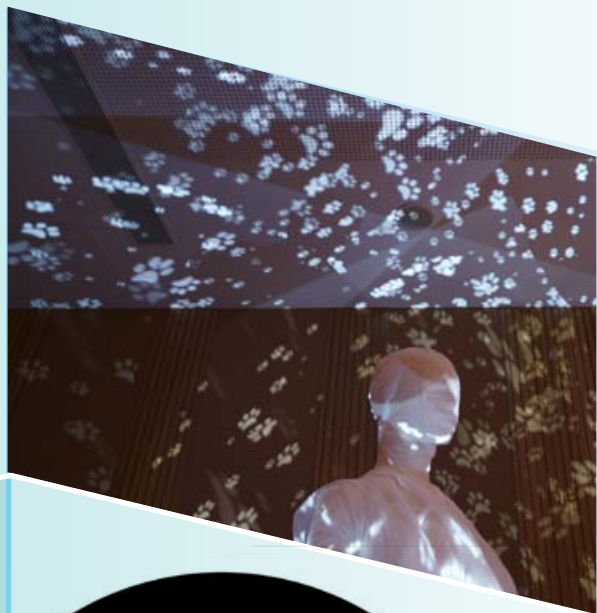




恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE



# HSMC

Newsletter 恒管通訊

12 • 2015

Exhibits of "In the Mood for Animals: A Contemporary Art Exhibition of Five Hong Kong Artists"  
「動物心境 — 香港當代藝術五人展」展品

## Arts at HSMC

### In the Mood for Animals:

### A Contemporary Art Exhibition of Five Hong Kong Artists

Hang Seng Management College (HSMC) organised the “In the Mood for Animals: A Contemporary Art Exhibition of Five Hong Kong Artists” featuring five notable Hong Kong visual artists, including Almond Chu, Kum Chi Keung, Lam Tung Pang, Ann Mak and Sara Tse. The exhibition was open to the public from early October to 11 December 2015.

To create an “open gallery” HSMC used open areas from G/F to 2/F of Lee Quo Wei Academic Building, to create art spaces for this event, where artists were able to display their creative work. The exhibition showcased creative works in the mediums of photography, painting, installation, ceramics and video art relating to animals. Animals and nature as expressed in the artworks resonate perfectly with the green campus of HSMC where sustainable architectural design is the focus. Students’ day-to-day collegial experience will be transformed into an inspiring journey of visual and spiritual adventure.

The opening ceremony of the exhibition was held on 14 October 2015 on 2/F of Lee Quo Wai Academic Building. The College was honoured to have in attendance Ms Michelle Li Mei-sheung, JP, Director of Leisure and Cultural Services of the HKSAR Government, Ms Winsome Chow, Chief Executive of Hong Kong Arts Development Council, and many guests from the arts community, who showed their support for HSMC and its arts promotion programmes.

President Simon S M Ho welcomed all guests on behalf of HSMC and remarked that the College’s “Liberal + Professional” education model emphasises both professional training and students’ all-round development. The Arts at HSMC programme was launched in 2014 to promote the arts, which help enrich students and extend their horizons. Ms Michelle Li Mei-sheung officiated at the opening ceremony and remarked that Arts at HSMC would enhance students’ appreciation for humanity and art.

The “Art Forum: Animals and Inspiration” was held at the Auditorium after the opening ceremony. Professor Kurt Chan of the Department of Fine Arts, The Chinese University of Hong Kong was invited to be the moderator of the forum. The five artists shared their ideas and exchanged views on their artworks



displayed in this exhibition. They also talked about the creative processes that they had walked through in their artistic career. More than 200 guests attended and exchanged their views on the exhibited works.

Furthermore, to promote arts education and enhance young people’s interest in visual arts, the College organised guided tours of this exhibition for HSMC students and secondary school teachers and students.



## 文藝在恒管 「動物心境 — 香港當代藝術五人展」



恒生管理學院（恒管）於10月5日至12月11日舉辦【文藝在恒管】《動物心境—香港當代藝術五人展》，邀請五位本港著名藝術家朱德華、甘志強、林東鵬、麥安和謝淑婷參與，不同的視覺藝術媒體，給恒管師生及公眾人士帶來不同的藝術體驗。

利國偉教學大樓地下及二樓的開放空間化身成藝廊，讓藝術家發揮創意，通過攝影、裝置、繪畫、錄像及陶瓷五種視覺藝術媒體展現動物和自然，與恒管以自然為本，著重可持續發展的建築概念互相呼應。「開放藝廊」不但為校園增添色彩，更讓同學們每天走在藝術之旅。

