



HSMC REVIEW

2010 - 2012



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE







The background of the page is a vibrant, high-resolution photograph of green leaves and branches, likely from a tree, creating a natural and fresh aesthetic. The foliage is dense and fills the entire frame, with varying shades of green and some sunlight filtering through the leaves.

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Message from the Chairman Board of Governors

With initial funding from Hang Seng Bank, the S H Ho Foundation and several Hang Seng Bank Directors, Hang Seng School of Commerce (HSSC) was founded 30 years ago with the vision to offer young people upward migration opportunities through high-quality education. Despite its short history, the school is renowned for academic excellence.

To support the Government's new 3+3+4 education system, the Board and school management decided in 2008 to build a self-financed management university where students can develop intellectually and better prepare themselves to serve the community. Despite the many challenges, with careful planning and perseverance, I am pleased to report that Hang Seng Management College (HSMC), which was set up in March 2010, has now established strong roots for future growth. Both the quality of our education facilities and student intake have surpassed our targets for 2012. There is still plenty of room for HSMC to improve, but we are looking ahead with confidence and determination to achieve long-term success. Carrying on the same tradition as HSSC, HSMC aims to develop into a leader among private post-secondary institutions in Hong Kong.

HSMC is young and vibrant. We have recruited a team of prominent academics and dedicated support staff. Our new academic block has been completed and is put into use this academic year. Other academic and hostel facilities will be completed in phases and made available to students.

Our achievements to date would not have been possible without the dedicated efforts of all members of the HSMC family. I take this opportunity to express my gratitude to all academic staff and other College employees, as well as all Governors and lay members of the College Council for their tremendous support and contributions.

Mrs Margaret Leung Ko May Yee SBS, JP
Chairman
Board of Governors



Message from the President (2010-2012)

Our founding experience

Hang Seng Management College (HSMC) was founded by the Hang Seng School of Commerce (HSSC) in 2010 as a degree granting institution registered under Cap 320, to support the development of Hong Kong as a regional education hub and in response to the Chief Executive's Policy Address in 2009 of developing self-financing higher education.

The founding years of the College have been both dynamic and challenging. While contemplating the important events of HSMC, my first thoughts undoubtedly rest on the benevolent and gracious acts of Dr S H Ho and several Hang Seng Bank Directors who founded HSSC, which also laid the foundation for the establishment of HSMC. Their philanthropic act of providing free post-secondary education in the 1980s has helped many young people change their lives and create their own future.

Over the past three decades, HSSC has been a model of pedagogical excellence in business education at A-level and post-secondary levels. Building on the strong foundation, HSMC aspires to become a leading private management university. We are committed to providing quality education to nurture students to become responsible citizens, competent and forward-looking business leaders who are capable of meeting new challenges in the globalised economy and in the future.

Our programmes

It was encouraging that the first student intake (2010/11) exceeded our target by 30% when the College was established in 2010. However, the quality of our students in no way subsided due to the increased student intake. Around 38% of our Year 1 students who sat for the Hong Kong Advanced Level Examination attained a score of at least one Grade C or above in the examination. With the double-cohort year in 2012/13, the College is well-prepared in terms of resources, programme and campus development to meet the target new intake and face the challenges ahead.

Currently, five degree programmes and an associate degree programme, with a strong focus in business and management and supported by the General Education curriculum, are on offer. The Bachelor of Arts in English (Honours) Programme was newly launched in September 2012.

HSMC's degree and associate degree programmes are designed with a vision of the future in mind. In the 21st century, the growing attention to business ethics has brought a new spiritual paradigm to business and business education. At HSMC, we emphasise whole-person development and incorporate ethical values in our curriculum.

Our academics teach with a passion, instill inquisitiveness and a thirst for knowledge in students; whereas our students learn to excel and put business ethics into their future profession.

Campus development

While HSMC is embarking on being a quality management university, we are also placing a strategic focus on transforming the education landscape of the College through the campus development plan. We aim at expanding our campus from the present site with a gross floor area of 18,000 m² to 80,000 m² to accommodate 8,000 students by 2019. We are also building a green campus which not only meets the academic needs of staff and students, but also contributes to conserving the environment for future generations.

One of the landmark achievements in the past two years was the construction of a new 5-storey Academic Building which was opened in September 2012 accommodating a total of 1,500 students. Our students are now enjoying new and modern facilities such as the Library of 4,000 m², Trading Floor, Wealth Management Training Centre, Chinese and English Language Centres, Translation and Interpretation Laboratory, and a Conference Hall of United Nations standard.

We also aim that by the third quarter of 2013, the Student Amenities Centre will be ready to serve our students and staff. The Amenities Centre mainly comprises a 6-lane indoor swimming pool, a multi-purpose Sports Hall, rooms for student associations and a 2-level canteen. In August 2012, piling foundation work was completed and excavation works also commenced.

Concluding remark

The above accomplishments would not have been possible without the support of a committed and professional team. I would like to thank the Government, in particular the Education Bureau, Lands Department and Sha Tin District Council for the support and advice they have given. I am also grateful to the Board of Governors and the College Council for their guidance. Last but not least, my gratitude to all our stakeholders, staff, students and the local community of Siu Lek Yuen for their contribution and commitment. All of you are contributors to our success. Together we shall serve the future generations of Hong Kong, China and the world at large.

Dr H S Chui JP

President (2010-2012)

(President Emeritus since 1 January 2013)

A Touch of Class

HSMC is entering into its third year of operation. Now it is an opportune time to take stock of what we have accomplished. From all angles we have fulfilled what we have set out to do — we are well on our way to becoming the leader among self-financed tertiary institutions in Hong Kong, and with many new programmes in the offing, we are also prepared to take the leap to acquire university status.

There are goals we have to attain in order to be a first-rate private management university, some of which are in our future plans and others are on their way to become reality. At this moment I have two specific goals in mind.

First, internationalisation. In recruitment, we want to go international. From 2012 onwards, the majority of our academic vacancies are to be filled through global recruitment. We have signed or about to sign agreements with Chinese and overseas institutions for student exchange programmes, and later we also plan faculty exchanges with them. A Fulbright Scholars Scheme is also in the works. Hopefully on our campus we will see faces of different races and colours and hear different languages spoken. A university, besides a bastion of knowledge and learning, is a place where differences can co-exist and diverse cultures interact.

