Finance (2015 - 19)

Learning and Teaching Grants

- **PolyU e-Learning and Blended Learning Development Fund**
 - Topic: Applying Blended Learning Approach with Case Method Teaching on Financial Accounting: Qualitative and Quantitative Analysis (2015 - 18)
- **FB/AF Learning and Teaching Enhancement Grants**
 - The Development of a Monopoly-based Accounting Simulation Game – “Fun Fund” (2014 - 17)

HKICS Learning & Teaching Experience and Services Provided:

IQS Professional Examination

- **Examination Coordination and Management**
 - Chief Examiner of Professional Stage: Corporate Financial Management (CFM) (2012 - 17)
- **Examination Technique Workshop**
 - Tutor of Professional Stage: Corporate Financial Management (2010 - 12 and 2017 - 19)

Members/Students Supporting Services

- **HKICS Mentorship Programme**
 - Member/Student Mentor (2016 - 19)
- **HKICS Student Ambassadors Programme**
 - Student Ambassadors Programme Mentor (2013 - 19)

HKSAR Hong Kong Diploma of Secondary Education (HKDSE)-related Learning & Teaching Experience and Services Provided:

Hong Kong Examinations and Assessment Authority (HKEAA)

- **HKDSE Business, Accounting and Financial Studies (BAFS) Subject Management**
 - Committee Member of HKDSE BAFS’s Subject Committee (2015 - 19)
- **HKDSE Business, Accounting and Financial Studies (BAFS) Subject Paper Setting, Assessment and Moderation**
 - Committee Member of HKDSE BAFS’s Moderation Committee (2016 - 19)

Curriculum Development Institute of Education Bureau (CDI)

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- **Curriculum Development Council**
 - Committee Member of Curriculum Development Committee on Business, Accounting and Financial Studies (BAFS) (2017 - 19)

Other Learning & Teaching Experience and Services Provided:

Hong Kong Institute of Certified Public Accountants (HKICPA)

- **Examination Coordination and Management**
 - Chief Examiner of Accredited Accounting Technician (AAT) Paper 1: Accounting and Computerized Accounts (2009 - 19)

HKU School of Professional and Continuing Education (HKUSPACE)

- **Examination Assessment and Moderation**
 - Academic Assessor of Postgraduate Diploma in Professional Accounting (PDGPA): Financial Management (2017 - 19)
 - Academic Assessor of Postgraduate Diploma in Professional Accounting (PDGPA): Cost and Management Accounting (2018 - 19)

Hong Kong School of Commerce (HKSC)

- **Programme Assessment and Review**
 - Chairperson of Examination Committee of Various Certificate and Diploma Courses (2010 - 19)

Asian Review of Accounting

- **Manuscript Review**
 - Reviewer of "Corporate Governance and Detrimental Related Party Transactions: Evidence from Malaysia" (2017 - 19)