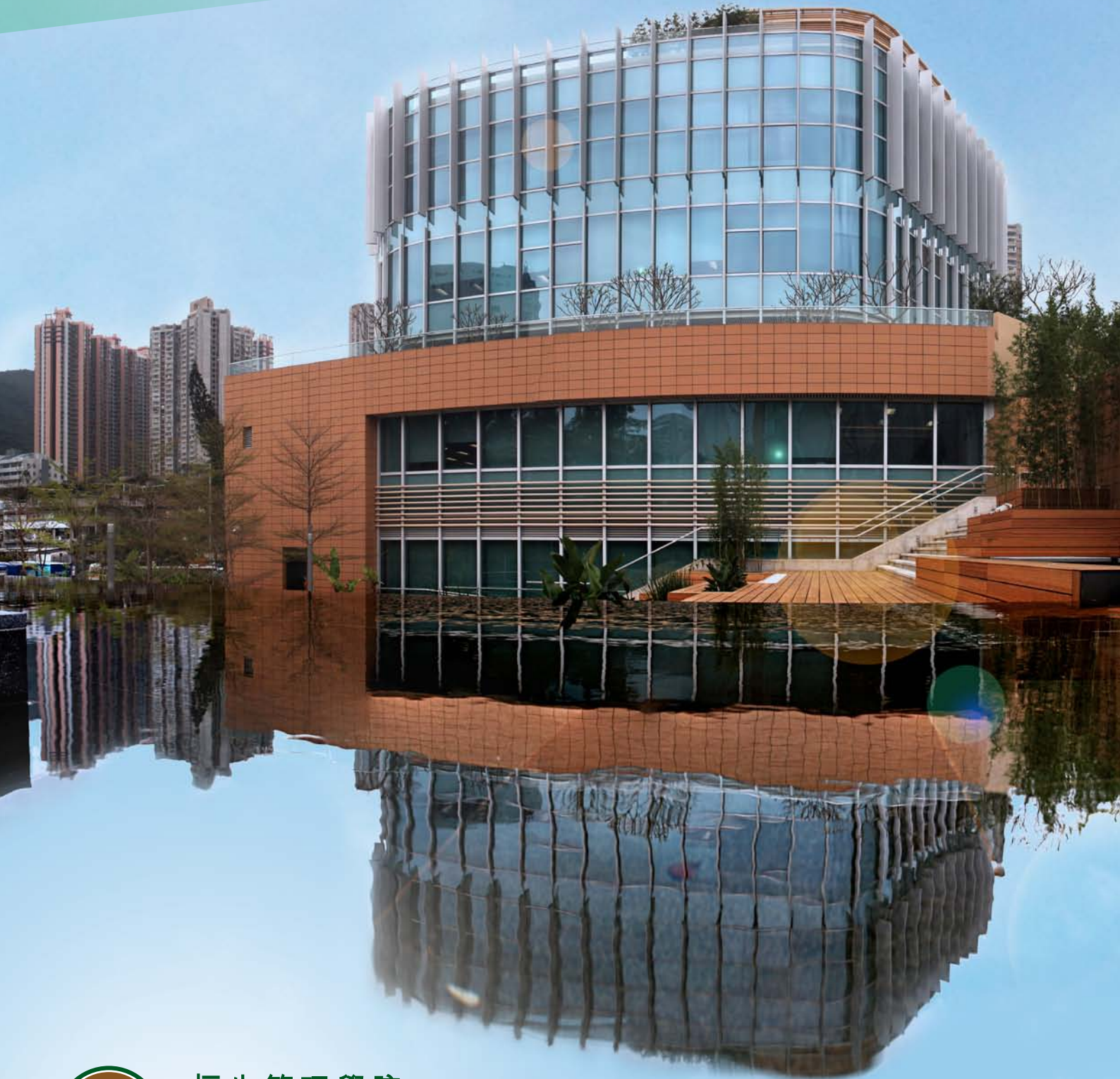


# HSMC Newsletter

## 恒管通訊

4 • 2015



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE



## Shatin Arts and Cultural Promotion Project 2015

The School of Communication of Hang Seng Management College (HSMC) joined hands with Shatin Arts & Culture Promotion Committee to promote a series of Shatin arts and cultural events for the second time in a row this year. With the dedicated effort of students under the strong support from the School of Communication, the Shatin Arts and Cultural Promotion Project (Project) showcased a collection of promotion materials, including a video and a booklet themed “Traditional Taste of Shatin”.



A ceremony to celebrate the accomplishments of the Project was successfully held by the School of Communication and Shatin Arts & Culture Promotion Committee on 16 February. Officiating at the ceremony were President Simon S M Ho, Mr Gary Yeung, Chairman of Shatin Arts & Culture Promotion Committee and Professor Scarlet Tso, Dean of School of Communication. Other guests included Professor Gilbert Fong, Provost, Mr Cheng Cho Kwong, MH, District Council Member and Ms Wong Kit Lin, Headmistress of Baptist Lui Ming Choi Primary School.

