

# HSMC REVIEW 2013-2014



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE



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Message from Chairman,  
Board of Governors and College Council



Hang Seng Management College (HSMC) marked a major milestone in its development during the academic year 2013/14, with Professor Simon S M Ho taking up the position of HSMC President in March 2014. Professor Ho is an expert in corporate governance and a widely acclaimed scholar with an impressive track record of university teaching, research and management experience. The Board of Governors and the College Council are confident that Professor Ho will lead the College to scale new heights and realise its vision of becoming a distinguished private university.

In addition to successfully attaining validation for five new bachelor's degree programmes in 2013/14, the College completed two new buildings – the Sports and Amenities Centre at Site B and the Academic and Administration Building at Site D – which have substantially increased its on-campus teaching, learning and recreational facilities, and commenced construction of the HSMC Jockey Club Student Residence Halls at Site F.

HSMC secured funding for 22 research projects during the year. This was the highest number of supported projects among all institutions that participated in the first competitive research funding exercise organised by the Research Grants Council of the University Grants Committee for the local self-financing degree sector in 2014/15. This encouraging result demonstrates the College's commitment towards quality research and the strong capabilities of its academic staff.

Looking to the year ahead, HSMC is already preparing for the revalidation of three existing academic programmes and will design new and innovative degree programmes in response to community needs. The College will take further steps to expand its international network of partner institutions, increase student internship opportunities both locally and overseas, and engage the community to establish mutually beneficial partnerships in our common pursuit of nurturing the younger generation.

I wish to take this opportunity to thank all HSMC Board and Council members for their expert advice and wise counsel in helping to guide the College's development in the past year. I would also like to express heartfelt appreciation to the companies and business professionals who have so generously given their time, resources and support to the College, faculty members and students – serving as programme advisers and career mentors, participating in HSMC's job fairs and recruitment talks, and offering internships and graduate employment opportunities. The College is sincerely grateful for this strong support and will spare no effort to develop HSMC students into future leaders with strong professional ethics, a drive for excellence and a keen sense of social responsibility.

Ms Rose Lee Wai Mun, JP  
Chairman, Board of Governors and College Council  
December 2014





# Message from the President



“It is my great honour to be appointed President of HSMC in March 2014. My great tributes go to all colleagues who helped to lay the strong foundation of the College. Building upon the bedrock, the recent developments have been immensely exciting and rewarding.”



## Programmes, Teaching and Learning Development

HSMC has made a momentous leap in the development of new degree programmes supported by the enhanced Common Core Curriculum in the academic year 2013/14. To re-articulate and broaden our programme areas, five new programmes were approved by the Chief Executive-in-Council at the Executive Council meeting in March 2014 and were successfully launched in September 2014, namely Bachelor of Business Administration (Honours) in Financial Analysis (BBA-FA), Bachelor of Management System and Information Management (Honours) (BMSIM), Bachelor of Business Administration (Honours) in Corporate Governance (BBA-CG), Bachelor of Business Administration (Honours) in Management (BBA-MGT), and Bachelor of Science (Honours) in Data Science and Business Intelligence (BSc-DSBI).

The development of further new Bachelor's degree programmes in Chinese, Asian Studies, and Creative Computing, was also in good progress. The Chinese programme is expected to be offered in 2015/16 while the other two programmes expected in 2016/17, thereby adding to a total of 13 degree programmes. The College is also planning a new bachelor's degree programme in creative and cultural industry and master's degree programmes in the areas of business translation, journalism and communication, supply chain management, etc.

One distinctive feature of our programmes is the adoption of the unique "Liberal + Professional" education model. Studying liberal arts subjects in our revamped Common Core Curriculum beyond the major subject helps our students learn from a cross-disciplinary perspective and become free thinking persons. Under the Common Core Curriculum, students are required to take modules on General Education, Languages, and Quantitative and IT skills, and to complete requirements on community services, extra-curricular activities and physical education upon graduation.

The quality of our undergraduate experience is further characterised by small class teaching, close student-teacher interactions, guidance for individual students outside classrooms, and vast opportunities for internship, international exchange and independent research. All these aim to build up the attributes of our students to become self-reflective, grateful, satisfying and responsible citizens.

## Government Funding Support

In December 2013, the Research Grants Council (RGC) of the University Grants Committee (UGC) launched the first-of-its kind research funding exercise to support the research development of the self-financing degree sector. In August 2014, the RGC approved funding for a total of 63 projects under three schemes, namely, the Faculty Development Scheme (FDS), the Inter-Institutional Development Scheme (IIDS) and the Institutional Development Scheme (IDS). HSMC has fared exceptionally well in this exercise and achieved the highest number of supported projects among all the participating institutions. A total funding of over HK\$11.3m was awarded to HSMC for 22 FDS and IIDS projects, representing a success rate of 45% in the submitted applications. The diversity of funded projects has demonstrated the College's commitment and continuous effort to pursue excellence in research.

The Research and Development Committee of the Federation for Self-financing Tertiary Education also approved three projects for the year 2013/14, of which two were awarded to HSMC relating to Action Research in Business Students and Learning-oriented Assessment in Hong Kong, for a total amount of over HK\$0.15m.

The Bachelor of Business Administration (Honours) in Supply Chain Management (BBA-SCM) programme was selected by the Education Bureau to join the Study Subsidy Scheme for Designated Professions / Sectors (SSSDP). It is the first time in Hong Kong for self-financed undergraduate programmes to receive Government's subsidy. Starting from the academic year 2015/16, 70 places of the BBA-SCM Programme will be subsidised by the Government with an annual amount of HK\$40,000 per place for three consecutive cohorts of students.

To enhance the quality of teaching and learning, HSMC submitted two applications in the areas of English Enhancement and Putonghua Proficiency under the Quality Enhancement Support Scheme of the HKSAR

Government in 2013/14. Both proposals were granted a total funding of over HK\$3.65m which would help to enhance the teaching and learning of the College as a whole.

## Graduate Employment and Student Internship

A survey was conducted for all degree graduates and associate degree (AD) graduates of 2013 during the period from October to December 2013. Out of the total 224 graduates, the response rate was 83%. Among the 102 respondents of degree graduates, 95% were employed full-time while the remaining 5% were mainly searching for jobs related to their academic studies.

Among the 83 respondents of AD graduates, 77% pursued full-time further studies and 22% took up full-time employment. Students who pursued further studies mainly took the full-time self-financed top-up degree programmes in Hong Kong, and 5 students took the publicly-funded top-up degree programmes.

According to a survey conducted by the College's Careers Office, employers regard our students as having good working attitude, showing strong devotion to learning and work, active in participation, being presentable and possessing satisfactory job knowledge. In general, HSMC students have projected positive impression to the employers, who often express appreciation and willingness to hire our students and graduates.

In 2013/14, the Careers Office solicited over 560 potential offers from more than 130 employers in Hong Kong, mainland China and the United States, among which over 460 were confirmed offers taken up by our students. In general, about 60% of each cohort were offered an internship opportunity.

Two international internship programmes were also successfully launched in the USA during the summer of 2014 to promote students' global perspectives and sharpen their workplace skills.



## Student Growth and Achievements

The total number of students as of the 2nd week of Semester 1, 2013/14 was 3,927, an increase of 16.4% as compared to 2012/13. There were 781 graduates in 2014, an increase of 249% as compared to 2013 due to the first cohort of Year 1 students admitted to the College graduated in 2014.

It is gratifying to learn that 2013/14 is a rewarding year for our students. The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK), in collaboration with The Hong Kong Polytechnic University, held the Annual Student Day on 8 March 2014. Out of the nine participating teams from different institutions of Hong Kong and Macau, the HSMC team of five students from the Bachelor of Business Administration (Honours) in Supply Chain Management programme received the First runner-up award in the competition.

The HSMC Annual Scholarship and Academic Award Presentation Ceremony was held on 22 March 2014. More than 560 scholarships and academic awards were presented to students in recognition of their academic performance.

A team of 14 students, representing 98 HSMC awardees, received the Outstanding Performance Scholarship, Best Progress Award, Talent Development Scholarship and Reaching Out Award from the HKSAR Government Self-financing Post-secondary Education Fund in April 2014. The total value of the scholarships received was amounted to HK\$2,840,000.

Out of the 125 participating teams in The Young Entrepreneurs Development Council Entrepreneurs' Challenge (YDC E-Challenge) 2014, the team "Onepoint" comprising two HSMC BBA Year 4 students and a student from The Chinese University of Hong Kong, won three prizes in the competition, namely, First runner-up in the YDC Entrepreneurs' Challenge 2014, Silver Award of HKSTPC Technopreneur Award and the Champion of Best Visual Presentation Award. The team also received the most number of awards in the competition and was given the opportunity to represent Hong Kong to attend related conference or workshop in Asia and present its business plan and well-developed apps to the public in Science Park.


Students of the School of Communication and the School's newspaper "Enlightenment Post" received a total of 6 prizes in 2014 Campus Newspaper Awards organised by China Daily Hong Kong Edition. The prizes include Winner, First and Second Runners-up in "Best News Video Reporting (Chinese)", First Runner-up in "Best Features Video Reporting (Chinese)", Second Runner-up in "Best News Reporting (Chinese)", and First Runner-up in "Best News Page Design (English)".

Students have also won various awards in the business, language, music and sports areas as detailed in the chapter "Students' Outstanding Achievements".

## Governance and Organisation Structure

In view of the latest College development, the Management revisited the membership composition and terms of reference of the Academic Board, the Senior Management Committee and the Standing Committees under them. Together with the refined roles and responsibilities in academic departments, the changes took effect from the academic year 2014/15.

To achieve management effectiveness and efficiency and allow more room for strategic growth, the School



of Business was restructured to become the School of Business and the School of Decision Sciences. The Department of Mathematics & Statistics and Department of Supply Chain Management will become the constituent departments of the new School of Decision Sciences with effect from 2014/15.

With the launch of the Bachelor of Business Administration (Honours) in Management programme in September 2014, the Department of Management will be established by separating from the Department of Marketing and Management starting from 2014/15.

To cope with future discipline diversity of the College and plans of offering more social science programmes, the School of Humanities will be renamed as School of Humanities and Social Science, with effect from 2014/15.

## **Global Partnerships**

To enrich students' learning experience and to contribute to the cultural diversity on campus, the College is actively engaged in academic links both with the mainland and in the international arena, and is a proactive supporter of student exchange to various parts of the world. As at August 2014, the College has established partnerships and signed academic agreements with 22 overseas institutions from Asia (China, South Korea, Taiwan), Europe (Finland, France, Monaco, Scotland) and North America (Canada and USA).

## **Institutional Advancement**

The College community is most grateful to the great support of donors and the social recognition of our efforts. A total of HK\$64,989,500 was raised during the period from August 2012 to July 2014 which was eligible for the 6th Matching Grant Scheme. As a result, HSMC has successfully secured a matching grant of HK\$62,409,250 under the scheme, bringing the total funds raised to more than HK\$127 million.

The College accords our most profound thanks to our list of benefactors, including Board of Governors and College Council members, members of Fundraising and Donation Committee, as well as community leaders, alumni, staff and students. The donations will be contributed towards the campus expansion, student development and the future of HSMC.

## **Campus Development**

The academic year 2013/14 year is a fleeting moment of HSMC in terms of campus development, witnessed by the completion of the Sports and Amenities Centre (Block B), the HSMC Plaza at Site C and the Academic and Administration Building (Block D) in the same year. With the completion of these buildings, and together with the future Student Residence Halls, we aim to create a dynamic learning environment fostering academic, intellectual and social exchange conducive to the pursuit of academic excellence and all-round development of students.

The College upholds residential college (RC) experience as an integral part of our Liberal + Professional education model and plays a pivotal role in the all-round development of students. In recognition of the pledged donation from The Hong Kong Jockey Club Charities Trust, the Groundbreaking Ceremony of the HSMC Jockey Club Student Residence Halls at Site F was held on 28 March 2014. The College was also pleased that the Student Residence Halls were awarded the Provisional "Platinum" rating (under BEAM Plus Version 1.2) by the Hong Kong Green Building Council (HKGBC) in June 2014. It is the first student residential hall in Hong Kong to receive such recognition, which has also manifested the College's commitment to environmental protection and campus sustainability.

The whole College community is indeed looking forward to the completion of the HSMC Jockey Club Student Residence Halls in the third quarter of 2015, which will accommodate about 1,200 students (plus 4 apartments for Masters, 4 apartments for Associate





Masters and 18 studios for Hall Tutors), for students to enjoy a unique residential college experience combining living with learning.

### **Other College-wide Projects and Awards Received**

The Junzi Corporation Survey (君子企業調查) aimed to promote business ethics and corporate social responsibility and the Pledging Ceremony of the 2014 Survey was held on 26 April 2014 with around 40 students inaugurated as surveyors of the project. Under faculty members' guidance and supervision, the survey was successfully conducted by HSMC students from mid-June to August 2014. The survey results would be released and the Award Presentation Ceremony would be conducted in early 2015.

The College acquired the Gold Award of the Web Accessibility Recognition Scheme from the Office of the Government Chief Information Officer, which showed the Government's recognition on the College's web accessibility.

### **Forging Ahead with the Strategic Plan 2013-2018**

The Management of the College promulgated the HSMC 5-year Strategic Plan 2013-2018 in September 2013 and set forth the "Roadmap for HSMC to Pursue Private University Status" in May 2014. In July 2014, the Management reviewed the progress of the Strategic Plan, identified the major achievements and deliberated

on the follow-up actions in the areas of developing executive training programmes and massive open online courses, promoting e-learning, identifying 3 to 5 strategic research areas at institutional level, and so forth, with the aim to achieve the strategic goals and the roadmap to university as stated in the Plan.

### **Concluding Remarks**

Students admitted by HSMC are outstanding ones with dreams, diligence and passion. They are proactive in improving the society while upholding principles and beliefs. Being the President, I will support students on their all-round education, on exploring their own interests and realising their potentials. I trust that the pleasant and humanistic campus environment will provide our students with ample opportunities for self-development, thus stimulating active participation and creativity in their college life, and nurturing responsible future leaders of the community.

Lastly, I would like to thank the Board of Governors and College Council for their leadership and guidance, and the team of committed and professional staff and the College community for their support, without which the College would not be able to accomplish what we have achieved today. Together, we shall continue to build upon the foundation we have laid and reach new heights to be a leading private university in the near future.

Professor Simon S M Ho  
President



Message from Chairman,  
Steering Committee  
on Campus Expansion



Stepping into her 4th year, Hang Seng Management College is proud to own her green campus for academic, experiential and collaborative learning. By 2014, HSMC has substantially completed the 5-year Master Campus Expansion Plan. The jigsaw puzzle is almost in place, with the last piece, the Student Residence Halls, to be completed in 2015 for a total campus gross floor area of 66,300 square metres. The puzzle could be further fine-tuned in the future, with Site C to be developed, subject to design approval and funding availability, to reach a campus gross floor area of 80,000 square metres.

### **S H Ho Academic Building (Block A), Sports and Amenities Centre (Block B), Academic and Administration Building (Block D) and HSMC Plaza (at Site C)**

Two years ago on 1 September 2012, the S H Ho Academic Building (Block A) was completed for the 2012/13 class commencement. A year thereafter in 2013/14, two further composite buildings --- the Sports and Amenities Centre (Block B), and the Academic and Administration Building (Block D) --- as well as the HSMC Plaza (at Site C) were completed. It is indeed a milestone in the College campus development project.

The Sports and Amenities Centre (Block B) is a student-centred 4-storey building, with a 6-lane indoor swimming pool, Sports Hall, Fitness Centre, Dance Studio, Music Room, Multipurpose Room, a two-level canteen/restaurant, a garden and offices for the Student Unions, Student Associations and Student Societies for their planning and coordination of activities and social gatherings. Different sports activities coupled with trainings by professional coaches were welcomed by staff and students during the year.

The HSMC Plaza at Site C comprises the Green Courtyard, Water Cascades and the proposed Clock Tower where staff and students can enjoy the green vista and the open area for social and intellectual interactions. This Site could be further developed to form the focal point of the campus in the future.







The Academic and Administration Building (Block D) is a 10-storey building and serves as an academic hub for teaching and learning as well as staff offices. The Auditorium and College Chamber, both equipped with simultaneous interpretation facilities and AV system, are the highlights of the building. The Auditorium is an ideal venue for exhibitions and large-scale events/performances, while the College Chamber holds official functions, receives academic delegations, conducts signing ceremonies and serves as an important venue for College-wide committee meetings.




An important characteristic of Block D is the adoption of the chilled-ceiling system in place of the traditional air-conditioning system. A survey was conducted in 2013/14 with the finding that the chilled-ceiling system could save around 41% energy of a building when compared to the traditional air-conditioning system (FCU and VAV system) adopted for Grade A office buildings, gently reminding us of the importance of environmental protection to achieve an environmentally-friendly and sustainable campus.

### **HSMC Jockey Club Student Residence Halls (Site F)**



While Block B, Block D and the HSMC Plaza have been completed in 2013/14, the construction works of the HSMC Jockey Club Student Residence Halls at Site F have also commenced at full speed, expected to be completed by the third quarter of 2015 ready for occupancy in the academic year 2015/16. The Student Residence Halls will accommodate 4 Student Halls for about 1,200 students (plus 4 apartments for Masters, 4 apartments for Associate Masters and 18 studios for Hall Tutors).

To commemorate the groundbreaking of the Site and in recognition of the pledged donation of HK\$200 million from The Hong Kong Jockey Club Charities Trust, the



Groundbreaking Ceremony of the HSMC Jockey Club Student Residence Halls was held on 28 March 2014. Around 100 guests, alumni, staff and students attended the event and enjoyed the day.

While the Construction Team is gearing fully towards construction works, the Landscape Consultant is also planning the soft landscape of the Site, such as selecting plants and different bamboo along the footpath from the main campus to the residence halls, key positions at the main entrance and all round the campus areas.

The College Management, together with the Steering Committee on Campus Expansion, have also decided to adopt the BIM (Building Information Model) system for the Student Residence Halls as it is a good tool for building works, estate management, operation and maintenance, especially in checking inconsistencies and clashes before actual construction so as to reduce future wastage and avoid abortive work. The consultant has provided the clash analysis report and critical dates for completion of each floor of each Block for review by the Project Team. Further sophisticated models at a higher level will be produced at a later stage. The BIM system also enables a legacy for facilities management into the future.

### **“Platinum” rating under BEAM Plus**

The Student Residence Development Project at Site F has achieved the provisional “Platinum” rating in the Provisional Assessment under BEAM Plus Version 1.2, from the Hong Kong Green Building Council (HKGBC) on 9 June 2014. It is the first student residential hall in Hong Kong to receive such recognition. At the time of writing, it was learnt that the S H Ho Academic Building at Site A has also achieved the “Platinum” rating in the Final Assessment under BEAM Plus Version 1.1 of

HKGBC. HSMC is again the first tertiary institution to obtain Platinum rating in BEAM Plus Final Assessment, which has manifested the College’s commitment to environmental protection and campus sustainability.

The College Management, together with the Steering Committee on Campus Expansion, will continue to promote environmental awareness among the College community to induce behavioural changes of the students and other users, thereby making the future world a better place to live in.

For this 5-year development plan, the Steering Committee on Campus Expansion is happy to report the timely completion of the projects, all within the budgeted expenditure.

