



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

NEWSLETTER

SCHOOL OF BUSINESS

BIZ

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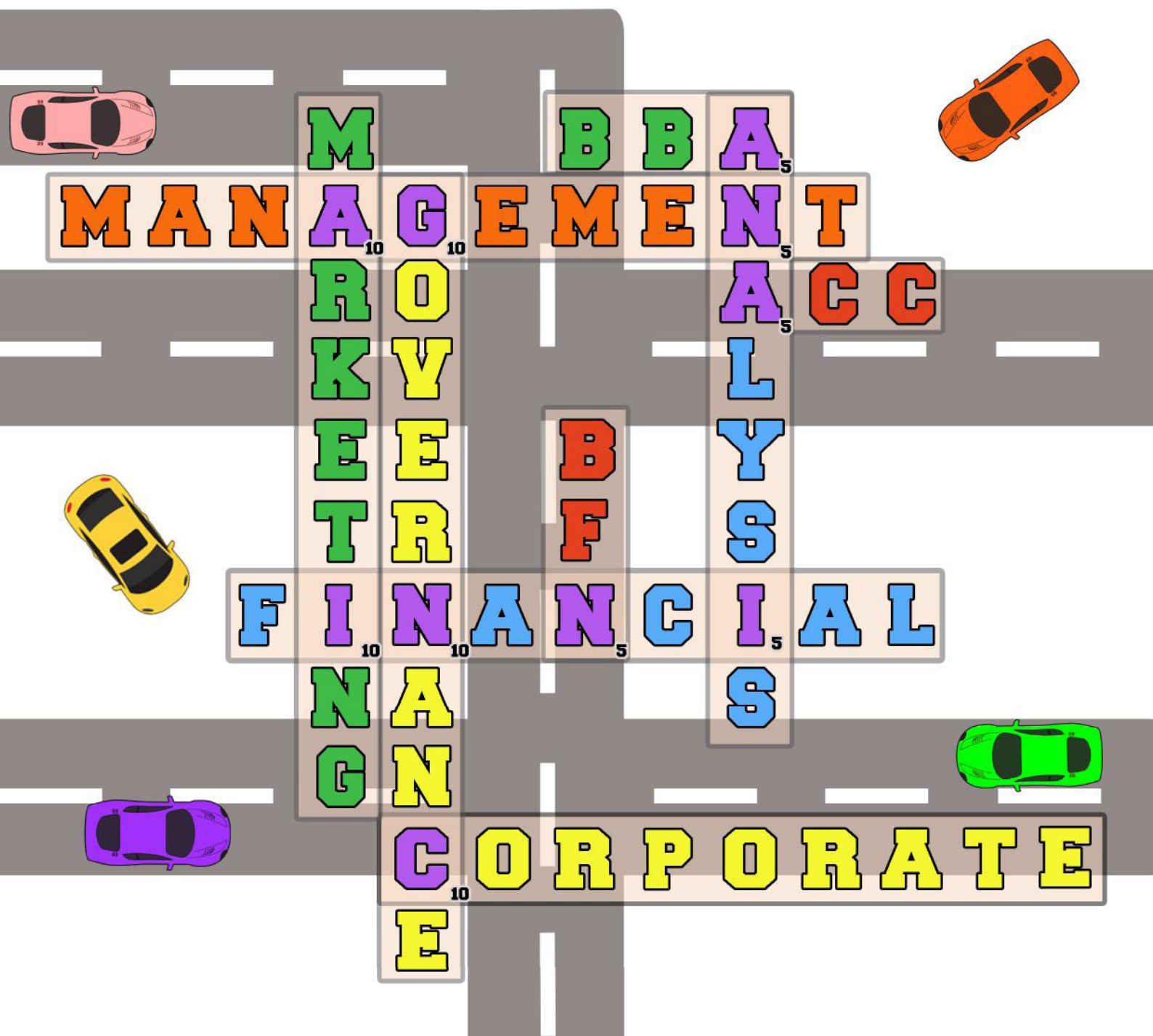


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Message from the Dean



Greetings from the School of Business!