In his welcoming address, President Simon Ho expressed HSMC’s great honour to cooperate with Shatin Arts & Culture Promotion Committee to arouse the public’s interest, especially youngsters, in history and traditional culture of the district. He believed the students’ works fully demonstrated their knowledge and passion for cultural heritage and constructed a cornerstone of exploring the outer world.



The ceremony featured a video and a booklet themed “Traditional Taste of Shatin”. Chan Sze Yan, Year 3 BJC student said, “Through this Project, not only could I understand more about Shatin cultural heritage, but also put into practice what has been learnt at College.” Another highlight of the ceremony was the on-site demonstration of making traditional “Shan Shui Dou Fu Hua” by a resident of Ma On Shan Village, Mr Wong Tsz Kwong (left photo).



## 「傳新沙田」文化藝術推廣發佈會2015



恒生管理學院（恒管）傳播學院今年再次獲沙田文化藝術推廣委員會邀請，策劃及製作推廣一系列沙田文化藝術之活動，以加深公眾對沙田歷史及傳統文化的認識。恒管傳播學院師生負責整個推廣的策劃和統籌，包括拍攝宣傳短片及製作沙田節目期刊。

為公佈是次合作成果，傳播學院與沙田文化藝術推廣委員會於2月16日假本校舉行「傳新沙田」文化藝術推廣發佈會。恒管校長何順文教授、常務副校長方梓勳教授、傳播學院院長曹虹教授、沙田文化藝術推廣委員會主席楊文銳議員、委員黃潔蓮議員、鄭楚光議員及參與推廣計劃的沙田區中學代表等均有出席發佈會。

校長何順文教授在發佈會上表示，很榮幸第二度與沙田文化藝術推廣委員會合作，向公眾，尤其是青少年，推廣沙田傳統文化。何校長期望藉著是次活動，讓青少年認識傳統文化的可貴之處，從而扎根本土，放眼世界，開拓視野。

是次發佈會的焦點，是由恒管傳播學院展示他們的作品，包括短片「傳新沙田——人情味」及「沙田文藝節目期刊——2015年第三期」。恒管傳播學院師生更即場分享採訪和製作期間的點滴。恒管新聞及傳播學系三年級的學生陳思欣表示在拍攝短片和採訪時，除了充分實踐課本所學的知識外，也加深了對沙田傳統食品及文化的認識，獲益匪淺。而短片中的其中一位受訪者，馬鞍山村居民黃子廣先生（廣叔）亦獲邀到場，即席示範製作傳統豆腐花，讓在場人士在享用美食之餘，體會絲絲傳統人情味。

### Participated Parties 參與組織

**Organiser** : Shatin Arts & Culture Promotion Committee 沙田文化藝術推廣委員會  
主辦

**Supported by** : Shatin District Office 沙田民政事務處  
協辦

**Sponsored by** : Shatin District Council 沙田區議會  
贊助

**Planning and Production** : School of Communication, Hang Seng Management College 恒生管理學院傳播學院  
策劃及製作





## The Exchange Students Say.....

Hi everyone! Freshly arrived in Hong Kong in January, I would like to review my experience as a French in Hong Kong :) Here it is.

I have always wanted to live in Asia. Apart from the fact that I love the food, I always thought it was an amazingly dynamic place with a culture so different from mine. And this proves to be true.

As soon as I arrived at the Hong Kong International Airport, I could sense the scent of holiday. I feel curious about everything here, especially the landscape and the big contrasts between green scenery in the countryside and the skyscrapers in the urban area; and the traces of the English culture such as the roads and driving rule.

My first day at HSMC went perfectly, despite the 7-hour jet lag that made me feel like a zombie! I was amazed by the modernity of the College and the kindness of both exchange student office and administration.

Everything got real when classes started. After a brief registration process, my buddy Ho Shan, who was very sweet, helped me settle down. I have never learned Mandarin before, so the Mandarin class is a real challenge to me. If my Mandarin teacher sees this, she knows how I struggled. Seriously, the tones are like skiing, French is much flatter than that. Comparatively, I am more familiar with the other courses about advertising, promotion and event planning as I major in Advertising and Communication in France.

I enjoyed discovering the city and the food a lot. I mean you guys know how to make it work! I'm a huge fan of dumpling, so I basically ate that for weeks ahah. My trip to Lamma Island was very impressive; I love walking around enjoying those beautiful rough landscapes.

Chinese New Year was also a fabulous moment. That was so cool to hear explanation from everyone about this very important festive time of the year. The parade of the decorated floats was crowded. The fireworks were magnificent. More, I must thank Jay for teaching us how to make Tangyuan :)

I would like to thank the College for allowing us to have the opportunity to study here and live in such a diverse yet beautiful and rich place. I couldn't be more grateful. Thank you HSMC.

