



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE
<http://www.hsmc.edu.hk/>

School of Business Newsletter

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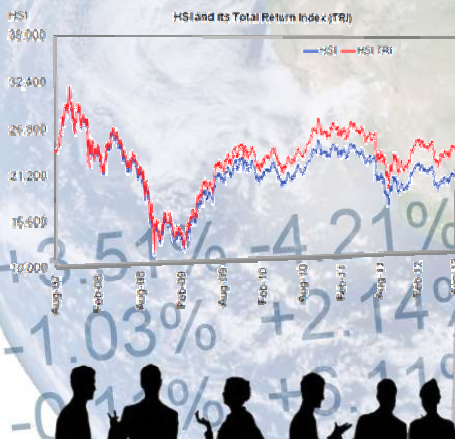
Dear colleagues and students,

I am pleased to present to you the 2nd issue of Biz for the first semester of the 2012-2013 academic year!

Since the last issue of Biz, our staff and students have attained excellent achievements. Progress in exchange collaborations between the Business School and overseas institutions has been made. Our BBA and BBA-SCM students made good use of their time to widen their horizons and equip themselves to be more competitive. I also have some updates to share with you.

We are happy to have new staff and students joining us in the new academic year. May I take this opportunity to wish you all a fruitful and productive year ahead!

Professor Raymond So
Dean
School of Business



Student Orientation

BBA Programme Orientation for BBA First Year Students 2012-2013

A Programme Orientation was organised for BBA First Year students on 10 September 2012. Professor Raymond So, Dean of School of Business, greeted the students and introduced to them the BBA Programme structure. Dr Michael Chan of Department of General Education briefed the students about the General Education elective modules. Students then visited the booth of the Student Association of Business Administration (SABA).



The BBA freshmen listened attentively to the introduction of BBA Programme.

BBA-SCM Programme Orientation 2012-2013

The BBA-SCM Programme held a Programme Orientation for new students on 11 September 2012 and invited guests from the Institute of Purchasing & Supply of Hong Kong (IPSHK). The President of IPSHK, Timothy Lam, delivered a speech to BBA-SCM students about the Supply Chain Industry. In addition to the session on the programme curriculum and General Education, the Student Association of Supply Chain Management (SASCM) and two BBA-SCM graduates shared their knowledge of campus life with students.



Professional Recognition

◆ **Exemption granted by IFPHK for CEP Certification**

The Institute of Financial Planners of Hong Kong (IFPHK) has approved our BBA students to have the following exemption for CEP Certification, effective from 5 April 2012:



Exempted Course for CEP Certification	Modules that BBA students required to pass at HSMC
Course 1 Investment Planning and Asset Management	FIN3002 Introduction to Financial Management FIN3003 Principles of Investment FIN4006 Portfolio Management

IFPHK will grant the exemption to our students upon receipt of a completed transcript review application, including an official transcript issued by HSMC showing a pass grade in all the courses above together with appropriate application fee.

For details on professional recognition granted to our BBA students, please visit:
http://www.hsmc.edu.hk/en/academic_ba_pr.php

Exchange Collaborations

◆ **Edinburgh Napier Business School of Edinburgh Napier University (ENU), Scotland, United Kingdom** (<http://www.napier.ac.uk/>)

- 13 June 2012 - HSMC signed Memorandum of Understanding with ENU.
- 9 July 2012 - Professors George Stonehouse and Sandra Watson, Dean and Assistant Dean (Academic Development) of Edinburgh Napier Business School of ENU visited HSMC to further discuss the details of student exchange cooperation.
- 7 September 2012 - A formal student exchange agreement has been reached with ENU, HSMC will send 2 students on a Full Time Equivalent (FTE) basis to ENU in the 2013-2014 academic year.



Dr Karen Chan, Vice-President (Organisational Development) of HSMC, presented souvenirs to Professors George Stonehouse (photo on the left) and Sandra Watson (photo on the right) of the Edinburgh Napier Business School of ENU.

◆ **Australian School of Business, University of New South Wales (UNSW), Australia** (<http://www.unsw.edu.au/>)

- 29 June 2012 - Mrs Sue Bennett-Williams, Director of Student Recruitment, Admissions & International Engagement, Australian School of Business, UNSW visited HSMC to explore opportunities for exchange collaborations.



