

# HSMC REVIEW 2015-2016



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE



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# Message from the Chairman, Board of Governors



Hang Seng Management College (HSMC) made significant progress in the academic year 2015/16. With the completion of the HSMC Jockey Club Residential Colleges in September 2015, the College has completed Phases I and II of its Master Campus Expansion Plan, which has more than tripled the original campus size of 18,000 square metres to about 66,300 square metres. The College also increased its number of undergraduate programmes to 14, successfully re-accredited its Bachelor of Journalism and Communication (Honours) degree programme and introduced its first master's degree programme.

The College obtained clean passes in its Institutional Review and Discipline Reviews of three undergraduate programmes: Bachelor of Business Administration (Honours), Bachelor of Business Administration (Honours) in Supply Chain Management, and Bachelor of Translation with Business (Honours). The College was also granted Programme Area Accreditation (PAA) (i.e., self-accreditation status) in two Areas of Study and Training: Business and Management, and Languages and Related Studies. These are important milestones as HSMC prepares to apply to the Government to be granted private university status in 2017. The College will make an application for another PAA in a third Area of Study and Training – Mass Media and Communications, Journalism and Public Relations – later in the year.

These developments were achieved in accordance with the timelines and milestones laid down in the College's Five-year Strategic Plan 2013-2018. In addition to enriching its academic programmes, the College is moving forward with efforts to enhance teaching and learning quality, research performance, student development and services,

external relations, financial and manpower planning, and College facilities and services. During the past academic year, HSMC received the highest amount of three-year cumulative funding and the highest number of funded research projects among all local self-financing degree-granting institutions. HSMC received HK\$19.8 million in funding for 19 projects through the Research Grants Council's 2016/17 Competitive Research Funding Schemes. The College has also established the Research Institute for Business and the Centre for Teaching and Learning to strengthen its research and teaching competencies. In terms of broadening the global perspective of students and enhancing their career prospects, the number of overseas partner institutions offering exchange programmes to HSMC students increased to 45 this year – up by 36% compared with a year earlier. The number of local, Mainland China and overseas companies offering internship opportunities to HSMC students is now more than 400.

HSMC's rapid development relies in large part on the generous donations of its benefactors. I would like to take this opportunity to thank everyone who supports HSMC – from community leaders and members of the Board of Governors and the College Council, to staff members, alumni and students – for all their contributions, guidance and advice. With your support, I am confident that HSMC will continue to thrive, provide a well-rounded education for students, promote academic excellence and acquire its private university status in the very near future.

Ms Rose Lee Wai Mun JP  
Chairman, Board of Governors  
September 2016

# Message from the Chairman, College Council



This is the first message I wrote for the Annual Review of the Hang Seng Management College (HSMC) in my capacity as the Chairman of the College Council after serving as one of its founding Governors since 2010.

In these six years I had witnessed the advancement and development of HSMC in its own unique ways. It is the first tertiary institution in Hong Kong evolving from a long history of providing excellent business education at the diploma and advanced-levels since the 1980s. Secondly, HSMC is the first institution to offer the unique “liberal + professional” education model advocating a broad-based liberal approach to professional education, students’ all-round development, and teaching good business ethics. Thirdly, HSMC, as a self-financing tertiary institution, has the ability and flexibility to respond quickly to the market and community with new and innovative academic programmes. Fourthly, HSMC is standing on a brand new, beautifully designed green and environmental-friendly campus that provides excellent teaching and learning facilities for our teachers and students to interact, engage in discussions and journey together in academic pursuits.

But what is most unique to me at HSMC is the vibrant campus life and the culture of close teacher-student relationship that you can feel everywhere on campus, whether in cafeterias, learning commons, Residential Colleges and their High Table Dinners, student organisations’ activities, marathon races or even during change of classes in the corridors of academic buildings. This is something that everyone in HSMC treasures and must continue to be nurtured in the years to come.

In witness of the significant progress and solid achievements in the past six years, there is little doubt that HSMC will continue to grow and prosper. In so doing, let us not forget what makes HSMC unique! I still remember the theme of HSMC’s Annual Academic Planning Retreat 2016 - “Don’t just make it better, make it different”. Let us continue to build on our legacy, the unique “liberal + professional” education model, relevant and innovative programmes, students’ all-round development and close teacher-student relationships. With the concerted efforts of all, HSMC will continue to strive to do better, acquire the university title and status, and go on to become a great private university in the years to come.

Dr Moses Cheng Mo Chi GBS, OBE, JP  
Chairman, College Council  
September 2016



# Report from the President







The year of 2015/16 marks significant growth and achievements of the Hang Seng Management College (HSMC). It is also the 6<sup>th</sup> year since HSMC was restructured from the former Hang Seng School of Commerce (HSSC) in 2010.

One distinction of HSMC is its unique “Liberal + Professional” education model. On one hand, the College’s Common Core Curriculum provides students with cross-disciplinary learning that broadens their visions. On the other hand, together with the rigorous major programme studies and out-of-classroom development experiences, we nurture them to acquire the 21<sup>st</sup>-century transferrable competencies comprising knowledge, skills, right attitudes and characters.

To implement the above education model, HSMC developed the Desired Graduate Attributes framework “iGPS” in 2015 to help students develop the four dimensions of qualities more systematically: Intellectual Competence (i), Generic Skills (G), Personal Development (P) and Social Engagement (S). The acronym iGPS carries the symbolic meaning of “I” and the “GPS”, with “I” referring to the individual student and “GPS” taking on the metaphor of “Global Positioning System” which can guide the development of each student through the educational experience at HSMC.

In the year under review, HSMC has made significant strides on all fronts, especially in enhancing programme portfolio, teaching and learning quality, research profile, student development, residential college system, campus development, global partnership as well as public recognition. We are also glad that we have achieved almost all of the annual strategic objectives set out in HSMC’s Five-year Strategic Plan 2013–2018. Among the many developments at HSMC, some major achievements in 2015/16 are highlighted below.

### **New Programme Development**

As a young and vibrant institution, HSMC is growing and expanding fast. Three new undergraduate programmes, including Bachelor of Arts (Honours) in Applied and Human-Centred Computing,

Bachelor of Arts (Honours) in Convergent Media and Communication Technology and Bachelor of Social Sciences (Honours) in Asian Studies, were successfully accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) and approved by the Chief Executive-in-Council in April 2016 for introduction in the academic year 2016/17.

The College’s first postgraduate programme, Master of Arts in Translation (Business and Legal), was also accredited by HKCAAVQ and approved by the Chief Executive-in-Council in April 2016. The Programme, the first of its kind in Hong Kong which comprehensively covers the areas of Business and Legal Translation, was offered in September 2016.

Apart from new programmes, the Bachelor of Journalism and Communication (Honours) (BJC) programme successfully went through the Learning Programme Re-accreditation process conducted by HKCAAVQ and was granted re-accreditation status for a period of five years starting from September 2016.

Another encouraging piece of news was the receipt of the HKCAAVQ’s Final Accreditation Report on Programme Area Accreditation (PAA) in July 2016 with a clean pass in two Areas of Study and Training, namely, “Business and Management” and “Languages and Related Studies” under the “New Classification of Areas of Study and Training in the Qualifications Register”. HSMC is considered as meeting the HKCAAVQ accreditation standards of the Institutional Review and having the institutional competencies to develop new bachelor’s degree programmes in the two out of 14 Areas of Study and Training without HKCAAVQ’s further accreditation. The outcome is indeed a milestone of the College in its journey to acquire the private “university” title.

With the attainment of the above PAAs, another on-site visit by HKCAAVQ for BJC will be held in December 2016. Subject to the granting of the PAA status for BJC expected in March 2017, HSMC will submit its application to acquire the private “university” title in the summer of 2017.



Furthermore, some new programmes are also in the pipeline, including Bachelor of Arts (Honours) in Cultural and Creative Industries, Bachelor of Science (Honours) in Actuarial Studies and Insurance and several master's degree programmes. These will help enhance the academic diversity and strengths of HSMC and the betterment of society.

## Teaching and Learning Enhancement

The College was awarded a total funding of HK\$20.4 million from the Quality Enhancement Support Scheme 2015/16 for the project "Joint-Institution Network for Student Success (JINESS)". As the initiator and Principal Applicant, a network will be jointly established with four other self-financing degree-granting institutions in Hong Kong to develop a "one-stop platform" for both students and employers in offering solutions to searching for career opportunities and recruiting talents respectively. The funding support from the Government undoubtedly adds to our strengths to innovate and promote quality enhancement of the private higher education sector as a whole.

With the establishment of the HSMC Teaching Excellence Awards in 2015, a series of teaching experience sharing sessions was conducted for the award recipients to share their teaching experiences and insights with colleagues, thereby promoting the professional development of teachers, teaching effectiveness and the quality of student learning.

To create an inclusive learning community within the College, the First-year Study Centre was established to provide better learning support and experience to HSMC Year-1 students. Senior-year students will provide guidance on specific modules to their fellow freshmen starting from September 2016.

The Centre for Teaching and Learning (CTL) launched the first Innovation Project Competition for HSMC students in January 2016 to promote a culture of innovation and creativity and to enrich student's learning experience at HSMC. The competition was organised in three areas including Business Innovation, Humanities Innovation and Social



Innovation. A total number of 21 project proposals were received with over 40 students participating in the competition. The Awards Presentation Ceremony was held on 6 September 2016 to give recognition and encouragement to the winners and the participants in the competition.

Professor John Minford, a world renowned sinologist and literary translator, was appointed HSMC Sin Wai Kin Honorary Professor of Chinese Culture and Translation. The "John Minford on Culture and Translation Series" was held from February to March 2016 with talks, public lectures and graduate-level classes for our students and staff members, and some events were open to the public.

A series of seminars on "Learning More on Entrepreneurial Spirit", co-organised by the Department of Supply Chain and Information Management and the Centre for Corporate Sustainability, and supported by the CTL and the United Nations Office for South-South Cooperation (UNOSSC), was held from February to April 2016. The seminars aimed at equipping students with a general understanding of the nature and importance of entrepreneurship and corporate entrepreneurship, helping students acquire hands-on experience by developing a simulated business plan, and engaging them in the discussion of specific contemporary issues on entrepreneurship.

## Research and Scholarly Development

In order to encourage academic staff members to actively engage in research activities and develop proposals for the Research Grants Council (RGC)'s Competitive Research Funding Schemes, the College granted HK\$170,000 seed money to a total of 18 research proposals in the year 2015/16.

In the 2016/17 Competitive Research Funding Schemes for the Local Self-financing Degree Sector, HSMC was awarded the highest number of projects, with 19 in total. A total funding of HK\$19.8 million was awarded, with HK\$10.17 million of which for 13 projects under the Faculty Development Scheme, HK\$2.67 million for five projects under the Inter-institutional Development Scheme, and HK\$7 million for a project under the Institutional Development Scheme.

Since 2014/15, HSMC has received the highest amount of the three-year cumulative funding and the highest number of funded research projects among all the local self-financing degree-granting institutions.

The above achievements are a testimony to our full commitment to research excellence and maintaining a sustainable research environment. As we move forward, conducting quality and impactful research to enhance teaching quality and advance the betterment of society will always be one of our foremost priorities.

## Graduate Employment and Student Internship

An employment survey targeting the fresh graduates was conducted by the College's Career Planning and Development Team of the Student Affairs Office (SAO) from October 2015 to February 2016 on their employment status, remuneration and job-seeking experience. The response rate was 85% with a total of 515 bachelor's degree graduates. The overall engagement rate of graduates in full-time employment or further studies reached 93%, a very satisfactory figure comparable to the University Grants Committee (UGC)'s average of 96%. In

particular, our graduates' full-time employment rate was around 90%, which was higher than the UGC's average of 82%.

According to an independent survey commissioned by SAO, employers regard our graduates as having good working attitudes and interpersonal skills, receptive to new ideas and opinions from others, devoted, responsible and always willing to take up further responsibilities. In general, HSMC graduates have made positive impressions on their employers, who often express appreciation and willingness to hire our students and graduates.

To provide students with opportunities to acquire work experience and develop working skills, more than 870 local and overseas internship offers from 407 renowned companies were taken up by HSMC students in 2015/16. Among the internships, 49 took place in overseas countries, including Australia, Germany, Malaysia, Singapore, Thailand, the UK and the US. Job functions of the internship placements were diverse, which enabled students of different disciplines to gain valuable working experiences and international perspectives.

HSMC is keen to further extend its internship programme, both locally and internationally, to provide students with more internship opportunities.



