



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

Biz

Newsletter
Issue 4
March 2014

School of Business



New Era of the School

New Bachelor Programmes:

Management Science and Information Management
Management Analysis
Financial and Business Intelligence
Corporate Governance



Message from the Dean

Since its establishment, our College is determined to provide quality higher education to the young people. Student-centered, quality teaching and contribution to society are the core values of our teaching philosophy.

One of the most exciting developments this year is the rapid expansion in both Business School and campus site. Synergy of the two facilitates delivery of quality higher education in business and management to our students.

Looking forward, the upcoming launch of five new programmes is a testament to education of tomorrow's business leaders. With the broad scope covered by our programmes, we welcome students who want to make a difference in various business aspects.

In this issue, we highlight the events and sharing of our School. I hereby express my heartfelt gratitude to all who have contributed to the success of the College. With your collective support and involvement, our college is well-positioned to face the myriad of opportunities ahead!

Prof. Raymond SO
Dean, School of Business

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Dean's Corner



BBA PROGRAMME ORIENTATION 2013

Orientation for the BBA programme was held on the 27th August 2013. Professor Raymond So, Dean of the School of Business and BBA Programme Director extended his warm welcome to the new comers. New students were introduced to the visions of the programme, and had the opportunity to learn about what to expect over the coming four years.

Year 3 Concentration Orientations for Accounting, Banking & Finance, and Marketing were also held by respective Departments. Representatives of each Concentration provided students with the latest information of their specialties, such as programme curriculum, recognition and paper exemption from professional bodies. Senior students also shared their learning experiences and offered the new students valuable study tips.



ADVISORY COMMITTEE MEETING 2012/13

The BBA Advisory Committee Meeting 2012/13 was held on the 12th July 2013. The Chairman, Prof Danny Wong (Vice-President (Academic), The Open University of Hong Kong), Ms. Leonie Ki (Executive Director, New World Development Company Ltd) and Mr. David Mong Tak Yeung (Managing Director, Shun Hing Electronic Trading Co Ltd. (Hong Kong)) attended the meeting. Representatives of the Student Association of Business Administration (SABA, Session 2012-13) were invited to attend a sharing session with the Committee.

The agenda focused on Programme updates, Scholarship and Academic Awards, Internship, Exchange Programme and Campus Development. Representatives of SABA shared their college experience and views towards the BBA Programme and HSMC. Student Ambassadors introduced learning facilities to Members in the campus tour. Advisory Committee Members were impressed by HSMC's continued effort to provide students with a top-notch environment for education.





DEPARTMENTAL NEWS

GRADUATION CEREMONY 2013

Congratulations! The 2nd HSMC Graduation Ceremony was successfully held on the 29th November 2013. It is an honour to have Ms. Rose Lee Wai Mun as the Guest of Honour for the Ceremony. Let's join hands to congratulate the 77 BBA, 26 BBA-SCM and 94 AD graduates on their graduation. On behalf of the School of Business, we wish them every success in their future endeavours!



INFORMATION DAY 2013

The Information Day on the 7th December 2013 attracted more than a thousand prospective students and their parents. Five more new degree programmes will be offered by the School of Business in addition to the three current programmes.

Currently Available Bachelor of Business Administration (Honours)
Bachelor of Business Administration (Honours) in Supply Chain Management
Associate in Business Administration

New Degree Programmes Bachelor of Business Administration (Honours) in Corporate Governance
Bachelor of Business Administration (Honours) in Financial Analysis
Bachelor of Business Administration (Honours) in Management
Bachelor of Management Science and Information Management (Honours)
Bachelor of Science (Honours) in Data Science and Business Intelligence

Programme seminars and booths introduced the latest information of the Programmes to the guests. Academic staff members and student helpers addressed visitors' enquires with their first-hand data and experience.



DEPARTMENT OF ACCOUNTANCY

GUEST LECTURE ON TAX INVESTIGATION

Two guest lectures were organized by the Department of Accountancy on the 30th November 2013. The lectures were delivered respectively by Mr. Alex Wong, Managing Partner of C.B. Wong & Co on Tax Investigation, and Mr. William Wong, Manager of Deloitte Touche Tohmatsu on PRC VAT Reform Update. Over 100 Year 4 students from BBA in Accounting Concentration and staff from the Department of Accountancy attended the lectures. The lectures were very well-received by the attendants and the speakers' lively presentations with practical examples were highly appreciated.