藝術展開幕典禮於10月14日假本學院利國偉教學大樓二樓舉行，康樂及文化事務署署長李美嫦太平紳士、香港藝術發展局行政總裁周蕙心女士和各界嘉賓出席支持。

校長何順文教授致歡迎辭時表示，恒管積極推動藝術及文化活動，推出『文藝在恒管』藝術推廣計劃，讓學生接觸各種藝術，拓闊學生的人文視野，提升個人涵養。開幕禮主禮嘉賓李美嫦太平紳士表示，恒管在校園舉辦藝術活動，可提升同學對人文與藝術的鑑賞。

開幕典禮後舉辦「藝術對談：動物與想像」藝術論壇。香港中文大學藝術系陳育強教授擔任嘉賓主持，聯同五位參展藝術家分享及討論是次所展出作品的意念，以及創作歷程。超過200位嘉賓出席，與藝術家們交流作品表達的信息和意見。

除此之外，恒管於展覽期間為校內學生和中學師生舉辦導賞活動，希望把藝術家的創作與更多青年學生分享。



# HSMC People

## The President Says...

Having been a part of the HSMC family more than one and a half years, I still feel the same excitement and enthusiasm I felt when I first set foot on this young dynamic institution.

As its President, I am thrilled to witness the rapid development of HSMC. With the concerted efforts of the College community, you will notice the distinguished advancements of the College in its hardware, its software and its “heartware”. I would like to update you a few major developments of the past year and some plans ahead:



I have a firm belief that “environment nurtures people”. Therefore, at HSMC, we endeavour to provide a green and sustainable learning environment that grooms our students intellectually, socially and spiritually. The HSMC Jockey Club Residential Colleges (RC) started operation in September 2015. This has marked an important milestone in HSMC’s development. We are delighted to adopt the RC system as pioneers among all local self-financed degree-granting institutions. Unlike traditional dormitories or hostels, a Residential College is a smaller community within the university combining students’ living and learning. By actively engaging in RC activities, resident students are able to enjoy all the versatility that RC life can offer.

As one of the foremost advocates for an environmentally sustainable campus in the region, green initiatives have been widely adopted in the RC and around our campus. HSMC is the first higher education institution in Hong Kong receiving the

“Platinum” rating (BEAM Plus Version 1.1) by the Hong Kong Green Building Council for an academic building (S H Ho Academic Building) and its Sports and Amenities Centre. Also, we are very proud to be the first in Hong Kong in attaining a similar provisional award for our student residential complex.

HSMC aspires to support students’ all-round development, to explore their interests and to unleash their diverse potentials. We endeavour to enhance students’ exposure to new ideas and to broaden their global horizons. With these aims, we have developed partnerships with a number of local and offshore employers, and our students accepted more than 680 internship offers from 155 renowned companies in 2014-15. Additionally, among our degree graduates in 2014, the overall engagement rate in full-time employment (88%, including 2% self-employed graduates) and further studies (3%) has reached a total of 91%, a very impressive figure that demonstrates our students’ capability and employability.

With the goal of nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities, I have worked to actively promote leadership education among our students. While co-hosting a weekly radio programme (Metro FM997) for a year, I have exchanged views with 52 eminent leaders in the Hong Kong community on their leadership and life experiences. I hope that the audience, in particular our students and other





young people, can be inspired by these truly effective leaders' own stories and learn to help shoulder the responsibility for the betterment of society.

On campus, HSMC also offers a wide range of academic activities and programmes including our Distinguished Lecture Series. We are honoured to have hosted three Nobel Laureates (Dr Gao Xingjian, Professor Yuan-Tseh Lee and Professor Ei-ichi Negishi) over the past year who shared with us their wisdom and insights. The Arts at HSMC programme has also brought in different forms of art all year round, helping to create an artistic campus ambience.

Regarding programme development, the College has made keen efforts to broaden our programme diversity. With the introduction of the new Bachelor of Arts (Honours) in Chinese programme in 2015-16, HSMC now offers a total of 11 degree programmes. Three new bachelor's degree programmes (i.e. Asian Studies, Applied and Human-Centred Computing, Convergent Media and Communication Technology) and the Master of Arts in Translation (Business and Law) are also expected to launch in 2016-17.

Thanks to the hard work of our faculty members, we have also received substantial government research and teaching grants. As of September 2015, HSMC has secured HK\$45.4 million for 41 projects from different external funding schemes, including the RGC Competitive Funding Schemes, the Public Policy Research (PPR) Funding Scheme and the Quality Enhancement Support Scheme (QESS), which facilitates more high impact research and enhances the quality of teaching and learning. Integrating academic research with teaching is one of our important academic development goals.



