

HSMC REVIEW 2014-2015



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE


Table of Contents



Message from the Chairman, Board of Governors and College Council	2
Message from the President.....	4
Motto, Vision, Mission and Strategic Objectives.....	12
Governance and Administration	14
Finance.....	18
Facts and Figures	19
Highlights of the Year.....	22
Feature Stories.....	29
HSMC Distinguished Lecture – Professor Yuan-Tseh Lee, Nobel Laureate	30
HSMC International Sustainability Week	32
Research Rewards in RGC’s Competitive Research Funding Schemes	34
Arts at HSMC	35
HSMC Founders’ Day Dinner	36
Academic and Scholarly Activities.....	38
Student Activities and Achievements	43
Scholarship.....	49
Internship.....	50
Global Connections and Exchange Programmes.....	53
What Graduates Say.....	58
Institutional Advancement and Alumni Activities	63
Campus Development.....	66
Appendix – List of Research Projects funded by the RGC’s Competitive Research Funding Schemes for the Local Self-financing Degree Sector 2015-2016	72

Message from the Chairman, Board of Governors and College Council





The academic year 2014-2015 was a particularly significant one for Hang Seng Management College. In addition to celebrating the 5th anniversary of its establishment, the College has achieved good progress on a number of fronts.

Three existing programmes that were first offered in 2010 were successfully re-accredited: Bachelor of Business Administration (Honours), Bachelor of Business Administration (Honours) in Supply Chain Management, and Bachelor of Translation with Business (Honours). This re-accreditation allows the College to apply for Programme Area Accreditation (PAA). With the acquisition of at least three PAAs as one of the four criteria for applying for “university” title, this achievement is a major milestone as regards the College’s key objectives. In July 2015, the Chief Executive-in-Council approved the accreditation of a newly developed Bachelor of Arts (Honours) in Chinese programme, which opened for student admissions in 2015-2016.

Building on last year’s success, the College secured over HK\$20 million in research funding for 11 projects as part of the Research Grant Council’s Competitive Research Funding Exercise for the Local Self-financing Degree Sector. This encouraging result again demonstrates the College’s commitment to research and the capabilities of our academic staff.

The new HSMC Jockey Club Residential Colleges – Mosaic College (for cultural diversity), Wellness College


(for healthy living), Amity College (for community service) and Evergreen College (for sustainability) – were completed during the year. Together, these new colleges will form a “living and learning community” on campus. Students, Masters, Associate Masters and tutors of the colleges have organised a number of large-scale activities, including several high table dinners for 2015-2016.

The College will continue to work hard to achieve its goal of acquiring “university” title by developing more undergraduate and postgraduate programmes, applying for PAA, conducting the required Initial Evaluation and Institutional Review exercises, and strengthening the College’s infrastructure for teaching, learning and research. To this end, the College not only needs the support of its dedicated staff and students, but also its alumni, Board and Council members, donors, corporate partners and community leaders. I wish to take this opportunity to thank everyone who has offered their support and guidance to Hang Seng Management College. We look forward to working in close partnership with you in the years to come.

Ms Rose Lee Wai Mun, JP
Chairman, Board of Governors and College Council
September 2015

Message from the President





2015 is a very rewarding year for Hang Seng Management College (HSMC).

It has been the 5th year since the restructuring from the former Hang Seng School of Commerce (HSSC) in 2010. It has also been the 35th year since the founding of Hang Seng School of Commerce in 1980. Carrying on the traditions and legacy of its predecessor, it is an ideal time for the College to unveil a new page with its noble values centred on its motto “Erudition and Perseverance” and the unique “Liberal + Professional” education model.

The quality of HSMC’s undergraduate education is characterised by small-class teaching, close student-teacher interactions, guidance and mentorship for individual students outside classrooms, innovative learning methods, residential learning and vast opportunities for internship, international exchange and independent research. The College puts quality teaching and students’ all-round development as its highest priorities, aiming at nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities to help them become self-reflective, grateful and satisfying citizens.

The College has indeed made important achievements in the past year: offering new and innovative programmes, winning substantial government research and teaching grants, student achievements and prizes in open competitions, award-winning new campus buildings, the completion of Residential Colleges, impactful research on corporate sustainability, impressive graduate employment, major donations received, wide publicities in the local media and increased recognitions from the Government and the community. Riding on the strong achievements, HSMC is working proactively on its roadmap to submit an application for acquiring the “university” title in mid/late 2017.

The followings are highlights of some major achievements in 2014-2015.

New Programme Development

With the aim to broaden our programme areas, keen efforts have been made to develop more new programmes for students. The Bachelor of Arts (Honours) in Chinese programme was newly developed and approval was granted by the Chief Executive-in-Council in July 2014 for introduction in the academic year 2015-2016.

Three existing programmes, namely Bachelor of Business Administration (Honours), Bachelor of Business Administration (Honours) in Supply Chain Management and Bachelor of Translation with Business (Honours), successfully went through the Learning Programme Re-accreditation (Re-LPA) conducted by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) and were granted re-accreditation status for a period of 5 years in mid-2015.

It has also been planned that three new programmes at undergraduate level, namely Bachelor of Social Sciences (Honours) in Asian Studies, Bachelor of Arts (Honours) in Applied and Human-Centred Computing, and Bachelor of Arts (Honours) in Convergent Media and Communication Technology, and one postgraduate programme, Master of Arts in Translation (Business and Legal), will be launched in the academic year 2016-2017.

Teaching and Learning Enhancement

To enhance the quality of teaching and learning, the College was awarded a total funding of over HK\$8.6 million from the Quality Enhancement Support Scheme (QESS) 2014-2015 for two projects: (1) The Development of Educational and Research Center with Automatic Virtual Reality Platform for 3D Interactive Learning and Big Data Analytics; and (2) A Visual Platform for the Design, Implementation and Analysis of Collaborative Business Simulation Games. This government funding shows that the College has been advocating quality and innovative teaching and learning proactively.



A Working Group on the Development of MOOC (Massive Open Online Course) and e-Learning was established to promote and support the use of technology in teaching and learning at HSMC. The Centre for Teaching and Learning was also established in September 2015 (more in the section “Organisational Structure and New Units” on P.8).

Under the EDB’s Standing Committee on Language Education and Research (SCOLAR) funding scheme, the Department of Chinese was granted a sum of HK\$1.32 million to support the “Hong Kong Senior Secondary Students Putonghua Public Speech Competition 2017” from September 2015 to August 2017.

Obtaining external recognition was another major achievement. The Ministry of Education, Republic of China (Taiwan) officially announced the recognition of the degree qualifications of HSMC in early March 2015, allowing HSMC graduates to pursue postgraduate studies and assume employment in Taiwan and student exchange programmes to be formally established between HSMC and Taiwan universities.

With a strong academic base, HSMC is working proactively on the roadmap to become a private university and is planning to submit its application to acquire the “university” title in mid /late 2017. With reference to the Legislative Council Brief on “Roadmap for Becoming a Private University” received from the Education Bureau in July 2015, Programme Area Accreditation (PAA) and Institutional Review (IR) via an on-site visit have been scheduled in April 2016.

Research

With the aim to promote research excellence strategically, the College adopted “Corporate Sustainability, Social Responsibility and Innovations”

as the institutional cross-disciplinary research theme. Furthermore, the College approved 14 School-level strategic research areas, namely Accounting & Financial Studies and Behavioural Studies for the School of Business; Business Journalism and Corporate Communication for the School of Communication; Business Analytics & Supply Chain Excellence and Data Mining & Knowledge Recovery from Big Data for the School of Decision Sciences; Arts & Language, Literature & the other Arts, Asian Studies and Digital Humanities for the School of Humanities and Social Science; Business Law Translation, Computer & Business Translation, Financial Translation and Interpreting for Business for the School of Translation.

Following the success of securing a sum of HK\$12.31 million for 23 research projects last year in the Research Grants Council (RGC)’s Competitive Research Funding Exercises for Local Self-financing Degree Sector, HSMC was further approved a total funding of HK\$20 million for 11 projects in the 2015-2016 exercise, with HK\$5.78 million for eight FDS projects (Faculty Development Scheme), HK\$0.76 million for two IIDS projects (Inter-institutional Development Scheme), and HK\$13.48 million for one IDS project (Institutional Development Scheme). For the years of 2014 and 2015, HSMC received the highest number



in terms of cumulative funding and research projects among all the self-financed degree-granting institutions.

The College also received a sum of HK\$0.6 million from the Government's Public Policy Research (PPR) Funding Scheme for a project relating to "Global Network Decision Support System" for two years starting from 1 June 2015.

The encouraging result clearly demonstrates HSMC's commitment and continuous effort to pursue excellence in research with impacts and contributions to teaching.

Graduate Employment and Student Internship

Similar to last year, an employment survey targeting at all fresh graduates was conducted during the period from October to December 2014 on their employment status, remuneration and job-seeking experience. Out of a total of 527 Bachelor's Degree graduates, the response rate was 73%. The overall engagement rate of degree graduates in employment and further studies reached 94%, a very satisfactory figure comparable to the UGC average of 96%. In particular, our graduates' full-time employment rate was 88%, which was higher than the UGC average of 82%.

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

In 2014-2015, more than 680 internship offers from 155 renowned companies were taken up by HSMC students. Among the internships, 32 internship placements took place in overseas countries, such as Canada, Germany, Singapore, the UK, etc. Students were given precious opportunities to gain hands-on work experience and explore further on their career



pursuits. The College will continue to look for more overseas internship opportunities to broaden our students' exposure.

Student Growth and Achievements

HSMC is a dynamic and promising institution which advocates the transformative power of liberal education. We implore our faculty members to commit to a student-centred culture. They all share a passion for teaching and supporting students' all-round achievements.

As of 4 September 2015, the total number of students at HSMC has scaled a new height, reaching 4,994, an increase of 8% from last year. We are also glad to have 630 graduates in 2015.

To recognise students' academic, non-academic and other service achievements, the HSMC Annual Scholarship and Academic Award Presentation Ceremony was held on 28 March 2015, with more than 780 scholarships and academic awards and over HK\$5.4 million presented to outstanding students.

It was also gratifying to learn that 240 HSMC students received a total of HK\$4.6 million from the Outstanding Performance Scholarship, Best Progress Award, Talent Development Scholarship, Reaching Out Award and Endeavour Scholarship financed by the HKSAR Government Scholarship Fund and Self-financing Post-secondary Education Fund in April 2015.



During the year, our students also won various awards and prizes in open academic, arts and sports contests. The President's Reception for Students with Outstanding Co-curricular Achievements in the academic years 2013-2014 and 2014-2015 was held on 28 November 2014 as the College's first attempt to honour HSMC students' exemplifying performance in different co-curricular activities.

While it may be hard to quantify our students' diverse talents at large, we are proud to present some of our students' outstanding achievements in various fields in the past year, which are detailed in the chapter "Student Activities and Achievements" on P.43.

Organisational Structure and New Units

To facilitate the College's latest development, changes have been recorded in its organisational structure which contribute to smoother and more effective administration.

To cope with future disciplinary diversity of the College and plans to offer more social science programmes, the School of Humanities was expanded and renamed School of Humanities and Social Science, with effect from 2014-2015. This will help HSMC lay stronger foundations on liberal arts disciplines and help our future application for acquiring the "university" title.

Four new centres /institutes: the Centre for Corporate Sustainability and Innovations, the Executive Development Centre, the Centre for Teaching and

Learning, and the Research Institute for Business were established during the year.

The Executive Development Centre was established in June 2015, with the aims to promote HSMC's training, research and consultancy services to the business community, and invite CEOs and experts to deliver regular Executive Development Seminars at HSMC.

The Centre for Teaching and Learning was established in September 2015 to foster excellence and innovation in teaching and learning, promote and implement the College's common core curriculum and support the effective use of technology and new methods in teaching and learning.

With funding support from RGC, the College approved the setting up of the Research Institute for Business, with the aim to provide support and coordinate cross-disciplinary efforts in business research to advance the understanding of business practices with a focus on local relevance. The Institute also targets to enhance the College's research infrastructure and capacity. A Computerised Assisted Telephone Interview system and a Behavioural Laboratory will be installed to facilitate the College in carrying out opinion surveys and conducting behavioural studies, respectively.

To centralise resources and efforts to enhance the College's fundraising work, the Office of Advancement was expanded by incorporating the Alumni Affairs Section previously under the Communications and Public Affairs Office. The new office was renamed Advancement and Alumni Affairs Office with effect from 1 January 2015.

Institutional Advancement and Alumni Affairs

HSMC owes much of its success to the support of benefactors over the years. A total of HK\$102 million donation was pledged during the period from September 2014 to August 2015, among which HK\$58 million has been received.

To express our grateful appreciation for the substantial donation of HK\$80 million from The S H Ho Foundation and to commemorate Dr Ho Sin Hang's contribution to HSSC and HSMC, Block A was named as S H Ho Academic Building. In addition, the conference hall located on the 4th floor of the S H Ho Academic Building was named as Fung Yiu King Hall, in recognition of the generous donation of HK\$10 million from the Fung Yiu King Charitable Foundation. The Naming Ceremonies were held on 10 November 2014.

