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Newsletter School of Business Hang Seng Management College

Dear Colleagues and Students,

I am pleased to present you the 3rd issue of Biz for the second semester of the 2012-13 academic year!

As you can see, our campus is expanding rapidly. New building is growing up speedily. New software and hardware will lead our students and college to a brand new teaching and learning dynasty. It is hoped that new facilities will furnish our students with a brand new learning experience.

As a business school, we aim to provide our students with an all-rounded education with the backup of advanced facilities. In the 2012-13 academic year, our School organized several activities to broaden the students' horizons. For instance, an exchange programme was launched to nurture students' global awareness. The first batch of exchange-out students were sent to Shanghai and USA respectively in the second semester of 2012-13. More excitingly, we are glad to have two friendly ladies from the Cottey College, USA to share with us their exchange experience at HSMC.

We are sure that you can't wait to know more. More information is available inside Biz.

Enjoy reading!

Professor Raymond So
Dean
School of Business

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School News



:: Internship Briefing Session 2012-13

HSMC considers internship as an effective learning channel for students to put theory into practice. In view of this, Careers Office conducted Internship Briefing Sessions for students on the 17th, 29th October and 15th November 2012. Dr Lawrence Lo, BBA Internship Programme Coordinator, gave a presentation of the BBA Internship and addressed enquiries from students.



:: Congratulations to Graduates

Congratulations! The 1st HSMC Graduation Ceremony 2012 was successfully held on the 23rd October 2012 (Friday). It was an honour to have Mrs Margaret LEUNG KO May Yee JP as the Guest of Honour for the Ceremony. Let's join hands to congratulate all graduates. On behalf of the School of Business, we wish them every success and endeavor in the future!



► Mrs Margaret LEUNG KO May Yee JP



Marketing Concentration



Banking and Finance Concentration



Accounting Concentration



BBA (Hons) in Supply Chain Management

:: Information Day 2012

More than 2,500 guests attended the Information Day on the 1st December 2012. Programme seminars and information booths were organized to introduce admission criteria, overseas exchange, internships and scholarships to guests. Student helpers addressed guests' enquires and shared campus life with students and parents.



:: Concentration Selection Forum

To enhance BBA Year 2 students' understanding of the three Concentrations: Accounting, Banking and Finance and Marketing, a Concentration Selection Forum was held to provide them with the latest information of each Concentration on the 26th April 2013. Departmental representatives introduced the academic structure, special requirements and career prospect of the three Concentrations to the students. Senior students were invited to share their learning experience in Concentration study.



Accounting Concentration
– Ms Betty Kwok



Banking and Finance Concentration
– Dr Kenneth Chung



Marketing Concentration
– Dr Haksin Chan



:: ICAC Seminars

To prepare BBA students to become ethical leaders of tomorrow, the Independent Commission Against Corruption (ICAC) delivered seminars to final year students in April and May 2013. The seminars covered the anti-corruption legislation, common corruption pitfalls at workplace and the significance of work ethics. Through the case studies on ethical decision making at work, it is believed that students would find the seminar useful in career development in the future.



:: Advanced Learning Facilities

With the launching of the new academic building Block A, two new advanced learning facilities, namely the Financial Trading Laboratory and the Wealth Management Training Centre were in service starting from September 2012.

The state-of-the-art trading laboratory provides students with hands-on trading experience through the application of Bloomberg. The trading laboratory is the first of its kind among self-financed tertiary institutions in Hong Kong.

The Wealth Management units resemble the setting of wealth management centre of private banks, providing students with a business-like environment to develop communication skills.



▲ Wealth Management Training Centre

Financial Trading Laboratory ▼▶



:: Yet Another Year for Bloomberg Assessment Test (BAT) at HSMC

This was our second year of hosting the Bloomberg assessment on site for our own HSMC students. On the 15th January 2013, over 30 Year 3 and Year 4 Banking and Finance students took the assessment in our newly built “Financial Trading Laboratory” located on the 4th floor of Block A. BAT is an assessment with a difference. Through BAT, students are not only able to assess their own areas of competencies but more strategically, potential employers are able to assess students’ performance for employment purpose. 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.