Riding on these overwhelming accomplishments, HSMC is working proactively on our roadmap to submit our application for official "university" status in mid/late 2017, which will give further recognition to our achievements thus far. To achieve such goal, HSMC will continue to develop new programmes, foster excellence and innovation in teaching and learning, strengthen research capacity and culture, launch executive development programmes, extend external relations, raise funds aggressively, enhance the Residential College system, and prepare for the Institutional Review (IR) and Programme Area Accreditation (PAA) exercises.

Together, we will build upon the foundations we have laid, realise the transformative power of liberal education and reach new heights. I earnestly look forward to your continuous support of HSMC in the years ahead!

**Simon S M Ho**  
President

# 恒管人

## 校長說.....

轉眼間我已加入了恒管大家庭超過一年半的時間，首次踏足這所充滿年輕活力的大學時的興奮心情一直持續到今天。

作為校長，我很高興能見證著恒管的迅速成長。結合學院全人的共同努力，您大概會留意到恒管近年在硬件、軟件和「心件」上均有顯著的發展。以下為過去一年一些值得大家引以為傲的學院成就以及未來的計劃：

我一直深信「環境育人」的理念，因此，恒管致力為學生提供一個綠化和可持續的學習環境，促進他們在學術、社交和心智上的成長。隨著恒生管理學院賽馬會住宿書院在2015年9月開始運作，恒管成為全港首間採用「住宿式書院」模式的自資院校，奠下重要的里程碑。與傳統的宿舍不同，住宿書院是一個位處大學內的小型社區，結合學生的生活與學習。同學可以全心投入各項活動、享受多元化的書院生活。



恒管在環境保護及校園可持續發展方面一向不遺餘力，住宿書院以至校園各設施均廣泛採用各種環保措施。恒管憑新建的何善衡教學大樓及康樂活動中心，獲香港綠色建築議會頒發「綠建環評」(1.1版)「新建建築最終評估鉑金級」認證，成為全港首間獲得此殊榮的高等院校。恒管的住宿書院群亦獲同類的暫定認證，為香港首所學生宿舍舍堂取得是項認可。

恒管一直支持同學的全方位學習，讓他們探索自己的志趣和發揮潛能，並開拓他們的眼界及國際視野。為此，我們積極聯繫各個本地及海外企業及機構爭取實習和就業機會，在2014/15學年便有超過680位恒管學生得到155所機構的實習職位。此外，2014年恒管畢業生的整體全職就業(88%，當中2%屬於自僱)和升學率(3%)已經達到91%，這個理想數字反映出學生們的出眾能力。

為培育具獨立思考、創新思維、人文關懷和社會責任的年青人，我力求為學生加強領袖培訓。在過去一年，我每週主持電台節目(新城知訊台)與52名本港社



會傑出領袖交流領導心得及人生經驗。我希望聽眾，特別是恒管學生及年青人，能夠受這些出色領袖的分享所啟發，學會承擔更多的責任，為社會謀福祉。

恒管積極舉辦了不同學術活動以豐富校園生活。過去一年我們很榮幸地邀請到三位諾貝爾獎得獎者(高行健博士、李遠哲教授和根岸英一教授)蒞臨校園分享他們的智慧和獨到見解。而「文藝在恒管」計劃則把各種形式的藝術帶到校園，增添藝術氛圍。

在課程發展方面，學院正努力籌辦更多涵蓋不同範疇的課程。恒管現提供11個榮譽學士學位課程，包括最新的中文(榮譽)文學士學位，並預計將於下學年推出3個嶄新學士課程(包括亞洲研究、應用及人本計算學、融合媒體及傳播科技)以及翻譯文學碩士(商務與法律)課程。

有賴各教學人員的努力，我們有不少研究和教學計劃獲得政府撥款支持。截至2015年9月，學院獲不同的資助計劃撥款約四千五百四十萬港元，資助進行41項研究項目。資助計劃包括研資局的「本地自資學位界別競逐研究資助計劃」，中央政策組的「公共政策研究資助計劃」及教育局的「質素提升支援計劃」。這些資助有助學院進行更多具影響力的研究，以及提升教學質素。融合學術研究與教學是恒管學術發展的一大目標。

恒管的卓越成就備受廣泛認可，因此，我們正積極執行「大學正名」的路線圖，並預計在2017年中下旬向政府作出正式申請，以彰顯恒管的聲名。展望未來，恒管將繼續開發新課程、推動優質和創新的教與學、增強研究能力及推廣研究文化、開設企管人員發展課程、拓展對外關係、積極募集捐獻、完善住宿書院制度，以及為「院校評審」及「學科範圍評審」作準備。