*From left to right:
Prof Raymond So, Dean of School of Business
Dr Karen Chan, Vice-President (Organisational Development)
Mrs Sue Bennett-Williams, Director of Student Recruitment, Admissions & International Engagement, Australian School of Business, UNSW
Prof Wong Po Choi, Director of Information Technology
Prof Lee Tien Sheng, Vice-President (Academic and Research)*

Group Photo of HSMC staff with representative from UNSW.

◆ Due Diligence visit to the U.S. for student exchange programme

The School of Business signed Academic Co-operation Agreement with the **Lipscomb University**, Nashville, Tennessee and the **Cottey College**, Nevada, Missouri in the U.S. on student exchange programmes.

Professor Raymond So, Dean of School of Business, visited the two institutions from 28 to 31 August 2012. During the visits, Professor So met with the Presidents and faculty members of the two schools to discuss details of academic exchanges. Collaborations between HSMC and the two institutions will commence in the spring semester 2013.



President Randolph Lowry (left) and Professor Mike Kendrick (right) of Lipscomb University presented souvenir to Professor Raymond So.

HSMC will send two BBA students and two BBA-SCM students per year on a Full Time Equivalent (FTE) basis to the Lipscomb University. In return, two students of the Lipscomb University will pursue coursework in Supply Chain Management Programme at HSMC, and two will study in programmes offered by the School of Business. Students of HSMC can study in any subject area offered by the Lipscomb University. For details of campus life of the Lipscomb University, please visit its official website at <http://www.lipscomb.edu/>.



Professor Raymond So gave a presentation on HSMC and met with faculties of Cottey College.

Cottey College is a liberal arts and science women's college in Nevada, Missouri. Both HSMC and Cottey College could send up to five females per year to the other institution on a Full Time Equivalent (FTE) basis. Please visit website of the Cottey College at <http://www.cottey.edu/>.

STUDENT NEWS

Orientation Camps for BBA Freshmen

The Student Association for Business Administration (SABA) organised Orientation Camps for BBA freshmen from 18 to 20 August 2012 (for A-Level freshmen) at Wu Kwai Sha Youth Village, and 7 to 9 September 2012 (for DSE freshmen) at HSMC's Campus.

“Hong Kong Junzi Corporation Survey 2012” by Marketing Society of HSMC

The “Hong Kong Junzi Corporation Survey” is the signature event of the Marketing Society of HSMC. The survey investigates how consumers in Hong Kong evaluate corporations from a Confucian's perspective. This year's cabinet, Skyline, has decided to continue this meaningful tradition. It is hoped that this event can raise the standards of corporate social responsibility, and the Confucian perspective may shed light on how corporate social responsibility can be assessed.



Launching Ceremony of “Hong Kong Junzi Corporation Survey 2012”

The launching ceremony of “Hong Kong Junzi Corporation Survey 2012” and the associated workshop kicked off this year's event on 2 July 2012. Skyline is glad to have the support of Dr H S Chui, President of HSMC, Professor Gilbert Fong, the Provost, professors of HSMC, industry experts such as Dr Kelvin Wong, the Chairman of The Hong Kong Institute of Directors, and scholars from the Central China Normal University and Guangzhou. Their presence greatly boosted the morale and confidence of the cabinet members and the interviewers.



During the summer holiday of 2012, all interviewers stayed at their positions on the street and conducted interviews in spite of sunny or rainy weather, and even on the day immediately after typhoon Vicente (No. 10 signal) swept across Hong Kong. The Marketing Society of HSMC is happy to share with you that they successfully completed over 2,000 questionnaires!

The Marketing Society of HSMC is now analysing the collected data and is planning the award ceremony. The award ceremony and the press conference are tentatively scheduled for January 2013. Skyline hopes to invite representatives from the awarded corporations, the press, and students from different universities to attend the ceremony. For more details, please feel free to look up “Hong Kong Junzi Corporation Survey 2012” in Facebook. Thank you.

Singapore Study Tour 2012

The Recruitment and Student Affairs Committee of the Federation for Self-financing Tertiary Education (FSTE) organised a 4-day study tour to Singapore from 23 to 26 June 2012 for students studying in sub-degree programmes offered by its member institutions. Two of our Associate Degree students, Tse Man Ying Ray (2E) and Tse Sau Yan Alice (2E), joined the study tour.