## Student Achievements

For the academic year 2015/16, 539 students received 725 scholarships and awards offered by HSMC, totalling over HK\$10.43 million, including 228 HSMC students received awards from the Self-financing Post-secondary Scholarship Scheme, namely Outstanding Performance Scholarship, Best Progress Award, Talent Development Scholarship, Reaching Out Award and Endeavour Scholarship, with the amount of each scholarship or award ranging from HK\$10,000 to HK\$80,000 for a total of HK\$4.66 million. The 2016 Joint Scholarship Presentation Ceremony for the HKSAR Government Scholarship Fund and the Self-financing Post-secondary Education Fund was held on 19 April 2016 in recognition of these students' remarkable achievements.

Throughout the year, our students performed exceptionally well in various open competitions in the academic and non-academic areas. For instance, the College's BBA-Supply Chain Management students won the "Best Student Awards", "Certificate of Merit" and "Certificate of Appreciation" in "The Chartered Institute of Procurement & Supply (CIPS) Best Student Awards 2015" and a BBA-Accounting student was awarded "My Favorite Presenter" in "EY Young Tax Professional of the Year 2016". More details about HSMC students' achievements can be viewed in the chapter "Student Activities and Achievements" on P.36. We are pleased to see students develop a "can-do" attitude and challenge themselves in different areas.

## Organisational Structure

To further strengthen our good governance structure and to facilitate the College's latest development, changes in the organisational structure have been adopted, which contribute to smoother and more effective administration.

A review was conducted on the current practice in relation to the appointment criteria and procedures of Board and Council Members. The Appointment Policies of Board and Council Members incorporating the appointment criteria, the setting



up of a Nomination Committee and the appointment procedures were reviewed and subsequently adopted.

To give due emphasis to programme development and quality assurance, streamline operations and improve efficiency and benefit from the synergistic effect of sharing of resources and information, the Registry was restructured with four operational units. They include the Academic Regulations Unit, the Admission, Academic Records and Registration Unit, the newly created Graduate Studies Unit, and the Programme Development and Quality Assurance Unit with effect from the academic year 2016/17.

The Department of Journalism and Communication and the Department of Translation were dissolved with effect from September 2015 to streamline the decision-making hierarchy and simplify the organisational structure of the School of Communication and the School of Translation.

In preparation for the launching of the College's first postgraduate programme, Master of Arts in Translation (Business and Legal), in the academic year 2016/17, the Graduate Studies Committee was set up in September 2015 as one of the 14 Standing Committees under the Academic Board.

## Institutional Advancement and Alumni Affairs

The HSMC - Foundation was established in November 2015 to serve as a platform to engage donors in advancing the College's teaching, learning and research priorities. The HSMC Foundation Management Committee was formed to serve as custody for funds and disbursements of donations received. A membership scheme of the Foundation



has been set up as a form of recognition for donors who have made a cumulative donation of at least HK\$20,000 to the College since 2010.

HSMC owes much of its success to the support of benefactors over the years. To express our grateful recognition for the generous donations from Dr Alice Lam, Dr the Hon. Lam Tai Fai and the Hong Kong Jockey Club Charities Trust, the naming ceremonies of Alice Lam Lecture Theatre and Lam Tai Fai Clock Tower, and the Opening Ceremony of HSMC Jockey Club Residential Colleges were held during the year. We were honoured that Mr Tsang Chun Wah, John, Financial Secretary of the HKSAR Government and Mrs Lam Cheng Yuet Ngor, Carrie, Chief Secretary for Administration of the HKSAR Government, officiated at the Naming Ceremony of Lam Tai Fai Clock Tower and the Opening Ceremony of HSMC Jockey Club Residential Colleges respectively.

An Appreciation Dinner, hosted by the Chairman of the Board of Governors, was held on 20 April 2016 to thank the Founding Families of HSSC/HSMC and the major donors for their benevolent support and substantial donations to HSMC which have helped us realise our Founders' beliefs in equal education opportunities and the diversity of students' talents in the College's development.

On 16 and 17 July 2016, the first "Alumni Homecoming" camp was held on campus with over 80 participants, including HSMC and HSSC alumni, their families and friends, HSMC staff members and students. They all enjoyed the weekend camp together.

HSMC expresses its heartfelt thanks to the benefactors for their philanthropic donations which contribute largely to the rapid development of the College. Tributes should also be paid to our Board of Governors, members of the College Council and the Fundraising and Donation Committee, as well as community leaders and other College members. We shall continue to encourage philanthropic contributions and develop close connections with alumni, parents, friends and organisations to further advance excellence in the development of HSMC.

## Global Partnerships

Recognising the power and importance of international academic collaborations, HSMC strives to go global by actively reaching out to peer institutions in Mainland China and overseas countries for academic partnerships. As of August 2016, academic exchange agreements have been signed with 45 institutions, representing a 36% growth compared to that of the previous year. New partnerships have been forged with institutions in Austria, Belgium, China, France, Japan, Latvia, the Netherlands, South Korea, Sweden, Taiwan and the US.

HSMC will continue to transcend its international boundaries by building new partnerships with foreign institutions while deepening the bonds with its existing partners.

## Campus Development and Awards Received

HSMC has embarked on a long-term campus development plan since its establishment in 2010. We have now occupied a green campus which offers state-of-the-art learning, teaching, research and residential facilities to meet the needs and demands of quality tertiary education in the 21<sup>st</sup> century. Following the completion of Phase I of the College's Master Campus Expansion Plan, which includes 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) and the Campus Entrance at Hang Shin Link (Site E), the HSMC Jockey Club Residential Colleges (RCs) (Site F),



i.e., Phase II of the Master Plan, was also completed and in full operation since September 2015.

The Opening Ceremony of the RCs was held on 5 September 2016. Each of the four RCs is named according to its respective theme, namely, Mosaic College (Cultural Diversity), Wellness College (Healthy Living), Amity College (Community Service) and Evergreen College (Sustainability). The RCs provide a combined living and learning environment encompassed in the “Liberal + Professional” education model of HSMC.

The College is committed to environmental protection and campus sustainability. Through the application of green concepts around the campus, we encourage the HSMC community to be stewards and protectors of the environment. In recognition of HSMC’s green attributes, the Lee Quo Wei Academic Building achieved the Final Platinum rating of BEAM Plus New Buildings V1.1 by the Hong Kong Green Building Council (HKGBC) in July 2016, the third of such honour received by HSMC after the S H Ho Academic Building and the Sports and Amenities Centre were awarded the same Final Platinum rating in November 2014 and December 2015 respectively. HSMC was the first higher education institution in Hong Kong to have received such an award.

The RCs also received the Provisional Platinum rating of BEAM Plus New Buildings V1.2, which is the first student residential complex receiving such a recognition in the tertiary education sector in Hong Kong. Moreover, the College was also selected as a “Finalist” for the Green Building Awards 2016 under the New Buildings Category (Completed Projects - Institutional Building). These achievements affirm the College’s leading role in promoting green initiatives in the local community.

### Other College-wide Projects

With the aim to enhance professional and personal development of College members and friends through sharing sessions with distinguished leaders of the global community, the “President Forum” was first launched in July 2015. Both President Michael Lindsay of Gordon College and President Simon S

M Ho of HSMC shared their insights on the topic “Leadership – A View from the Top”. Following the success of the first forum, the second HSMC President Forum with President Lindsay titled “Elite Leadership and Liberal Education” was held on 19 January 2016. Both forums were well-received and applauded by the participants.

As part of an effort to build up sustainable art ecology on campus and enrich students’ college life with different forms of arts, a series of events was held under the “Arts at HSMC” programme throughout the year. They included the first-time, large-scale art exhibition “In the Mood for Animals”, performing arts events titled “Music & Dance from East and West” featuring concerts, dance performances and presentations by renowned pianists and artists of Chinese and Western musical selections, an Open Rehearsal of the First Hong Kong International Drummer Festival 2016 named “Young Friends @ HSMC”, a piano performance “The Trip of Sound of Music” and others. Through these events, we hope to give arts a greater presence at HSMC which will become an integral part of college life.

In order to raise awareness of the importance of green chemistry, recycling of CO<sub>2</sub>, assessment and safety in sustainable developments for the well-being of the community, a seminar “Living and Society - Socio-Environmental Issues and Sustainable Development” by Professor Ei-ichi Negishi, Nobel Laureate in Chemistry, 2010, was held on 29 October 2015 with the support from the UNOSSC. Professor Negishi delivered a public talk on “Knowledge of Science in Socio-Environmental Issues for Sustainability”, which attracted about 180 participants, including government officials, industry and NGO people, academics and students.

The 5th Junzi Corporation Award Presentation Ceremony was held on 7 December 2015. The Junzi Corporation Survey is a large-scale public survey held annually by HSMC to evaluate Hong Kong corporations’ performances in accordance with the Confucian Junzi and its five virtues, namely “Ren”(仁), “Yi”(義), “Li”(禮), “Zhi”(智), and “Xin”(信). The “HSMC Hong Kong Business Ethics Index”

was also released for the first time to gauge the general perception of business ethics in Hong Kong. Colleagues and students worked together to promote business ethics to the public and a total of 24 awards were presented at the Ceremony.

With the aim to facilitate closer interactions between the President and students, a new initiative, “Along with the President” series, was launched in December 2015. Activities include a hiking tour on 5 December



2015, a cycling trip on 27 February 2016, badminton and table tennis games on 21 May 2016 and a basketball game with Gordon College on 13 August 2016. Through these activities, students got the chance to share with the President their campus lives and discuss College and social issues in a relaxing ambience.

The “HSMC Founders’ Day Youth Development Forum 2016” with Mr Lau Ming Wai, Chairman of the Commission on Youth as speaker, and the “HSMC Founders’ Day Reception 2016” were held on 16 March 2016 to commemorate HSMC’s 6<sup>th</sup> anniversary. Both were well-attended by notable guests, staff members and students who shared joyful moments together.

HSMC organised its first “Athletic Meet” on 24 March 2016 at the Ma On Shan Sports Ground. Over 100 students and staff members participated in individual and relay races. It is planned that the “HSMC Athletic Meet” would become part of HSMC’s anniversary celebrations in future.

Supported by the United Nations Global Compact’s Principles for Responsible Management Education (PRME) and organised by the College’s Centre for Corporate Sustainability and Innovations, the “PRME Colloquium on Higher Education” was held on 7 July 2016, which attracted participants from seven countries to explore ways of engaging students, businesses, non-governmental organisations, policymakers, accreditation bodies, and non-business faculties in promoting responsible leadership, sustainability, and corporate responsibility.

## Concluding Remarks

Moving forward, HSMC is in full gear preparing for the application for the private “university” title in the summer of 2017. Our priorities will continue to remain on developing new programmes in both undergraduate and postgraduate levels, fostering excellence and innovation in teaching and learning, strengthening research capacity and culture, expanding executive development programmes, extending external relations, raising funds more aggressively, fully implementing the residential college system, and preparing for the Institutional Review exercise for acquiring the private “university” title.

We will build upon our existing strengths while proactively explore ways to improve and innovate. There is still a lot of hard work ahead of us but we are confident and well-prepared to meet the challenges. 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 members, students and alumni who have made tremendous contributions to the College in the past years. I have total trust that by working hand-in-hand with the entire College community, HSMC will continue to scale new heights and shine as a leading private non-profit university in the near future that will yield enormous benefits for the community.

Professor Simon S M Ho  
President  
September 2016



# Vision and Mission



## MOTTO

Erudition and Perseverance

## VISION

Hang Seng Management College aims to be a leading private university, recognised for excellence in teaching, learning and research, especially in the areas of business management, humanities and social sciences.



## MISSION

- To advance knowledge and understanding of human activities;
- To be committed to free enquiry and responsible scholarship;
- To provide an all-round education which focuses on theoretical exploration, professional knowledge and skills, and business ethics;
- To nurture innovative and enterprising leaders for the knowledge-based economy.

## 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.

## DESIRED GRADUATE ATTRIBUTES (iGPS)

The College aims to nurture students to possess the following “desired graduate attributes: iGPS”:

1. Intellectual Competence (i): a solid foundation in relevant academic disciplines, and the acquisition of the ability to think critically to solve problems and to engage in life-long learning.
2. Generic Skills (G): the development of skills in:
  - languages in both English and Chinese (Cantonese and Putonghua);
  - use of information technology and data analysis tools;
  - interpersonal communication;
  - teamwork and leadership.
3. Personal Development (P): self-awareness, ethical values, emotion management, personal effectiveness and character.
4. Social Engagement (S): the willingness to be involved in the community and a commitment to acting for the betterment of society.

The acronym iGPS carries the symbolic meaning of “I” and the “GPS”, with “I” referring to the individual student and “GPS” taking on the metaphor of “Global Positioning System” which can guide the development of the student through the educational experience at HSMC.