COMPUTERIZED ACCOUNTING WORKSHOPS WITH KINGDEE KIS ACCOUNTING

In order to enhance students' internship skills, a series of Kingdee KIS Accounting workshops was held between October and November 2013. These workshops were organized by the Department of Accountancy and supported by Kingdee International Software Group (H.K.) Ltd.

Kingdee KIS Accounting provides one-stop business management functions, including financial accounting, purchase, sales and inventory management. Students can gain valuable knowledge and practical experience on computerized accounting with Kingdee KIS Accounting in these workshops.

20 BBA Year 3 & 4 students and 20 Associate Degree Year 2 students were invited, and 23 of them enrolled as the first cohort of students in these workshops. They were required to attend five training workshops on Saturdays and take a two-hour hands-on test. Test results of the first intake are encouraging. Every student passed and over 3/4 of them scored over 75%. The second intake will commence in February 2014.

The School of Business extends sincere gratitude to Kingdee International Software Group (H.K.) Ltd. for the donation of HK\$1.74 million worth of Kingdee K/3 enterprise resource planning (ERP) system and Kingdee KIS accounting software to HSMC for educational purposes in January 2012.

Kingdee KIS®





DEPARTMENT OF ECONOMICS AND FINANCE

E&F CALENDAR

In preparing and supporting students to develop practical understanding of the finance & securities industry, E&F Department has added events and activities to the annual calendar.

(1) Financial Trading Room Seminar Series (February 2014)

E&F Department organized a seminar series drawing industry professionals to enhance our students' awareness of the financial market activities on business relating to capital market origination, fixed income & equities (sales & trading), financial engineering, structured products, advisory service, hedge fund, proprietary trading techniques, etc. The first of the series was conducted by Dr. David Chui in late February 2014.



(2) Bloomberg Assessment Test (BAT) (13th January 2014)

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. The assessment aims at assessing the general financial knowledge of students and tests students' awareness of the industry. These will help employers identify students with the desired mix of soft and specific knowledge for the jobs.



(3) 10 Week Training Program on Bloomberg Application (from 13th February 2014)

This program aims to train students for a deeper level of usage on Bloomberg terminals which lasts 10 consecutive weeks with training held in Bloomberg's office. The coverage begins with Bloomberg 101 to more advanced areas such as Equity, Fixed Income, FX and Commodity. Typically, the training would prepare Year 3 students for the more extensive usage in Year 4 study.



HKQAA SYMPOSIUM 2013

Dr. David Chui was invited to speak at the Hong Kong Quality Assurance Agency (HKQAA) Symposium 2013 on the theme of "ESG Management - a Paradigm Shift in Business and Investment Strategies". The event was held on the 29th November 2013 and was well attended by over 700 participants from the government, industry, academia, commerce and public. Dr. Chui, in his duo capacity as an academic as well as a professional investment strategist, addressed the unorthodox question of "Social responsibility governance: is it a sustainable investment strategy for hedge fund?"



Dr. Chui explained the importance of sustainable investment and the benefit of long-term value creation based on the effective management of three forms of capital: financial, human and physical. This is the fundamental reason why investors are concerned with environmental, social, and governance (ESG) issues." He then highlighted the challenges of fundamental values versus non-traditional risk/return drivers, and conflicts of long-term ESG interests with short-term hedge fund strategies in relation to responsible investment. (More details of the symposium can be found on: http://www.hkqaa.org/en_community.php?catid=2&id=42)

DEPARTMENT OF MARKETING AND MANAGEMENT

ACADEMIC ACTIVITIES

Last November, along with the autumn breeze, the Department brought a refreshing series of academic seminars. On the 21st November 2013 Prof. Alan Tse from CUHK introduced his intriguing findings on how Chinese wisdom empowers contemporary business adaptability with his seminar— "Daoism and Complex Adaptative Systems: Lessons for Today's Managers".