各位好！一月來到香港，我希望在此回顧一下作為一個法國人在香港的經驗。

我一直都渴望在亞洲居住。除了吸引的美食外，我認為這裡是一個充滿活力的地方，有著截然不同的文化，而我的看法十分正確。

初抵香港國際機場就令我呼吸到假期的氣息。我對香港的一切感到十分好奇，特別是這裏的地貌、綠草如茵的郊外與城市中高樓大廈的差距。以及英國文化的痕跡，如馬路設計和駕駛規則等。

縱使有著令人萎靡的7小時時差，我在恒生管理學院的第一個上課日可說完美，現代的校園、交換生辦公室與行政人員友善的對待都使我喜出望外。

真實的生活隨著課堂開始而展開了。經過簡單的註冊，我的buddy Ho Shan幫我安頓下來。普通話對我這初學者來說是最困難的，如果我的普通話老師看到，她便知道箇中情況。普通話的聲調較多，而法語的發音則簡單得多。相比之下，因我在法國主修廣告和傳播，對有關廣告、推廣和活動策劃的課程則比較熟悉。

我很享受發掘這個城市及其美食。你們太知道如何令人垂涎欲滴了。而我就是餃子的大粉絲，原則上我可以連續吃幾個星期，哈。另外，南丫島之旅亦使我印象深刻，特別是那些美麗而粗曠的地貌。

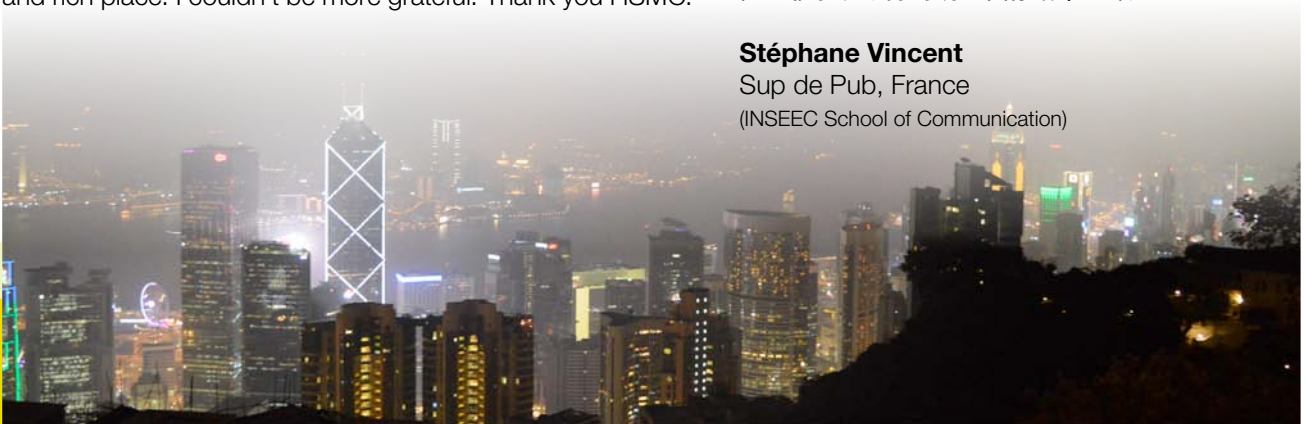
農曆新年亦是一個難忘的時刻，很高興每位朋友都為這個重要的節日作出不同詮釋。花車巡遊很擠擁。但煙花燦爛，令人陶醉。還有，在此要多謝Jay教導我們煮美味湯圓。

我很想感謝恒管，讓我們有這機會到這裡學習，在這個多元而多姿多采的城市生活。

**Stéphane Vincent**

Sup de Pub, France

(INSEEC School of Communication)



## 交流生說 .....



Hello, I'm Douglas Torres. I'm currently studying at Hang Seng Management College as an exchange student. The first thing that I want to say about the College and Hong Kong in general is how welcoming locals are towards foreigners. This is very different from the United States and it feels so nice to be welcomed.

I love this city. There is always something to do no matter where you are. So far, I've gone karaoke, seen New Year fireworks from a hotel, gone to Ocean Park, seen the Hong Kong skyline from Victoria Peak, been biking along the Shing Mun River, visited the nightlife of Wan Chai, Central, tasted the restaurants in Causeway Bay, shopped in Mong Kok and Stanley Market, seen temples in Diamond Hill, and even tried my luck at the Shatin New Year's Horse Race. I'm having a lot of fun here and there are so many other things I still want to do.

