

## Welcoming Message

Dear colleagues and students,

I am delighted to announce the first issue of HSMC Biz, which is to be published once a semester starting from the second semester of 2011-2012.

The School of Business comprises 5 departments, namely Accountancy, Economics and Finance, Marketing and Management, Mathematics and Statistics and Supply Chain Management. We offer 2 Honours Degree Programmes – Bachelor of Business Administration (BBA) and Bachelor of Business Administration in Supply Chain Management (BBA-SCM) and 1 Associate Degree (AD) Programme – AD in Business Administration. We plan to offer more Degree Programmes in the coming years. Through HSMC Biz, we hope that you know more about our School, our departments, our staff, our students and our programmes.

Hope you enjoy reading the inauguration issue of HSMC Biz!

Professor Raymond So  
Dean  
School of Business

## Luncheons with Secondary School Principals

HSMC organized two luncheons with the secondary school principals – one with Shatin District on November 2, 2011 while the other with Tsuen Wan and Kwai Tsing District on November 8, 2011. The aims are to publicize our College, our programme offerings and the Information Day held on November 12, 2011. Thanks must be given to all participating staff for their dedication and efforts in promoting our College and programmes.



## Admission Talks given by School of Business

HSMC has arranged a series of admission talks for secondary school students, and participated in a number of exhibitions in the academic year 2011-2012, hoping to enhance the students' understanding of our College and programmes. Teachers of the School of Business have rendered great support and enthusiasm to the events. We wish to convey our heartfelt thanks to the following participating teachers:

Dr S L Chau, Mr Eric Chee, Mr Andy Cheng, Dr Ben Cheng, Ms Pauline Cheung, Ms Eden Chow, Dr S K Choy, Mr Kenneth Chung, Dr Danny Ho, Dr Horace Ho, Ms Betty Kwok, Mr T C Lau, Mr W C Lee, Mr MAN Chi Keung, Dr Stephen Ng, Ms Betty Poon, Professor Raymond So, Dr Brossa Wong, Dr Collin Wong, Mrs Phoebe Yam, Dr Shirley Yeung and Dr Carisa Yu

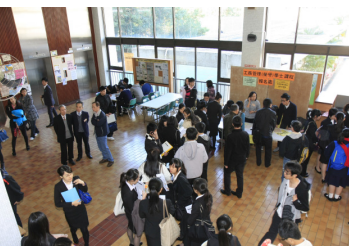
## HSMC Information Days

HSMC held Information Days on two Saturdays, November 12 and December 3, 2011, attracting over 5,000 guests to visit our campus. We received a total of more than 2,000 applications for Year One entry to our BBA and BBA-SCM Programmes.

Special thanks are given to all academic and administrative staff, and the student helpers who were on duty on the Information Days. Their continuous support is crucial to the tremendous success of the events.



Dr Horace Ho, Coordinator of the BBA Programme, delivered an information seminar to the guests.



Students enquired at the registration counter.



Committee members of Student Association of Business Administration addressed enquiries from guests.



Student helpers of BBA-SCM Programme received guests at the enquiry counter.

## Academic Updates

### Academic Cooperation

- HSMC has signed an articulation agreement with Queensland University of Technology, Australia (QUT). BBA graduates of HSMC can directly enter QUT's Master of Business degree programmes, subject to certain conditions. Professor Robina Xavier, Head of School of Advertising, Marketing and Public Relations of QUT delivered an Information Session on March 6, 2012 at HSMC on the articulation agreement. For details, please check it out with the School of Business or visit <http://www.qut.edu.au/business>.



Photo from website of Queensland University of Technology (<http://www.qut.edu.au>)

### Updates on Student Exchange Arrangements

- Lipscomb University of USA** (<http://www.lipscomb.edu>) and **Cottey College of USA** (<http://www.cottey.edu>) has agreed in principle to engage in exchange partnership with the School of Business of HSMC.
- Shanghai Institute of Foreign Trade (SHIFT) of China** (<http://www.shift.edu.cn>) has agreed in principle to form a college-wide exchange partnership with HSMC.

It is proposed that, under the exchange partnership scheme, the above institutions will exchange certain numbers of students with HSMC on a Full Time Equivalent (FTE) basis each year. Details are as follows:

Exchange Partner	No. of FTE to be exchanged
Lipscomb University of USA	3
Cottey College of USA	5 female students
SHIFT of China	5



## Academic Updates

### Seminar of the University of British Columbia: Master of Food and Resource Economics (MFRE) Programme

A seminar on the new Master of Food and Resource Economics (MFRE) Programme of the University of British Columbia (UBC) was held on November 18, 2011 at HSMC. Mr Sven Clarke, Senior Student Officer of UBC, delivered a presentation on the entry requirements, programme details and career prospects of the MFRE Programme to our staff and students. Please visit [www.landfood.ubc.ca/MFRE](http://www.landfood.ubc.ca/MFRE) for details.



