



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

# HSMC

Newsletter 恒管通訊

8 • 2015





# Feature: HSMC International Sustainability Week

## HSMC Symposium on Sustainability and Bamboo



Hang Seng Management College (HSMC) has been putting emphasis on sustainability education and sustainable buildings in the form of the College's building design, selection of building materials, construction, operation, maintenance and so on. The application of bamboo, one of the fastest-growing plants in the world with high compressive and tensile strength, and the concept of green campus are some of the distinctive features of HSMC. To raise public awareness on this issue and to exchange good practices and experiences with professionals from the broader field of sustainability, HSMC co-organised with United Nations Educational, Scientific and Cultural

Organization – Asia Pacific Programme of Educational Innovation for Development (UNESCO-APEID) the HSMC Symposium on Sustainability and Bamboo on 19 – 20 July 2015. Around 300 participants joined the Symposium.

At the Opening Ceremony, Professor Simon S M Ho, President of HSMC, warmly welcomed all distinguished guests and was pleased that HSMC was the first institution in the region to organise a Symposium which provides an arena for promoting sustainable development and the use of bamboo. "HSMC was honoured to have The Hon Mrs Carrie Lam, GBS, JP, Chief Secretary for Administration of HKSAR Government and Professor Wang Li-bing, Programme Coordinator of UNESCO-APEID as the officiating guests." Mrs Lam recognised HSMC's efforts to apply global green concepts to modernise the campus and to achieve Platinum accreditation for some of its buildings. She said, "My congratulations to the College, which over the years has



evolved from a school of commerce to an excellent post-secondary college, awarding degrees and doing pioneering research. And personally, I am looking forward to the College becoming [re-titling as] a university in due course."



Professor Wang specified that climate change, biodiversity, and green campuses are all regarded as important issues pertaining to the environmental domain of sustainable development and wished to collect innovative practices concerning climate change and sustainability through the Symposium.

The unveiling ceremony was hosted by President Simon Ho, Mrs Carrie Lam,

Professor Wang Li-bing, Mr Martin Tam, member of Board of Governors and Chairman of Steering Committee on Campus Expansion, Dr Tom Fong, Chairman of Organising Committee and Associate Vice-President (Student Development and Campus Services), and Mr Lee Ting, student representative from the Green Society, HSMC.

On Day 1, four rounds of panel discussions were held at the Auditorium. Dr Tom Fong, Mr Martin Tam, Dr Shirley Yeung and Professor Raymond So from HSMC assumed the



role of moderators and discussed with a total of 16 panelists from UNESCO, public bodies, professional associations, and higher education institutions. The experts shared their knowledge and experience on 4 topics including “Climate Change and Sustainability – Implications on Learning Environment”, “Climate Change and Sustainability – Implications on Sustainable Buildings”, “Sustainability and Campus Development: the Era of Innovation”, and “Sustainability and Campus Development: the Application of Bamboo”.



We were delighted to have Mr Wong Kam-sing, JP, Secretary for the Environment as the guest speaker at the Symposium Dinner on Day 1. He shared his experience of promoting environmental initiatives in Hong Kong and the road of sustainable development in the future.

In “Dialogue with Students” on Day 2, Professor Wang Li-bing exchanged views with members of HSMC Green Society, Dr Susan Bosco, Associate Professor of Management from the Roger Williams University, USA, gave a presentation on “Bamboo Production – Who are the Workers?” with Mr Nigel P Howard, Principal of Clarity Environment, International Initiative for a Sustainable Built Environment, as the respondent. Students were greatly inspired and were motivated to advocate environmental measures. Day 2 was also an Open Day with exhibition booths related to sustainability and bamboo plus guided campus tours.



The Symposium was widely supported by various local and overseas institutions, including International Network for Bamboo and Rattan (INBAR), International Centre for Bamboo and Rattan (ICBR), International Initiative for a Sustainable Built Environment (iiSBE), Council for Sustainable Development, Construction Industry Council, Hong Kong Green Building Council Limited, The Hong Kong Institute of Architects, The Hong Kong Institute of Landscape Architects, The Federation of Hong Kong Industries, and Friends of the Earth (HK).





# 專題報導：恒管國際可持續發展週

## 恒管「可持續發展與竹」研討會

恒生管理學院（恒管）一直注重可持續發展教育，校園內建築物以可持續的設計、物料、建造、操作及保養，以生長速度迅速及強韌的竹為材料，貫徹綠色校園的概念，這些都是恒管校園的主要特色。為了提升大眾對可持續發展的認知及邀請可持續發展領域的專家分享相關經驗，恒管聯同聯合國教科文組織—亞太地區教育創新促進發展項目，於2015年7月19及20日合辦恒管「可持續發展與竹」研討會，約300名人士參加。

開幕禮上，校長何順文教授歡迎一眾嘉賓，並很高興恒管成為地區內首間院校舉辦有關可持續發展與竹的研討會，恒管很榮幸能夠邀請香港特別行政區政務司司長林鄭月娥，GBS, JP、聯合國教科文組織—亞太地區教育創新促進發展項目總協調人汪利兵教授擔任主禮嘉賓。林女士認同恒管實踐全球化綠色理念於校園現代化的努力，部份建築物獲得環保的認證和獎項。她表示：「我衷心祝賀恒管經多年的努力，從商學書院發展成為一所優秀的專上學院，授予認可學位並進行創新研究。我個人十分期待學院在可見將來正名為大學。」同時，汪教授說明氣候轉變、生物多樣性和綠色校園對環境可持續發展極為重要，希望透過研討會廣納各項應對氣候轉變和推行可持續性的創新做法。



揭幕儀式由校長何順文教授、林鄭月娥女士、汪利兵教授、校董兼校園擴建委員會主席譚天放先生、研討會籌備委員會主席及協理副校長（學生及校園發展）方永豪博士和恒管環保學會學生代表李挺先生主持。

活動首天在演藝廳舉行了4回合的小組討論。恒管的代表方永豪博士、譚天放先生、楊慕貞博士和蘇偉文教授擔任會議主持人，並與16位來自聯合國教科文組織、非政府組織、專業協會及高等教育院校的嘉賓成員進行討論。這些專家分享他們在不同議題上的知識和經驗，包括「氣候轉變與可持續性－對學習環境的影響」、「氣候轉變與可持續性－對可持續建築物的影響」、「可持續性與校園發展：創新時代」和「可持續發展與校園發展：竹的應用」。

研討會晚宴由環境局局長黃錦星，JP 擔任主講嘉賓，他分享了香港推動環保的經歷和體驗，並帶出未來可持續發展之路向。

翌日舉行的「與學生交流」，汪利兵教授與恒管環保學會的學生領袖對談，美國羅傑威廉姆斯大學管理學副教授Dr Susan Bosco講述“Bamboo Production – Who are the Workers?”，Mr Nigel P Howard, Principal of Clarity Environment, International Initiative for a Sustainable Built Environment 作出回應及交流心得。學生均獲益良多，希望為環保出力。當日同時是開放日，多位學生到場參觀校園和有關可持續發展與竹的攤位和展覽。

研討會獲多間本地及外地機構支持，包括國際竹藤組織、國際竹藤中心、可持續建造環境國際倡議、可持續發展委員會、建造業議會、香港綠色建築議會、香港建築師學會、香港園境師學會、香港工業總會及地球之友。



## The First Forum on Sustainable Development (SD) in Higher Education (HE) 高等教育可持續發展論壇

The First Forum on Sustainable Development (SD) in Higher Education (HE) co-organised by HSMC and UNESCO Asia and Pacific Regional Bureau for Education was held on 21 July 2015.

The idea of the Forum is to develop awareness of future teaching mindset and pedagogy needed to match the needs of the community and the appropriate institutionalised policy to increase the relevancy of continual professional development of scholars, teachers, industry practitioners to understand the linkage between sustainable development and higher education.