It has been an exciting time for me also because it's my first time living in a student hall. There are student dormitories in my university back in the USA but I stay at home because the cost of living on campus is high. I love the ease of waking up an hour before a lesson starts and still on time. Living with most of the exchange students makes it easier for us to forge friendships. I usually go to the gym, play badminton, swim with some of the students and eat at Kwong Yuen Estate. It's very convenient and I'm so grateful that HSMC offers accommodation to exchange students.

I am glad that the same kind of friendliness that the student buddies show is also common among many other HSMC students. I am friends with many of the local students that live in the hostels. Last week I had the privilege of playing guitar along with Panny Hui at an important HSMC event and I am so glad to be able to do something for the College.

At last, I have to say that I'm grateful for the openness and kindness of the exchange student group and for the buddies the College assigned to us. My traveling partners from Ecuador, Ibeth Nunez, the other five Finnish students, Mat Janvier from France, Alex (Ng Ct), and Kamha Tse have all made my stay highly enjoyable.

你好，我是恒生管理學院的交換生Douglas Torres。總體來說，恒管和香港給我的印象是本地人對外國人十分好客。相對美國，這裡總是令人感到大受款待和歡迎。

我很喜歡這個城市，任何時候都總有玩意。這段日子，我去過卡拉OK、欣賞新年煙花匯演、到訪海洋公園、從山頂一覽香港的城市地貌、踏單車遊覽城門河畔、探索灣仔、中環的夜生活、造訪銅鑼灣各式各樣的餐廳、到旺角與赤柱市集購物、參觀位於鑽石山的寺廟和到沙田舉行的新年賽馬日一碰運氣，贏得獎金。我在香港的生活可說是多姿多采。

這段日子對我來說很新鮮，因為這是我首次住在學生舍堂的體驗。雖然我在美國修讀的大學有很多學生舍堂，但費用高昂，所以我住在家中。我可以在課堂前一小時才鬆容起床，卻仍然準時上課。與大部份交換生共住使我們很快變成好友，我們常常一起到健身房、打羽毛球、游泳和到廣源邨吃飯。一切都很方便，真的很感激恒管為交換生提供舍堂服務。

令我興奮的是，很多恒管學生對我們就如buddies 一般友善。我跟很多住在舍堂的本地學生成為朋友。上星期，我還有幸與Panny Hui於一個恒管重要的活動上表演結他，真的很高興能夠為學院做點事。

最後，我要感激學院為我們提供的交換生群組和buddies，是次旅程的好拍檔Ecuador、Ibeth Nunez和另外五位來自芬蘭學生、來自法國的Mat Janvier、Alex (Ng Ct)、Kamha Tse 都使我在香港的生活倍添樂趣。

### Douglas Torres

Lipscomb University, USA





## President's Dialogues with Distinguished Leaders

### 校長與領袖同「恒」

“President's Dialogues with Distinguished Leaders” is a radio programme broadcast from 11am to 12pm every Saturday morning from 29 November 2014 for a year on Metro Radio (FM997). President Simon S M Ho invites guests who are renowned for outstanding achievements in their own professional careers to share their leadership experience and recipes for life success, in order to broaden the horizons of youngsters and further promote liberal arts and leadership education.

「校長與領袖同『恒』」電台節目由2014年11月29日開始，逢星期六上午11時至中午12時於新城知訊台播出，何順文校長一連52個星期邀請社會上不同界別的傑出領袖，與聽眾分享寶貴領袖經驗及成功生活心得，旨在擴闊年青新一代的視野，推動博雅與領導教育。

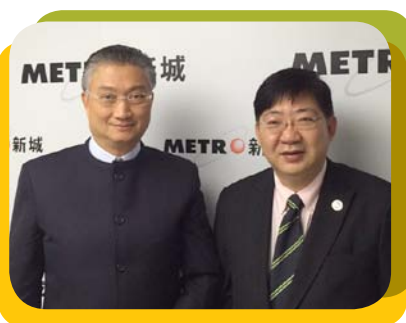
In the past 2 months, we were very honoured to have the following distinguished leaders being our guests. The episodes can be revisited at [www.hsmc.edu.hk/index.php/media1/thang](http://www.hsmc.edu.hk/index.php/media1/thang).

在過往2個月，我們很榮幸邀請到以下幾位領袖級嘉賓作出分享。可到 <http://www.hsmc.edu.hk/index.php/hk/media1/thang> 重溫節目。

## Episodes 8 – 15 第八集至第十五集

### The Hon Bernard Charnwut Chan Member, Executive Council 行政會議成員陳智思先生

Mr Chan shared his experience in 3 consecutive surgeries when he was young. Once depressed, he recovered and chose to proactively accept adversity, treasure every minute and contribute to the community. 陳先生分享年青時受頑疾困擾，連續三年進行了大型手術，當時情緒低落，之後選擇積極接受，把握自己的光陰，貢獻社群的經驗。