Second, internship. HSMC's programmes are management-centric. Practical experiences are thus of paramount importance in educating

our students. With our many contacts with the industries, we are well placed to solicit and provide internships for our students, to familiarise them with real-world experiences and make them ready for the work place. I also hope that with the expertise of our staff, we can manage and work on projects for outside companies, thus providing in-house internships for our students, making internship an organic part of our curriculum.

These and other goals are geared towards establishing the uniqueness of HSMC. We can only be successful in the context of private higher education by doing things others cannot do or are unwilling to do. Of course, all is for the benefits of our students.

Entering our third year, we are embarking on the road to consolidating our successes of the past two years. With the completion of the new Academic Building and improvement in the College's infrastructure in the next few years, we will soon witness the arrival on the scene of a HSMC we are all proud of. The past two years have proved that we are a class act.

Professor Gilbert C F Fong

Provost

(Acting President since 1 January 2013)



Message from the Provost

“Everybody needs a dream, and everyone is the architect of one’s own dream.”

“Be a supporting actor first, and then become the main character; that depends on how we play each act of our life.”

The above are worldwide phenomena which can be applied to our students, our college and our society. The dream of the College is to become a leading private management university in Hong Kong. In the past two years, the College has been paving way to realise this dream — the development of quality programmes, the ensemble of a team of prominent academic staff, and the provision of a modern campus with state-of-the-art teaching and learning facilities. The construction of the new Academic Building in August 2012 has marked a milestone in our campus development; and we have several milestones ahead — the Student Amenities Centre, the Academic and Administrative Building, the Student Hostels and, subject to financial funding, the revitalisation of the parent building. By 2019, we aim to have a new campus of 80,000 m² which will provide a dynamic environment for collaborative learning, multi-disciplinary activities and all-round development for students. This is the dream of HSMC which we endeavour to pursue. Dear students, what are your dreams? Be confident, work hard and go for it! You will become a main character on stage one day.

I have a personal touch of a dream in the HSMC campus development project. While the world is not yet ready to adopt bamboo as construction material, it is certainly ready for organisations, institutions and homes to kick off the first step, to make the best use of bamboo

as a sustainable and eco-friendly source of material in their daily lives. This dream of mine is likely to be realised in the near future.

In Chinese culture, bamboo, together with orchid, chrysanthemum, plum blossom form the “Four Chinese Gentlemen”. Bamboo combines upright integrity with resilience, and has the perfect balance of grace and strength. It has a hollow trunk and produces neither flowers nor fruit which personifies humility and simplicity. It can also lower carbon emission and produce oxygen which is really environmentally-friendly. I am glad that our College has integrated the use of bamboo into our campus. We have some growing bamboo at the main entrance and some finished bamboo as our furniture. Physically, I hope our students will learn and enjoy studying in an environmentally-friendly surrounding. Spiritually, I hope our students will be as upright, graceful, humble and simple as bamboo is.

The College has set a strategic blueprint on campus development. With the support of the Board of Governors, I look forward to providing a strong academic hub for our staff and students for knowledge-exploration and dynamic professional exchanges. The campus belongs to our students whom, I hope, will in return pay tribute to the College by serving our community. Architecture is a mere process of integration, to augment the development of humankind in the face of time and space.

Mr Martin Tam Tin Fong

Chairman

Steering Committee on Campus Expansion



Message from the Chairman Steering Committee on Campus Expansion

A close-up photograph of green grass blades, some in sharp focus and others blurred, creating a natural, textured background. The grass is vibrant green and occupies the entire frame.

VISION AND MISSION

Our vision: To be a leading private management university.

Our mission: To provide high-quality degree programmes in business and management and to develop caring, capable, creative and conscientious individuals who, in their pursuit of excellence in life and work, strive for the common good of Hong Kong and the world community.





GOVERNANCE AND ADMINISTRATION

Board of Governors

(As at 31 August 2012)

Chairman

Mrs Margaret LEUNG KO May Yee SBS, JP
梁高美懿女士 SBS, JP
Former Vice-Chairman and Chief Executive, Hang Seng Bank

Members

Mr Nixon CHAN Lik Sang
陳力生先生
Head of Retail Banking and Wealth Management,
Hang Seng Bank

Mr Patrick CHAN Kwok Wai
陳國威先生
Executive Director and Chief Financial Officer,
Sun Hung Kai Properties Limited

Dr Moses CHENG Mo Chi GBS, OBE, JP
鄭慕智博士 GBS, OBE, JP
Senior Partner,
Messrs P C Woo & Co, Solicitors and Notaries

Dr HO Tzu Leung
何子樑醫生
Director, The S H Ho Foundation Limited
Director, Bethlehem Management Limited

Mr Roger LUK Koon Hoo BBS, JP
陸觀豪先生 BBS, JP
Former Managing Director and Deputy Chief Executive,
Hang Seng Bank

Mr Martin TAM Tin Fong
譚天放先生
Founder & CEO, Able Mart Limited
FHKIA, Registered Architect
Former Executive Director,
Sun Hung Kai Properties (China) Limited

Prof Richard WONG Yue Chim SBS, JP
王于漸教授 SBS, JP
Professor of Economics,
Philip Wong Kennedy Wong Professor in Political Economy,
School of Economics and Finance,
The University of Hong Kong

Mr Silas YANG Siu Shun
楊紹信先生
Asia Pacific Chairman, PricewaterhouseCoopers

Mrs Patricia WONG LAM Sze Wan
黃林詩韻女士
Chairman, Sotheby's Asia

A vote of thanks to the following former members:

Mr Samuel LAM Shau Tong
林秀棠先生
Son of the late Mr Lam Bing Yim (one of the founders of
Hang Seng Bank)

Mr William LEUNG Wing Cheung BBS, JP
梁永祥先生 BBS, JP
Executive Director & Chief Executive Officer,
Sun Hung Kai Financial Limited



College Council

(As at 31 August 2012)

Chairman

Mrs Margaret LEUNG KO May Yee SBS, JP
梁高美懿女士 SBS, JP
Former Vice-Chairman and Chief Executive, Hang Seng Bank