# Governance and Administration





## Board of Governors (1 September 2015 – 31 August 2016)

### 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 Head of Greater China, Hang Seng Bank Limited

**Mr Nixon CHAN Lik Sang 陳力生先生**

Former Executive Director and Head of Retail Banking and Wealth Management, Hang Seng Bank Limited  
(Until 30 June 2016)

**Dr Moses CHENG Mo Chi 鄭慕智博士 GBS; OBE; JP**

Consultant, 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 Thomas LIANG Cheung Bui 梁祥彪先生**

Chief Executive Officer, Wei Lun Foundation Limited  
(From 16 November 2015)

**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

**Dr Patrick POON Sun Cheong 潘榮昌博士**

Chairman, Harvest SCP Group Company Limited  
(From 16 November 2015)

**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**

Former Asia Pacific Chairman, PricewaterhouseCoopers

### Secretary

**Mr Godwin LI Chi Chung 李志忠先生**

Company Secretary and General Counsel, Hang Seng Bank Limited

## College Council (1 September 2015 – 31 August 2016)

### Chairman

**Ms Rose LEE Wai Mun 李慧敏女士 JP**

Vice-Chairman and Chief Executive, Hang Seng Bank Limited  
(Until 15 November 2015)

**Dr Moses CHENG Mo Chi 鄭慕智博士 GBS; OBE; JP**

Consultant, P C Woo & Co  
(From 16 November 2015)

### 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**

Former Executive Director and Head of Retail Banking and Wealth Management, Hang Seng Bank Limited  
(Until 30 June 2016)

**Ms Suzanne CHAN Shet Hung 陳雪紅女士**

**Professor CHAN Tsang Sing 陳增聲教授 BBS**

Former Shun Hing Chair Professor of Marketing, Department of Marketing and International Business, Lingnan University  
(Until 5 July 2016)

**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**

### Ex-Officio Members

**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

**Dr Karen CHAN 陳羅潔湘博士**

Vice-President (Organisational Development) of the College

### Elected Staff Representative of the College

**Dr Brossa WONG Yeuk Ha 黃若霞博士**

Acting Dean of School of Business of the College

### Secretary

**Dr Karen CHAN 陳羅潔湘博士**

Vice-President (Organisational Development) of the College

## College Officers (1 September 2015 – 31 August 2016)

### 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 Yee Van 許溢宏教授

### 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

### Associate Vice-President (Advancement and Industry Liaisons)

Ms Ada LEUNG Wing Yee 梁穎怡女士

### Dean of School of Business

Professor Raymond SO Wai Man 蘇偉文教授  
(Until 31 July 2016)

Dr Brossa WONG Yeuk Ha 黃若霞博士  
(Acting Dean of School of Business  
from 1 August 2016)

### Dean of School of Decision Sciences

Professor TANG Man Lai 鄧文禮教授  
(Acting Dean of School of Decision Sciences  
until 14 August 2016)

Professor Lawrence LEUNG Chi Kin 梁志堅教授  
(From 15 August 2016)

### Dean of School of Humanities and Social Science

Professor Thomas LUK Yun Tong 陸潤棠教授

### Director of Finance

Mr Patrick LAM Man Ho 林文河先生  
(From 13 January 2016)

### Director of Student Affairs

Ms Rebecca CHAN Po Yu 陳寶瑜女士

### College Librarian

Ms Sarena LAW Yuk Lin 羅玉蓮女士

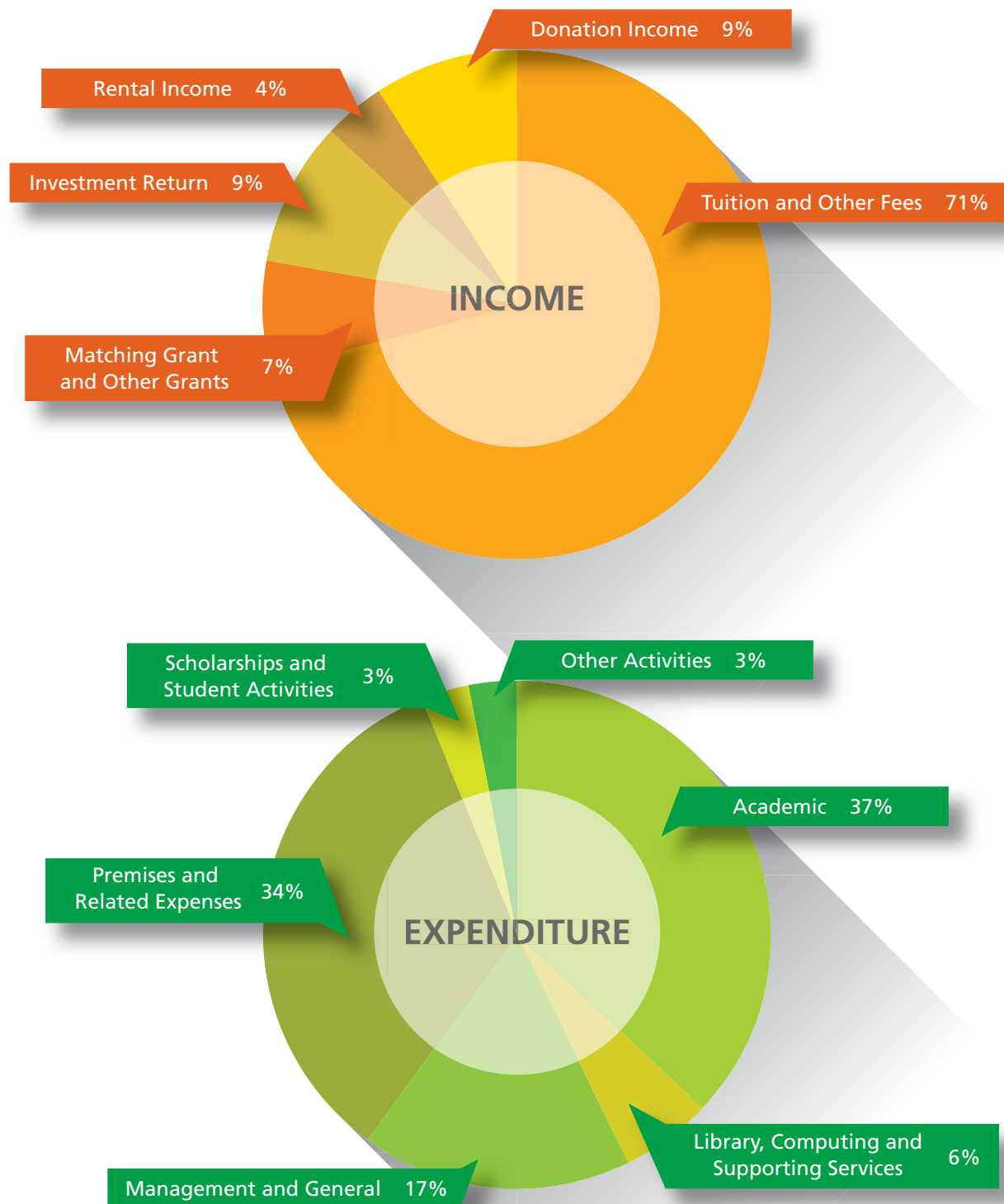
### College Registrar

Dr Eugenia NG Mee Wah 吳美華博士  
(From 20 January 2016)



# 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 2015/16.



\*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 2016)

## 1. Campus Area

Sites	Site Area (m <sup>2</sup> )	Gross Floor Area (m <sup>2</sup> )
Block A - S H Ho Academic Building	5,650	11,595
Block B - Sports and Amenities Centre	26,659	6,679
Site C - HSMC Plaza		1,199
Block D - Lee Quo Wei Academic Building		14,310
Site E - Campus Entrance at Hang Shin Link		N/A
Block M - Academic and Administration Building, College Hall, Old Hall, Staff Quarters and Canteen		14,695
Block N - Academic and Administration Building		3,305
Site F - HSMC Jockey Club Residential Colleges	7,721	14,525
<b>All Sites</b>	<b>40,030</b>	<b>66,308</b>

## 2. Students (Bachelor's Degree)

### Admission

Student Admission Statistics	Entering September 2015
Total Number of Applications for All-Year Programmes	18,865
Total Number of Applications for Year-1 Programmes	12,927
Total Number of Offers Issued for Year-1 Programmes	2,970
Total Number of Student Admission for Year-1 Programmes	1,063
Total Number of Student Admission for All-Year Programmes	1,227

### Enrolment

Item	Total Number		Male		Female	
	2014/15	2015/16	2014/15	2015/16	2014/15	2015/16
Total Number of Students	4,146	<b>4,590</b>	1,772	<b>1,945</b>	2,374	<b>2,645</b>



## Enrolment in All Programmes

Programme	2014/15		2015/16	
	Number of Students	In % Distribution	Number of Students	In % Distribution
<b>School of Business</b>				
BBA	2,389	57.6%	<b>2,563</b>	<b>55.8%</b>
BBA-CG	78	1.9%	<b>127</b>	<b>2.8%</b>
BBA-FA	80	1.9%	<b>128</b>	<b>2.8%</b>
BBA-MGT	52	1.3%	<b>96</b>	<b>2.1%</b>
<b>School of Communication</b>				
BJC	552	13.3%	<b>556</b>	<b>12.1%</b>
<b>School of Decision Sciences</b>				
BBA-SCM	383	9.2%	<b>395</b>	<b>8.6%</b>
BMSIM	92	2.2%	<b>133</b>	<b>2.9%</b>
BSc-DSBI	65	1.6%	<b>100</b>	<b>2.2%</b>
<b>School of Humanities and Social Science</b>				
BA-CHI*	N/A	N/A	<b>26</b>	<b>0.6%</b>
BA-ENG	164	4.0%	<b>177</b>	<b>3.9%</b>
<b>School of Translation</b>				
BTB	291	7.0%	<b>289</b>	<b>6.3%</b>
<b>All Programmes</b>	<b>4,146</b>	<b>100%</b>	<b>4,590</b>	<b>100%</b>

\* First intake in academic year 2015/16

## Average HKDSE Score of Year-1 Students

Average Score	17.6
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## 3. Graduates

### Graduates of All Programmes

Programme	2014/15	2015/16
<b>Associate in Business Administration</b>		
AD	102	<b>71</b>
<b>School of Business</b>		
BBA	312	<b>850</b>
<b>School of Communication</b>		
BJC	91	<b>218</b>
<b>School of Decision Sciences</b>		
BBA-SCM	85	<b>170</b>
BMSIM**	N/A	<b>25</b>
<b>School of Humanities and Social Science</b>		
BA-ENG**	N/A	<b>56</b>
<b>School of Translation</b>		
BTB	40	<b>104</b>
<b>All Graduates</b>	<b>630</b>	<b>1,494</b>

\*\* First batch of graduates in academic year 2015/16

## Cumulative Number of Graduates

Academic Year	Total Number
HSSC Graduates (1980/81 – 2011/12)	11,952
HSMC Graduates (2011/12 – 2015/16)	3,412

## 4. Staff

### Staff Number

Category of Staff	2014/15	2015/16
Academic Staff	177	<b>185</b>
Management and Support Staff	305	<b>344</b>
<b>Total</b>	<b>482</b>	<b>529</b>

### Professorial Staff Qualification

Item	2014/15	2015/16
Professorial Staff Holding a Doctoral Degree	97.9%	<b>99.1%</b>

## 5. College-wide Teacher-Student Ratio

Teacher-Student Ratio	1 : 22
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## 6. Scholarships and Awards

Item	2014/15	2015/16
Total Amount of Budget	HK\$13,323,000	<b>HK\$15,264,600</b>
Total Amount of Expenditure	HK\$10,273,750	<b>HK\$10,425,650</b>
Total Number of Scholarships Awarded	630	<b>725</b>
Average Annual Scholarship Awarded	HK\$16,308	<b>HK\$14,380</b>

## 7. Competitive Funding for Research and Teaching

Funding Scheme	2014/15	2015/16
Competitive Research Funding Schemes by Research Grants Council	HK\$20,027,990/ 11 projects	<b>HK\$19,837,188/ 19 projects</b>
Quality Enhancement Support Scheme by Education Bureau	HK\$8,600,140/ 2 projects	<b>HK\$20,418,243/ 1 project***</b>
<b>Total Amount of Funding</b>	<b>HK\$28,628,130</b>	<b>HK\$40,255,431</b>

\*\*\* HSMC as the Principal Applicant, with four local self-financing institutions: Caritas Institute of Higher Education, Centennial College, Chu Hai College of Higher Education and Tung Wah College

## 8. Library Resources and Facilities

Item	Quantity	
	2014/15	2015/16
Print Collections (volumes)	49,056	<b>55,805</b>
Active Printed Periodicals (titles)	355	<b>355</b>
Multi-media Collections (volumes)	10,627	<b>11,022</b>
Electronic Databases (titles)	132	<b>137</b>
Electronic Journals (titles)	88,940	<b>89,886</b>
Electronic Books (titles)	365,993	<b>425,158</b>
Total Number of Seats	648	<b>664</b>

# Highlights of the Year

## September 2015

### Convocation for New Students 2015/16

HSMC welcomed over 1,200 freshmen and exchange students at the Convocation Ceremony held on 1 September 2015, which marked the beginning of a new academic year. To build up College culture, it was the first time the freshmen had been provided College gowns for attending the remarkable event.



