

# 恒管通訊

# HSMC NEWSLETTER



12.2014



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

# The Freshmen Say.....

## Pages of Life

Everyone has a notebook on life, recording it bit by bit as it goes along. Whether the memories were filled with laughter or sadness, they are valuable and inseparable from us. Sometimes, you may want to tear away those unhappy pages, hoping you can re-start and re-boot; sometimes, you may want to re-play those happy moments, to taste the sweet memories again; sometimes, you may want to have the opportunity to carve your own vision of hope into your notebook.

One happy page... On 19 August 2014, I attended the orientation camp held by the Student's Association of Journalism and Communication. Although there were many physically demanding games, every game was meaningful and inspiring. The most unforgettable event in the orientation camp was the indoor campfire. Loudspeakers playing famous Korean pop music, spotlight blasting vivid colorful beams, as if we were in a dream. Despite of just going through a series of intense games, we seemed to have boundless energy, holding glow sticks in our hands waving along with the rhythm. Under the colourful spot lights, everyone was dancing freely and happily among new friends. For a moment, I would like to revisit this chapter and rejoice the aftertaste.

Becoming a part of HSMC indeed is an honour. The new life in HSMC is very fulfilling. Professors conduct the classes with a friendly attitude and allow students and teachers to mingle, I think this method of teaching is very good.

On 7 October 2014, my friend and I talked about the future and discussed which discipline we would like to choose. This is a good question and big. Everyone needs to plan his or her "future" and I am moving forward to a career in public relations, what would you like to put down on your notebook on life? Now pick up a pen, turn over a new page, and write down your vision of the future!



## 一頁頁人生

每個人生命中都有一本記事簿，記錄著人生中的點滴。不論回憶帶著歡笑還是悲傷，都總有它存在的價值。有時，你會想將那些不如意的片段撕掉，重新開始；有時，你會想回味那些快樂的時光，再次品嚐那回憶的甘甜；有時，你會把自己的寄望和憧憬刻進你的記事簿裏。

其中一頁...2014年8月19日，我參加了新傳系的迎新營。迎新營中雖然有不少需要體力的遊戲，每一個遊戲卻都充滿了意義和啟發性。迎新營最令我難以忘懷的是室內營火晚會：擴音器播著馳名中外的韓國流行曲，幻燈四射，猶如置身夢幻。雖然剛才參加完激烈的遊戲，我們彷彿擁有無窮的精力，緊握熒光棒跟著節奏彈起。我和初次相識的朋友們在五彩繽紛的燈光下，大家都跟著輕快的節奏自由奔放地舞動起來。有一刻，我很想把記事簿中的這一章再一次仔細回味。

成為恒管人確是一種榮幸，在恒管的生活稱得上十分充實。教授上課時不會太嚴肅，友善的態度令同學和老師能夠打成一片，我覺得這樣的教學方式相當不錯。

2014年10月7日，我和朋友談及到將來想專注讀哪一個學科。這是一個好問題亦非常重要。誰都需要為自己的「將來」打算，而我這一刻正向成為一位公關邁進，你又會想在記事簿中留下什麼點滴呢？現在就拿起筆，打開新的一頁，寫下你憧憬的未來吧！

Amber  
歐尹琳





# 一年級生說……



## I Pursue an Ideal, Not a Dream

There was a popular saying lately, “How far would you go to make your dream come true?”

I have always been upholding the motto of “do your best and make no regrets” in everything, no matter in work or in leisure. Being a member of the Green House in its orientation camp, I exhausted all my strength and vigour to play the games. Though having almost no rest in 4 days 3 nights, I earned loads of fun and enjoyment.

In the Green House gathering at the start of the semester, I got a red pocket of \$1.3 which means getting GPA over 3. As I really hope the symbolisation can come true, I have been working hard in classes, tests, homeworks and projects since then.

Choosing Hang Seng Management College and studying Business Administration are all my plan to fulfil my ideal – to become head of customer service in the aviation industry. I make every effort to learn and wish to work in frontline customer service after graduation. Once I accumulate sufficient frontline working experience, I can attain higher position through applying my knowledge and skills. With all these careful planning, my dream is not merely a dream, it is an ideal that I can achieve one day.

I can see my future clearly and I know exactly what I desire. Moving forward step by step, I believe this is not something difficult to pursue. While you are reading this, think... what is your ideal? Have you achieved it?