In appreciation of the late Dr Lee Quo Wei's contribution to HSSC and HSMC over the years, and the notable donation of HK\$80 million from Wei Lun Foundation Limited, Block D was named Lee Quo Wei Academic Building, and the Naming Ceremony was held on 4 May 2015.

The College expresses its heartfelt thanks to its list of benefactors for their philanthropic actions which contribute largely to the rapid development of the College. Tributes should also be paid to our Board of Governors and College Council members, members of the Fundraising and Donation Committee, as well as community leaders and all other College members. We shall continue to foster close relationships with alumni, patrons and friends of HSMC.

Global Partnerships

In order to promote internationalisation, HSMC approached various international institutions to foster academic collaboration and exchange partnerships. As of August 2015, academic agreements have been signed with 33 overseas institutions, which represents a 50% growth when compared to that of the previous year. New partnerships have been made with institutions in Germany, Mainland China, Malaysia, the Netherlands, Taiwan and the US.

Campus Development and Awards Received

With the completion of the HSMC Jockey Club Residential Colleges in September 2015, HSMC has fully completed Sites A, B, D, E and F of its Master Campus Expansion Plan. In just five years' time, the S H Ho Academic Building (Block A), the Sports and Amenities Centre (Block B), the HSMC Plaza (Site C), the Lee Quo Wei Academic Building (Block D), the Emergency

Vehicular Access (Site E) and lastly, the HSMC Jockey Club Residential Colleges (Site F) have been completed and in operation.

The HSMC Jockey Club Residential Colleges accommodating 1,200 bed spaces are established with the objective to provide a combined living and learning environment for the all-round development of students. Adopting the Residential College system, residential life experience constitutes an important part of co-curricular learning and provides a robust platform to empower and nurture intellectual interflow, social engagements and global perspectives of students.



In recognition of HSMC's green attributes, the Residential Colleges at Site F were awarded the provisional "Platinum" rating of BEAM Plus (Version 1.2) by the Hong Kong Green Building Council (HKGBC). Moreover, the S H Ho Academic Building achieved the final "Platinum" rating of BEAM Plus (Version 1.1) certification and the award was presented to College representatives at the BEAM Plus Platinum Project Certification Ceremony held on 12 December 2014. HSMC is the first tertiary institution in Hong Kong to receive such recognition, which manifested the College's commitment to environmental protection and campus sustainability. Furthermore, HSMC was also awarded as "Finalist" for the Green Building Award 2014 organised by HKGBC. The above achievements affirm the College's leading role in promoting green initiatives.

Other College-wide Recognitions and Awards Received

Besides the BEAM Plus Platinum award and the various research and teaching development grants received from the Government, HSMC received several other major recognitions during the year.

From 2011 to 2014, HSMC was the only institution in Hong Kong which had obtained the ISO 9001:2008 Certification issued by Hong Kong Quality Assurance Agency (HKQAA) in Quality Management System (QMS) on its degree programmes.

Furthermore, in 2013 and 2014, HSMC obtained a full score of "5" in the HKQAA Corporate Social Responsibility (CSR) Advocate Index presented by HKQAA. The College was the only higher education institution in Hong Kong awarded the "HKQAA CSR Advocate Mark".

HSMC received the Gold Award of the Web Accessibility Recognition Scheme 2015 jointly organised by the Office of the Government Chief Information Officer and the Equal Opportunities Commission for the second year in a row. This demonstrates our keen efforts in making our College's news accessible to different stakeholders and the public through our well-designed website.

Other College-wide Projects

Under the Distinguished Lecture Series (DLS) established in late 2014, the College successfully invited Professor Yuan-Tseh Lee, Nobel Laureate in Chemistry, to visit HSMC and give a public lecture on "Sustainable Development of the Human Society" in April 2015. The event attracted over 500 participants from the community. It is an educational endeavour as well as a channel for networking with students, alumni and people in the community.

To further promote public awareness on sustainable development, the HSMC International Sustainability Week was held from 19 to 24 July 2015. An array of events (i.e. "HSMC Symposium on Sustainability and Bamboo", "The 1st Forum on Sustainable Development in Higher Education", and "The 20th APDSI Conference" in conjunction with "The 2nd International Conference on Supply Chain for Sustainability") was organised during the week, which attracted around 500 guests from all over the world. For further details and highlights of the events, please



refer to the chapter "HSMC International Sustainability Week" on P.32.

As a university-level College which aims to nurture future leaders, we have a strong emphasis on leadership education. Commencing from November 2014, a weekly Metro radio programme was held with invited guests who are renowned for outstanding achievements in their own fields to share their leadership experiences and recipes for success in life with the audience. It is deemed to be an effective platform to broaden the horizons of youngsters and further promote liberal and leadership education. It also serves the purpose to promulgate HSMC's vision and mission to the public. A publication on the topic is being prepared and expected to be published in 2016.

The College also launched the 1st "President Forum" in July 2015 with the aim to enhance professional and personal development of College members and friends through sharing sessions with distinguished leaders of the global community. It could also serve the purpose of enriching the college life of our students and staff members. The Forum was titled "Leadership – A View from the Top" with Dr Michael Lindsay, President of Gordon College, as the invited guest. We look forward to exchanging ideas and views with more renowned leaders in the years to come.

The "Arts at HSMC" programme was launched with the aim of enriching college life with quality arts programmes on campus and enhancing students' interests in different forms of arts, including film, dance, music, design, theatre, literature, visual arts and others. The programme was kicked-off with the distinguished

lecture and a film show by Dr Gao Xingjian, Nobel Laureate in Literature, in November 2014. Thereafter, a series of events was held throughout the school year and was well applauded by the College community.

The 2014 Junzi Corporation Award Presentation Ceremony was held on 6 January 2015. The Junzi Corporation Survey is a large-scale public survey held annually by HSMC and has now come to its 4th year. Instead of being a regular academic symposium, it is an initiative of the College to bring together staff and students to actualise their ideals in promoting business ethics to the public. It also serves as a meaningful programme for our students to enhance their organisation, research and presentation skills.

To celebrate HSSC's 35 years and HSMC's 5 years of accomplishments in 2015 and foster closer links between HSMC and the community, the Founders' Day Dinner with the theme "Passing on the Legend" was held on campus on 16 March 2015. Donors, prospective supporters, corporate partners, alumni and friends of HSMC enjoyed a joyous night together. A total donation of about HK\$0.75 million was pledged during the event for supporting student development schemes.

Concluding Remarks

During the celebratory events held in the past year, I had the privilege to meet with some HSSC alumni who are celebrating their 30th anniversary of graduation. I am genuinely glad to see our alumni's achievements in society and I can see that the positive values that HSSC and HSMC have instilled in them three decades ago

are still fresh in their minds. There are true life stories that attest to our belief in the transformative power of education.

Moving forward, HSMC's priorities include developing new programmes in both undergraduate and postgraduate levels, fostering excellence and innovation in teaching and learning, strengthening research capacity and culture, launching executive development programmes, extending external relations, raising funds more aggressively, implementing the Residential College system, and preparing for the PAA, IR and Initial Evaluation (IE) exercises to meet the goal of acquiring the "university" title.

With the ever-changing landscape of higher education in Hong Kong and the growing expectations of its deliverables, challenges certainly lie ahead, and so do opportunities. Challenges include student-admission competitions, fundraising, shortage of staff in important support areas, streamlining of management systems, etc. However, I believe that a passionately-supported vision and concerted efforts of all stakeholders will have the power to overcome these challenges.

With staunch support from the College community and the public at large, HSMC is confident to face all challenges and grasp the opportunities as we move forward. I would like to express my most sincere gratitude to members of the Board of Governors and the College Council for their insightful guidance, and to the team of dedicated staff and students who have made tremendous contributions to the College in the past years.

Together, we will continue to build upon the foundations that we have laid and reach new heights. And together, we are building an institution of growing fame and reputation.

Professor Simon S M Ho
President
September 2015



Motto, Vision, Mission and Strategic Objectives





MOTTO

Erudition and Perseverance

VISION

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

MISSION

- To advance knowledge and understanding of human activities, especially those related to business, management and social sciences;
- 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;
- To be committed to free enquiry and responsible scholarship.

STRATEGIC OBJECTIVES

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

Governance and Administration



Board of Governors (1 September 2014 – 31 August 2015)

Chairman

Ms Rose LEE Wai Mun 李慧敏女士 JP

Vice-Chairman and Chief Executive,
Hang Seng Bank Limited

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,
Head of Retail Banking and Wealth Management,
Hang Seng Bank Limited

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

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

Mr Roger LUK Koon Hoo 陸觀豪先生 BBS, JP
Honorary Professor, Faculty of Business Administration,
Treasurer and Council Member,
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

Professor Richard WONG Yue Chim 王于漸教授 JP, SBS
Chair 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 JP
Asia Pacific Chairman,
China and Hong Kong Chairman,
PricewaterhouseCoopers

(From left): Mr Nixon Chan, Mrs Patricia Wong, Mr Martin Tam, Dr T L Ho, Ms Rose Lee, Dr Moses Cheng,
Mr Silas Yang and Mr Patrick Chan





College Council (1 September 2014 – 31 August 2015)

Chairman

Ms Rose LEE Wai Mun 李慧敏女士 JP

Vice-Chairman and Chief Executive,
Hang Seng Bank Limited

Members

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

Mr Nixon CHAN Lik Sang 陳力生先生

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

Ms Suzanne CHAN Shet Hung 陳雪紅女士

(From 11 November 2014)

Professor Simon HO Shun Man 何順文教授

President of the College

Professor Gilbert FONG Chee Fun 方梓勳教授

Provost of the College

Professor HUI YER Van 許溢宏教授

Vice-President (Academic and Research) of the College

(From 6 July 2015)

Professor CHAN Tsang Sing 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

Founding Partner,
K P Cheng & Co, Certified Public Accountants

Miss TONG Hing Min 唐慶綿女士

Dr Karen CHAN 陳羅潔湘博士

Vice-President (Organisational Development)
of the College

Dr Brossa WONG Yeuk Ha 黃若霞博士

Elected Staff Representative of the College



Front row (from left): Mr K P Cheng, Professor Andrew Chan, Mr Nixon Chan, Ms Rose Lee, Professor T S Chan, Miss H M Tong, Ms Suzanne Chan

Back row (from left): Dr Karen Chan, Professor Gilbert Fong, Professor Simon Ho, Professor Y V Hui, Dr Brossa Wong

College Officers (1 September 2014 – 31 August 2015)

President

Professor Simon HO Shun Man 何順文教授

Provost

Dean of School of Translation

Professor Gilbert FONG Chee Fun 方梓勳教授

Vice-President (Academic and Research)

Professor HUI YER VAN 許溢宏教授

(From 2 July 2015)

Vice-President

(Organisational Development)

Dr Karen CHAN 陳羅潔湘博士

Associate Vice-President

(Communications and Public Affairs)

Dean of School of Communication

Professor Scarlet TSO Hung 曹虹教授

Associate Vice-President

(Student Development and Campus Services)

Dr Tom FONG Wing Ho 方永豪博士

(From 3 October 2014)

Associate Vice-President

(Advancement and Industry Liaisons)

Ms Ada LEUNG Wing Yee 梁穎怡女士

(From 13 April 2015)

Dean of School of Business

Professor Raymond SO Wai Man 蘇偉文教授

Acting Dean of School of Decision Sciences

Professor TANG Man Lai 鄧文禮教授

Dean of School of Humanities and Social Science

Professor 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 Rebecca CHAN Po Yu 陳寶瑜女士

(From 12 January 2015)