Members

Mr Nixon CHAN Lik Sang
陳力生先生
Head of Retail Banking and Wealth Management,
Hang Seng Bank

Prof Andrew CHAN Chi Fai SBS, JP
陳志輝教授 SBS, JP
Head, Shaw College and Director, EMBA Program,
The Chinese University of Hong Kong

Prof CHAN Tsang Sing BBS
陳增聲教授 BBS
Associate Vice-President (Academic Quality Assurance),
Lingnan University

Mr CHENG Kam Por
鄭錦波先生
Sole Proprietor,
K P Cheng & Co, Certified Public Accountants

Miss TONG Hing Min
唐慶綿女士

Dr CHUI Hong Sheung JP
崔康常博士 JP
President, Hang Seng Management College

Dr Brossa WONG Yeuk Ha
黃若霞博士
Associate Professor of School of Business,
Hang Seng Management College

Mrs Louise LAM
林周露兒女士
Head of Human Resources, Hang Seng Bank

A vote of thanks to the following former member:

Ms Elisa AU Chui Wa
區翠華女士
Former Vice-President (Administration),
Hang Seng Management College

College Officers

(As at 31 August 2012)

President

Dr CHUI Hong Sheung JP
崔康常博士 JP

Provost**Dean of School of Translation**

Prof Gilbert C F FONG
方梓勳教授

Vice-President (Academic and Research)

Prof LEE Tien Sheng
李天生教授

**Vice-President
(Organisational Development)**

Dr Karen K S CHAN
陳羅潔湘博士

**Associate Vice-President (Public Relations)
Dean of School of Communication**

Prof Scarlet H TSO
曹虹教授

Associate Vice-President (Development)

Prof WONG Po Choi
黃寶財教授

Dean of School of Business

Prof Raymond W M SO
蘇偉文教授

Dean of School of Humanities

Prof Thomas Y T LUK
陸潤棠教授

Director of Finance

Ms Alice N L WONG
黃雅麗女士

Director of Student Affairs

Ms Linda M L NG
伍美莉女士

Librarian

Ms Sandy M S WONG
黃美珊女士

Registrar

Mr Cornelius C K MAN
萬志光先生



Milestones



1979

- The Siu Lek Yuen site of 15,000 m² was granted by the Hong Kong Government for building the Hang Seng School of Commerce.
- Foundation stone laying ceremony was held at the site of Hang Seng School of Commerce.

1980

- The Hang Seng School of Commerce was founded with funding from Hang Seng Bank, the S H Ho Foundation and several Directors of Hang Seng Bank.
- Diploma in Business Studies Programme (full-time) was launched.



1981

- Opening ceremony of the Hang Seng School of Commerce was officiated by His Excellency the Governor, Sir Murray MacLehose.



1990

- The 10th anniversary celebration was officiated by his Excellency the Governor, Sir David Wilson.

1991

- A-level matriculation course was launched.



1992

- The Hang Seng School of Commerce received DSS subsidy from the Education Department.

2001

- Certificate of Merit of the "Outstanding School Awards" in the domain of Management and Organisation was awarded to HSSC by the Quality Education Fund.





2003

- Associate in Business Administration Programme was launched.

2005

- Pre-Associate in Business Administration Programme was launched.



2008

- New building Block N was completed.



2010

- Hang Seng Management College was established and registered under the Post Secondary Colleges Ordinance (Cap 320).
- Opening ceremony of Hang Seng Management College was officiated by the Chief Executive, the Honourable Donald Tsang GBM.
- Degree programmes were launched: Bachelor of Business Administration (Honours), Bachelor of Business Administration (Honours) in Supply Chain Management and Bachelor of Translation with Business (Honours).



2011

- Bachelor of Journalism and Communication (Honours) Programme was launched.

2012

- Bachelor of Arts in English (Honours) Programme was launched.
- The new Academic Building at Site A was opened.



ACADEMIC PROGRAMMES

HSMC pledges to be a leading private management university in Hong Kong. The College now offers five degree programmes and one associate degree programme. By 2014, five new programmes will be launched. More are being planned in the near future.



Bachelor of Business Administration (Honours)

The Bachelor of Business Administration (BBA) Programme is up-to-date and carefully designed to equip students for working in the business world. It focuses not just on theories but also practices in the market. We have built a strong corporate network in Hong Kong to provide internship opportunities so that students will gain valuable practical work experience before graduation.

Bachelor of Business Administration (Honours) in Supply Chain Management

Supply Chain Management is vital to all industries, yet very few local universities are offering related programmes at present. Graduates of the BBA in Supply Chain Management (SMC) Programme are trained to master the knowledge of business operations. They will become the driving force to support the operations of the industrial sector as well as the logistics management of import, export and servicing sectors.





Bachelor of Arts in English (Honours)

(From September 2012)

The Bachelor of Arts in English (BA[English]) Programme is unique in Hong Kong in the sense that English studies are combined with business and general education. Students are trained to be not only linguistically but also culturally competent. They will be equipped with the ability to adapt to a diverse range of situations and develop areas of expertise and skills for the workplace.

Bachelor of Translation with Business (Honours)

The Bachelor of Translation with Business (BTB) Programme is the first of its kind in Hong Kong. Its curriculum combines translation with business, focusing on practical application, creativity and theory in the business context. It emphasises financial translation, business law translation, computer-aided translation and interpreting training. Graduates are trained to be professional translators and interpreters with immediate employability.





Bachelor of Journalism and Communication (Honours)

The Bachelor of Journalism and Communication (BJC) Programme is the first degree programme in Hong Kong that combines finance and business with journalism and communication. Students are provided with the opportunities to learn from industry experts as well as internship experience in various media. The unique curriculum give them a solid foundation to excel in the media, public relations and corporate communications.

Associate in Business Administration

The Associate Degree (AD) Programme provides students with the opportunity to develop essential generic skills and at the same time, a sound foundation in business studies. It is specially designed for students who wish to prepare themselves for articulation to degree studies and for those who wish to pursue a career in the business field.



OUR ACADEMIC TEAM

To pursue academic excellence, HSMC has assembled a dedicated team of teaching staff led by prominent professors recruited from renowned universities.