### HSMC Jockey Club Residential Colleges (RCs)

The construction of RCs, comprising three residential blocks and four RCs, was completed in September 2015. The RCs aim to provide an ideal integrated living and learning community for students to learn, engage in self-enhancement, develop inter-personal networks, and nurture themselves with a sense of commitment and self-discipline, which echoes the College's "Liberal + Professional" education model.

## October 2015

### President's Reception for Parents, Teachers and Students

To enhance parents' understanding of the College and student life, the third President's Reception for Parents, Teachers and Students was held on 10 October 2015. During the Reception, President Ho introduced HSMC's unique "Liberal + Professional" education model and its recent development to over 300 parents, students and guests, followed by students' sharing of their international exchange and internship experience. Parallel sharing sessions with professors and guided campus tours were also arranged to allow participants to learn more about the College's rapid growth and expansion.



## October 2015

### Inaugural High Table Dinner

To celebrate the completion of RCs and kick start RC life in the new academic year, an Inaugural High Table Dinner of RCs and the Old Hall was organised on 28 October 2015, which provided an opportunity for student residents, Masters, Associate Masters and Tutors to get to know each other, establish the RC culture of dining together and getting exposure to different perspectives and life experiences of invited guest speakers and develop a sense of belonging to the RCs. The Guest of Honour for the occasion was Ms Rose Lee, Chairman of the Board of Governors, who delivered a speech to encourage participants to appreciate the different challenges in life and to press on with perseverance and a sense of commitment to serve the society, and share her experience on establishing personal and professional goals.



## November 2015



### HSMC Information Day 2015/16

The HSMC Information Day 2015/16, one of the many significant annual events of the College, was held on 21 November 2015. The event attracted over 1,000 students, parents and secondary school career teachers to participate in a variety of activities, including exhibitions of academic programmes offered by the College, seminars on study paths and career choices, campus tours and game booths which showcased the varied and colourful life of students on campus and in the RCs and information on student support, such as scholarships, exchange and internship opportunities, career guidance and counselling.



**December 2015**



### **HSMC Graduation Ceremony 2015**

The HSMC Graduation Ceremony 2015 was held on 3 December 2015, in which 528 bachelor's degrees and 102 associate degrees were conferred. It was a happy gathering of graduates, their families, as well as friends and supporters of the College. At the same Ceremony, the College presented its first batch of HSMC Teaching Excellence Awards to a total of seven outstanding teachers to recognise their excellent performance and passion in teaching which had made an impact on students and a contribution to the development of teaching.

### **Junzi Corporation Award Presentation Ceremony 2015**

The Junzi Corporation Survey was an annual event conducted by the Department of Marketing to gauge the genuine perception of the general public towards business ethics of corporations in Hong Kong, based on Junzi's Confucian concepts and its five virtues, namely "Ren"(仁), "Yi"(義), "Li"(禮), "Zhi"(智) and "Xin"(信). 24 enterprises were recognised this year in an Award Presentation Ceremony on 7 December 2015.



### **BEAM Plus Platinum Rating Awarded to Two HSMC Buildings**

After the S H Ho Academic Building, the Sports and Amenities Centre and the Lee Quo Wei Academic Building were also awarded Final Platinum Rating of BEAM Plus for New Buildings V1.1 by the Hong Kong Green Building Council in December 2015 and July 2016, respectively. With the College selected as a "Finalist" for the Green Building Awards 2016 under the New Buildings Category (Completed Project - Institutional Building), the selection further demonstrated the tremendous efforts the College had taken on sustainability and its pioneering role in developing a green campus among self-financing tertiary institutions.

January 2016



### **Academic Planning Retreat 2016 and Staff Retreat for Heads and Senior Staff of Administrative Offices**

The annual Academic Planning Retreat, held on 11 January 2016, was an important institutional planning event which gathered not only members of the senior management team, Deans and Heads, but also academic staff members who volunteered to join as well as Board and Council members. This year's theme was "Don't just make it better, make it different." In the same month, the Staff Retreat for Heads and Senior Staff of Administrative Offices, was also held at the same venue, Courtyard by Marriot, with the theme "Communication – Key to Team Success", on 22 January 2016. At both Retreats, there were effective and fruitful discussions, sharing of new ideas and team building activities.



### **HSMC Banking Certificate Programme**

The first HSMC Banking Certificate Programme was jointly launched by the newly established Executive Development Centre and School of Business from January to March 2016. Senior professionals from the banking and finance industry were invited to deliver a series of workshops, with assistance and facilitation from the School of Business's professors. The programme provided invaluable opportunities for students to gain insights from financial experts' sharing of work experiences and professional knowledge. After successful completion of seven modules in three months, 50 students were presented certificates at the Closing Ceremony on 28 April 2016.

## March 2016



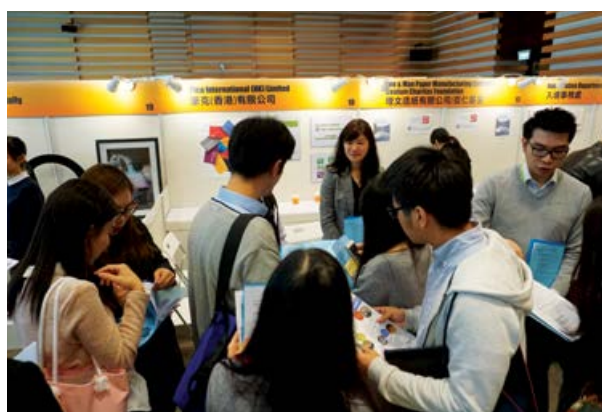
### HSMC 2016 Founders' Day Youth Development Forum & 2016 Founders' Day Reception

Celebrating HSMC's anniversary, the "HSMC 2016 Founders' Day Youth Development Forum" and the "HSMC 2016 Founders' Day Reception" were held on 16 March 2016. Mr Lau Ming Wai, Chairman of the Commission on Youth, was invited to share his views on "Transformation: Youth Development Opportunities & Competitiveness" at the Forum, which attracted around 400 participants. After that, over 250 guests including members of the Board of Governors and College Council, alumni, staff members and students participated in the "Founders' Day Reception", in which the "President's Awards for Outstanding Students" and "President's Commendations" were presented to graduates and students with outstanding performances.



### HSMC Careers Fair 2016

The HSMC Careers Fair 2016 featured a record-breaking 1,000 job vacancies offered by 55 employers in various industries. The two-day annual event, held on 8 March and 9 March 2016, attracted over 2,000 students who were enthusiastic in meeting with prospective employers and learning more about the potential career opportunities through participating in the career and recruitment talks and the onsite career consultations.





## March 2016

### Scholarship and Award Presentation Ceremony 2016

To recognise students' outstanding performances in both academic and non-academic pursuits in 2014/15, over 830 scholarships and awards were presented to more than 500 students, with a total amount of HK\$ 5.4 million, in the annual Scholarship and Award Presentation Ceremony on 19 March 2016.



## April 2016



### Triple Gold Award for Web Accessibility

The website of HSMC was awarded the Gold Award (Website stream) in the "Web Accessibility Recognition Scheme 2016", jointly organised by the Office of Government Chief Information Officer and the Equal Opportunities Commission. This was the third consecutive Gold Award for HSMC and the "Triple Gold Award" was presented to the College.

## July 2016

### HSMC Summer Academy 2016

An exciting summer programme was organised for over 100 senior secondary school students at the College's RCs during the first HSMC Summer Academy held on 2 July and 3 July 2016, with the aim of introducing HSMC and its academic programmes to senior secondary school students, so that they would be able to discover their interests in various disciplines and have a better understanding of College life.



# Academic and Scholarly Activities

## Successful Acquisition of Programme Area Accreditation (PAA) Status

In 2015/16, HSMC was granted PAA status for two Areas of Study and Training, “Business and Management” and “Languages and Related Studies” at Qualification Framework (QF) Level 5 under the new 14-area of study framework by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) with a validity period of five years starting from the 2016/17 academic year. The College may offer new bachelor’s degree programmes within the approved programme areas through the College’s own quality assurance process without undergoing the Learning Programme Accreditation process of HKCAAVQ.



## Successful Acquisition of Institutional Evaluation (IE) Status at QF Level 6 and Accreditation of the First Postgraduate Programme

HSMC successfully obtained an IE status at QF Level 6 from HKCAAVQ which allowed the College to offer postgraduate programmes at QF Level 6. During the year, the College’s first postgraduate programme, Master of Arts in Translation (Business and Legal), was successfully accredited and launched in September 2016.



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

Apart from the successful re-accreditation of an existing programme, Bachelor of Journalism and Communication (Honours), HSMC continued to develop three new undergraduate programmes, namely Bachelor of Arts (Honours) in Applied and Human-Centred Computing, Bachelor of Social Sciences (Honours) in Asian Studies and Bachelor of Arts (Honours) in Convergent Media and Communication Technology, which were all successfully accredited for introduction in September 2016.



## Projects Funded in the 2016/17 Competitive Research Funding Schemes by Research Grants Council (RGC)

Under the Competitive Research Funding Schemes offered by the RGC for 13 local self-financing institutions, HSMC has secured a total funding of HK\$19.8 million, for 13 projects under the Faculty Development Scheme, five projects under the Inter-Institutional Development Scheme and one project under the Institutional Development Scheme in the 2016/17 competitive research funding exercise. These projects would commence in January 2017.

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## Funding Rewards in the Quality Enhancement Support Scheme (QESS) by the Education Bureau

In 2015/16, the College, as the Principal Applicant, secured substantial funding support of HK\$20.4 million under QESS, for developing an inter-institutional online career platform entitled “Joint-Institution Network for Student Success” (JINESS), with four other local self-financing institutions, namely Caritas Institute of Higher Education, Centennial College, Chu Hai College of Higher Education and Tung Wah College. The Network aims to develop a “one-stop platform” for both students and employers in offering solutions to searching career opportunities and recruiting talents. Students of other non-participating self-financing institutions will also be granted access to services through individual registration via the online platform.

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## Set-up of the Research Institute for Business

With a funding support of HK\$13.4 million under the RGC Institutional Development Scheme last year, the College’s Research Institute for Business was established in January 2016. The Institute aims to provide support to and coordinate research efforts in business research so as to advance the understanding of business practices with a focus on local relevance. The Institute also targets to enhance the College’s research capability in business.

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## Launch of Executive Training Courses

The Executive Development Centre was established to work in collaboration with Schools, Departments and academics in the development and provision of executive training programmes for working professionals in various industries. During the year, the Centre has organised a banking certificate programme, a credit risk management course as well as different training courses and career seminars.





## Establishment of the Centre for Teaching and Learning

The Centre for Teaching and Learning was established to foster excellence and innovation in teaching and learning, to better coordinate the College's common core curriculum and to promote and support the effective use of technology in teaching and learning, including the development of Massive Open Online Courses (MOOC).

During the year, the Centre was very active in organising various activities to enhance teaching and learning, including the HSMC e-Learning Teacher Pioneer Programme, the Innovation Project Competition, the HSMC Teaching Excellence Awards Sharing Series and the General Education Salon Series.



## Seminar and Lecture by Professor Ei-ichi Negishi, Nobel Laureate in Chemistry 2010 (October 2015)

Professor Ei-ichi Negishi, Nobel Laureate in Chemistry 2010, was invited to deliver a public talk on "Knowledge of Science in Socio-Environmental Issues for Sustainability" on 29 October 2015, with an aim to raise public awareness of the importance of green chemistry, recycling of CO<sub>2</sub>, assessment and safety in sustainable developments for the well beings of the community.

Professor Negishi also gave a lecture to HSMC students on the next day, to share his experience in learning Chemistry and encouraged them to steer the world towards sustainable development in the areas of economics, environmental protection and social benefits, so as to create a healthy living environment.



### Launch of the “HSMC Teaching Excellence Awards” (December 2015)

To recognise and reward distinguished teachers who demonstrate outstanding performance, a passion in teaching and dedication to continuous improvement in pedagogy, the “HSMC Teaching Excellence Awards” was first introduced in 2014/15. A total of seven academic staff members were selected to receive the Awards at the Graduation Ceremony held in December 2015 and a series of teaching experience sharing sessions was organised for the Award recipients to share their teaching insights with colleagues.