College Librarian

Ms Sarena LAW Yuk Lin 羅玉蓮女士

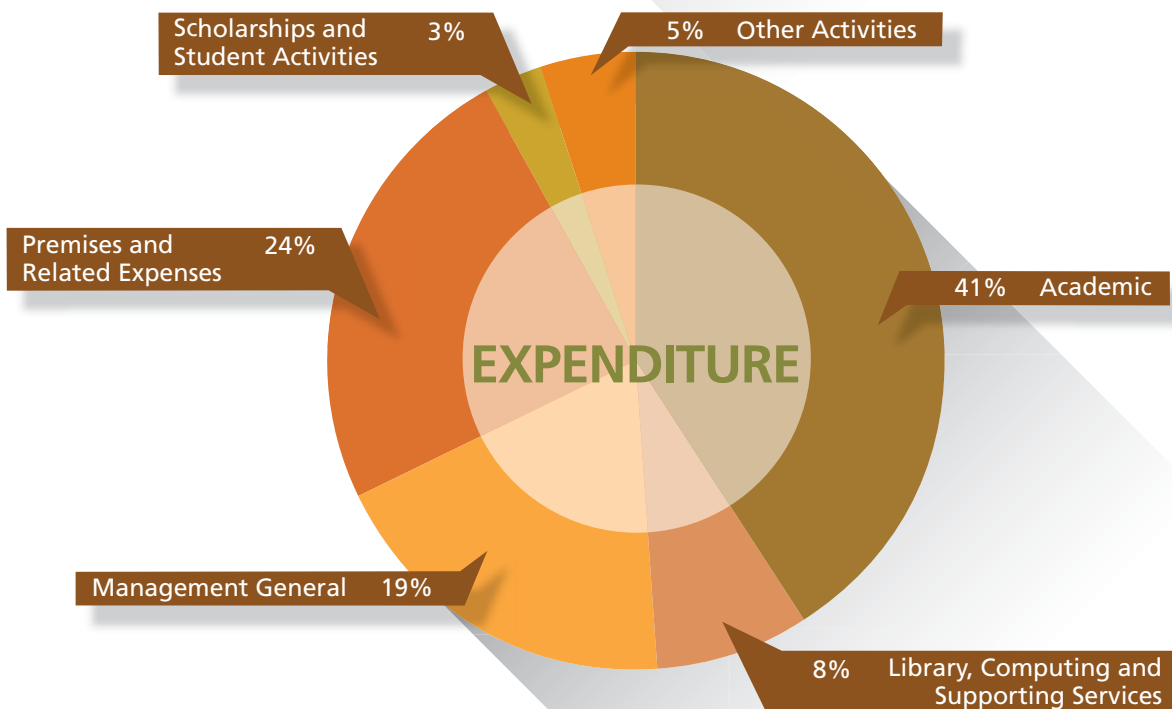
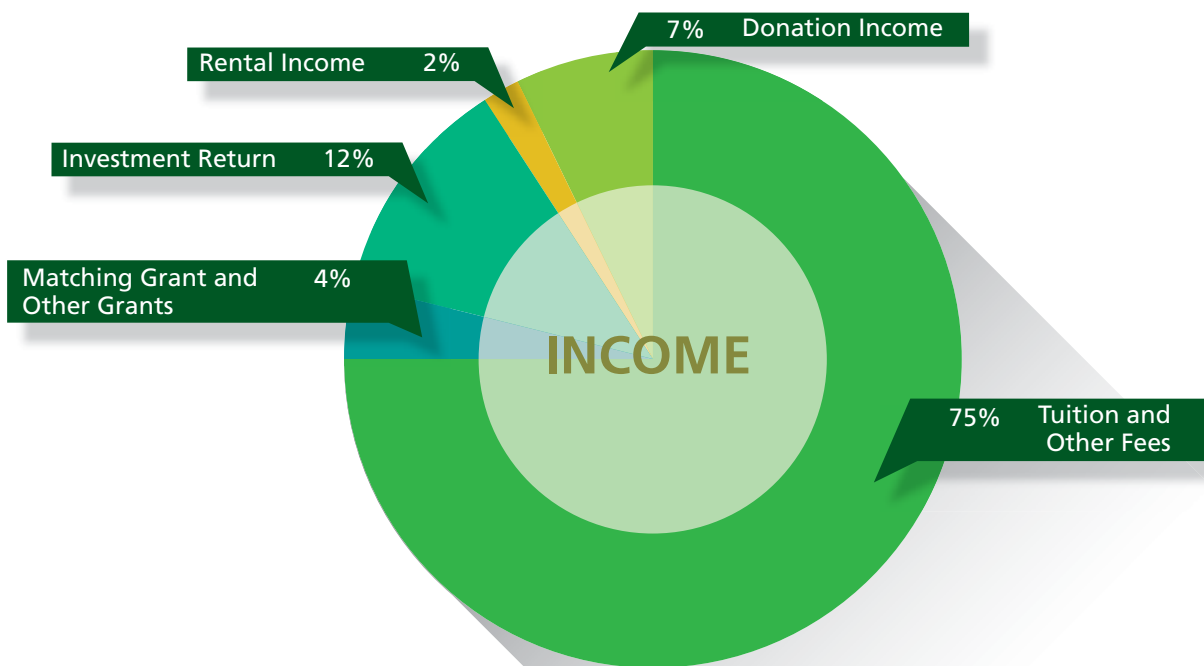
Registrar

Mr Cornelius MAN Chi Kwong 萬志光先生



Finance

The following charts illustrate a summary of the consolidated operating income and expenditure of Hang Seng Management College (HSMC) and Hang Seng School of Commerce (HSSC)* in 2014-2015.



*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 2015)

1. Campus Area

Site(s)	Site Area (m ²)	Gross Floor Area (m ²)
A S H Ho Academic Building	5,650	11,595
B Sports and Amenities Centre	26,659	6,679
C HSMC Plaza		1,199
D Lee Quo Wei Academic Building		14,310
E		N/A
M-N Academic and Administration Buildings		18,000
F HSMC Jockey Club Residential Colleges	7,721	14,525
All Sites	40,030	66,308

2. Students

Student Admission

Student Admission Statistics	2013-2014	2014-2015
Total Number of Applications for Bachelor's Degree and Associate Degree Programmes	12,541	16,683
Total Number of Applications for Bachelor's Degree (Year-1) Programmes	5,997	7,160
Total Number of Offers Issued for Bachelor's Degree (Year-1) Programmes	1,816	2,744
Total Number of Student Admission for Bachelor's Degree (Year-1) Programmes	774	1,494
Average HKDSE Score of Bachelor's Degree (Year-1) Students	18.8	19

2. Students

Student Enrolment

Academic Level	All		Male		Female	
	2013-2014	2014-2015	2013-2014	2014-2015	2013-2014	2014-2015
Bachelor's Degree	3,348	4,146	1,402	1,772	1,946	2,374
Associate Degree*	405	185	219	108	186	77
All Levels	3,753	4,331	1,621	1,880	2,132	2,451

*Last intake in academic year 2014-2015

Student Enrolment in All Programmes

Programme**	2013-2014		2014-2015	
	Number of Students	In % Distribution	Number of Students	In % Distribution
Associate in Business Administration				
AD	405	10.8%	185	4.3%
School of Business				
BBA	2,083	55.5%	2,389	55.2%
BBA-CG	0	0%	78	1.8%
BBA-FA	0	0%	80	1.9%
BBA-MGT	0	0%	52	1.2%
School of Communication				
BJC	470	12.5%	552	12.7%
School of Decision Sciences				
BMSIM	0	0%	92	2.1%
BSc-DSBI	0	0%	65	1.5%
BBA-SCM	418	11.1%	383	8.8%
School of Humanities and Social Science				
BA-ENG	108	2.9%	164	3.8%
School of Translation				
BTB	269	7.2%	291	6.7%
All Programmes	3,753	100%	4,331	100%

3. Graduates

Graduates of All Programmes

Programme**	2013-2014	2014-2015
Associate in Business Administration		
AD	252	102
School of Business		
BBA	331	312
School of Communication		
BJC	52	91
School of Decision Sciences		
BBA-SCM	114	85
School of Translation		
BTB	30	40
All Graduates	779	630

4. Staff

Item	2013-2014	2014-2015
Total Number of Full-time Academic / Teaching Staff	147	177
Professorial Staff Holding a Doctoral Degree	97.3%	97.9%
College-wide Staff-Student Ratio	1:21.8	1:21.8

5. Scholarships and Financial Aid Expenditures for Students

Item	2013-2014	2014-2015
Total Amount of Budget	HK\$8,690,000	HK\$13,323,000
Total Amount of Expenditure	HK\$5,758,500	HK\$9,889,050
Total Number of Awards	397 (10.6% of all full-time students)	543 (12.5% of all full-time students)
Average Annual Scholarship Award	HK\$14,505	HK\$18,212

6. College Library Resources and Facilities

Item	Quantity	
	2013-2014	2014-2015
Print Collections (volumes)	43,952	49,056
Active Printed Periodicals (titles)	428	355
Multi-media Collections (volumes)	5,726	10,627
Electronic Databases (titles)	121	132
Electronic Journals (titles)	91,058	88,940
Electronic Books (titles)	342,063	365,993
Total Library Holdings	483,348	515,103
Total Number of Seats	643	648

** Programmes

AD	Associate in Business Administration
BBA	Bachelor of Business Administration (Honours)
BBA-CG	Bachelor of Business Administration (Honours) in Corporate Governance
BBA-FA	Bachelor of Business Administration (Honours) in Finance Analysis
BBA-MGT	Bachelor of Business Administration (Honours) in Management
BJC	Bachelor of Journalism and Communication (Honours)
BMSIM	Bachelor of Management Science and Information Management (Honours)
BSc-DSBI	Bachelor of Science (Honours) in Data Science and Business Intelligence
BBA-SCM	Bachelor of Business Administration (Honours) in Supply Chain Management
BA-ENG	Bachelor of Arts in English (Honours)
BTB	Bachelor of Translation with Business (Honours)

Highlights of the Year



September 2014

Convocation for New Students, 2014-2015 (4 September 2014)

The Convocation marked the start of the academic year 2014-2015 and a new chapter for the new students.



October 2014



President's Reception for Parents, Teachers and Students (4 October 2014)

To enhance communication between parents and the College, HSMC organised the President's Reception for Parents, Teachers and Students on 4 October 2014. Around 120 parents and students joined the event and met with members of the College management, School Deans, professors and teachers to learn more about the latest development and student life at HSMC.

November 2014

Green Building Award 2014 (20 November 2014)

HSMC was awarded the "Finalist" for the Green Building Award 2014 under "New Buildings Category – Completed Buildings" organised by Hong Kong Green Building Council (HKGBC) and was the only nominee in this category awarded with an educational building type.



November 2014

HSMC Information Day 2014-2015 (22 November 2014)

The HSMC Information Day is an important annual event which reaches out to prospective students, parents, teachers, and the general public. Apart from providing programme information and admission criteria, the HSMC Information Day presented a wide array of student support services and activities including overseas exchange opportunities, internships and scholarships. Visitors also learned about the College's brand new Residential Colleges.



HKQAA Corporate Social Responsibility (CSR) Advocate Index (28 November 2014)

HSMC obtained a full score of "5" in the HKQAA CSR Advocate Index and was awarded the "HKQAA CSR Advocate Mark" by the Hong Kong Quality Assurance Agency (HKQAA). The Index measures the maturity level of an organisation's social responsibility practices with the seven core subjects including Organisational Governance, Labour Practices, Human Rights, Fair Operating Practices, Community Involvement and Development, The Environment and Consumer Issues.

President's Reception for Students with Outstanding Co-curricular Achievements 2013-2014 & 2014-2015 (28 November 2014)

This was the first of its kind on HSMC campus: the President's Reception to honour HSMC students' outstanding co-curricular achievements in the academic years 2013-2014 and 2014-2015. President Ho, members of the College management and more than 60 staff and students participated in this memorable and joyous event.



November 2014

“Platinum” Rating of BEAM Plus Certification awarded by HKGBC (November 2014)

In addition to the HSMC Jockey Club Residential Colleges being awarded the “Provisional Platinum” rating (under BEAM Plus Version 1.2) by HKGBC in August 2014, the S H Ho Academic Building also achieved the “Platinum” rating after the Final Assessment in November 2014. HSMC was the first tertiary institution in Hong Kong to receive this highest-ranking recognition, which also manifested the College’s commitment to environmental protection and campus sustainability.



HSMC Joining “Wi-Fi.HK” (November 2014)

HSMC pledged its support to a city-wide initiative launched by the Office of the Government Chief Information Officer, called “Wi-Fi.HK”. The initiative allows the general public to access the internet for free via HSMC’s network. This showed the College’s commitment towards serving the community.

“President’s Dialogues with Distinguished Leaders” Radio Programme (November 2014 – November 2015)

HSMC, in collaboration with Metro Broadcast Corporation Limited, launched a one-year radio programme titled “President’s Dialogues with Distinguished Leaders” starting from 24 November 2014. The programme aims to broaden the horizons of the new generation and further promote liberal arts and leadership education by sharing views with leaders in different walks of life on their values, pursuits of happiness, challenges and leadership experiences.



December 2014

Graduation Ceremony 2014 (12 December 2014)

At the Graduation Ceremony 2014, HSMC conferred degrees on 781 graduates, including 527 Bachelor's Degree holders and 254 Associate Degree holders.



January 2015



Junzi Corporation Survey 2014 Award Presentation Ceremony (6 January 2015)

This was the 4th year the Junzi Corporation Survey was conducted. HSMC presented the "Junzi Corporation" award to 15 companies in Hong Kong to recognise their high standards of business ethics in accordance with the Confucian concepts and practices of Junzi.

Annual Academic Planning Retreat (16 January 2015) and Retreat for Heads and Senior Staff of Academic Supports and Administrative Units 2014-2015 (23 January 2015)

The College's annual Academic Planning Retreat with the theme 'Expanding into New Horizons' was held on 16 January 2015 at The Hong Kong Jockey Club's Beas River Country Club, with around 100 participants. The Heads and senior staff of Academic Support and Administrative Units also held their annual retreat at the Regal Riverside Hotel. The theme was "Supervision for an Effective Team". There were energising team-building activities and fruitful discussions on the ways to achieve excellence in supervision and team effectiveness.