What are the areas of assessment? The assessment aims at evaluating the general knowledge of students in finance so it is not exclusively designed for finance students only. One, however, needs to have the general sense and awareness of the industry. BAT assesses 10 different areas of competencies, including Economics, Financial Statements Analysis, Corporate Valuations, Investment Banking, Financial Markets, Investment Management, Verbal Skills, Maths Skills, Analytical Reasoning and the Situational and Ethical Judgement. These will help employers to identify students with the desired mix of soft and specific knowledge for the job.

I have to say that I am pleasantly surprised with some of the students’ performance. Over the two years, we have already had 70 students’ result on the database. For the

year 3 students, they have the opportunities to take it again and hopefully onwards and upwards. I have every confidence that our students’ performance and participation will increase over time as with their knowledge and experience. So, if you are thinking about whether it is for self-development or career development but are not sure if you are good enough to attempt, please look me up for a chat! My advice is “Don’t let opportunities like this go by!” After all, it is absolutely free! You have no downside risk!

Dr David Chui

*Associate Professor and Chairperson
Department of Economics and Finance*



:: Asia Pacific Accreditation Conference 2013

To learn more about the AACSB Accreditation, the Dean and Associate Dean of the School of Business attended the Asia Pacific Accreditation Conference at the Chinese University of Hong Kong (CUHK) from 23-25 May 2013. Over 150 associates of the Business Schools or Faculties in the Asia Pacific Region participated in the annual event to explore new accreditation standards of the AACSB.

Experts in the plenary sessions provided participants with in-depth discussions on topics such as connecting business practice, insights into how to succeed in the accreditation process and issues most critical to management education in the region. The School received more information to improve the quality of current programmes and connected with business education peers from across the Asia Pacific and beyond.

For more details, please visit www.aacsb.edu.



Departmental News

Department of Accountancy



▲ HKICPA Assessment Team, Student Representatives and Graduates.

:: Re-accreditation of BBA (Hons) with Accounting Concentration

We are pleased to announce that the BBA (Hons) with Accounting Concentration has been successfully re-accredited by the Hong Kong Institute of Certified Public Accountants (HKICPA) for a 5-year period. Graduates of our programme are eligible for direct entry to the Institute's Qualification Programme (QP). The assessment team of HKICPA visited HSMC on the 30th January 2013 to meet with our programme management team, teaching staff of Department of Accountancy, student representatives and graduates. To make the event a great success, big thanks must be given to all the parties involved.



▲ HKICPA Assessment Team and HSMC Representatives

Department of Economics and Finance



This program is put together to train users for a deeper level of usage on Bloomberg terminals and therefore the group size is confined to a small number (usually less than 20 students). The program starts from basic Bloomberg navigation on each asset class such as Equity, Fixed Income, FX and Commodity to more advance areas as highlighted below:

- Getting Started on Bloomberg
- Bloomberg Data to Excel
- Bloomberg Launchpad: Make your Own Monitor
- Using Bloomberg to Create Great Charts
- Technical Studies on Bloomberg
- Bloomberg for FX Sales & Traders
- Bloomberg for Equity Portfolio Managers
- Bloomberg for Fixed Income Sales & Traders
- Cash Trading
- Bloomberg for Equity Analyst

:: Training Program on Bloomberg Application

An one-hour program lasting for 10 weeks was set up for our HSMC die-hard finance enthusiasts. Courses as such normally target young associates joining the industry and needing the learning support on the specific financial equipment for the job. This is a fabulous opportunity for this group of students to have the head start ahead of their career.



In going through the program, our students will learn and experience the different aspects of finance- and investment-related tasks.

The current group will finish the program in mid-April and another group will be planned in the last quarter of 2013.

:: Junzi Corporation Survey Award Presentation Ceremony 2012

The Hong Kong Junzi Corporation Survey Award Presentation Ceremony 2012 was successfully held on the 16th January 2013.

The awardees of the Hong Kong Junzi Corporation Survey have shouldered their corporate social responsibility and aligned their operations with high moral standards. Dr Kelvin Wong, Chairman of The Hong Kong Institute of Directors, was invited as the Chair of the Junzi Corporation Survey Advisory Committee. The judging criteria are based on the five virtues: benevolence, righteousness, propriety, wisdom and integrity. A total of 1,643 individuals participated in the survey. The 18 awardees came from six different industries, including public transportation and service, media, banking and insurance, supermarket and retail, hotel and tourism and the catering industry.