### Dr Bunny Chan Chung Bun Chairman, Commission on Youth 青年事務委員會主席陳振彬博士

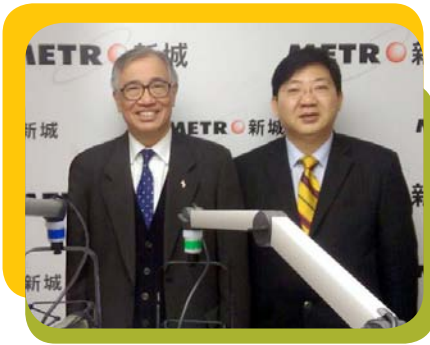
Dr Chan talked about his experience of founding his business and the path to leadership, and pointed out the society is progressing unceasingly and full of opportunities. Youngsters shouldn't complain about everything but diligently gear up, open their minds and strive to achieve their goals step by step. 陳博士詳談自己的創業與領袖之路，認為社會不斷進步，處處充滿機遇，年青人不該只是抱怨，應努力充實同開放自己，踏實一步步邁向理想。

### Mr Joseph Luc Ngai Director and Managing Partner, McKinsey & Company 麥肯錫公司資深董事兼香港區總經理倪以理先生

Mr Ngai shared his belief that a leader should be different from a manager. A leader should possess leadership to lead and encourage his team to improve and innovate continuously.

倪先生認為領袖有別於管理人員，作為領袖須額外具備領導能力，帶領和激勵團隊不斷改變創新。





**Dr Joseph Lee**  
**Chief Executive Officer, Wofoo Group**  
**和富塑化集團行政總裁李宗德博士**

Dr Lee said that a leader should possess four qualities – knowledge, skills, attitude and values. He used his experience in founding his business to encourage youngsters to persevere with their beliefs. Young people shouldn't complain too much about the social environment while they should equip themselves and grab the opportunities in the new era. 李博士認為領袖需具備四大元素，知識、技術、態度和價值，他又以自身的創業經歷勉勵年青人堅持信念，不要過份抱怨社會環境，而要不斷自我裝備把握新時代帶來的機遇。

**Mr Leung Chun Ying**  
**Chief Executive, Government of the Hong Kong SAR**  
**香港特別行政區行政長官梁振英先生**

The Chief Executive revealed that a leader needs to have ethics, know-how and be optimistic. He advised that Hong Kong does have advantages and lots of opportunities, and urged youngsters to strive for excellence and go abroad to broaden their horizons. 特首表示領袖需要講「道」也要「術」，樂觀看待事物。他坦言，香港享有優勢和充滿機遇，寄語年青人要力求上進，可外出擴闊視野。

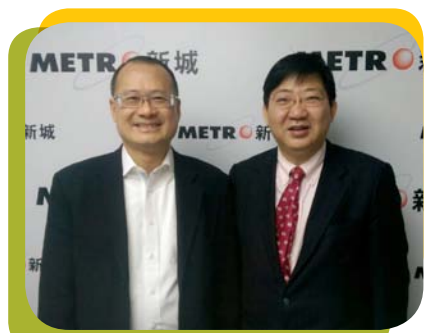


**Professor John Leong Chi Yan**  
**Chairman, Hospital Authority**  
**醫院管理局主席梁智仁教授**

Professor Leong shared his recipe for successful leadership and stated that a leader should have vision, the ability to transform threats into opportunities, the sense of communications with subordinates and the willingness to innovate. 梁教授分享領導成功心得，認為成功領袖需要有遠見、能將危轉為機、懂得和下屬溝通，以及勇於創新。

**Professor Joseph Sung Jao Yiu**  
**President, The Chinese University of Hong Kong**  
**香港中文大學校長沈祖堯教授**

Professor Sung took the experience in SARS (Severe Acute Respiratory Syndrome) as an example. He believed successful leaders should lead the team and to tackle obstacles together to win their hearts. They should also be humble and willing to serve. 沈教授以沙士經歷指出，認為作為成功的領袖，需要身先士卒、與下屬共同進退，才能得到「民心」，並相信領袖需要一個謙遜和服務的心。



**Dr Jonathan Choi Koon Shum**  
**Group Chairman, Sunwah Group**  
**新華集團主席蔡冠深博士**

Dr Choi stated a successful leader should have high emotional quotient and adversity quotient. EQ helps control emotion, the key to displaying charisma, while AQ helps overcome adversity. 蔡博士認為成功的領袖需要有高的EQ和AQ。EQ有助控制情緒，屬發揮親和力的重要一環，而AQ有助逆境時渡過難關。



## HSMC Organised the First in Hong Kong Bamboo Bicycle Workshop and Test-ride

### 恒管舉辦全港首個竹單車工作坊及試駕活動

Known as “Junzi University” in Hong Kong, HSMC extensively made use of bamboo for its high regeneration rate and durability as construction materials and interior furniture in its new buildings. Bamboo symbolises perseverance, integrity and moral of junzi.