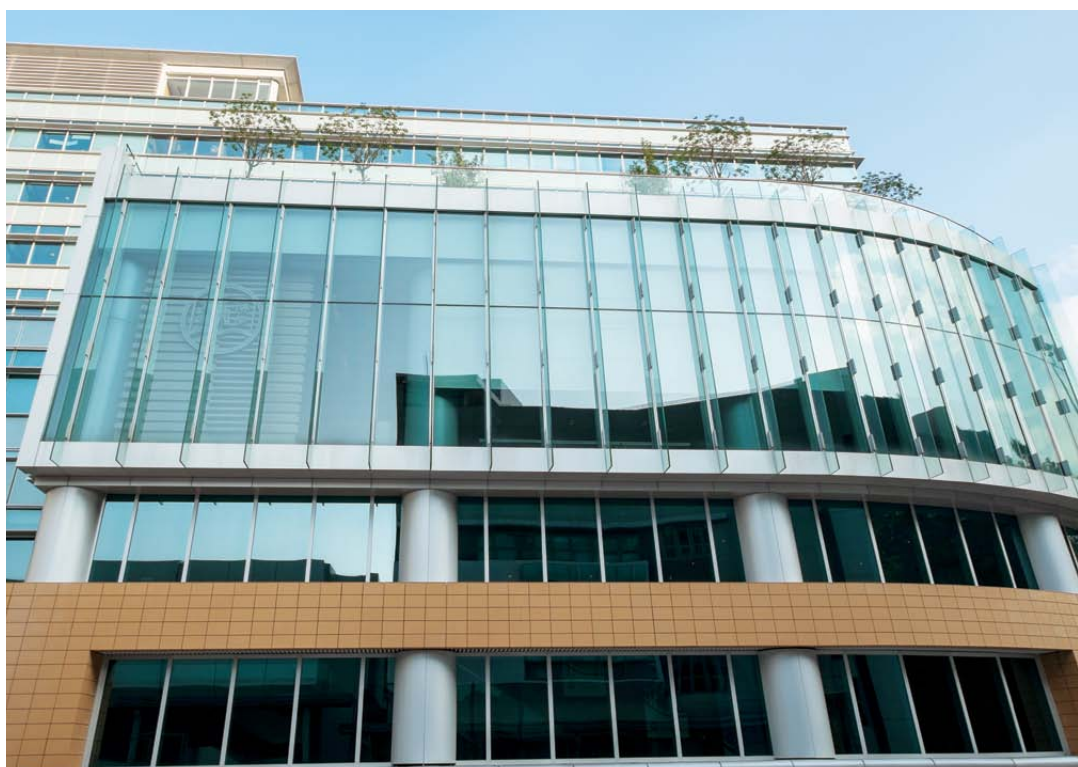
### **Site C Development and “The Water Projects”**

For the year 2013/14, the campus development project did not simply end with the completion of Block B, Block D and the HSMC Plaza at the front portion of Site C. The College is working proactively on the potential future development of Site C into the focal point of the campus, together with “The Water Projects”.

The future development of Site C involves demolition of the current staff and student quarters and Block M to be developed into a large academic and administration composite complex with classrooms, podium, courtyard, staff offices and car-parking spaces. The development of Site C is subject to design approval and availability of funds.

The whole College community is also looking forward with great eagerness to “The Water Projects”.

HSMC, being a green-field college, aims at providing Liberal + Professional education to students. The College is also working on the vitalisation of the stream, to add unique humanitarian elements and eco-features to the College and to help give life to the whole campus when all the buildings / hardwares of Blocks A, B, D and HSMC Plaza have been completed. Ideas about the Project include the embodiment of habitats for aquatic life at different locations at the bottom of the stream, such as provision of features for fish shelters and fish ladders with steps of pools and small waterfalls formed from randomly placed boulders and cobbles which mimics a natural stream course.







## Concluding Remarks

Every time I look back at the campus development project, my heartfelt appreciation goes to the Project Teams for their hard work and perseverance in completing the jigsaw puzzle within such a short period of time. I am also grateful to the College Council and Board of Governors for their support, and invaluable input from staff and students of the College Community for helping us realise our dreams. The Steering Committee on Campus Expansion will continue its mission to explore, plan and create an integrated environment that supports the intellectual curiosity, social well-being and spiritual life of the vibrant learning community of HSMC.

To conclude, may I once again solicit your continuous generous support to the College to spur our young generations to fulfil their aspirations for higher education in a green and sustainable campus at HSMC, in readiness to serve the community of the future in a sustainable manner!

Mr Martin Tam Tin Fong  
Chairman  
Steering Committee on Campus Expansion



# Vision, Mission and Strategic Objectives

## VISION

To be a leading private university, recognised for excellence in teaching, learning and research, especially in the areas of business and management.

## MISSION

To advance knowledge and understanding of human activities, especially those related to business and management; to nurture innovative and enterprising leaders for a knowledge-based economy; to provide an education which focuses on theoretical exploration, professional knowledge and skills as well as business ethics; and to be committed to free enquiry and responsible scholarship.

## STRATEGIC OBJECTIVES

- 1 To afford a modern and stimulating campus environment to facilitate and support teaching and learning activities.
- 2 To develop and offer innovative academic programmes which respond to changing community needs.
- 3 To provide a holistic and challenging educational experience for students.
- 4 To cultivate students' global perspective through internationalisation.
- 5 To develop strategic partnerships with industries and businesses.
- 6 To create internship opportunities for students to gain practical experience in the workplace.
- 7 To encourage and support dynamic research, initially focusing on regional relevance and gradually broadening to more extensive horizons.
- 8 To strengthen governance structure.
- 9 To enhance quality control through internal and external monitoring.
- 10 To explore new ways and sources of funding to augment the financial base of the College.





# Governance and Administration



# Board of Governors

(As at 31 August 2014)

## Chairman

### **Ms Rose LEE Wai Mun, JP**

李慧敏女士, JP

Vice-Chairman and Chief Executive,  
Hang Seng Bank

## Members

### **Mr Patrick CHAN Kwok Wai**

陳國威先生

Executive Director and Chief Financial Officer,  
Sun Hung Kai Properties Limited

### **Mr Nixon CHAN Lik Sang**

陳力生先生

Executive Director and  
Head of Retail Banking and Wealth Management,  
Hang Seng Bank

### **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

Honorary Professor,  
Faculty of Business Administration,  
Council Member and Treasurer,  
The Chinese University of Hong Kong

### **Mr Martin TAM Tin Fong**

譚天放先生

Founder & CEO, Able Mart Limited  
Former Executive Director,  
Sun Hung Kai Properties (China) Limited  
FHKIA, Registered Architect

### **Mrs Patricia WONG LAM Sze Wan**

黃林詩韻女士

Chairman, Sotheby's Asia

### **Prof Richard WONG Yue Chim**

王于漸教授

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

Chairman of Regional Asia Board,  
PricewaterhouseCoopers





# College Council

(As at 31 August 2014)

## Chairman

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**Ms Rose LEE Wai Mun, JP**

李慧敏女士, JP

Vice-Chairman and Chief Executive,  
Hang Seng Bank

## Members

---

**Mr Nixon CHAN Lik Sang**

陳力生先生

Executive Director and  
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 Programme,  
The Chinese University of Hong Kong

**Dr Karen CHAN**

陳羅潔湘博士

Vice-President (Organisational Development),  
Hang Seng Management College

**Prof CHAN Tsang Sing, BBS**

陳增聲教授, BBS

Shun Hing Chair Professor of Marketing,  
Department of Marketing and International Business,  
Lingnan University

**Mr CHENG Kam Por**

鄭錦波先生

Sole Proprietor,  
KP Cheng & Co, Certified Public Accountant

**Prof Gilbert FONG Chee fun**

方梓勳教授

Provost,  
Hang Seng Management College

**Prof Simon HO Shun Man**

何順文教授

President,  
Hang Seng Management College  
(With effect from 15 May 2014)

**Prof LEE Tien Sheng**

李天生教授

Vice-President (Academic and Research),  
Hang Seng Management College  
(With effect from 6 November 2013 and  
until 31 August 2014)

**Miss TONG Hing Min**

唐慶綿女士

**Dr Brossa WONG Yeuk Ha**

黃若霞博士

Associate Dean and Associate Professor of  
School of Business,  
Hang Seng Management College  
(Elected Staff Representative)





# College Officers

(As at 31 August 2014)

## **President**

**Prof Simon HO Shun Man**  
何順文教授

## **Provost**

### **Dean of School of Translation**

**Prof Gilbert FONG Chee Fun**  
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 CHAN**  
陳羅潔湘博士

## **Associate Vice-President (Curriculum)**

**Prof LAU Ho Fuk**  
劉可復教授  
(Until 31 July 2014)

## **Associate Vice-President (Communications and Public Affairs) Dean of School of Communication**

**Prof Scarlet TSO Hung**  
曹虹教授

## **Dean of School of Business**

**Prof Raymond SO Wai Man, JP**  
蘇偉文教授, JP

## **Dean of School of Humanities**

**Prof Thomas LUK Yun Tong**  
陸潤棠教授

## **Director of Finance**

**Ms Alice WONG Nga Lai**  
黃雅麗女士

## **Director of Student Affairs**

**Ms Linda NG Mei Li**  
伍美莉女士

## **College Librarian**

**Ms Serena LAW Yuk Lin**  
羅玉蓮女士

## **Registrar**

**Mr Cornelius MAN Chi Kwong**  
萬志光先生



# Highlights of the Year



# Highlights of the Year



## Convocation (30 August 2013)

HSMC started the academic year 2013/14 with a Convocation Ceremony held at the College Hall where incoming new students received a warm welcome to the College.

## Publication and Promulgation of Strategic Plan (September 2013)

The HSMC's Five-Year Strategic Plan for 2013-2018 "Roadmap to University and Beyond" was published and promulgated to all staff and students via the College website, posters and banners on campus at the beginning of the academic year 2013/14.



## HSMC - Deutsche Asset & Wealth Management Exchange Traded Fund (ETF) Investment Competition 2013 (September to December 2013)

The "HSMC - Deutsche Asset and Wealth Management ETF Investment Competition 2013" was held during the first semester, 2013/14, with three celebrities chosen for three student teams to design an ETF investment portfolio for each one of them to match their investment goals. It was the first ETF investment competition in Hong Kong with the aim of educating Hong Kong youngsters to adopt proper investment attitude and method in achieving realistic investment goals.

## Parents' Reception (5 October 2013)

HSMC held its first Parents' Reception to provide an opportunity for existing students and their parents to meet with the senior management, School Deans, Heads and teachers and to learn about the College's latest developments as well as various student support services. Campus tours were also arranged for the parents to visit the latest teaching and learning facilities of the College.





## Graduation Ceremony 2013 (29 November 2013)

The HSMC Graduation Ceremony 2013 celebrated the graduation of over 220 students, with 130 Bachelor's degree and 94 Associate degree awarded at the Ceremony.

## HSMC Information Days 2013/14 (7 December 2013 and 14 June 2014)

HSMC held two Information Days during the academic year 2013/14 to promote its degree programmes to prospective students and their parents and showcase the latest campus development to the public. Over 1,600 secondary school students and their parents visited the exhibition booths and attended the information sessions introducing the College's degree programmes. Some of the visitors joined the campus tours and were impressed with the College's new and modern teaching and learning facilities.



## The 3rd Junzi Corporation Survey Award Presentation Ceremony 2013 (9 January 2014)

Nineteen corporations from six different industries, including public transportation and service, media, banking and insurance, supermarket and retail, hotel and tourism and the catering industry were honoured as "Junzi Corporations" which were willing to take up corporate social responsibilities in various dimensions at the 3rd Junzi Corporation Survey Award Presentation Ceremony 2013, organised annually by the HSMC Department of Marketing and Management.



## Annual Academic Planning Retreat (10 January 2014) and Retreat for Heads and Senior Staff of Administrative Offices (17 January 2014)

The College held its annual Academic Planning Retreat at The Hong Kong Jockey Club's Beas River Country Club, Sheung Shui on 10 January 2014, with over 110 participants. The theme was 'Re-structuring: A University Paradigm'. The Heads and senior staff of Administrative Offices also held a staff Retreat at the Regal Riverside Hotel, Shatin with over 40 participants. The theme was "Quality Service CPU". There were fruitful discussions on the core elements of quality service, positioning of HSMC's service level, key communication strategies as well as a desirable infrastructure for quality service.

## Job Fair (6 and 7 March 2014)

HSMC held a 2-day Job Fair to provide an opportunity for students to meet with prospective employers from different fields and representatives from professional bodies. 1,500 participating students took the opportunity to visit the Job Fair to obtain recruitment information, submit applications and attend on-site interviews.



## Prof Simon S M Ho assumed duty as HSMC President (17 March 2014)

Prof Simon S M Ho assumed duty as HSMC President on 17 March 2014. Upon joining the College, President Ho shared his vision, in his letter to the College community, the adoption of the Liberal + Professional education model to further the College's fine traditions and to lead the College to pursue private university status.



## Caring Organisation 2013/14 (March 2014)

HSMC was awarded the Caring Organisation Logo in March 2014 by the Hong Kong Council of Social Service, in recognition of the College's commitment in caring for the community, caring for the employees and caring for the environment over the past year.

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## Approval of Five New Degree Programmes (18 March 2014)

Five new degree programmes, namely, BBA (Honours) in Financial Analysis, BBA (Honours) in Corporate Governance, BBA (Honours) in Management, Bachelor of Management Science and Information Management (Honours) and Bachelor of Science (Honours) in Data Science and Business Intelligence, were approved by the Chief Executive-in-Council at the Executive Council meeting held on 18 March 2014 for introduction in 2014/15.

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## Career Teachers' Day at HSMC (22 March 2014)

HSMC held a Career Teachers' Day with the aim of promoting the College's programmes to the secondary school principals and teachers.

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## Scholarship and Academic Award Presentation Ceremony (22 March 2014)

More than 560 scholarships and academic awards were presented to students in recognition of their academic performance during the HSMC Annual Scholarship and Academic Award Presentation Ceremony. President Ho, the College senior management and donors encouraged and congratulated the awardees for their achievements.



## HSMC Jockey Club Student Residence Halls Groundbreaking Ceremony (28 March 2014)

HSMC held a Groundbreaking Ceremony of the HSMC Jockey Club Student Residence Halls on 28 March 2014, and showed appreciation to The Hong Kong Jockey Club Charities Trust which pledged a donation of HK\$200 million towards the construction cost of new student residence halls.

The Ceremony was officiated by Ms Rose Lee, JP, Chairman of Board of Governors and College Council, Mr Philip N L Chen, GBS, JP, Steward of The Hong Kong Jockey Club, Mr Martin Tam, Member of Board of Governors and Chairman of the Steering Committee on Campus Expansion and President Ho with around 100 participants.



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## Meeting with Shatin District Secondary School Principals (4 April 2014)

HSMC hosted a meeting cum luncheon with the Shatin District Secondary School Principals. President Ho took the opportunity to share the latest development of the College with the principals and teachers.



## Web Accessibility Recognition Scheme Gold Award 2014 (14 April 2014)

HSMC won the Gold Award of “Web Accessibility Recognition Scheme 2014” organised by the Office of the Government Chief Information Officer and the Equal Opportunities Commission, which shows the Government’s appreciation on the College’s effective web accessibility.

## Ceremony in Appreciation of Milton Holdings International Limited (12 June 2014)

HSMC held an appreciation lunch and ceremony to honour the generous donation and installation of recycled rubber flooring in the Fitness Centre of Block B from Milton Holdings International Limited.



## Achievement of BEAM Plus Platinum Award (August 2014)

The HSMC Student Residence Halls Project at Site F has achieved the “Platinum” rating in the Provisional Assessment under BEAM Plus Version 1.2 of the Hong Kong Green Building Council. It is the first student residential hall in Hong Kong receiving such recognition, which has also manifested the College’s commitment to environmental protection and campus sustainability.





# Feature

## Stories



# New President of HSMC – A Strong Believer in the Transformative Power of Education



The Board of Governors and College Council of Hang Seng Management College (HSMC) unanimously approved the recommendation of the Search Committee in September 2013 to appoint Prof Simon S M Ho as the new President of the College for a period of five years and Prof Ho assumed office in March 2014.

President Simon S M Ho is a distinguished management scholar with an excellent track record of experience in university teaching, research and administration. He attained his PhD Degree in Accounting & Finance in the University of Bradford and MSc Degree in Information Systems (with Distinctions) in the London School of Economics and Political Science. An international expert in corporate governance, he has published widely on a variety of topics within his sphere of interest. In 2008, the Aspen Institute in the US awarded him their Faculty Pioneer Award and he was named as one of the “100 Most Influential People in Business Ethics” by Ethisphere, one of the world’s best-known business ethics and anti-corruption organisations. His public service work includes serving as a member of a number of Hong Kong SAR Government Committees, and he

is Founding President or Vice-President of several professional organisations.

Before joining HSMC, President Ho was the Vice Rector (Academic Affairs) of the University of Macau, former Dean of the Business School at Hong Kong Baptist University, and former Director of the School of Accountancy at The Chinese University of Hong Kong. His devotion to education during the past years enriched his experiences in governing and leading a university, broadening his horizons and forming a strong collaboration with other outstanding universities.

In his first open letter to the HSMC College community upon assumption of duty on 17 March 2014, President Ho wrote “The College’s vision and core values match closely with my own ideas about university education - to nurture young talents with independent thinking, innovative mind, human care, ethics and social responsibility. I chose to join the HSMC Family, in the hope of working together with fellow colleagues, students and alumni, to further the College’s fine traditions and spirit and to scale new heights.”



On various occasions, President Ho shared his education philosophy with the HSMC community to adopt the Liberal + Professional education model. President Ho's education philosophy of HSMC encompasses the following four keywords:

*Humanistic Perspectives,  
Professional Management,  
Ethical Leadership, and  
Social Responsibility.*

At the 2014 Graduation Ceremony, when speaking to the graduates, President Ho said, "With our Liberal + Professional education model laying a strong foundation for your future development and helping to cultivate independent thinking, innovative mind, communication skills, a caring attitude and a sense of social responsibility, I sincerely hope that you, as graduates of Hang Seng Management College, will face the modern world boldly as self-reflective, grateful and fulfilled persons."

President Ho also commends the close teacher-student relationship in a small-size university like HSMC. He encourages students to "interact deeply with at least one teacher each semester, as some of them may be your mentors and friends for the rest of your life. When I look back upon my life, I can identify at least two undergraduate teachers whose support and guidance after my graduation were valuable beyond measures." President Ho also believes that Liberal + Professional education can be achieved through the formal

and informal curriculum. Life education in the new residential colleges will provide students with ample opportunities for self-learning and self-management whereby students will combine living with learning and enrich their all-round development.

In addition to the professional academic team, President Ho believes that an environmentally-friendly and humanistic campus also has huge impact on students' learning and college life. With the extensive use of bamboo material in the state-of-the-art new buildings, President Ho wishes students to maximise their potential in this "bamboo university".

"Bamboo is sustainable & eco-friendly, it signifies upright integrity with resilience, and has a perfect balance of grace & strength. 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 the bamboo."

With President Ho's passion for education and dedication to students' learning, HSMC is delighted to receive him as the new President leading the College to scale new heights along the way to becoming a leading private university.

by Staff Reporter of  
Communications and Public Affairs Office



# HSMC Received HK\$11.3 million for 22 Research Projects in the Competitive Research Funding Schemes

In December 2013, the Research Grants Council (RGC) of the University Grants Committee (UGC) launched the first-of-its kind research funding exercise to support the research development of the self-financing degree sector. The exercise comprised three different funding schemes, namely the Institutional Development Scheme (IDS), Inter-Institutional Development Scheme (IIDS) and Faculty Development Scheme (FDS); which were all geared toward building up the research capabilities of the local self-financing tertiary institutions. The RGC received a total of 240 applications from seven eligible institutions, including HSMC. After a rigorous peer review process, the RGC approved a total research grant of HK\$100.86 million for 63 funded projects.