Our greatest appreciation to Prof HF Lau, colleagues of the Department of Marketing and Management, the Junzi Corporation Survey Advisory Committee, the Junzi Corporation Survey Executive Committee and the committee members of Skyline-Marketing Society for their generous support.

We hereby congratulate all awardees and hope that they can carry the spirit of Junzi forward.

For details, please refer to the website:
http://www.hsmc.edu.hk/en/media_ne_20130116.php



▲ Awarded corporate representatives, Advisory Committee and Staff of HSMC

:: Opening Ceremony of The Decision Sciences Technology (DST) Laboratory

The Decision Sciences Technology (DST) Laboratory was officially opened on the 14th March 2013. The objectives of the DST Lab are to facilitate in-class discussions and promote collaborative learning. To promote learning efficiency and familiarize students with real-life problem-solving tools, DST Lab is equipped with the latest and most popular hardware and software such as Radio Frequency Identification (RFID) technology and Enterprise Resources Planning (ERP) system, as well as a series of SCM-related software, which are commonly used by the industries. Senior management, academics and staff of the College, as well as the honorable guests from local professional associations and educational institutions shared the greatest moment at the Opening Ceremony.



Department of Marketing and Management



▲ Speech delivered by Dr Kelvin Wong



▲ Awardees of Hong Kong Junzi Corporation Survey 2012 Outstanding Surveyor: Wong Kai Cheung, BBA-2(Left) and Tam Kai Chung, Alex, BBA-2

Department of Supply Chain Management



Students' Corner

:: The 3rd SABA was founded!

The 3rd Student Association of Business Administration (SABA), HSMC Student Union, Session 2013-2014 was officially founded on the 8th March 2013. Over 20 honorable guests from the business sectors were invited to the Inauguration Ceremony. Members of the cabinet showed their great eagerness to serve and contribute to the School and BBA students. We are looking forward to seeing their effort to light up the campus life of the BBA students and help the School to build up positive image in the coming year.



:: Tips to Gain a Job in Big4

I am happy to get an offer at the PricewaterhouseCoopers Hong Kong (PwC). How can I do that? Here are my tips:

Tip 1: "Be yourself, be confident"

"Complete the application form with honesty, don't try to boast about any experiences or achievements. The contents in the application form are high likely to be revisited in the interviews and remember to support your answers with experiences."



Tip 2: "Get prepared"

"Ask your professors and classmates to give comments on your answers in the application form. You should be able to present it well during interviews. Good preparation is the key to success!"

Joseph Chan
Year 4 Accounting Student

:: Exchange Students Interview

Could you please use one word to describe how you feel about HSMC?

Interesting! Interesting professors who want us to do well in classes, and interesting friends to hang around.

As a Business student, why do you think it is important to study abroad?

As I am studying International Business Administration in the States, studying abroad gives me an international and balanced perspective of other countries.

How would you go about meeting friends in a new country?

Just a simple greeting with a big smile!

Are there any cultural differences between studying in Hong Kong and the USA?

One major difference is the test and exam schedule. We are tested more frequently and vigorously in USA. However, the bulk of information we have to memorize each time is smaller.

What is your greatest takeaway from your exchange?

My greatest takeaway must be my friendship with all the nice, warm people in HSMC. I hope that I can build a long-lasting relationship with all the people I met here.

What would you tell people about your exchange if they wanted to come here?

I would tell them that exchange is an essential part of being an IBA major. Hong Kong and HSMC is a great place to come. I like it!

Any plans upon returning to USA?

I am planning to do some internship, as the coming year will be my final year of study.