建基於我們共同確立的穩固基石，恒管正實現博雅教育之蛻變力量，並邁向新的高峰。我熱切期盼您繼續支持恒管的未來發展！

校長  
何順文

# Campus News 校園消息

## President's Dialogues with Distinguished Leaders

### 校長與領袖同「恒」

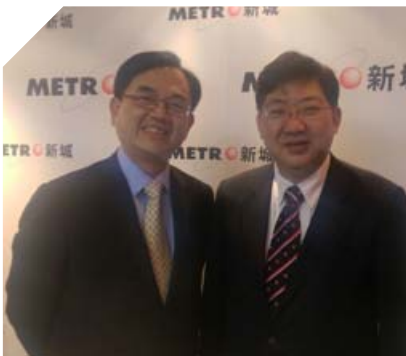
"President's Dialogues with Distinguished Leaders" is a radio programme broadcast from 11am to 12pm every Saturday morning from 29 November 2014 for a year on Metro Radio (FM997). President Simon S M Ho invites guests who are renowned for outstanding achievements in their own sector to share their leadership experience and recipes for life success. The aim is to broaden the horizons of young people 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。

From 5 September to 24 October 2015, we were very honoured to have the following distinguished leaders being our guests. The episodes and the dialogue summary article can be revisited at [www.hsmc.edu.hk/index.php/media1/thang](http://www.hsmc.edu.hk/index.php/media1/thang).

自9月5日至10月24日，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 41 – 48 第四十一集至第四十八集



#### Mr Allen Ma Kam Sing

Chief Executive Officer of Hong Kong Science & Technology Parks Corporation

香港科技園公司行政總裁馬錦星先生

Mr Ma shared three traits of a leader – being approachable, being persuasive and able to realise their vision. He pointed out that technology is the organic merge of theory and application. He looks forward to triggering curiosities of the young generation to develop innovative technologies and even start up their own businesses, which will enhance the economic and social development of Hong Kong.

馬先生分享了當領袖的三大核心特質：親和力、說服力、執行力。他又指出科研世界是理論與應用的有機結合，期望可藉工作引發年輕一代的好奇心，開發創新科技甚至創業，進一步提升香港的經濟與社會發展。

#### Dr Dennis Ng Wang Pun

Honourable Chairman of

The Hong Kong General Chamber of Small and Medium Business

香港中小型企業總會榮譽會長吳宏斌博士

Dr Ng believes that a successful leader must embrace diverse ideas and prepare well for future adversities. Regrettably, he does not find enough happiness and harmony in Hong Kong. Therefore he established the Promoting Happiness Index Foundation. He pointed out that knowing what you are good at, working step by step and being grateful will make your life happier.

吳博士認為成功領袖必須有廣闊胸襟，為未來的風浪做好準備。他慨嘆香港社會快樂和諧不足，因此成立了香港提升快樂指數基金。他指出凡事量力而為，做事按部就班，包容感恩，人生就會較快樂滿足。



#### Mr Samuel Yung

Executive District Director of AIA International Limited and Founding President of Hong Kong Professionals and Senior Executives Association

友邦保險區域執行總監暨香港專業及資深行政人員協會創會會長容永祺先生

Mr Yung shared that the recipe for a leader's success is being industrious. Leaders have to embrace a servant-leadership attitude and an impossible-is-nothing mind-set. He hopes that young people equip themselves to prepare for future opportunities.

容先生分享領袖的成功之道為積極向上，必須抱有「凡事皆可能」的僕人領導態度。他寄語年輕人要裝備自己，把握未來的機會。

# Campus News

## Mr Ronald Chiu

Executive Director of i-CABLE News Limited and  
Former Chairman of Hong Kong News Executives' Association  
有線新聞執行董事及前香港新聞行政人員協會主席趙應春先生

Mr Chiu shared his fruitful experience in the media industry, illustrating that a leader must establish authority and master the art of delegation. He suggests that young people should appreciate different opinions and make judgment fairly.

趙先生分享了從事新聞業的多年經歷，說明當領袖必須建立「權威」少用權力，及用人放權之道。他寄語年輕人須容納多方的意見，才可做出持平的判斷。



## Dr York Chow Yat Ngok

Chairperson of Equal Opportunities Commission  
平等機會委員會主席周一嶽醫生

Dr Chow shared that a successful leader should practise what they preach, respect others and seek consensus when encountering different ideas. He thinks that a leader should not only make use of their power, but also make good use of their influence.