高等教育可持續發展論壇於2015年7月21日舉行，由恒生管理學院及UNESCO Asia and Pacific Regional Bureau for Education 合辦。

論壇的目的是培養配合社會及相應政策制度的教學觀念和教學方法，以提高學者、教師和行業從業員的持續專業發展的相關性，了解可持續發展和高等教育之間的聯繫。



## The 20th Asia Pacific Decision Sciences Institute Conference 第二十屆亞太決策科學組織會議

The 20th Asia Pacific Decision Sciences Institute Conference hosted by Hang Seng Management College was held on 19 – 24 July 2015. The keynote speakers included Professor Hui Yer Van, Vice-President (Academic & Research) of HSMC, Professor Asoo J Vakharia from the University of Florida, Professor Andy Yeung from The Hong Kong Polytechnic University, Professor Xiande Zhao from the China-Europe International Business School and Professor Mitchell M Tseng from the Feng Chia University. Scholars from Hong Kong, Taiwan, Japan, USA, United Kingdom, Germany, France and Indonesia submitted competitive papers, abstracts or proposals and discussed on areas of special interest related to green supply chain.

由恒生管理學院主辦的第二十屆亞太決策科學組織會議於2015年7月19至24日舉行，主講嘉賓包括恒管副校長（學術及研究）許溢宏教授、佛羅里達大學的Professor Asoo J Vakharia、香港理工大學的Professor Andy Yeung、中歐國際工商學院的趙先德教授及逢甲大學的曾明哲教授，多位來自香港、台灣、日本、美國、英國、德國、法國和印尼學者提交論文或計劃書，並在綠色供應鏈領域的相關議題進行討論。





# HSMC People

## The Associate Vice-President (Advancement and Industry Liaisons) Says....



It has been 4 months since joining HSMC in April as the Associate Vice-President (Advancement and Industry Liaisons). I could feel being part of the HSMC big family and the responsibilities on my shoulder. I wish to contribute myself and prosper with HSMC together. Growing up and receiving education in Hong Kong, I started my career with art administration work after graduating from university. After that, I migrated to Toronto, Canada and engaged in fundraising work in a NGO.

In 2002, I joined the newly established fundraising department in The Hong Kong Polytechnic University. As our office was at a preliminary stage, there was a great degree of flexibility in our work but many obstacles to overcome, we gained a lot of valuable experience. Effective coordination with various departments was particularly important. With our dedicated efforts, I was satisfied to see that our office expanded and the number of staff jumped from the initial 3 pioneers to 18 in 2009 when I left to join the City University of Hong Kong.

This year, I had the honour to receive recognition from President Simon S M Ho and was encouraged to apply for the post. Then I went through the selection process and joined the HSMC big family. As for the reason of joining HSMC, it is mainly due to the educational philosophy of President Simon Ho. I am touched by his enthusiasm towards education and his endeavour in running an excellent self-financing institution wholeheartedly. This confirmed to be the right choice when I am here seeing the smiley faces of HSMC people.



My task is to lead the Advancement and Alumni Affairs Office which is responsible for fundraising and connecting with alumni, thereby gathering extensive community support, donation and feedbacks for HSMC, and re-establishing relationships with HSMC and HSSC alumni. I have four targets. The first is reaching the fundraising goal; the second is spreading the name of HSMC, building up fame and reputation; the third is enhancing the skills and performance of our colleagues; and the last one is reconnecting with alumni in our database. Presently, there are only 3,000 e-mail contacts within the 15,000 records. If we can reconnect with the rest of the alumni, it will definitely broaden the HSMC network.

If you ask me how I feel about HSMC, I would say my colleagues are very friendly. The natural environment and wind breeze I feel when walking from one building to another building; and the rapid development of the campus buildings, all these are very interesting to me. The HSMC students gave me a heartwarming impression. From my observation as a guest at the HSMC Founders' Day Dinner, HSMC students are passionate, energetic and lovely. The scenes of how the HSMC students showed their hospitality and took care of every detail, while cautiously and nervously selling raffle tickets to the guests were deeply imprinted in my mind.

Many people will think soliciting funds can be done merely by phoning up donors. In fact, reaching the target is a great challenge that cannot be achieved in one or two days. Sometimes, a year or even longer time is needed from submitting a proposal in the first meeting to successfully receiving the pledge for donation. During the process, establishing relationship with the donors, understanding and managing the details are complex. As for manpower, I am confident that more accomplishments can win more resources from the College for us to achieve more. How to improve departmental staff and expand their skills are also very crucial. Finally, cooperation with academic staff and connecting with donors are challenges as well. I hope to expand our network of donors, beyond those who already have close connections with HSMC, and assist to build the future of HSMC.

Taking this opportunity, I would like to share with HSMC people my motto - to expand one's network and develop favourable affinities with others.

Leung Wing Yee, Ada  
Associate Vice-President (Advancement & Industry Liaisons)

(The article, written by the Communications and Public Affairs Office based on an interview with Ms Ada Leung, had been reviewed by Ms Leung.)

# 恒管人

## 協理副校長（發展及工商協作）說……

自4月加入恒管，成為協理副校長（發展及工商協作），才4個多月的時間，但我已經深深感到自己是恒管大家庭的一份子，也感任重道遠，希望可以盡己之力，與恒管一同成長。我在香港成長就學，大學畢業後開始從事藝術行政工作，及後移民加拿大多倫多，在一家非牟利機構從事籌款工作。

2002年，我回流香港，加入了香港理工大學新成立的籌款部門。當時，由於部門始於草創階段，我們的工作獲得很大的彈性，亦要克服很多困難，因而獲得很多寶貴的實戰經驗。有效與各部門協調，對新成立的部門更顯得重要。憑著我們的努力，部門由最初的3名同事到2009年我離開加入城市大學，已經擴展至18人，使我獲得很大的滿足感。

今年我有幸得到何順文校長的賞識，鼓勵我申請這個職位，經過遴選程序後加入恒管的大家庭。至於加入恒管的原因，主要是受到何校長的辦學理念所感動。我深感何校長對教育的熱誠，希望全心全意經營一所優質的非牟利自資大學。到了恒管，見到恒管人友善親切的笑容，使我更肯定這是正確的選擇。



我的工作是領導發展及校友事務處，部門主要負責籌款和聯繫校友，藉此幫助恒管取得社會更廣泛的支持、籌款和意見，並重新建立與15,000位恒管以及恒商舊生的校友關係。對於部門未來的目標，我期望的目標有4項。第一是要達到籌款的目標。第二是使更多人認識恒管，建立名望和聲譽。第三是希望提升發展及校友事務處同事的技能和表現。第四是重新聯繫資料庫內的校友，現15,000名校友資料內，只有3,000名校友有電郵聯絡方法。假如我們可以重新聯繫其餘的校友，將有助拓展恒管的網絡。

若問恒管給我的感覺，同事們都很友善，校園內各座大樓的距離相近，往來各大樓之間，可以感受大自然的環境和涼風，加上看著恒管大樓不斷發展，也是有趣和令人興奮的事。而恒管同學給我的印象很深，恒管校慶日晚宴當日我以嘉賓身份參與，恒管學生充滿熱誠與活力，也有可愛的一面。例如學生熱情招待每一位嘉賓，做好每一個活動細節，同時又戰戰兢兢地向嘉賓推銷抽獎券，使我留下很好的印象。