HSMC has performed impressively in this research funding exercise, receiving a funding amount of

HK\$11.3 million for 22 of its projects, which represented the greatest number of successful projects among all participants and 45% success rate in its submitted applications. These 22 projects covered a wide range of areas ranging from business studies (*e.g. finance, marketing, management, operational research, and supply chain decarbonisation*), humanities and social sciences (*e.g. consumer psychology, classical paleography, media and communication, language teaching and learning, legal bilingualism, philosophy and sociology*) to engineering and physical sciences (*e.g. applied mathematics, data science, probability and statistics and signal and image processing*). These projects are expected to commence in the fourth quarter of 2014 or the first quarter of 2015. For further details on these projects, please refer to the Appendices.



# Five New Academic Programmes Successfully Validated in 2013/14

As an important part of the College's Five-year Strategic Plan, the College continued to develop new degree programmes in response to community needs and took a great leap forward in 2013/14, by designing five new innovative degree programmes which were all successfully validated within the year. These five degree programmes are: *Bachelor of Business Administration (Honours) in Financial Analysis* (BBA-FA), *Bachelor of Management System and Information Management (Honours)* (BMSIM), *Bachelor of Business Administration (Honours) in Corporate Governance* (BBA-CG), *Bachelor of Business Administration (Honours) in Management* (BBA-MGT), and *Bachelor of Science (Honours) in Data Science and Business Intelligence* (BSc-DSBI).

Led by Prof Gilbert Fong, Acting President, the College's senior management team, Deans, Heads and members of the Programme Planning Committees met with the Combined Validation Panels for BBA-FA and BMSIM organised by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in April 2013; and with the Combined Validation Panels for BBA-CG, BBA-MGT and BSc-DSBI in October 2013.

The College soon learnt that all five new degree programmes were successfully validated, with the Statements of Accreditation (SoA) received for both BBA-FA and BMSIM in November 2013, and for the other three degree programmes (BBA-CG, BBA-MGT and BSc-DSBI) in December 2013, with clean passes. In March 2014, the Chief Executive-in-Council gave the College official approval, for all five degree programmes to be launched in September 2014.



Programme Validation Documents





BBA-CG, BBA-MGT, BSc-DSBI on-site visit on 23-25 October 2013



BBA-CG, BBA-MGT, BSc-DSBI Celebration Dinner on 1 November 2013



# Junzi Corporation Survey 2013

The Junzi Corporation Survey (君子企業調查) is a large-scale public survey conducted annually by Hang Seng Management College. The survey evaluates the extent to which a corporation's actions are in accordance with the Confucian concept of Junzi (君子) and Junzi's five virtues: Ren (仁) · Yi (義) · Li (禮) · Zhi (智) · Xin (信).

The data collection of the 2013 survey was carried out from June to August, resulting in 2,313 questionnaires. The survey was conducted near MTR stations and in shopping malls all over Hong Kong. The survey reflected the perceptions of the public towards business ethics being practised in Hong Kong.

The Junzi Corporation Survey Award Presentation Ceremony was successfully held on 9 January 2014. A press briefing session was held prior to the ceremony to announce the findings. The event received much media attention. News articles about the event appeared in Ming Pao, Sky Post, Hong Kong Economic Times and Sing Tao Daily. At the Award Presentation Ceremony, HSMC received many guests from various academic and business backgrounds. Honorary guests included

the following: Ms Susanna Chiu (2013 President of the Hong Kong Institute of Certified Public Accountants), Prof Alan Tse (The Chinese University of Hong Kong), along with many company representatives who came to share their insights on business ethics and corporate social responsibility.

Prof Gilbert Fong, Provost and Acting President of the College, remarked in his welcoming speech that the Junzi Corporation Survey benefits society by encouraging businesses to seriously adhere to the philosophy of corporate social responsibility. Ms Susanna Chiu further commented that enterprises of the 21st century can draw "nutrients" from the wisdoms of the five Junzi virtues.

A total of 20 awards were presented, with 19 companies receiving the "Junzi Gold Award (君子企業金獎)", three of which received the "Exemplary Business (商道典範) Award". One company received both the Ren (仁) Award and the Yi (義) Award, and three other companies received the Li (禮) Award, Zhi (智) Award, and Xin (信) Award, respectively.





Award Categories	Winners of the Junzi Corporation Survey Award 2013
Exemplary Business (商道典範) Award	Radio Television Hong Kong Hong Kong Tramways Limited Ocean Park (brand: Hong Kong Ocean Park)
Ren (仁) Award	Radio Television Hong Kong
Yi (義) Award	Radio Television Hong Kong
Li (禮) Award	Hong Kong Tramways Limited
Zhi (智) Award	Ocean Park (brand: Hong Kong Ocean Park)
Xin (信) Award	Hang Seng Bank Limited
Junzi Gold Award (君子企業金獎)	Radio Television Hong Kong Hong Kong Tramways Limited Ocean Park (brand: Hong Kong Ocean Park) Hang Seng Bank Limited CEC International Holdings Limited (brand: 759) International Housewares Retail Company Limited Dairy Farm International Holdings Limited (brand: IKEA) Star Ferry Company Limited AEON Stores (Hong Kong) Co Limited (brand: AEON) The Hong Kong and Shanghai Hotels, Limited (brand: The Peninsula Hong Kong) Media Chinese International Limited (brand: Ming Pao) Fast Retailing Co, Limited (brand: UNIQLO) Shangri-La Hotel HYFCO Travel Agency Limited Four Seasons Hotel Hong Kong Hongkong Post SCMP Group Limited (brand: South China Morning Post) The Miramar Group (brand: The Mira Hong Kong) Starwood Hotels & Resorts Worldwide, Inc (brand: Sheraton Hong Kong Hotel)



# HSMC Jockey Club Student Residence Halls



The construction of the new Student Residence Halls began in March 2014, marking an important step forward in the College's Campus Expansion Project. As part of the Campus Expansion Plan, the Student Residence Halls play an important role in providing hall life education as a part of students' living and learning experience and all-round development.

The College is delighted to have received the generous support from The Hong Kong Jockey Club Charities Trust which pledged a donation of HK\$200 million towards the construction cost of the new Student Residence Halls.

The Student Residence Halls, which consist of three blocks and provide a gross floor area of 14,525 square metres, will be able to accommodate about 1,200 students in around 400 units. It is expected that the halls will be completed for occupancy in the academic year 2015/16.

A Groundbreaking Ceremony of the Student Residence Halls was held on 28 March 2014. Ms Rose Lee, JP, Chairman of Board of Governors and College Council, Mr Philip N L Chen, GBS, JP, Steward of Hong Kong

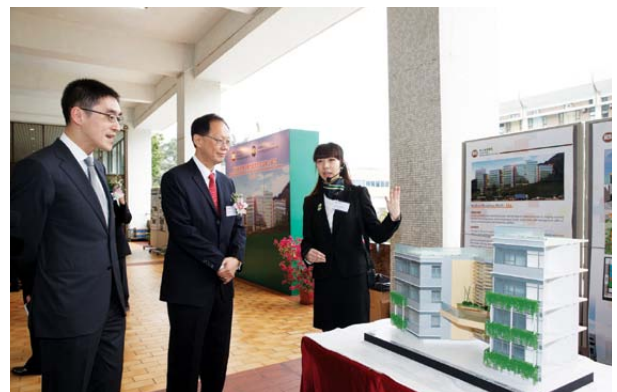
Jockey Club, Mr Martin Tam, Member of Board of Governors and Chairman of Steering Committee on Campus Expansion and President Simon S M Ho, officiated at the Ceremony. Over a hundred guests, staff and students attended the Ceremony and witnessed the historical moment of HSMC.

At the Ceremony, President Ho thanked the Hong Kong Jockey Club Charities Trust for their generous donation towards the construction cost of the Halls. He remarked, "Residence hall education can play a pivotal role in this process, and in fact it is an integral part of our Liberal + Professional education model."

The Student Residence Halls, which enjoy an open and unobstructed view of the Tate's Cairn Tunnels' entrance runway, are designed to fully integrate environmental elements and to continue the College's theme of "sustainability" and "green campus" in the Campus Expansion Project. More than 40% of the area will be covered in greenery, including a vertical green wall and a green roof, which is covered with plants and high solar reflectance index (SRI) materials that can effectively reduce temperature increases brought about by sunlight.

In order to reduce carbon emissions from vehicles transporting materials to the site, most of the construction materials are sourced from nearby. In addition, the construction site is operated with high environmental standards. Sophisticated solar photovoltaic panels are used to support the lighting systems in the hallways and public facilities. With other energy-saving measures in ventilation, air conditioning and water heaters, it is expected that the design will reduce approximately 414,000kg greenhouse gas emissions each year in the future which is equivalent to planting a thousand trees. To control water consumption, maximum flow restriction devices will be used in all dormitory bathrooms, kitchen, toilets, enabling the College to save more than 30% water consumption.

The College is glad to report that the Student Residence Halls project has achieved the “Platinum” rating in the Provisional Assessment of the BEAM Plus Assessment Scheme Version 1.2 conducted by Hong Kong Green Building Council. It is the first student hostel among all Hong Kong tertiary education institutions to receive such honourable recognition. The rating will be confirmed in the final assessment after the entire project is completed.



# HSMC Students' Outstanding Achievement in the YDC E-Challenge 2014



Ms Nisa Leung, Director of the YDC and the First Runner-up HSMC / CUHK team - Onepoint

The Young Entrepreneurs Development Council Entrepreneurs' Challenge (YDC E-Challenge), a business plan competition open to full-time students of local universities and other tertiary institutions, has been organised by YDC in collaboration with Stanford University annually since the year 2000. The competition is designed to provide students with exposure to the entrepreneurial community and help them develop the skills required to facilitate an entrepreneurial spirit and mindset. It comprises a series of workshops to develop the core competencies of

future entrepreneurs, networking events that provide a platform for students to meet potential investors, mentorship programmes for students to seek advice and guidance, and business showcases for students to present their business plans and compete for prizes and recognition from judges of different industries.

There were 125 participating teams in the YDC E-Challenge 2014. The team "Onepoint" comprising two HSMC BBA Year 4 students, Tse Chun Yin and Tsang Kei Yin, and a student from The Chinese University of Hong Kong won three prizes in the competition. The team has in fact received the largest number of awards in the competition:

- **YDC E-Challenge 2014 – First Runner-up**

The mobile wallet project developed by "Onepoint" received First runner-up in the competition. Its innovative mobile payment technology leapfrogged other pairing technology, such as NFC and QR codes, enabling contactless checkouts anywhere within the shop between merchants and customers.

- **HKSTPC Technopreneur Award – Silver Award**

The award was sponsored by the Hong Kong Science & Technology Parks Corporation, which recognises the winning teams' innovative use of technology in the development of the modern business model.

- **Best Visual Presentation Award – Champion**

Each participating team was required to create a one-minute video to sell their business plans online for public voting. The team with the highest number of votes was recognised as the Champion.

The Champion and First runner-up teams were given the opportunity to represent Hong Kong to attend related conferences or workshops in Asia. A showcase was also held in InnoCarnival (under Innovation and Technology Commission) in November 2014. The team was invited to present its business plan and well-developed apps to the public in the Science Park.

The Young Entrepreneurs Development Council is a non-profit organisation established by home grown entrepreneurs and professionals who believe that entrepreneurial spirit holds the key to helping young people of Hong Kong unleash their potentials and ensuring the betterment of society.



# HSMC – Deutsche Asset & Wealth Management ETF Investment Competition 2013

The “HSMC – Deutsche Asset & Wealth Management ETF Investment Competition 2013” was organised by HSMC and sponsored by Deutsche Asset & Wealth Management. The competition, running from September to December 2013, was the first ever ETF investment competition held in Hong Kong which focuses on investment education. It aims to educate Hong Kong youngsters to adopt proper investment attitudes towards achieving realistic investment goals.

A total of 15 students were chosen for the competition. They were divided into three groups. Each group was given a “virtual” amount of capital worth HK\$500,000 and the teams formulated appropriate investment strategies for three selected “client celebrities” (Mr Chan Yik Hei, Mr Chan Kam Hung, and Mr Shek Sau).

At the inauguration ceremony, Mr Anson Chow, Vice-President of Asia Pacific, Deutsche Asset & Wealth Management, commented that, “As a leading

investment organisation in the world, Deutsche Asset & Wealth Management considers the promotion of investment education and talent nurturing as part of our commitment to corporate social responsibility. We would like to thank HSMC for giving us the opportunity to support this extremely meaningful activity. We look forward to seeing more outstanding performances from students in the future”.

The team with Mr Shek Sau as their client emerged as winners. They were chosen by a panel of distinguished judges, who were representatives appointed by the organiser, including Prof Raymond So Wai Man, Dean of School of Business, HSMC; Dr Brian Tung Wing Chiu, Senior Lecturer of the Department of Economics and Finance, HSMC and Prof Chow Ying Foon, Associate Professor, Department of Finance, The Chinese University of Hong Kong. The team was able to secure an annual rate of return of 6.37% for their client and for that, they were awarded an exciting “prize” of “a study tour to Europe”.





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# Academic Team



# Academic Team (2013/14)

The College has four Schools and each School is managed by a Dean. Under the four Schools, there are 11 Departments, each managed by a Chairperson and assisted by an Administration Head.



## School of Business

### Dean

#### **Prof Raymond SO Wai Man, JP**

*BBA, MBA (CUHK), PhD (Louisiana State University),  
CertCMPCL (Harvard Business School),  
LLB (Tsinghua University), FIHRM (HK)*

### **Accountancy**

#### **Chairperson**

#### **Dr Brossa WONG Yeuk Ha**

*ProfDip (PolyU), MSc (University of London),  
PhD (Xiamen), FCCA, FCPA, FTIHK  
(Also Associate Dean, School of Business)*

#### **Administration Head**

#### **Ms Joey LEE Hau Yee**

*BSc, MSc (University of Birmingham), CPA (HKICPA),  
ACA (ICAEW)*

### **Economics and Finance**

#### **Chairperson**

#### **Dr David CHUI Kam Hung**

*BSc (University of London),  
MBA (CASS Business School, London),  
PhD (University of London)*

#### **Administration Head**

#### **Dr Kenneth CHUNG Hoi Ki**

*MA (University of Sheffield), PGDE (CUHK),  
MCS (Lutheran Theo. Seminary),  
PhD (Shanghai University of Finance and Economics)*

### **Marketing and Management**

#### **Chairperson**

#### **Dr Haksin CHAN Hak Sin**

*BBA (CUHK),  
MBA, PhD (University of Wisconsin-Madison)*

#### **Administration Head**

#### **Mr Alex LAU Yee Chau**

*BA (CityU), PGCE (HKU), MSc (CUHK)*

### **Mathematics and Statistics**

#### **Chairperson**

#### **Prof TANG Man Lai**

*BSc, MPhil (CUHK), PhD (UCLA)*

#### **Administration Head**

#### **Dr CHOY Siu Kai**

*BSc, MSc, PhD (HKBU)*

### **Supply Chain Management**

#### **Chairperson**

#### **Prof LEE Tien Sheng**

*BSc, MSc (National Chiao-Tung University),  
MBA, PhD (University of Missouri-Columbia)*

#### **Administration Head**

#### **Dr Collin WONG Wai Hung**

*BEng, MPhil, PhD (CUHK)*



# School of Translation

## Dean

### **Prof Gilbert FONG Chee Fun**

*BA (CUHK), MA (York University),  
MA, PhD (University of Toronto)*

## Translation

### **Chairperson**

### **Prof Gilbert FONG Chee Fun**

*BA (CUHK), MA (York University),  
MA, PhD (University of Toronto)*

## Administration Head

### **Dr Shelby CHAN Kar Yan**

*BA, MA (CUHK), PhD (University of London)*

# School of Communication

## Dean

### **Prof Scarlet TSO Hung**

*BA (Chu Hai College),  
PGCE, MA (University of Essex),  
PhD (Chu Hai University)*

## Journalism and Communication

### **Chairperson**

### **Prof Scarlet TSO Hung**

*BA (Chu Hai College),  
PGCE, MA (University of Essex),  
PhD (Chu Hai University)*

## Administration Head

### **Mr James CHANG Chih Yu**

*LB (Taiwan National Chengchi University),  
MA (Taiwan Tamkang University),  
MA (Leeds University),  
PhD Candidate (National Taiwan Normal University)*



# School of Humanities

## Dean

### **Prof Thomas LUK Yun Tong**

*BA (CUHK), MA (York University),  
PhD (University of Michigan)*



## Chinese

### **Chairperson**

#### **Prof Alex CHEUNG Kwong Yue**

*BA, MA, PhD (National Taiwan University)*

### **Administration Head**

#### **Dr Rebecca LEUNG Mo Ling**

*BA (CUHK), PGCE (HKU), MPhil, PhD (CUHK)*

## Computing

### **Administration Head**

#### **Dr Willy YUE Ho Yin**

*BEng, MPhil (CUHK), PGDE (HKBU),  
PhD (Shanghai University of Finance and Economics)*

## English

### **Chairperson**

#### **Prof Thomas LUK Yun Tong**

*BA (CUHK), MA (York University),  
PhD (University of Michigan)*

### **Administration Head**

#### **Mrs Anora WONG YU Kam Wan**

*BA (Hons) (The University of Lancaster),  
MA (The University of Hull)*

## General Education

### **Chairperson**

#### **Prof Kenneth LEUNG Wai Yin**

*MA, PhD (The University of Minnesota)  
(Until 31 December 2013)*

### **Administration Head**

#### **Dr Victor CHAN Chi Ming**

*BEcon, MPhil (HKU),  
PGDE, MA (CUHK), PhD (Ritsumeikan Asia Pacific University)*



# Academic and Scholarly Activities

## Research Grants Council's Competitive Research Funding Schemes for the Local Self-financing Degree Sector



The Research Grants Council (RGC) approved funding for the local self-financing degree sector in August 2014 for a total of 63 projects under three schemes, namely, the Faculty Development Scheme (FDS), the Inter-Institutional Development Scheme (IIDS) and the Institutional Development Scheme (IDS) in its competitive research funding exercise 2014/15. HSMC has secured a total funding of HK\$11.3m for 22 FDS and IIDS projects, representing a success rate of 45% in this exercise. The College has also achieved the highest number of supported projects among all the participating institutions. The encouraging result clearly demonstrates the College's commitment and continuous effort to pursue excellence in research.

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## Research Collaboration Alliance of the Local Self-financing Degree Sector

HSMC joined the Research Collaboration Alliance of the Local Self-financing Degree Sector as a member in 2014. The Alliance is formed with six other local self-financing degree-awarding institutions, including Caritas Institute of Higher Education, Centennial College, Chu Hai College of Higher Education, Hong Kong Shue Yan University, the Open University of Hong Kong and Tung Wah College, with the aim to promote inter-institutional collaboration on research projects, and coordinate with relevant funding bodies for research, such as the Research Grants Council.



## Quality Enhancement Support Scheme of the Education Bureau

To promote quality enhancement of the self-financing post-secondary sector, the Education Bureau set up the Quality Enhancement Support Scheme to support non-works projects or initiatives that help enhance teaching and learning in the sector. HSMC had submitted two applications in 2013/14 and both applications were approved with a total funding of over HK\$3.65m:



- Project title: *“Glocality” and Cultural Literacy: HSMC English Enhancement Project.*

(Project Team: Dr Amy KONG, Prof Thomas LUK and Mrs Anora WONG, Department of English)

- Project title: *Developing Language Proficiency for Post-secondary Students: Online Assessment and Self-learning of Putonghua through Gamification and Automation.*

(Project Team: Prof Alex CHEUNG, Ms LAU Wai and Dr Rebecca LEUNG, Department of Chinese)



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## Small Research Grant Scheme of the Federation for Self-financing Tertiary Education

The Research and Development Committee of the Federation for Self-financing Tertiary Education (FSTE) has established a framework for a Small Research Grant Scheme which is aimed at supporting eligible individuals, or groups of individuals from self-financing institutions to conduct research. Three projects are granted for the year of 2013/14, with HSMC receiving two of them with a total funding of over HK\$150,000:

- Project title: *Can Intergroup Competition and Intragroup Evaluation Reduce the Free Rider Problem in Group Projects? – An Action Research in Business Students in Self-financing Tertiary Education in Hong Kong.*  
(Principal Investigator: Dr Victor LAU, Department of Marketing and Management)
- Project title: *Exploring Learning-oriented Assessment in HK’s Self-financing Tertiary Educational Context.*  
(Principal Investigator: Dr Maggie MA, Department of English)

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## The Case Centre Awards 2014

Dr Stephen NG, Assistant Professor of Department of Supply Chain Management, won the Production and Operations Management Award of the Case Centre Awards 2014, with the topic “Operations Strategy at Galanz”. The Case Centre’s annual awards and competitions are presented annually to recognise worldwide excellence in case writing and teaching in business education.