### HSMC President Forum: “Leadership – Elite Leadership and Liberal Education” (January 2016)

Following the success of the first HSMC President Forum held on 31 July 2015, the second HSMC President Forum was held on 19 January 2016 with around 200 participants from various sectors. The second forum featured presentations by both President Ho and Dr Michael Lindsay, President of Gordon College of the US, on “Leadership – Elite Leadership and Liberal Education”, followed by an active exchange of views and ideas with the audience. Both Presidents shared common education ideals and insights that liberal education plays an important part in nurturing students to become future leaders with a good balance of perspectives and judgement based on ethics and personal integrity.



### “Symposia in Data Science” (January 2016)

“The Symposia in Data Science”, organised by the Department of Mathematics and Statistics on 20 January and 28 January 2016, were fully funded by the RGC under its Inter-Institutional Development Scheme. The symposia aimed at providing a platform for knowledge exchange among scholars and professionals from different institutions and the industry all around the world and promoting the importance and applications of data science in the insurance and medical industries to the participants.



### Sin Wai Kin Honorary Professor of Chinese Culture and Translation – “John Minford on Culture and Translation Series” (February to March 2016)

The School of Translation hosted a series of public lectures and graduate-level classes by Professor John Minford, the world-renowned sinologist and literary translator, from mid-February to mid-March 2016. The series included a talk on “Culture and Translation”, four public lectures on “Four British Translators of the Past Two Centuries” and two graduate-level classes in the translation of *The Letters of Fu Lei to his Sons* and *The Story of the Stone*.



### “The First Undergraduate Conference on Language, Linguistics and Literature” (May 2016)

The Department of English held “The First Undergraduate Conference on Language, Linguistics and Literature” on 23 May and 24 May 2016. All Year-4 students of the Bachelor of Arts in English (Honours) programme participated in the Conference and presented research reports of their senior-year projects.



### “HSMC Summer Academy 2016” (July 2016)

“HSMC Summer Academy 2016”, the College’s first summer taster programme, was organised on 2 July and 3 July 2016 for nearly 200 Secondary 4-5 students. A total of 179 applications from 50 secondary schools were received and through the two-day experiential programme, 12 academic activity sessions on four different themes, including Business & Social Responsibility, Computing & Decision Sciences, Media, Communication & Culture and Language & Culture, arranged by Schools and Departments, the Academy enabled participants to deepen their understanding about the College, its academic programmes and College life.





### **“International Conference on Sustainable Development in Higher Education” (July 2016)**

With funding support from the RGC under its Inter-Institutional Development Scheme, the Centre for Corporate Sustainability and Innovations organised the “International Conference on Sustainable Development in Higher Education” on 5 July and 6 July 2016. Its major objective was to provide a platform for sharing of the professional knowledge and research findings on sustainable development and related themes with the industry and the community. Throughout the two-day conference, 20 panellists around the globe with practitioners, students and stakeholders gathered to discuss common challenges and demonstrated their best practices.



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### **“The First Symposium on Asian Studies: The Future of Asian Studies” (July 2016)**

The Department of Social Science held “The First Symposium on Asian Studies” on 12 July 2016. Two distinguished speakers, Professor Lui Tai Lok of The Education University of Hong Kong and Professor Ngo Tak Wing of The University of Macau, were invited to share their thoughts on the future of Asian studies with the audience.



# Student Activities and Achievements







1. Peer Mentor Scheme - Graduation Gathering
2. First Project of HSMC Wu Zhi Qiao to Gansu Macha Village
3. Career Leap Club - Networking Lunch with Employers
4. Inaugural High Table Dinner
5. Closing Ceremony of ICAC Ambassador Programme 2015/16
6. HSMC Careers Fair 2016
7. Dialogue with Mr Lau Ming Wai, Chairman of the Commission on Youth
8. Study Tour to Washington DC on the 2016 US presidential election and the Congress
9. Student Ambassadors at the Naming Ceremony of Lam Tai Fai Clock Tower
10. HSMC Volunteer Team - Rehab Power Day 2015
11. Mental Health Exhibition
12. Student Ambassadors Training Camp

### “Self-financing Post-secondary Scholarship Scheme (SPSS)”

In 2015/16, a total of 228 HSMC students were awarded scholarships in the SPSS under five categories, namely Outstanding Performance Scholarship, Best Progress Award, Talent Development Scholarship, Reaching Out Award and Endeavour Scholarship, with amounts ranging from HK\$10,000 to HK\$80,000. The scholarships totalled HK\$4.66 million. HSMC student representatives attended the Joint Scholarship Presentation Ceremony 2016 on 19 April 2016.



### “ACCA Hong Kong Business Competition 2015”



Four Year-4 students from the BBA-Accounting programme, including Chong Oi Shan, Claudia, Lam Man Ting, Christie, Leung Chin Wai, Bernini and Yu Hoi Lam, Bonnie, won the First Runner-up award, the “Best Proposal” and the “Most Creative Team” in the “ACCA Hong Kong Business Competition 2015”. Their winning proposal was “Baau Zin Dap”, which featured foot massage, manicure and pedicure for the elderly and the disabled, and the proposal was inspired by one of the team members who once helped her diabetic grandmother clip her nails.

### “Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) Student Day 2016 Competition”

A five-member team of the BBA-SCM programme consisting of Chan Ka Yan, Jessica (Year 4), Chui Hoi Man, GiGi (Year 4), Lau Tak Sing, Jimmy (Year 3), Ng Sing Chun, John (Year 4) and Shek Tin Pui, Oscar (Year 3) won the First Runner-up award of the “Student Day 2016 Competition” hosted by CILTHK in March 2016. Nine participating teams from various tertiary institutions in Hong Kong and Macau were given cases of logistic and transport issues and required to deliver their analysis and presentation.



### “AIA CSR Reports Contest” and “AIA Business Sustainability & Risk Management Case Analysis Competition”



A BBA-Accounting team consisting of five Year-4 students, including Lau Hoi Yee, Apple, Lee Ho Yin, Andrew, Lee Ting Ho, Kavin, Li Chung Lam, Louis and Wong Ming Ho, Louis won the “First Runner-up in CSR Report” in the “AIA CSR Reports Contest”. A total of 20 teams from various tertiary institutions in Hong Kong, Macau and Mainland China participated in the competition. The award was presented on 17 April 2016, the same day the “AIA Business Sustainability & Risk Management Case Analysis Competition” took place, in which a team of two BBA Year-2 students comprising Kan Shing Yui, Simon and Kwan Chi Kin was awarded “Outstanding Team” among 32 local, Macau and Mainland China participants.



### "EY Young Tax Professional of the Year 2016"

Wat Kwok Yin, Connie (BBA-Accounting, Year 4) was awarded "My Favourite Presenter" and shortlisted as one of the eight finalists in the "Hong Kong Young Tax Professional of the Year 2016 Competition". The other seven finalists came from The City University of Hong Kong, Hong Kong Polytechnic University, Hong Kong Shue Yan University, Hong Kong University of Science and Technology, Lingnan University and The University of Hong Kong. Among the 32 participants entering the pre-final round of the debate session, 12 came from the College's Department of Accountancy.



### 2015/16 "MPF 360 Marketing Challenge" for Students of Tertiary Institutions



Five BJC Year-2 students, Kwong Tung Fai, Jason, Lam Ka Man, Carmen, Lau Wing Sum, Micky, Leung Ho Wai, Oscar and Lo Oi Man, Joanne, won the championship in the 2015/16 "MPF 360 Marketing Challenge" for Students of Tertiary Institutions organised by the Mandatory Provident Fund Schemes Authority. Through the on-campus roving activities, the briefing session and the "MPF 360 Marketing Challenge", the champion team impressed the judging panel with a good response on the social media platform and the creativity of on-campus activities.

### "HSBC Hong Kong Scholarship Awards Programme"

Ms Lau Yuen Yan, a BJC Year-4 student (far left), and Ms Wong Tung Yi, Chris, a BBA Year-3 student (2<sup>nd</sup> right), received the prestigious HSBC Hong Kong Scholarship Awards with a total amount of HK\$100,000 at the "HSBC Scholars Day 2016" on 13 June 2016. The two elite students will join the HSBC Scholars network which gathers past HSBC scholarship recipients through a number of networking events and community service activities which provide them the opportunities to realise their dreams.



# Sports Achievements

Events	Team/students
2015 HSMC Volleyball Invitation Game (October 2015)	HSMC Women's Volleyball Team - Second Runner-up
7 <sup>th</sup> Chinese Cultural Association Cup Open Division Basketball Competition (December 2015)	HSMC Men's Basketball Team - First Runner-up
Standard Chartered - Tertiary Rugby Invitational Sevens Tournament 2016 (January 2016)	HSMC Rugby Team - First Runner-up
Citizen Athletics Association Cup Basketball Competition (January 2016)	HSMC Women's Basketball Team - Third Runner-up
Chong Gene Hang College Fencing Invitational Competition 2016 (February 2016)	Men's Épée Competition CHEUNG Chun Yan (BBA, Year 4) - Second Runner-up; LO Ngon Wai (BBA, Year 4) - Second Runner-up
	Women's Foil Competition LAU Hiu Man (BBA, Year 2) - Championship
Tung Wah College 5 <sup>th</sup> Anniversary Basketball (3 on 3) Invitation Game (February 2016)	HSMC Team A - Championship; HSMC Team B - First Runner-up
Tung Wah College 5 <sup>th</sup> Anniversary Dodgeball Invitation Game (February 2016)	HSMC Dodgeball Team - Championship
2016 Duathlon Series - Race 2 (March 2016)	CHENG Wang Hin (BBA, Year 4) - Third Runner-up
	CHEUNG Tsz Kit (BBA, Year 4) - Third Runner-up
Byjoss Team Tournament 2016 - Season One Open Group (March 2016)	Men's Foil Competition CHUNG Po Keung (BBA, Year 2) - Championship
Union Fencing Club 20 <sup>th</sup> Fencing Invitation Tournament Constitution (April 2016)	Men's Épée Group F TO Ka Chun (BBA, Year 4) - Second Runner-up; WAI Chi Fung (BSc-DSBI, Year 3) - Second Runner-up
	Ladies Épée Group F CHAN Ka Yuet (BBA-MKT, Year 4) - Second Runner-up; CHIU Sin Tung (BBA-CG, Year 2) - Second Runner-up
HSMC Sports Invitation Game 2016 - Badminton (July 2016)	Men's Singles LI Siu Ho (BSc-DSBI, Year 3) - Championship
	Men's Doubles HUI Chi Hang, Jonathan (BBA-CG, Year 3) and LI Siu Ho (BSc-DSBI, Year 3) - Championship; LEE Ting Fung (BJC, Year 3) and TSANG Wai Lun, Felix (BBA-FA, Year 2) - Second Runner-up
	Women's Singles HUI Ho Ki (BBA-FA, Year 3) - Championship
Ma Tsing Sports Basketball League (July - August 2016)	HSMC Men's Basketball Team - Second Runner-up
	Men's Basketball LEE Chun Wai (BSc-DSBI, Year 3) - Assists Leader HO Long Yin (BBA-SCM, Year 4) - Scoring Leader
HSMC Sports Invitation Game 2016 - Volleyball (August 2016)	HSMC Women's Volleyball Team - Second Runner-up







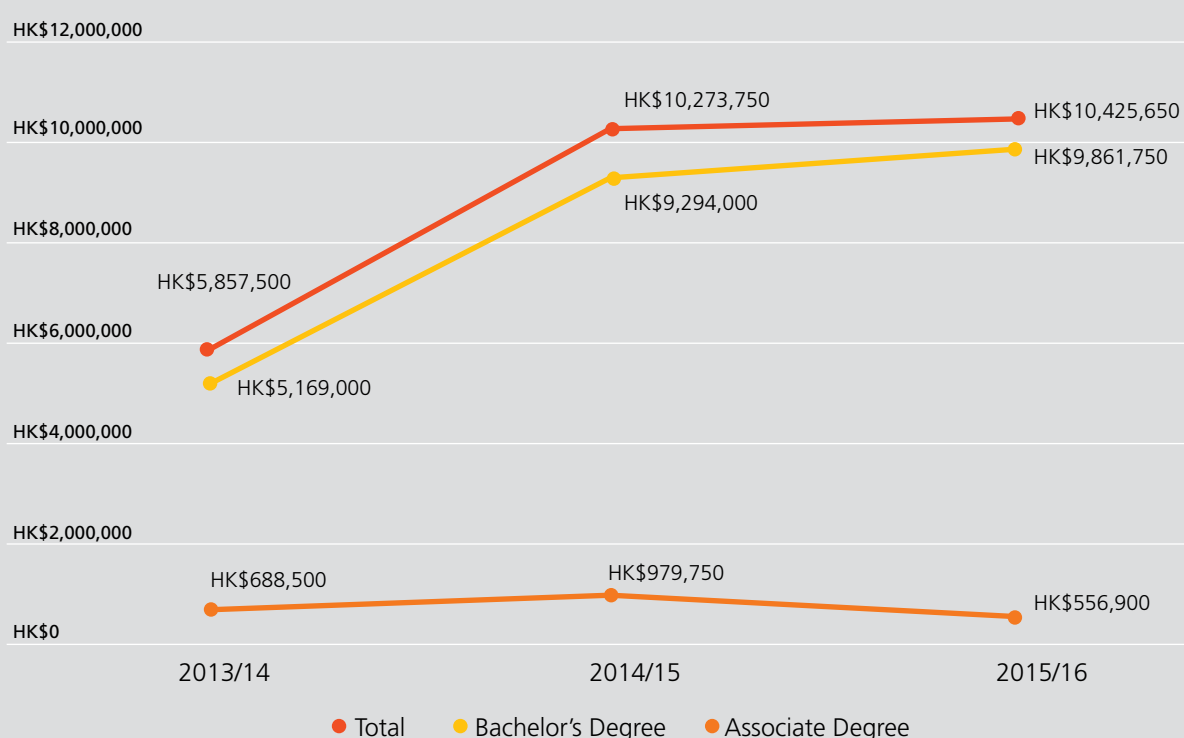
# Scholarships

HSMC offers various scholarships and awards to its students in recognition of their excellent performance in both academic and non-academic pursuits. With the generous and continuous support from donors and the Government together with the expanding student population, the College will continue to increase the number of scholarships and awards so as to attract students of high calibre to pursue their studies at HSMC and encourage current students to do their best.