## 我追的不是夢想是理想

早前一句很流行的說話：「為了夢想，你可以去到幾盡？」

我一直抱着「搏盡無悔」的精神努力去做所有的事情，用盡全力去工作，也盡全力的去玩。在迎新營成為了綠擎天的一員，用盡自己所有的力氣去玩，也耗盡了精神。4日3夜，幾乎沒怎休息，但換來了4日3夜的盡興。

盡興過後，還是得要工作。開學以後，在綠擎天的「開sem飯」中得到了一封一元三角的「過三利事」。因為真的很想試試「過三」的滋味，所以到現在為止，無論是上課、測驗，還是功課作業，我都拼盡全力去完成。

選擇恒管、修讀工商管理學系，一切都是為了自己的「理想」——航空業客戶服務主管。現在盡全力的學習，將來畢業後，參與前線的客戶服務工作、然後累積一定的前線工作經驗、以自己學習過的理論和經驗將來可以攀上更高峰，學以致用。既然是有經過深思熟慮和清楚計劃的，那就不再是「夢想」，而是「理想」。

我看得見自己的前路，明白自己最渴望的是甚麼。不是難以追求的東西，只是我得一步一步前行。因為「為了理想，我能去到最盡」。正在看這篇文章的你，你又有甚麼「理想」？你們的「理想」又實現了嗎？

Edith  
康珮琪

# Feature Story

## Naming Ceremonies of S H Ho Academic Building and Fung Yiu King Hall

Hang Seng Management College (HSMC) received great support from The S H Ho Foundation and Fung Yiu King Charitable Foundation which generously donated HKD80 million and HKD10 million respectively in contribution to the campus expansion plan, improving teaching quality and nurturing students' all-round development with advanced campus facilities.

In recognition of the generous supports from The S H Ho Foundation and to commemorate Dr S H Ho, establisher of the Foundation and one of the founders of Hang Seng School of Commerce, Block A was named as S H Ho Academic Building. To express our heartfelt gratitude to Fung Yiu King Charitable Foundation, the conference hall located on the fourth floor of the S H Ho Academic Building was named as Fung Yiu King Hall. The Naming Ceremonies were successfully held on 10 November 2014 and we were honoured to have Dr David Ho, Chairman of The S H Ho Foundation, Dr T L Ho, Governor of the Foundation, Mrs Fung Ng Yip Shing and Mrs Judy Ho, Governors of Fung Yiu King Charitable Foundation, Mrs Karina Fung, representative from the Foundation, Ms Rose Lee, Chairman of Hang Seng Management College's Board of Governors and Council, Prof Simon Ho, President of HSMC and Prof Gilbert Fong, Provost of HSMC to be our officiating guests.

Ms Rose Lee expressed deep gratitude to the two Foundations. Ms Lee remarked, "Both Dr S H Ho and Mr Fung Yiu King were bankers, entrepreneurs, successful businessmen and great philanthropists. They were both widely respected in the society not only because of their success in business but more importantly because of their generosity in giving back to society and their compassion in helping the younger generation through education." Dr T L Ho wished the donation can assist HSMC to provide more advanced



learning facilities, nurture more talented students and continue its mission in contributing to the higher education development in Hong Kong.

Mrs Judy Ho was impressed by the campus expansion plan and the state-of-the-art building, and was pleased that the Foundation could help HSMC develop further.

Prof Simon Ho expressed sincerest gratefulness to the generosity and benevolence of the two Foundations which support HSMC in its endeavour to become a leading private university.

Accompanied by the performance of the Student Sinfonietta, Prof Simon Ho led the toasting ceremony with other honourable guests and announced the attainment of the Platinum rating of the Building Environmental Assessment Method Plus (BEAM +) by the Hong Kong Green Building Council, the highest level of sustainability in building construction in Hong Kong. HSMC is honoured to be the first higher education institution in Hong Kong in achieving such recognition.





# 專題故事

## 恒管舉行何善衡教學大樓暨馮堯敬堂命名典禮



恒生管理學院（恒管）獲何善衡慈善基金會及馮堯敬慈善基金會鼎力支持，分別慷慨捐贈港幣八千萬元及港幣一千萬元，支持學院擴建計劃，優化教與學及相關設施，提升教學質素，為學生提供全人發展空間。

為答謝何善衡慈善基金會的捐助，恒管將命名A座教學大樓為「何善衡教學大樓」，以紀念基金會的創辦人及恒管之前身恒生商學書院的創辦人何善衡博士。與此同時，何善衡教學大樓四樓之國際會議廳命名為「馮堯敬堂」，以答謝馮堯敬慈善基金會的捐助。為隆重其事，恒管於2014年11月10日舉行命名儀式，由何善衡慈善基金會主席何子焯博士及董事何子樑醫生、馮堯敬慈善基金會董事馮堯敬夫人及何馮艷仿女士、代表馮鈺斌夫人、恒管校董會兼校務委員會主席李慧敏女士、恒管校長何順文教授及常務副校長方梓勳教授主禮。