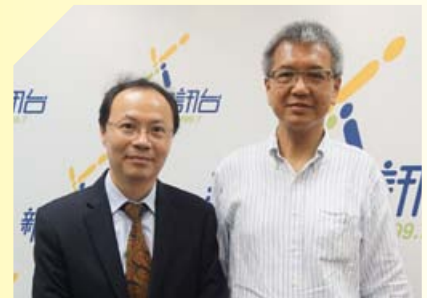
周醫生分享成功的領袖需言行一致，尊重別人，遇上不同意見要努力尋求共識。他認為領袖不可只用權力，需懂得運用影響力和感染力。



## Mr Benjamin Tang

Former Director of Audit, Audit Commission of Hong Kong  
前審計署署長鄧國斌先生

Mr Tang dedicates his retired life to society through volunteer work. He advises young people to widen their horizons, discover their talents, plan well and focus on their career development for stronger competitive edges. 鄧先生分享退而不休的生活，透過義務工作回饋社群。他勸勉年青人應多擴闊自己的眼界，了解自己的長處，盡早訂立目標，而且專注發展事業，才能增強競爭力。



## Dr Li S H Eddy

President of The Chinese Manufacturers' Association of Hong Kong  
中華廠商聯合會會長李秀恒博士

Dr Li shared his entrepreneurial path in the timepieces industry. He stated that a successful business leader should be considerate about their employees as well as the community. As young people lack experiences, they should not rush to found their own business but gain more experience as employees first and use their creativity at work and bring their ideas into full play.

李博士分享他投身鐘錶業的創業過程，講述成功的商界領袖需考慮員工及社會利益。他認為年青人缺乏經驗不須急於創業，可先就業發揮自己的創意和意念。



## Dr Lau Ming Wai

Chairman of Commission on Youth  
青年事務委員會主席劉鳴煒博士

Dr Lau pointed out that a leader must bear responsibilities, uphold their beliefs and stand fast before pressure and criticism. He emphasises communications with young people and hopes to improve related government policies through his Commission. He advises young people to embrace a positive attitude and grateful heart which can enable them to find positive power and satisfaction even in adversity.

劉博士指出領袖必須要有承擔，並要堅持自己的信念，不能輕易被壓力或輿論影響。他著重和年青人的多向溝通，期望透過委員會的工作改善青年政策。他勸勉年青人凡事應抱持正面態度及感恩的心，方能從逆境中找到正能量和滿足感。





## Professor Ei-ichi Negishi, Winner of Nobel Prize in Chemistry 2010, Speaks at the “Living and Society: Socio-Environmental Issues and Sustainable Development” Seminar

2010年諾貝爾化學獎得獎人根岸英一教授於「生活與社會－社會環境問題與可持續發展」研討會作演講

Professor Ei-ichi Negishi, winner of Nobel Prize in Chemistry 2010, spoke at the “Living and Society: Socio-Environmental Issues and Sustainable Development” Seminar at HSMC on 29 October 2015, attended by about 200 guests, staff and students.

The Seminar aimed at raising the awareness of proper chemical knowledge, application, storage and treatment for community. It also provides the participants with the business acumen in the chemical sector, and the development of sustainability and entrepreneurship in our society.

恒生管理學院(恒管)於10月29日榮幸邀請到諾貝爾化學獎2010年得獎人根岸英一教授擔任主講嘉賓，分享「生活與社會－社會環境問題與可持續發展」。約200名社會各界人士及恒管師生出席。

研討會著意提高社區對化學品的認知，討論面對化學品應有的反應、儲存和處理的方式，促成幸福社區；並讓青年人於化學範疇上尋覓創業機會，在社會上發展可持續價值及推廣企業家精神。



## Naming Ceremony of Alice Lam Lecture Theatre 林李翹如演講廳命名典禮

Hang Seng Management College (HSMC) named the N102 Lecture Theatre as “Alice Lam Lecture Theatre” in grateful recognition to the continued support and generous donation of Dr Alice Lam.

The Naming Ceremony was held on 9 October 2015, Ms Rose Lee, Chairman of the HSMC Board of Governors, President Simon S M Ho and Dr Alice Lam herself officiated at the plaque unveiling ceremony. Over 120 guests including the family members and friends of Dr Lam, HSMC staff, students and alumni, attended the ceremony to witness this memorable moment.

Alice Lam Lecture Theatre is located on the first floor of the Block N Academic Building, with a seating capacity of more than 100 people. It provides an ideal environment for lectures, seminars or student cultural exchange activities.



