

KrAIS Teaching Seminar: “Tools Matter”

Keehyung Kim

CUHK Business School, Chinese University of Hong Kong

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LOOK
FORWARD
看·建未來

Keehyung Kim
Assistant Professor
CUHK Business School
(Since 2016)

Ph.D., OIM
UW-Madison, 2016

M.S., Computer Science
SNU, 2011

B.S., Computer Science
KAIST, 2009

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<http://keehyung.com>

Teaching experience at CUHK Business School

IBBA (Undergraduate)

“Business Information Systems”

Most students are in Year 1 or 2

70+ students per class

Diverse backgrounds/majors

Conceptual knowledge + basic IT skills

MSc BA / MSc ITM

“Database and Big Data Management”

Full-time: young & little work experience

Part-time: currently working

50~70 students per class

Technical and practical skills

Teaching achievements and related activities

- A number of teaching awards from CUHK (2016-2019) and UW-Madison (2013-2015)
- Wisconsin School of Business: “Teaching Improvement Program” (2015)
- KMIS Fall Conference: “Doctoral Consortium Panelist” (2018)
- CUHK Business School: “**Mini Business Education LIVE Online Class**” (2020)

Mini Business Education LIVE Online Class

Purpose

- Give a flavor of our BBA and MBA education

Target audience

- Prospective MBA students
- Prospective BBA students, their teachers & parents
- CUHK students & alumni
- Other business community & the public

My session

- About 800 registered
- 15 questions asked



	<p>An Introduction to Angel Investment</p> <p>By Prof. Dominic Chan Associate Professor of Practice in Entrepreneurship, Department of Decision Sciences and Managerial Economics Associate Director of EMBA Programme</p> <p>20 May 2020 (Tue) 7:00pm</p>
	<p>What's Going on in Oil ETFs?</p> <p>By Dr. Anson Au Yeung Senior Lecturer, Department of Finance Co-director, Asian Business Studies Programme, CUHK Business School</p> <p>2 June 2020 (Tue) 7:00pm</p>
	<p>Getting Famous = Successful Brand?</p> <p>By Prof. Lisa Wan Associate Professor, School of Hotel and Tourism Management and Department of Marketing Director, Centre for Hospitality and Real Estate Research, CUHK Business School</p> <p>9 June 2020 (Tue) 5:00pm</p>
	<p>Data Visualisation Done Right</p> <p>By Prof. Keehyung Kim Assistant Professor, Department of Decision Sciences and Managerial Economics</p> <p>11 June 2020 (Thu) 5:00pm</p>

“Tools Matter”

Video tools
Audio tools
Lighting
Software

Creating the ultimate lecture streaming studio



“Tools Matter”

Video tools

Audio tools

Lighting

Software

Logitech C930e Business Webcam (\$180)

- 1080p HD webcam
- USB connection
- Better alternative (?):
Logitech Brio 4k Webcam (\$270)



“Tools Matter”

Video tools

Audio tools

Lighting

Software

Marshall Mode EQ (\$70)

- Audio/Mic together
- 3.5mm TRRS 4-pole connection



Shure MVL (\$69)

- Mic only
- 3.5mm TRRS 4-pole connection



“Tools Matter”

Video tools
Audio tools
 Lighting
 Software

USB to 3.5mm TRRS Aux Port (\$10)

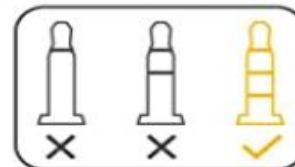
- Need 2 Aux ports to use headphone and mic separately

LISTENING SPEAKING TWO IN ONE

FULLY COMPATIBLE WITH
 APPLE / ANDROID EARPHONES
 SUPPORT CTIA / OMTP STANDARDS



MICROPHONE REQUIRES



TRRS 4-POLE PLUG

4-pole —



“Tools Matter”

Video tools

Audio tools

Lighting

Software

Phottix Nuada Ring 60 (HKD 1,080 = \$139)

- Webcam, camera, or phone can be mounted
- Brightness and color temperature can be adjusted