In 2015/16, a record number of 725 scholarships and awards were presented to students, which comprised scholarships and awards presented by the College and from the Self-financing Post-secondary Scholarship Scheme (SPSS) awarded by the Government.



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



# Internships

Internship schemes provide valuable and authentic work experience to students. With the mission to provide career guidance to students and increase their employability, the Career Planning and Development Team of the Student Affairs Office (SAO), through its strong connection with the employment sector, solicits a wide array of internship opportunities from corporations, NGOs, governmental bodies, educational institutions and others. Apart from the local employment sector, more and more internship opportunities in Mainland China and foreign countries have been created in recent years to enhance students' global perspectives and their cross-cultural exposure.

In 2015/16, HSMC solicited over 870 internship opportunities from more than 400 companies and other organisations. With a total number of 879 internship places secured, 619 and 211 students gained valuable work experiences in Hong Kong and the Mainland respectively, and 49 students attained their internship experiences in Australia, Germany, Malaysia, Singapore, Thailand, the US and the UK.

All internships were precious opportunities for students to gain hands-on work experience and explore further on their career development. Some of them share below what they have learned from their internship experience:

**CHU Yin Ting, Tiffany (BTB, Year 3)**  
**Legislative Council Secretariat, Hong Kong**

"The six-week Legislative Council (LegCo) Secretariat Internship enriched my summer holiday. I was excited to work in the Council's Business Division 3 and its Translation & Interpretation Division. Throughout the internship, I gained not only better understanding of the constitutional role of the LegCo, but also real work experiences, such as assisting in preparation of Bills and the Hansard. The internship definitely helped develop my professional and meticulous working attitude and served as a stepping stone in planning for a diversified career."



**HO Man Wai, Jody (BJC, Year 3)**  
**Australian Broadcasting Corporation (ABC),  
Melbourne, Australia**

"Working for a major broadcasting corporation (ABC) in Australia was a precious experience and the amazing staff I had met added even more sprinkles of sweetness. I had the opportunity to try a whole range of tasks, from translation to street interviews to video shooting, and learn about the different approaches each task required.

As an international intern, being shy was never an option. I was proactive in trying to talk with my colleagues who were very friendly and I gained many invaluable insights from them. The internship at ABC was certainly a remarkable one and I could not have asked for more!"

**LAM Wing Kit, Ricky (BBA - B&F, Year 3) (Right)**  
Bank of China Limited (Sydney Branch), Australia

"I observed and learnt a lot in this remarkable internship, such as getting more understanding about the Australian financial regulators and the economic situation in Australia. It was my pleasure to attend the training in the latest tax regime on capital gains with the local staff. After such a fruitful internship, I had a clearer picture about my personality and how I can better brush up my industry knowledge."



**MA Hong Yi, Connie (BBA - Management, Year 2) (2<sup>nd</sup> Left)**  
Federation University, Australia

"The internship in Federation University, Australia was a memorable one! As an intern, I was the project handler and event assistant in the Campus Life Unit of the University. My problem-solving skills and communication skills were strengthened. I really appreciate the people who had helped, encouraged and supported me to take up this internship. I am happy that I seized the opportunity and stepped out of my comfort zone!"

**TAM Ka Man, Kay (BJC, Year 4) (2<sup>nd</sup> right)**  
Pacific BMW, Los Angeles, the US

"During the four-month internship with the Pacific BMW in LA, I was able to observe the dealership operations from the back office to the front line, working for a range of departments. Working in the Accounts Team before moving to sales, after-sales, customer service and parts helped me realise that every step a department takes would have some influence on other departments. This internship helped me set my career goals. I also enjoyed learning about the American working culture, which was fun and efficient. This internship was an important milestone in my university life."



**WONG Lai Tung, Julia (BBA - Accounting, Year 3)**  
Hong Kong Economic and Trade Office in Berlin, Germany

"My understanding of the politics in European countries increased because of this internship during which I had to prepare daily news reports and presentation materials and undertake research related to the office. Not only my analytical and organisational skills but also my language and communication skills were improved. I am glad to have made the choice to go abroad for this exciting and rewarding internship!"



**YU Wing Shan, Cindy (BBA - Accounting, Year 4)**  
KPMG LLP, Singapore

"I completed a four-month internship in the Auditing Department of KPMG Singapore in early 2016. I got to learn about a whole range of skills such as final testing, consolidation, stocktaking and statutory audit. My internship strengthened my accounting and auditing knowledge and allowed me to put what I had learnt in class into practice. Moreover, I improved my problem-solving and communication skills, as I had to prepare for and handle tasks myself as well as to meet with clients."

With the SAO's support in pre-internship guidance, for example, the Pre-Departure Training Sessions, students generally had a quick adaptation to their workplace environments. Their devotion to learn, a great sense of responsibility and excellent attitudes were commended by their supervisors. What we heard from the employers:

**Liaoning Liaison Unit, the Government of HKSAR**

"Eve and Angus were cheerful, enthusiastic and they demonstrated strong willingness to learn during the internship. They provided support and assistance in organising a series of events under the 'Savouring Hong Kong and Liaoning 2016' programme, which received a lot of positive feedback from our co-organisers and local governments. We are very satisfied with HSMC students' attitudes and work performances."

**Student Experience, Taylor's University, Malaysia**

"The three students from HSMC are very good, well-mannered, helpful and motivated who have influenced us. We are grateful to have such good and well-mannered students and we look forward to having more HSMC students who wish to work as interns in our University. We wish them all the best and success in their future endeavors."

**Radio, Special Broadcasting Service, Australia**

"Janet is a diligent worker with a can-do attitude. She is polite and has a great character to work in a team."

**Campus Life, Federation University, Australia**

"Connie has been a pleasure to host. She has willingly participated in all her activities and projects. Fantastic job, Connie!"



# Global Connections and Exchange Programmes





To embrace internationalisation, the College has been active in engaging in a wide spectrum of activities including building new relationships and consolidating old ones with international tertiary institutions, promoting exchange programmes with students and Departments alike, as well as implementing exchange programmes to promote cultural diversity on campus.

## Global Partnerships

In 2015/16, the number of overseas partner institutions reached 45 with new partners in different countries including the University of Applied Science bfi Vienna (Austria), ICHEC Brussels Management School (Belgium), Shanghai Jiao Tong University (China), École de Management de Normandie (France), Osaka International University (Japan), the University of Niigata Prefecture (Japan), Riga Technical University (Latvia), Amsterdam University of Applied Sciences (the Netherlands), Chung-Ang University (South Korea), Sangmyung University (South Korea), Linnaeus University (Sweden), Asia University (Taiwan), Feng Chia University (Taiwan), Yuan Ze University (Taiwan) and Whittier College (the US).



HSMC Global Partners

## Visits from Overseas Institutions

HSMC was delighted to have received delegations from Canada, Finland, France, Latvia, South Korea, Taiwan, and the US. Visitors were impressed with the developments of the College and were keen to foster further collaborations with us.



Delegation from Whittier College (the US)



Delegation from Riga Technical University (Latvia)

## Summer Abroad – Rewarding Indeed!

During summer 2016, HSMC made cross-cultural learning opportunities possible for students to explore the world. New initiatives under the national exchange scheme provided various opportunities for students to enhance their Putonghua skills and attain artistic experiences in the summer exchange programmes and the museum appreciation camp at Capital Normal University in Beijing and Shanghai Jiao Tong University. At the same time, through short-term exchange programmes with international institutions including Asia University, Chung Yuan Christian University, Fu Jen Catholic University and National Taipei University, students learned about different cultures and life styles by interacting with peers from all around the globe. In addition, some students were nominated to join a study tour in Washington DC, with a focus on learning more about the 2016 US presidential election and the US Congress.



HSMC students attending summer classes at Capital Normal University.



A reciprocal service-learning trip with Asia University in Hong Kong and Taichung.

## Exchange Programmes

The College received its first batch of exchange students from Germany and the Netherlands in 2015/16, along with students from Canada, Finland, France, Mainland China, South Korea and the US. Besides taking part in cultural integration activities, exchange students were active on campus, engaging in many College activities. Meanwhile, HSMC students headed to Canada, Finland, France, Mainland China, South Korea and the US for exchange studies and were thankful for the valuable opportunities to broaden their horizons and gain global competences.



Exchange students paid a visit to the Peak.



Exchange students joined President Ho to pan-fry traditional Chinese New Year cakes.



## What Inbound Students Say...

### **Clementine CHARDON (right)**

Institut de Management et de Communication  
Interculturels, France

"I made some good friends and liked my classes. It has been a good experience overall. I liked the activities planned for the exchange students. Thank you!"



### **Roni EERIKAINEN (4<sup>th</sup> right, back row)**

Laurea University of Applied Sciences, Finland

"Everyone was enthusiastic, the buddies, SAO staff, basketball team members and others. It was very interesting to see different teaching methods and the exchange was definitely an asset for my future studies and professional career! Cheers to everyone who made my exchange experience unforgettable!"

### **Lukas GUENNER (4<sup>th</sup> right)**

HSBA Hamburg School of Business Administration,  
Germany

"It was a really cool time! The exchange for me was worth the while. I made new friends and got to know the Chinese culture. From Hong Kong, it's really easy to travel to other places in Asia which is really nice."





## What Outbound Students Say...



**CHAN Kwan Ming (BBA, Year 3) (far right)**  
Lipscomb University, the US

"No doubt that I enjoyed every single day spent in the United States. It was a right decision that outweighed all those troublesome paperwork and visa application and a risk of deferral. It is my American dream comes true. I expected a lot before I set off on this journey, and I am glad that it was so good. It was truly a satisfying experience."

**CHIU Hoi Yan (BTB, Year 3) (left)**  
Haaga-Helia University of Applied Sciences, Finland

"I enjoyed the exchange experience very much. This exchange programme allowed me to stay and visit all the fascinating places in Finland, and enjoy the most pristine environment. In addition, I became a more independent person with better self-management skills. I learned to cook various cuisines, clean the apartment, and most importantly to better organise my study schedule. I also obtained a higher proficiency in English."



**YUEN Nok Hei (BJC, Year 2)**  
Concordia University, Canada

"Enjoying the exchange or not, it depends on you! Exploring a country's culture personally is often far better than reading about it from books. I am really glad that I had such a valuable opportunity to join the exchange programme to Canada. Not only had I experienced a different learning environment, I also met many friends from different countries like Iran, Colombia and Singapore. After this trip, I found that my attitude and perception towards the world have changed. Also, through this experience, I confronted my weaknesses and learned how to tackle them."



# Institutional Advancement and Alumni Activities





## Roundtable Discussion on Youth Innovation and Entrepreneurship

HSMC organised a roundtable discussion on youth innovation and entrepreneurship on 10 September 2015 with guests including entrepreneurship centre directors from local universities, representatives from Hong Kong Science and Technology Parks Corporation, and some alumni entrepreneurs.

During the sharing session, participants had an in-depth discussion on issues relating to market, resources sharing and the College's positioning in entrepreneurial education. The roundtable discussion has achieved fruitful results as a platform to gather collective wisdom and experience conducive to the further development of self-financing higher education.



## Naming Ceremony of Alice Lam Lecture Theatre



A lecture theatre in Block N was named Alice Lam Lecture Theatre in grateful recognition to the generous donation by Dr Alice Lam and her continued support in advancing the sustainable development of the College.