恒生管理學院(恒管)於2015年10月9日舉行「林李翹如演講廳」命名典禮，以答謝林李翹如博士支持恒管及其慷慨捐贈。

恒管校董會主席李慧敏女士、何順文校長以及林李翹如博士本人，在逾120位林博士親友、各界嘉賓及師生校友的見證下，主持紀念牌匾揭幕儀式，場面熱鬧。

林李翹如演講廳位於N座教學樓一樓，可容納超過100人，為授課、講座或文化交流之理想場地。

## HSMC Received Generous Support from Karrie International Holdings Limited for Teaching and Research Advancement

恒管獲嘉利國際控股支持教學與研究發展



On 16 November 2015, Hang Seng Management College (HSMC) warmly welcomed Dr Ho Cheuk Fai, Chairman and CEO of Karrie International Holdings Limited, and was grateful to receive his generous donation of HK\$350,000 in support of its teaching and research advancement. President Simon S M Ho was glad to meet and renew friendship with Dr Ho, and appreciated his generosity towards HSMC.

恒生管理學院（恒管）於2015年11月16日歡迎嘉利國際控股有限公司主席兼行政總裁何焯輝博士到訪，並喜獲何氏捐贈港幣三十五萬元支持其教學與研究發展。校長何順文教授表示非常高興與認識多年的何博士會面，並衷心感謝他對恒管的鼎力支持。

## HSMC Supporting “Chinachem Walkathon” for Three Consecutive Years

恒管師生連續三年參與「華懋行」

For three years in a row since 2013, Hang Seng Management College (HSMC) rendered its support to join the meaningful eco-tour “Chinachem Walkathon 2015” again, which was held at the Main Dam of Plover Cove Reservoir, Tai Mei Tuk, Tai Po on 8 November 2015.

Echoing HSMC’s sustainability initiatives, there were over 150 members of the HSMC community involved in the event. This sets a new record of participation for HSMC. This year the Walkathon supported the World Green Organisation to promote energy saving in local secondary schools by establishing a useful benchmarking model to examine the electricity consumption of the education sector.

恒生管理學院（恒管）繼2013及2014年參與由華懋集團主辦的全港最大型單日生態遊後，再度獲邀出席於今年11月8日假大埔船灣淡水湖主壩舉行的「華懋行2015」。

恒管一直積極推動可持續發展，與是次活動的理念不謀而合。今年本校的參與人數為歷年最多，共有逾150名師生身體力行支持「華懋行」為世界綠色組織建立首個學界電力消耗基準工具，鼓勵全港學校一起節能減排。



## Students' Dialogue with CoY Chair Dr Lau Ming Wai

### 恒管學生與青委會主席劉鳴煒博士探討青年事務

Dr Lau Ming Wai, Chairman of Commission on Youth (CoY), visited Hang Seng Management College on 15 October 2015 for a fruitful dialogue with over 30 HSMC students from various disciplines at The Institute for Chinese Language and Culture.

Dr Lau introduced CoY's vision and work, and shared his observations on some youth topics to kick start the dialogue. The participating students had an enthusiastic discussion with him covering a wide range of subject matters with diverse personal views on language learning, relations with peers and international exchange experiences, etc.

青年事務委員會主席劉鳴煒博士於2015年10月15日撥冗蒞臨恒生管理學院於中國語言及文化研習所與三十多位來自不同學系的同學進行真情對話。

劉博士向同學介紹青年事務委員會的職能及工作，並以一些個人觀察引領討論。同學踴躍發言，話題不斷，就學習外語的選擇、朋輩關係、外國體驗等多方面分享個人體會及意見。



## President's Reception for Parents, Teachers and Students

### 「相聚在恒管－家長・師生交流日」

In order to enhance communication between parents and the College, HSMC organised the 3rd President's Reception for Parents, Teachers and Students on 10 October 2015. Over 300 parents, students and staff attended the event. The Reception began with the President's welcome remarks and introduction of the College's uniqueness and its latest development, then followed by sharings from students, alumni and counsellors.

Parents and students freely chatted with our staff on academic, student life and other concerns, and visited the information booths of student development and services.



為促進家長和校方的交流，學院在10月10日舉辦了第三屆「相聚在恒管－家長・師生交流日」，逾300名家長、學生及教職員參加。校長何順文教授簡介恒管及其最新發展，其後學生、校友及輔導員作出分享。

家長及學生與學院同事作自由交談，並參觀學生發展及服務資訊站。

## International Poetry Nights 2015 @ HSMC

### 香港國際詩歌之夜2015@恒生管理學院

Arts at HSMC and School of Translation jointly held the International Poetry Nights 2015 @ HSMC on 26 November 2015, inviting 3 poets: Gemma Gorga from Spain, Nikola Madzirov from Macedonia and ko ko thett from Burma, to chant the poems in their original languages and autograph for the audience. Dr Shelby Chan hosted a Q&A session in which the poets shared with the audience their insights into poetry.