## Annual Academic Planning Retreat (10 January 2014)

The Annual Academic Planning Retreat took place at the Beas River Country Club, Sheung Shui on 10 January 2014. Over 80 staff members including the Acting President and Provost, Vice-Presidents, School Deans, Chairpersons and Administration Heads of Departments participated in the event, as well as around 34 academic staff members who volunteered to join in response to an open invitation. There was fruitful discussion amongst the participants on the theme of “Re-structuring: A University Paradigm” and the various topics for group discussion, including “An academic structure for College enhancement”, “Summer Term: developing a new academic schedule” and “New programme development for the attainment of university status”.

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## First International Conference on “Supply Chain for Sustainability” (11 and 12 January 2014)

The Department of Supply Chain Management held its first International Conference on “Supply Chain for Sustainability” on campus with around 100 participants. The Conference aimed at highlighting the need of value creation and sustainability in supply chain management in the 21st century from a multi-disciplinary perspective. Four experts in this field, including Prof Wang Zhaohui from the Guangdong University of Business Studies, Prof Zhao Xiande from the China Europe International Business School, Prof Minoo Tehrani from the Gabelli School of Business, Roger Williams University and Prof Eldon Li from the National Chengchi University, served as keynote speakers and gave presentations during the Conference.



## Chinese Calligraphy Seminar and Exhibition (March 2014)

To promote Chinese language and culture, the Institute of Chinese Language and Culture (ICLC) held a Chinese calligraphy seminar, themed “書道與文化” on 10 March 2014. Prof Chen Ruigeng (陳瑞庚教授), a renowned Taiwanese calligrapher, was invited to share his experience and views on Chinese calligraphy and to conduct two demonstrations on Chinese calligraphy writing on 11 March 2014 at the College. His work written during the demonstrations were showcased in the exhibition “書道與文化——陳瑞庚教授書法展” at the Library from 18 to 28 March 2014.







## Guest Speaker Talk delivered by Ms Louise Ho (24 March 2014)

The Department of English invited Ms Louise Ho, Hong Kong's most recognised contemporary poet, as the speaker of the talk "English? What's that?" on 24 March 2014. Apart from introducing students to the characteristics of Anglo-Saxon, Middle English and modern English and the evolution of English over the years, Ms Ho also shared with them some insights and methods to study English Literature. Ms Ho and the participants also engaged in a discussion on poems during the session.



## BJC Talk Series (November 2013 – April 2014)

To enrich students' horizon and develop their analytical ability, the School of Communication launched a talk series as from October 2012 inviting professionals from various industries to share their views and experiences on their own specialty areas. The following seminars were organised during the year 2013/14:



- "A Sharing of Professional Ethical Standards Among Newspaper Industry" by Prof Joseph Chan, Chairman of the Hong Kong Press Council and Professor of Journalism and Communication of The Chinese University of Hong Kong
- "A Sharing of Corporation Communication Industry" by Dr Amen Ng, Head of Corporate Communications and Programme Standards Unit of Radio Television Hong Kong
- "Politics and Communication: Strategies and Practices" by Mr Nelson Wong, the former lawmaker and member of Democratic Party
- "Taiwan-Hong Kong Relations: a Taste of 'Taiwanophile'" by Ms Duh Jia Fen, Head of Liaison Section of Taipei Economic and Cultural Office
- "The Way to be a Media Multitasker" by Mr Tsang Chi Ho, a well-known host of television and radio programmes
- "Pursuit of Happiness" by Mr Lam Woon Kwong, GBS, JP, Convenor of the Executive Council
- "Governance and Policy-making in a Society with Pluralistic Demands" by Prof Anthony Cheung Bing Leung, GBS, BBS, JP, Secretary for Transport and Housing
- "From Reporting to Being Reported: Changing Dynamics of Public Affairs over Thirty Years" by Ms Catherine Choi, Public Affairs Director of CLP Power Hong Kong
- "My Life in Chinese Society" by Mr Gill Mohindepaul Singh (known as Q Bo Bo), a famous Indian artist in Hong Kong





## Marketing and Management Lecture Series (21 November 2013 and 3 April 2014)

Two lectures were held by the Department of Marketing and Management in November 2013 and April 2014 respectively. Speakers shared their views on the topics concerned with the audience:

- “Daoism and Complex Adaptive Systems: Lessons for Today’s Managers” by Prof Alan Tse from the Department of Marketing, The Chinese University of Hong Kong
- “A Structured Approach to Describing Service for Creating a Delightful Experience” by Prof John Leung from the Department of Marketing, The City University of Hong Kong



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## Subject Talk Series (February to April 2014)

Three sessions of the Subject Talk Series “Translation Culture in Hong Kong” were conducted in the Hong Kong Central Library by Professors of the HSMC School of Translation during February to April 2014 with details as follows:

- “Translating Hong Kong” by Prof Gilbert Fong, Acting President and Provost, Dean and Professor of School of Translation
- “PR with Chinese Characteristics vs Anglo-American PR: Dilemma in PR Translation in Hong Kong” by Dr Wong Kim Fan, Adjunct Associate Professor, School of Translation
- “Problems of Language and Culture in Translating Hong Kong Litigation Documents” by Dr Sin King Kui, Adjunct Professor and Special Consultant, School of Translation and Dr Elvis Lee Kim Hung, Assistant Professor, School of Translation





## Distinguished Seminar (23 April 2014)

The School of Business held a distinguished seminar on “Era of RMB Internationalisation”. The guest speaker, Mr Albert Ip, Council Member, Chairman of Institutional Advancement Committee and Adjunct Professor of Lingnan University, presented the topic with real-life cases and enabled participants to gain a good insight of the topic.



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## Research and Publications

The College continues to provide financial support to encourage academic staff to participate in and present their research papers at local and overseas conferences. During the year 2013/14, the College provided a total sponsorship of HK\$929,481 to support the presentation of 87 papers by its academic staff at local and overseas conferences. Academic staff are also encouraged to publish their research outputs in prestigious and refereed publications. Please refer to the Appendices for details of the conferences attended by academic staff and the list of academic publications for 2013/14.

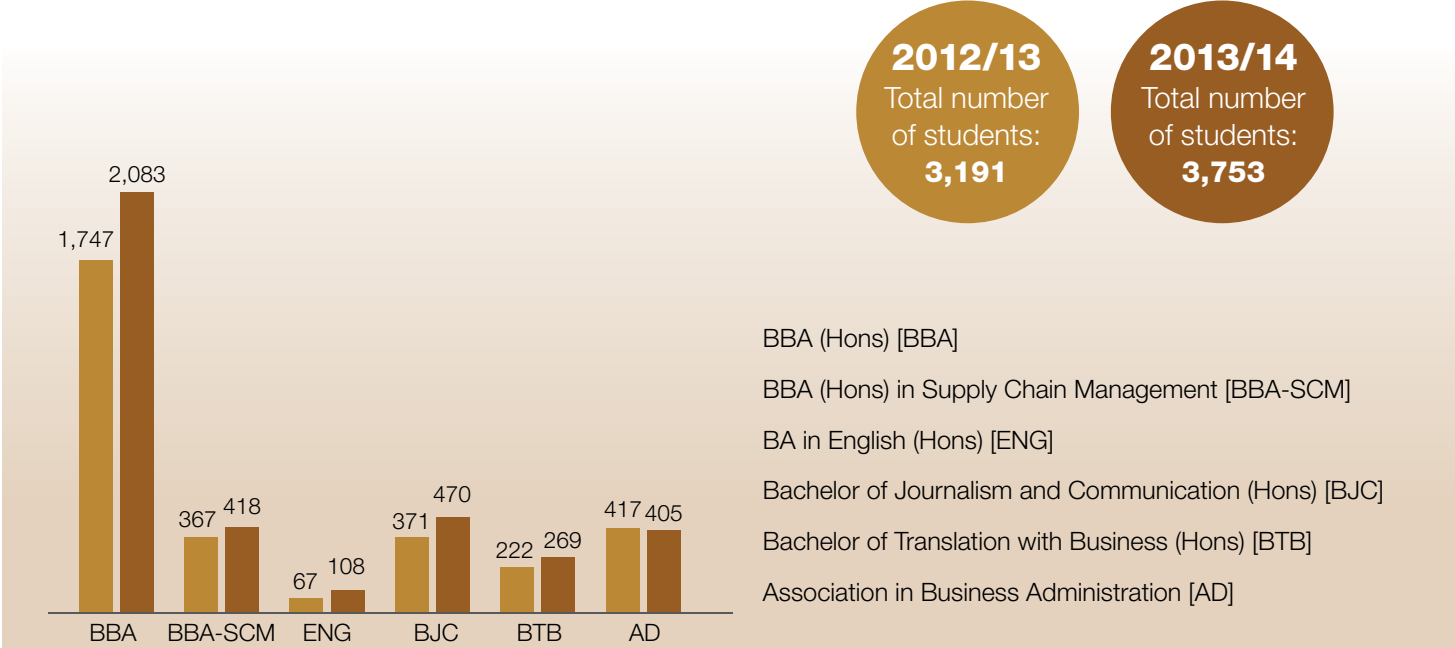


# Students and Graduates

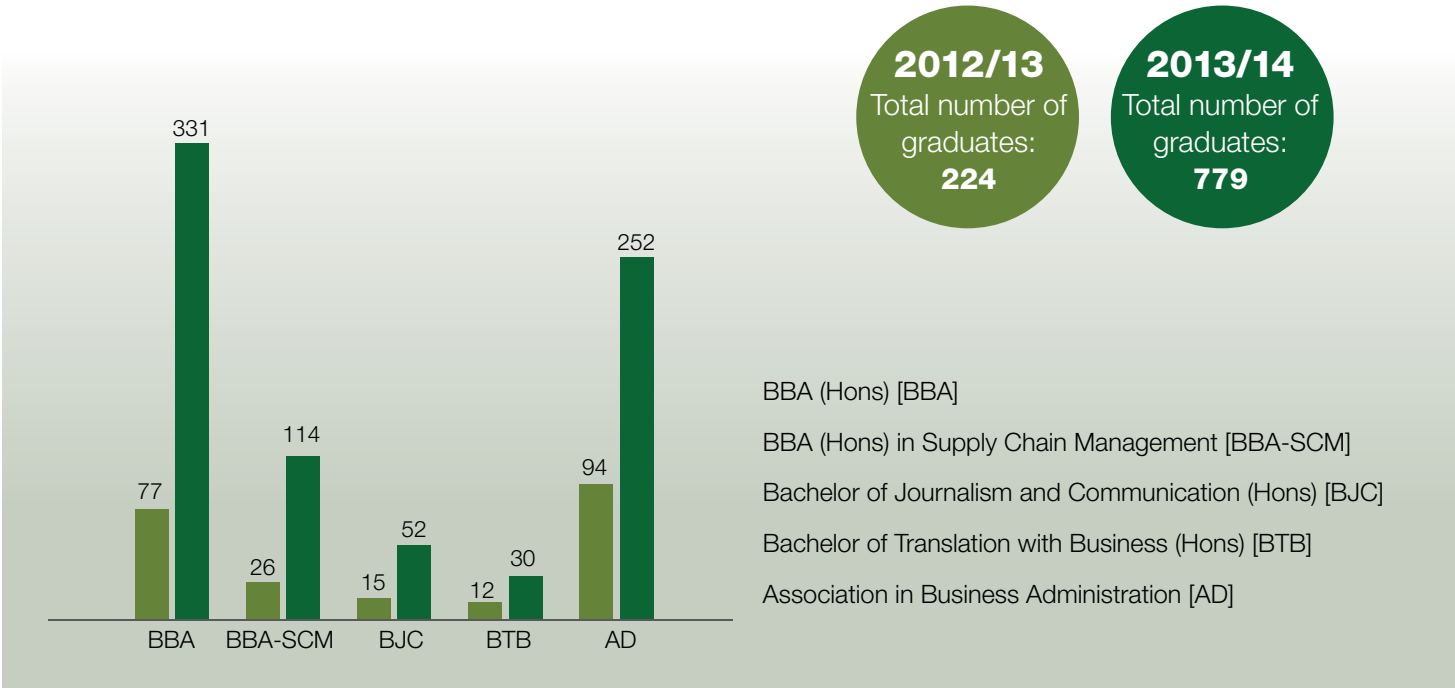


# Students and Graduates Statistics

## Number of Students by Programme



## Number of Graduates by Programme



Figures as at 31 August 2014



# What Students and Graduates Say

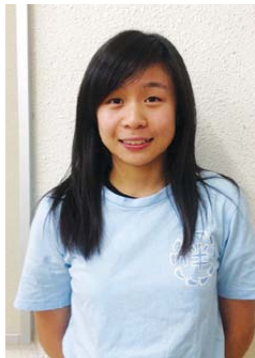
## Students

### Kay TAM Ka Man and Janet YICK Yan Hung

**Bachelor of Journalism and Communication, Year 2  
(Mentees, Careers Mentorship Programme)**

We are truly grateful for having the opportunity to take part in the Careers Mentorship Programme. Our mentors have offered us precious chances to assist in different events, social platform and formal or informal meetings. We are inspired by people from all walks of life and are able to practise the social skills we have learnt.

Don't hesitate to join the Careers Mentorship Programme. We are sure that your mentor will become your great friend and inspirer!



### MA Lok Yung

**Bachelor of Translation with Business, Year 2  
(External Vice President, Student Hostel Association 2013/14)**

I am glad to be one of the members of the Student Hostel Association. It presents an opportunity for me to enjoy a different and diverse hostel life. Holding an event is never an easy task, yet I have learnt the skills of organising activities and have built a strong bonding with my colleagues. The most special experience is being the bridge between wardens and the residents. I hope my committee has facilitated two-way communication and enriched the hostel life of the residents.

### HO Chun Sing

**Bachelor of Journalism and Communication, Year 2  
(President, Hang Seng Management College Students' Union 2013/14)**

Being a President of Students' Union for almost a year, words are not enough to describe what we have been experiencing. One of the precious experiences I have gained during this year is being able to work with a group of capable committee members. My committee members and I all believe in a mission - to provide HSMC students a chance to know more about social issues and at the same time to enhance the "Citizen Quality" of HSMC students. We, as university students, should be responsible for and make efforts in building a better future for Hong Kong.



### LAU Tsz Kwan

**Bachelor of Business Administration, Year 2  
(Student Ambassador, Student Ambassador Programme 2013/14)**

Love and service are valuable spirits that I would carry on. Being a Student Ambassador (SA), I have not only tried and experienced more than I expected, but I have also gained and grown with my fellow SAs.

Being capable and caring are the remarkable characteristics in SAs. Every Student Ambassador is capable and well-trained to serve different guests sincerely. We assist in various College functions to show our love and care for the College. Smiley faces with professional gesture; this is what we have learned and equipped ourselves to be ready to serve!

### Eugene WONG Wai Lun

#### Bachelor of Business Administration (Honours) – Accounting 2014

Every story has an end. But in life every end is just a new beginning.

Four years ago, I came here with anxiety and uncertainty. But today, I left the College with hope and pride. While HSMC is ever improving its hardware, it also excels in the most invaluable assets: our responsible and conscientious professors, lecturers and staff. Without their professional assistance, under no circumstances can we grow and succeed. Therefore, I would like to take this opportunity to express my sincere gratitude to them. In the past four years, I have, as one of the pioneers of HSMC, witnessed the ongoing improvement of our College. Memories like school bells and pre-assigned timetables will forever be engraved in our memory.

In the past four years, we have been working hard to grow with HSMC. Now, it's time for us to pass the baton to our junior schoolmates. And now it's our turn to show our excellence to the world.



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### Phoebe WONG Wing Fay

#### Bachelor of Business Administration (Honours) – Banking and Finance 2014



Time flies. After years of education, it is now time to harvest. After marathons of essays and presentations, we have come all the way to this point through hardship. Not only does this milestone conclude our effort spent but it also marks another beginning. Whether to start our career or pursue further studies, we all deserve the sweetness of celebration, with the spices of new challenges and opportunities.

When reviewing our campus life, besides learning about how banks operate in our studies, risk and reward are probably the two most frequently-heard terms. That reminds me of a well-said quote by Benjamin Franklin: “An investment in knowledge always pays the best interest.” After years of investing in learning, we are now ready to contribute by utilising our knowledge, the principal and interest.

While wishing our friends who represent the future flourishing and successful days ahead, we would also like to dedicate our greatest gratitude to our teachers and our heartfelt blessing to HSMC.



## Graduates

### **Bobo WAN Po Yan**

#### **Bachelor of Business Administration (Honours) – Marketing 2014**

I am so honoured that I had the opportunity to study at Hang Seng Management College. Being taught by knowledgeable and dedicated professors is an absolute pleasure. Not only did they equip us with the fundamental knowledge and key concepts, but they also taught us life lessons and skills to adapt to various situations.

I have learnt two very important lessons, 'If some things are worth doing, then they should be done with your best efforts and follow your heart to make the best decisions that you will not regret.' These life-long mottoes guide me through my decision-making even until now.

I would like to thank all of my friends at HSMC for their wonderful support. We have experienced ups and downs at College throughout the two years, which cannot be easily explained with a few words. I am sure that we will always keep in touch, right?



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### **Violette FUNG Hing Yin**

#### **Bachelor of Business Administration (Honours) – Supply Chain Management 2014**



Time flies like an arrow. Thanks to our College, today we are well equipped to start a new chapter of our life. My four-year study is rewarding as I am not merely equipped with business and technical knowledge, but also creative thinking and a global perspective. SCM is a comprehensive programme providing abundant opportunities for us to sharpen various skills through courses, internship and activities. My memories in class, exchange experience in the US, joining the CILTHK competitions, organising the Chinese New Year Fair are still so fresh in my mind. All are valuable learning experiences. The professor-student relationship is always much appreciated. Our professors' interactive teaching approaches effectively create a harmonious learning atmosphere. Their kind advice and job experience sharing are life-long treasures to me. I am glad to have spent all the time together with my schoolmates here. We've grown together with our College!





### Monchi LAU Nga Tung

#### Journalism and Communication (Honours) - Corporate Communication 2014

The scene now is completely different from the first day I was here - new buildings, new courses and new starts. Looking back I was like a kid getting lost in the crowd, hoping to find a path towards the unknown future. But along the way, I found myself in the warm hands of BJC.

Some people may think a college is a place to gain knowledge for a professional career, but what I saw is a place to gain wisdom for us to lead a fruitful life as a responsible adult. That is what we are for as a journalism graduate.

Studying in BJC is one of the most remarkable moments in my life. I am so proud to be one of its graduates. What I could achieve today is not the result of my own efforts, but thanks to the resources provided by BJC, as well as all our supportive professors, friends and teammates.

I sincerely wish every graduate every success in the coming future. Good luck!