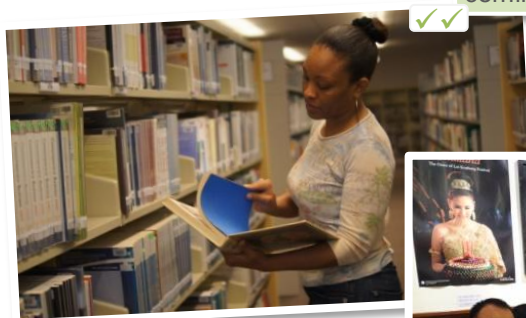
**“Interesting!
I like it.”**



Karie Nadechiah DYER

Cottey College, Missouri, USA

BA in International Business



“Unique, exciting, and it’s a blessing!”



Malysa Leanne DUNSON

Cottey College, Missouri, USA

BA in International Business



What inspired you to come to HSMC as an exchange student?

Our school encouraged us to join the exchange programme. The sharing by previous students who went to Shanghai also triggered my interest.



How is HSMC as compared to your College?

There are both similarities and differences. For similarities, the size of campus and classes for both are small. Both of them also have activities and events for students to participate in. These enable me to know and interact with lots of people. On the other side, the student hostel life is quite different. The rooms at HSMC are fairly smaller than that at Cottey, and you got to share the kitchen and bathroom with more people. The canteen in Cottey also offers a greater variety of food, making me miss American food!.



What was the hardest thing for you to adjust to?

There are more group assignments in HSMC as compared to that in Cottey. Group assignments are somehow harder for me as it requires more time management and the subjects are challenging.



What do you miss the most?

My family and my church the most. I usually send them email or skype with them.



What are your favourite courses here?

Supply Chain Relationships and Negotiation and Putonghua. They are engaging and interactive.



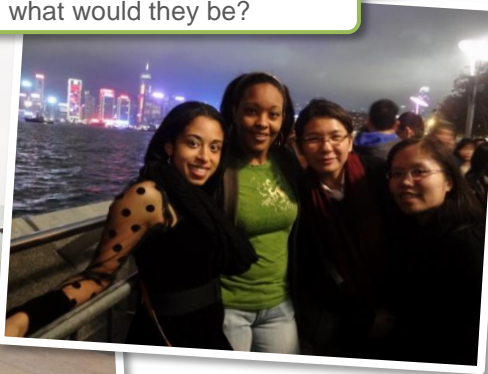
What would you like to tell students who are considering going on exchange to your home university?

It is a good experience. You will get to meet new people, work closely with professors, get involved and have the opportunity to be leaders in campus. You will also enjoy the exposure to not only American cultures, but also a myriad of cultures in our diversified campus!



If you were to sum up your experience at HSMC in just three words, what would they be?

Unique, exciting, and it's a blessing!



:: JointU eBIA

A team of five BBA students won the 4th runner-up at the Joint University Eco-Business Innovation Award 2012-13 (JointU eBIA) which was jointly organized by the HKUST, HKBU, PolyU, OpenU, CUHK and HSMC, with Agile Property as the key sponsor. The main objective of the competition is to promote increasing significance of environmental protection and eco-business.

The awardees are TONG Chin Pang Danny (BBA-2), CHAN Hiu Yan Yandy (BBA-1), CHEUNG Wing Kam (BBA -1), TSOI Siu Cheung Alex (BBA-1) and LEE Ka Chun Jeff (BBA-1). The team joined the study trip to Guangzhou from the 9th to 10th March 2013.

For details, please refer to the website:
<https://www.facebook.com/ustebia>



:: Recipients of Awards and Scholarships

The Scholarship and Academic Award Presentation Ceremony was held on the 10th April 2013 in recognition of HSMC students' excellent academic performance. Award recipients of BBA, BBA-SCM and Associate Degree Programmes are:



BBA and BBA-SCM Programmes

:: Dr Kong Footcare Limited Scholarship 2011-2012 ::
 KU Chi Wa (BBA-SCM) NG Toi Hin (BBA)

:: Main Power Electrical – Education Fund Scholarship 2011-2012 ::

BBA-SCM:

LAW King Hei William SIU Long Kin
 LIU Ka Wing SO Chi Chung
 MAK Man Sin YUEN Ki Fung

:: Lee Ting Chang Scholarship 2011-2012 ::
 CHAN Hei Tung (BBA) KWAN Lawrence (BBA)

:: The Taxation Institute of Hong Kong
 – CTA Scholarship 2011-2012 ::
 CHAN Joseph (BBA) LI Ka Ying (BBA)