「文藝在恒管」聯同翻譯學院於11月26日舉行香港國際詩歌之夜2015，邀請來自西班牙的詹瑪·歌爾伽、馬其頓的尼古拉·馬茲洛夫及緬甸的科科瑟等詩人誦讀詩文，並在來賓的詩作上簽名。陳嘉恩博士主持詩人們與觀眾的交流環節，分享詩歌欣賞和創作的心得。



## HSMC Information Day

### 恒管資訊日

The HSMC Information Day was held on 21 November 2015, providing form 6 students, parents and secondary school teachers with latest information of full-time degree programmes, and more than 1,000 guests attended. President Simon S M Ho, professors and lecturers from 5 Schools hosted various sessions to introduce the uniqueness of HSMC, tips of further study, programme selection, characteristics of our programmes and job opportunities, etc. On-site application submissions, written tests and conditional offers were provided by a number of programmes.

Informative and fun filled activities of the Day included guided campus tours to see the advanced campus facilities and the Residential Colleges, featured talks, entrance information seminar for 2016-2017 (School Principal's Nomination Scheme, conditional offer arrangements, Entrance Scholarships), student performances (Sinfonietta and Dance Society), booth games and BBQ, etc.



恒生管理學院於2015年11月21日舉行「恒管資訊日」，為應屆香港中學文憑考試考生、家長及老師等提供全日制學士學位課程的最新資訊，吸引超過1,000名嘉賓參與。恒管校長何順文教授及五個學院的教授、講師分別主講多場講座，分別為學生介紹恒管獨特之處、升學規劃錦囊、選科輔導、個別學科的特色及就業機會等。部份課程更設即場報名、即場考核及有條件取錄。

資訊日豐富節目包括：校園導賞，參觀學校先進設施，包括全新落成的恒管賽馬會住宿書院、專題演講、2016-2017入學資訊講座，介紹校長推薦計劃、有條件取錄安排及入學獎助學金等計劃、課程講座和工作坊、恒管學生表演及活動，如小交響樂團表演、舞蹈表演、攤位遊戲和燒烤活動等。

# 校園消息

## Inaugural High Table Dinner – HSMC Jockey Club Residential Colleges & Old Hall 恒生管理學院賽馬會住宿書院及元舍堂首次高桌晚宴



The Inaugural High Table Dinner of HSMC Jockey Club Residential Colleges & Old Hall was held on 28 October 2015 at the College Hall. Over 400 guests, college staff and students from Mosaic College, Wellness College, Amity College, Evergreen College and Old Hall dined together in a formal setting for intellectual exchange.

恒生管理學院賽馬會住宿書院及元舍堂首次高桌晚宴於2015年10月28日假學院禮堂舉行。超過400位來自博文書院、康活書院、樂群書院、綠延書院及元舍堂師生與賓客共聚一堂。

Ms Rose Lee, Chairman of the Board of Governors of Hang Seng Management College and Vice Chairman and Chief Executive of Hang Seng Bank Limited, shared her experiences and insights on “Embracing Change: Lessons from the Transformation of Hong Kong’s Financial Industry”.

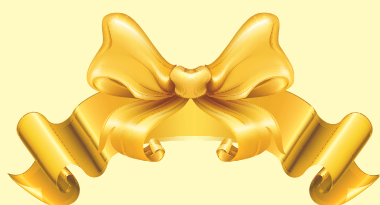
恒管校董會主席及恒生銀行副董事長兼行政總裁李慧敏女士分享香港金融市場的轉型帶來的的啟示。

The Inaugural High Table Dinner not only marked an important milestone for the Residential Colleges as the grand beginning of further enrichment and development of residents, but also provided a unique opportunity for residents to network, building up a sense of belongings within the Residential Colleges.

賽馬會住宿書院及元舍堂首次高桌晚宴標誌著住宿書院系統的成立，為學生的多元發展提供平台，促進學生建立人際關係及歸屬感。

High Table Dinners were also held for Wellness College, Amity College and Evergreen College respectively. The students mingled with fellow students, Masters, Associate Masters and Tutors.