很多人都會認為籌款只是打電話尋找捐款者的工作。事實上，籌得目標款項是一項挑戰。籌款不是一、兩天的事，有時候從第一次會面交出方案，直到成功得到首肯捐款，可能須要一年甚或更多的時間，而當中與捐款者建立關係、理解及照顧各項細節就更加複雜。至於人手問題，我深信只要我們做出成績，學院會為我們提供更多人手，做更多的事，如何提升部門同事及擴展他們的技能亦非常重要。最後，與教學人員合作，聯繫捐贈者亦具挑戰。另外，目前恒管的捐款人大部份是與學院關係很深的人士，我希望可以擴大網絡，協助建設恒管未來。

最後，在此送贈我的工作格言給恒管人一「廣結善緣」。

梁穎怡

協理副校長（發展及工商協作）

（此文由傳訊及公共事務處根據與梁穎怡女士的訪問撰寫，並經梁女士審閱。）





## 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 sector to share their leadership experience and recipes for life success. It aims to broaden the horizons of youngsters and further promote liberal 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 and the dialogue summary articles 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>重溫節目與對談撮要文章。

### Episodes 25 – 32 第二十五集至第三十二集



**Professor Lam Chiu Ying**  
Former Director of the Hong Kong Observatory  
前天文台台長林超英教授

Professor Lam shared his experience of confronting setbacks at the beginning of his career at the Hong Kong Observatory, as weather is difficult to predict precisely. He soon learned to be humble. He pointed out that a successful leader should take criticism and bear responsibility and provide a pleasant and trustful workplace for his staff in which they can perform well.

林教授分享從事天文台工作一開始便遭受挫折，因天氣難以精確預測，很快學懂謙卑。他又指成功領袖應該承受批評，勇於承擔錯失，並為下屬提供愉快與信任的工作環境，從而提升工作表現。

**Professor Anthony Cheung Bing-leung**  
Secretary for Transport and Housing  
運輸及房屋局局長張炳良教授

Professor Cheung said being a leader is not a pursuit for power but realisation of his talents making use of all available resources. A successful leader should set a good example. Many may think that “solutions are always more numerous than problems”, but reality is: “problems are more numerous than solutions”. Unremitting effort is required to overcome.

張教授認為做領袖不為爭權奪利，而是發揮自己所長，動用各方面資源克服困難以達目標。成功領袖須以身作則。雖然很多人認為「辦法總比問題多」，但實際上經常是「問題比辦法多」，須不斷努力解決。



**Mrs Betty Yuen So Siu Mai**  
Group Director & Vice Chairman, CLP Power Hong Kong  
中華電力有限公司副主席阮蘇少湄女士

Betty thinks youngster should work industriously, gain work experience and be open-minded. She believes a successful leader should not focus on tedious details as time is valuable. He needs to trust his staff and let them perform. Moreover, a leader has to listen to others yet be confident of his decisions to achieve and accomplish.

阮女士認為年輕人應腳踏實地，不怕蝕底，從工作中累積經驗，勇於接受新事物。她認為成功領袖須不拘小節，因每人的時間有限，不應在小事上損耗時間，並且要信任下屬，讓他們發揮強項以及提升工作效率；領袖對別人的意見亦應包容，但對自己的決定要有信心，才能成大事。





**Ms Shelley Lee**  
**Former Permanent Secretary for Home Affairs Bureau**  
**民政事務局前常任秘書長李麗娟女士**

Ms Lee explained the functions of the Home Affairs Bureau. It isn't as simple as following a set of prescribed recipes for solving problems. The Bureau is always at the frontline at times of havoc and disaster. Therefore, Ms Lee believes successful leaders should stand in the forefront, showing no fear to the difficulties ahead. Officials should not be afraid of getting in touch with the public, as people will feel their sincerity.

李女士解說了民政事務局的職能，並非與前人所說的「天熱就開冷氣」般簡單，而是要站在最前線，故李女士認為成功的領袖，應該能夠站於前方，不畏懼面前的困難。她亦認為官員不必害怕接觸民眾，民眾眼睛是雪亮的，會明白官員的真誠。



**Dr David Wong**  
**Chairman of Business and Professionals Federation of Hong Kong and Mandatory Provident Fund Schemes Authority**  
**香港工商專業聯會主席兼香港強制性公積金管理局主席黃友嘉博士**

Dr Wong shared his story of studying abroad at a young age. He learned to be versatile and good at listening that built the cornerstone of his career in public policy research. Dr Wong believes a good leader should set a good example, self-demanding, alert of risks and win others' hearts by his virtues.

黃博士分享了自幼離開香港讀書的故事，從中學會了適應與聆聽，奠定了從事公共政策研究的基礎。黃博士認為好領袖要以身作則，做事要求較一般人高，居安思危，以德服人。



**Mr Daniel Chong Wai Chung**  
**Chief Executive Officer, YATA Department Store**  
**一田百貨公司行政總裁莊偉忠先生**

Mr Chong grew up in a modest family. He has no high regard for fame and fortune. Instead a happy life means everything to him. In this ever-changing world, one leader cannot handle everything on his own. He has to admit that he is only human and together with his core team, they can build a better tomorrow.

莊先生指出童年物質匱乏，日後對名利也看得很淡薄，成就了快樂的人生。他認為在日新月異的世界，再難以領袖一人之力掌握全局，唯有承認自己是普通人，與核心團隊共創前路。



**Mr Shih Wing Ching**  
**Board of Director of Centaline Property and Founder of am730**  
**中原地產董事兼am730創辦人施永青先生**

Mr Shih believes a leader should share both his visions and rewards. It is important to be happy in life. However, sometimes we have to sacrifice short-term happiness for the sake of long-term contentment. Expectation should be reasonable to avoid disappointment.

施先生認為當領袖除了要共享願景，還要分享成果，並認為做人要快樂，必須為長遠壓抑短期快樂，也要將自己期望定於合理水平。



**Mr Wong Kam-sing**  
**Secretary for the Environment**  
**環境局局長黃錦星先生**

Mr Wong said that a leader should be knowledge-based, consistently communicating with stakeholders and adamant in his belief in a good cause for the people. He also shared his experience of becoming a bureau chief from a green architect, the relationship between human and ecological resources and the urgency of environmental protection.

黃局長認為領袖需以知識為本，與持份者積極溝通，並且深信理念可造福人群。他也分享了由綠色建築師成為問責官員的經過，人類與生態資源的關係，以及環保事業的刻不容緩。





## HSBC Hong Kong Scholarship 2014/15 滙豐香港獎學金計劃 2014/15

The HSBC Scholars Day, an annual gathering of current-year recipients of various HSBC scholarship awards and friends, was held on 18 June 2015 at the HSBC Main Building. This year, HSMC is proud that two of our students were awarded the HSBC Hong Kong Scholarship 2014/15, with the amount of HK\$50,000 each.

Professor Simon S M Ho, President, Dr Tom Fong, Associate Vice-President (Student Development and Campus Services), College and student representatives attended and extended the College's appreciation to HSBC for its support.

滙豐獎學金慶祝典禮於2015年6月18日假香港滙豐總行大廈舉行。今年，恒生管理學院兩位同學獲得總值10萬港元的滙豐香港獎學金。校長何順文教授、協理副校長（學生及校園發展）方永豪博士、學院代表及學生一同參與是次慶典，並鳴謝滙豐銀行對恒管的支持。



## HSMC President Forum: Leadership – A View from the Top 恒管校長論壇：領袖的世界視野

**Guest Speaker: President Michael Lindsay, Gordon College, USA**  
**講者：美國 Gordon College – President Michael Lindsay**

HSMC has launched the “President Forum” which aims at providing a platform for sharings with distinguished leaders.

The first President Forum on 31 July 2015 featured a discussion with Dr Michael Lindsay, award-winning sociologist and educator, President of Gordon College, USA, who is also a prominent expert on leadership and culture. Around 100 distinguished guests from different sectors, corporate management and academics attended. At the Forum, Dr Lindsay shared with us about his new book *View from the Top* which relates the personal stories and powerful findings of the ten-year Platinum Study of 550 elite American CEOs, senior government leaders, and non-profit executives. At the end of Dr Lindsay's talk, President Simon S M Ho had dialogues with him, followed by Q & A from the audience.