:: Fuji Xerox (HK) Limited Scholarship 2011-2012 ::
 CHOW Lorrie (BBA-SCM) LUK Nga Yi Cali (BBA)

:: Hong Kong Quality Assurance Agency Business and
 Community Supporting (BCS) Fund 2011-2012 ::

BBA:

CHAN Hei Tung
 CHAN Wan Yi Kennis
 CHUNG Lai Yee
 KWAN Lawrence
 MOK Wing Yan
 WONG Cheuk Wai

BBA-SCM:

CHEUNG Siu Ming
 CHEUNG Wing Yan
 SZE Ching Yeung
 WAN Kei Suet
 YEUNG Yat Ting

Associate Degree Programme

:: AIA (Challenge District) Scholarship 2011-2012 ::
 SZE Michelle TSAI Yi Ling

:: C H Chan Scholarship 2011-2012 ::

CHAN Sin Yi SIU Iu
 CHAN Yin Shan SZE Michelle
 CHEUNG Chun TSANG Cheuk Nam
 HO Sze Man YIP Ki Kwan
 LAI Ka Ho YIU Ka Yu
 PANG Ka Yan

:: N M Ho Scholarship 2011-2012 ::

TSE Pui Kwan YUNG Wing Chiu

:: China South City Scholarship 2011-2012 ::

CHAN Sin Yi LAI Ka Ho
 CHEUNG Chun PANG Ka Yan
 HO Sze Man YIU Ka Yu

:: Dr Stephen Ho Scholarship 2011-2012 ::
 CHEUNG Sze Yeung

Staff Updates

★ Welcome on Board

Fanny joined HSMC after completing her doctoral studies in the UK. She has been working in the education sector for several years with teaching, research and administrative roles. Fanny enjoys interacting with students, which keeps her forever young. She also enjoys reading, travelling and playing badminton in her spare time.



Dr CHAN Fong Yee, Fanny
Assistant Professor
Department of Marketing
and Management

★ New Administrative Staff

- Ms Queenie Wong, Executive Assistant
- Ms Avida Ng, Executive Assistant

🍼 New Born Baby



Congratulations! Dr Yu Kwok Wai, Carisa, Assistant Professor of the Department Mathematics and Statistics, gave birth to a sweet baby girl, Fu Sui Ying on the 18th December 2012.

♥ Visiting the Elderly House

On the 25th April 2013, Teddy, Summie and Vivian, Executive Assistants joined the voluntary work to visit WWCEDHK Ng Siu Mui Home Cum Care & Attention Unit for the Elderly in Sau Kei Wan. They played games and sang traditional Chinese songs with the elderly. The visit brought a meaningful afternoon to the elderly and the HSMC volunteers.





:: Public Service

- Reappointed by the Hong Kong Government to be the Chairman of the Finance Committee of the Hong Kong Housing Authority
- Appointed by the Hong Kong Government to be a Member of the Standard Working Hours Committee
- Appointed by the Hong Kong Government to be a Member of the Expert Panel of the Tung Chung New Town Extension Study
- Appointed by the Hong Kong Government to be an Associate Member of the Central Policy Unit
- Appointed by the Hong Kong Government to be a Member of the Assessment Panel of the Public Policy Research Funding Scheme
- Appointed by the Hong Kong Government to be a Member of the Small and Medium Enterprises Committee

:: Service in Education Sector

- Appointed as an External Examiner of the Open University of Hong Kong
- Appointed as a Subject Specialist of the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ)

:: Judge / Panelist

- Expert Panelist, Open Forum on Enhancing Land Supply Strategy, Civil Engineering and Development Department, Hong Kong Government
- Moderator of CAPITAL 25th Anniversary Gala Dinner
- Panelist, Forum on 2013 Policy Address, Hong Kong Development Forum
- Panelist, Youth Summit 2012, Commission on Youth



Acknowledgement:

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School of Business
HANG SENG MANAGEMENT COLLEGE

For more information, please contact us at
biz@hsmc.edu.hk.

Hang Seng Management College
Hang Shin Link, Siu Lek Yuen,
Shatin, New Territories, Hong Kong