



23rd June 2017

HSMC Pioneering Management as a Liberal Art

Hang Seng Management College joins hands with the Peter F. Drucker Academy of Hong Kong

Hang Seng Management College (HSMC) and the Peter F Drucker Academy (DAHK) entered into a partnership agreement to promote Peter Drucker's philosophy of 'Management as a Liberal Art' (MLA) through the "HSMC - MLA Initiatives" (HSMC-MLAI), the first of its kind in the higher education sector, as announced today at HSMC. HSMC and DAHK share the vision that the MLA Initiatives will nurture future leaders by equipping them with essential MLA competencies.

Partnership Agreement Signing Ceremony

A Partnership Agreement Signing Ceremony between Hang Seng Management College (HSMC) and Peter F. Drucker Academy of Hong Kong (DAHK) on 'HSMC-Management as a Liberal Art Initiatives' (MLAI) took place on 23 June 2017 (Friday) at the College Chamber of HSMC. The leading representatives of the parties included Professor Simon S.M. Ho, President of HSMC, and Dr. Darwin Chen, Board Chairman of DAHK.

Professor Simon Ho said at the ceremony, "Hang Seng Management College is excited to collaborate with Drucker Academy, with sponsorship fund from Shao Ming Lo Foundation, in enhancing our belief in the "liberal + professional" education model, as we aim at developing students to become well-rounded young professionals who are self-reflective, soulful, caring, and satisfying. To nurture our students to become successful future leaders, it is essential to equip them with critical thinking and interpersonal skills based on cross-disciplinary, cross-cultural, and value-based perspectives, which is the same philosophy as Peter Drucker's MLA concept. HSMC is among the pioneers in the region to advocate management as a liberal art discipline."

Dr Darwin Chen also stressed, "At Drucker Academy, it's our mission to elevate the productivity of knowledge workers, and the effectiveness of management within organization, leading them to take up social responsibility and contribute to the community, thus actualizing Drucker's vision of a sustainable society. We appreciate the way HSMC develops their students and the culture they are building within the College. We truly believe that the collaboration with HSMC will enable us to expand and advocate Drucker's philosophy in a wider and deeper scope."

Objectives of the Collaboration

Leveraging on resources and network, the collaboration includes three objectives, namely research development, teaching of and advocacy of MLA, through which MLA



will be elevated to reach new heights. The collaboration aims at enhancing communication and interaction among the scholars and practitioners who have inspirations for and insights into MLA as well as those who have interest to learn more about MLA.

Implementation Plan

A three-year plan (2017 to 2019) consisting of a series of seminars, conferences and research workshops will be arranged for ideas exchange and for relevant experts in the field and the industry. The HSMC-Management as a Liberal Art Initiatives will be led by the *Department of Management* and supported by the *Executive Development Centre (EDC)*, both of HSMC.

A kick-off International Conference on MLAI will take place on 13 October 2017 (Friday) at HSMC on “*Management as a Liberal Art – Revitalization and Localization*”. Gurus and industry practitioners will speak.

To further advocate MLA, two new elective modules, namely *Management as a Liberal Art: Back to the Human Side* and *Management as a Liberal Art: Towards a Better Society*, will be offered by HSMC to their undergraduate students from the coming academic year onward and for business professionals in the near future.

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Photos:



Professor Simon S.M. Ho (Left), President of Hang Seng Management College (HSMC) and Ms Julia Wang (Right) of President of Peter F. Drucker Academy (DAHK) of Hong Kong sign the ‘HSMC-Management as a Liberal Art Initiatives’ (MLAI), pioneering Management as a Liberal Art.



Senior management and faculty of HSMC and DAKH witnessed the Partnership Agreement Signing Ceremony of the HSMC-MLAI.

Photo Album: <https://goo.gl/KdbryF>



Supplementary Background Information

About Management as a Liberal Art (MLA)

Management as a Liberal Art (MLA) is advocated by Peter Drucker who is well known as the father of modern management. In Drucker's view, MLA involves taking into account the fundamental aspects of human existence, and the ability to incorporate a wide array of viewpoints and disciplines. Proper management requires not only technical training in such areas as accounting, finance, marketing, and operations, but also an understanding of the role and nature of virtue in society, maximization of human liberty, and protection of the greater interests of society. All these are essentially the building blocks for dealing with the challenges of management of organizations nowadays. Drucker believed in the capacity of humanity to organize and manage complex organizations for the betterment of both individuals and societies.

About Hang Seng Management College (HSMC)

HSMC was re-structured from Hang Seng School of Commerce (HSSC), a pioneering and leading provider of post-secondary programmes in business and related areas in 2010. HSMC stands as a non-profit-making private university-level institution, with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation), and around 5000 full-time students and 200 full-time faculty members. HSMC is a residential institution, aspiring to be a leading private university in Hong Kong, with the aim of nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities. For more information, please visit www.hsmc.edu.hk.

About the Peter F. Drucker Academy of Hong Kong (DAHK)

Peter F. Drucker Academy was established in 2006, the only management institute being named after and authorized by Peter F. Drucker and his family in Greater China. The Academy is also registered as NGO in Hong Kong. Drucker believed that managers for all organizations must understand and be familiar with their own countries, and take responsibility for both the development and building of the country. He asserted that China must train up her own managers, instead of importing foreign management experts. The Academy is on the mission of promoting "Management as a liberal Art" practice and teaching Drucker management theories and his ideology in Greater China region. By providing outstanding management training and education courses to college students, managers, governmental organizations and NGOs, the Academy aims at helping individuals, companies, and institutions to raise standard of performance and to take up social responsibility so as to actualize Drucker's vision of a sustainable and functioning society. More information at www.druckeracademy.com

About the Department of Management of Hang Seng Management College (HSMC)

The Bachelor of Business Administration (Honours) in Management (BBA-MGT) is the first programme offered by the Department of Management. BBA-MGT pledges to provide a state-of-the-art study programme in Management. The well-rounded curriculum helps to train students as well-rounded individuals and sharpens their



competitive edge in the rapidly changing work environment. BBA-MGT graduates' career prospects vary from global managers who want to pursue managerial careers in multinational corporations to entrepreneurs who wish to establish their own companies. BBA-MGT graduates are also eligible to apply for a variety of postgraduate studies, such as MBA, MPhil, and PhD, in both local and overseas universities. For more information, please visit www.sbus.hsmc.edu.hk.

About the Executive Development Centre (EDC) of Hang Seng Management College (HSMC)

The EDC is established under HSMC to provide practical executive development and training programmes in nurturing young entrepreneurs and business professionals to advance themselves as elite leaders, equipped with state-of-the-art knowledge and business ethical mindsets. The programmes are taught by high quality experienced full-time faculty and seasoned partners across global reputable institutes. The EDC is a qualified Management Consulting Firm of the Efficiency Unit of the HKSAR and is registered with the CFA Institute as an Approved Provider of continuing education programs for CFA Institute members. For more information, please visit www.EDC.hsmc.edu.hk.

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