The School of Business and the constituent departments are continuously seeking ways to integrate and diversify their academic programmes while optimising teaching and research activities. Our teaching and researching faculties are both highly accomplished as well as respected in their academic disciplines.

I am pleased to present you a few exciting updates:

- The establishment of two Departments, i.e. the Department of Management and the Department of Marketing, from the existing Department of Marketing & Management, with effect from the 2014/15 academic year;
- The establishment of a new School of Decision Sciences, from the original Departments of Mathematics & Statistics and Supply Chain Management, with effect from the 2014/15 academic year; and
- The launch of three new undergraduate programmes, i.e. BBA in Corporate Governance (BBA-CG), BBA in Financial Analysis (BBA-FA) and BBA in Management (BBA-MGT).

I hope that Biz gives you new insights into our school and the broad-based education we offer. I believe that the way we train our undergraduates - to think practically as well as theoretically - will prove to be valuable education of the future.

Professor Raymond So

SCHOOL OF BUSINESS



Distinguished Seminar - Era of RMB Internationalisation

On 23 April 2014, the School of Business is honoured to have Mr Albert Ip, Council Member, Chairman of Institutional Advancement Committee and Adjunct Professor of Lingnan University to deliver a seminar on the Era of RMB Internationalisation. Through the use of real-life cases and discussions, over 150 students gained insights and understanding on the latest trend of RMB internationalisation.

BBA PROGRAMME

Advisory Committee Lunch Meeting

The BBA Programme Advisory Committee Lunch Meeting was held on 11 July 2014 at the HSMC Campus. Prof Raymond So, Programme Director, thanked Committee Members for their continuous support to the BBA Programme. Representatives of the Student Association of Business Administration (SABA) also attended the lunch meeting.

Members were updated on the developments of the Programme, as well as student's achievements and activities. They also exchanged views on various issues such as the desirable attributes of graduates from employers' perspectives. Members highly encouraged students to participate in community services and internships as such valuable experiences will nurture their growth toward fruitful careers.



Students and Programme Management shared a great moment with Prof Danny Wong (third left, back row) and Mr Bobby Liu (second right, back row)

BBA PROGRAMME

Information Day

On 14 June 2014, an Information Day was held to provide visitors with the latest information on different academic programmes. With information booths and seminars, academic staff members and student helpers shared admission criteria as well as scholarship, internship and overseas exchange opportunities. Characteristics of different programmes (e.g. curriculum structures, career paths) were also highlighted. Visitors who joined the campus tour were impressed by the campus developments.



Internship Briefing Sessions

The Careers Office conducted two internship briefing sessions for all HSMC students on 11 & 18 September 2014. Dr Lawrence Lo, Internship Coordinator of the BBA Programme, introduced the guidelines and points to note about internships. Dr Lo also highlighted some important issues such as criteria on internship approval and fulfillment. During the briefing sessions, some senior BBA students also shared how internship experiences have inspired their mindsets and enriched their lives.



ACCOUNTANCY

BBA-CG Programme Orientation

The orientation for Year 1 students of the BBA-CG Programme was successfully held on 25 August 2014. Dr Brossa Wong, Programme Director, welcomed the new students and encouraged them to enjoy college life in the coming four years. Ms Samantha Suen, Chief Executive, The Hong Kong Institute of Chartered Secretaries, shared her valuable experiences in the company secretary profession, portraying a big picture for students' career and professional development. Students also met with the academic staff to have a wonderful lunch buffet after the orientation.



The First Departmental Cross-Border Visit

In order to enhance Accounting students' exposure to the business environment in Shenzhen, Mainland China, the Department organised the first Cross-Border Visit to Kingdee International Software Group Ltd on 22 August 2014. 25 students and 8 academic staff visited the Headquarters-cum-software park in Nanshan High-tech Industrial Park and the Shenzhen Museum of Tax History and Culture.



