



For Immediate Release

16 May 2016

**Bachelor Degree course in Asian Studies launched at**  
**Hang Seng Management College**

Hang Seng Management College (HSMC) will start offering a new 4-year full-time Bachelor degree programme--Bachelor of Social Sciences (Honours) in Asian Studies in September 2016. Amid closer connections between Hong Kong and other countries, and the rising role of Asian regions in contemporary politics and economy, this programme nurtures specialists with in-depth knowledge of Asian regions and global visions.

The 4-year new programme covers both Asian Studies specific topics and general education and generic modules. The programme is designed to provide students with a solid understanding of the transformation of Asia and the associated complexities through a multidisciplinary approach. It also seeks to develop students' critical thinking and communication skills, and to foster their appreciation and respect of cultural diversity. Students will learn to explore and examine Asia's metamorphosis from social, political, economic, cultural and historical perspectives. Topics include International Relations, Governance in Asia, Regional Economy Integration, Transformation of Asian Societies and Cultures.

The programme also emphasizes overseas learning experience including exchange programmes, summer field trips, service learning and internship in Asia. Students will receive Asian language training in Korean and Japanese, which prepare them to work in a multi-cultural environment.

With the growing importance of Asian regions in international context, BSS-AS graduates will be well-placed for employment in a wide range of industries, including business, NGOs, the education sector (\*Postgraduate Diploma in Education required) and the government.

Programme Name : Bachelor of Social Sciences (Honours) in Asian Studies

Quota : 60

Study mode : 4-year Full time

General Enquiries. : 3963-5108/ 3963-5516

For details of BSS-AS programme, please refer to the programme website:  
<http://www.hsmc.edu.hk/index.php/academic-programmes/undergraduate/as>

### **About HSMC:**

Hang Seng Management College (HSMC) was restructured from the former Hang Seng School of Commerce and established in 2010 as a non-profit-making private university-level institution, with five Schools (Business, Communication, Decision Sciences, Humanities & Social Science, and Translation) and around 5,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSMC is a residential institution which puts quality teaching and students’ all-round development as its highest priorities. Aspiring to be a leading private university in Hong Kong, HSMC features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, impactful research on corporate sustainability, and excellent student support services, with the aim of nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities.

### **Media Enquiry:**

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