Academic Planning Retreat



Retreat for Heads and Senior Staff of Academic
Supports and Administrative Units

March 2015

HSMC Job Fair 2015 (3-4 March 2015)

HSMC Job Fair 2015 was held as a one-stop platform that brought together recruiters, industry specialists and job-seeking students. At the Fair, around 60 employers from different fields and representatives from professional bodies provided over 500 full-time vacancies and 200 internship places and part-time jobs for HSMC students.



HSMC Founders' Day Dinner (16 March 2015)

"Passing on the Legends" – this was the theme of HSMC's 35th Anniversary and Founders' Day Dinner which marked 35 years of accomplishment of HSSC and HSMC and unveiled a new page for the College. Over 300 participants attended the joyful event, including Chairman and members of the Board of Governors and College Council, members of the Fundraising and Donation Committee, friends and supporters of HSMC and alumni, students and staff members. (More on P.36)

Scholarship and Academic Award Presentation Ceremony (28 March 2015)

At the annual Scholarship and Academic Award Presentation Ceremony, the College presented more than 780 scholarships and academic awards totalling more than HK\$5.4 million to 517 students in recognition of their outstanding performances in 2013-2014.



March 2015

HSMC's Degree Programmes Recognised by Ministry of Education, Republic of China (Taiwan) (March 2015)

The Ministry of Education, Republic of China (Taiwan) made an announcement in March 2015 that it recognises HSMC's degree programmes. The recognition offers HSMC students the opportunity to participate in exchange programmes to Taiwan, and

allows HSMC graduates to pursue post-graduate studies and assume employment in Taiwan, while HSMC will be able to receive Taiwan students. The recognition affirms HSMC's education model, programme quality and quality teaching staff.

July 2015

HSMC International Sustainability Week (19-24 July 2015)

HSMC International Sustainability Week was held on 19-24 July 2015. An array of events was organised, including "HSMC Symposium on Sustainability and Bamboo" and "The 1st Forum on Sustainable Development in Higher Education" co-organised by HSMC and UNESCO-APEID (United Nations

Educational, Scientific and Cultural Organisation – Asia Pacific Programme of Educational Innovation for Development), and "The 20th Asia Pacific Decision Sciences Institute Conference" in conjunction with "The 2nd International Conference on Supply Chain for Sustainability" hosted by HSMC. (More on P.32)



Feature Stories



HSMC Distinguished Lecture – Professor Yuan-Tseh Lee, Nobel Laureate



The HSMC Distinguished Lecture Series was launched in 2014 as a platform for the HSMC family and the community to have direct exchanges with renowned scholars and outstanding leaders. With the mission to advance knowledge and understanding of human activities, the Distinguished Lecture Series contributes to nurturing innovative and enterprising leaders for a knowledge-based economy.

The College was honoured to have Professor Yuan-Tseh Lee, winner of Nobel Prize in Chemistry in 1986, to host the HSMC Distinguished Lecture themed “Sustainable Development of the Human Society” on 21 April 2015. Over 500 guests, including members of the Board of Governors and the College Council, community leaders, HSMC students, secondary school students and the public, attended the lecture.

Before the lecture, Professor Lee shared with a group of HSMC students his personal growth experience and his

story of becoming a scientist. He also discussed how the world, society and even individuals could contribute to sustainable development and inspired students to deliberate further on the issue.

At the lecture, Professor Lee explained the evolution of human society from economic, education and scientific perspectives, and examined how humans could collaborate and seek pathways for the future. “Many people talk about sustainable development and think that it can be achieved merely through fine-tuning in the process of development, with measures on renewable energy and energy conservation. But this is not so simple. To achieve sustainability in human’s future, it involves transformation of the whole community and moving towards a low-carbon society,” he pointed out. “We are our own enemy. Regardless of our enemies being climate change or degradation of the ecological system, the problem can only be solved by changing the behaviours of all global citizens,” he concluded.

Live broadcast of the lecture was arranged for participants from secondary schools in Hong Kong and the Mainland. Teachers and students received real time

sharing from Professor Lee and actively engaged in the Q&A session. The lecture was concluded with inspiring ideas and discussions on sustainability issues.

Professor Lee delivered the lecture to over 500 guests in the Auditorium and other participants via the internet



Active participation during the Q&A session and at the student exchange session



HSMC International Sustainability Week

The International Sustainability Week, one of the celebratory events to mark the 35th anniversary of the College, was held in the week of 19 July 2015. The event included "HSMC Symposium on Sustainability and Bamboo" and the Open Day, "The 1st Forum on Sustainable Development in Higher Education" and "The 20th Asia Pacific Decision Sciences Institute (APDSI) Conference" in conjunction with "The 2nd International Conference on Supply Chain for Sustainability". The Sustainability Week emphasised the role of sustainability in fields such as architecture, education system and supply chain management. The theme of the week fits well with HSMC's principle to develop in a sustainable manner and to educate students to lead an environmentally friendly life.

"HSMC Symposium on Sustainability and Bamboo" (19-20 July 2015)

"HSMC Symposium on Sustainability and Bamboo" was the first of its kind organised by a higher education institution in Hong Kong and it was put together by HSMC in collaboration with UNESCO-APEID. With the aim of enhancing the awareness of sustainability in our younger generation and exchanging experiences with professionals from the broader field of sustainability, the Symposium successfully brought together around 300 participants including students from universities and secondary schools, professional bodies' members, the public, HSMC Board and Council members and staff members on this special occasion. Mrs Carrie Lam, JP, the Chief Secretary for Administration in the HKSAR Government, congratulated the College on its achievements in regard to sustainable development of the campus and shared with us the actions that the

Government takes in this topic. The event included four panels. The audience was exposed to themes such as the implications of climate change, sustainability on the learning environment, sustainable buildings and campus development with innovation and the use of bamboo. To encourage sharing of good practices on sustainability from various sectors, the day finished with a Symposium Dinner, in which Mr Wong Kam Sing, JP, Secretary for the Environment in the HKSAR Government was the guest of honour. He shared with participants his experience in promoting environmental initiatives in Hong Kong and his vision of sustainable development in the future. The second day of the Symposium focused on a campus tour in which participants visited various booths and exhibitions.

"The 1st Forum on Sustainable Development in Higher Education" (21-22 July 2015)

"The 1st Forum on Sustainable Development in Higher Education", attended by around 90 delegates from different countries, aimed to develop an awareness of a teaching mindset and pedagogy needed in future to match the needs of the community without compromising the ability of future generations to meet their own needs. The Forum focused on exploring ways to increase the awareness of the concepts of sustainable educational development put forward by UNESCO, namely respect for others and their diversity, for the environment and resources. The Forum highlighted the changes that need to be made in the education system to improve students' development.



HSMC Sustainability Week



Officiating guests at the Symposium Opening Ceremony after the unveiling ceremony



Group photo at the Symposium Dinner





Day 2 of the Symposium, "Dialogue with Students" session



Group photo on "The 1st Forum on Sustainable Development in Higher Education"

"The 20th APDSI Conference" in conjunction with "The 2nd International Conference on Supply Chain for Sustainability" (19-24 July 2015)

"The 20th APDSI Conference" in conjunction with "The 2nd International Conference on Supply Chain for Sustainability" attracted around 100 delegates from different countries. On the first day of the Conference, topics including supply chain management, operations research, sustainability and healthcare management were evaluated. The day finished with a workshop on Geographic Information Systems, and was followed by APDSI's Board meeting and dinner. The second day covered, among others, the approach to plan the use of materials and resources by justifying the placement of inventory on its own merit in order to reduce the interdependency of planning logics.

"The 2nd International Conference on Supply Chain for Sustainability" consisted of four panels, which discussed topics such as green trade pacts and strategic alliances, green corporate sustainability, green design

to reduce the environmental footprint as well as marketing matters within the topic of the environmental footprint. The programme also included an "Industry Forum" exploring the challenges and opportunities for the Asia Pacific Supply Chain in the 21st century. To commemorate the Conference, the day finished with a gala dinner and an award ceremony.

It was extremely fulfilling and valuable for the audience of the above-mentioned Conference, namely researchers, academics, professionals, students from universities and secondary schools and the public. They gained professional insights about cutting-edge sustainability and bamboo research and technology from such a vast amount of experts involved in these fields. The College hopes to be better equipped to pursue the values of sustainable development through socio-cultural, economic and environmental means.



HSMC Sustainability Week



APDSI Board Members, Keynote Speakers and HSMC Professors at the Opening Ceremony of "The 20th APDSI Conference" in conjunction with "The 2nd International Conference on Supply Chain for Sustainability"



Industry Forum at "The 2nd International Conference on Supply Chain for Sustainability"

Research Rewards in RGC's Competitive Research Funding Schemes



HSMC academic staff members' commitment and continuous effort in research work is recognised

HSMC strives for excellence in research, which is an integral part of the College's education, faculty responsibilities and academic life. The College emphasises quality research which is characterised by four major elements including innovativeness, relevance, impacts and the ability to reinforce outstanding teaching.

HSMC academic staff members have been actively engaging in a wide range of research activities and applying for external funding for their research projects through competitive channels. In the 2014-2015 Research Grants Council (RGC)'s Competitive Research Funding Exercise for Local Self-financing Degree Sector, HSMC obtained a total funding of HK\$12.31 million in 23 projects. In the 2015-2016 Exercise, with the total approved amount of HK\$86.33 million to 11 local self-financing institutions, HSMC continued to scale success in securing a total funding of over HK\$20 million. The funding includes, HK\$5.78 million for eight projects under the Faculty Development Scheme (FDS), HK\$0.76 million for two projects under the Inter-institutional Development Scheme (IIDS) and HK\$13.48 million for one project under the Institutional Development Scheme (IDS), which was the highest amount of funding granted among all IDS projects submitted to RGC.

The ten FDS and IIDS projects cover a wide range of areas ranging from business studies (e.g. accounting, corporate social responsibility, consumer psychology, operational research, marketing and sustainability), biology and medicine (e.g. disease model development), engineering and physical sciences (e.g. applied mathematics, data mining, mathematical finance and insurance, operations research, probability and statistics, and signal and image processing) to sustainable development and data science while the IDS project focuses on the setting up of a Research Institute for Business at HSMC.

The encouraging results show the recognition for HSMC academic staff members' commitment to and continuous efforts in their research work. In pursuit of excellence in research, HSMC will continue to provide the necessary support to academics for carrying out different kinds of research activities.



Research@HSMC



Arts at HSMC — Where Inspiration Ignites

Arts at HSMC was launched by the Provost's Office. It proposes to bring various forms of arts to the campus, including dance, design, film, literature, music, play, visual arts and others. It constitutes an integral part of the all-round education HSMC has been offering to students.

The programme fosters students' creativity, critical thinking, cultural awareness and all-round development through enhancing their interests and abilities to appreciate different forms of arts. It also caters for students' diverse interests and enriches their college lives.

In 2014-2015, HSMC presented six programmes including Nobel Literature Laureate Gao Xingjian's "Le Deuil de la Beaute" screening and seminar, the drama production of Bertolt Brecht's "Galileo", "Jazz March" lunchtime concerts, Jazz Night and the classical music concert "Spring Sonata" by renowned violinist Professor Vadim Mazo and pianist Dr Cheng Wai. Arts at HSMC also subsidised students who were keen to develop in-depth understanding and artistic appreciation of the theatre to participate in the "General Education in Arts Programme for Tertiary Students (Theatre)" organised by the Leisure and Cultural Services Department.

Arts at HSMC will continue to bring in different art forms and programmes to make the campus a place which delights, instructs and inspires.

"Art is not what you see, but what you make others see." – Edgar Degas



"Le Deuil de la Beaute" seminar



Bertolt Brecht's "Galileo"



Arts@HSMC



"Jazz March" –
Lunchtime concerts



Jazz Night



The classical music concert "Spring Sonata"

HSMC Founders' Day Dinner - Raising the Legend to New Heights



The first celebratory and thanksgiving Founders' Day Dinner was held at the Auditorium of Lee Quo Wei Academic Building on 16 March 2015. Ms Rose Lee, Chairman of the HSMC Board of Governors and College Council, President Simon Ho, Mr Kenneth Leung, Chairman of HSMC / HSSC Alumni Association and Mr Keefe Ho, President of the 4th Students' Union officiated at the Ceremony. The Founders' Day Dinner brought together more than 300 guests, including members of the Board of Governors and College Council, guests, alumni and friends, students and staff members to show their support for HSMC.

Carrying the theme "Passing on the Legends", the Dinner unveiled a new page for HSMC by upholding the noble values manifested in its motto "Erudition and Perseverance" and unique "Liberal + Professional" education model.