恒管校長論壇提供一個平台邀請領袖級嘉賓作出分享。

首個校長論壇邀得得獎社會學家及教育家、Gordon College 校長 Dr Michael Lindsay擔任講者，吸引到近百位來自不同界別的嘉賓、公司高層及學者參與。於領導和文化領域研究有傑出成就的學者 Dr Lindsay 在論壇上分享他的新書 *View from the Top*，書中敘述個人的故事和歸納了550位精英美國企業總裁、政府高層領導，以及非營利高管十年研究結果。Dr Lindsay分享後，與校長何順文教授交流對話，並回答來賓的提問。





## President Simon S M Ho Attended Forum on HK-Singapore Partnership in Singapore

### 校長何順文教授參與香港—新加坡夥伴關係論壇

President Simon S M Ho, in the capacity of board member of the HK-ASEAN Economic Cooperation Foundation (HKAECF), attended the Forum on HK-Singapore Partnership and related workshop activities in Singapore on 23 – 26 July 2015. President Ho also visited SIM University, Singapore and met with President Cheong Hee Kiat.

校長何順文教授以香港—東盟經濟合作基金會理事的身份，於2015年23至26日到訪新加坡參與香港—新加坡夥伴關係論壇及相關研討會。何校長並順道探訪新加坡新躍大學與校長張起傑教授會面。



(From left to right) President Simon Ho, Dr Jonathan K S Choi, Permanent Honorary President of The Chinese General Chamber of Commerce (CGCC), The Hon Mrs Carrie Lam, Chief Secretary for Administration, HKSAR, Mr David Poon, HSMC BBA Year 3 student and intern of Hong Kong Economic and Trade Office (Singapore) at the "Hong Kong – Singapore Partnership Forum" on 24 July 2015

(由左至右) 校長何順文教授、香港中華總商會永遠名譽會長蔡冠深博士、香港特別行政區政務司司長林鄭月娥、恒管工商管理三年級學生兼駐新加坡經濟貿易辦事處實習生潘天衛在7月24日之論壇相遇



President Simon Ho with Dr George Lam, Chairman of the HK-ASEAN Economic Cooperation Foundation (HKAECF)(middle) and Dr Witman Hung, Secretary of the Foundation (right) at the "Hong Kong - Singapore Partnership Gala Dinner" on 24 July 2015

校長何順文教授與香港—東盟經濟合作基金會主席林家禮博士(中)和基金會秘書長洪為民博士(右)於7月24日在晚宴上合照

## President Simon S M Ho Attended 《創業者·言系列之變革者言》 Book Release

### 校長何順文教授出席《創業者·言系列之變革者言》新書發佈會



President Simon S M Ho was invited to give a speech at the book release of 《創業者·言系列之變革者言》 in the Book Fair at the Hong Kong Convention and Exhibition Centre on 17 July 2015.

This is the second time for Ocean Junior Chamber / Junior Chamber International and Hang Seng Management College to collaborate and to have President Simon Ho to write forwards. Themed to share experiences in founding their businesses, the book covers HSMC students' interviews with 5 traditional corporates on how they tackle with challenges in the New Age.

校長何順文教授獲邀出席《創業者·言系列之變革者言》新書發佈會並發表演辭，活動於2015年7月17日在香港會議展覽中心的書展舉行。

浩洋青年商會/國際青年商會第二次與恒生管理學院合作，邀請何校長撰寫前言。此書分享創業的經驗，由恒管學生訪問5間傳統企業，探討傳統行業如何接受新世代衝擊。





## HSMC Programme Consultation Day 2015 恒管學士課程諮詢日 2015

HSMC Programme Consultation Day 2015 was held on 4 July, attracting over 500 students, parents and teachers.

To deepen visitors' understanding of our programmes and campus life, booths for each programme were set up, and programme seminars and workshops were arranged to provide programme details and answer immediate questions from the public. Guests visited



恒管學士課程諮詢日於2015年7月4日舉行，超過500名學生、家長及老師到訪恒管。

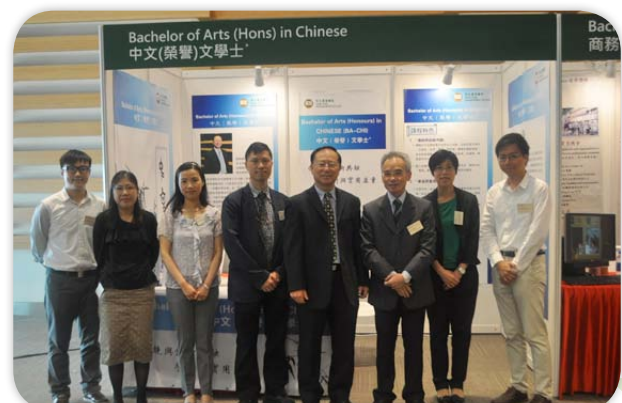


various facilities around the campus including BJC TV Studio, HSMC Library, Financial Trading Laboratory, Sports Hall and Fitness Centre. Moreover, students who are interested in our programmes could complete an on-site application and assessment.

為加深參觀者對恒管課程和校園的了解，每個學士課程皆設置了展覽攤位，並舉辦講座及工作坊，講解課程資訊及即時解答查詢。恒管亦安排校園導賞團，帶領嘉賓參觀BJC電視錄影廠、圖書館、金融交易實驗室、室內運動場及健身室等校園設施。此外，對課程有興趣的同學可即場報名及完成考核。

Apart from academic studies, HSMC also focuses on students' all-round development. A Student Affairs Corner was set up which provided information related to scholarship and financial assistance, student development programmes, career planning and internship, international exchange service, and HSMC Jockey Club Student Residential Halls.

除學術發展外，恒管亦關心學生的全人發展。課程諮詢日的其中一部份為恒管生活巡禮，為參觀者提供多方面的資訊，如獎學金及經濟資助計劃、學生發展活動、事業規劃及學生實習、國際學生及交流事務及恒生管理學院賽馬會學生舍堂。





## Sustainable Development in Higher Education

### Learning Outcome of Globalised Exposure to United Nations (UN) Flourish Prizes 持續發展與高等教育 「學習成效—培養世界觀」



During the United Nations (UN) meeting in New York on 22 – 27 June 2015, Dr Shirley Yeung, Assistant Professor of SCM and Director of Centre for Corporate Sustainability and Innovations received “Certificate of Pioneer Professor” from UN Flourish Prizes and Ms Janet Yick, Year 3 student of Journalism and Communication Programme received “Certificate of Pioneer Student” under Dr Yeung’s guidance. In the meeting, they also shared their co-creation experience using UN and sustainability as blueprint in their life, study, career and interpersonal relationship and promoted the spirit of HSMC’s sustainable development to overseas.



在6月22至27日於美國紐約舉行的聯合國會議中，供應鏈管理學系助理教授兼企業持續發展及創新中心總監楊慕貞博士獲得聯合國Flourish Prizes頒發的「先鋒教授」證書，恒管新聞及傳播學系三年級的易欣虹同學在她的指導下亦獲得聯合國Flourish Prizes頒發的「先鋒學生」證書。二人同時在會議上發表師生共融的經驗—互相發掘、發揮和發展，以聯合國和持續發展目標為人生、學業、事業和人際關係的藍本，使恒生管理學院的持續發展精神宣揚至海外。

## Workshop on Outcome-based Teaching, Learning and Assessment 成效為本的教學，學習和評估工作坊



The “Workshop on Outcome-based Teaching, Learning and Assessment” was held on 5 June 2015. The speaker, Mr Buck Ng, is currently managing a learning solution company which supports the development of learning and teaching support in the region and has been in the field of education development for 10 years. He shared his valuable experience on outcome-based teaching, learning and assessment.