On 23-26 January, HSMC worked with Bamboo Bicycles Beijing (BBB) to coorganise a bamboo bicycle workshop to convey green living concepts and the message “Doing-it-yourself instead of Buying it” to students. After the four-day handcraftsmanship, four bamboo bicycles were built and open for a test-ride hosted by President Simon S M Ho and Mr David Wang, Founder of BBB.

譽為本港的「君子大學」，恒管大量採用再生能力極強與堅硬耐用的竹材作為新建築物的環保建築物料與傢俱。竹是代表君子堅毅、正直有節氣的象徵。

於1月23日至26日，恒管與北京Bamboo Bicycles Beijing團隊合作，在校內舉辦竹單車工作坊，向學生宣揚「與其消費，不如動手製」的訊息。經過四天日以繼夜的親手製作，四輛竹單車完成面世，並由校長何順文教授及Bamboo Bicycles Beijing的創辦人王勤輝先生主持試駕活動。

### Bamboo Bicycle Workshop (23-26 January 2015)

竹單車工作坊 (2015年1月23 - 26日)



President Simon Ho (2nd from left) and Professor Scarlet Tso (1st from left) made bamboo bicycle with students  
何順文校長（左二）和曹虹教授（左一）與同學一同製作竹單車



Group photos of Mr David Wang and the participating students  
王勤輝先生與參與學生合照



### Bamboo Bicycle Test-ride (30 January 2015)

竹單車試駕活動 (2015年1月30日)



President Simon Ho test-riding a bamboo bicycle and taking group photo with participants  
何順文校長試駕竹單車並與參加者合照



## HSMC Founders' Day Dinner 恒生管理學院校慶日晚宴

HSSC/HSMC celebrated its accomplishment for 35 years. To share the joyfulness of this auspicious moment, the Founders' Day Dinner brought together about 300 distinguished guests, alumni, friends and supporters for a heart-warming reunion. The Dinner was held on 16 March 2015 at the Auditorium in Lee Quo Wei Academic Building.

恒生商學書院及恒生管理學院慶祝35年的成就，邀請近300位卓越的嘉賓、校友、朋友及支持者聚首一堂，慶祝這喜慶歡樂的日子。校慶日晚宴於2015年3月16日在利國偉教學大樓的演藝廳舉行。



## HSMC Was Awarded the "Caring Organisation Logo" 恒管獲嘉許「同心展關懷」標誌

HSMC has been awarded for the second consecutive year the "Caring Organisation Logo" by The Hong Kong Council of Social Service in recognition of its enduring efforts in caring for the community, caring for the employees and caring for the environment.

恒管連續第二年獲香港社會服務聯會嘉許「同心展關懷」標誌，以表揚其對社會、員工和環境的長期關懷。



## Learning Programme Accreditation (LPA) for Bachelor of Arts (Honours) in Chinese

### 中文（榮譽）文學士學位課程的課程評審

The on-site visit for the programme accreditation exercise conducted by Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) for our Bachelor of Arts (Honours) in Chinese took place on 4-5 February 2015. The College and new programme were positively evaluated by the assessment panel. The programme is expected to be launched from September 2015.

香港學術及職業資歷評審局評審小組於2月4日至5日為本院擬開辦的中文（榮譽）文學士學位課程進行課程評審及實地考察。評審小組對學院及新課程作出正面評價。本課程預計將於2015年9月開辦。



## Learning Programme Re-accreditation (Re-LPA) for BBA, BBA-SCM, BTB

### 三個學位課程的課程覆審

The Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) conducted the re-accreditation exercise for our Bachelor of Business Administration (Honours), Bachelor of Business Administration (Honours) in Supply Chain Management and Bachelor of Translation with Business (Honours) on 7-9 January 2015. The assessment panel was satisfied with the overall quality of the programme and appreciated the dedicated efforts of our staff and programme teams.

香港學術及職業資歷評審局評審小組於1月7日至9日為本院三個學位課程：工商管理（榮譽）學士課程、供應鏈管理工商管理（榮譽）學士課程及商務翻譯（榮譽）學士課程進行課程覆審及實地考察。評審小組對有關課程整體質素感滿意，並對本院團隊的努力表示欣賞。





## BJC Goodwill Ambassador Inauguration Ceremony

### 恒傳親善團交職儀式

The School of Communication presented certificates to BJC Goodwill Ambassadors to recognise their contribution of being event planners, public relations practitioners as well as the Master of Ceremony of the School's events and academic conferences. Professor Scarlet Tso, Dean of School of Communication, hoped that the new members could take up the mission and serve the School wholeheartedly.