李慧敏女士代表恒管致辭時表示十分感謝何善衡慈善基金會和馮堯敬慈善基金會的慷慨支持。她說：「何善衡博士和馮堯敬先生兩位都是香港知名銀行家、企業家、成功的商人和慈善家，他們樂於捐助社群，回饋社會，造福莘莘學子。恒管能獲得兩大基金會的支持，必將貫徹教書育人理念，培育社會棟樑。」



何子樑醫生表示：「希望捐贈可助恒管提供環保先進的教學設施，吸引優質具潛能的學生，成為優秀的私立大學，為香港的教育事業作出貢獻。」

何馮艷仿女士表示：「恒管的校園規劃及建設令我們印象深刻，我們很樂意捐助學院，支持學院未來發展。」

何順文教授指出，校園擴建計劃對恒管建設環保和先進的校園並發展成為本港傑出的私立大學尤為重要。學院非常感謝各方的支持和捐助，協助恒管達成教學育人目標，為未來的高等教育作出貢獻。

在恒管小交響樂團的伴奏中，校長何順文教授帶領各嘉賓舉行祝酒儀式，並宣佈何善衡教學大樓榮獲香港綠色建築議會頒發「綠建環評」「新建建築最終評估鉑金級」認證，由香港綠色建築議會的代表頒發證書。何善衡教學大樓貫徹環保理念，為全港首間高等院校獲得此項殊榮。





# Feature Story

## Dr T L Ho: “To be the best doctor, To be a top-class university”



“It has to be the top University if you must start one, like you would visit the best doctor while you are sick.” Said Dr T L Ho - Governor of The S H Ho Foundation, HSMC Board member and son of Dr S H Ho, establisher of The S H Ho Foundation and founder of Hang Seng School of Commerce (HSSC). Dr T L Ho is a well-known urologist and has been watching the development of HSMC over the years, which gives him confidence to believe and have faith in the future of HSMC. The S H Ho Foundation has generously donated HKD80 million to support HSMC campus development, and hopes to support HSMC in every way “to build high quality facilities, attract top class students and become a top private university.”

### Father’s story to encourage students

“I look forward to seeing HSMC students to become useful people, contribute to the society and act with conscience.” Dr T L Ho shared, “My deepest impression of my father was that he never gave up and continued to self-study business knowledge, disregard the poor family background and deprived learning opportunity, and later succeeded in setting up his own business.” Dr Ho believed that a disadvantaged upbringing does not mean he had to give up study, but it should be converted to a driving force, upholding a belief of changing one’s life and establishing one’s own career.



### Campus facilities -

#### basis of all-round education

When talked about the Foundation’s continuous support towards HSMC over the years, Dr T L Ho said, “We have been witnessing the growth of HSMC and will continue to support the development of the College. We hope it will become an outstanding private university in the future, contributing to Hong Kong’s education.”

Campus facilities are crucial in providing all-round development for students and are prerequisites in becoming a first-class university. “Equipped with a comfortable learning environment, students will naturally love to learn and study.”



# 專題故事

## 何子樑醫生：「做一流的醫生 辦一流的大學」

「做就要做一流大學，就像生病看醫生，也想看一流的醫生。」說這番話的，是恒管前身「恒商」創辦人何善衡博士的兒子、何善衡慈善基金會董事兼恒管校董何子樑醫生。何醫生是位知名的泌尿科醫生，多年來他一直看著恒管成長，對恒管的未來充滿信心。基金會於今年慷慨捐獻八千萬予恒管支持校園建設，希望捐贈可以助恒管「用一流的設施，吸引一流的學生，做一流的私立大學」。



### 用父親的故事鼓勵同學

「我期望恒管的學生將來都成為對社會有用的人，並謹記憑著『良心』二字做事。」何醫生分享道：「我對父親的最深印象，是小時候家境貧窮沒機會接受教育，但他並沒有因為這樣而放棄，努力地自修商業知識，後來便成功創業。」何醫生認為，家境不順不等於要放棄求學，反更應當作是推動力，懷著改變自己人生的信念，成就一番事業。

### 校園設施是全人教育的基礎

談及基金會對恒管多年來的支持，何子樑醫生表示：「我們一直看著恒管成長，並會繼續大力支持恒管的發展，希望它將來成為優秀的私立大學，對香港的教育事業作出貢獻。」

校園建設在學生的全人教育扮演著重要角色，是成為一流大學所必需，「有舒適的學習環境，學生自然會用心讀書。」



# Feature Story

## Dr Patrick Y B Fung: “The power of knowledge and education in changing one’s destiny and life”

Fung Yiu King Hall, located on the fourth floor of the S H Ho Academic Building, was named after the founder of The Fung Yiu King Charitable Foundation, which has made a generous donation towards the HSMC campus development.