ACCOUNTANCY

Certificate Presentation Ceremony of Computerised Accounting Workshops with Kingdee KIS Accounting

23 Associate Degree students and BBA students of the Accounting Concentration were awarded the title of "Certified KIS Practitioner" by Kingdee International Software Group (HK) Ltd. Congratulations!

In order to enhance students' internship skills, the first series of Kingdee KIS Accounting workshops was held from October to November 2013. These workshops were organised by the Department of Accountancy and supported by Kingdee International Software Group (HK) Ltd.

12 BBA Year 3 & Year 4 students and 11 Associate Degree Year 2 students 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. All students passed the hands-on test and they are qualified as Kingdee Certified KIS Practitioners.



A certificate presentation ceremony was held on 3 May 2014 at HSMC. It was our pleasure to have President Simon Ho present certificates of attendance to workshop participants, and to have Mr Michael Ma, General Manager of Kingdee, Asia Pacific & Hong Kong, present certificates of Kingdee Certified KIS Practitioner to those who passed the hands-on test.

Also in attendance was Dean Raymond So, who delivered a welcome speech. Mr Edward Lau, Deputy GM of Kingdee, Asia Pacific & Hong Kong, and Mr Bill Ng, Marketing and Channel Manager of Kingdee, Asia Pacific, presented news of Kingdee and updates of Kingdee KIS Accounting System. We would also like to express our sincere appreciation to the honourable guests who attended the ceremony.

Kingdee's Authorised Training Centre

In January 2012, Kingdee International Software Group (H.K.) Ltd donated a HK\$1.74 worth of system tools to HSMC for education purposes. These include the Kingdee K/3 Enterprise Resource Planning (ERP) System and Kingdee KIS Accounting System.

Because of our support in developing the Kingdee K/3 EPR System and Kingdee KIS Accounting System Training Workshops. HSMC is recognised as one of the "Authorised Training Centres" with effect from 3 May 2014 to 2 May 2015.



ECONOMICS & FINANCE

BBA-FA Programme Orientation

The BBA-FA Programme Orientation was successfully held on 25 August 2014. Dr David Chui, Programme Director, officiated the event with a warm welcome and introduced the programme curriculum cum uniqueness, while other academic staff enlightened students on programme challenges, external environment, and psychological readiness for a new life stage. One highlight was the impressive personal sharing and musical performance by Mr Mason Ma, who inspired students to embrace challenges positively in future endeavors. The orientation ended with a hands-on game which provided a holistic perspective on the vital skills of a financial analyst. Students also got a charge out of the Bloomberg Terminals in the Financial Trading Room. Looking ahead, we hereby wish a fruitful and fulfilling college life to all our students!



ECONOMICS & FINANCE

CFA University Recognition Programme and Scholarships

After several rounds of rigorous curriculum verification, we are pleased to announce that both the BBA - Banking & Finance Concentration and BBA - Financial Analysis Programmes have been approved under the CFA University Recognition Programme.

Only universities and colleges that incorporate a significant percentage of the CFA Programme Candidate Body of Knowledge (CBOK), including the CFA Institute Code of Ethics and Standards of Professional Conduct, into their degree programmes are recognised. The recognition signifies that our Degree Programmes provide students with a solid grounding in practical investment education which enhances students' preparation to sit for the CFA examinations upon graduation.

5 CFA Access Scholarships have been granted to HSMC students to waive the CFA Programme enrolment fee and reduce the examination registration fee. You can be the next scholarship holder too!

For details, please visit

http://www.cfainstitute.org/community/university/pages/recognition_program_for_universities.aspx

Professional Body Group (PBG) and CFA Talk

In September 2014, a Professional Body Group (PBG) has been formed which aims to strengthen the connection between the Department and industry professionals. Through conducting talks, speeches or seminars, it is believed that students can benefit from the insights of market experts in various disciplines. Students can also learn more about the current career environment and enhance their network with market participants.