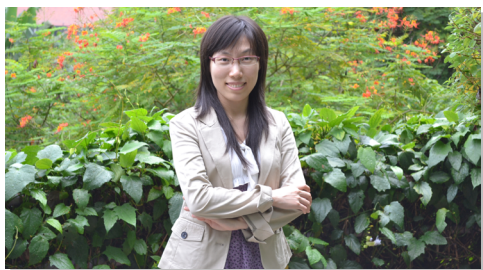
We presented two other seminars on the 7th & 14th November 2013, featuring a total of six speakers from local and adjacent universities. Each of the speakers presented their research on contemporary Marketing or Management topics. These presentations served as a platform for sharing and discussion of research ideas and insights between academics of related backgrounds.

Likewise, colleagues of our Department have shared their research in academic conferences around the world. Since last summer, they have traveled to speak to audiences in Australia, Indonesia, Mainland China, Taiwan, Turkey, the UK, and the USA. Some notable conference activities by our colleagues include:

- Academy of Marketing Conference (Dr. Fanny CHAN)
- European Marketing Academy Conference (Dr. Fanny CHAN)
- American Marketing Association Summer Educators' Conference (Dr. Haksin CHAN)
- 2013 Marketing & Public Policy Conference, American Marketing Association (Dr. Kenneth KWONG)
- 2013 Annual Meeting of the Academy of Management (Dr. Victor LAU)
- The 27th Australian and New Zealand Academy of Management Conference (Dr. Victor LAU)
- 19th International Business Research Conference (Dr. Lawrence LO)
- 2013 The Academy of Marketing Science 16th World Marketing Congress (Dr. Felix TANG)
- 4th Culture Mixing Research Conference (Dr. Dongmei LI)

BEST PAPER AWARDS

In the summer holidays of 2013, Dr. Dongmei Li, Assistant Professor of the Department of Marketing and Management, received the "Best Paper Award" in the "2013 Annual Conference of China Marketing Science Beijing", the biggest marketing conference in China. The paper was based on her dissertation on cultural politeness in marketing. One of her working papers about strong brands in international marketing also received the "Best Paper Award" in the "1st China Marketing International Conference Xuzhou".



STAFF RESEARCH SHARING

How angel investors evaluate business projects in China and Denmark

Starting a new business venture is becoming a new career choice for college graduates. However, the difficulty of obtaining adequate external capital has been recognized as a major constraint on the formation and growth of new business ventures. Besides their own money and capital from family and friends, entrepreneurs can get financial support from business angels—wealthy individuals who invest in risky new ventures. Although angel investors are supposed to make rational decisions, they are also embedded within and affected by different institutional settings. As a result, business angels in different countries may adopt different selection criteria.

We compare angel investors' selection criteria in China and Denmark from the comparative institutional perspective. Using a policy-capturing approach, we find that Chinese angels, embedded within relationship-based institutions, tend to rely more on strong ties such as family and friends on the management teams and put less emphasis on risks (as compared to Danish angels operating in more rule-based institutional contexts).

Reference: Ding, Z. J., Sun, S. L., & Au, K. Forthcoming. Angel investor's selection criteria: a comparative institutional perspective. Asia Pacific Journal of Management.



Dr. DING Zhujun, Echo
Assistant Professor

DEPARTMENT OF MATHEMATICS AND STATISTICS

LECTURE SERIES ON ACTUARIAL SCIENCE AND RISK MANAGEMENT

Department of Mathematics and Statistics were pleased to invite academic and industry speakers for our Lecture Series on Actuarial Science & Risk Management. We aimed to provide a platform for students to understand the sophisticated theory and methods of actuarial science and risk management, and hence widen their horizons in future career planning. The lecture also provided an opportunity for teaching staff to get more familiar with academic development and industry trends.

On the 31st October 2013, over 30 students and staff attended the lecture series presented by Prof. Zhou Xian from the Department of Applied Finance and Actuarial Science, Macquarie University. The lecture series discussed basic concepts and methodologies on life contingencies, survival models, Markov processes, loss models and credibility theory. In addition, the Regional Financial Actuary of Friends Provident International (UK), Ms. Cathy Lin (FSA, MAAA, FASHK, FSAS, FLOMA), visited HSMC on the 14th November 2013 to meet with our staff and students to provide an overview of the insurance market and products, as well as the career path of an actuary. We are proud to see students enthusiastically engage in the Q&A sessions and received positive feedback.