Dr Patrick Y B Fung, eldest son of Mr Fung Yiu King, current Chairman of the Foundation and Chairman of OCBC Wing Hang Bank Limited, is supportive to the HSMC campus expansion plan in bettering the teaching and learning facilities which impacts students’ life through high quality education.

Founder of Wing Hang Bank Limited, Mr Fung Yiu King, was the first generation of banker of domestic-funded bank and dedicated philanthropist in Hong Kong. Dr Patrick Y B Fung recalled his father’s difficult childhood and social unrest at that time which deprived him of the chance of education after primary school. To make up for this deficiency, he learnt even harder from the “community college”. He acquired knowledge related to business operations and other business ethics. “My father comprehended that with more knowledge, there will be more opportunities ahead. So he set up the Foundation and dedicated the funds for education and children who are in need of study.”

The Foundation provides scholarships for needy students to study business in Dr Patrick Y B Fung’s alma mater, University of Toronto. Until today, more than a dozen students have received the funding and the eldest was already married. Dr Fung is touched by this benevolence act, “Looking at these kids, I am aware of the importance of education. Not only can they improve their living environment and self-accomplishment, but also help them achieve their dreams.”



## Great Emphasis on Business Ethics Education

Commenting on HSMC’s “Liberal + Professional” education model, Dr Fung considered this as imperative. “Both professional training and general education are essential. Students not only have to work on textbook knowledge, but should also pay attention to world news and broaden their horizons. Meanwhile, business ethics should also be emphasised. Take the Lehman Crisis as an example, there was a big difference between selling the product solely for profit and considering the risk level for customers. In the business world, students have to always choose between right or wrong. With a strong business ethics background, young people can be prevented from swaying to the wrong side.”

Dr Fung places hope on HSMC students to give back to the society and contribute to education after graduation. With resources being passed to the next generation, a good cycle can be formed in the community.

## Equipped with both software and hardware in the road to university

Dr Fung had visited Hang Seng School of Commerce in the eighties. After so many years, Dr Fung was so excited and surprised to the changes in the HSMC campus to visit again. “At that time, the buildings and construction were very simple. Now the campus is housing more advanced academic building. I believe developments in both software and hardware were required in the transition from Hang Seng School of Commerce to Hang Seng Management College.” Dr Fung pointed out that campus and teaching facilities as well as excellent academic staff are essential in the development of a University. He believed that donors play a significant role in the roadmap to University. “We are like real estate developers and building a University is like constructing a house. Well-established hardware with great professors are prerequisites for becoming a University.”





# 專題故事

## 馮鈺斌博士：「知識改變命運 教育改變人生」

何善衡教學大樓四樓的國際會議廳獲馮堯敬慈善基金會捐助，命名為「馮堯敬堂」，以紀念基金會創辦人馮堯敬先生。

馮堯敬長子、現任基金會主席和華僑永亨銀行有限公司主席的馮鈺斌博士接受本刊訪問時表示，十分支持學院擴建計劃，優化恒管的教與學設施，讓同學透過接受優質的教育，改變人生。

馮堯敬慈善基金會創辦人馮堯敬先生是永亨銀行創辦人及本港第一代華資銀行家兼慈善家。馮鈺斌博士憶述，父親年幼時生活艱苦，加上社會動盪，小學後便沒有接受教育的機會，但正因為知道自己的教育程度低，所以愈加發奮讀「社會大學」，學懂商業操作和誠信等商業道德。「我父親知道『有多少知識，將來發展機會就有多大』，於是他成立基金會，叮囑我利用他的基金作教育，幫助需要讀書的孩子。」

基金會設立獎學金，資助香港有需要的學生前往馮鈺斌博士的母校多倫多大學攻讀商科，現在獲得資助的學生已有十多個，年齡最大的已經結婚。馮博士對此事很有感觸：「看著這些孩子，我更是明白教育的重要性，不但可令他們改善生活環境和自身修養，更可完成夢想。」

### 重視商業道德教育

談及恒管的「博雅 + 專業」教育模式，馮博士認為十分重要：「專業培訓和通識教育都需要，學生不但要努力學習課本知識，還要留意世界和周遭發生的事，擴闊視野。同時，商業道德方面也要兼備，例如雷曼事件，賣產品的人