Addressing the participants at the Dinner, President Ho was thankful that HSMC has been widely recognised by

the Government and different sectors of society for its outstanding achievements. He outlined the College's recent development and future directions and took the opportunity to solicit donations and support from the community.

At the Dinner, Dr Moses Cheng, member of the Board of Governors and Vice-Chairman of the Fundraising and Donation Committee, sang the classic "I'll Walk with God" and the golden pop song "My Way" on stage with the accompaniment of the HSMC Student Sinfonietta. The joint performance received big applause from the crowd. The Dinner also filled the festive evening with some fantastic student performances including an opening dance by the HSMC SU Dance Society, a Cantopop song "Every Single Tomorrow" by the winners of the College Singing Contest and a pipa and guitar duo by local and exchange students of the College. Alumni representatives of different years shared the highlights of their study at HSSC / HSMC.



Ms Rose Lee, Chairman of the HSMC Board of Governors and College Council



Alumni representatives shared their unique memories when studying at HSSC / HSMC



President Ho gave a welcoming speech



On this joyous occasion, the Dinner raised over HK\$0.7 million from an auction. All proceeds will be used to support HSMC's campus expansion project and students' whole-person development initiatives. The auction items included a set of four unique paper artworks by the local "Paper-tearing Master" Mr Lee Sing Man; a bamboo bicycle handcrafted by HSMC students; three Chinese calligraphy and painting works by the renowned artist Professor Chen Ruigeng; and a 17th-century Chinese "Blanc-de-Chine" reticulated brush pot donated by Mrs Patricia Wong, member of the Board of Governors.

HSMC deeply appreciated all the attending members of the Board of Governors, College Council, Fundraising and Donation Committee and HSMC / HSSC Alumni Association, and all organising and supporting colleagues for their efforts that made the evening wonderful and memorable.



Founders' Day Dinner



The joint performance by Dr Moses Cheng and HSMC Student Sinfonietta



Pipa and guitar duo by HSMC students

Academic and Scholarly Activities

1 Successful Re-accreditation of Three Existing Programmes and Accreditation of One New Programme

Three existing programmes, namely Bachelor of Business Administration (Honours), Bachelor of Business Administration (Honours) in Supply Chain Management and Bachelor of Translation with Business (Honours), which were first offered in September 2010, were successfully re-accredited in 2014-2015, with a clean pass by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). The re-accreditation allowed HSMC to proceed with the application for Programme Area Accreditation (PAA) in these areas. During the year, the College's proposed new programme Bachelor of Arts (Honours) in Chinese was also successfully accredited. It was launched in September 2015.



2 Initial Consultation on Programme Area Accreditation (PAA) with HKCAAVQ

In preparation for the application for PAA which comprises an Institutional Review (IR) and a Discipline Review (DR), HSMC invited the Academic Accreditation and Audit team of HKCAAVQ to visit the College for an initial consultation with College management members and academic staff on 27 April 2015.



3 BBA-SCM Joined EDB's Study Subsidy Scheme for Designated Professions / Sectors

The College's Bachelor of Business Administration (Honours) in Supply Chain Management (BBA-SCM) was selected by the Education Bureau of HKSAR Government to join the Study Subsidy Scheme for Designated Professions / Sectors (SSSDP) for 3 consecutive cohorts starting from the academic year 2015-2016. It was the first time in Hong Kong for an undergraduate programme in the SCM field offered by a self-financing institution to obtain the Government's subsidy.



4 Competitive Research Funding Schemes by Research Grants Council (RGC)

To encourage research in self-financing institutions, the RGC continued funding support in 2014-2015 to 11 local self-financing institutions under three schemes: the Faculty Development Scheme (FDS), the Inter-Institutional Development Scheme (IIDS) and the Institutional Development Scheme (IDS) in its competitive research funding exercise. HSMC has secured a total funding of HK\$20 million for eight FDS, two IIDS and one IDS projects which covered a wide range of areas including business studies, engineering, biology & medicine and physical sciences. These projects are expected to commence in January 2016. (More on P.34)

5 Quality Enhancement Support Scheme (QESS) by the Education Bureau

Following the previous year's success, the College gained funding support of a total of HK\$8.6 million for two creative projects proposed by the Department of Supply Chain Management in 2014-2015, namely, "The Development of Educational and Research Center with Automatic Virtual Reality Platform for 3D Interactive Learning and Big Data Analytics" and "A Visual Platform for the Design, Implementation, and Analysis of Collaborative Business Simulation Games".

6 Public Policy Research (PPR) Funding Scheme by the Central Policy Unit

HSMC also received funding support of HK\$0.6 million from the Public Policy Research (PPR) Funding Scheme for a project on "Preventing Marginalization in Air Passenger and Freight Businesses – a Global Network Decision Support System" hosted by the Department of Supply Chain Management for a period of 12 months, starting from June 2015.

7 Workshop Series in Applied Statistics (October 2014 – March 2015)

A series of seven workshops, fully funded by the Research Grants Council under its Inter-institutional Development Scheme (IIDS), was organised between October 2014 and March 2015. Speakers included local and overseas scholars. The workshop series aimed to bring about a lively research environment for HSMC staff members to share their findings, broaden their horizons from their own research areas and promote collaborations, as well as to expose HSMC students and non-experts to various applications of statistics and enhance their interests to continue the learning and investigations of the subjects.



8 “2014 Conference on the Development of Business Journalism and Communication Education in Hong Kong, Mainland and Taiwan” (8 November 2014)

The School of Communication held its “2014 Conference on the Development of Business Journalism and Communication Education in Hong Kong, Mainland, and Taiwan” on 8 November 2014. The Conference brought together experienced professors of Journalism and Communication and media professionals from Hong Kong, Mainland China and Taiwan to share their views on the important areas of Business Journalism and Communication education. Participants expressed their views and discussed enthusiastically on three main themes, namely, “The Higher Education of Journalism and Communication – Prospects in a Globalised World”, “The Development of Business and Financial Journalism”, and “The Development of Corporate Communication and Education in the Internet Era: Challenges and Opportunities”.



9 HSMC conferred on Professor Jao Tsung-I Honorary Professor of HSMC and Honorary Adviser of The Institute for Chinese Language and Culture (18 December 2014)

HSMC has the honour to invite Professor Jao Tsung-I (饒宗頤教授) to be an Honorary Professor of HSMC and an Honorary Adviser of The Institute for Chinese Language and Culture to promote Chinese cultural studies. As a world-renowned Chinese scholar, Professor Jao has attained remarkable achievements in various fields of humanities, including archaeology, literature, philology, musicology, history as well as arts and culture. Professor Jao's calligraphies of 「商道惟誠」 and 「中國語言及文化研習所」 presented to HSMC as gifts are displayed at The College Library and The Institute for Chinese Language and Culture.



10 Conference on “Entrepreneurship and Innovation: Gateway and Barriers” (15-17 March 2015)

The Conference funded by the Research Grants Council (RGC) under its Inter-institutional Development Scheme (IIDS), was held on 15-17 March 2015 which offered a good opportunity for sharing and exchange of views between academic researchers and entrepreneurs. The chief objective was to provide a forum for discussion on the impacts of entrepreneurial and innovative theory and practices that would foster a sustainable and competitive advantage. Two prominent speakers, Professor Garry D Bruton and Professor Robert P Lee, a panel of academic speakers and local entrepreneurs shared their ideas and experiences in the plenary sessions.



11 “International Academic Conferences on Currency and Commerce in Ancient China” (13-14 July 2015)

“International Academic Conferences on Currency and Commerce in Ancient China” and “The 3rd Anniversary of The Institute for Chinese Language and Culture” were held on 13-14 July 2015. Scholars from Hong Kong, Japan, Korea, Mainland China and Taiwan visited HSMC and discussed the relationship between currency and commerce in ancient China. The two-day Conferences consisted of four plenary sessions with topics including ancient currencies and their development in different dynasties, inscriptions and graphics on the coins and their linkage to commerce and the banking industry.



12 “HSMC Symposium on Sustainability and Bamboo” (19-20 July 2015)

“HSMC Symposium on Sustainability and Bamboo” was the first of its kind organised by a higher education institution in Hong Kong. It was put together in collaboration with UNESCO-APEID. The Symposium successfully brought together around 300 participants on this special occasion. Through the two-day Symposium, the Open Day and the interactive discussion “Dialogue with Students” on the second day, the College aimed to promote public awareness on sustainable development and the use of bamboo. (More on P.32)



13 “The 1st Forum on Sustainable Development in Higher Education” (21-22 July 2015)

Co-organised by UNESCO-APEID, Bangkok and HSMC, the “1st Forum on Sustainable Development in Higher Education” was held on 21 July 2015. The purpose of the Forum was to raise the awareness of the teaching mindset in future and pedagogy to match the increasing importance of sustainable development in higher education. The Forum was attended by around 90 delegates from different places including France, India, Indonesia, Macau, Mainland China, Malaysia, Philippines, Sierra, Singapore, Taiwan, the UK and the US. (More on P.32)



**14 “The 20th Asia Pacific Decision Sciences Institute (APDSI) Conference” in conjunction with
“The 2nd International Conference on Supply Chain for Sustainability” (19-24 July 2015)**

HSMC hosted “The 20th APDSI Conference” in conjunction with “The 2nd International Conference on Supply Chain for Sustainability” from 19-24 July 2015. The Conferences were attended by around 100 participants from different places including Hong Kong, Japan, Macau, Mainland China, New Zealand, Saudi Arabia, South Korea, Taipei, Thailand, the US and Vietnam. The number of research paper submissions and presentations (including papers, panels and workshops) totalled 124 and 117 respectively. During the Conferences, 33 parallel/panel sessions covering different topics were held. (More on P.33)



15 HSMC President Forum – “Leadership – A View from the Top” (31 July 2015)

The President Forum on 31 July 2015 featured a discussion with Dr Michael Lindsay, award-winning sociologist and educator and President of Gordon College, the US, who is also a prominent expert on leadership and culture. Around 100 distinguished guests from different sectors, corporate management and academics attended the forum and they shared insightful views during the Q&A Session. At the Forum, Dr Lindsay shared with the participants the personal stories and powerful findings of his ten-year Platinum Study of 550 elite CEOs, senior government leaders and non-profit organisation executives in the US.



Student Activities and Achievements



- ① ② HSMC Job Fair 2015
- ③ Community Service Series: Rehab Power Day 2014
- ④ Community Service Series: Happy Friday Party with Ethnic Minority
- ⑤ Creative Arts Series: The Hong Kong Academy for Performing Arts "Back to Front" Guided Tour
- ⑥ Creative Arts Series: Hong Kong Arts Centre "Explore! Experience! Exchange!" Guided Tour



- 7 Student Leadership Series: Student Ambassadors Programme X SHISEIDO – Grooming Workshop
- 8 Student Leadership Series: Student Ambassadors Training Camp 2014-2015
- 9 Wan Chai Cultural Tour with Mainland Students
- 10 Welcome Gathering and Campus Tour for Mainland Students
- 11 Self-Management Series: Talk on Mandatory Provident Fund
- 12 Self-Management Series: Talk on Personal Integrity

"HSBC Hong Kong Scholarship 2014/15"

Lee Ming Kai (BBA, Year 1) (right) and Law Yuen Yiu (BBA-Management, Year 1) (left) were awarded the "HSBC Hong Kong Scholarship 2014/15", valued at HK\$50,000 each. It was the first time that HSMC was included in this prestigious scholarship scheme which aims at providing students with various growth opportunities and inspiring them to take part in community services. Participating students should attain a cumulative GPA score of 3.7 or above and undergo a selection panel interview by HSBC senior executives.



"BSA Startup Challenge 168"

Wong Ka Chun (BMSIM, Year3) (middle, back row) and his team won the Championship of "BSA Startup Challenge 168". Organised by BSA/The Software Alliance, with Intellectual Property Department of the HKSAR Government, Customs and Excise Department of the HKSAR Government and Cyberport as co-organisers, the competition aimed at promoting software innovation, entrepreneurship and intellectual property rights among university students. Participants were required to produce a prototype and a marketing plan for their business ideas within 168 hours and to give a presentation to the panel consisting of start-uppers and representatives from major technology companies and government officials.

"2014 Hong Kong Volunteer Award"

The 3rd Student Executive Committee of the College-YMCA (Hang Seng Management College) (College-Y (HSMC)) was awarded the "Gold Award for Volunteer Service" of "Volunteer Movement", a scheme initiated by the Social Welfare Department, in appreciation of the Committee's contribution of more than 1,000 hours of volunteer service to the community in 2014.

In addition to local service, HSMC students joined overseas service trips to extend their helping hands to people all over the world. 13 students of College-Y (HSMC) were awarded "Silver Award of Volunteer Service" and one student was awarded "Bronze Award of Volunteer Service".



"Self-financing Post-secondary Scholarship Scheme (SPSS)"

In 2014-2015, 240 HSMC students were awarded the "SPSS" Scholarships under five categories, namely Outstanding Performance Scholarship, Best Progress Award, Talent Development Scholarship, Reaching Out Award and Endeavour Scholarship, totalling HK\$4.6 million. HSMC student representatives attended the Joint Scholarship Presentation Ceremony 2015 on 15 April 2015.