“ Our graduates are business professionals who are creative, conscientious, caring, and committed young people. ”

“ In an ever changing environment, professional marketers are essential for diagnosing business problems, formulating effective strategies and leading motivated teams to seize marketing opportunities. We cultivate professional marketers. ”

“ HSMC's unique and distinctive Supply Chain Management Programme fosters excellence in professionalism and serves as a pathway to success in an exciting and fast-growing sector. ”



Economics and Finance

Professor Raymond W M So
蘇偉文教授

Dean, School of Business



Marketing and Management

Professor Lau Ho Fuk
劉可復教授

Associate Vice-President
(Curriculum)
since September 2012



Supply Chain Management

Professor Lee Tien Sheng
李天生教授

Vice-President (Academic and Research)

“ To translate is to globalise. ”

“ Our students are trained to be not only linguistically but also culturally competent. I sincerely hope that they will have acquired the ability to be imaginative, critical, sociable and expressive as individuals. ”



Translation

Professor Gilbert C F Fong

方梓勳教授

Provost

Dean, School of Translation

(Acting President since January 2013)



English Language

Professor Thomas Y T Luk

陸潤棠教授

Dean, School of Humanities

“ We aim to elevate the language skills of our students, and more importantly, through the readings of Chinese classics with rich spiritual contents, they will be cultivated with high morality, business ethics, and a strong sense of social responsibility. ”



Chinese Language

Professor Alex K Y Cheung

張光裕教授

Chair Professor

Department of Chinese
School of Humanities

“ Our ultimate goal is to become the cradle of business journalists and the springboard to becoming corporate professionals. ”



Journalism and Communication

Professor Scarlet H Tso

曹虹教授

Associate Vice-President
(Public Relations)

Dean, School of Communication

“ Truth is virtue, as it enlightens, liberates and leads to freedom. ”



Journalism and Communication

Professor Kenneth W Y Leung

梁偉賢教授

Professor, School of Communication

OUR STUDENTS

Students at HSMC are educated and trained to be all-round individuals who are caring, capable, creative and conscientious. They are responsible and high-calibre professionals who will excel in any career they choose to pursue.



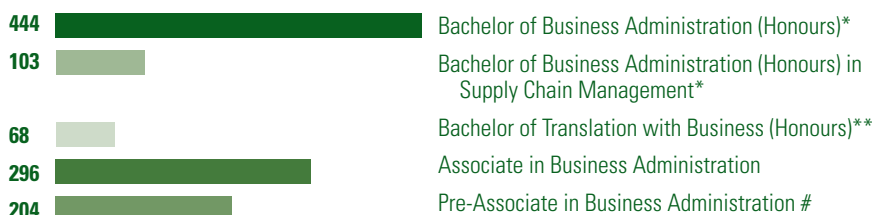


Student Enrolment

2010/11

Total number of students: **1,115** (As at 1 October 2010)

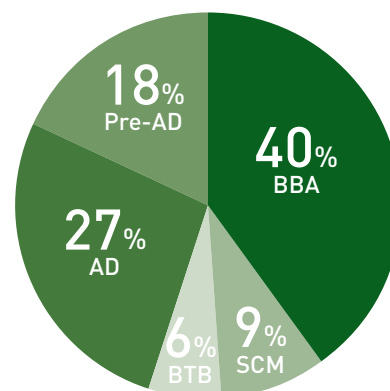
No. of Students by Programmes



* Year 1 and Year 3 students only.

** Year 1 and Year 2 students only.

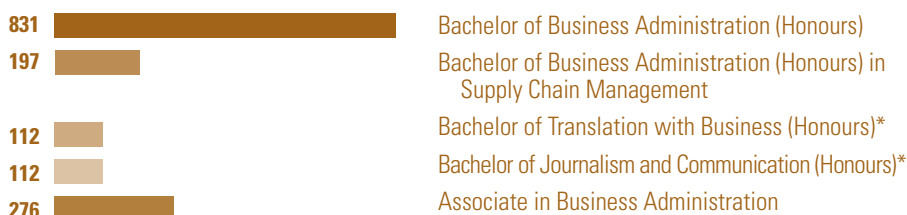
2010/11 was the year of the last cohort of Pre-Associate Degree Programme at HSMC.



2011/12

Total number of students: **1,528** (As at 1 October 2011)

No. of Students by Programmes

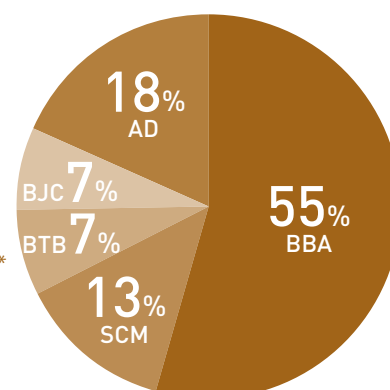


* Year 1 to Year 3 students.

Notes:

All Honours Degree Programmes are full-time four-year programmes.

The AD Programme is a full-time two-year programme.



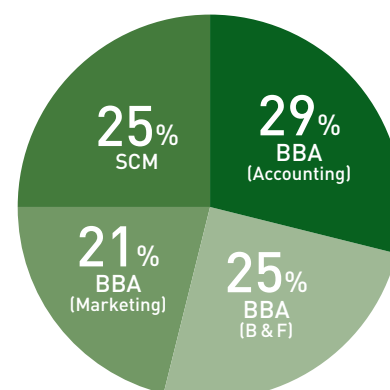
Graduates of 2012

Degree Programme Graduates

(2012 was the first year with degree programme graduates at HSMC.)