是『為賣而賣』還是會考慮顧客的風險水平，已經很不同。商場上有很多選擇『是非黑白』機會，年青人有機會會走錯路，所以我們一定要培育他們有好的商業道德。」

馮博士亦寄望恒管學生畢業後可貢獻社會，回饋教育，將資源傳到下一代，在社會上形成一個良性的循環。

### 軟硬兼備的大學必經之路

馮博士八十年代曾到訪恒生商學書院。時隔多年，馮博士故地重遊，對恒管校園的變化之大感到興奮和驚訝：「那時恒管的建築很簡單，現在有多幢嶄新教學大樓，完全不同了。我相信由恒商變成恒管，不單有硬件上的轉變，軟件也有變化。」馮博士指，一間大學的發展要有校園建設和教學設備，同時也要有優秀的師資。」他認為捐獻者在成就一間大學的路上扮演重要角色，「我們就好像地產發展商，一間大學的建設就好像房屋興建，有一定的硬件配好的教授，才是成功的部署，這是大學的必經之路。」





# Campus News

## Prof Simon Ho was invited to the Hong Kong Higher Institutions Presidents' Education Forum

Prof Simon Ho, President was invited to the Hong Kong Higher Institutions Presidents' Education Forum organised by a media platform – Master-Insight.com and had a discussion with Presidents from nine other local Hong Kong institutions on the present situation and future development of Hong Kong higher education. Prof Ho introduced HSMC's unique "Liberal + Professional" education model and emphasised the advantages of non-profit private university.

## 何順文校長獲邀出席香港十大校長教育論壇

恒管校長何順文教授獲邀出席由媒體平台「灼見名家」舉辦的「香港十大校長教育論壇」，與本港九間大專院校校長一同探討香港高等教育的現狀及發展。何校長介紹了恒管獨特的「博雅 + 專業」教育模式，並強調私立小型學院的優勢。



## Signing Ceremony of Academic Cooperation Agreement between HSMC and Illinois Wesleyan University

HSMC and Illinois Wesleyan University (IWU) officially signed an Academic Cooperation Agreement to initiate forthcoming academic collaboration between the two institutions.

The Ceremony was attended by HSMC Management, Prof Jonathan Green, Provost and Prof Teodora Amoloza, Professor of Sociology from IWU as well as honourable guests from Hong Kong America Centre and the United Board.

## 恒管與Illinois Wesleyan University簽署學術交流合作協議書

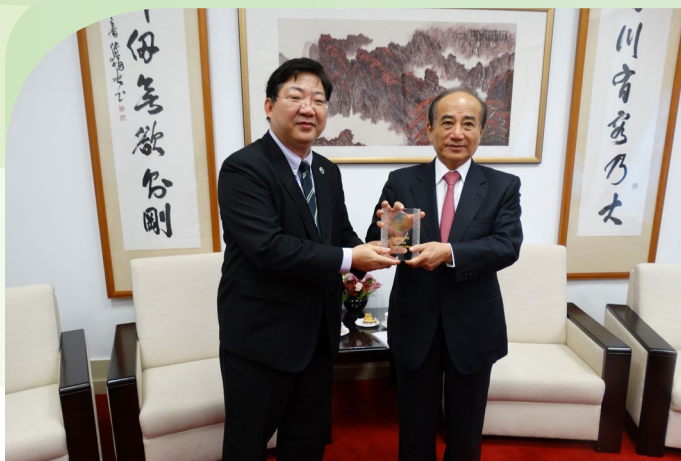
恒管與 Illinois Wesleyan University (IWU) 正式簽署學術交流合作協議書，開展兩校之間的學術交流項目。

出席簽署儀式的嘉賓包括恒管管理層、IWU常務副校長 Prof Jonathan Green和社會學系 Prof Teodora Amoloza，以及分別來自港美中心和 United Board 的代表。





# 校園消息



## Five-day Academic Trip in Taiwan

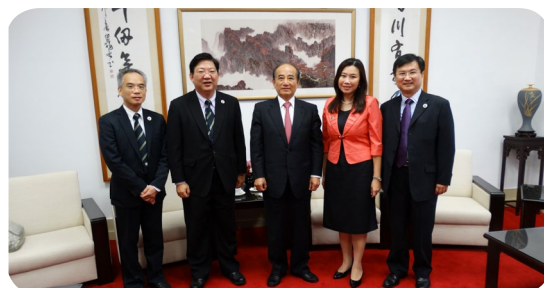
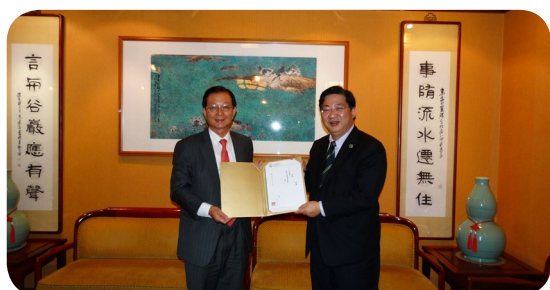
Prof Simon Ho, President, Prof Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication, Prof Raymond So, Dean of School of Business and Associate Professor James Chang, Department Head and Programme Director of Department of Journalism and Communication paid a 5-day academic visit to Taiwan aiming to promote HSMC and form alignments and partnerships with Taiwan universities.