Mr Kenneth Chung, Administration Head of the Department of Economics and Finance, School of Business, presented a souvenir to Mr Sven Clarke.



Ms Karen Ji (left), General Manager of Kingdee International Software Group (H.K.) Limited and Dr Chui Hong Sheung, President of HSMC signed the MOU at the ceremony.

### Donation of K/3 and KIS Software by Kingdee International Software Group (H.K.) Limited

Kingdee International Software Group (H.K.) Limited donated two copies of accounting software, namely K/3 and KIS, to HSMC. The software serves as teaching and learning aids for modules such as "ACC4006 Accounting Information Systems", "ACC4009 ERP Systems for Accounting" and "SCM4303 Information Management & ERP". A Signing Ceremony on the Memorandum of Understanding (MOU) between Kingdee and HSMC was held on January 12, 2012 at HSMC.

### BBA Programme Advisory Committee Meeting 2011-2012

The Advisory Committee of BBA Programme held a meeting on February 9, 2012 at HSMC. The Chairman, Professor Danny Wong, and other members of the Advisory Committee gave valuable comments which were beneficial to the development of the Programme. Representatives of the Student Association of Business Administration (SABA) were invited to join the meeting and shared their campus life and learning experience. The Advisory Committee Meeting of BBA Programme is scheduled to be held once every 6 months.



From Left: Mr Kenneth Mak (Student Representative), Professor Danny Wong, Mr David Mong, Professor Amy Lau, Professor Cheung Wai Man, Professor Raymond So and Mr Lucas Mo (Student Representative)

The Advisory Committee of BBA Programme includes the following members:

- ◆ Professor Danny WONG Shek Nam (Chairman), Vice-President (Academic) of the Open University of Hong Kong
- ◆ Professor CHEUNG Wai Man, Professor of Department of Decision Sciences and Managerial Economics, the Chinese University of Hong Kong
- ◆ Ms Leonie KI, Managing Director of New World China Enterprises Projects Limited (Hong Kong)
- ◆ Professor Amy H L LAU, Chair of Accounting & Director of School of Business, the University of Hong Kong
- ◆ Mr David MONG Tak Yeung, Managing Director of Shun Hing Electronic Trading Company Limited (Hong Kong)

### Open Forum on Choosing Concentration for BBA Year 2 students

The School of Business organized an Open Forum on Choosing Concentration on February 16, 2012 at HSMC for BBA Year 2 students. Dr Brossa Wong, Dr David Chui and Dr Felix Tang gave students a thorough introduction on Accounting, Banking and Finance and Marketing Concentration respectively. Senior students also shared their learning experience in their respective concentrations. Over 80 Year 2 students of BBA Programme attended the Forum.

## Staff Achievements

Our staff has established academic standing and it is a pleasure to share their achievements:

- Dr David Chui of the Department of the Economics and Finance and Dr Horace Ho of the Department of Accountancy have won two Best Paper Awards at the 3rd World Accounting Frontiers Series (WAFS) Conference. Details of the conference are available at <http://www.umac.mo/fba/wafs2011/>. Dr David Chui's paper "Corporate Social Responsibility Governance – Does It Mean a Good Investment Policy for Hedge Fund?" won the Best Paper Award in the Corporate Social Responsibility track whereas Dr Horace Ho's paper "Intellectual Capital Disclosure and Initial Public Offerings: Evidence from Hong Kong" won the Best Paper Award in the Business track.
- Dr Hak-Sin Chan, Associate Professor of the Department of Marketing and Management, was appointed as Adjunct Associate Professor at the Chinese University of Hong Kong.
- Dr Shirley Yeung, Assistant Professor of the Department of Supply Chain Management, was appointed as Visiting Scholar at Victoria University of Australia. Dr Yeung is also invited to be the Keynote Speaker at Coventry University, UK. Dr Yeung has papers published and forthcoming papers in the following academic journals: *Journal of Teaching International Business*, *International Journal of Management*, *International Journal of Management in Education*, *African Journal of Business Management*, as well as a chapter in the book *Six Sigma Quality*. Dr Yeung has also recently been nominated for the "UNESCO-APEID Wenhui Educational Innovation Teaching Award".