傳播學院表彰恒傳親善團團員們的貢獻，頒發證書以肯定他們擔任策劃、司儀、協調、接待、公關、傳播及聯絡，以及協助傳播學院舉辦大型活動及學術會議的工作。傳播學院曹虹院長期許新一屆團員承接任務，以最真摯的心服務傳播學院。



## BJC Talk Series: Are You Ready?

### 恒傳匯談 — 你準備好了嗎？

Mr Cheung Kin Ting, Alfred, Hong Kong famous film director and Miss Ng Wing Ki, Creative Director of Alfred Cheung Acting Studio, were invited to be the guest speakers at the BJC Talk Series 21.

Mr Cheung pointed out that the society changes ceaselessly. In order to be well-prepared for these changes and challenges, we have to nurture an adaptable mind-set by accumulating knowledge and ideas generation as well as fully understanding yourself. Miss Ng also shared her experience and encouraged students not to give up easily in order to succeed.

「恒傳匯談」系列第二十一場講座邀請了香港著名導演張堅庭先生及張堅庭戲劇工作坊創作總監吳詠琪小姐為嘉賓。

張導演指出，在現今社會不斷變化的環境下，同學應先認清自己的優、缺點，並透過知識增長及創意發展培養一顆懂得轉變的心，為自己做好各種準備，機會來臨時便可隨時應戰。吳總監更以自己的經歷鼓勵同學做任何事都不要氣餒，並要學會堅持，才會步上成功之路。



# Campus News

## Graduation Photo Day 2015 畢業禮照相日2015



The Graduation Photo Day 2015 was held on 12 March 2015 at the Auditorium in Lee Quo Wei Academic Building. The President, Provost, Vice-President, Associate Vice-Presidents, Deans and academic staff first took graduation photos with students from each Degree and Associate Degree Programme respectively. A big group photo was then taken with around 700 prospective graduates, capturing the memorable and delightful moment.

畢業禮照相日2015於3月12日在利國偉教學大樓的演藝廳舉行。校長、常務副校長、副校長、協理副校長、學院院長及教職員整裝出席，與學生拍攝各學士及副學士課程的畢業照，以及與約700位準畢業生拍攝大合照，留下寶貴一刻。



## HSMC Job Fair 恒管招聘會

Organised on 3-4 March 2015, the HSMC Job Fair welcomed 57 employers from the banking and finance, accounting, marketing, transportation, hospitality, logistics, retail and trading sectors, together with 5 professional bodies, which offered over 500 full-time vacancies as well as over 200 internship places and part-time jobs.

The visitor number reached more than 3,000 over the two days. In particular, our students were commended as being proactive in exploring career opportunities and possessing good manner.



於2015年3月3日至4日舉行的恒管招聘會聚集57間來自銀行及金融、會計、市場營銷、運輸、酒店、物流、零售和貿易行業的公司，加上5個專業機構，一共提供超過500個全職職位空缺及超過200個實習機會和兼職工作。

為期兩天的招聘會吸引多達3,000人。恒管學生獲讚賞為積極主動、並踴躍探索職業發展機會及具有良好的溝通技巧。



## HSMC's Degree Programmes Recognised by Taiwan Ministry of Education

恒管學士學位獲台灣教育部認可



The Ministry of Education of Taiwan made an announcement to recognise the programmes offered by Hang Seng Management College on 4 March 2015, with recognition same with other universities in Hong Kong. This confirmed that HSMC students can exchange and graduates can pursue post-graduate degree or assume employment in Taiwan, while HSMC can also receive Taiwan students.

The recognition affirms HSMC's education model, programmes and quality teaching staff.

台灣教育部於2015年3月4日正式公告，採認恒生管理學院（恒管）所授予的學士學位，與本港其他大學並列於該部「香港專科以上學校認可名冊」內。這確認恒管的同學可到台灣成為交換生，而畢業生亦可在台灣升讀研究生院或就業。同時，台灣院校學生亦可到恒管作交換生或升學。

是次恒管學士學位獲台灣教育部承認學歷，證明恒管的辦學理念、課程與師資質素已獲得高度評價與肯定。

## Inauguration of Student Ambassadors Programme 2014/15

恒管學生大使就職典禮  
2014/15

The Student Ambassadors Programme 2014/15 was inaugurated on 13 February 2015. Through a variety of exposure from different programmes and training, students will be given opportunities to nurture the appropriate qualities and master the necessary skills to become a good leader.