The visiting faculty team had meaningful dialogues with prominent officials from the Legislative Yuan and education bureaus. The signing ceremonies of Academic Cooperation Agreement were also held with Fu Jen Catholic University and Shih Hsin University.

## 台灣學術訪問

校長何順文教授、協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授、商學院院長蘇偉文教授及新聞及傳播學系系主任張志宇先生一行於本年10月下旬赴台灣進行為期五天的學術訪問，藉此宣傳恒管並與台灣多間大學建立合作關係。

學術團隊拜會了多位來自立法院和教育部門的重要官員，亦分別與台灣輔仁大學和世新大學簽署學術交流合作協議書。





## Seminar on “Path to Further Studies at Self-financed institutions”

A seminar on “Pathway to Further Studies at Self-financed Tertiary Institutions” seminar was held on 12 November 2014, attracting over 200 DSE students, parents, principals and teachers of Secondary Schools. Guest speakers included Prof Simon Ho, HSMC President, Mr Ng Po-Shing, Vice Director of Student Guidance Centre of Hok Yau Club, Mr Ronald Chiu, Executive Director of i-CABLE News Limited & i-CABLE Sports Limited and Mr Garrick Lau, Head of Talent Acquisition and Development of Hopewell Holding Limited. The seminar focused on the development of self-financed degree-granting institutions in Hong Kong, including characteristics, social recognition and career prospect.

### 「自資院校升學出路」專題講座

「自資院校升學出路」專題講座，吸引超過200位中學生、家長、中學校長及老師參加。講座邀請恒生管理學院院長何順文教授、學友社學生輔導中心副總幹事吳寶城先生、香港有線新聞有限公司執行董事趙應春先生及合和實業有限公司人才招募及發展主管劉家駿先生擔任主講嘉賓，分享現今自資院校的發展方向、課程及就業情況。



## HSMC Info Day 2014

The first Information Day in the academic year 2014-15 was successfully held on 22 November 2014. A variety of activities such as programme exhibition and seminars as well as campus tours were arranged for the public. Visitors were impressed by the latest, advanced and professional teaching facilities and outstanding learning environment. Online application was also available on the spot while some of the programmes arranged the first assessment to their applicants.

### 2014年恒管課程資訊日

恒管本學年首個課程資訊日已於2014年11月22日（星期六）舉行，當日活動包括課程展覽、課程講座及入學諮詢攤位。學生及家長更獲安排參與校園導賞，展示恒管最新及先進的教學設備，以及優良的學習環境。當日特設即場網上報名，部份課程更安排即場考核。



# Corporate Social Responsibility

## 企業社會責任

### HSMC obtained full score in Hong Kong Corporate Social Responsibility Advocate Index

HSMC has obtained a full score of '5' in the Hong Kong Corporate Social Responsibility (CSR) Advocate Index held by the Hong Kong Quality Assurance Agency (HKQAA). The Index covers seven core subjects including Organisational Governance, Labour Practices, Consumer Issues, Human Rights, Fair Operating Practices, Community Involvement and the Environment.

### 恒管企業社會責任指數獲滿分

恒管在企業社會責任指數中獲得五分滿分。指數由香港品質保證局推行，涵蓋七大核心主題，包括企業管治、勞動實務、顧客事宜、人權、公平營運實務、社區參與和發展以及環境。



### HSMC Provided Professional training to NGO

To show its continuous caring to the community, HSMC provided a professional training to The Stewards, a non-government organisation by hosting a talk related to media and PR communication skills. The talk was hosted by Dr Chi-Kit Chan from the School of Communication and was attended by over 30 social workers and staff from The Stewards.