### Violet SO Leung Shun

#### Bachelor of Translation with Business (Honours) 2014

Everything has to come to an end. Graduating from the College certainly counts as one. It is humbling, comforting and frightening at the same time. The feeling is like when we come to the last stop of a great journey. We have achieved so many things we are proud of and have overcome so many obstacles that we are almost reluctant to end this trip. But we must move on. It takes great courage to adjust our way when we realise the end is approaching. Luckily, we are not alone. On our way, we have known people who challenge, inspire and believe in us. Many of them have become our close friends and they are always with us through thick and thin. I sincerely thank HSMC for all that I have gained.



### LAU Sum Yi

#### Associate in Business Administration 2014

Time flies! And it's time for me to say goodbye to my AD life. During my two years in HSMC, apart from textbooks knowledge, I have also learnt to communicate and work with others as a team. And one of the most treasurable things I have gained in HSMC is the memories with my schoolmates. We studied hard and played hard together, and the healthy competition in study also pushed me to achieve better results. Teachers here not just concentrate on teaching, but also provide us with much valuable advice on our studies and future. Here, I would like to thank all my teachers and friends for creating such a fruitful AD life for me. I wish all of you a bright future as well as a happy life.



# Student Activities



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1. Hong Kong Arts Festival 2013
2. Smoke Free Talk
3. S K H St Christopher's Home Chocolate Charity Sale
4. Wu Zhi Xing 2013
5. Broaden Horizons Series: Stilt Walking
- 6/7. Visiting Homelessness Grandparent Scheme
8. Self-Management Series: Image Management Workshop
9. Student Ambassadors Training Camp 2013/14
10. Inauguration Ceremony of Student Ambassadors 2013/14
11. Rehab Power Day 2013
12. Student Ambassadors participating in the HSMC Jockey Club Student Residence Halls Groundbreaking Ceremony
13. Creative Arts Series: Canvas Bag DIY Workshop





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# Students' Outstanding Achievements



**NG Cho Kwan** of BBA programme was awarded the Outstanding Award in the AIA Quest for the Champion Communicator Contest 2014 PRD. This language competition was organised by The Association of International Accountants to highlight the importance of English and Putonghua skills for students embarking on their careers.



**WONG Wing Pong**, Team leader, **WONG Tsz Hin**, **CHENG Siu Ming**, **CHAU Man Zheon** and **MAN Tin Lun Louis** of BBA-SCM programme, under the supervision of Dr Collin Wong, won the First runner-up in the 12th Chartered Institute of Logistics and Transport in Hong Kong Essay Competition. The competition aims to raise young people's awareness on current issues relating to logistics and transport in Hong Kong and to encourage young people to develop careers in related industries.

Participants were given real case studies to solve. Students had to work against the clock to formulate solutions to topical problems.



**CHENG Siu Ming Alex** of BBA-SCM programme received the Certificate of Merit while **WONG Tsz Hin Alex** and **WONG Wing Pong Tom** also from BBA-SCM programme received the Certificate of Credit in the Best Student Awards 2013 presented by the Chartered Institute of Purchasing & Supply.

**LIN Rongwei Eric** of BBA Accounting was awarded the CPA Australia Outstanding Student of the Year 2014. CPA Australia offers 10 students the award of CPA Australia Outstanding Student every year in order to provide undergraduate accounting students in Hong Kong with the opportunity to learn the skills for building an ultra-successful career in accounting.



**TSE Chun Yin** and **TSANG Kei Yin** of BBA programme, and their teammate from The Chinese University of Hong Kong, won three prizes in the YDC E-Challenge 2014, namely, “First runner-up in the YDC Entrepreneurs’ Challenge 2014”, “Silver Award of HKSTPC Technopreneur Award” and “the Champion of Best Visual Presentation Award”. YDC E-Challenge is a business plan competition open to all students from local tertiary institutes. The team “Onepoint” with their mobile wallet project, received the highest number of awards in the competition.

**LAI Tat Shing** of BBA Accounting, won the Champion in the Young Entrepreneur Program 2013-2014 organised by Koceanus Management and Consultancy Company Limited. He was also one of the awardees in the Cyberport Creative Micro Fund 2014.

**KU Ching Man** of BBA programme, **NG sing chun** of BBA-SCM programme, **ZHAI Tiange** of BTB programme, **YIU Wai Hang** and **CHAN Yun San** of BJC programme won the First runner-up in the 14th Varsity Putonghua Debating Competition organised by the Radio Television Hong Kong.

**WONG Yun Sheung** of BBA-SCM programme, **CHAN Ting Ting** of the BBA programme and **MO Hei In Monique** of BTB programme participated in the Hong Kong Mainland Students Summer Internship Programme from 16 June to 16 July 2013. Due to their outstanding performance, they were subsequently sponsored a Singapore trip by the Sino Group during 17-20 January 2014.





**KU Mei Yee, YAM Ka Lok, LEE Ngan Chai, LI Hung, FENG Xinyi**, all from BJC programme, won the Championship of Best in News Video Reporting (Chinese) in 2013/14 Campus Newspaper Awards organised by China Daily Hong Kong Edition. Their work is “西貢流浪牛”.



**WONG Ka Lo** of BJC programme was awarded the First runner-up of Best in News Page Design (English) in 2013/14 Campus Newspaper Awards organised by China Daily Hong Kong Edition. Her work is “Greek Tragedy of Hong Kong”.

**YUE Tsang Wui Jenny, CHUNG Yuk Yin, NG Yeuk Yu, CHENG Shuk Lam, LEE Chun Hei**, all from BJC programme, won the First runner-up of Best in News Video Reporting (Chinese) in 2013/14 Campus Newspaper Awards organised by China Daily Hong Kong Edition. Their work is “美荷樓與活化計劃”.

**CHUNG Sze Ki, LAU Sze Wan, NG Ka Yee, WU Shiu Ting**, all from BJC programme, won the Second runner-up of Best in News Video Reporting (Chinese) in 2013/14 Campus Newspaper Awards organised by China Daily Hong Kong Edition. Their work is “先遣急救員”.

**KU Mei Yee, YAM Ka Lok, LEE Ngan Chai, YUE Tsang Wui Jenny, LEE Chun Hei**, all from BJC programme, won the First runner-up of Best in Features Video Reporting (Chinese) in 2013/14 Campus Newspaper Awards organised by China Daily Hong Kong Edition. Their work is “衙前圍村專題”.

**WONG Wan Wah Jenny, CHUNG Sze Ki, WONG Tsz Kei, DONG Mei**, all from BJC programme, won the Second runner-up of Best in News Reporting (Chinese) in 2013/14 Campus Newspaper Awards organised by China Daily Hong Kong Edition. Their work is “上海自貿區掛牌”.





**WAN Wing Man** of BBA Accounting won the Second runner-up in the Competition on New Lyrics for Old Melodies organised by the Tin Shui Wai North Area Committee Healthy Life.

**YUNG Ching Yu** of BJC programme won the First runner-up in the Inter College Singing Competition 2014.



**TAM Karinne Tsz Ching** of BJC programme, won the First runner-up in the 16th Hong Kong SAR, China Youth Roller Skating Invitation Championships 2013/14 Speed Skating Young Women 500m and 300m organised by the Hong Kong Federation of Roller Sports and sponsored by the Leisure and Cultural Services Department.

**Football Team** won the Second runner-up in Group B in the 47th Kowloon Cup Junior Football League organised by the Kowloon Junior Football Association and sponsored by the Leisure and Cultural Services Department and the First runner-up in the Danehill Super Club Challenge Cup 2014 (Danehill 2014).

**Football Team (Team A)** won the Second runner-up in the Futbol Trend 4v4 Futsal Cup (Open Category) and **Football Team (Team B)** won the Second runner-up in the Futbol Trend 4v4 Futsal Cup (Open Category 2).



**Basketball Team (Male)** won the First runner-up in the Kowloon City District Youth Festival Basketball Tournament organised by Kowloon City District United Youth Network and sponsored by the Leisure and Cultural Services Department and the Fourth prize in the 5th Basketball CCAHK CUP 2013 (Open Group) organised by the Chinese Cultural Association Hong Kong.





恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

Scholarship and Academic Award Presentation Ceremony

22 March 2014



# Scholarships and Internships



# Scholarships

Every year, HSMC offers various scholarships / awards to its degree and associate degree students. The scheme has attracted high calibre students, rewarded and recognised students with outstanding academic and non-academic performances.

In 2013/14, 383 scholarships amounted to a total value of HK\$5,461,500 were awarded to HSMC students. With an expanding student population in the coming years, the College will continue to increase its scholarship awards. The Scholarship Scheme includes:

Scholarships / Awards	Number of awardees
Academic Achievement	25
Academic Excellence	24
C H Chan Scholarship	13
Cargotec Asia Scholarship	1
CMG International Scholarship	11
Distinguished Awards	138
Dr Kong Footcare Limited Scholarship	4
Dr Michael P H Lam Scholarship	4
Entrance Scholarship for Local Students	8
Extra-curricular Achievement Award	6
Fuji Xerox (Hong Kong) Limited Scholarship	2
Hang Seng Bank Community Services Scholarship	2
Hong Kong Quality Assurance Agency - Business and Community Supporting (BCS) Fund	9
Kowloon Chamber of Commerce Scholarship	5
Lee Ting Chang Scholarship	1
Main Power Electrical - Education Fund Scholarship	6
Morning Sun Scholarship	2
N M Ho Scholarship	2
Outstanding Student Award	1
Scholarship for Dean's List and Best Progress Award for School of Translation Students	20
The Taxation Institute of Hong Kong - CTA Scholarship	2

## Self-financing Post-secondary Scholarship Scheme (Education Bureau, HKSAR Government)

Scholarships / Awards	Number of awardees
Outstanding Performance Scholarship	64
Best Progress Award	20
Talent Development Scholarship	11
Reaching Out Award	2



# Internships

The College believes in the valuable learning opportunities provided to our students through real-life working experiences. Every year, the Student Affairs Office works with local and overseas companies, organisations and corporations to create as many internship places as possible for HSMC students. In 2013/14, HSMC students participated in various internship programmes with over 467 job openings offered by a total of 134 organisations in Hong Kong, Mainland and the United States. Some of the participating organisations are as follows:

## Local Internship

- Bank of China (HK) Limited
- China CITIC Bank International Limited
- CLP Power Hong Kong
- Hang Seng Bank
- Hong Kong Quality Assurance Agency (HKQAA)
- Hong Kong SkyCity Marriott Hotel
- Hopewell Holdings Limited
- Kerry Logistics
- Mingpao Publications Limited
- MTR Corporation
- Porda Havas International Finance Communications Group
- PricewaterhouseCoopers
- Radio Television Hong Kong
- Shun Hing Group
- Sing Tao News Corporation Limited
- Social Venture Hong Kong
- The Commercial Press (HK) Limited
- The Dairy Farm Company, Limited
- The Kowloon Motor Bus Company (1933) Limited
- UNICEF HK

## Mainland Internship

- 阿里巴巴集團
- 天職會計師事務所
- 北京銀行
- 北京電視台
- 上海榮譽文化傳播有限公司
- 中國工商銀行
- 建滔化工集團

## Overseas Internship

- Sing Tao Newspaper, New York
- Fusia Communication, Inc, New York
- Global Youth Leaders Academy, Washington DC

## What Student Interns Say...



### Mandy CHAU Hiu Man

**BBA, Year 2**

**Headquarters of Bank of Beijing, Beijing**

This internship allowed me to gain more exposure to asset management in China. I am grateful that my mentor and colleagues gave me professional advice at work during my stay in Beijing.



### Henry CHAN Hin Wai

**BBA (Banking & Finance), Year 3**  
**Global Young Leader Academy,**  
**Washington DC**

I was immersed in a completely different culture during my days in the US. By making friends with the locals, I got more familiar with both US living and working culture which could hardly be acquired in classroom.



## Jeffrey LAU Ming Chun

(First from left)

**BBA, Year 2**

**Managing Director's Office,  
Hopewell Holdings Limited**

I'm grateful for the opportunity to explore the business world and learn how a conglomerate operates. I worked with different business units within the Group, including hotels, entertainment and properties projects. I also took a business trip to observe the highway business in China. The work was challenging yet eye-opening! The internship experience in Hopewell has given me inspirations and will benefit my future career pursuit.

## Derek TONG Cho Kin (Left)

**BBA (Banking & Finance), Year 3**

**Global Market Division of Treasury and  
Market Department,  
China CITIC Bank International Limited**

I gained business writing skills and knowledge through compiling foreign exchange weekly commentaries in the Marketing team. By helping the Central Treasury Unit Team generate internal bond rating of targeting companies, I got hands-on experience in financial management. Besides, I was given a valuable chance to attend a Bloomberg seminar at Bloomberg's Hong Kong Headquarters.



## Achievements of Student Interns Overseas

### The Star Award Winner of Cross Cultural Internship Programme (CCIP) 2014

The STAR Award of CCIP is given to the top 10% of student participants who have demonstrated outstanding leadership and a genuine spirit of volunteerism. The recipients of this award have made a lasting impact on the inclusive environment and shared vision of CCIP through their own personal characteristics and work qualities during the internship.



## Sharing from Queenie CHAN Kwun Ling

**BJC, Year 2**

**Fusia Communication, Inc, New York**

Overseas internship experience broadened my horizons. I have become more independent and mature from working with a group of people from different cultures.

### The 3rd US-China Youth Summit

US-China Youth Summit is one of the key programmes of International Young Leaders Assembly which was organised by Global Young Leaders Academy (GYLA) and China Society. It was held at the US Capitol Hill on 13 August 2014. Over 100 young leaders from around the world were invited to participate in this forum to discuss the vision and the role of youth on US-China relations under globalisation. Seven undergraduate students from the US, China and Hong Kong were invited to share their views on stage. Michelle Leung from HSMC was selected to be one of the student representatives from Hong Kong.



## Sharing from Michelle LEUNG Yan

**BBA (Banking & Finance), Year 3**

**World Learning, Inc, and Global Young Leaders Academy, Washington DC**

Cultural exchange with the locals and building network overseas are even more valuable than having money rewards. The internship in the US turned my summer into an unforgettable one!

# Global Connections and Exchange Programmes

In 2013/14, HSMC continued to expand its network in exchange collaboration with overseas institutions. New partners were developed and relations with existing ones were solidified. The College received a number of visitors from overseas institutions in 2013/14 to facilitate discussions on exchange collaboration. Some members of the College travelled overseas for courtesy visits to partners and for attending international expositions to enhance visibility of the College.





# Global Partnerships

As at August 2014, the number of overseas partners has reached 22 with new partners from Canada and Taiwan. Efforts have been made to secure collaboration in different regions to provide exchange opportunities in a diverse manner.



## Visits from Overseas Institutions

### USA

The beginning of the academic year 2013/14 was marked by a visit by the Gordon College (Gordon). On 2 September 2013, the Gordon delegation paid a visit to HSMC to explore ways in which the two institutions may strategically collaborate. Dr Michael Lindsay, President of Gordon College (centre) and Prof Alice Tsang, Director of Global Partnerships (third from left) were welcomed by members of the Senior Management and Student Affairs Office.



Further to the visit in September 2013, HSMC and Gordon have discussed and engaged in different collaborative initiatives. One such initiative is the conduct of two seminars on 10 March 2014 at HSMC hosted by Gordon. Two guest speakers, Prof Mee-Kam Ng, Department of Geography Resources Management, The Chinese University of Hong Kong and Ms Sally Hasler, Policy and Networks Manager, the Women's Foundation were invited to conduct talks on the local scene to Gordon's alumni and supporters.



Another initiative involves a summer programme at HSMC. Two courses, namely Financial Management and Principles of Investments were delivered jointly by Prof Tsang and Prof Raymond So to students from Gordon



and HSMC during the summer term. An orientation by different units for the visiting students was conducted on 30 June 2014. Students from Gordon, led by Dr Liesl Smith, Director of Administration and Management, Global Education (far left, front row) studied at HSMC in July and August 2014.



On 11 August 2014, HSMC and Gordon College officially entered into an Academic Cooperation Agreement to further enhance the academic collaboration between the two colleges. Dr Michael Lindsay, President of Gordon College (right) and his delegation members, including Mr Henry Hagan, Assistant to the President and Prof Alice Tsang, Director of Global Partnerships had a fruitful discussion with President Simon S M Ho (left) and other Senior Management members during the ceremony.



HSMC and Lipscomb University (Lipscomb) have been partners since 2012 and upon an invitation by Lipscomb, HSMC conducted a seminar for its 29 part-time MBA students on 13 May 2014. Accompanied by Prof Mike Kendrick (seventh from right, front row) and Prof Laura Morrow (sixth from left, front row), the visitors enjoyed a Chinese luncheon on campus after the seminar and were joined by exchange students at HSMC from Lipscomb.





On 21 June 2014, Prof Thomas Kline, Associate Vice-President for Strategic Initiatives of the Carthage College (right) visited HSMC to discuss possible collaboration, as a follow up to the contact made at the ASIANetwork Annual Conference in Chicago-Bloomington. During a tour to teaching facilities on campus, Prof Kline was impressed by the campus development.

## Canada

On 23 October 2013, the Humber College paid a visit to HSMC for campus updates and collaboration opportunities. Ms Linda Chao, Manager of International Recruitment and Market Development, East & South East Asia, International Centre, Humber College (second from right) was greeted by members of the Senior Management and Student Affairs Office.



While in town to participate in the “Study in Canada Fair”, a delegation from the Seneca College took the opportunity to visit HSMC on 25 October 2013 to learn more about the College’s recent developments. Ms Agnes Tong, Assistant to the Dean, Seneca International (second from right) and Ms Ida Yee, International Support Officer, Seneca International (second from left) were introduced to the College’s facilities including the English Language Centre during their visit.



## Taiwan

Prof Fu-Jiing Shiu, President of National Taipei University and his team visited Hang Seng Management College on 27 March 2014. Issues related to academic collaboration and student exchange were discussed during the meeting. MOU was signed by President Simon S M Ho and Prof Shiu.

On 13 May 2014, HSMC hosted a seminar for visiting students from the Master of Science in Finance programme offered by the College of Management, Yuan Ze University from Taiwan during their overseas study tour. Accompanied by Prof Shen Yang-Pin (fifth from left, front row), 35 students from Yuan Ze University took a photo with HSMC representatives in the Conference Hall.



Chung Yuan Christian University (CYCU) visited HSMC on 14 May, 2014. Mr Ruey-Horng Sheu, Principal Assistant Deputy Director of Liaison Division of Taipei Economic and Cultural Office (fourth from left); Dr Jo-Hui Chen, Dean of Office of International and Cross-Strait Education of CYCU (fifth from

right); Mr KK Tsang, Chairman of Alumni Association and Recruiting Consultant in Hong Kong of CYCU (third from right) and Mr Tin Lo, Recruiting Representative in Hong Kong and Macao of CYCU (second from right) had a meeting with President Simon S M Ho (fifth from left) and other members of the Senior Management.





## France

HSMC established partnership with the Institut de Management et de Communication Interculturels (ISIT-Paris), France in 2013. On 15 April 2014, Ms Sisi Yang, Director of the Chinese Department of ISIT-Paris (second from left) attended a meeting with members of the Student Exchange Committee to prepare for upcoming exchange programmes.

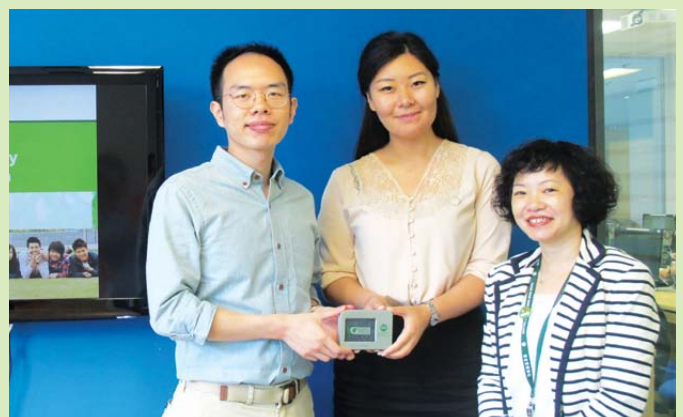


## India

On 24 June 2014, Prof Vandana Srivastava, Director - IILM Undergraduate Business School (right) visited HSMC to discuss potential partnerships. A campus tour was conducted to introduce various services and facilities at HSMC.