"2014 CIPS Best Student Awards"

Yip Lui Lam, Rachel (BBA-SCM, Year 4) (2nd from right) received the "Certificate of Merit" in the "2014 CIPS Best Student Awards" presented at the Chartered Institute of Procurement & Supply (CIPS) 15th Annual General Meeting and Procurement Seminar on 22 November 2015. Participating students were required to submit their resumes and essays about "Advancing Procurement's Strategic Role" and undergo a panel interview.

"Junior Reporter Awards 2014"

Chin Hoi Tung, Jocelyn (BJC, Year 3) won the "Best Photograph" award in the 3rd "Junior Reporter Awards" organised by the South China Morning Post Young Post. Jocelyn took her beautiful photo of the Legislative Council Building in Central to promote the message "things end but memories last forever".



Sports Achievements

Events (in chronological order)	Team/Student
Yao Sing Basketball League (September 2014 - March 2015)	HSMC Men's Basketball Team - 1st Runner-up
	HO Long Yin (SCM, Year 3) Men's Basketball Scoring Leader Men's Basketball Assists Leader Men's Basketball Steals Leader
	Quinton Ronald GAW (SCM, Year 2) - Men's Basketball Rebounds Leader
Hong Kong Roller Speed Skating Open Championships 2014 (December 2014)	TAM Tsz Ching Karinne (BJC, Year 3) 300m Individual 1st Runner-up 1000m Individual 1st Runner-up 3000m Mix Relay 1st Runner-up
The 6th Chinese Culture Association Cup - Basketball (14 December 2014)	HSMC Men's Basketball Team - Championship
	HO Long Yin (SCM, Year 3) - Men's Basketball Most Valuable Player
2015 Duathlon Series - Race 1 (15 February 2015)	CHENG Wang Hin (BBA, Year 2), WONG Kai Cheung (BBA, Year 4), CHEUNG Tsz Kit (BBA, Year 3) - Open Relay 1st Runner-up
Rotary HK UltraMarathon 2015 (1 March 2015)	LO Ngon Wai (BBA, Year 3), NG Wai Ha (BJC, Year 3), WONG Kai Cheung (BBA, Year 4), CHEUNG Tsz Kit (BBA, Year 3) - Rotary Hong Kong UltraMarathon Corporate Relay 4th Runner-up
Chong Gene Hang College Fencing Invitational Competition 2015 (1 March 2015)	CHAU Chin Hung (BBA-FA, Year 1) - Men's Foil Competition 1st Runner-up
HSMC Sports Invitation Game - Basketball (July 2015)	HSMC Men's Basketball Team - Championship
	HSMC Women's Basketball Team - Championship
	HO Long Yin (SCM, Year 3) - Men's Basketball Scoring Leader
	WU Sze Ng Chris (BJC, Year 3) - Women's Basketball Scoring Leader
HSMC Sports Invitation Game - Badminton (July 2015)	CHAN Pak Hei (BBA, Year 3) - Men's Singles 2nd Runner-up
	CHAN Pak Hei (BBA, Year 3), LI Siu Ho (BSc-DSBI, Year 1) - Men's Doubles Championship
	TSUI Lok Man (AD, Year 1), POON Hiu Ying (BBA, Year 3) - Women's Doubles 1st Runner-up
	YIP Hoi Lam (BBA-CG, Year 1), CHANG Tsz Chan (BMSIM, Year 1) - Women's Doubles 2nd Runner-up



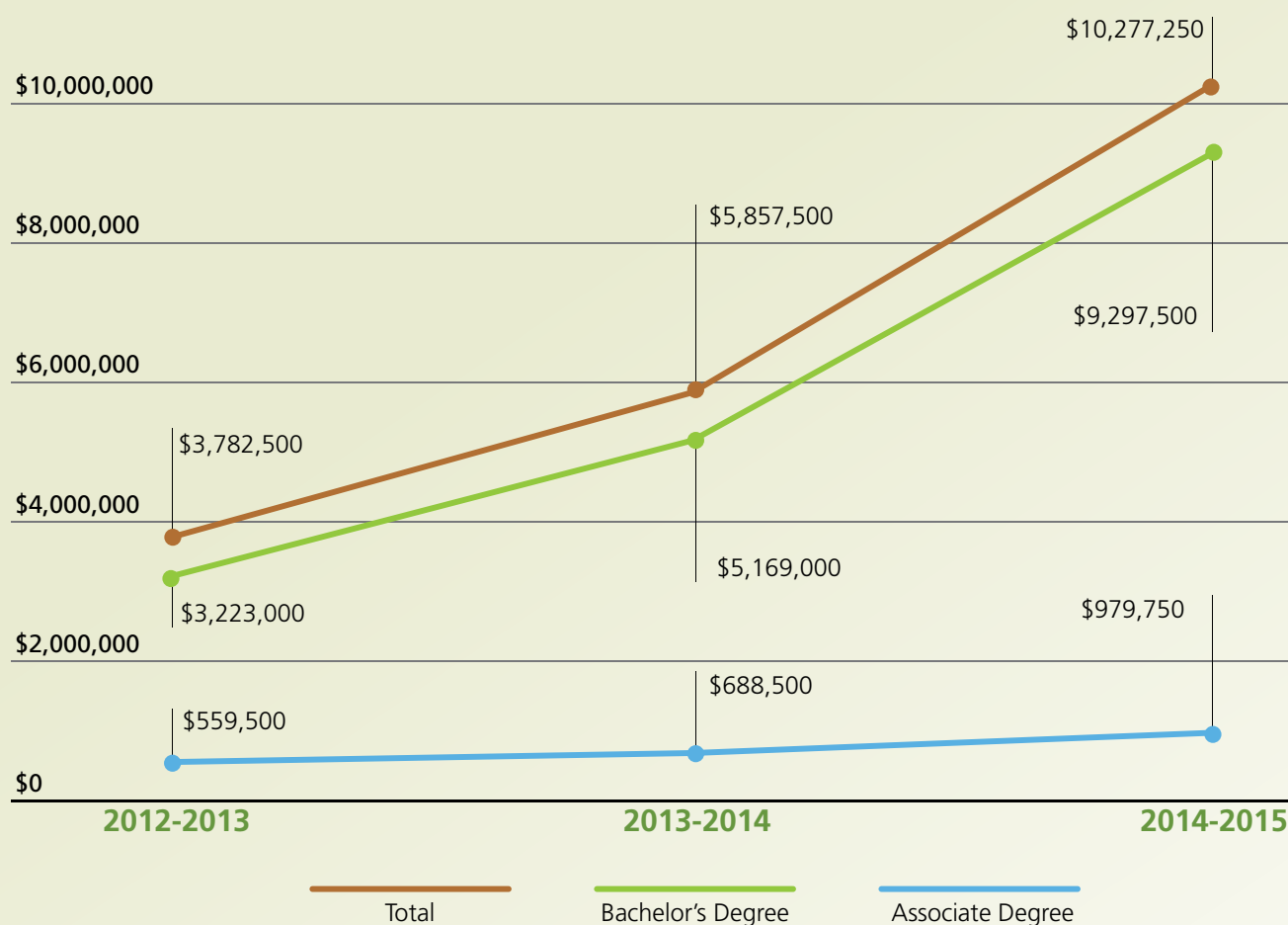
Scholarship

In 2014-2015, 630 scholarships and awards, totalling over HK\$10.28 million were awarded to HSMC Bachelor's Degree and Associate Degree students in recognition of their excellent performance in both academic and non-academic disciplines. With the continuous support from donors and the HKSAR Government, HSMC will continue to increase scholarships and awards in order to attract students of high calibre to pursue their best achievements.



The Scholarship and Academic Award Presentation Ceremony on 28 March 2015

A Three-year Comparison on the Amount of Scholarships Awarded to HSMC Students



Internship

Internship schemes provide a valuable and authentic work experience to students and at the same time are conducive to strengthening their workplace skills and employability. The Career Planning & Development Team of Student Affairs Office (SAO) has been working closely with employers in a wide array of sectors to create internship opportunities for HSMC students. To foster students' global perspectives and enhance their cross-cultural exposure, the Team strives to solicit overseas internship offers, in addition to local and mainland internship opportunities.

In 2014-2015, students actively participated in diverse internship programmes in Hong Kong, Mainland China and foreign countries, which marked a 46% increase with over 680 internships offered by 155 organisations, from 2013-2014.

A Three-year Comparison on the Number of HSMC Internship Offers and Participating Companies



International Internship 2015

Among the 680 HSMC student interns, a total of 32 students gained valuable work experiences by joining business corporations, government bodies and education institutions in Canada, Germany, Ireland, Singapore, Spain, the UK, and the US as interns. With SAO's support in providing pre-internship guidance, the participating students had a smooth adaptation to the new environment during their internship periods. Their good attitudes and outstanding work performances were highly commended by their employers.

Sharing from Student Interns

Jacky CHUNG (BTB, Year 3) (middle)

Hong Kong Economics and Trade Office, Germany

"The 6-week internship in Berlin was a fruitful experience. Berlin is an international city where I met friends from countries all over the world including Spain, Slovakia and the UK. Getting along with them indeed broadened my horizons and inspired me a lot."



Jocelyn Chin (BJC, Year 3) (far right, front row)

British Broadcasting Corporation, the UK

"It was my honour to work at BBC Broadcasting House. I wrote news articles, translated stories, participated in radio programmes and joined one of the radio drama shows. This internship experience has motivated me to work harder and keep going for my dream!"



Internship@HSMC

YoYo Lee (BJC, Year 3) (2nd from left, front row)

Pacific BMW, the US

"It is a once-in-a-lifetime opportunity for me to work in the US for 2 months. I was able to apply what I have learnt from the College and experience the cultural differences at the workplace. I have learnt how the notion of 'human-oriented' facilitates the engagement of customers and employees in the company."



Victor Ng (BBA-Banking & Finance, Year 3)

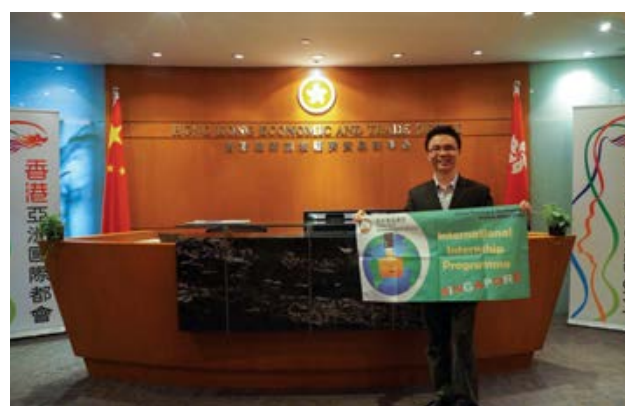
Bank of China, Germany

"I worked in the Department of Financial Institution during the internship at the Frankfurt Office of Bank of China. Handling internal systems was new and challenging to me. What I gained was not only the industry knowledge, but also the awareness of making good preparations and having contingency plans beforehand."

David Poon (BBA-Marketing, Year 3)

Hong Kong Economics and Trade Office, Singapore

"This internship experience definitely broadened my horizons. I have learnt more about the competitiveness of Singapore and other ASEAN countries. With the growth of knowledge and experience, I believe I will be well-equipped to face the future challenges."



Global Connections and Exchange Programmes



To embrace internationalisation, HSMC has been engaged in a spectrum of activities including building and consolidating relationships with international partner institutions as well as implementing exchange programmes to promote student mobility and cultural diversity on campus.

Global Partnerships

As of August 2015, the total number of overseas partners has recorded an increase, reaching 33 with new partners from different countries including HSBA Hamburg School of Business Administration (Germany), SRH Hochschule Heidelberg (Germany), Capital Normal University (Mainland China), Taylor's University (Malaysia), Hogeschool Zeeland University of Applied Sciences (the Netherlands), Fu Jen Catholic University (Taiwan), National Changhua University of Education (Taiwan), Shih Hsin University (Taiwan), Albright College (the US), Carthage College (the US) and Illinois Wesleyan University (the US).



HSMC Global Partnerships

Visits from Overseas Institutions

In 2014-2015, HSMC was delighted to have received delegations from Canada, Finland, Germany, Ireland, Shanghai, South Korea, Taiwan and the US. Visitors were impressed by the College developments and were keen to foster further collaborations with us.



Delegation from National Changhua University of Education (Taiwan)



Delegation from Illinois Wesleyan University (the US)

An Enriching Summer Experience

Collaborating with National Taipei University (NTPU), the College has put forward a new initiative for students to interact with peers from different cultures to gain knowledge and insights. In July 2015, 15 HSMC students embarked on a journey to Taipei organised by NTPU, during which they stayed at the University, attended lectures and visited important landmarks including the New Taipei City Yingge Ceramics Museum. In a reciprocal arrangement, 15 NTPU students visited HSMC in the following week. They were able to experience the energetic Hong Kong through visiting the Hong Kong Stock Exchange, DHL Central Asia Hub in the Hong Kong International Airport, Ocean Park and Cable TV Hong Kong and attending lectures in HSMC. The tours and lectures were a huge success and students found them an amazing learning experience.