成效為本的教學，學習和評估工作坊於2015年6月5日舉行。講者吳廷堅先生目前管理一所學習解決方案公司，支持地區學習發展和教學。吳先生在教育發展領域工作10年，與恒管教學人員分享了相關的寶貴經驗。

## HSMC Students Won Champion in Jumping Man 校園見習生 2015 恒管學生在 Jumping Man 校園見習生2015奪得冠軍

Rachel Chan (BBA-Marketing), Karen To (BBA-Marketing), Daniel Wong (BBA-Accounting), Felix Chan (BBA-Banking and Finance) and Nick Chan (BBA-Accounting) from the School of Business formed the team “Free Ridersssss” and won Champion in Jumping Man 校園見習生 2015 organised by CTgoodjobs and partnering organisations - Orbis and Tencent. The team outshone other competitors in the three missions of making marketing plan, advertisements and presentations for the three organisations respectively, winning \$30,000 and internship opportunities.

商學院同學Rachel Chan (BBA-Marketing), Karen To (BBA-Marketing), Daniel Wong (BBA-Accounting), Felix Chan (BBA-Banking and Finance) and Nick Chan (BBA-Accounting)組成團隊“Free Ridersssss”，在主辦機構CTgoodjobs和合作機構奧比斯及騰訊舉辦的Jumping Man 校園見習生2015贏得冠軍。團隊在三個任務中脫穎而出，分別為三個機構設計營銷計劃、廣告和報告，贏得\$30,000及實習機會。





## Sichuan 5-day Study Tour Organised by the School of Communication 傳播學院四川學術交流團



為擴闊學生視野並與四川的院校建立良好的合作關係，傳播學院在四川之友協會（香港）的支持下，於2015年5月26日至30日舉辦了四川學術交流團。

13名學生在吳靜博士及鄭雪愛高級講師陪同下，與四川大學及四川長江職業學院的師生交流。交流團亦參觀了成都夏爾天逸科技有限公司，學習內地遊戲開發及製作過程，並遊覽了當地的著名景點及博物館，如錦裡古街、北川災區遺址及地震遺址博物館、北川新縣城、成都大熊貓繁育研究基地及洛帶古鎮等。

To broaden students' horizons and to promote the cooperation between HSMC and colleges in Sichuan, a 5-day study tour to Sichuan was organised by the School of Communication with support from the Friends of Sichuan Association from 26 to 30 May 2015.

Led by Dr Clio Wu, Associate Programme Director and Assistant Professor of BJC, and Ms Glacial Cheng, Programme Coordinator and Senior Lecturer of BJC, 13 BJC students exchanged with scholars from Sichuan University and Sichuan Changjiang Vocational College, learnt the exploration and production process of games in Sichuan Xiaer Science & Technology Co Ltd and visited various famous scenic spots and museums such as Jinli Street, Wenchuan Earthquake Museum, Beichuan Qiang Autonomous County, Chengdu Research Base of Giant Panda Breeding and Luodai Ancient Town, etc.



## Shanxi Study Tour Organised by the School of Communication 傳播學院山西學術交流團



A 6-day study tour to Shanxi was organised by the School of Communication with support from the Hong Kong Shanxi Chamber of Commerce from 13 to 18 June 2015. Dr Clio Wu and Ms Glacial Cheng represented the School to attend the Opening Ceremony of Shanxi Summer Internship Programme on 15 June 2015 in Shanxi. This year, 5 BJC students were selected to join the Internship Programme who would work at the Pingyiu Travel Company and were expected to finish a marketing plan for promoting the wonderful Pingyiu Old City under the supervision of Dr Clio Wu and Ms Glacial Cheng from 10 June to 15 July 2015. During the tour, Dr Clio Wu and Ms Cheng visited Shanxi University and Shanxi Travel Bureau and sought opportunity to cooperate with them in the future.

傳播學院獲香港山西商會的支持，於2015年6月13日至18日舉辦了山西學術交流團，並由吳靜博士及鄭雪愛女士代表出席於2015年6月15日在山西舉辦的「晉港青年匯•山西機遇行」內地實習計劃開幕典禮。本年度共有五名新傳系學生獲選參加實習計劃，於2015年6月10日至7月15日在又見平遙公司進行實習，在兩位老師的指導下，為平遙古城設計一個宣傳企劃。兩位老師在此行亦受邀參觀山西大學及山西旅遊局，討論未來的合作機會。





## BJC Internal Re-accreditation Panel Meeting 新聞及傳播（榮譽）學士課程的內部覆審順利舉行

The Internal Re-accreditation Panel (IRP) Meeting for Bachelor of Journalism and Communication (Honours) took place on 6 June 2015 to solicit advice from peers and industrial practitioners to fine-tune the programme. The on-site visit by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) for the programme will be held in January 2016.

新聞及傳播（榮譽）學士課程於2015年6月6日順利進行了內部覆審。香港學術及職業資歷評審局評審小組將於2016年1月到本校為該課程進行課程覆審及實地考察。



## Third and Fourth Academic Salons Hosted by the School of Communication 傳播學院舉行第三次及第四次學術沙龍

The School of Communication held the third and fourth Academic Salons, inviting Mr Kwan Chuk Fai, Assistant Director - Corporate Communications of Hang Lung Properties Limited, on 14 May 2015 and Dr Wayne Wei-Kuo Lin, Chair of Programme of Mass Communication, College of Communication, and Associate Professor, Graduate Institute of Mass Communication, Fu-Jen Catholic University on 20 July 2015 respectively.

Mr Kwan, possesses over 25 years of experience in public relations and corporate affairs, shared on the topic “The Requirements of a Communication Professional Amid Changing Social and Political Challenges” with his experience in crisis management. While Dr Lin inspired us with his ideas on social and governmental services and higher education administration in the Salon themed “Experience Sharing on the Development of Journalism and Communication Education”.

傳播學院舉辦第三次及第四次學術沙龍，分別於5月14日邀請了恒隆集團助理董事（集團傳訊）——關則輝先生及於7月20日邀請了輔仁大學傳播學院大眾傳播學士學位學程主任兼大眾傳播研究所專任副教授林維國博士。

擁有逾25年從事公共關係及集團事務的經驗的關先生主講「社會政治文化轉變中的企業傳訊」專題，分享了他危機管理的理念和技巧。而林博士則以「新聞及傳播教育的發展」為題，分享了他在政府及社會服務和高等教育的心得。



## AACSB Accreditation Conference, Shanghai 國際商學院促進協會認證年度會議（上海）



To learn more about the AACSB international accreditation which recognises quality management education, Professor Raymond So, Dean of School of Business and Dr Brossa Wong, Associate Dean of School of Business, attended the AACSB Annual Accreditation Conference in Shanghai, China from 23 to 27 May 2015.

商學院為了推動學院的管理和教育品質，並了解獲取國際商學院促進協會(AACSB)正式認證的資格和程序，商學院院長蘇偉文教授及副院長黃若霞博士於2015年5月23日至27日赴中國上海出席AACSB年度會議。

是次會議涵蓋不同主題的講座和工作坊，包括對商學院認證、教育品質保證和國際商學院促進協會的闡述。

The Conference comprised the Accreditation Business Seminar, Annual Accreditation Conference, Assurance of Learning Seminar and Accreditation Introduction Workshop.

## International Academic Conferences on Currency and Commerce in Ancient China and 3th Anniversary of The Institute for Chinese Language and Culture 中國古代泉幣與經貿國際學術研討會暨中國語言及文化研習所成立三周年慶典

International Academic Conferences on Currency and Commerce in Ancient China and 3th Anniversary of The Institute for Chinese Language and Culture were held on 13–14 July 2015. Scholars from mainland China, Taiwan, Korea, Japan and Hong Kong visited HSMC and discussed the relationship between currency and commerce in ancient China.