During the study tour, the participating students visited various places including the City Gallery, China Town, Little India, Kampong Glam, the Housing & Development Board Gallery, Marina Barrage and the Singapore Management University. Students experienced the different culture of Singapore through walking in the city and visiting different preserved areas. This was a great opportunity for students to broaden their horizons, experience a different culture and to



interact with students from other institutions. Our two students also shared their ideas on “Development of Tourism, Convention and Exhibition Industry” in the presentation section held after the study tour.

BBA Internship Programme



In the 2011-2012 academic year, **135** Year 2 and **73** Year 3 students participated in the BBA internship programme. Participating enterprises includes China Life Insurance (Overseas) Co. Ltd. (Hong Kong Branch), MTR, HKQAA, Bank of China (Hong Kong) Ltd. and China South City. The on-the-job training enabled the students to put textbook knowledge into perspective, earning challenging and rewarding learning experience.

Student Ambassador for ACCA and CPA Australia in 2012-2013 Academic Year

ACCA Student Ambassadors	ACCA	CPA Australia Student Ambassadors	CPA AUSTRALIA
LI Yu Wai (BBA Year 4-Accountancy)		HUI Ching Yin (BBA Year 4-Accountancy)	
MAK Tsun Hei (BBA Year 2)		LAM Wun Sim (BBA Year 4-Accountancy)	
		CHOY Mei Wa Catherina (BBA Year 3-Accountancy)	
		CHEUNG Hiu Lam (BBA Year 2)	
		LING Yuen Yee (BBA Year 2)	

*Classes of the above students are in 2012-2013 academic year.

BBA-SCM organised Career Talks for HSMC students

In light of the importance of staying connected with the markets, BBA-SCM organised several career talks for HSMC students. We invited industrial experts/professionals to share their experience with our students and to provide career advice for those who intended to work in respective industries.



Professional Talk "Leadership & Change Management" by Dr Ken Loh, Cargotec Asia Limited on 20 February 2012.



Professional Talk "Key Challenges in Service Operation in Ricoh Hong Kong" by Mr Gary Ng from Ricoh Hong Kong Limited on 30 March 2012.

These activities are an opportunity for our students to meet informally with people from similar fields with similar interests, and are always a great success.



Professional Talk "Global Supply Chains: The 'Green' Imperative" by Mr Christopher Seow, an experienced practitioner, academic and consultant on 2 April 2012.



Professional Talk "An Introduction to Travel Retailing and Nuance-Watson (HK) Limited" and "Interviewing techniques - What employers are really looking for?" by Mr Adrian Chan from Nuance-Watson (HK) Limited on 5 September 2012.

SCHOLARSHIPS AND AWARDS

Self-financing Post-secondary Scholarship Scheme 2011-2012

Students from the BBA Programme, BBA-SCM Programme and Associate in Business Administration (ABA) Programme received scholarships from the “Self-financing Post-secondary Scholarship Scheme 2011-2012” of the HKSAR Government.

Outstanding Performance Scholarship	
CHOY Kam Ho	B4B
KU Chi Wa	S4A
LI Ka Ying	B4A
NG Yuen Ting	B2B
PANG Man Yin	B2B
SZE Ching Yeung	S2C
WANG Ching Yiu	B2J
WONG Wing Fay Phoebe	B2G
CHOI Lai Ying	2B-AD
LEE Spencer Chiu Kei	2D-AD
Best Progress Award	
KWAN Mun Hei	B3A

HSMC Degree Programme Scholarships 2010-2011

A Degree Programme Scholarship Presentation Ceremony was held on 27 March 2012 in recognition of HSMC students' excellent academic performance. The awardees of BBA and BBA-SCM Programme are:

Academic Excellence Scholarship 2010-2011*		Distinguished Award 2010-2011*	
CHOY Kam Ho	B3B	AU YEUNG Ka Yee	B1K
KWOK Ka Yee	B3C	CHAN Wan Yi	B3A
LEE Kwan Yeung	B1L	CHEUNG Kin Yu	B3B
LI Ka Ying	B3A	IP Ching Yin	B1I
PANG Man Yin	B1B	LAM Shui Kit	B3B
TSUI Lok Hai	B1B	LEUNG Ching Luen	B3A
WANG Ching Yiu	B1J	LUK Nga Yi	B3C
YUEN Ki Fung	S3A	LUK Wing Tung	B1L
Academic Achievement Scholarship 2010-2011*		MAN Tung Choi	B1A
CHENG Wai Yip	B1A	MAK Wing Yee	B1H
CHOY Mei Wa	B1E	TING Kai Xian	B1H
CHUNG Pui Wu	B1D	TO Man Tik	B3B
HUI Chi Sum	B3A	WONG Pui Man	B1E
KU Chi Wa	B3A	YEUNG Loi Sang	B3A
LO Yi Wa	B3B	Lee Ting Chang Scholarship 2010-2011*	
NG Toi Hin	B3C	PANG Man Yin	B1B
SHAM NG Imin	B3A	Entrance Scholarship 2011-2012	
WONG Oi Man	B3B	YIU Yan Lap	S1B
WONG Tsz Hin	S1C	*Classes of the students are in 2010-2011 academic year.	