DEPARTMENT OF SUPPLY CHAIN AND MANAGEMENT

BEST PAPER AWARD

In January 2014, Dr. Shirley MC Yeung (left), faculty of the Department of Supply Chain Management received the "Best Paper Award" on "How to Make Green Service Delivery Sustainable?" International Conference on Economics Marketing Management (ICEMM), Canada from Prof. Yixun, Shi (right), faculty of the Department of Mathematics, Computer Science and Statistics, Bloomsburg University of Pennsylvania, USA. Congratulations!



STUDENT ACHIEVEMENTS



Outstanding Academic Performance 2012-2013

To recognize Associate in Business Administration Programme students' outstanding academic achievements, students who obtained a G.P.A of 3.5 or above in an academic year would be eligible for the award of the Certificate of Commendation. This honour will also be recorded in the academic transcript.

In 2012-2013, 42 AD students were granted the award. Let's extend our sincere congratulations to the students who achieved this award.

List of Awardees:

AU YEUNG Wing Tung	LAI Ka Lok	LEUNG Chit Ying	TSUI Chun Kei
CHAN Kong Yee	LAM Wing Chi	MAK Wing Han	WONG Wing Chi
CHAN Sang Po	LAU Cheuk Yiu	PANG Ka Yan	YAM Ka Yee
CHAN Yin Shan	LAU Chi Wing	SOONG Ka Chun	YAN Ka Lok
CHEUNG Chun	LAU Hiu Nam	SUM Wai Kei	YEUNG Yin
HUI Chi Yan	LAU Hiu Tung Olivia	SZE Michelle	YIP Ki Kwan
HUI Wang Nam	LAU Sum Yi	TAM Hing Pong Kelvin	YIU Ka Yu
HUI Wui Tak Rex	LAW Chun Pan	TAM Yuen Ling	YU Ho Chiu
KWOK Po Ting	LEE Chun Kit	TSANG Chit Chung	ZEE Howard
KWOK Tsz Wing	LEE Kwok Pong	TSANG Man Kin	
KWONG Tak Shun	LEE Kwok Yan	TSE Shun Dun	

Ernst & Young's Young Tax Professional of the Year 2013

With the guidance of Ms. Betty Kwok, Assistant Professor of the Department of Accountancy, a Year 4 BBA in Accounting Concentration student Luk Hiu Ying Crystal (second left) was the Top 10 finalists in the Ernst & Young's Young Tax Professional of the Year 2013.



Participating in the EY Young Tax Professional of the Year 2013 was a great experience for me. Spending time studying and discussing taxation topics which had not yet been covered in previous course work with my professor Betty Kwok, I have learnt a lot and have developed my interest in this direction. It was my pleasure to be a Top 10 Finalist in this competition. During the final round, I had the opportunity to share my view on taxation issues with the candidates from different Universities. They were all talented students who inspired me considerably. I thought it was a great challenge before, but when I got over it, I realized that it was a way of learning and growth.

LUK Hiu Ying Crystal (BBA-4)

ACCA Hong Kong Business Competition 2013

Congratulations! A group of BBA students is shortlisted into Top 20 of the ACCA Hong Kong Business Competition 2013 (Degree's category). The competition aims at equipping accounting and business degree students with basic accounting knowledge, business analytical skills and communication skills that are required by employers. We are proud of the students who have made great effort and shown their talents in the competition.



Group members include: FAN Tsz To (BBA-4), IP Ching Yin (BBA-4), WONG Hin Wai (BBA-4), TAM Wing Yan (BBA-4)

CIPS BEST STUDENT AWARDS 2013

The Chartered Institute of Purchasing & Supply (CIPS) Best Student Awards 2013 prize presentation ceremony was held on the 9th November 2013 during the CIPS Annual General Meeting. This year, all the three nominees from the Department of Supply Chain Management were presented the awards under the category of Degree Level with details as follows:



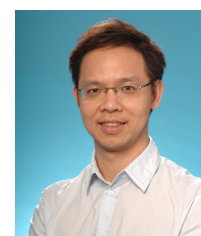
Certificate of Merit
CHENG Siu Ming Alex (SCM-3)

Certificate of Credit
WONG Tsz Hin Alex (SCM-4)
WONG Wing Pong Tom (SCM-4)

Let's join hands to show our congratulation to them!