The Conferences were kicked-off by the welcoming remarks by President Simon S M Ho. Dr Cheng Wai Ming delivered a speech on behalf of Professor Jao Tsung-I, Honorary Adviser of The Institute for Chinese Language and Culture. After the speech given by Professor Cheung Kwong Yue, Director of the Institute, Professor Huang Xi-quan, Former Curator of the China Numismatic Museum, gave a keynote presentation. The 2-day Conferences consisted of four discussion sessions on topics such as currencies in different dynasties, their development, words and graphics on the coins and their linkage with commerce and the banking industry.

中國古代泉幣與經貿國際學術研討會暨中國語言及文化研習所成立三周年慶典於7月13至14日舉行，邀請了來自中國內地、台灣、韓國、日本和本地的學者到臨恒管，研討中國古代泉幣與經貿的關係。

研討會上校長何順文教授致歡迎辭，並由鄭煒明博士代表中國語言及文化研習所榮譽顧問饒宗頤教授致辭，大會主席兼中國語言及文化研習所所長張光裕教授致辭後，由中國人民銀行錢幣博物館前館長黃錫全教授首先作專題演講。兩日研討會分為四個討論，學者就不同朝代的古代泉幣、其發展、泉幣上的文字和圖案、與貿易及銀號的關係等議題作深入討論。





## Department of English Organised English Summer Course 英文系舉辦英語暑期課程

This June, the Department of English offered a dynamic English Summer Course to our Associate Degree and Degree students, aiming to enhance the students' English proficiency and to develop students' critical thinking through examining current issues related to international cultures. 36 students were enrolled on the course. In addition to our two dedicated teachers, we invited various guest speakers to speak about Korea, the Middle East, Britain, the United States and Canada. Students were assigned American pen-pals to hone their English writing and communication skills. The class also went on outings to Chung King Mansion and Cathay City.

這個六月，英文系為學士及副學士學生提供一個充滿活力的英語暑期課程，期望學生透過探討有關國際文化的時事，從而提升其英語能力，發展批判性思考。共有36位學生參與。除了兩位教員外，我們還邀請了一眾主講嘉賓，講述韓國、中東、英國、美國和加拿大的情況。期間，我們安排學生與美國的筆友通訊，以加強他們的英語寫作及溝通技巧。同學們亦參觀了重慶大廈和國泰城。



## HSMC Sports Invitation Game 2015 恒管體育邀請賽 2015

SAO-PE organised the first HSMC Sports Invitation Game 2015 with other self-financed institutions and we were honoured to have engaged Centennial College, Hong Kong Nan Yan College of Higher Education, The Open University of Hong Kong and Tung Wah College to support this event from 9 - 23 July 2015. Through these inter-varsity sports events, students from all institutions could come together and enjoy the fellowship and sportsmanship. The Game consisted of two major sports, badminton and basketball. There were men's and women's singles, men's and women's doubles for badminton and Men's Team and Women's Team for basketball. 6 event Champions and a Grand Champion were born.

學生事務處體育組於2015年7月9至23日舉辦首屆恒管體育邀請賽2015，是次賽事讓不同自資院校同學同場競技。在本年度賽事中，我們有幸獲得明德學院、香港能仁專上學院、香港公開大學及東華學院支持。透過跨院校運動比賽，各同學可建立友誼及培養崇高之體育精神。是次賽事包括羽毛球及籃球，羽毛球設有男單、男雙、女單及女雙，而籃球則設有男子組及女子組。比賽期間，6名冠軍將會產生，獲獎最多之院校更可獲全場總冠軍之殊榮。



## HSMC International Internship Programme 2015 恒管海外實習計劃 2015

Career Planning & Development, Student Affairs Office (SAO) is pleased to establish the collaboration with various renowned organisations and companies in the US, UK, Germany and Singapore, including Bank of China, BBC, Hong Kong Economic and Trade Office, Pacific BMW, etc. to offer international internship opportunities to HSMC students in 2015 summer. More than 30 bright students successfully attained the internship offers from partnering organisations / companies worldwide and would take part in their internships from June – August for 4 – 12 weeks.

學生事務處事業策劃及發展組很高興與位於美國、英國、德國和新加坡的知名機構和公司，例如中國銀行、英國廣播公司、香港經濟貿易辦事處、Pacific BMW等合作，在2015年暑假提供海外實習機會予超過30位恒管學生。他們在6至8月期間進行為期4至12週的海外實習。

### Sharing from participating students 實習學生分享：



**Jacky Chun 秦智杰** (4th from left 左四)

BTB Year 3 student  
商務翻譯（榮譽）學士學位課程三年級學生  
Hong Kong Economic and Trade Office, Berlin, Germany  
香港駐柏林經濟貿易辦事處，德國柏林

I am working under the Commercial and Public Relations Unit at HKETO Berlin in Germany. My major task is to handle daily news research on HKETO related topics and summarise news to share with all office staff through emails. One of the memorable moments in this internship was my participation in a Gala Dinner in which our office invited a lot of business partners and representatives from Berlin and Hong Kong. I was glad to have met Mr Gregory So, Secretary for Commerce and Economic Development and other business representatives at the event. It was truly an invaluable opportunity to build my professional network.

我在香港駐柏林經濟貿易辦事處商業和公共關係部中實習。主要工作包括研究和總結與經貿辦事處相關的新聞報導，並透過電子郵件發放給辦事處的員工。在實習期間，其中一個難忘的時刻是有機會參與一項晚宴，當中經貿辦事處邀請了很多來自柏林和香港的商務代表及夥伴出席。在晚宴上，我很高興與商務及經濟發展局局長蘇錦樑先生及其他商界代表會面。這是一個建立人際網絡的寶貴機會。

I have been working at the Bank of China, Frankfurt Office for a week already and have adapted very well, thanks to an in-depth orientation and support from colleagues. I started to work on documentary translation for my direct supervisor and research on the company's business development. I am currently picking up a system regarding risk management. It was a challenging week and I would expect to learn and contribute more in the coming weeks.

我在中國銀行法蘭克福分行工作已有一個星期。透過參與公司迎新會和同事們的支持，我在工作崗位上適應良好。我現在負責文件翻譯和參與公司業務發展的研究工作，同時也正在學習一個與風險管理有關的系統。這是富有挑戰性的一周，我希望在未來數週中能學到更多和對公司作出更大貢獻。

**Victor Ng 伍偉賢**

BBA (Banking & Finance) Year 3 student  
工商管理（榮譽）學士課程—銀行及金融學三年級學生  
Bank of China, Frankfurt, Germany  
中國銀行，德國法蘭克福





# Campus Visits

## “Seminar on Information Technology and E-learning I” by Professor Wong Po Choi, Director of Information Technology 「資訊科技及網上學習研討 (一)」 – 資訊科技總監黃寶財教授主講

2015.6.4

During the Seminar, Professor Wong Po Choi exchanged with principals and teachers from Tai Po District on technical expertise and conducted software demonstrations. Professor Wong also shared the long-term strategy and preparation for e-learning, including installations and reminders of using cloud service, and required software for virtual laboratory.

研討會上，黃教授與大埔區校長及老師作出技術交流及軟件示範，並分享有關網上學習的長遠對策及準備工作，包括雲端服務裝設和注意項目，及虛擬實驗室的所需軟件等。



## Orientation for Gordon College, USA (Summer Term, 2014/15) 美國Gordon College學生迎新會 (夏季學期)

2015.6.12

HSMC organised an Orientation for students from Gordon College (Gordon) for summer term. Gordon is a partner of HSMC since August 2014.