Global Top 100 Ranking for ROE performance in BSG Competition

A team of BBA Year 4 students - B4B team 7(G) earned a Global Top 100 ranking for their company's ROE (Return On Average Equity) performance in the Business Strategy Game (BSG) competition in the week of 19-25 March 2012 (up to round 2). The team ranked 96th among 4839 teams/companies world-wide coming from 283 colleges/universities all over the world.



The team consists of CHOI Ting Fai Maggie, HO Ka Yi Matthew, KWOK Yu Hang Henry, TSANG Ka Fai Jason and WONG Oi Man Cary.

For more details of the BSG competition, please visit <http://www.bsg-online.com/>.

Joint University Outstanding Marketing Award 2011-2012



Four BBA Year 2 students entered the **Top 10 Finalist** for the Joint University Outstanding Marketing Award (JUOMA) 2011-2012. The topic for the Award is "Project Originale' - Set Up Your Own Store in Yahoo!".

The participating students are: NG Yuen Ting (B2B), LAM Chin Ying (B2L), CHAN Tsz Lun (B2C), KOO Cheuk Nga, Verena (B2L).

Details of JUOMA can be found at <http://juomahk.com/history.html>

Excellent result in examination of Society of Actuaries

CHENG Chok Hang, a BBA Year 2 student, passed Examination P – Probability organised by the Society of Actuaries (SOA) with an excellent result of **Grade 10** in January 2012. The scale of grades runs from 0 to 10. Passing grades are 6 through 10.

For details of Examination P of SOA, please visit

<http://www.soa.org/education/exam-req/edu-exam-p-detail.aspx>



The School of Business congratulated the students on their outstanding achievements!

***Classes of students are in 2011-12 academic year unless otherwise stated.*

STAFF NEWS

Staff Achievements

- ◆ **Ms Betty Kwok**, Assistant Professor of the Department of Accountancy, was invited by the Hong Kong Institute of Certified Public Accountants to be the **Second Round Reviewer of the QP Case Analysis Competition 2012**.
- ◆ **Dr Shirley Yeung**, Quality Assurance Director and Assistant Professor of the Department of Supply Chain Management, has the following achievements:
 - Re-appointed by HKCAAVQ as a “*Subject Specialist*” in the Business Services Sector for another 3 years after 3-year service
 - Appointed by School of Continuing and Professional Studies of The Chinese University of Hong Kong as an “*Adjunct Professor*” for Business-related Programmes

Staff Updates

New Born Baby of Dr Iris Yip

Dr Iris Yip, Assistant Professor of the Department of Mathematics and Statistics, gave birth to a lovely baby girl, Melanie Chan, on 10 April 2012. Congratulations!



Staff Arrival

- ◆ My name is Linsey CHEN and I recently joined the Department of Accountancy as lecturer in law. In my spare time, I enjoy playing badminton and hiking. I am really excited to join HSMC and I can't wait to start contributing my part to College's recent efforts in development. I hope to meet many of you in person as I settle in. If you want to stop by to say hello, I can be found in Room M518. Thank you!



Ms CHEN Gengzhao, Linsey
Lecturer
Department of Accountancy



Dr TUNG Wing Chiu, Brian
Senior Lecturer
Department of Economics and Finance

- ◆ Dr Tung got his master degrees from CUHK and HKUST. He obtained a DBA qualification last year. Teaching in higher education for 10 years, Brian loves helping students to develop learning-to-learn skills. He hopes to stay young by interacting with the post-90s generations. Playing guitar and pop-piano are his leisure activities.