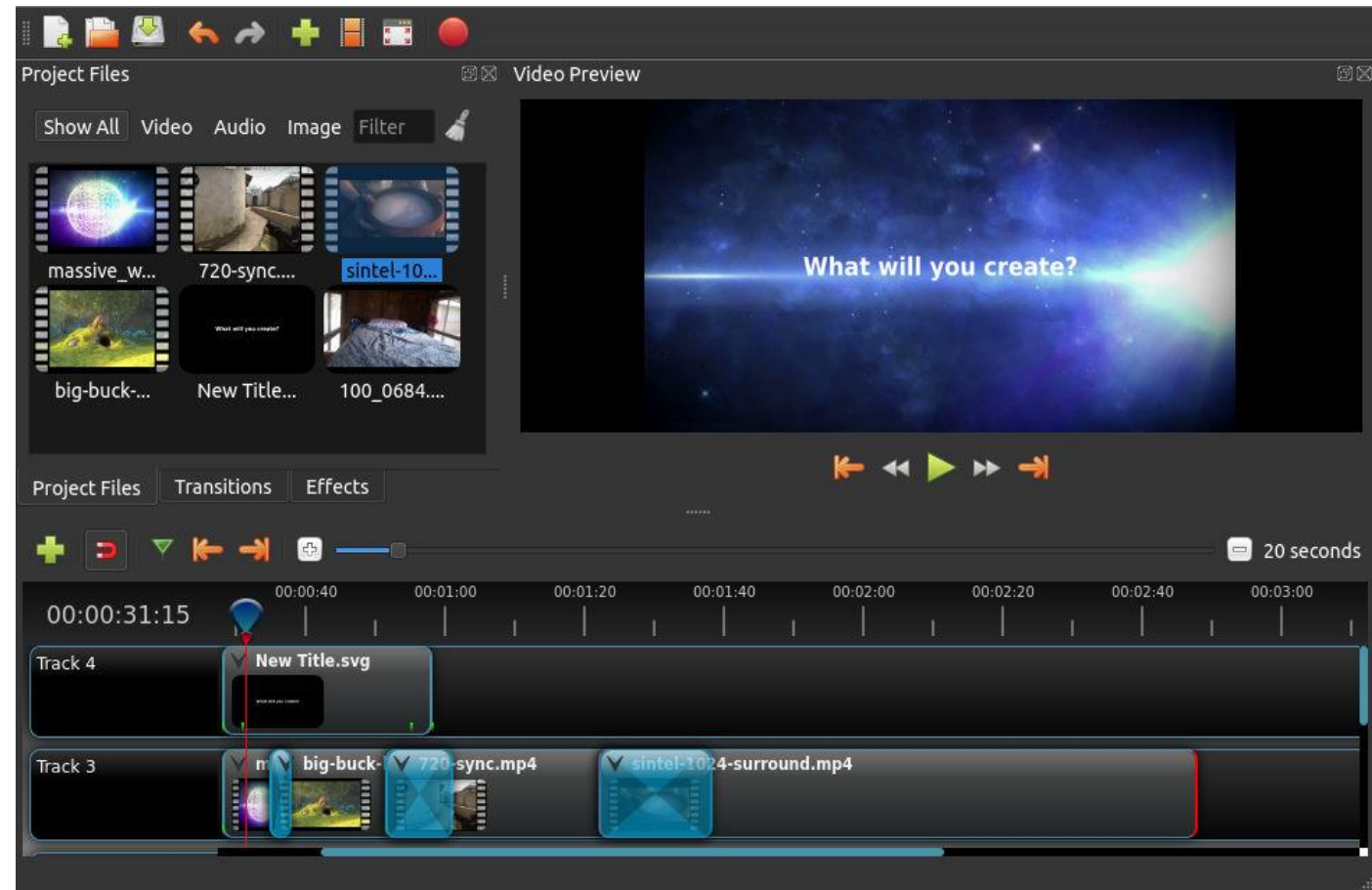


“Tools Matter”

Video tools
Audio tools
Lighting
Software

OpenShot Video Editor (Free)

- Basic video editing features
- <https://www.openshot.org>



Thank you!

Please let me know any questions.

Also, you may ask any further questions via

kkim@cuhk.edu.hk