恒生管理學院為來自美國 Gordon College (Gordon) 的學生舉行了夏季學期的迎新會。恒管與Gordon於2014年8月建立了合作交流關係。



## Shanghai University, China 中國上海大學

2015.6.15

Delegation from Shanghai University, China visited HSMC.

中國上海大學代表到訪恒管。



## Sichuan University 四川大學

2015.6.16

Ms Teresa Han, Vice President of the “Friends of Sichuan”, and colleagues together with 15 students from Sichuan University visited HSMC and exchanged with professors and students from the School of Communication.

15名四川大學學生在「四川之友」總幹事韓戎女士及工作人員帶領下到訪恒管，並與傳播學院師生進行學術交流。



## The International Institute of Management 國際專業管理學會

2015.6.17

Dr David Lan, President, Professor Alfred Ho, Deputy Chairman & Director of Accreditation & CPD, Mr Felix Chan, Deputy Chairman & Director of Operation, Dr Henry Au, Special Project Officer from The International Institute of Management visited HSMC and met with President Simon S M Ho.

國際專業管理學會會長藍鴻震博士、副主席何世柏教授、陳國威先生、及特別項目主任區大鈞博士到訪恒管與校長何順文教授會面。



## Corporates Leaders and Government Officials from Anhui 安徽省企業董事長和政府領導

2015.6.22

The Department of Supply Chain Management received around 20 corporate leaders and government officials from Anhui as arranged by the Hong Kong Financial Services Institute. The visit aimed at understanding HSMC and the development of supply chain in Hong Kong.

供應鏈管理學系接待由香港金融管理學院組織20多位安徽省企業董事長和政府領導到訪，蒞臨恒管了解學院和本港供應鏈發展。



## “Seminar on Information Technology and E-learning II” 「資訊科技及網上學習研討會（二）」

2015.6.23



The seminar was attended by principals from 10 schools of different districts including Shatin, Kwai Chun, Fanling and Tin Shui Wai.

參加研討會的校長來自10所位於沙田、葵涌、粉嶺及天水圍的學校。

## United Board for Christian Higher Education in Asia 亞洲基督教高等教育協會

2015.6.26

Dr Nancy Chapman, President, and Mr Ricky Cheng, Executive Vice President, of the United Board for Christian Higher Education in Asia visited HSMC and discussed collaboration matters.

亞洲基督教高等教育協會的會長 Dr Nancy Chapman 及副會長鄭文珊先生到訪恒管，共商合作事宜。



## The Chinese Manufacturers' Association of Hong Kong 香港中華廠商聯合會

2015.7.13



Dr Eddy Li, President of Chinese Manufacturers' Association of Hong Kong (CMA), visited HSMC and gained a better understanding of the College and development of the self-financed higher education sector in Hong Kong. Dr Li expressed that CMA is willing to further explore its support to HSMC's community service projects, scholarship schemes and "School Principal's Admission Nominations" programme.

香港中華廠商聯合會會長李秀恒博士到訪恒管，對學院及香港自資高等教育機構的發展有更深入的了解。李博士表示香港中華廠商聯合會願進一步探討支持恒管的社區服務項目、獎學金計劃和校長推薦入學計劃。



# Announcements 通告

## **Bachelor of Arts (Honours) in Chinese Programme Attained Accreditation Status**

### **中文（榮譽）文學士課程通過最後審批**

The Department of Chinese attained accreditation status for the Bachelor of Arts (Honours) in Chinese programme from the Hong Kong Council for Accreditation of Academic and Vocational Qualifications. The programme will commence in the academic year 2015/16, covering basic knowledge of Chinese philology, classics and literature, while also emphasising practical skills such as Chinese writing for various purposes, oral communication, and Putonghua. For more programme details, please visit <http://www.hsmc.edu.hk/index.php/academic-programmes/chinese>.

中文系的中文（榮譽）文學士課程通過香港學術及職業資歷評審局最後審批。課程將於2015/16學年開辦，涵蓋中國語言文字、古籍、文學等基礎知識，同時兼顧寫作、口語溝通、普通話及其他相關實務技能之訓練。有關課程資料，請瀏覽<http://www.hsmc.edu.hk/index.php/academic-programmes/chinese>。

## **Additional Self-financed Quota for Bachelor of Business Administration in Supply Chain Management (Honours)**

### **供應鏈管理工商管理（榮譽）學士學位課程獲批額外自資課程學額**

An additional 35 self-financed quota for BBA-SCM (Year 1) in the academic year 2015/16 has been approved by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications and is now open for registration. Please refer to <http://www.hsmc.edu.hk/index.php/academic-programmes/scm> for programme information.

供應鏈管理工商管理（榮譽）學士學位課程，繼早前獲邀加入教育局的「指定專業/界別課程資助計劃」，課程再獲香港學術及職業資歷評審局續審，獲批額外35個一年級自資課程學額。課程資料請參閱<http://www.hsmc.edu.hk/index.php/academic-programmes/scm>。

## **Renaming of Department of Supply Chain Management as Department of Supply Chain and Information Management**

### **供應鏈管理學系改名為供應鏈及資訊管理學系**

With effect from 1 September 2015, the Department of Supply Chain Management will be renamed as Department of Supply Chain and Information Management.

由2015年9月1日起，供應鏈管理學系將改名為供應鏈及資訊管理學系。

## **Completion of the HSMC Jockey Club Student Residential Halls**

### **恒管賽馬會學生舍堂落成**

The HSMC Jockey Club Student Residential Halls at Site F will be completed in September 2015. An Opening Ceremony will be held to celebrate its completion.

恒管賽馬會學生舍堂將於2015年9月落成，屆時將舉行開幕式慶祝。

## **Establishment of the Executive Development Centre** **企管發展中心成立**

Aiming at promoting HSMC's training and research expertise to the business community, and inviting outside CEOs and experts to deliver regular Executive Development Seminars, the Executive Development Centre is established effective from June 2015. We would like to extend our warmest welcome to Ms Kwok Mei Tak Joanna as the Director of the Centre.

旨在向商界推動恒管的培訓和研究專才，並定期邀請企業主管和專家主持企業發展研討會，企管發展中心於2015年6月成立。在此歡迎郭美德女士擔任該中心的總監。

## **Establishment of the Centre for Teaching and Learning** **教與學發展中心成立**

The Centre for Teaching and Learning, effective from 2015/2016, will foster excellence and innovation in teaching and learning; promote, administer and implement the College's common core curriculum; and advocate and support effective use of technology in teaching and learning.

教與學發展中心由2015/2016年度開始運作，將促進卓越品質和創新的教學和學習，推廣、管理和實施學院的共同核心課程，並提倡和支持在教學上有效地運用科技。

## **CFA Preparatory Course by the Department of Economics & Finance** **經濟及金融學系舉辦特許金融分析師考試備試課程**

In order to enhance professional development, a three-day CFA Preparatory Course for CFA Level 1 Economics will be offered by the Department of Economics & Finance in early August serving students from the Bachelor of Business Administration (Honours) in Financial Analysis programme. The course aligns the syllabus and terminology of CFA with those of introductory economic modules offered by the Department (ECO1001 & ECO1002), it also includes supplementary topics that are not covered in the two introductory courses. Enquiries: [fa@hsmc.edu.hk](mailto:fa@hsmc.edu.hk)

為提升學生之專業發展，經濟及金融學系將於8月初舉辦一個為期3天的特許金融分析師考試 (CFA Examination Level 1 Economics) 的準備課程給主修金融分析學位課程的學生報讀。此課程將本學系所提供之基礎經濟學 (ECO1001及ECO1002) 及 CFA Level 1考試內容相同的部分加以延伸分析，同時亦補充基礎課程未能涵蓋的部分。查詢：[fa@hsmc.edu.hk](mailto:fa@hsmc.edu.hk)

## **TV Wall Outside the BJC TV Studio** **BJC電視錄影廠外設電視牆**

The School of Communication plans to build a 2.1m by 1.2m TV Wall by mid-September 2015 outside the BJC TV Studio to provide training to BJC students on application of knowledge and skills of TV production, news writing and editing, financial news reporting and anchoring, etc. The main contents displayed will be the BJC students' academic works and their on-site performance. The TV Wall can help to establish a significant symbol for the School of Communication and HSMC and to function as a main bulletin board for the College's important activities.