- ◆ Kenneth is a locally grown academic. He completed his secondary school at Wah Yan College, Hong Kong and continued his tertiary education at City University of Hong Kong where he obtained his bachelor and doctoral degrees. He was a former faculty member at The Hong Kong Polytechnic University.



Dr KWONG Ka Kei, Kenneth
Assistant Professor
Department of Marketing and Management



Dr LAM Shu Yan, Benson
Lecturer
Department of Mathematics and Statistics

- ◆ Dr Lam specialises in several Applied Mathematics areas: image processing, pattern recognition, data mining, optimisation, bioinformatics, medical imaging and computer vision. He is the first author of 10 referred journals (two Tier A* journals) and 14 international conference papers. In his free time, he enjoys playing badminton, jogging and travelling.

- ◆ Dr Liu obtained his BSc and MPhil at the Chinese University of Hong Kong and his PhD at University of Rochester in New York, US. Before joining HSMC, he was an Associate Professor at Bowling Green State University in Ohio, US.



Dr LIU Nga Wai, William
Lecturer
Department of Mathematics and Statistics

- ◆ Before joining HSMC, Dr Wong worked with the Department of Economics, Management and Marketing at Tung Wah College. He received a PhD from the London School of Economics and Political Science where he worked in Department of Management and Institute of Methodology. For the first semester of 2012-2013, Dr Wong is teaching “Operations & Supply Chain Management” and “BPR & Change Management”.



Dr WONG Siu Kuen, Ricky
Lecturer
Department of Supply Chain Management



- ◆ Dr Glowacka comes to HSMC from Stevens Institute of Technology where she served for three years as a Visiting Assistant Professor in the School of Technology Management. For the first semester of 2012-2013, Dr Glowacka is teaching the module “Management of Service Operations”.

Dr GLOWACKA Karolina Joanna
Assistant Professor
Department of Supply Chain Management

New Appointments

Name	Post
Dr Brossa Wong	Associate Dean, School of Business
Dr David Chui	Chairperson, Department of Economics and Finance
Dr S K Choy	Administration Head, Department of Mathematics and Statistics
Dr Felix Tang	Programme Co-ordinator, BBA Programme
Mr Eric Chee	Programme Director, Associate Degree Programme

(Effective from 1 September 2012 to 31 August 2013)

New Administrative Staff

Name	Post	Join Date
Ms Vivian Leung	Executive Assistant, School of Business	18 September 2012
Mr Teddy Poon	Executive Assistant, School of Business	10 October 2012
Ms Summie Wan	Executive Assistant, School of Business	19 September 2012
Ms LAI Wai Ling	Teaching Assistant, Department of Economics and Finance	15 October 2012

Departure

Name	Department
Dr Horace Ho	Senior Lecturer, Department of Accountancy
Ms Wing Lam	Executive Assistant, Department of Accountancy
Mr Coleman Cheung	Teaching Assistant, Department of Economics and Finance

Dean's Corner

◆ Public Service

- Appointed by the Hong Kong Government to be the Chairman of the Energy Advisory Committee
- Appointed as a member of the Long Term Housing Strategy Steering Committee, Hong Kong Government
- Appointed as a member of the Nursing and Midwifery Sub-Group, Strategic Review on Healthcare Manpower Planning and Professional Development, Hong Kong Government
- Advisor of the Remuneration Committee, Hong Kong Institute of Human Resources Management

◆ Service in Education Sector

- Appointed as an Adjunct Professor, International Summer Programme, Hong Kong Institute of Education
- Appointed as an External Examiner of The Open University of Hong Kong

◆ Participation in International Forum/Summit

- Attended the 2012 Chicago General Meeting of the Chartered Financial Analysts (CFA) Institute under the capacity of a trustee of the Research Foundation of CFA Institute
- Attended the 2012 Chicago Financial Literacy & Education Summit, organised by VISA and the Federal Reserve Bank at Chicago

◆ Judge / Panelist

- Expert Panelist, Open Forum on Enhancing Land Supply Strategy, Civil Engineering and Development Department, Hong Kong Government
- Panelist, SME Forum, organised by the Hong Kong Productivity Council
- Judge, SCMP/ IFPHK Financial Planner Awards 2012
- Moderator of the Business-School Partnership Programme 2012 Seminar, organised by the Hong Kong General Chamber of Commerce



Acknowledgment:

The School of Business would like to acknowledge the assistance of Dr Joel SWANN, Assistant Professor of Department of English of HSMC, in proofreading the content of Biz.