### 恒管為非牟利機構提供傳媒及公關知識培訓講座

恒管為非牟利機構香港神託會提供專業知識培訓講座，以提升機構的傳媒應對技巧。該講座由傳播學院助理教授陳智傑博士主講，共三十多名來自香港神託會的義工及職員參加。

# Arts at HSMC



## Dr Gao Xingjian 高行健博士

### Le Deuil de la Beauté (Requiem for Beauty) 美的葬禮

“Arts at HSMC” programme has been launched by the Provost's Office with the aim of enriching college life with quality arts programme on campus and enhancing students' interests in different forms of art, including film, dance, music, design, theatre, literature, visual arts and others.

As the inaugural programme, we were honoured to have Dr Gao Xingjian, winner of the Nobel Prize for Literature (2000), in the HSMC Distinguished Lecture Series and brought to us his art film *Le Deuil de la Beauté* (Requiem for Beauty) which was based on his poem of the same title. Dr Gao Xingjian also gave a talk after the screening and had an insightful sharing with Prof Gilbert Fong, Provost of HSMC.

「文藝在恒管」一系列節目由常務副校長室舉辦，目的是提供優質的藝術節目，培養校園內的文化氣息，提升同學對各種藝術形式如電影、舞蹈、音樂、設計、戲劇和文學的興趣。

我們有幸邀請到2000年諾貝爾文學獎得主高行健博士到訪恒管，出席傑出學人系列，為我們帶來 *Le Deuil de la Beauté* 美的葬禮，作為「文藝在恒管」的開幕節目。電影放映會後，高行健博士分享了拍攝這電影的過程和心得，並與常務副校長方梓勳教授交流。





# 文藝在恒管

## Bertolt Brecht's Galileo 《伽利略》教習劇場

HSMC is also honoured to have Hong Kong Theatre Works to perform "Galileo" for us. The audience was captivated by the outstanding performance and was inspired by the sharing in the pre-performance talk and discussion after the show.

Galileo Galilei (1564 - 1642) was well known as the "father of physics" and "father of science". The drama described his significant discoveries, the conflict between science and religion, and the contradiction between ethics and self-interest, at the same time left much room for deliberation.

恒管亦邀請到香港戲劇工程為我們演出《伽利略》。觀眾十分欣賞演員的精湛演技，並在演前導賞和演出後的交流和討論中得到啟發。

伽利略（1564年至1642年）是著名的「現代科學之父」和「現代物理學之父」。該劇談到他的重大發現，並描寫科學和宗教之間的衝突，刻劃出倫理與自利之間的矛盾本質，亦為觀眾留下很多思考空間。





# Achievements

## Funding from the Government's Quality Enhancement Support Scheme (QESS) for research projects

### 研究項目獲政府質素提升支援計劃資助

*Two of our academic research projects have received a total funding of over HKD3.5 million from the Government's Quality Enhancement Support Scheme (QESS).*

恒管2個學術研究項目獲政府質素提升支援計劃資助共港幣350萬。

### Developing Language Proficiency for Post-secondary Students: Online Assessment and Self-learning of Putonghua through Gamification and Automation

#### 專上學生語文能力提升計劃：普通話網上評核及自學系統 — 以遊戲化及自動化為指標

This project aims to set up the online assessment and self-learning of Putonghua. It not only provides students with out of class opportunities to practise Putonghua, but 'humanises' and improves the interactivity of online learning through gamification and automation. In addition, there will be opportunities for social experience. Through this new development, we hope to change the one-way online teaching mode for Putonghua where teaching materials and test instruments are simply uploaded to encourage reflexive responses, and instead to create a motivating experience for students whilst also provide online assessment tasks and self-learning through certification.

本計劃擬設置網上普通話評核及自學系統，除了為學生提供課堂以外的學習支援，使學生有多元化的機會接觸和應用普通話以外，更希望以「遊戲化」及「自動化」作為主要指標，提升網上評核及學習系統的人性化及互動程度；並加入學習「社交化」過程，改變以往只是把教學材料和評核測試放到普通話網上平台的單向教學模式；同時以認證的方法，提升學生於網上進行普通話評核的動力和認受性。



### "Glocality" and Cultural Literacy: HSMC English Enhancement Project

#### 全球 / 本地意識及文化修為：恒管英語活化計劃

In cosmopolitan Hong Kong, it is important for us to be competent in intercultural communication, and able to express our "glocal" identity in English. The current project aims to boost students' cultural literacy through English language use. Second, we would like to develop students' awareness of the "glocal" culture, and teach them how to express such a perception in English effectively. We also encourage senior students to share such literacy competency and "glocal" awareness with incoming freshmen as well as other post-secondary students to foster a sustainable intercultural environment in Hong Kong.