NTPU students visited Hong Kong Stock Exchange



HSMC students visited New Taipei City Yingge Ceramics Museum

Exchange Programmes

In addition to hosting exchange students from Finland, Mainland China, South Korea and the US, HSMC received its first batch of French and Canadian exchange students in the fall semester of 2014 and the spring semester of 2015 respectively. HSMC students volunteering as “the buddies” became the companions of the exchange students throughout their stay. Integration activities including an orientation, a welcoming lunch, Mid-Autumn Festival and Chinese New Year celebrations were held to enable incoming students to get acquainted easily with local students and learn about Chinese culture and customs. Meanwhile, HSMC students were headed to Finland, France, Mainland China, Scotland and South Korea for exchange studies and were thankful for the valuable opportunities to explore the world and gain global perspectives.



Inbound exchange students joined Chinese New Year celebration activities



Inbound exchange students enjoyed living and studying at HSMC green campus

What Inbound Students Say...

Adeline NIEMAZ (middle)

EDC Paris Business School, France

"It was one of the best experiences I have had in my life to come to Hong Kong. HSMC is a good university and programmes are really interesting. Our buddies knew well how to help us get integrated in our new lives. I met amazing friends here and shared many good times together."



Peter ROSS (left)

Lipscomb University, the US

"I enjoyed the classes in HSMC but, more importantly, I appreciated the tremendous amount of support the exchange students were given to succeed in Hong Kong. The facilities here were nice and the teachers were well-versed in their fields. My time in Hong Kong seemed to fly by. I have met some great people, learned about a culture entirely different from mine and made some great friends."

Antti Einari MARSIO

HAAGA-HELIA University of Applied Sciences, Finland

"I really enjoyed my exchange in HSMC which is conveniently located in a quiet place outside the busy suburbs with restaurants and good sports facilities. HSMC teachers and staff are professional and helpful. I learned a lot in my courses, made new friends and had endless adventures in this great city."



What Outbound Students Say...



QUE Yuen Ying (BJC, Year 3)

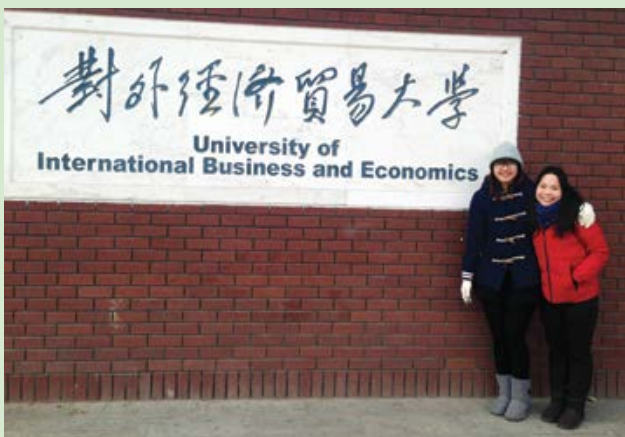
University of Rouen, France

"Bonjour! Maturity comes when one starts taking chances. The half-year France exchange journey, which posed so many questions to me, finished unforgettably. Nothing is too big to attempt. "

Kiki YUEN Ho Kei (BBA, Year 2) (middle, front row)

HAAGA-HELIA University of Applied Sciences, Finland

"During this exchange journey, every step I took was an opportunity for me to discover more about myself. Every smile I saw showed me that all cultural walls could be broken and every moment in this exchange study was so precious that I will never forget."



Jenny LUO Ying Si (BTB, Year 3) (right)

University of International Business and Economics, China

"Here is the place for me to step out of my comfort zone. Here is the place for me to meet friends from all around the world. Here is the place for me to take the initiative to learn. I love UIBE and Beijing."



Exchange@
HSMC

What Graduates Say



Aman WONG Pui Man

Bachelor of Business Administration (Honours) in Accounting Concentration



"HSMC is a place full of challenges and opportunities. It is great to study in this ever-changing place. Compared with my first year here, courses have been greatly diversified and the campus has been continuously improving. I am grateful that HSMC has offered opportunities for us to broaden our horizons. This is the place where I achieved several milestones in my life.

With the internship opportunity and guidance from enthusiastic professors in HSMC, I developed my interest in becoming an accountant and I decided to be the founding President of the

Accounting Society. During that time, I dedicated myself to promote the career of being an accountant and set up close liaisons with different accounting bodies. It was a memorable experience to meet a lot of talented people. It has influenced me significantly to become a mature, confident and professional person.

Besides, with the support from HSMC, I participated in the student exchange programme to study in the US. I had a wonderful experience to learn about a whole new culture and enjoy a different learning atmosphere. It also provided me with the opportunity to meet friends from places around the world.

With all these opportunities, I really enjoyed the time at HSMC. Also, I look forward to starting a new chapter of my life in society. I sincerely thank HSMC for all the assistance I have gained."

Anthony PANG Man Yin

Bachelor of Business Administration (Honours) in Banking and Finance Concentration



"HSMC is a great place to dream, to think big and to aim high. After graduation, my dream came true. Starting a brand new chapter at my favorite bank, I would like to, hereby, give my sincere thanks to:

the College for providing me with such a precious opportunity in my personal growth;

the professors, especially Professor Chui and Professor So, for their enthusiasm in teaching and helping students; and

my friends for being with me and supporting me through these years.

Looking back at the days at HSMC, I feel like having a film montage of lots of precious memories: exchange experience in the United States, internship programmes in China, the Tennessee Valley Authority Investment Challenge, Bloomberg course, examinations with Society of Actuaries and so on. Every little move has made me a more qualified candidate in pursuing my goal.

I am a dreamer. And I am proud of being a HSMCer!"

Candy WONG Wing Man (far right)

Bachelor of Business Administration (Honours) in Marketing Concentration



"I cannot believe my college life finally comes to an end. Studying at HSMC, I have learnt much more than just theories. It is my honour to be taught by knowledgeable and experienced instructors. They were always willing to help and encourage us to think out of the box. With their guidance, I became confident and had more life exposure.

Besides, I would like to thank my circle of friends who have accompanied me in my campus life. We have shared our joy and sorrow and worked closely on projects and assignments. I truly enjoyed every moment we were together.

The end of a journey is the beginning of another and there is still a long way ahead of me. It is time for us to contribute and dedicate ourselves to society."

Michael LEUNG Man Him

Bachelor of Business Administration (Honours) in Supply Chain Management



"Four years ago, we were freshmen of HSMC but today we are well equipped and ready to step forward into a new chapter of our lives. Looking back to my four-year undergraduate life in HSMC, I have gained a lot, not only the professional knowledge of Supply Chain Management, but also friendships of classmates who accompanied me in these four years.

Million thanks to HSMC, my alma mater, for enriching me with a comfortable and harmonious learning environment as well as giving me spectacular memories, like radio programme interviews, company interviews, and a lot of teamwork which have made my four-year college life colourful.

Thousand thanks to all professors from The Department of Supply Chain Management for their earnest teaching and meticulous care. Their words, advice, and experiences were beneficial to my life.

HSMC, once again, thank you very much."

LAU Ka Ling (2nd from left)

Bachelor of Journalism and Communication (Honours)



"Time flies. Though I only spent 3 years in BJC, it had been a great time. Majoring in Journalism gave me a chance to explore the world and to get in touch with local and international current affairs of all kinds.

Although we came here with different expectations, talents, goals, values and experiences, we learnt from each other and respect people of different characters. They were my great partners and friends who strived for higher GPAs and better internship opportunities together every day. We played hard and worked hard.

I would like to take this opportunity to thank our BJC professors and lecturers who often shared their stories and precious experiences with us. They gave us guidance and suggestions when we were confused and hesitant. They also acted as role models for us. I am a BJC graduate of HSMC!"

Jason MO Yau Yu

Bachelor of Translation with Business (Honours)



"The School of Translation is a place where students can thrive and become better people. Since I joined the BTB family four years ago, I have witnessed the rapid growth of my Department in terms of curriculum, facilities, as well as internship programmes. And I have grown up, too.

In the School of Translation, we always maintain a strong learning culture, and studying here is demanding indeed. But the School also encourages original thinking and rewards hard work. Our teachers are not merely teachers, but also our mentors and friends, and I really like our casual and friendly way of interaction. We can even have a walk-in chat in their offices or text them on their mobile phones. Anything we would like to know, whether it is about school work or something else, we can always seek their guidance.

Thanks to the variety of the Translation elective modules and internship opportunities, I have had many opportunities to get my hands in different fields, like legal, commercial, financial and film industries. These opportunities are instrumental in helping me find my research interests and career aspirations. During these four years, I have been trained to be a 'thinking translator'. Most importantly, I have also become a better person."

Sharon WONG Hoi Nam

Bachelor of Translation with Business (Honours)



"We all dream a lot. I dream to be the party host of my life. Graduation is about looking into the future. It is about reviewing our dreams, achieving our dreams and making new dreams. On the road there will be nothing short of toils and snares. Future itself might entail fear and stress, and it could mean a lot of hardships. To overcome all of them one can take pride on oneself, yet no one says it is going to be easy. We are stepping into society and we are ready for making compromises. Our world will never be the same. And there are people who tend to forget what it is like to be a dreamer when they become the party hosts of their own lives. It is likely that one day we will grow up to be one of them, but we always have choices. We can choose what to dream, how to dream and how to realise what we dream. We can choose our destinies. Professors in the School of Translation always care about us, challenge us and watch our backs. The knowledge we have acquired here will guide us in our life journeys. The

determination we have built here will be our bedrocks. Together they will become the solid foundation on which we will build our lives. For all of these, I wish to thank all the BTB professors and the College for believing in our dreams and helping us paint our life pictures. Keep dreaming, folks."

MOK Hoi Yuet

Associate in Business Administration



"My two-year campus life was short but fruitful. It is my honour to be an Associate Degree graduate of HSMC. My days here were still fresh in my mind. I am grateful for the opportunities that HSMC offered me. The teaching and training I received from HSMC has transformed me into a confident person, making me understand that hard work does pay off in a way that I have never dreamt of. Realising that being an AD student needed to study harder in order to pursue further studies, I enjoyed the days I strived for the goal and played hard with my friends. Through small-class teaching, our professors had a lot of interactions with us inside and outside the classroom. Our professors were friends to share with and they had given me a lot of invaluable advice especially when I was confused. I sincerely thank my professors and friends in HSMC for their support.

Now, I am well equipped to go ahead to the next stage of my study. Lastly, I hope all my fellow students enjoy their school lives and all HSMC graduates have a bright future!"

Institutional Advancement and Alumni Activities

Naming Ceremony of Pong Hong Siu Chu Lecture Hall (23 September 2014)

In recognition of a generous donation of HK\$3 million from Ms Pong Yeng, Mr David Pong and Mr Edward Pong to HSMC for campus development, a lecture hall was named after their mother the late Mrs Pong Hong Siu Chu.



The Pong family, College management, Dr Moses Cheng, member of HSMC Board of Governors (6th from left) and the officiating guests

HSMC Supported "Chinachem Walkathon 2014" (9 November 2014)

Since 2013, HSMC has rendered its support to the meaningful eco-tour "Chinachem Walkathon" organised by Chinachem Group. This year, the event was held at Tai Tam Country Park.

Echoing Chinachem Group's green movement, President Ho, together with more than 50 members of the HSMC community, participated in the Walkathon and took the opportunity to explore, experience and love "Green Hong Kong".



Ms Molly Kung, Executive Director of Marketing of Chinachem Group (far right on the front row); President Ho (6th from right on the 3rd row), and HSMC students and staff

Naming Ceremonies of S H Ho Academic Building and Fung Yiu King Hall (10 November 2014)

It was a great day for HSMC as well as the Ho and the Fung families. In recognition of a substantial donation of HK\$80 million from the S H Ho Foundation, the College decided to name the new academic building in Block A as S H Ho Academic Building; and on the same day, in recognition of a HK\$10 million donation from Fung Yiu King Charitable Foundation, the conference hall in Block A was named Fung Yiu King Hall.

Both donations will be used in support of HSMC's campus expansion project, which aims at improving teaching quality and nurturing students' all-round development with advanced campus facilities.



A framed Chinese calligraphy of Dr Ho Sin Hang's teaching written by a famous Chinese calligrapher Professor Chen Ruigeng was presented to Dr David Ho (left) to express the College's sincere gratitude to Dr Ho Sin Hang and the Ho family



The Fung family and the officiating guests

Alumni Visit for 30th Anniversary of Graduation (30 November 2014)

A group of alumni from the class of 1984 led by Mr Patrick Yuen, visited the College to commemorate their 30th anniversary of graduation. They shared views with President Ho on HSMC's latest development and advancement matters. They further expressed their willingness to give continuous support to the College to achieve its goal of becoming a leading private university in Hong Kong.