傳播學院計劃於BJC電視錄影廠外興建一幅2.1米闊1.2米高之電視牆，讓傳播學院的同學實踐所學，練習電視節目製作、新聞寫作及編輯、財經新聞報道及主持等技巧。電視牆預計於2015年9月中完工，其後主要播放傳播學院同學的課業。電視牆可為恒生管理學院及傳播學院建立一個劃時代的象徵，亦是學院宣傳活動的主要告示版。



# Forthcoming Events 活動預告

**College Orientation Day**  
學院迎新日

**20 August 2015**  
2015年8月20日

**Convocation for New Students 2015/16**  
恒生管理學院新生入學禮2015/16

**1 September 2015**  
2015年9月1日

**School of Communication 傳播學院**

- **Retreat of School of Communication**  
傳播學院舉行教學工作餐會 **22 August 2015**  
2015年8月22日
- **Dean's Talk (for Year 4 BJC students)**  
院長的話 (給新傳系四年級同學) **9 September 2015**  
2015年9月9日
- **Concentration Selection Briefing Session (for Year 2 BJC students)**  
傳播學院主修課程簡介會 (給新傳系二年級同學) **16 September 2015**  
2015年9月16日
- **Summer Internship Briefing Session (for Year 3 BJC students)**  
傳播學院暑期實習簡介會 (給新傳系三年級同學) **23 September 2015**  
2015年9月23日

**Mock Discipline Reviews (DRs) for BBA, BBA-SCM and BTB**  
工商管理 (榮譽) 學士、供應鏈管理工商管理 (榮譽) 學士及  
商務翻譯 (榮譽) 學士模擬指定學科覆審

**October 2015**  
2015年10月

**On-site Accreditation Visits from The Hong Kong Council for Accreditation of Academic and Vocational Qualifications**

香港學術及職業資歷評審局實地評審考察

- **Bachelor of Social Sciences (Honours) in Asian Studies (new programme)**  
亞洲研究 (榮譽) 社會科學學士 (新課程) **7 – 9 October 2015**  
2015年10月7至9日
- **Bachelor of Arts (Honours) in Applied and Human-Centred Computing (new programme)**  
應用及人本計算學 (榮譽) 文學士 (新課程)
- **Initial Evaluation (IE) for QFL6**  
資歷級別六的初步評估 **16 – 17 December 2015**  
2015年12月16至17日
- **MA in Translation (Business and Law) (new programme)**  
翻譯文學碩士 (商務與法律) 課程 (新課程)

# Personnel Updates 人事快訊

We would like to extend our warmest welcome to Professor Hui Yee Van who reported duty on 2 July 2015 as Vice-President (Academic and Research). Heartfelt welcome is also given to the below academic staff who will join HSMC in August 2015.

我們歡迎副校長（學術及研究）許溢宏教授於2015年7月2日加入恒生管理學院，亦衷心歡迎以下將於8月加入恒管的學術人員。

<b>Department of Accountancy 會計學系</b>		<b>Department of Supply Chain Management 供應鏈管理學系</b>	
Dr CHEN Wei, Jerry	Assistant Professor	Dr Bruce Erik BERGSTROM	Lecturer I
Dr LAW King Wai, Justin	Assistant Professor	Dr John COOMBES	Lecturer I
Dr LUO Kim Wan, Rebecca	Assistant Professor	Dr LIU Kar Wai, Connie	Senior Lecturer
Ms SHI Shanshan	Senior Lecturer	Dr LAM Chi Yung	Assistant Professor
Ms WANG Zhichen, Stacy	Assistant Professor upon receiving PhD (current: Lecturer I)		
Dr WONG Wai Yee, Pauline	Assistant Professor	<b>Department of Chinese 中文系</b>	
Mr CHAN Ka Fung, Tony	Lecturer I	Dr CHAU Tsz Yan, Emily	Lecturer I
		Dr KWOK Sze Wing	Assistant Professor
		Dr KWOK Wai Ting	Assistant Professor
<b>Department of Economics &amp; Finance 經濟及金融學系</b>		<b>Department of Computing 電子計算系</b>	
Dr CHEONG Tsun Se, James	Assistant Professor	Prof CHIN Yuk Lun, Francis	Chair Professor
Dr LI Jing, Victor	Assistant Professor		
Dr SHEN Jianfu, Jeff	Assistant Professor	<b>Department of English 英文學系</b>	
Dr SO Chiu Ki, Jackie	Assistant Professor	Dr Alfred Samuel BOWN	Assistant Professor
Dr KWOK Wing Chun, Kaz	Lecturer I	Dr Michael William DURRANT	Assistant Professor
		Dr LAM Tsz Kwan, Charles	Assistant Professor
<b>Department of Management 管理學系</b>		Mr Bryan DOWIE	Lecturer I upon receiving MA (current: Lecturer II)
Dr HUI Tak Yin, Ray	Assistant Professor		
Mr NG Wing Fung, Frank	Assistant Professor upon receiving PhD (current: Lecturer I)	<b>Department of General Education 通識教育系</b>	
Mr WANG Chongwei	Assistant Professor upon receiving PhD (current: Lecturer I)	Dr LAM Nga Li	Lecturer I
Dr LAW Chiu Ming, Raymond	Senior Lecturer	Dr POON Kai Chung, Joe	Lecturer I
Dr LIAO Yi, Eko	Assistant Professor	Dr AU YEUNG Ho Kong, Christopher	Lecturer I
<b>Department of Marketing 市場學系</b>		<b>Department of Translation 翻譯學系</b>	
Dr XIE Tingting	Assistant Professor	Dr WANG Honghua, Anson	Assistant Professor
Dr YANG Xin, Morgan	Assistant Professor	Mr CHE Wai Lam, William	Lecturer I
Dr LEUNG Kim Ping, Thomas	Associate Professor		
<b>Department of Mathematics &amp; Statistics 數學及統計學系</b>		<b>Department of Journalism and Communication 新聞及傳播學系</b>	
Dr HO Man Wai	Assistant Professor	Dr LYU Chen, Joanne	Assistant Professor
Dr YUEN Fei Lung, Kevin	Assistant Professor	Prof SIU Yuk Tai	Professor
		Ms LO Wai Han, Janet	Assistant Professor upon receiving PhD (current: Lecturer I)

(As of 4 August 2015 截至2015年8月4日)



# Photo Gallery 相片集

## HSMC Sports Invitation Game 2015 恒管體育邀請賽 2015





**Students' booths at the Open Day  
of the HSMC Symposium on  
Sustainability and Bamboo**  
恒管「可持續發展與竹」研討會  
開放日學生攤位



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

如有資訊想刊登於《恒管通訊》，請以恒管電郵帳戶發送不超過250字的中英文內容和1-2張1MB以上的照片（如有）電郵至 [cpao@hsmc.edu.hk](mailto:cpao@hsmc.edu.hk)。

**Hang Seng Management College  
Communications and Public Affairs Office**  
恒生管理學院  
傳訊及公共事務處

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Fax 傳真: (852) 3963 5524  
Email 電子郵件: [cpao@hsmc.edu.hk](mailto:cpao@hsmc.edu.hk)  
Website 網頁: [www.hsmc.edu.hk](http://www.hsmc.edu.hk)

 Hang Seng Management College