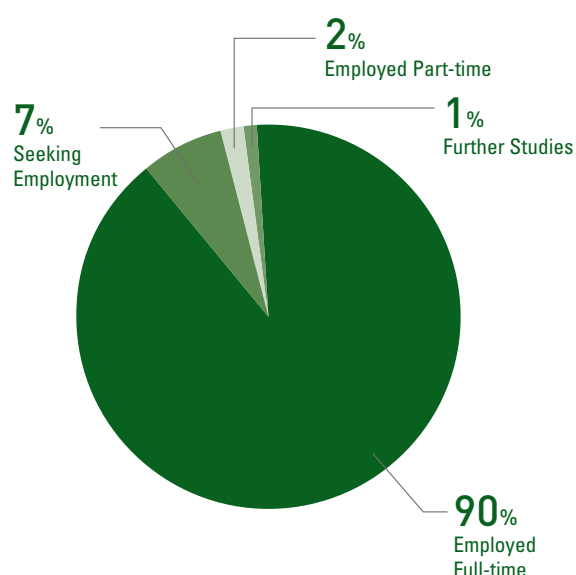
Total number of degree programme graduates: **143**

No. of Graduates by Programmes and Concentrations

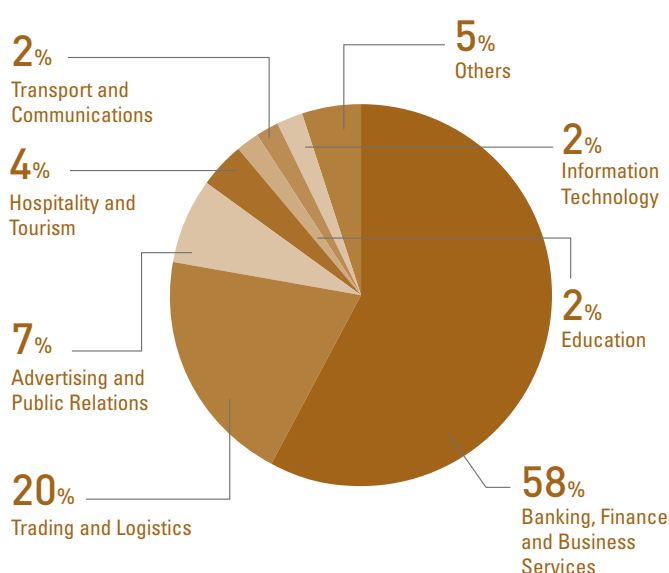


Employment Statistics

Employment Status



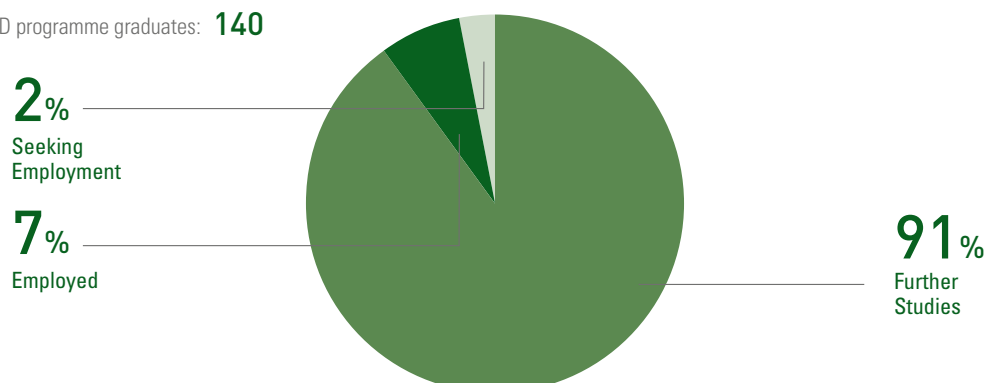
Employment Sector (Full-time Employment)



AD Programme Graduates

Percentage of AD Programme Graduates in Further Studies

Total number of AD programme graduates: **140**



Notes:

The above statistics are extracted from the Graduate Employment Survey conducted by the Student Affairs Office from October to December 2012. The response rates of degree programme graduates and AD programme graduates were 67% and 91% respectively.

What students say

Kiera Wong

BTB Year 3 (2011/12)
Participant of Internship Programme

“ A year of internship with JP Morgan Funds (Asia) Limited has not only broadened my horizons, but also enhanced myself to become a more meticulous, responsible, efficient and proactive person. I acquired extensive knowledge on how the financial sector operates and gained practical workplace experiences. This eye-opening opportunity has inspired me to pursue a rewarding career in the financial industry. ”



Wong Sum Sum

AD Year 2 (2011/12)
Participant of Internship Programme

“ I participated in the Internship Programme and was given the opportunity of working for CCTV in Beijing this summer. My job duties included translating news from Chinese to English, organising commercials, making pro-movies and rolling scripts/subtitles for the anchor. My colleagues were very helpful and pleasant. I felt like I was part of their team. Moreover, I learnt how to communicate well with my Beijing co-workers and my Putonghua was greatly improved. I love Beijing and its culture! ”



Alan Wu

BBA Year 2 (2011/12)
Senior Student Ambassador, Student Ambassadors Programme

“ I was given plenty of opportunities to coordinate events and activities within and outside the College. They offered me very good training on leadership, communication, interpersonal and problem solving skills. At the Student Ambassadors Inauguration Ceremony 2012, of which I was one of the coordinators, more than 40 honourable guests were invited to witness our pledge: “Aim high, see wide”. I am proud to be one of the Student Ambassadors and play a part in contributing to the College’s development. ”



Jessica Leung

BJC Year 2 (2011/12)
Mentee, Careers Mentorship Programme

“ The Careers Mentorship Programme has brought me invaluable experience in building friendship and network with big brothers and sisters who are alumni of HSSC. We talk about our recent updates, share our learning experiences, and even worries. My mentor's job is related to leadership training and potential development. Her advice has always been enlightening and helpful to me. It has been a gratifying experience to my personal growth and career aspiration. ”



Sit Ka Ming

BBA Year 2 (2011/12)
President, Students' Union of HSMC 2011/12

“ Being the chairperson is more than a responsibility; it is a commitment. The past year (of being the President of SU) was a good opportunity for me to put my beliefs into action. There were many occasions where we were encouraged to participate in the College's development, and we really did. I was motivated to commit myself to the work at SU, and felt that we were growing together with the College. I sincerely hope all of us could learn beyond textbooks and classes, and understand our obligations and roles in society as university students. Never underestimate your power. Take the first step towards fulfilling your dream right away. ”



Kidman Lam

SCM Year 2 (2011/12)
President, Student Association of Supply Chain Management 2011/12

“ It seems that there is always something new for us to discover in our ever changing and growing campus every day. What I like most here is the amicable atmosphere, where teachers are like mentors. We are welcome to drop in their offices for discussion, whether on academic affairs or personal growth. Moreover, being the President of the Student Association of Supply Chain Management poses a great challenge to me. It is an extraordinary experience to be a member of HSMC and feel the bond of growing together every day. ”