Visiting the College Hall at Block M

HSMC Organised the First in Hong Kong Bamboo Bicycle Workshop (23-26 January 2015) and Test-ride (30 January 2015)

HSMC made extensive use of bamboo for its high regeneration rate and its durability as internal furnishing materials, fixtures and furniture items in its new buildings. To convey green living concepts and the message of "Doing-it-yourself instead of Buying it" to students, HSMC and Bamboo Bicycles Beijing (BBB) co-organised a bamboo bicycle workshop in January 2015 on campus. After the four-day handcraftsmanship, four bamboo bicycles were built and ready for a test-ride. One of the bicycles was used for an auction at the HSMC Founders' Day Dinner.



Mr Martin Tam (2nd from left on the back row), member of HSMC Board of Governors and Chairman of the Steering Committee on Campus Expansion, and the workshop participants

Naming Ceremony of Lai Shu Chi Teaching Room (9 March 2015)

HSMC named a teaching room in S H Ho Academic Building after Mr Lai Shu Chi in recognition of his generous donation of HK\$1 million to support the College's campus expansion project.



Mr and Mrs Lai and the officiating guests



HSMC Founders' Day Dinner - Raising the Legend to New Heights (16 March 2015)

HSMC held its first celebratory and thanksgiving Founders' Day Dinner at the Auditorium of Lee Quo Wei Academic Building in March 2015.

The Dinner was graced by Ms Rose Lee, Chairman of the HSMC Board of Governors and College Council and over 300 guests, including members, alumni and friends of the College. The Dinner raised more than HK\$0.7 million from the auction. All proceeds will be used to support HSMC's campus expansion project and students' whole-person development initiatives.



One of the auction items handcrafted by Mr Lee Sing Man, the Paper-tearing Master

Naming Ceremony of Lee Quo Wei Academic Building (4 May 2015)

HSMC's Academic and Administration Building in Block D was named Lee Quo Wei Academic Building in grateful appreciation of the Wei Lun Foundation Limited's significant donation of HK\$80 million to support the College's campus expansion project and the improvement of teaching and research facilities.

It was also a special tribute to the late Dr Lee Quo Wei's tireless devotion to education in Hong Kong.



Mrs Helen Lee embraced the bronze statue of the late Dr Lee Quo Wei

Giving to HSMC

Be a Partner. Act Now and Give to HSMC!

Your donation will be used for:

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

Contact Us

Advancement and Alumni Affairs Office

Tel: (852) 3963 5169

Email: aaao@hsmc.edu.hk

Fax: (852) 3963 5276

Website: aaao.hsmc.edu.hk

Campus Development

Message from the Chairman of Steering Committee on Campus Expansion

To support the College's rapid expansion and development, HSMC has put forward a strategic Master Campus Expansion Plan since its inception. It is, without doubt, a herculean task to implement such a plan. The College has faced constraints in the building design and construction and other issues such as drainage services and legal compliances, which have been taken care of. Five years have passed. Regardless of all the difficulties, HSMC is now delighted to announce the completion of Sites A, B, D, E and F of its Master Campus Expansion Plan.

Starting with the completion of the S H Ho Academic Building (Block A) in September 2012, followed by the full operation of the Sports and Amenities Centre (Block B), the HSMC Plaza at Site C, the Lee Quo Wei Academic Building (Block D) and the Emergency Vehicular Access (Site E) in 2013 and 2014, and with the operation of the HSMC Jockey Club Residential Colleges at Site F in September 2015, HSMC is now able to provide a full fledged integrated living and learning environment which contributes to the enrichment of students' experience in the College.

Looking back at the old days when there were only two parent buildings standing on the barren land of Siu Lek Yuen, it is particularly impressive to witness the remarkable accomplishments of our campus development nowadays.

My deepest gratitude and appreciation goes to the Board of Governors, the College Council, the Steering Committee on Campus Expansion, the Project Teams, Architects, Consultants, Management Contractor, Contractors, Sub-contractors, work partners, the Campus Development and Management Office, and all committed and dedicated staff members and passionate students in making this dream come true.



Mr Martin Tam

Chairman

Steering Committee on Campus Expansion

September 2015

The HSMC Jockey Club Residential Colleges

The completion of the Residential Colleges in September 2015 is an important milestone in the College's development which aims at combining a living and learning environment for the all-round development of our students. The Residential Colleges offer an ideal environment for a variety of enriching academic and social activities in a community setting. HSMC is most grateful for the generous donation of HK\$200 million from The Hong Kong Jockey Club Charities Trust in 2013 which has helped facilitate the transformation of our aspirations into reality in 2015.

Despite the difficulties encountered during the construction process, such as concern over the geotechnic stability of the hill beside the Residential Colleges, the drainage diversion required, the traffic noise in front, just to name a few, all the issues were resolved smoothly by the Steering Committee on Campus Expansion, the Project Teams, Architect, Consultants, Management Contractor, Contractors,

Sub-contractors, work partners and the Campus Development and Management Office.

As part of the overall campus design, the Residential Colleges have adopted the architectural design features with reference to Blocks A, B and D. With a total gross floor area of 14,525 square meters, the Residential Colleges are surrounded by lush greenery with open views in every room. There is a total of four Residential Colleges in three residential blocks, which can accommodate 1,200 students. The three blocks, ranging from 6 to 10-storey high, are configured in a stepping profile and designed to blend in with the hillside complete with "green" facades, sky-gardens, roof gardens, landscaped decks and vertical greening exteriors. There is recycling water for irrigation for the extensive garden area. Students may choose to accommodate in 2/3/4-bed rooms according to their preferences. Each room is equipped with built-in washroom and shower unit and self-paid air-conditioning service. The Residential Colleges also comprise communal halls, study rooms and common rooms which are conducive to students' living and learning. In addition, the Residential Colleges also



HSMC Jockey Club Residential Colleges



HSMC Jockey Club Residential Colleges

provide four apartments for Masters, four apartments for Associate Masters and ten studios for College Tutors to promote hall-life education.

With a firm belief that a green environment could raise students' awareness on the importance of sustainability and thus induce changes in their living habits, the Residential Colleges, surrounded by natural greenery, are deemed to be a perfect setting to serve such purposes. The Residential Colleges not only adopt modern and stimulating designs, but they are also conceived with sustainability in mind. Followed by the completion of construction work at Site F, different types of plants, bamboos and shrubs are planted along the footpath from the main campus to the Residential Colleges, key positions at the main entrance and all around the campus areas to further enhance the green ambience.

With the successful completion of Sites A, B, D, E and F of the Master Campus Expansion Plan, the College's efforts in enhancing the campus environment do not cease there. With a total gross floor area of 66,308 square meters, the College targets to

expand the gross floor area in the near future with the development of Site C as the final phase of the project, subject to design approval and the availability of funding.

Potential Future Development

Site C Development

Site C consists of two main parts. The College is working proactively on the potential development of Sites C1 and C2.

Site C1 (the front portion) serves as the HSMC Plaza with a green courtyard, a clock tower, and water cascade. With the demolition of the current staff and student quarters, Site C1 can be further developed into an academic and administration complex with classrooms, a podium, a courtyard and car-parking spaces. At Site C2, the existing main building (Block M) can be further modified to pave the way for the next-phase development. It will be linked to the new composite complex at Site C1 to cater for future needs.

A staff and student forum was conducted in September 2014 introducing the potential development of Sites C1 and C2 and soliciting views on the development



Site C – HSMC Plaza



Block B – Sports and Amenities Centre

plan. Upon a compilation of input from different stakeholders, the General Building Plan of Sites C1 and C2 was approved by the Buildings Department in September 2015.

The “Water” Projects

The College is also looking forward to embarking on the “Water” Projects, which involve the revitalisation of the nullah running down from the hills (Site F) and near Block B to Tolo Harbour outside the campus area. HSMC, being a green-field college, aims at providing “Liberal + Professional” education to students; and the vitalisation of the nullah would add unique humanistic and eco-friendly features to the College apart from its professional programmes, and also help give life to the whole campus when all the buildings / hardware of Sites A, B, D, E and F have now been completed.

Views have been consolidated from staff and students on the project. The nullah is provisionally named “小河” after an internal naming competition among members of the College community.

The construction of the above two projects is subject to the availability of funding and donations.

Naming of Lee Quo Wei Academic Building and S H Ho Academic Building

In recognition of the substantial donation of HK\$80 million from Wei Lun Foundation Limited, HSMC named Block D as Lee Quo Wei Academic Building. In addition, Block A was named as S H Ho Academic Building, in appreciation of the notable donation of HK\$80 million from The S H Ho Foundation. Two Naming Ceremonies were held with over 200 participants, including the Lee’s and the Ho’s family members, Chairman and members of the Board of Governors and College Council, guests, staff members, students and alumni of the College.

Sustainable Green Campus

As one of the foremost advocates for green campus in the region, HSMC always upholds the principle of sustainability in its campus development. Bamboo material has been extensively used in its building design and construction and many innovative green measures have been adopted.

HSMC’s dedicated environmental-protecting efforts in the past years have not gone unnoticed. The College received notable recognitions from the Hong



Block D – Lee Quo Wei Academic Building

Kong Green Building Council (HKGBC) in 2014, which manifested its commitment to environmental protection and campus sustainability. Among the new buildings at the campus, The S H Ho Academic Building (Block A) achieved the final “Platinum” rating of BEAM Plus Version 1.1 certification and the HSMC Jockey Club Residential Colleges also attained the provisional “Platinum” rating of BEAM Plus Version 1.2, granted by the HKGBC (pending final assessment). HSMC is the first among higher-education institutions in Hong Kong in achieving these honours and recognition for its commitment to applying environmental measures in academic buildings, residential halls and facilities. HSMC was also awarded the “Finalist” in the Green Building Award 2014.

HKGBC hosted The “BEAM Plus” Platinum Project Certification Ceremony on 12 December 2014 in recognition of the awarded projects, which was attended by the Chairman of the Steering Committee on Campus Expansion and HSMC representatives to celebrate HSMC’s success in obtaining the recognition.



Fung Yiu King Hall

The Steering Committee on Campus Expansion has also agreed to adopt the BIM (Building Information Model) Project for the Residential Colleges at Site F as it would be a good tool for estate management, operation and maintenance. The BIM would help check inconsistencies and clashes before actual construction, thereby reducing future wastage. It was also expected that the Project would set a good sample, foresight and pilot planning for the future Site C implementation.

With state-of-the-art buildings and facilities in an environmental-friendly campus surrounded by greenery everywhere, HSMC provides an ideal environment to groom our students both intellectually and spiritually.



Block A - S H Ho Academic Building



Bird's eye view of the HSMC campus

- 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 – Lee Quo Wei Academic Building
- Site E – Campus Entrance at Hang Shin Link
- Site F – HSMC Jockey Club Residential Colleges
- Block M – Academic and Administration Building
- Block N – Academic and Administration Building

Appendix

List of Research Projects funded by the RGC's Competitive Research Funding Schemes for the Local Self-financing Degree Sector 2015-2016

Project Title	Principal Investigator	Department
Faculty Development Scheme (FDS)		
The Emergence of Second-Tier Auditors in China: An Analysis of Audit Quality	Dr LIU Junxia	Accountancy
Adaptive Word-of-Mouth Behavior and Online Forum Design: A Cross-Cultural Investigation into the Dynamic Nature of Online Consumer Reviews	Dr Haksin CHAN	Marketing
Fuzzy Generalised Gaussian Density Segmentation Model: Mathematical Analysis and Applications	Dr CHOY Siu Kai	Mathematics and Statistics
Sparse Optimization Models with Application to Portfolio Management	Dr Carisa YU	Mathematics and Statistics
Investigation of Spatio-temporal Relationship between the Structure and Function in Glaucoma Using Partial Least Squares Regression (PLS-R)	Dr Marco YU	Mathematics and Statistics
A Global Network Decision Support System for Air Passenger and Freight Businesses	Dr Tommy CHEUNG	Supply Chain and Information Management
Sustainable Development for Community Dial-a-ride Services: Driving more People without more Vehicles	Dr Daniel MO	Supply Chain and Information Management
Relative Attribute Based Configurator Design for Mass Customization	Dr WANG Yue	Supply Chain and Information Management
Institutional Development Scheme (IDS)		
Set up a Research Institute for Business	Professor Simon HO	Institutional
Inter-institutional Development Scheme (IIDS)		
Symposia in Data Science	Mr Stanley ZEL	Mathematics and Statistics
Sustainable Development in Higher Education – Responsible Management, Innovative Programme Design and Green Learning Environment	Dr Shirley YEUNG	Supply Chain and Information Management



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

Hang Shin Link, Siu Lek Yuen, Shatin, N.T., Hong Kong

www.hsmc.edu.hk | college@hsmc.edu.hk | Tel: (852) 3963 5000 | Fax: (852) 3963 5332