As the first event, we are very pleased to have the officials from the Chartered Financial Analyst (CFA) Institute give a presentation on financial market integrity and job outlook/career trends in the financial industry for our students on 6 November 2014. Please mark your diary and details of the CFA Talk will come soon!



MARKETING

Conferences & Seminars

In the summer of 2014, members of the Department shared their research findings at major conferences in Asia, Europe, and North America.



Dr Haksin Chan at the American Marketing Association's Summer Conference in San Francisco, United States.

Dr Fanny Chan at the Global Marketing Conference in Singapore.



Dr Felix Tang at the AIB Conference in Vancouver, Canada.

Dr Dongmei Li at the Congress of the International Association for Cross-Cultural Psychology in France.



Dr Haksin Chan delivered a keynote speech at the Strategy Day of Pricerite Stores on 17 September 2014 in Hong Kong.

MARKETING

Lecture Series

In the spring semester of 2014, renowned Marketing and Management scholars from local and overseas universities led research seminars at HSMC. On 3 April, Prof John Leung, EMBA Director, City University of Hong Kong, presented a new approach to creating delightful service experience. On 6 June, Prof K Praveen Parboteeah, DBA Director, University of Wisconsin-Whitewater, USA, led a seminar titled "Culture: Crafting and Addressing Research Questions."



Prof Parboteeah receiving a gift from Dr Haksin Chan and mingling with members of the Departments of Marketing and Management



Orientation Gathering



On 25 August 2014, an Orientation Gathering was held to welcome the new students of the Marketing Concentration. Academic staff explained the recommended study plan and briefly introduced upper-level Marketing modules to the students. Dr Fanny Chan and Dr Lawrence Lo also gave students a quiz on marketing knowledge. Students received prizes for correctly answering the questions and enjoyed the gathering much!



MANAGEMENT

BBA-MGT Programme Orientation

The BBA-MGT Programme Orientation was successfully held on 25 August 2014. Prof Irene Chow, Programme Director, gave a welcome speech and introduced the programme curriculum to the freshmen. She encouraged students to enjoy their studies and actively participate not only in the college activities, but also in various enhancement activities held by the Department like the Elite Network Mentorship Scheme.

As it was the first time for the freshmen to make new friends, they were all chatting delightedly each other during the ice-breaking session. We wish the freshmen a wonderful campus life at HSMC!



MANAGEMENT

Elite Network Mentorship Scheme



A High quality social network is the cornerstone of personal growth and success. By linking up the alumni of Hang Seng School of Commerce (HSSC) and Hang Seng Management College (HSMC) with BBA-MGT students, we hope our students will cultivate effective contacts with the social elites. We are pleased that the first gathering of the Elite Network Mentorship Scheme (ENMS) was successfully held on 6 September 2014.

HSSC was renowned for students' splendid results at public examinations. Furthermore, the alumni are now either studying at top universities or playing a crucial role in the workplace. We are so grateful that almost 40 alumni are joining the ENMS as mentors to share their thoughts and tips on studying and working with our BBA-MGT students.



The gathering was full of laughter and applause, and smiles spread across their faces. The venue echoed with cheers. Mentors and mentees were grouped by drawing lots. Our students were required to introduce their mentors right after they got a preliminary understanding of them. Through their presentations, BBA-MGT students appeared to be favourably impressed by their elite alumni!

The ENMS is an innovative idea initiated by the BBA-MGT programme. We hope that the ENMS will be enlarged and enriched year by year, and will become a genuine and strong elite social circle in the future.



ASSOCIATE DEGREE PROGRAMME

Outstanding Academic Performance 2013-2014

To recognise Associate Degree (AD) students' outstanding academic achievements, those who achieve a GPA of 3.5 or above in an academic year would be eligible for the award of a Certificate of Commendation. This honour will also be recorded in the academic transcript.