身處香港這國際大都會，能夠和不同文化人士有效溝通及以英語介紹全球 / 本地身份是甚為重要。是次計劃旨在透過英語運用以增強學生的文化修為，並致力培養學生的全球 / 本地文化意識，指導他們活用英語彰顯融合文化修為。本計劃亦鼓吹傳承文化，讓高年級大專學生擔當領導角色，與新生及其他高等教育學分享文化修為及全球 / 本地意識，共同將香港打造成可持續發展的文化交匯樞紐。





# 成就



## 22 projects funded under the 2014/15 Research Grants Council (RGC) Competitive Research Funding 22項研究項目獲「本地自資學位界別競逐研究資助計劃」資助

In the 2014/15 Research Grants Council (RGC) Competitive Research Funding Exercises for the local self-financing degree sector, the College has secured a total funding of over HKD11.3 million for 22 projects. The research projects are responsible by professors from Departments of Chinese, Computing, English, General Education, Journalism and Communication, Marketing, Mathematics and Statistics, Supply Chain Management and Translation with some of the projects jointly conducted with external corporations and universities in Hong Kong, China and UK.

本學院於2014–15年度的「本地自資學位界別競逐研究資助計劃」中，獲研資局撥款一千一百三十萬港元，資助進行22項研究項目。研究項目由多位不同學系的教授負責，包括中文系、電子計算系、通識教育系、新聞及傳播系、市場學系、數學及統計學系、供應鏈管理學系及商務翻譯學系，部份項目更與商業機構以及香港、中國和英國的大學合作進行。

## Students from the School of Communication won top prizes in 2014 Campus Newspaper Awards 傳播學院學生於 2014 校園學報比賽中獲得佳績

HSMC students from the School of Communication won a total of 6 prizes in the 2014 Campus Newspaper Awards organised by China Daily Asia Pacific. The prizes include the winner, first and second runners-up of Best in News Video Reporting (Chinese) and the first runner-up in Best in Features Video Reporting (Chinese). The Enlightenment Post (傳新報), newspaper of the School of Communication, won the second runner-up in Best in News Reporting (Chinese) and the first runner-up in Best in News Page Design (English).

恒管的傳播學院學生於《中國日報（香港版）》主辦的2014校園學報比賽中共贏得六個項目，成績優異。榮獲的六個大獎包括：最佳新聞視頻（中文組）冠、亞、季軍及最佳專題視頻（中文組）亞軍。傳播學院《傳新報》贏得最佳新聞報導（中文組）季軍及最佳版面設計（英文組）亞軍。





# Student Development



## Activities for Inbound Exchange Students

HSMC received 16 exchange students this semester. They come from institutions in the USA, France, Finland, South Korea and China. An orientation and welcome lunch was organised before the start of the academic year. Different integration activities for inbound exchange students were also available. They include Cantonese class, Hong Kong Sightseeing Tour and Mid-Autumn Festival celebration. During the Mid-Autumn Festival, a mooncake-making workshop was held at the HSMC Back-to-College cum Mid-Autumn Festival Gathering. In the evening, the exchange students also had the chance to partake in fun-filled cultural activities including lantern-making and the Tai Hang Fire Dragon Dance. In October, exchange students were invited to celebrate 'Halloween' with local students at a gathering at HSMC.





# 學生發展



## 外來交流生活動

恒管於八月下旬為16位分別來自美國、法國、芬蘭、南韓以及中國的交換生舉行了歡迎午宴及迎新會。為了令交換生們適應香港生活及體驗中國文化，我們亦為交換生們舉辦各種文化交流活動，當中包括廣東話班、香港美景遊和中秋慶祝活動。於中秋節期間，他們獲邀參與「恒管開學暨中秋茶會」的月餅製作工作坊、燈籠製作活動以及欣賞「大坑舞火龍」表演。交換生和恒管師生亦於萬聖節一同慶祝。





Freshmen strived for their best to dance for their house  
新生盡力為自己的社跳舞



All participants had a good time in the SABA Ocamp 2014  
工商管理學系系會舉辦的新生營氣氛熱烈，參加者均樂在其中



Freshmen showed their strongest power in the tug of war  
新生於拔河比賽中用盡全力



Students cheered for red house with full power  
學生雀躍地為紅社打氣

If you have contents that would like to be published in the HSMC Newsletter, please use your HSMC email account to send the description in English and Chinese (less than 250 words) and 1-2 photos (>1MB) to [cpao@hsmc.edu.hk](mailto:cpao@hsmc.edu.hk).

如果有內容想刊登於恒管通訊，請以恒管電郵帳戶發送不超過250字的中英文描述和1-2張1MB以上的照片電郵至[cpao@hsmc.edu.hk](mailto:cpao@hsmc.edu.hk)。

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