## United Kingdom

Ms Emma Yang, China Recruitment Officer, School of Arts & Media (Beijing Representative Office) of University of Salford in Manchester, UK visited HSMC on 14 August 2014 to exchange ideas on possible partnership. Ms Yang (middle) received a souvenir from HSMC after the meeting with Dr Paul Fung, representative from the Department of English and Ms Mary Ip of Student Affairs Office.





## International Expos and Overseas Visits

The College participated in the 9th Asia-Pacific Association for International Education (APAIE) Annual Conference and Exhibition held from 17 to 21 March 2014 in Seoul, South Korea to learn about new initiatives in the field through the exhibition, seminars and networking opportunities.

HSMC also participated in the 66th NAFSA Annual Conference and Expo at San Diego, USA. The event, held from 25 to 30 May 2014, provided HSMC the chance to enhance visibility and meet with partners.







During the APAIE Annual Conference and Exhibition in May 2014, HSMC took the opportunity to conduct courtesy visits to our Korean partners, including the Yong In University and the Inha University.



The HSMC delegation received a warm welcome from the Yong In University by its President Sun-kyoung Park (fourth from left); Prof Yun-Kyu Park, Dean of Office of Planning (third from left); Prof Jun-Pyoung Kim, Dean of International Cooperation & Education Centre (far left) and Prof Jung-Heon Kim, Director of PR & International Affairs (second from left).

The HSMC delegation also visited the Inha University and met with Ms Ji-Young Eun, Associate Manager, International Centre (second from right) and Mr Chung-ho Choi, International Coordinator, International Centre (centre). After the meeting and a campus tour, the delegation took the opportunity to meet with the current HSMC exchange students at Inha to have a better understanding of their exchange courses of study as well as their living and learning experience in Incheon.







HSMC has established exchange partnership with two institutions in Finland, including HAAGA-HELIA University of Applied Sciences (HAAGA-HELIA) and Laurea University of Applied Sciences (Laurea) and in 2013, student exchange arrangement with the two institutions was initiated.

In August 2014, HSMC visited HAAGA-HELIA University of Applied Sciences in Helsinki and met with President Dr Ritva Laakso-Manninen (second from left, photo above); Dr Teemu Kokko, Vice-President for Education & Director, Business Programmes (left photo below) and staff members of International Services during the visit. The delegation took the opportunity to visit the HSMC exchange students at HAAGA-HELIA (right photo below) on 19 August 2014.



On 21 August 2014, the HSMC delegation met with representatives from Laurea including Ms Elina Wainio, Senior lecturer in Business (third from left); Ms Arja Majakulma, Director, International Activities (far left and Mr Conrad Lyaruu, Planning Officer, International Affairs (second from right).





## Exchange Programmes

In 2013/14, HSMC was delighted to receive its first batch of inbound exchange students from South Korea in fall Semester and its first batch of exchange students from Finland in spring Semester. Each student was assigned a buddy and integration activities including Welcome Party and Orientation, Cantonese Class, Hong Kong Tour, BBQ gatherings and celebrations for Mid-Autumn Festival and Chinese New Year were arranged.



For outbound exchange students, pre-departure briefing for fall Semester exchange study to Shanghai, South Korea, Scotland and USA was conducted on 1 August 2013 while the one for spring Semester exchange study took place on 28 November 2013.



# What Participants Say...



**Rachel YIP Lui Lam** *(Right)*  
**BBA-SCM, Year 3**  
**To Edinburgh Napier University, UK**

The exchange journey was a great chance for me to develop my interpersonal skills and more importantly, problem-solving skills.



**Gabriel TAI Wang Ngai** *(Left)*  
**BBA, Year 2**  
**To Edinburgh Napier University, UK**

It is all about...  
stepping out of your comfort zone;  
don't lose yourself; and  
become more independent.  
Once you are an exchange student, you will never  
be the same.



**Andrew LAM Hiu Fung**  
*(Second from right)*  
**BBA, Year 2**  
**To Edinburgh Napier University, UK**

This exchange journey helped me step out of my comfort zone. I overcame my weakness and I am confident to face the challenges in the future.



**Anthony PANG Man Yin** *(Far right)*  
**BBA (Banking & Finance), Year 4**  
**To Lipscomb University, USA**

New experience inspired me. My view was broadened and I am ready to see the world.



**Novena CHAN Yuet Fai**  
**BBA-SCM, Year 2**  
**To Lipscomb University, USA**

The Student Exchange programme gave me valuable experience which has benefited my personal development. I will never forget these precious five months. Thank you, HSMC, for giving me this precious chance.







**Stephanie LO Shuk Yi** *(Far right)*  
**BBA, Year 2**  
**To Shanghai University of International Business and Economics, China**

I believe in a world without boundaries. Making friends with people of different backgrounds and races was therefore a wonderful experience for me. I believe the friendships built up during my exchange study would be long lasting.

**Chiling POON Chi Ling**  
*(Right)*  
**BBA-SCM, Year 2**  
**To Inha University, South Korea**

I made friends with people from all around the world: Korea, Germany, Finland, Belgium, France, Sweden, Turkey, Singapore, Brazil, you name it!



**Cindy LAM Yin Tung**  
**BBA-SCM, Year 2**  
**To Inha University, South Korea**

During my exchange study in Korea, everything was fresh and fun to me. This journey will always be my treasure.

**David POON Tin Wai** *(Left)*  
**BBA, Year 2**  
**To Inha University, South Korea**

I am honoured to have the chance to dine with the mayor of Incheon. We have to be confident and grab our chances when they present themselves.



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# Campus Development







In its fourth year of development, HSMC has made great strides forward in terms of campus expansion. The Sports and Amenities Centre at Block B, the HSMC Plaza at Site C and the major portion of the Academic and Administration Building at Block D have been in full operation since January 2014, March 2014 and September 2013 respectively.

The Sports and Amenities Centre is a 4-storey building with a 6-lane indoor swimming pool, Sports Hall, Fitness Centre, Dance Studio, Music Room, Multi-purpose Room, a two-level canteen/restaurant, and offices for the Student Unions, Student Associations and Student Societies on the top floor. Since its operation in January 2014, staff, students, alumni and guests of the College have enjoyed the facilities and programmes offered by professional coaches and specialists (such as Yoga pilates classes, muscle building classes, fitness introductory courses, and so forth). The Sports Hall has also served as the training venue for different types of sports activities.

The HSMC Plaza comprises the Green Courtyard, Water Cascades and the proposed Clock Tower where staff and students can enjoy the green vista and the open area for social and intellectual interactions.

The Academic and Administration Building at Block D is a 10-storey building and serves as an academic hub for teaching and learning as well as faculty/management staff offices since September 2013. The Auditorium and College Chamber, which are the highlights of the building, were ready for use in May of the following year.

The Auditorium on 2/F, equipped with simultaneous interpretation facilities and AV system, can accommodate around 400 persons. It is as an ideal venue for exhibitions and large-scale events such as the HSMC Information Day, new student registration, seminars, arts and cultural performances, and so forth. Receptions with dining can also be held at the Auditorium in the future.

The College Chamber on 8/F is also equipped with simultaneous interpretation facilities and AV system. The Chamber has a 20-person oval-shaped conference table in the middle, and can accommodate a total of 70+



persons. It is a venue for holding important College-wide committee meetings such as the Academic Board, School Boards, Senior Management Committee as well as conducting College official functions such as receiving academic delegations, potential donors, signing ceremonies, and organising academic seminars, conferences and symposiums, etc.

To commemorate the Groundbreaking of Site F and the pledged donation of HK\$200 million from The Hong Kong Jockey Club Charities Trust, the HSMC Jockey Club Student Residence Halls Groundbreaking Ceremony was held on 28 March 2014. The Ceremony was officiated by Ms Rose Lee, JP, Chairman of Board of Governors and College Council, Mr Philip N L Chen, GBS, JP, Steward of The Hong Kong Jockey Club, Mr Martin Tam, Member of Board of Governors and Chairman of the Steering Committee on Campus Expansion and President Simon S M Ho. HSMC Board of Governors, College Council Members, representatives from The Hong Kong Jockey Club, guests and the media also attended the Ceremony and visited the student residence mock-up rooms at the Podium of Block M.

While the construction works of the Student Residence Halls at Site F are being conducted in full speed, the Landscape Consultant is also planning the soft landscape of the Site, such as plants and bamboos





along the footpath from the main campus to the residence halls, key positions at the main entrance and all around the campus areas.

The whole campus is designed with sustainability in mind. The HSMC Jockey Club Student Residence Halls in Site F was awarded the Provisional “Platinum” rating (under BEAM Plus Version 1.2) by the Hong Kong Green Building Council (HKGBC) in June 2014. HSMC was also proactive to submit further documents to HKGBC with regard to the Final Assessment of “Platinum” rating of the S H Ho Academic Building (Block A). At the time of writing, it was learnt that the S H Ho Academic Building has received the highest “Platinum” rating (under BEAM Plus Version 1.1) from HKGBC and HSMC is the first tertiary institution in Hong Kong to receive such recognition, demonstrating the College’s commitment on environmental protection and campus sustainability.

HSMC is also pleased that the Project for Blocks A, B and D was nominated as Finalist of the Green Building Award in October 2014, and the buildings were the only educational buildings nominated under the Category “Completed Buildings in New Buildings” by HKGBC.

The College also undertook the Building Information Model (BIM) Project for the Student Residence Halls in Site F, which is an effective tool for project and facilities management, operation and maintenance and helps to check inconsistencies and clashes before actual construction, thereby reducing future wastage. The clash analysis report and critical dates for completion of each floor of each Block were being reviewed by the Project Team. It is expected that further sophisticated

models at a higher level will be produced at a later stage for construction works.

The College community is most grateful to The S H Ho Foundation and Fung Yiu King Charitable Foundation for the pledged donation / donation of HK\$80 million and HK\$10 million towards the campus development project. In recognition of their generous donation, Block A and the Conference Hall are named as S H Ho Academic Building and Fung Yiu King Hall respectively.

The campus development plan, with the overarching purpose of creating a dynamic learning environment fostering academic, intellectual and social exchanges conducive to the pursuit of academic excellence and all-round development of students, has achieved considerable progress since its inception. The expanded campus now has a total gross floor area of 66,308 m<sup>2</sup> comprising Sites A, B, C (front portion), D, F, M and N. The College community is looking forward to the completion of the Student Residence Halls at Site F by the third quarter of 2015, and the continued development of Sites C1 and C2 as the final Phase of the entire campus development project in the near future.





Total GFA of Sites A, B, C (HSMC Plaza),  
D, F, M and N = 66,308 m<sup>2</sup>

## Legend

- Block A : S H Ho Academic Building
- Block B : Sports and Amenities Centre
- Site C : HSMC Plaza (C1) and potential development area (C2)
- Block D : Academic and Administration Building
- Site E : Campus Entrance at Hang Shin Link
- Site F : HSMC Jockey Club Student Residence Halls
- Block M : Academic and Administration Building
- Block N : Academic and Administration Building





## Sports and Amenities Centre (Block B)

Gross floor area: 6,679 m<sup>2</sup>

Date of completion: January 2014

### Facilities

- 6-lane Indoor Swimming Pool
- Dance Studio
- Fitness Centre
- Garden
- Sports Hall
- Multi-purpose Room
- Music Room
- Offices for Student Unions and Societies
- Two-level Canteen/Restaurant



## HSMC Plaza (Site C, front portion)

Gross floor area: 1,199 m<sup>2</sup>

Date of completion: March 2014

- Clock Tower
- Green Courtyard
- Water Cascades





## Academic and Administration Building (Block D)

Gross floor area: 14,310 m<sup>2</sup>

Date of completion: September 2013

### Facilities

- Auditorium
- College Chamber
- Classrooms
- Computer Laboratories
- Garden
- Multi-media Training Centre
- Offices
- Radio Broadcast Training Centre



## HSMC Jockey Club Student Residence Halls (Site F)

Gross floor area: 14,525 m<sup>2</sup>

Date of completion: 3rd Quarter of 2015

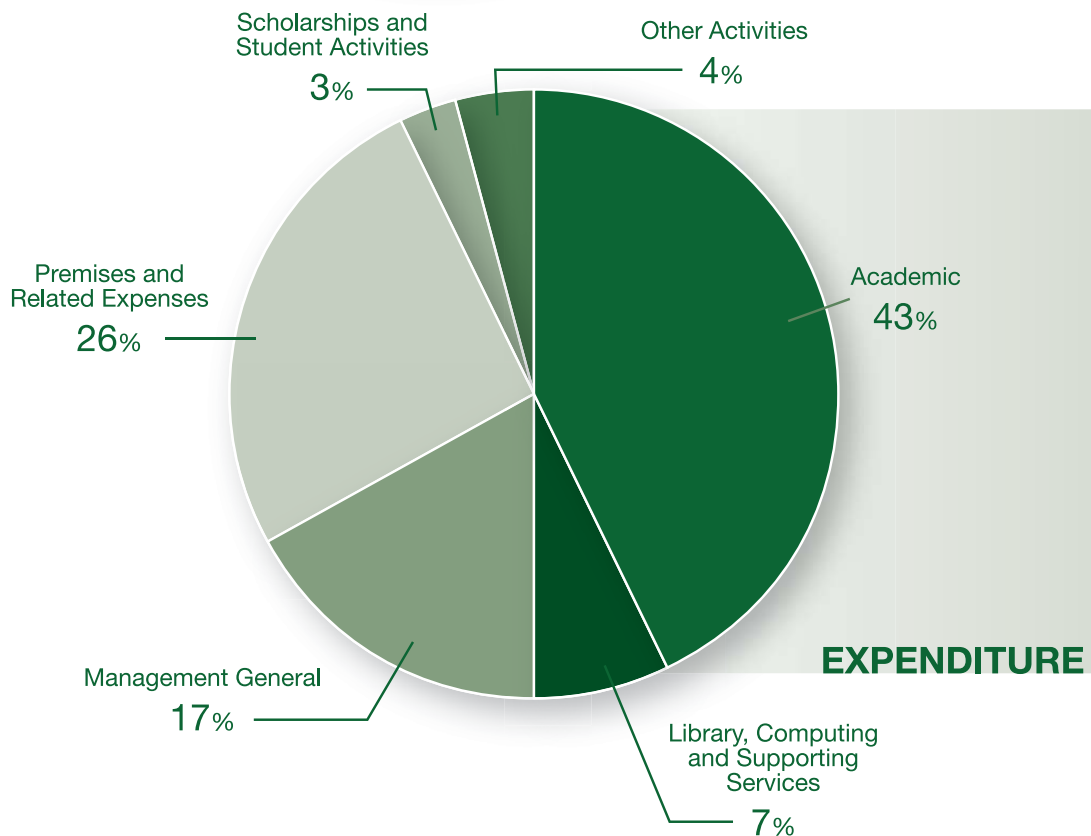
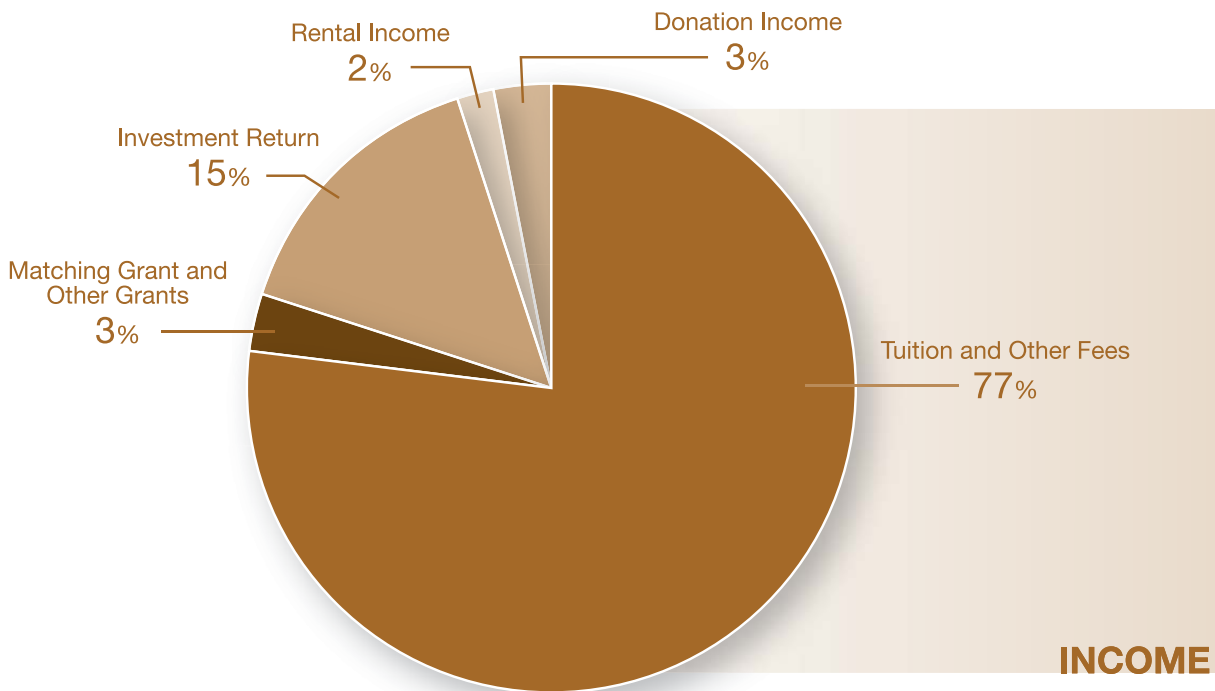
### Facilities

- 3 blocks of buildings accommodating around 1,200 students
- 3 to 4 students sharing 1 unit



# Finance

The following charts illustrate a summary of the consolidated operating income and expenditure of the Hang Seng Management College (HSMC) and Hang Seng School of Commerce (HSSC)\* in 2013/14.



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

# Facts and Figures (As at 31 August 2014)

## 1. Campus Area

Sites	Site Area (m <sup>2</sup> )	Gross Floor Area (m <sup>2</sup> )
A	5,650	11,595
B		6,679
C		1,199
D	26,659	14,310
E		N/A
M-N		18,000
F	7,721	14,525
<b>Total</b>	<b>40,030</b>	<b>66,308</b>

## 2. Enrolment

Level of Study	Student Number		Gender			
	Number	%	Male	%	Female	%
Bachelor's Degree	3,348	89.2	1,402	86.5	1,946	91.3
Associate Degree	405	10.8	219	13.5	186	8.7
<b>Total</b>	<b>3,753</b>	<b>100</b>	<b>1,621</b>	<b>100</b>	<b>2,132</b>	<b>100</b>

## 3. Admissions

All First-Year Degree Applicants Entering September 2013	
Total No of Applications (including for senior years)	12,541
No of Degree Year-1 applicants	5,997
Admitted	1,816
Enrolled	774
Admit Rate	30.3%
Yield Rate	42.6%



#### 4. Characteristic of First-Year Degree Students Entering September 2013

Average DSE Scores	18.8	
Major Programme	Year 2013/2014 (as at 1 Sep 2013)	
	First-Year Degree Students	%
Bachelor of Business Administration (Hons) [BBA] <sup>1</sup>	464	60.0
Bachelor of Business Administration (Hons) in Corporate Governance [BBA-CG]	N/A	N/A
Bachelor of Business Administration (Hons) in Financial Analysis [BBA-FA]	N/A	N/A
Bachelor of Business Administration (Hons) in Management [BBA-MGT]	N/A	N/A
Bachelor of Business Administration (Hons) in Supply Chain Management [BBA-SCM]	66	8.5
Bachelor of Translation with Business (Hons) [BTB]	69	8.9
Bachelor of Journalism and Communication (Hons) [BJC] <sup>2</sup>	125	16.1
Bachelor of Arts in English (Hons) [BA-ENG]	50	6.5
Bachelor of Management Science and Information Management (Hons) [BMSIM]	N/A	N/A
Bachelor of Science (Hons) in Data Science and Business Intelligence [BSc-DSBI]	N/A	N/A
<b>Total</b>	<b>774</b>	<b>100</b>

Notes :

1. BBA Programme offers three concentrations: (i) Accounting; (ii) Banking and Finance, and (iii) Marketing.
2. BJC Programme offers two concentrations: (i) Business Journalism and (ii) Corporate Communication.