In 2013-2014, 57 AD students were granted the award. Let's extend our sincere congratulations to the students who received this award.

List of Awardees:

Au Yeung Ho Yin	Hui Chi Yan	Lau Hiu Wun	Leung Ka Yan	Wong Cho Yi
Au Yeung Wing Tung	Hui Wang Nam	Lau Sum Yi	Leung Tsz Wai	Wong Ka Hung
Chan Hiu Man	Hui Wui Tak Rex	Lau Yan Chi	Li Lok Sum Joyce	Wong Wing Chi
Chan Kong Yee	Kwan Ho Tin	Law Chun Pan	Man Chun Wai	Yam Ka Yee
Chan Sang Po	Kwok Po Ting	Law Ka Wai	Mok Hoi Yuet	Yan Ka Lok
Chan Tai Man	Kwok Tsz Wing	Lee Chun Kit	Shek Hoi Yiu	Yeung Kit Yee
Cheung Ho Yin	Kwong Tak Shun	Lee Kwok Pong	Sum Wai Kei	Yeung Yin
Cheung Hoi Ting	Lai Wai Hin	Lee Kwok Yan	Tam Yuen Ling	Yiu Hing Ching
Choi Yuen Ting	Lam Ting Hon	Lee Yun Hing	Tsang Chit Chung	Yu Ho Chiu
Chow Ka Man	Lam Tsz Lok	Leong Cho Yan	Tse Shun Dun	
Chung Tsz Yan	Lau Chi Wing	Leung Chit Ying	Tso Yan Yan	
Ho Wai Hung	Lau Hiu Tung Olivia	Leung Ka Hei	Wong Cho Yan	

BBA PROGRAMME

CPA Australia Outstanding Student of the Year 2014



Eric received the certificate at the Award Presentation Ceremony on 29 August 2014

In order to give undergraduate accounting students in Hong Kong the opportunity to learn the skills for building an ultra-successful career in accounting, CPA Australia offered 10 students the award of CPA Australia Outstanding Student of the Year 2014.

A year 3 accounting student, Mr Lin Rongwei, Eric, was awarded the CPA Australia Outstanding Student of the Year 2014.

The CPA Australia Outstanding Student of the Year Award consisted of the following prizes:

- CPA Australia Scholarship with the waivers of
- i) Application Fee (AUD145);
- ii) Half-year membership fee (AUD136); and
- iii) Exam fee of one subject (AUD900) in CPA Programme (professional level).

Congratulations!

YDC E-Challenge 2014



Congratulations! Among the 125 participating teams nominated from local tertiary institutes, the team "Onepoint" that consists of two HSMC BBA graduates (namely Mr Tse Chun Yin and Mr Tsang Kei Yin) emerged victorious. They won at least the third prize in each of the three major award categories:

- 1) YDC E-Challenge 2014 – 1st Runner-up
- 2) HKSTPC Technopreneur Award – Silver Award
- 3) Best Visual Presentation Award – Champion

The YDC E-CHALLENGE is the most prestigious young entrepreneur competition in Asia for students to showcase their entrepreneurial flair. To grasp this opportunity, Mr Tse Chun Yin and Mr Tsang Kei Yin demonstrated great effort and creativity in the competition and ended up being the only team that received three major awards. In addition, the team will be invited to attend a showcase in InnoCarnival 2014 organised by the Innovation and Technology Commission in November 2014, to present their business plan and winning designs to the general public in the Science Park.

We are proud of the students' excellent performance in the competition. We wish them the best as they embark on their entrepreneurship journey.

