



# Pursuing a doctoral degree in civic design at the University of Liverpool

## Cheung Miu-yuk

Bachelor of Arts in Business (International Business)

When Cheung Miu-yuk completed her sub-degree studies, she chose PolyU SPEED's Bachelor of Arts in Business (International Business) programme. After graduating from PolyU SPEED in 2010, she continued to study for a Master of Science in Management at the University of Liverpool, and is now pursuing a doctoral degree specialising in Civic Design.

### Facilities conducive to learning

Miu-yuk chose PolyU SPEED because she believed its programmes could enhance her credentials and professional competence. Subsequently, this also opened the door to postgraduate studies in the United Kingdom (UK). "At PolyU SPEED, the classes are held on two state-of-the-art campuses which give us an environment conducive to learning. I clearly remember the late nights when I and my classmates worked in the library and computer centre, as well as the wonderful moment when we celebrated our academic achievements," she said.

Miu-yuk chose the University of Liverpool for her postgraduate studies because of its long history and its reputation for world-class teaching and research facilities. "The University of Liverpool is ranked among the top 1

per cent of universities in the world. It is also a member of the Russell Group which represents 24 leading universities in the UK. What's more, the University of Liverpool established the first planning school in civic design in the world," she said.

### Hoping to serve her country

Miu-yuk's doctoral thesis focuses on the study of branding as a contemporary perceptual dimension of urban design. "This is an interdisciplinary field of study examining environmental perception in urban design, and demonstrating how branding can be used as a contemporary dimension to make a place better for living," she explained. After completing her doctorate, Miu-yuk hopes to work on improving the design and quality of towns and cities in China. She also wants to

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promote urban planning and regeneration, as well as better environmental management.

When not working on her thesis, Miu-yuk spends her leisure time cooking, cycling, working out at the gymnasium, and teaching Chinese in the local community. Travelling to other European countries has also become one of her favourite pastimes during holidays.

Miu-yuk encouraged current students of PolyU SPEED, saying: "Where there is a will, there is a way. Self-confidence is the first step to success." Miu-yuk learned these principles from her parents, who always taught her that great deeds were accomplished not by strength, but through perseverance.



For Miu-yuk, studying at PolyU SPEED opened the door to postgraduate studies in the UK.