#### 5. Schools (as at 31 August 2014)

School	No of full-time Teachers		No of full-time Students*	
	Headcount	%	Headcount	%
Business	80	54.4	2,501	74.7
Communication	10	6.8	470	14.1
Humanities	51	34.7	108	3.2
Translation	6	4.1	269	8.0
<b>Total</b>	<b>147</b>	<b>100</b>	<b>3,348</b>	<b>100</b>

\*Excluding 405 AD students

## 6. College-wide Staff-Student Ratio

<b>Staff-Student Ratio</b>	1 : 21.8
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## 7. Scholarship / Financial Aids Expenditures (2013/14)

<b>Total Budget</b>	HK\$8,690,000
<b>Total Expenditure</b>	HK\$5,758,500
<b>Total Number of Scholarship / Aids Recipients</b>	397
<b>Average Annual Scholarship Award</b>	HK\$14,505

## 8. The College Library System

<b>Number of reader seats</b>	643
<b>Print collections</b>	43,952 volumes
<b>Active printed periodical titles</b>	428 titles
<b>Multi-media collections</b>	5,726 volumes
<b>Electronic databases</b>	121 titles
<b>Electronic journals</b>	91,058 titles
<b>Electronic books</b>	342,063 titles



# Institutional Advancement and Community Support

## Social Activities

### Chinachem Walkathon 2013

3 November 2013

HSMC was invited by Chinachem Group to participate in Chinachem Walkathon 2013. Prof Gilbert Fong, the Acting President and Provost; Prof Scarlet Tso, Associate Vice-President (Communications and Public Affairs), Prof Raymond So, Dean of School of Business and over 40 HSMC staff, students and friends of HSMC attended the eco-tour. This community service campaign enabled HSMC students to embrace green Hong Kong as well as the spirit of inclusiveness.

### Invitation to drama performance: “The Soongs: By Dreams Betrayed”

6 January 2014

HSMC appreciated the generosity of Nanjing (HK) Association Limited in offering complimentary tickets of the drama performance: “The Soongs: By Dreams Betrayed” to members of the College and their support in promoting the holistic development of HSMC students.

The drama gave 100 members of HSMC community a new and interesting view to look into the modern Chinese history. Members of the Drama Society enjoyed the play and expressed that it was a valuable opportunity to watch such an excellent performance by professional actors. They looked forward to more collaboration with external parties and promoting drama performances in the future.



Dr Kung Yan Sum, Chairman of Group Executive Committee, Chinachem Group and Chairman of Chinachem Group (middle), took a group photo with HSMC representatives



Ms Fiona Cheung, Chairman of Nanjing (HK) Association Limited (third from right) invited HSMC members to the drama performance. Prof Gilbert Fong, the then Acting President and Provost (fourth from right), along with members of the Drama Society, students and staff, enjoyed the play



# Giving to HSMC

Be a Partner.  
Act Now and  
Give to HSMC!



# Giving to HSMC

## HSMC Jockey Club Student Residence Halls Groundbreaking Ceremony

28 March 2014

HSMC is pleased to have gained the support from The Hong Kong Jockey Club (HKJC) Charities Trust which generously pledged a donation of HK\$200 million towards the construction cost of the new student residence halls.

The architectural design of the halls will be based on environmental friendly and sustainable concepts which aim at providing students with healthy and comfortable accommodation. The student residence halls, covering a gross floor area of more than 14,000 square metres and with an estimated cost of HK\$481 million, was targeted to open by the academic year 2015/16.

## Recognition Ceremony in Appreciation of a Donation from Milton Holdings International Limited

12 June 2014

In recognition of the generous donation and installation of recycled rubber flooring in the Fitness Centre of Block B from Milton Holdings International Limited (Milton), Mr Bobby Liu, Chief Executive Officer; Mr Sunny Liu, Managing Director; Ms Monnie Hung, Chief Operating Officer and seven other senior management staff were invited to attend an Appreciation Lunch and a Recognition Ceremony at the Fitness Centre on 12 June 2014.

Mr Bobby Liu is a great supporter of HSMC. He not only serves as an adviser to the College's Student Association of the BBA Programme, but also provides internship places for our students. He said he enjoys interaction with the young people and is most willing to share his life experiences with them.



Mr Philip N L Chen, GBS, JP, Steward of The Hong Kong Jockey Club (second from left) received a souvenir from Ms Rose Lee, JP, Chairman of Board of Governors and College Council (second from right)



Photo of President Ho (left) and Mr Bobby Liu, Milton's Chief Executive Officer (right). A commemorative plaque will be placed in the Fitness Centre

### Contact Us:

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### Your donation will be used for:

- **Campus Development** – supports the campus expansion programme that enhances our teaching and learning facilities.
- **Student Development** – helps students put their plans into action via a wide range of learning activities and development programmes.
- **Scholarships** – reward outstanding performance of students and attract talented young people to join HSMC.
- **Research** – contributes to academic excellence and impacts the lives of the people and the world.

# Appendices

## Research Projects funded by the Research Grants Council's Competitive Research Funding Schemes for the Local Self-financing Degree Sector 2014/15

	<b>Project Title</b>	<b>Principal Investigator</b>	<b>Department</b>
1	Task Sequencing with Different Task Types and Conditions in Task-based Language Teaching: A Longitudinal Study on Immediate Task Performance and Long Term Proficiency Development	Dr Gavin Bui	English
2	Media, Experts and Politics of Knowledge: the Making of "Tourism Capacity" as Social Risk	Dr Chan Chi-kit	Journalism and Communication
3	On 2-d Rectangular Packing Problem with Aspect Ratio Considerations	Dr Chan Chi-kong	Computing
4	Product Placement in Hong Kong Television Programmes: Brand Persuasiveness and Regulatory Issues	Dr Fanny Chan	Marketing and Management
5	Identifying the "Fit" between Word-of-Mouth Content and Word-of-Mouth Context: A Multi-Method Investigation	Dr Chan Haksin	Marketing and Management
6	Entrepreneurship and Innovation: Gateway and Barriers	Prof Irene Chow	Marketing and Management
7	Team Cognitive Diversity and Creativity: The Role of Team Learning and Inclusion	Prof Irene Chow	Marketing and Management
8	Model-based Unsupervised Image Segmentation	Dr Choy Siu-kai	Mathematics and Statistics
9	Integrated Modeling Approach for Increasing Hong Kong Port Competitiveness	Dr Karolina Glowacka	Supply Chain Management
10	Review of the Current Law School Curriculum to Promote the Use of Cantonese in Hong Kong Courtrooms	Dr Elvis Lee	Translation
11	Psychological Acceptance of Culture Mixing: Effects of Cultural Politeness	Dr Li Dongmei	Marketing and Management
12	Workshop Series in Applied Statistics	Dr William Liu	Mathematics and Statistics
13	Exploring English Teachers' Assessment Practices and Student Perceptions of them in Hong Kong's Self-financing Tertiary Institutions	Dr Maggie Ma	English
14	Early Fatherhood among Returnees in Hong Kong: Spousal Relations, Child-rearing and work	Dr Lucille Ngan	General Education
15	Supply Chain Decarbonisation: Good Industry Practices and Development of Carbon Footprint Toolkit	Dr Eugene Wong	Supply Chain Management
16	A Philosophical Investigation of the Interaction between Emotion and Mood	Dr Wong Muk-yan	General Education
17	Systematic Biases in Hong Kong's Mandatory Provident Funds and UK's Individual Savings Account	Dr Ricky Wong	Supply Chain Management
18	Improving Selection Query Processing Speed of Secure Cloud Database Systems by Tuple Pruning on Desensitised Data	Dr Wong Wai-kit	Computing
19	From the Newsroom to the Classroom: Bridging the Gap between Business Journalism Practice and Education in Hong Kong	Dr Howard Song	Journalism and Communication
20	New Item Count Techniques for Surveys with Sensitive Questions: Theories and Methods	Prof Tang Man-lai	Mathematics and Statistics
21	Generalised multicriteria Programmes and their Application in Portfolio Selection Problems	Dr Carisa Yu	Mathematics and Statistics
22	武威漢代醫簡釋文校訂及其相關問題研究 Research on Editing the Annotations of Wuwei Medical Bamboo Slips and Related Concerns	Dr John Yuen	Chinese

## Conference Presentations 2013/14

Date	Name of Staff	Conference	Title of Paper
August 2014	Dr Gavin Bui	17th World Congress of the International Association of Applied Linguistics (Australia)	Measuring L2 Fluency in Task-based Performance
December 2013	Dr Benedict Chan	2013 Eastern Division Meeting, American Philosophical Association (US)	An East and West Debate on Torture and Animal Rights How does the Capability Approach Contribute to the Debate between Confucianism and Liberalism on Human Rights?
August 2014	Dr Benedict Chan	The 2nd Conference on Contemporary Philosophy in East Asia (Japan)	Comparing Utilitarianism, Feminism, and Confucianism in Animal Ethics
July 2014	Dr Fanny Chan	Global Marketing Conference 2014 (Singapore)	Learning-orientation and Trustworthiness: Two Key Components of Corporate Image in the Asian Retail Context
August 2014	Dr Fanny Chan	2014 Academy of World Business, Marketing and Management Development Conference (Dubai)	An Exploratory Comparative Content Analysis of Product Placement in Films Broadcast in the United Kingdom and Hong Kong
August 2014	Dr Haksin Chan	AMA 2014 Summer Marketing Educator's Conference (US)	The Interactive Effects of Word-of-Mouth Content and Word-of-Mouth Context
April 2014	Dr Michael Chan	The Fifth Asian Conference on the Arts and Humanities (ACAH2014) (Japan)	From Preservation, Revitalization to Reproduction: Assessment on Different Heritage Conservation Approaches in China, Hong Kong and Japan
August 2014	Dr Michael Chan	2014 IGU Regional Conference in Kraków, Poland (Poland)	Himeji Castle "Egret's Eye View": A Case Study on Incorporating Heritage Restoration and Cultural Tourism
April 2014	Dr Rami Chan	International Research Society for Public Management Conference 2014 (Canada)	The Three-Tier Regulation on Private High Education Sector: Experiences in Hong Kong
September 2013	Dr Shelby Chan	紀念《雷雨》劇作誕生八十周年國際學術研討會 (中國)	從互文性看《雷雨》和《滿城盡帶黃金甲》
March 2014	Dr Shelby Chan	International Colloquium "Modernization of Asian Theatre" (Japan)	Modernization of Hong Kong Theatre
April 2014	Dr Shelby Chan	第九屆華文戲劇節學術研討會 (中國)	復甚麼仇：《哈姆雷特》在香港
May 2014	Dr Shelby Chan	2014 International Symposium on Cross-Cultural Studies (Taiwan)	Otherness Within: Pygmalion as a Story of Translation and Identity Construction
June 2014	Dr Shelby Chan	East-Asian Translation Studies Conference (UK)	Identity and Theatre Translation in Hong Kong: A Contextual and Statistical Analysis
May 2014	Dr Victor Chan	2014 Hawaii International Conference on Social Sciences (US)	Sino-Japanese Diplomatic Rivalry in ASEAN and Africa: Implications for Japan's Aid Policy
October 2013	Dr Chen Gengzhao	Annual Commercial Law Conference in PRC (2013) (China)	商事立法模式的選擇——美國統一商法典的啟示與借鑒
May 2014	Dr Chen Gengzhao	International Conference on Social Science and Management (Japan)	Property Tax Reform in China - Sustainability and Implication on China's Property Law
August 2014	Dr Andy Cheng	4th Annual Conference on Management and Social Sciences (ACMASS) (Singapore)	Catfish Effect of Internet Finance on China's Financial Reform
June 2014	Dr Ben Cheng	The 13th Annual European Economics and Finance Society Conference (Greece)	Medical Tourism: Chinese Maternity Tourism to Hong Kong
August 2014	Ms Clara Cheng	1st International Conference on Development of Research in Higher Education 2014 (ICDRHE-2014) (Amman, Jordan)	"Exploring Teachers' Competencies" via the Followership Traits in a High-performing School in Hong Kong SAR
December 2013	Prof Alex Cheung	中國出土資料學會2013年度第二屆國際學術研討會 (日本)	淺談清華簡的發現、價值及其影響
May 2014	Prof Alex Cheung	王叔岷先生百歲冥誕國際學術研討會(台灣)	新見宋公鋪銘文札述



June 2014	Prof Alex Cheung	台灣養生保健學會年度國際學術交流-「文化與養生」專題講座 (台灣)	從一個古文字的譯讀看古人的養生
July 2014	Prof Alex Cheung	百家爭鳴新論題學術研討會 (中國)	出土簡帛文獻研究的新趨勢
July 2014	Prof Alex Cheung	英國漢語教學研究會暨第十二屆高校漢語教學國際研討會 (英國)	普通話網上評核及自學系統的設計與實施——以遊戲化及自動化為指標
May 2014	Dr Meily Cheung	The 12th Annual International Conference on Communication and Mass Media (Greece)	Information Spinning and the Change in News Sources in Hong Kong Policy News Coverage
January 2014	Dr Tommy Cheung	The First International Conference on "Supply chain for Sustainability" (Hong Kong)	A Two-level Optimization Model for Resource Allocation with Competition
June 2014	Prof Irene Chow	International Association for Chinese Management Research (IACMR)2014 Conference (China)	Do Motivations Complement? Exploring How Employee Proactivity and Leadership Impact Creativity 新創企業高績效工作系統：一個多層模型
August 2014	Prof Irene Chow	Teaching & Learning Conference @ Academy of Management (TLC@AOM) (US)	Design Thinking in Management Teaching: An In-Class Exercise Interactive Activities for Year One Students of Undergraduate Programs in the Asian Context
September 2013	Prof Gilbert Fong	紀念《雷雨》劇作誕生八十周年國際學術研討會 (中國)	從互文性看《雷雨》和《滿城盡帶黃金甲》
March 2014	Prof Gilbert Fong	International Colloquium "Modernization of Asian Theatre" (Japan)	Modernization of Hong Kong Theatre
January 2014	Dr Karolina Glowacka	The First International Conference on "Supply Chain for Sustainability" (Hong Kong)	Simulation Study Examining Queuing Methods for Early and Late Arrivals in an Outpatient Clinic
January 2014	Dr Danny Ho	The First International Conference on "Supply Chain for Sustainability" (Hong Kong)	A Study of Vegetable Marketing Organization's Hydroponic Vegetables Production and Distribution System in Hong Kong
July 2014	Dr Danny Ho	9th International Congress on Logistics and SCM Systems ICLS 2014 (Poland)	A Case Study of H&M's Strategy and Practices of Corporate Environmental Sustainability
January 2014	Dr Kenneth Kwong	The 12th Eurasia Business and Economics Society (EBES) Conference (Singapore)	Rating Quality of Credit Rating Agencies: The Development of a User-based Assessment Model
January 2014	Dr Kenneth Kwong	The First International Conference on "Supply Chain for Sustainability" (Hong Kong)	In Search Of Third-party Logistics Synergies and the Effects on Performance
July 2014	Dr Anselm Lam	9th Global Conference: Visions of Humanity in Cyberculture, Cyberspace and Science Fiction (UK)	Is the Online Self Authentic? A Rousseauian Analysis
December 2013	Dr Victor Lau	27th Australian and New Zealand Academy of Management (ANZAM) Conference (Tasmania)	Corporate Social Responsibility and Firm Performance: Do the Mindsets of Corporate Leaders Matter?
July 2014	Ms Lau Wai	英國漢語教學研究會暨第十二屆高校漢語教學國際研討會 (英國)	粵語環境中大學課程普通話詞語教學訓練探討
June 2014	Dr Elvis Lee	4th International Conference on Law, Translation and Culture (China)	The Use of English in the Chinese Courtroom: An Issue of Translation and Beyond
January 2014	Prof TS Lee	The First International Conference on "Supply Chain for Sustainability" (Hong Kong)	Financial Supply Chain Management and Supply Chain Finance: A Concise Literature Review
July 2014	Prof TS Lee	The 19th Asia-Pacific Decision Sciences Institute Conference (APDSI 2014), The 8th International Conference on Operations and Supply Chain Management (ICOSCM 2014) and The Fourth International Symposium on Operations Management and Strategy (ISOMS 2014) (Japan)	The Business Value of Enterprise Resources Planning System (ERP): A Focused Review
September 2013	Dr Rebecca Leung	第八屆台灣文化國際學術研討會 (台灣)	跨文化翻譯者的凝視——論劉訥鷗對殖民主義文學的引入和轉化
October 2013	Dr Rebecca Leung	2013年遷徙與記憶國際研討會 (台灣)	論張愛玲的離散意識與晚期小說風格
July 2014	Dr Rebecca Leung	英國漢語教學研究會暨第十二屆高校漢語教學國際研討會 (英國)	普通話網上評核及自學系統的設計與實施——以遊戲化及自動化為指標