For details, please visit
<https://ec.ydc.org.hk/home.aspx>

HKICPA Scholarship

The QP Award Presentation was held on 20 September 2014. Congratulations to three BBA students with the Accounting Concentration who were awarded the following scholarships from the HKICPA:

1. Ms Luk Hiu Ying, Crystal (graduate of 2014) - QP Scholarship
2. Mr Kan Tsz Wa (Year 4) - HKICPA Scholarship
3. Mr Lo Kwok Tung (Year 4) - HKICPA Scholarship



New Staff Appointments

ACCOUNTANCY



Dr Vera LI
Assistant Professor

Dr Li obtained her Bachelor of Business (Accounting) degree from University of New England, and MSc and PhD degrees from Queensland University of Technology in Australia. Prior to joining the College, she worked as a Lecturer in the School of Accounting and Finance at Hong Kong Polytechnic University for 15 years, teaching various subjects at the undergraduate and master's levels.



Dr YAO Yiwei
Assistant Professor

Dr YAO obtained her PhD degree from the Department of Accountancy, The City University of Hong Kong in 2009. After graduation, she worked in the School of Accounting and Finance, The Hong Kong Polytechnic University for five years until the end of June 2014, teaching different accounting courses at undergraduate and postgraduate levels. Dr Yao is an active researcher, having several papers published in accounting journals.



Dr LEI Hona Wena, Lawrence
Assistant Professor

Dr Lei obtained his Bachelor's Degree in Accounting from the University of Southern California (USC) in Los Angeles, Master's Degree and PhD Degree in Accountancy in two well-known universities in Hong Kong. Before joining HSMC, Dr Lei has worked as a Income Controller Auditor, a Senior Auditor and an Analyst, He has accumulated broad experience in the audit and tax area. Dr Lei is now working on two research projects with his colleagues in the Department, they focus on analysing individual taxpayers' ethical belief and tax compliance behaviour in China.



Mr LEUNG Chi Kin, Tommy
Lecturer

Mr Leung is very excited to become a member of the HSMC which is a young and vibrant institute he appreciates. He obtained his first degree in engineering from The Hong Kong University and master's degree in accountancy from The Hong Kong Polytechnic University. Before joining HSMC, he had teaching experience in other local tertiary institutes and several years of industrial experience in one of the Big Four CPA firms, in which he served several important industrial sector clients including IPO engagements. He is fond of playing badminton and table tennis.

ECONOMICS & FINANCE



Dr Nigel Philip WILKINS
Assistant Professor



Mr Alex Yong Yang SU
Lecturer

For respective biography, please visit website of the departments at
<http://www.hsmc.edu.hk/index.php/component/departments/component/departments/?dep=bus&sid=1>

MARKETING



Dr KWOK Wai Yee, Susanna
Assistant Professor

Dean's Corner

Public Service

- Appointment to the Panel of Arbitrators, HKSAR

Service in the Education Sector

- External Examiner of the PhD Programme, The Hong Kong Baptist University
- External Examiner of the Finance Subject, The Open University of Hong Kong

Public Speeches/Judging Panels

- Judge, FIFA Fever financial literacy program, VISA and St James' Settlement
- Panel Member, FINet Hong Kong top 100 stocks Award
- Panel Expert, Public Engagement of Tung Chung New Town Extension Study, HKSAR
- Panelist, Hong Kong Public Space Symposium - "Housing Our Public Space", The Hong Kong Public Space Initiative
- Keynote Speaker, 2014 Hong Kong Institute of Engineers Environmental Division Annual Seminar, The Hong Kong Institute of Engineers
- Panel Speaker, Seminar on Implications of Future Development in Lantau Island, Hong Kong's Competitiveness and Connectivity, The Chartered Institute of Logistics & Transport in Hong Kong
- Panel Speaker, Redefining Hong Kong Debate Series - Housing Policy, The South China Morning Post
- Panel Speaker, Forum on Hong Kong's Future Energy Mix, The Business and Professional Alliance for Hong Kong
- Panel Speaker, Seminar on Roadmap for Public Finance of Hong Kong, The Office of the Hon Kenneth Leung, LegCo Councilor
- Speaker, Information Expo on Multiple Pathways 2014, The Federation for Self-financing Tertiary Education