The Naming Ceremony was held on 9 October 2015 with over 120 guests including family members and friends of Dr Lam, Board and Council members, HSMC staff members, students and alumni attending to witness the memorable moment.

## Dialogue with Mr Lau Ming Wai

Mr Lau Ming Wai, Chairman of Commission on Youth (CoY), visited HSMC and had a fruitful dialogue with over 30 students from various disciplines on 15 October 2015.

The participating students had enthusiastic discussions with Mr Lau covering a wide range of subjects including language learning, relationships with peers and international exchange experiences. The dialogue was filled with humour and energy, and students were inspired by the free flow of ideas and stimulating learning experience.



## "Chinachem Walkathon 2015"

For three years in a row since 2013, HSMC rendered its support to join the meaningful eco-tour "Chinachem Walkathon 2015" which was held at the Main Dam of Plover Cove Reservoir on 8 November 2015.

Echoing the College's sustainability initiatives and setting a new record of participation, over 150 members of the HSMC community joined the event which aimed at supporting World Green Organisation and promoting energy saving in local secondary schools.





## Generous Support from Karrie International Holdings Limited (Karrie International) for Academic, Teaching and Research Advancement

On 16 November 2015, HSMC warmly welcomed Dr Ho Cheuk Fai, Chairman and CEO of Karrie International, and was grateful to receive its generous donation in support of the College's academic, teaching and research advancement.



## Naming Ceremony of Lam Tai Fai Clock Tower

HSMC celebrated the naming of the clock tower in the HSMC Plaza as Lam Tai Fai Clock Tower on 12 January 2016 in grateful recognition of the generous donation by Dr the Hon. Lam Tai Fai with over 180 guests in attendance to bear witness to this memorable occasion. Dr Moses Cheng, Chairman of the College Council, paid tribute to Dr the Hon. Lam Tai Fai for his exemplary role as a business leader and his continuous contributions to education.



## Second Annual General Meeting and Dinner Reception of HSMC and HSSC Alumni Association



HSMC and HSSC Alumni Association Limited held its second Annual General Meeting (AGM) and dinner reception on 25 September 2015 with over 50 alumni and guests attending.

At the AGM, members voted and elected 15 Executive Committee (ExCo) Members for the new term of 2015-17. With the joint efforts of alumni as a whole, members from the HSMC/HSSC family will continue to support their alma mater and contribute to the College's continuous development on the path to become a top-quality leading non-profit private university.

The Hon. Lam Woon Kwong was invited to give the audience an enlightening sharing on "Creativity" after the AGM. Alumni from different eras exchanged Mid-Autumn Festival greetings and shared a heartwarming dinner as night fell.

## Alumni Homecoming 2016





## Pun Choi Reunion

A heartwarming “pun choi” reunion was held at the College Hall on 23 January 2016. Over 200 alumni, staff members and current students participated in the “pun choi” dinner after learning more about the latest development of the College through a guided tour of campus facilities.



The first-ever Alumni Homecoming 2016 was successfully held on campus on 16 July and 17 July 2016. Over 80 participants, including alumni, their family members and friends, staff members and students, gathered together for an enjoyable weekend and took part in a variety of activities including yoga class, pioneering-ballista building and sports activities.

# Feature Stories

## Research Rewards in Research Grants Council's Competitive Research Funding Schemes

HSMC is committed to excellence in research, which aims at generating applicable knowledge that contributes to teaching enhancement and the advancement of society.

In the 2016/17 Research Grants Council's Competitive Research Funding Schemes for the Local Self-financing Degree Sector (the Schemes), the College received a total funding of HK\$19.8 million for 19 projects, out of a total approved amount of HK\$83 million for 66 projects of 13 local self-financing degree-granting institutions. The funding was granted to 13 projects under the Faculty Development Scheme (FDS), five projects under the Inter-Institutional Development Scheme (IIDS) and one project under the Institutional Development Scheme (IDS).

HSMC received the highest amount of the three-year cumulative funding and the highest number of funded research projects among all the local self-financing degree-granting institutions since 2014/15. These encouraging results are a testimony to HSMC academic staff members' full commitment to research excellence.

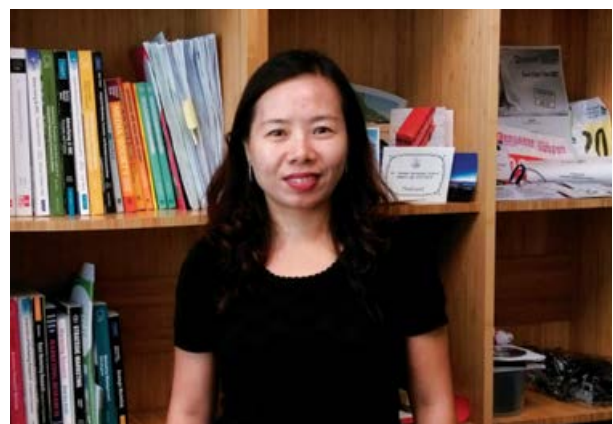
Among the funded research projects, two projects featured some contemporary issues of Hong Kong society:

### Probing into Product Placement in Hong Kong Television Programmes: Brand Persuasiveness and Regulatory Issues

Dr Fanny Chan conducted a research project in collaboration with Professor Ben Lowe from the University of Kent, UK, on the role of prior notification and humour on brand persuasiveness of product placements in Hong Kong Television programmes.

The increasing prevalence of product placements in Hong Kong's television programmes has raised concerns from the government and the general public about its effects on consumers. The lack of clear regulation of product placements and selective enforcement of rules make marketers and television broadcasters unsure of the legal boundaries. There have been calls for prior notification of brands appearing in films and television programmes as it is believed that products presented with humour may aid brand persuasiveness.

The research involves a content analysis of prime-time programmes broadcast on local free-on-air Chinese television channels and an experimental study investigating the effects of humour and prior notification on placement effectiveness.



Dr Chan Fong Yee, Fanny  
Assistant Professor of the Department of Marketing

Dr Chan's research interests include marketing communications, culture and consumer psychology. Her work has been published in various academic journals and publications, which include the *International Marketing Review*, the *Journal of Marketing Communications*, the *Asian Journal of Communication* and others.



The findings will shed a new light on our understanding of product placements and allow marketers and broadcasters to be more informed when designing brand integrations in programmes; facilitate media educators to advance knowledge transfer and serve as a good reference for policy makers.

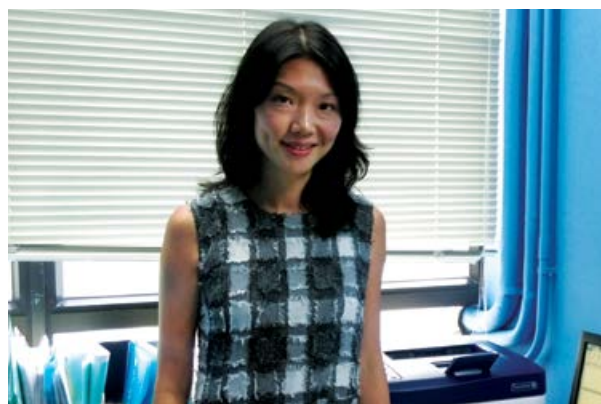
**Perceiving Family Dynamics from a New Angle:  
Early Fatherhood among Returnees in Hong  
Kong: Spousal Relations, Child-rearing and  
Work**

Dr Lucille Ngan and her team are conducting a research project in collaboration with The Education University of Hong Kong on how cross-cultural and transnational upbringing of second-generation Chinese return-migrants who emigrated to Western countries before the 1997 hand-over affects their early fatherhood experiences.

Chinese return-migrants now constitute a significant proportion of Hong Kong's migrant population. A majority of this migrant group is skilled, professional middle-class who is influenced by the cultures and values of the East and the West. The research examines the fathering attitudes, child-rearing strategies, spousal relationships and negotiation of work of the fathers of this group to see how their unique background has shaped these aspects of their lives.

The research adopts a qualitative approach which involves observation and in-depth interviews with fathers whose children are under the age of ten, and their family members and domestic helpers who are involved in childcare to capture a holistic picture of their family dynamics.

The findings will offer insights into the accommodation of differences in the workplace and a social space for flexibility and a willingness to see



Dr Ngan Lok Sun, Lucille  
Assistant Professor of the Department of Social Science

Dr Ngan's research interests include transnationalism and migration, identity, gender, family, life course and Chinese diaspora. Her recent publications include "Global policy paradigms, gender equality and everyday lives in Beijing, Hong Kong, Seoul and Taipei" in *Gender, Place and Culture* (co-authored, 2016, Vol.23:9) and *The Chinese Face in Australia: Multi-generational Ethnicity among Australian-born Chinese* (co-authored, 2012, Springer).

differences as an asset and implications in schooling and the structuring of school programmes. It will also contribute to new methods in family research and teaching in Hong Kong as the traditional way of family studies, particularly in Asian societies, is often solely focused on women in their mothering roles.

## HSMC Founders' Day Celebration 2016



Officiating guests and HSMC management proposed a toast at the "Founders' Day Reception".

HSMC Founders' Day Celebration 2016 featured a Youth Development Forum and a Reception, which were held on 16 March 2016. Many guests, friends and supporters, Board and Council members, donors, alumni, staff members and students shared joyful moments together and the College expressed heartfelt gratitude for their support.

Students' all-round development is always one of HSMC's highest priorities. Mr Lau Ming Wai, Chairman of the Commission on Youth, was invited to give a talk on "Transformation: Youth Development Opportunities & Competitiveness" at the "HSMC 2016 Founders' Day Youth Development Forum". President Ho served as the moderator, inviting questions from the floor and there were many fruitful exchanges of views and dialogue with Mr Lau after his speech. The forum was well attended by around 400 guests, secondary school students, staff members and students.

After the Forum, the "HSMC 2016 Founders' Day Reception" was held with blessings from more than 250 guests. Dr Moses Cheng, Chairman of the College Council, sincerely thanked the founders of the College for their selfless devotion. He also expressed gratitude to the community for providing precious internship opportunities to equip students with necessary skills and let them be prepared for their future careers. He wished HSMC every success, in particular in acquiring the university title and becoming a leading non-profit private university soon.

President Ho also deeply appreciated the long-term support from the community. In his remarks, he highlighted again the importance of providing students with a "Liberal + Professional" education, and emphasised that the College believes in students' all-round development and their diversified talents.



HSMC Hand-in-hand

During the Reception, President Ho also presented the “President’s Awards for Outstanding Students” to two graduates who attained remarkable achievements in their academic disciplines and all-round development. Seven students were presented with “President’s Commendation” to praise their outstanding performances in different aspects, including culture and art, social services and sports and leadership.



Dialogue between President Ho and Mr Lau

Following the awards presentation, the “Blessing Tree Ceremony” (祝願儀式) was officiated by Dr Moses Cheng, President Ho, Mr Kenneth Leung, Chairman of HSMC and HSSC Alumni Association, and Mr Ben Wong, President of HSMC Students’ Union. The joyous and memorable occasion came to an end with the officiating guests and the College’s senior management proposed a toast to all the participants.



The “Blessing Tree Ceremony”



Presentation of “President’s Awards for Outstanding Students”



## HSMC Jockey Club Residential Colleges, the Integrated Living and Learning Community



With the objective to provide an integrated living and learning environment for the all-round development of students, HSMC is the first and only self-financing degree-granting institution in Hong Kong to adopt a residential college (RC) system. With the generous support from the Hong Kong Jockey Club Charities Trust, the HSMC Jockey Club Residential Colleges were completed in September 2015, which consist of three residential blocks and four RCs, accommodating 1,200 student residents.

The RCs, with its RC system, provide an ideal community for student residents to learn, engage in self-enhancement, develop inter-personal networks, and nurture themselves with a sense of commitment and self-discipline. The enriching academic and social activities echo the College's unique "Liberal + Professional" education model and are beneficial to students' growth and whole-person development.



Lip Balm DIY Workshop

The RCs take on four main themes. Firstly, Mosaic College on "Cultural Diversity" promotes an open mind in welcoming diversity and cultural differences, cross-cultural activities and programmes to facilitate understanding and appreciation of different cultures. Secondly, Wellness College on "Healthy Living" leads a healthy life that encompasses both physical and psychological aspects and promotes a wide spectrum of programmes and activities which help develop a healthy life style. Thirdly, Amity College on "Community Service" inspires students to be passionate and caring, active in organising and participating in community services and reaching out to different groups of people in need. Fourthly, Evergreen College on "Sustainability" takes the lead to encourage others to be good to the environment, initiate and support actions which help enhance the sustainability of the world.