September 2013	Dr Li Dongmei	The 4th Culture Mixing Research Conference (China)	Intercultural Status and Cultural Politeness
March 2014	Dr Li Dongmei	The 5th Culture Mixing Research Conference (China)	The Impact of Country Competence on Consumer Response to Foreign Brands' Cultural Politeness
July 2014	Dr Li Dongmei	22nd Congress of the International Association for Cross-Cultural Psychology (France)	Motivated Psychological Reactions to Culture Mixing
February 2014	Dr Lawrence Lo	SIBR 2014 Kuala Lumpur Conference (Malaysia)	An Exploratory Research on eWOM Information Seeking Behavior and Attitudes in Service Consumption
October 2013	Dr Maggie Ma	Symposium on Second Language Writing 2013 (China)	The Influence of Learner Beliefs on Student Evaluators' Performance in Criterion-referenced Peer Review: An Activity Theory Perspective
June 2014	Dr Maggie Ma	5th Hong Kong Association for Applied Linguistics Conference (Hong Kong)	Exploring Student Use of Peer Feedback in an EFL Context: The Role of Learner Beliefs
August 2014	Dr Maggie Ma	17th World Congress of the International Association of Applied Linguistics (Australia)	The Influence of Learner Beliefs on Student Performance in Criterion-referenced Peer Review: An Activity Theory Perspective
January 2014	Dr Daniel Mo	The First International Conference on "Supply chain for Sustainability" (Hong Kong)	Selecting a Service Parts Contract for Maintaining Critical Systems
January 2014	Dr Stephen Ng	The First International Conference on "Supply chain for Sustainability" (Hong Kong)	Unravel the Paradoxical Effect of Customer Focus On Firm Performance - From the Perspective of Strong-weak Tie and Dynamic Capability
May 2014	Dr Lucille Ngan	The Asian Conference on Asian Studies 2014 (Japan)	Border-crossing and Hybridity: Cross-border Students in Hong Kong
November 2013	Dr Janice Pan	The Melbourne-Tsinghua Asia-Pacific Forum on Translation and Inter-cultural Studies (Australia)	Linking Classroom Exercises to Real-life Practice: A Case Study of Interpretation Training at a Tertiary Institution in Hong Kong
March 2014	Dr Anges Pang	典範的建構——東海校史暨人物傳記書寫計劃：講座演講 (台灣)	福建協和大學華人校長林景潤 台灣基督教高等教育的創辦——以東海大學為個案
October 2013	Dr Anthony Siu	Busan International Film Festival Forum (South Korea)	The Cinema of Samira Makhmalbaf: A Posthuman Inquiry
November 2013	Dr Siu Sai Cheong	2013 台灣翻譯研討會——科技與翻譯發展 (台灣)	TranXearch：專門為譯者而設的智能搜尋引擎
July 2014	Dr Howard Song	International Journal of Arts & Sciences Annual Conference 2014 (Italy)	From the Newsroom to the Classroom: A Methodological Exploration
December 2013	Dr Joel Swann	Manchester Renaissance Literature Forum (UK)	George Herbert's Strangeness
July 2014	Dr Joel Swann	Reading Early Modern Research Center (EMRC) 2014 Conference (UK)	'The Smallest Ant or Atom Knows Thy Power': Animal Imagery in George Herbert's Poetry
July 2014	Dr Joel Swann	Society for Renaissance Studies Conference 2014 (UK)	'Suck Ev'ry Letter': George Herbert and the Written Word
June 2014	Dr Felix Tang	Academy of International Business 2014 Annual Meeting (Canada)	Local-relevant Cause-related Marketing Reduces Piracy Consumption in Foreign Markets
July 2014	Dr Felix Tang	Global Marketing Conference 2014 (Singapore)	Learning-orientation and Trustworthiness: Two Key Components of Corporate Image in the Asian Retail Context
July 2014	Prof Tang Man Lai	2014 ISIS-Venice ITALY International Multidisciplinary Academic Summit (Italy)	Non-randomized Technique for Sensitive Surveys with Noncompliance
July 2014	Prof Scarlet Tso	Higher Education Research and Development Society of Australia (HERDSA) Conference 2014 (Hong Kong)	Is Journalism and Communication Education in Crisis?
August 2014	Ms Amy Wong	Teaching & learning Conference @ Academy of Management (TLC@AOM) (US)	Interactive Activities for Year One Students of Undergraduate Programs in the Asian Context
January 2014	Dr Collin Wong	The First International Conference on "Supply Chain for Sustainability" (Hong Kong)	An Integrative Framework on the Collaborations and Risks of Customer-involved Product Development

July 2014	Dr Collin Wong	The 19th Asia-Pacific Decision Sciences Institute Conference (APDSI 2014), The 8th International Conference on Operations and Supply Chain Management (ICOSCM 2014) and The Fourth International Symposium on Operations Management and Strategy (ISOMS 2014) (Japan)	Supply Chain Return and Risk Management – A Delphi Study and an Integrated Optimization Model
January 2014	Dr Eugene Wong	The First International Conference on “Supply Chain for Sustainability” (Hong Kong)	Green Port Development in Hong Kong - Reduction of Marine and Port-related Emissions
May 2014	Dr Eugene Wong	The 7th International Forum on Shipping, Ports and Airports (IFSPA) 2014: “Sustainable Development in Shipping and Transport Logistics” (Hong Kong)	The Development of a Slow Steaming Decision Support System for a Service Route in Trans-Pacific Trade
July 2014	Dr Eugene Wong	20th Conference of the International Federation of Operational Research Societies (Spain)	An Air Traffic Decision Support Model for Flight Departure in an International Airport
October 2013	Dr Wong Muk Yan	2013台灣哲學學會年會 (台灣) Taiwan Philosophical Association Annual Conference 2013 (Taiwan)	Emotion, Rationality and Decision-making
July 2014	Dr Wong Muk Yan	The 18th Annual Meeting of the Association for the Scientific Study of Consciousness (Australia)	The Mood-Emotion Loop
January 2014	Dr Ricky Wong	The First International Conference on “Supply Chain for Sustainability” (Hong Kong)	When Too Much Hurts: Anchoring-and-Adjustment Heuristics in Procurement
January 2014	Dr Shirley Yeung	3rd International Conference on Economics Marketing and Management (Canada)	How to Make Green Service Delivery Sustainable?
June 2014	Dr Shirley Yeung	The 2nd International Lean Six Sigma for Higher Education Conference (the Netherlands)	Linking Daoism and Quantum Skills (Internalization of GE) with Contextualization (Externalization of Subject Matters) via QFD for Sustainability
June 2014	Dr Iris Yip	ISF 2014 : 34th International Symposium on Forecasting (the Netherlands)	Bayesian Estimation of Infinite Mixture Model
August 2014	Ms Sue Yip	1st International Conference on Development of Research in Higher Education 2014 (ICDRHE-2014) (Jordan)	Factors Influencing ESL Bachelor of Business Administration students (BBA) at a Specialist College in Hong Kong in Choosing a Study Programme
March 2014	Mr Angus Young	INSOL Academic Colloquium 2014 (Hong Kong)	Provisional Supervision in Hong Kong: The Two Faces of Law Reform & Cultural Stigma
December 2013	Dr Carisa Yu	The 9th International Conference on Optimization Techniques and Applications (ICOTA9) (Taiwan)	Robust Approach to the Portfolio Optimization Problem
September 2013	Dr Christine Yu	3rd Language Arts and Linguistics Conference (Hong Kong)	Literature Research for the Second Language Classroom: A Contrastive Analysis of Image Visualization in Chinese and English Creative Writing

## Publications of Academic Staff 2013/14

Dr Gavin Bui	Bui, G.H.Y. (2013). Review of Hong Kong English by Setter, Wong, & Chan. <i>English World-Wide</i> , 34(3), 383-385. [SSCI-Indexed].
Dr Gavin Bui	Wei, R., & Bui, G.H.Y. (2013). Speech Act of Request in Business E-mails: A Conversation Analysis Perspective. <i>Journal of Luoyang Normal University</i> , 32(7), 110-114.
Dr Gavin Bui	Bui, G.H.Y. (2013). Effects of Immediate Repetition in L2 Speaking Task: A Focused Study. <i>English Language Teaching</i> , 6(1), 11-19. doi:10.5539/elt.v6n1p11.
Dr Gavin Bui	Bui, G.H.Y. (2014). Task Readiness: Theoretical Framework and Empirical Evidence from Topic Familiarity, Strategic Planning, and Proficiency Levels, In P. Skehan (Ed.), <i>Investigating a Processing Perspective on Task Performance</i> (pp. 63-93). John Benjamins Publishing Company.
Dr Gavin Bui	Bui, G.H.Y. (2014). <i>Measuring L2 Fluency in Task-based Performance</i> , Presented at the 17th World Congress of the International Applied Linguistics Association, Brisbane, Australia, 10-15 August 2014.
Dr Gavin Bui	Bui, G.H.Y. (2014). The Use of Shall/Will with Pronouns: Collocations in L1 and L2 Writing, <i>TESL Reporter</i> , 47(2), 21-34.
Dr Benedict Chan	Chan, B.S.B. (2013). <i>Do Economic Rights Really Conflict with Liberal Rights?</i> Presented at the Harmony & Conflict: From Embodied Emotions to Global Realms, Joint Meeting of the Society for Asian & Comparative Philosophy and the Australasian Society for Asian & Comparative Philosophy, Singapore, 8-10 July, 2013.



- Dr Benedict Chan Chan, B.S.B. (2013). *Capability Approach, Confucianism and Human Rights—A Philosophical Analysis of Human Development in East Asia* (Poster Presentation), Presented at the Change, Continuity and Diversity: Perspectives on Sustainability for Asia, Inaugural Conference on Human Development in Asia, Hiroshima, Japan, 6-8 August, 2013.
- Dr Benedict Chan Chan, B.S.B. (2013). *An East and West Debate on Torture and Animal Rights*, Presented at the Group Session in American Philosophical Association, Eastern Division, Association of Chinese Philosophers in North America, Baltimore, U.S.A., 27-30 December, 2013.
- Dr Benedict Chan Chan, B.S.B. (2013). *How Does the Capability Approach Contribute to the Debate Between Confucianism and Liberalism on Human Rights?* Presented at the Group Session in American Philosophical Association, Eastern Division, Society for Asian and Comparative Philosophy, Baltimore, U.S.A., 27-30 December, 2013.
- Dr Chan Chi Kit Chan, C.K. (2013). Structural Weakness of Executive-Led Model --- Governance and Party Politics of Hong Kong. In J. Cheng (ed): *The Second Chief Executive of Hong Kong SAR—Evaluating the Tsang Years 2005–2012*. Hong Kong: City University of Hong Kong Press.
- Dr Chan Chi Kit 陳智傑、王慧麟(2013)。香港人的國家認同態度。收錄於：陳智傑、王慧麟 合編，《本土論述2012 --- 官商勾結》。台北市：漫遊者文化出版。
- Dr Chan Chi Kit 陳智傑(2013)。建構媒體範例：香港塌樹事故的新聞論述。收錄於：張少強、梁啓智、陳嘉銘 合編，《香港·論述·媒體》。香港：牛津大學出版社。
- Dr Chan Chi Kit 陳智傑(2013)。香港身份與中國論述的互動 --- 曾蔭權年代的香港本土意識。收錄於：羅金義、鄭宇碩 編，《留給梁振英的棋局—透析曾蔭權時代》。香港：香港城市大學出版社。
- Dr Chan Chi Kit 陳智傑 (2013)。以新聞範例理性化健康風險：豬流感的香港新聞論述 [電子版]。張少強、馬傑偉、吳俊雄、呂大樂、張嘉輝 (主編)。香港：香港中文大學新聞與傳播學院，JCMotion Publishing。取自<http://jcmotion.com.cuhk.edu.hk>。
- Dr Chan Chi Kit Chan, C.K. (2014). China as “Other” --- Resistance to and Ambivalence Toward National Identity in Hong Kong. *China Perspective*, No. 2014/1, 25 – 34.
- Dr Chan Chi Kong Chan, C.K. & Leung, H.F. (2013). *Belief-based Stability in Coalition Formation with Uncertainty: An Intelligent Agents’ Perspective*, Springer (pp. 200).
- Dr Chan Chi Kong Chen, H., Chan, H.C.B., Chan, C.K. & Leung, V.C.M. (2013). QoS-Based Cross-Layer Scheduling for Wireless Multimedia Transmissions with Adaptive Modulation and Coding, *IEEE Transactions on Communications*, 61(11), 4526-4538.
- Dr Chan Chi Kong Zheng, Q., Chan, C.K. & Ip, H.H.S. (2014). *IURA: An Improved User-based Collaborative Filtering Method Based on Innovators*, Proceedings of the International MultiConference of Engineers and Computer Scientists 2014.
- Dr Fanny Chan Lowe, B., Yeow, P. & Chan, F.F.Y. (2014). Price Promotions and their Effect upon Reference Prices. *Journal of Product and Brand Management*, 23(4/5). <http://dx.doi.org/10.1108/JPBM-01-2014-0485>.
- Dr Fanny Chan Chan, F.F.Y. (2014). Reflections on Teaching and Research: Two Inseparable Components in Higher Education. *Teachers and Teaching: Theory and Practice*, DOI:10.1080/13540602.2014.885700.
- Dr Fanny Chan Chan, F.F.Y. (2014). A Critical Realist and Multimethodology Approach for Research in Marketing Communication: Using Product Placement as an Example. *Journal of Promotion Management* (Accepted).
- Dr Fanny Chan, Mr Sunny Chan & Dr Felix Tang Chan, F.F.Y., Chan, S.H.F. & Tang, F.T.L. (2014). *Learning-orientation and Trustworthiness: Two Key Components of Corporate Image in the Asian Retail Context*, Presented at the Global Marketing Conference, Singapore, 15-18 July, 2014.
- Dr Michael Chan Chan, M.W.H. (2013). *Narrating Dr. Sun Yat-sen: His Thought, Family and Revolutions in Hong Kong and Macau*, Presented at the International Conference on Macau Narratives, Faculty of Social Sciences and Humanities. New University of Lisbon, Fundação Oriente, Lisbon, Portugal, 8-10 May, 2013.
- Dr Michael Chan Chan, M.W.H. (2013). *Preserving an Intangible Cultural Heritage from Tang-China and Nara-Period Japan: Chi Lin Nunnery and Nam Lin Garden in Hong Kong*, The IGU Kyoto Regional Conference, Kyoto, Japan, 4-9 August, 2013.
- Dr Michael Chan Chan, M.W.H. (2013). *Internet Culture: Web 2.0, 3.0 and beyond*, Presented at the Caring for 4-14 Children and Youth Conference: Healing Wounds & Rising Healthy Children. Cradle of Hope Association, Macau, co-organized by the Instituto para os Assuntos Cívicos e Municipais (IACM), Macau SAR Government, Macau, 28-30 May, 2013.
- Dr Michael Chan 陳永浩(2013)。〈由賭博問題說起〉。陳季瑜編：《天國在人間：宣道會北角堂社關文集》，頁91-93。香港：宣道會北角堂。
- Dr Michael Chan 陳永浩(2013)。志蓮和南蓮是「假古董」？恒生管理學院主編：《商道與人道—恒管人語》，頁124-125。香港：中華書局(香港)有限公司。
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- Dr Michael Chan 陳永浩、吳慧華(2013)。生命倫理錦囊。香港：明光社生命及倫理研究中心、宣道出版社。
- Dr Michael Chan 陳永浩(2014)。《家長及老師對性解放及性教育的意見調查》報告的啟示。明光社生命及倫理研究中心2014年週年研討會：《真男真女：有價值的情性教育》。2014年6月27日。
- Dr Michael Chan Chan, M.W.H. (2014). *Himeji Castle “Egret’s Eye View”: A Case Study on Incorporating Heritage Restoration and Cultural Tourism*, Presented at the IGU Regional Conference, Kraków, Poland, 18-22 August, 2014.
- Dr Michael Chan Chan, M.W.H. (2014). *From Preservation, Revitalization to Reproduction: Assessment on Different Heritage Conservation Approaches in China, Hong Kong and Japan*, Presented at the Fifth Asian Conference on the Arts and Humanities, Osaka, Japan, April 3-6, 2014.
- Dr Rami Chan Chan, H.Y. (2013). Crisis Politics in Authoritarian Regimes: How Crises Catalyse Changes under the State-society Interactive Framework. *Journal of Contingencies and Crisis Management*, 21(4), 200-210.

- Dr Rami Chan Chan, H.Y. (2014). *The Three-Tier Regulation on Private High Education Sector: Experiences in Hong Kong*, Presented at the International Research Society for Public Management Conference, Ottawa, Canada, 8-11 April, 2014.
- Dr Rami Chan Chan, H.Y. (2014). *Crisis Politics of the SARS Epidemic: A Comparative Study of Mainland China, Singapore, Hong Kong and Taiwan*, Presented at the New Zealand Political Studies Association Conference, Auckland, New Zealand, 1-3 December 2014.
- Dr Shelby Chan 陳嘉恩(2013)。〈樓盤命名的文學〉。恒生管理學院主編：《商道與人道—恒管人語》，頁168。中華書局(香港)有限公司。
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- Dr Shelby Chan Cha, S.K.Y. (2014). *Trap Revisited: The Man Who Questions Death and the Tragedy of Modern Man*, Michael Lackner and Nikola Chardonens (ed.), *Freedom and Fate in Gao Xingjian's Writings* (pp. 241-58). Berlin: DeGruyte.
- Dr Shelby Chan 陳嘉恩(2014)。復甚麼仇：《哈姆雷特》在香港。第九屆華文戲劇節國際學術研討會。中國浙江大學及中國話劇研究所主辦，2014年4月18至23日。
- Dr Shelby Chan Chan, S.K.Y. (2014). *Play It Again: A Contextual and Statistical Analysis of Theatre Translation in Hong Kong*, Presented at The East Asian Translation Studies Conference, hosted by University of East Anglia, Norwich, UK. 18-19 June 2014.
- Dr Shelby Chan Chan, S.K.Y. (2014). *Otherness Within: Pygmalion as a Story of Translation and Identity Construction*, Presented at the 2014 International Symposium on Cross-Cultural Studies, hosted by Fu Jen Catholic University, Taipei, Republic of China. 3-4 May 2014.
- Dr Shelby Chan & Prof Gilbert Fong Bei, D., Chan, S.K.Y., Fong, G., Klein, L. & Mattison, C. (2013) *Islands or Continents* (Edited multilingual volume). Hong Kong: The Chinese University Press.
- Dr Shelby Chan & Prof Gilbert Fong Bei, D., Chan, S.K.Y., Fong, G., Klein, L. & Mattison, C. (2013) *Islands or Continents* (18-volume boxset). Hong Kong: The Chinese University Press.
- Dr Shelby Chan & Prof Gilbert Fong 陳嘉恩、方梓勳(2013)。〈從互文性看《雷雨》和《滿城盡帶黃金甲》〉。紀念《雷雨》劇作誕生八十周年國際學術研討會。中國話劇理論與歷史研究會。中國：天津。2013年9月19日至23日。
- Dr Shelby Chan & Prof Gilbert Fong Chan, S.K.Y. & Fong, G.C.F. (2014). *The Chinese Translation Drama Archive*. Online archive (under construction).
- Dr Shelby Chan & Prof Gilbert Fong Chan, S.K.Y. & Fong, G.C.F. (2014). *Modernisation of Hong Kong Theatre*, Presented at the International Colloquium: Modernisation of Asian Theatre, hosted by Osaka University, Osaka, Japan. 14-17 March 2014.
- Dr Victor Chan Chan, V.C.M. (2014). *Paradigm Shift of Japan's Monetary Policymaking: Implications of Abe Shinzo's Return to Power*, *Journal of International Relations and Diplomacy*, 2(4), 259-270.
- Dr Victor Chan Chan, V.C.M. (2014). *Politics of Compliance in Global Infectious Disease Control: Cases of SARS Control in China*. *Journal of Public Administration and Governance*, 4(1), 114-133.
- Dr Victor Chan & Dr Anselm Lam 陳志明、梁偉賢、林榮鈞(2014)。〈通識課程設計中的挑戰與機遇：一間香港私立專上院校的經驗分享〉。大學通識·總第八期，頁81-105。
- Dr Chau So Ling Chau, S. L. (2013). *Review on Book Proposal -- Organisational Behavior: A Concise Introduction*, Palgrave.
- Dr Chau So Ling Chau, S.L. (2013). *Starting from a Humble Beginning*. *Academy of Contemporary Research Journal*, II (2), 44-46.
- Dr Chau So Ling Chan, S. L. (2014). *Organizational Structure Matters -- A Case in Taiwan*. *Academy of Contemporary Research Journal*, III(1), 10-13.
- Dr Chau So Ling Chau, S.L. (2014). *Key Managerial and Organizational Issues of Corporate Entrepreneurship*. *Academy of Taiwan Business Management Review*, 10(1), 138-144.
- Dr Chen Gengzhao Chen, G. & Hsu, B.F.C. (2013). *Law and Policy in the Sustainability of Affordable Housing: The Case of China*. 30 *UCLA PAC. BASIN L.J.* 259.
- Dr Chen Gengzhao Chen, G. (2013). *Minor Property Rights Housing -- From Perspective of Housing Rights*, Presented at the Global Chinese Real Estate Congress (GCREC) 2013 Annual Conference, Beijing, China, 5-7 July, 2013.
- Dr Chen Gengzhao 陳耿釗(2013)。商事立法模式的選擇——美國統一商法典的啟示與借鑒。《中國商法年刊2013》。
- Dr Andy Cheng Cheng, W.W. (2013). *The Impacts of Change in Currency Demand Function, Transmission Mechanism and Substitution Effect on Monetary Policy during the Process of RMB Internationalization*, *Journal of Money, Investment and Banking*, 28, 94-99
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