學生大使計劃2014/15於2月13日舉行就職典禮，學生通過各種不同的計劃和培訓，培養出合適的質素和掌握必要的技能，成為一個優秀的領導者。







### Jazz March 爵士三月

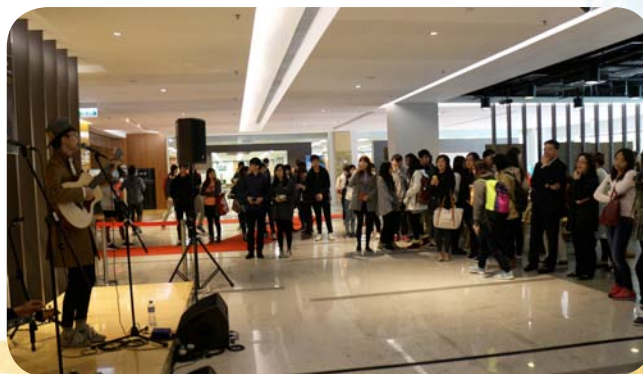


「文藝在恒管：爵士三月」由常務副校長室舉辦，旨在讓恒管教職員及學生浸淫在音樂藝術中。「文藝在恒管」系列培養校內的文化氣息，提升同學對各種藝術形式的興趣。

二場午間音樂會分別於3月3及13日舉行，而爵士三月終極音樂會Jazz Night則於3月23日在演藝廳舉行，表演嘉賓包括HKU Big Band 17人大樂隊、Shining Star、Berry Lam Quartet、Soda Lam、香蕉奶及Laymen in Jazz。

The Provost's Office proudly presented Jazz March to fill the campus with music and rhythm. Jazz March was part of the Arts at HSMC programme to enrich college life with quality arts programmes and enhance students' interests in different forms of art.

Two lunch concerts were held on 3 and 13 March respectively, and the finale Jazz Night was held on 23 March at the Auditorium. Performers included Jazz enthusiasts HKU Big Band, Shining Star, Berry Lam Quartet, Soda Lam, Bananaooyoo and Laymen in Jazz .





# Upcoming Events 活動預告

## HSMC Distinguished Lecture Series – Professor Yuan-Tseh Lee

恒管傑人講座系列 — 李遠哲教授

Winner of Nobel Prize in Chemistry 1986 諾貝爾化學獎 (1986年) 得主

Topic 主題: Sustainable Development of the Human Society 談人類社會的永續發展  
Date 日期: 21 April 2015 (Tuesday) 2015年4月21日 (星期二)  
Time 時間: 3:00 pm – 4:30 pm 下午3時至4時30分  
Venue 地點: Auditorium, 2/F, Lee Quo Wei Academic Building, HSMC  
恒生管理學院利國偉教學大樓2樓演藝廳

## HSMC Symposium on Sustainability and Bamboo

恒生管理學院「可持續發展與竹」研討會

### Symposium 研討會

Date 日期: 19 July 2015 (Sunday)  
2015年7月19日 (星期日)  
Time 時間: 9:00 am – 5:30 pm  
上午9時至下午5時30分  
Venue 地點: Auditorium, 2/F,  
Lee Quo Wei Academic Building, HSMC  
恒生管理學院利國偉教學大樓2樓演藝廳

### Open Day 開放日

Date 日期: 20 July 2015 (Monday)  
2015年7月20日 (星期一)  
Time 時間: 9:00 am – 5:30 pm  
上午9時至下午5時30分  
Venue 地點: HSMC Campus  
恒生管理學院校園

## The First Forum on Sustainable Development (SD) in Higher Education (HE)

高等教育可持續發展

Date 日期: 21 July 2015 (Tuesday) 2015年7月21日 (星期二)  
Time 時間: 9:00 am – 1:00 pm 上午9時至下午1時  
Venue 地點: Auditorium, 2/F, Lee Quo Wei Academic Building, HSMC  
恒生管理學院利國偉教學大樓2樓演藝廳

## The 20th Asia Pacific Decision Sciences Institute Conference

第二十屆亞太決策科學組織會議

Date 日期: 19 – 24 July 2015 (Sunday – Friday) 2015年7月19至24日 (星期日至星期五)  
Venue 地點: HSMC Campus 恒生管理學院校園  
Host 主辦單位: Department of Supply Chain Management, HSMC 恒生管理學院供應鏈管理學系  
For more information, please visit <http://www.apdsi2015.org/main.php>.  
有關詳情, 請瀏覽<http://www.apdsi2015.org/main.php>。

# Personnel Updates 人事快訊

We would like to extend our warmest welcome to **Ms Chan Po Yu Rebecca**, Director of Student Affairs, and full time academic staff, **Dr Chen Hung To Ivan** (Assistant Professor, Chinese) and **Ms Mo Yee Lam Elaine** (Lecturer I, Mathematics and Statistics) who joined us since January 2015.

Heartfelt welcome is also given to **Ms Leung Wing Yee Ada**, Associate Vice-President (Advancement and Industry Liaisons) and **Professor Hui Yee Van**, Vice-President (Academic and Research) who will join us in April and July respectively.

我們歡迎學生事務總監**陳寶瑜女士**、全職教職員中文系**陳鴻圖博士**和數學及統計學系**毛怡琳女士**於2015年1月起陸續加入恒生管理學院。

我們亦衷心歡迎將於4月及7月加入恒管的協理副校長(發展及工商協作)**梁穎怡女士**及副校長(學術及研究)**許溢宏教授**。



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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