Throughout the year, a variety of educational programmes related to the four themes were organised to reinforce students' learning and strengthen their bonding, ranging from seminars by social leaders, cultural experience activities, team-building sports events, service-learning programmes to environmental-protection DIY workshops. With the aim to provide opportunities for student residents of different RCs to socialise and get acquainted with





Basketball Competition

one another, High Table Dinners were regularly held and on those occasions, participants benefitted from the sharing of notable guest speakers about life, work and social issues from both academic and personal perspectives.

The RCs are led by a team of College Masters and Associate Masters who are experienced senior academic staff members, supported by a team of RC Tutors. They provide pastoral care to student residents, through offering advice on different aspects of life. With the support of the RC Staff Team, student residents are encouraged to actively organise RC programmes and activities through playing different roles in Resident Students' Associations, which would enable them to develop self-management ability, social and leadership skills.

HSMC upholds the belief that residential life experience constitutes an important part of co-curricular learning and the RC system provides student residents with the invaluable opportunity to live and learn together and prepare themselves for the future in a vibrant community.



Lunar New Year Fair



Tug of War



Henna Workshop



High Table Dinner

## Arts at HSMC: Creating Art Space on Campus



The officiating guests at the Opening Ceremony

Arts at HSMC, presented by the Provost's Office, has offered many exciting arts events and activities for HSMC students since 2014. From 5 October to 11 December 2015, Arts at HSMC presented a large-scale visual art exhibition — "In the Mood for Animals — A Contemporary Art Exhibition of Five Hong Kong Artists". The open areas on the G/F and 2/F of Lee Quo Wei Academic Building were transformed into an "open art gallery", allowing students and the public to venture into an inspiring journey of creative arts.

Five notable Hong Kong artists, Mr Almond Chu, Mr Kum Chi Keung, Mr Lam Tung Pang, Ms Ann Mak and Ms Sara Tse, were invited to translate their artistic concepts into their works created or re-created for this "open art gallery". The exhibition introduced five different art media and showcased the artists' works in photography, installation, painting, video art and ceramics relating to animals. Animals and the nature as expressed in the artworks resonated perfectly with the green campus of HSMC, where sustainable construction and architectural design is the focus.

Ms Li Mei Sheung, Michelle, Director of Leisure and Cultural Services of the Government, officiated at the Opening Ceremony of the exhibition on 14 October 2015. She appreciated the special efforts made by the College to promote arts to students as well as the community. She remarked that Arts at HSMC did not only enhance students' ability to appreciate arts, which would contribute to students' all-round development, but also facilitated exchanges between the artists and young viewers, cultivating precious experiences for both parties. Ms Winsome Chow, Chief Executive of Hong Kong Arts Development Council, also supported Arts at HSMC and the exhibition with her graceful presence.

Alongside the exhibition, an Art Forum "Animals and Inspiration" was offered as a special programme which attracted over 200 participants, including students, teachers and staff members as well as the public, to attend. With Professor Kurt Chan as the forum moderator, the five artists shared and discussed the creative ideas of developing the artworks showcased and the development of their artistic careers.

Guided tours were organised to actively engage students in experiencing art appreciation. Members of the public, such as secondary school teachers and students, thronged round the campus to embrace a new learning experience about contemporary art in Hong Kong.

With the visual art exhibition and other various arts events organised by Arts at HSMC throughout the year, a new art space has been created on campus and in the HSMC community.



The Art Forum "Animals and Inspiration"



### Some of the Artworks of “In the Mood for Animals”



### Major Programmes in 2015/16



Lunchtime Concerts by (from left) Hong Kong Chinese Orchestra, Barry Lam Trio and Ronnie To Quartet



International Poetry Nights 2015  
@HSMC



Chinese Folk Dance Gala



Concert – “When Pianists Meet...”



Concert – “East Meets West”



Open Rehearsal of 1st Hong Kong International  
Drummer Festival 2016



# What Graduates Say

## **CHAN Yin Shan (middle, back row)**

Bachelor of Management Science and Information Management (Honours)

"The first thing I would like to say to HSMC is 'Thank You'. My learning experience here is thoroughly joyful and fruitful. With a small class size, we have close relationships between professors and students. I do feel that all my professors are passionate about teaching. They have provided us with guidance and support in planning for our future careers and studies. Also, our programme makes us more competitive in this dynamic world with solid analytical and quantitative skills.



It is time to jump out of the comfort zone and embark on an exciting and challenging journey. Lastly, I would like to quote a few words from Steve Jobs: 'The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it.'"

## **CHAN Yuet Fai, Novena**

Bachelor of Business Administration (Honours) in Supply Chain Management

"Life has never been easy but professors and friends whom I met at HSMC gave me the courage to go further. Small-class teaching allowed me to get closer to not only other classmates but also professors. They were always caring and supportive when I encountered difficulties.

Apart from the precious friendship, I was granted the opportunities to explore the industry as well as the world! With the support from the SCM Department and HSMC, I was able to participate in different competitions and an exchange programme. All these experiences have enriched my university life and developed myself all-round.

Thank you, HSMC!"





### **CHEUNG Tin Lok, Jasper**

Associate in Business Administration (Left)

"I am a graduate of an Associate Degree programme. The years I spent at HSMC have stayed in my mind as the most vivid and precious memory.

I want to thank all the teachers for not only imparting knowledge on us but also being our role models and teaching us life lessons. Their unconditional support and care has accompanied us in the past two years, and even today. They are more than teachers. They teach us about the new phases of lives and help us grow.

Lastly, my dear fellow students, thank you for being my good friends, inspiring and motivating me. I am lucky to have you in these two years. We studied and played together, and also helped and supported one another. Life has ups and downs. With someone to share, it really matters a lot and sharing can be a driving force to broaden my horizons."



### **CHU Hiu Tung, Ann**

Bachelor of Translation with Business (Honours)

"I am glad to have studied at HSMC. These four years are really unforgettable and I have enjoyed every moment here. I would like to thank all the teachers in the School of Translation for showing me not only the wonderful and colourful world of translation and practical and theoretical skills but also the right attitude. I would also like to thank teachers from other Schools for imparting on me knowledge of different fields, which is essential to becoming a professional translator. I also want to thank the administrative staff for their help all these years. I must also thank my friends for giving me so many precious memories here.

Once again, thank you all for your unceasing guidance, support and encouragement. I am really happy to have been in this big warm family and I will never forget my time here. I love HSMC and BTB!"



### LEE Yiu Chun

Bachelor of Business Administration (Honours) in Accounting

"In the past four years, I have many fruitful and precious experiences in HSMC. At the beginning of my HSMC life, I felt lost and did not have a plan for my career. Fortunately, there are many good teachers in HSMC. They are very friendly and helpful. They gave us advice so that we could set a clear goal for our future career. Besides our wonderful teachers, the growth of HSMC also amazed me. There were only two buildings and one old hostel in HSMC four years ago. Now, there are five buildings and four more Residential Colleges in addition to the existing hostel. The new facilities gave us better learning experiences and campus life. I was lucky to witness the rapid change of HSMC. Also, it is my pleasure to grow together with HSMC."



### YICK Yan Hung, Janet

Bachelor of Journalism and Communication (Honours)

"HSMC is a place that assists you not only to find yourself, but create yourself."

Time flies. Four years have passed quickly. In these years, I have discovered what I am interested in and have identified a new 'me'. With professional training and state-of-the-art facilities, I have equipped myself with soft and hard skills. I understand my strengths and have developed different interests. In these regards, I figure out a new 'me' and am ready to develop my career.



In the journey of self-discovery, I am grateful to have met professors, lecturers and staff of the School of Communication all along. I would like to take this opportunity to thank them for staying with me during these four years. BJC is a programme full of miracles and surprises. You will turn things impossible to possible here. If you don't believe me, you should just come and have a try."

### YIP Hin Wang

Bachelor of Business Administration (Honours) in Banking and Finance

"I used to think that four years would be quite a long time. However, when the end of studying here is coming, it really surprises me that time has passed so quickly and I already miss the time attending lectures and having examinations in HSMC.

When I was in Year Two, I once failed a Finance module. However, I still decided to choose Banking and Finance (BAF) as my major. I was fortunate enough to be able to enrol in this concentration and now I am happy to say that I have no regret about the decision that I have made as HSMC has given me the chance to prove myself.



Graduating from HSMC means a lot to me and, in particular, my maturity. Being with professors and classmates was a memorable moment to me. Many professors in the HSMC community are very nice and I know this is not a prerequisite for them to teach in this College but they just are. Furthermore, I was also one of those students who experienced growth at the same time with the College's expansion. It was a great first-hand experience in using the newly built facilities. I have to say that the design is fascinating, modern and environmentally friendly which, in my mind, compares no less with those in any other universities.

Frankly speaking, I believe that both education and the environment of HSMC are outstanding and I really enjoy my four-year university life here. Now speaking as an alumnus, I am optimistic about the future of HSMC as it heads towards achieving the private university status. I am proud of HSMC and I am really looking forward to seeing HSMC to become an all-round university very soon."

### YU Yat Long, Rhett

Bachelor of Arts in English (Honours)

"It has been four amazing years studying English as major in HSMC. Witnessing the growth of HSMC where buildings were erected in a matter of days and more and more students are coming to study, I am proud to be one of the pioneers of my major.

With nostalgia and reminiscences, I asked myself how the studies in HSMC had brought me transformation. Compared with the desperate nerd four years ago when I came for an interview, the person I am today is shaped by my teachers, staff members in the English Department whom I cannot even begin to give thanks to, and also students and friends who work with me side by side. They give me all kinds of constructive comments and genuine support, both of which have pushed me to stretch my limits one time after another. I can now finally talk about something that I am interested in, with confidence, passion and a certain level of professionalism."





# Appendix - List of Funded Projects

Research Grants Council's Competitive Research Funding Schemes for the Local Self-financing Degree Sector 2016/17

Project Title	Principal Investigator	School / Department
<b>Faculty Development Scheme (FDS)</b>		
Acquirers' Transparency and Market Reactions to M&As in Emerging Markets - Evidence from China	Dr Rita YIP	Accountancy
Developing the Model of Inoculated Spiral of Silence (ISoS) for the Insight of Public Opinion in Hong Kong	Professor Scarlet TSO	Communication
Secure Cloud Database System using Communication-Efficient Multi-Party Computation	Dr WONG Wai Kit	Computing
The Evolutionary Trend of International Income Inequality: An Analysis of Decomposition and Transitional Dynamics	Dr James CHEONG	Economics and Finance
Is the Investor-pays Model an Effective Solution to Problems in the Credit Rating Industry?	Dr Jeff SHEN	Economics and Finance
Identify the Uniqueness of Idiosyncratic Deals: A Comparison with Similar Practices and An Empirical Investigation	Dr Eko LIAO	Management
Motivating Loyalty Program Members toward Reward Pursuit: A Cross-Cultural Perspective	Dr Morgan YANG	Marketing
Statistical Inference of Sensitive Randomized Dichotomous Responses with Applications to Information Management and Healthcare Management	Dr Amanda CHU	Mathematics and Statistics
Analysis and Application of Bounds in Insolvency Problem	Dr Becky LEE	Mathematics and Statistics
Advanced Statistical Methods for Complex Longitudinal Data Analysis	Professor TANG Man Lai	Mathematics and Statistics
On the Uncertainty of Value-at-Risk of Individual Risk	Dr Kevin YUEN	Mathematics and Statistics
Adaptive Process Optimization Strategies: Sustaining the Best-in-class Performance of Spare Parts Services	Dr Daniel MO	Supply Chain and Information Management
Consumer Carbon Label: Development of Supply Chain Product Carbon Footprint and Consumer Carbon Index for Beverage Merchandise	Dr Eugene WONG	Supply Chain and Information Management

Project Title	Principal Investigator	School / Department
<b>Institutional Development Scheme (IDS)</b>		
Establishment of a Deep Learning Research & Application Centre	Professor Simon HO (Applicant)  Professor Francis CHIN (Team Leader)	Institutional
<b>Inter-Institutional Development Scheme (IIDS)</b>		
Symposium of Taxation: The Era of BEPS	Ms Joey LEE	Accountancy
The Bright Side and Dark Side of Consumer Ethics	Dr Lawrence LO	Marketing
Shadow Silk Road: Non-state Flow of Commodity, Capital, and People Across Eurasia	Dr Eva HUNG	Social Science
Intelligent Systems Ready for the Digital Future of Supply Chains	Dr Daniel MO	Supply Chain and Information Management
Interactive Case-based Pedagogical Development on Maritime, Aviation and Logistics Law for Supply Chain and Logistics Operations	Dr Eugene WONG	Supply Chain and Information Management

#### Education Bureau's Quality Enhancement Support Scheme 2015/16

Project Title	Applicant	School / Department
Joint-institution Network for Student Success (JINESS)	Principal Applicant: Hang Seng Management College  Applicants: Caritas Institute of Higher Education, Centennial College, Chu Hai College of Higher Education, Tung Wah College	Institutional



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

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

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