Student Activities

- 1 Professional Gear 2012 organised by the Student Association of Business Administration
- 2 Adventure Ship Partnership Scheme 2012
- 3 The 2nd Inauguration of the Student Association of Business Administration
- 4 Leadership Training Camp 2011 for the AD Student Union
- 5 Booth of AD Programme at HSMC Information Day 2011
- 6 Executive Committee of the Student Association of Translation with Business 2011/12
- 7 Executive Committee of the Student Association of Supply Chain Management 2011/12
- 8 High Event Adventure-based Training 2012
- 9 Executive Committee of the Student Association of Journalism and Communication 2011/12
- 10 Executive Committee of HSMC Students' Union 2011/12
- 11 BBA Orientation Camp 2011
- 12 Spring Banquet 2011 of the Student Association of Business Administration



7



10



8



9



11



12

OUR NEW CAMPUS

HSMC strives to provide quality education and professional business training on a modern campus with state-of-the-art teaching and learning facilities. We are embarking on a rigorous campus development plan to create a learning environment conducive to the pursuit of academic excellence and all-round development of our students. Phase I of the new campus is scheduled to be completed in 2014.



榮譽學士學位課程
Honours Degree Programmes



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

Campus Development

The College has successfully acquired from the government six pieces of land (Sites A to F) adjoining the current parent buildings. The new campus, designed with sustainability in mind, provides 45,102 m² of gross floor area (GFA) for university level teaching and learning.



Legend

- | | |
|-----------------------------|---|
| A: Academic Building | D: Academic and Administrative Building |
| B: Student Amenities Centre | E: Campus Entrance at Hang Shin Link |
| C: Open Plaza | F: Student Hostels |

Total GFA of Sites A, B, D and F = 45,102 m²



A Green Campus

The new campus is designed to meet the Platinum standard of the Building Environmental Assessment Method Plus (BEAM Plus), the highest level of sustainability in building construction in Hong Kong. It provides an integrated learning environment which is green and environmentally friendly.





Library



Café

Site A Academic Building

(Opened in September 2012)

Gross floor area: 10,221 m²
Date of completion: September 2012

Facilities

- Café
- Chinese and English Language Centres
- Classrooms
- Conference Hall
- Decision Sciences Technology Laboratory
- Library of 4,000 m²
- Student Co-op Shop
- Trading Floor
- Translation and Interpretation Laboratory
- Wealth Management Training Centre



Conference Hall



Translation and Interpretation Laboratory



Trading Floor





Site B Student Amenities Centre

Gross floor area: 6,496 m²
Expected date of completion: 3rd Quarter of 2013

Facilities

- Dance Room
- Gymnasium
- Indoor Swimming Pool
- Indoor Multi-purpose Sports Hall
- Multi-purpose Room
- Rooms for student unions and associations
- Student Canteen
- Staff Restaurant



Indoor Swimming Pool



Indoor Multi-purpose Sports Hall

Site D

Academic and Administrative Building

Gross floor area: 13,860 m²
Expected date of completion: 3rd Quarter of 2013

Facilities

Auditorium
Board Room
Classrooms
Computer Laboratories
Gallery
Offices
Radio Broadcasting Studio
Research Centres
Video-editing Training Centre

Site F

Student Hostels

Gross floor area: 14,525 m²
Expected date of completion: 3rd Quarter of 2014

By 2019

The final phase of the campus development project will be the renewal of the 30 year-old parent building and the demolition of the old student and staff quarters. The development will be subject to the availability of funds.



Academic and Scholarly Activities

HSMC strives for academic excellence on its way to becoming a leading private university. Research and scholarly activities, which are integral to the academic life at HSMC, are being developed with full faculty and funding support.



18 January 2012

Academic Planning Retreat

An Academic Planning Retreat (Empowerment, Voice and Action) was held in January 2012 to plan for future actions. More than 30 faculties and staff participated in the event. Prof Andrew Chan 陳志輝, Council Member and the Director of the EMBA programme of the Chinese University of Hong Kong, acted as the moderator. There were exciting exchanges of ideas in the areas of strategic planning, quality of teaching, learning and research, new programme development, etc.

24 February 2012

Eminent Professor of the School of Translation — Gao Xingjian 高行健

Dr Gao Xingjian, winner of the Nobel Prize for Literature in 2000, was honoured as Eminent Professor of the School of Translation in February 2012. He visited HSMC on 24 February and gave a lecture entitled "Gao Xingjian on Translation" (高行健 · 談翻譯). Dr Gao was impressed by HSMC students and their thoughtful and intelligent questions.





7-8 January 2012

The First Business Translation Conference

The conference was organised by the School of Translation in collaboration with the Graduate School of Translation and Interpretation, Beijing Foreign Studies University. A total of 19 speakers from Hong Kong, Taiwan, Mainland China, Germany and Switzerland shared their experiences and research findings in different areas of the subject. They included Mr Ronald Chiu 趙應春, Executive Director of i-Cable News Limited; Dr Steven Luk 陸國樂, Director of Commercial Press (Hong Kong); Mr K C Sek 石景初, Director of Medi-Lan Limited (Hong Kong); Prof Wang Enmian 王恩冕, Professor of the University of International Business and Economics (Beijing); as well as Mr Wong Bun Yuen 黃斌元, former Editor-in-Chief of Reuters Chinese News Service.

28 March 2012

General Education Roundtable with Fulbright Scholars

General Education is an integral part of HSMC's curriculum that contributes to building all-round and thoughtful individuals. A Roundtable Discussion on General Education with a group of Fulbright scholars from the United States was held on 28 March 2012. New ideas and invaluable comments were noted by the General Education Task Force for review and enrichment of the curriculum.

5 May 2012

2012 Conference on the Development of Business Journalism and Communication Education in Hong Kong, Mainland and Taiwan

The conference was the first organised by the School of Communication and the first of its kind in the region. More than 20 academics and leaders in the field of journalism and communication gave talks at the conference, including prominent figures such as Prof Leonardo Chu 朱立 of the National Chengchi University of Taiwan.