STAFF UPDATES

WELCOME ON BOARD



Prof. TANG Man Lai
Professor and Chairperson
Department of Mathematics
and Statistics



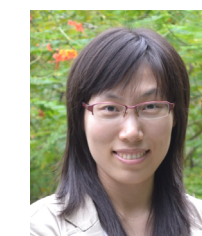
Prof. CHOW Hau Siu, Irene
Professor
Department of Marketing
and Management



Dr. DING Zhujun, Echo
Assistant Professor
Department of Marketing
and Management



Dr. KONG Hao, Kaylee
Assistant Professor
Department of Marketing
and Management



Dr. LI Dongmei
Assistant Professor
Department of Marketing
and Management



Dr. LIU Junxia, Julia
Assistant Professor
Department of Accountancy



Dr. Mo Yiu Wing, Daniel
Assistant Professor
Department of Supply
Chain and Management



Dr. SIU Yam Wing
Assistant Professor
Department of Economics
and Finance



Ms. WU Yan, Michelle
Senior Lecturer
Department of Mathematics
and Statistics



Mr. CHAN Hung Fai, Sunny
Lecturer
Department of Marketing
and Management



Dr. CHEUNG King Yin,
Tommy
Lecturer
Department of Supply
Chain and Management



Ms. CHU Ka Man, Carman
Lecturer
Department of Marketing
and Management



Ms. LEE Mui Fong, Heather
Lecturer
Department of Accountancy



Ms. PANG Chui Ling,
Josephine
Lecturer
Department of Accountancy



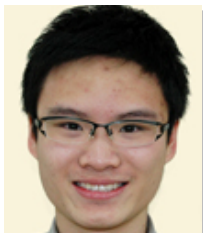
Dr. WONG Yin Cheung,
Eugene
Lecturer
Department of Supply
Chain and Management



Mr. YIM Kai Ching, Bosco
Lecturer
Department of Economics
and Finance



Dr. YU Chak Yan, Marco
Lecturer
Department of Mathematics
and Statistics



Mr. ZEL Tsz Fung, Stanley
Lecturer
Department of Mathematics
and Statistics

- New Administrative Staff**
- Ms. Wendy AU, Executive Officer, BBA-SCM Programme
 - Mr. Marcus CHAN, Executive Assistant, School of Business
 - Mr. Henri CHEN, Executive Assistant, School of Business
 - Ms. Kiki CHU, Executive Assistant, School of Business
 - Ms. Elaine MO, Teaching Assistant, Department of Mathematics and Statistics
 - Ms. Candy NG, Teaching Assistant, Department of Marketing and Management
 - Ms. Cherry WONG, Teaching Assistant, Department of Accountancy
 - Ms. Emma ZHOU, Teaching Assistant, Department of Supply Chain Management

Appointment in this Academic Year		
Ms. Joey LEE	Administration Head	Department of Accountancy
Dr. Haksin CHAN	Chairperson	Department of Marketing and Management
Mr. Alex LAU	Administration Head	Department of Marketing and Management
Prof. TANG Man Lai	Chairperson	Department of Mathematics and Statistics
Dr. Felix TANG	Deputy BBA Programme Director	BBA Programme

DEAN'S CORNER

Public Service

- Re-appointed as a Member, Vetting Committee on SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales, Hong Kong Government.
- Appointed as a Justice of the Peace, Hong Kong Government.

Service in the Education Sector

- Appointed as the Chair, Accreditation Panel, Hong Kong Baptist University.
- Appointed as an External Examiner of the Doctor of Business Administration Programme, Hong Kong Polytechnic University.
- Appointed as an External Reviewer, Research Grant of the University of Macau.
- Appointed as an External Examiner, Open University of Hong Kong.

Public Speech / Judging Panel

- Delivered a speech on "Hong Kong's Economic Trends," 2013 Hong Kong Institute of Human Resources Management Pay Trend Seminar.
- Member of the Panel of Judges, Hong Kong Institute of Human Resources Management 2013 Human Resources Excellence Awards.

Media Exposure

- Appeared in the Budget Forum organized by 5 Television Channels (TVB, ATV, NOW, CableTV and Phoenix TV).

Acknowledgement:

The School of Business would like to express our gratitude to Dr. Haksin Chan, Associate Professor and Chairperson of Department of Marketing and Management for proofreading Biz.

For more information, please contact us at
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