**Our heartfelt congratulations to our award-winning staff!**

## Student News

### Annual Election of the 2<sup>nd</sup> Student Association of Business Administration, HSMC Student Union, 2011-2012

The Annual Election of the 2<sup>nd</sup> Student Association of Business Administration, HSMC Student Union, 2011-2012, was held on November 30 and December 1, 2011. The cabinet "商伴" was elected as the 2<sup>nd</sup> Student Association of Business Administration on December 1, 2011.



### AD students received Judges Commendation in ACCA Hong Kong Business Competition 2011

A group of our students studying the Associate Degree in Business Administration was shortlisted to be one of the 14 teams to receive Judges Commendation in the ACCA Hong Kong Business Competition 2011. The Competition aims to equip sub-degree students with basic accounting knowledge, business analytical and communication skills that are required by employers, and is designed to simulate real-life experience in the business environment. It is open to all full-time accounting and business sub-degree students from local institutes.

The winning team comprises the following students from AD 1D: CHAN Tsz Ching Irene, CHIU Ming Hei Issac, CHUNG Kwei Yang Zodiac, YIP Ki Kwan Mark. They attended the Award Presentation Ceremony on November 26, 2011 at Langham Place Hotel.



A group of AD students received the award certificate on the stage. (From left: CHUNG Kwei Yang Zodiac, YIP Ki Kwan Mark, CHAN Tsz Ching Irene, CHIU Ming Hei Issac)

Chris Cheng  
Department of Accountancy



## A first for HSMC: Banking & Finance students taken Bloomberg Assessment Test (BAT)

Since July 2011, the Department of Economics and Finance has been discussing with Bloomberg on putting our Final Year Banking and Finance students on the new Bloomberg Assessment Test (BAT) and, on January 16, 2012, the assessment was successfully taken place at HSMC for the first time in HSMC history.

### What is BAT?

This is a pilot scheme launched by Bloomberg aiming to assess undergraduates' basic financial knowledge as well as skills and abilities relevant to financial professionals. Through BAT, students are not only able to assess their own areas of competencies but also demonstrate their ability and knowledge in finance to the potential employers. More significantly, BAT also helps employers screen their entry-level applicants more objectively. A number of financial institutions including Barclays, Credit Suisse, HSBC and Morgan Stanley have used BAT as part of their undergraduate hiring plans according to Bloomberg.

### Visit to Bloomberg Office Hong Kong

In the afternoon of November 17, 2011, a group of HSMC Year 4 BBA Banking and Finance students visited Bloomberg office in Hong Kong. The visit aimed to offer our students more interactive information on BAT as well as an opportunity to experience the services and products of one of the largest financial information vendors in the world.

### Banking & Finance Final Year students taken BAT

Following this site visit, we successfully negotiated for the first batch of HSMC BBA Year 4 Banking and Finance students to undertake this assessment which will put them at equal rank amongst students from other universities in Hong Kong. Our hope and desire is to enlarge the student population across the various study years to take such assessment so that they all have more opportunities to shape their development and learning path before leaving HSMC for their future careers.

Dr David Chui  
Department of Economics and Finance

## Dean's Corner

### ● CFAI Visit

Professor Raymond So, Trustee of the Research Foundation (RF) of the Chartered Financial Analyst Institute (CFAI), attended the RF Board Meeting at Charlottesville, Virginia, USA, in November 2011. CFAI is the world's largest association for investment professionals with over 100,000 members. CFAI also organizes professional examinations that lead to the award of Chartered Financial Analysts (CFA). The Research Foundation of CFAI is to promote the development and dissemination of relevant research for investment professionals. During the visit, Professor So discussed possible modes of cooperation between HSMC and CFAI. To continue this dialogue, Professor So will also attend another RF meeting in Chicago in May 2012.

- Visit to Taiwan's Mainland Affairs Council in October 2011 (台灣陸委會)  
<http://www.fhkma.org.tw/html/news/20111021-1.html>
- Keynote speech titled “轉型中的香港物流業”, Hong Kong Logistics Association, 2011
- Keynote speech titled “香港金融中心的競爭力”, Lions Club, 2011
- Keynote speech titled “人民幣升值與中國貿易的影響”, China Trade Society, Lingnan University
- Speech titled “2012 環球經濟及香港出口展望”, Hong Kong Export Credit Insurance Corporation
- 2012 Budget Forum of Radio Television Hong Kong
- Budget Forum of Economics Society of Chung Chi College, the Chinese University of Hong Kong

From Left: Hon. Jeffrey Lam, GBS, JP; Hon. LEE Cheuk-yan; Professor Raymond So; Ms CHUNG Wai Yee