SCHOLARSHIPS

HSMC has set aside funding for its scholarship scheme for degree and associate/pre-associate* degree students. The scheme has attracted high calibre students, rewarded and recognised students with outstanding academic performance.

In 2011/12, the College awarded 74 scholarships amounted to a total of HK\$1,119,000. With an expanding student population in the coming years, the College will continue to increase its scholarship funding.

The HSMC Scholarship Scheme includes:

Degree Programme Scholarships

- Entrance Scholarships
- Achievement Scholarships
 - Academic Excellence Scholarship
 - Academic Achievement Scholarship
 - Distinguished Award
 - Outstanding Student Award
- Exchange Scholarships**

AD Programme Scholarships

- C H Chan Scholarship
- N M Ho Scholarship
- Dr Stephen Ho Scholarship

Other Scholarships and Awards

They are offered to HSMC students with the generous support of the following benefactors:

- American International Assurance Company (Bermuda) Limited
- China South City Holdings Limited
- CPA Australia Limited
- Dr Kong Footcare Limited
- Fuji Xerox (Hong Kong) Limited
- Hong Kong Quality Assurance Agency
- Lee Ting Chang Scholarship Fund
- Main Power Electrical Factory Limited
- The Taxation Institute of Hong Kong

* 2010/11 was the year of the last cohort of Pre-Associate Degree Programme at HSMC.

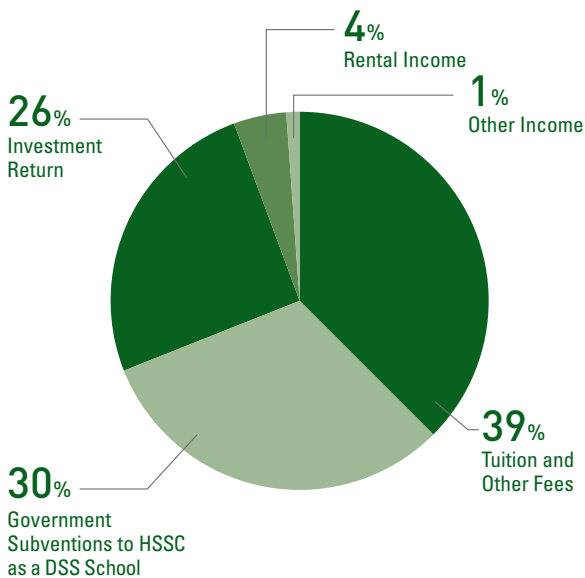
** Start from 2012/13.



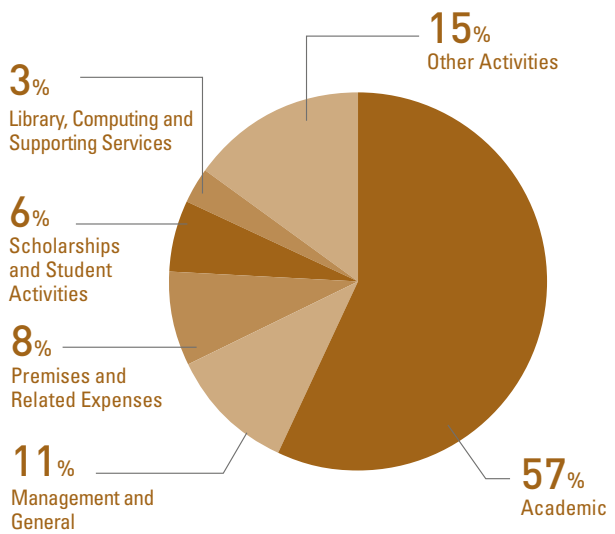
Finance

The following illustrates a summary of the consolidated operating income and expenditure of Hang Seng Management College (HSMC) and the Hang Seng School of Commerce (HSSC)*:

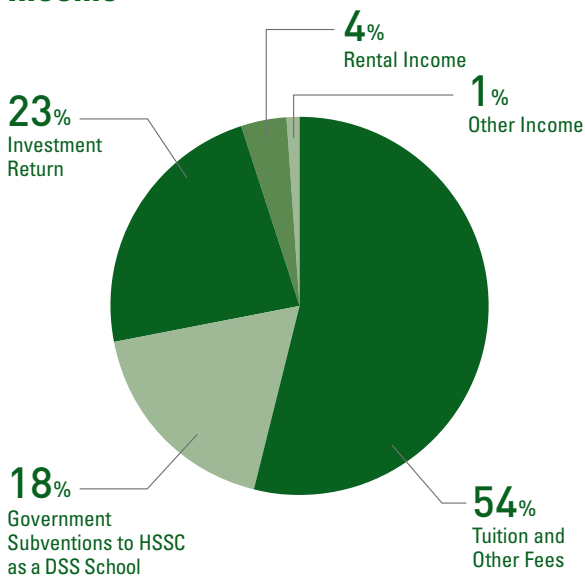
2010/11 Income



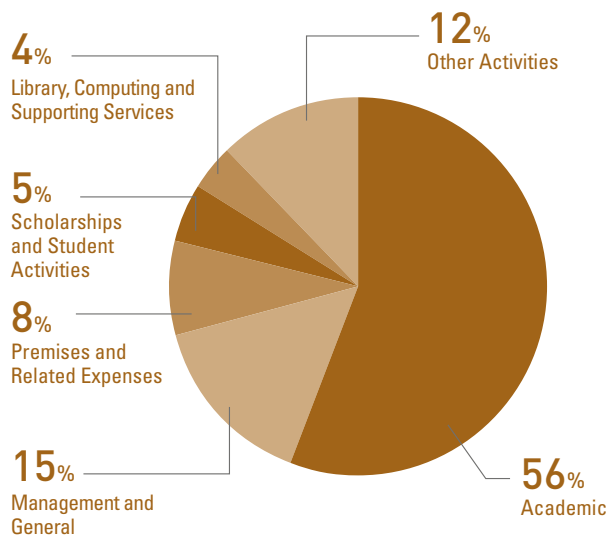
Expenditure



2011/12 Income



Expenditure



* HSMC was established in 2010 as a wholly-owned subsidiary of HSSC to provide degree programmes under Cap 320.

Highlights of 2010-2012

1 Sharing Session with Mr Ricky Wong Wai Kay 王維基

Mr Ricky Wong Wai Kay, co-founder and Chairman of City Telecom (HK) Limited and Hong Kong Broadband Network Limited, held a sharing session with HSMC students on 22 March 2011. He talked about the challenges in his career and encouraged students to strive for success with perseverance.

2 Talk by Dr Moses Cheng Mo Chi 鄭慕智 GBS, OBE, JP

Dr Moses Cheng Mo Chi, Chairman of Education Commission and Senior Partner of P C Woo & Company, was invited to talk on "Society's Expectations of University Graduates" on 22 September 2011. Dr Cheng emphasised that the development of all-round individuals and the cultivation of a passion for knowledge constituted the core of university education.

3 Mr Henry Tang Ying Yen 唐英年 GBM, GBS, JP at HSMC

The School of Communication organised the "Dialogue with Mr Henry Tang" forum on 30 October 2011. It was broadcast live on i-Cable, TVB and ATV. News of Mr Tang's visit was also widely reported in all major media in Hong Kong.

4 Careers Mentorship Programme

The Careers Mentorship Programme was launched to foster students' personal and career development. In 2011/12, 34 mentors and 65 mentees were recruited. They participated in regular meetings to discuss aspirations and share experiences.





5



6

5 Talk by Mr Allen Lee 李鵬飛 CBE, JP

On 3 November 2012, Mr Allen Lee was invited to share his political acumen and insider's views into Hong Kong politics with HSMC staff and students. He concluded the talk with a strong disquisition on his belief that diligence is the key to success.

6 Taiwan Presidential Election Visit

From 30 November to 3 December 2011, 33 students of the Bachelor of Journalism and Communication (Honours) [BJC] Programme participated in the "Taiwan Presidential Election Visit" organised by the School of Communication. The group visited the election offices of all the political parties and gained first-hand information on Taiwan's presidential election. They also visited the United Daily News Group and the Legislative Yuan. The visit enhanced BJC students' understanding of Taiwanese politics and knowledge on news reporting.



7



8

7 2012/13 Information Days

HSMC received more than 6,000 visitors at its Information Days on 12 November, 3 December 2011 and 16 June 2012. There were more than 5,000 on-site applications for admission to our degree and associate degree programmes. The total number of student applications for the academic year 2012/13 subsequently rose to more than 10,000.

8 Partnership with Kingdee International Software Group

HSMC entered into a partnership agreement with Kingdee International Software Group (HK) Limited, a leading enterprise software provider, with the signing of Memorandum of Understanding on 12 January 2012. Kingdee will provide its accounting software KIS and K/3 for use by HSMC teachers and students.



9c

9d

9 Financial News Seminar Series

The Financial News Seminar Series was jointly organised by the School of Communication and i-Cable Finance Info Channel to enhance students' understanding of global and local financial issues and financial news reporting. Four seminars were held from February to May 2012 with experts in the field as guest speakers — Mr Andrew H C Fung 馮孝忠, Mr Shih Wing Ching 施永青, Mr Wong Yuen Shan 黃元山 and Mr Shek Kang Chuen 石鏡全. The proceedings were broadcast live on Cable TV and repeated later.

11 Groundbreaking Ceremony for Campus Expansion

A Groundbreaking Ceremony was held on 8 May 2012 to mark a new phase of campus expansion. Mrs Margaret Leung Ko May Yee, Chairman of the Board of Governors of HSMC, officiated at the ceremony together with honourable guests Mr Martin Tam Tin Fong, Dr Ho Tzu Leung and Mr Samuel Lam Sau Tong of the College Council.

10 Hong Kong Junzi Corporation Survey 2011 香港君子企業調查2011

The Marketing Society of the HSMC Students' Union organised the first "Hong Kong Junzi Corporation Survey" in 2011. It was a consumer survey on the business ethics of different businesses rated according to the *junzi* virtues of *ren* 仁 (humaneness), *yi* 義 (righteousness), *li* 禮 (propriety), *zhi* 智 (wisdom) and *xin* 信 (integrity). 1,116 completed questionnaires were collected in the summer of 2011. The award presentation ceremony was held on 21 February 2012. 23 companies from six different business sectors, including public transportation & services, mass media, finance & insurance, retail, catering & beverages and travel & hospitality, were honoured.

12 Visit by Brazilian Delegation

A delegation made up of 38 representatives from higher education institutions and organisations under the Brazilian association, SEMESP, visited HSMC on 11 May 2012. The two parties exchanged experiences and views on administrative issues in the higher education sectors in Brazil and Hong Kong. The delegation also expressed interest in developing student exchange programmes in the future.



9a



9b



10



11



12

13 15 HSMC Students Awarded SPSS Scholarships

The HKSAR Government's Self-financing Post-secondary Scholarship Scheme (SPSS) awarded a total of 15 scholarships to HSMC students (12 Degree and three AD students). 14 of them were awarded the Outstanding Performance Scholarship and one student received the Best Progress Award. The presentation ceremony was held at Tamar Central Government Offices on 11 May 2012.

14 Memorandum of Understanding with Edinburgh Napier University

HSMC signed an academic cooperation agreement with Edinburgh Napier University during a ceremony held on 13 June 2012.

15 Student Exchange Programmes

HSMC has entered into partnership with three non-local universities/ colleges for student exchange — Lipscomb University (Tennessee) and Cottey College (Nevada) in the United States and the Shanghai Institute of Foreign Trade (SIFT). The exchange programmes will commence in 2012/13 to offer HSMC students the opportunities to broaden their horizons and develop a global outlook. Six inbound exchange students from SIFT have already joined HSMC since September 2012. More inbound and outbound exchange students are getting ready for their academic and cultural venture.





DOUBLE YOUR GIFT FOR HSMC STUDENTS

If you are considering a donation to HSMC and our students, now is the time to act. Your gift can be doubled under the Sixth Matching Grant Scheme launched in the post-secondary education sector by the HKSAR Government.

Be our partner and act now.

To learn more, please contact Ms Alice Wong of the Finance Office at alicewong@hsmc.edu.hk.

With special thanks to our student Jason Mao (BTB Year 2, 2011/12) for his contribution of photographs to this publication.

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