康活書院、樂群書院及綠延書院其後亦分別舉辦了高桌晚宴，讓宿生與院長、副院長和導師們交流，增進瞭解。



# Campus News

## “Enlightenment Post” of the School of Communication Achieved Excellent Results in 2014-15 Campus Newspaper Awards

### 傳播學院《傳新報》於2015校園學報新聞獎獲佳績

The “Enlightenment Post” of the School of Communication won 2 honours in the “2014-15 Campus Newspaper Awards” organised by China Daily. Dean Scarlet Tso (School of Communication) and the awarded teaching staff and students were invited to attend the awards presentation ceremony held at The Hong Kong Polytechnic University on 16 October 2015. The ceremony was officiated by The Hon Mrs Carrie Lam, GBS, JP, Chief Secretary for Administration of HKSAR Government, and attended by about 300 guests.

The “Enlightenment Post” was awarded 1st runner-up in Best News Reporting (Chinese Category) and 2nd runner-up in Best News Writing (Chinese Category). Dean Tso gave a speech at the ceremony, stating that many of the works lived up to professional standard and she could see the institutions’ efforts nurturing future talents for the media industry.

傳播學院《傳新報》於《中國日報（香港版）》主辦的2015校園學報新聞比賽中贏得兩個大獎，成績優異。傳播學院院長曹虹教授及得獎師生獲邀參加於10月16日晚在香港理工大學舉行的頒獎典禮。典禮由香港特別行政區政府政務司司長林鄭月娥女士主禮，約300位各界嘉賓出席。

《傳新報》在這次比賽所獲獎項包括：最佳新聞報導（中文組）亞軍及最佳新聞寫作（中文組）季軍。曹院長在頒獎典禮發言，表示很多參賽作品表現出專業記者的水平，亦能看到各院校在培養未來新聞人才的用心和努力。



## School of Communication Honour Roll Presentation Ceremony

### 傳播學院榮譽狀頒獎典禮

To compliment students on their outstanding academic performances, the School of Communication has established the “BJC Honour Roll”. The 3rd award presentation ceremony was held on 11 November 2015. Parents, professors and lecturers attended the ceremony and shared the happiness of the recipients.

During the ceremony, Dean Scarlet Tso (School of Communication), Associate Dean James Chang, and respective professors presented the honour roll to 131 students and certificates to the Editorial Board of the Enlightenment Post and participants of Anchoring, Radio, Press Design and Corporate Communication Workshops. Dean Tso commended students for their accomplishment and encouraged them to continue their efforts for self-betterment.

為表揚學業成績優異的學生，傳播學院特設「傳播學院榮譽狀」，並於2015年11月11日舉辦了第三屆頒獎典禮，家長及傳播學院教授、講師出席典禮分享學生喜悅。

曹虹院長、張志宇副院長及教授們頒授榮譽獎狀予131位同學，以及頒發獎狀給傳新報編委會成員、參與主播、電台、平面媒體設計或企業傳訊工作坊的學生。曹院長恭賀獲獎的同學並肯定他們的成績，並勸勉他們繼續努力。



## 5th and 6th SCOM Salons – “Pathway to University: Strategies for Private Institutes” and “The Next Generation of PR Talents from an Agency’s Perspective”

### 傳播學院舉行第五和第六次學術沙龍「邁向大學之路：私立院校的策略」和「從傳訊顧問公司角度看培育下一代的公關人才」

The School of Communication held the 5th and 6th Academic Salons, inviting Professor Lui Tai Lok and Ms Eveline Wan to share their experience with the teaching staff from the School of Communication.

Professor Lui Tai Lok, Chair Professor of Hong Kong Studies, Director, Academy of Hong Kong Studies and Acting Vice President (Research and Development) of The Hong Kong Institute of Education, spoke about “Pathway to University: Strategies for Private Institutes” on 31 October 2015.

Ms Eveline Wan, Senior Director – Asia of Strategic Public Relations Group Limited (SPRG), elaborated on “The Next Generation of PR Talents from an Agency’s Perspective” on 4 November 2015.

傳播學院於舉辦第五和第六次學術沙龍，邀請了呂大樂教授和溫淑賢女士向傳播學院的教職員分享他們的經驗。

香港教育學院香港社會研究講座教授、香港研究學院總監兼署理副校長（研究與發展）呂大樂教授於2015年10月31日主講「邁向大學之路：私立院校的策略」。

縱橫公共關係顧問集團有限公司亞洲高級總監溫淑賢女士於2015年11月4日主講「從傳訊顧問公司角度看培育下一代的公關人才」，與傳播學院教授們說明公關公司對新一代公關人才的想法及期望。



## SCOM Talk Series 22-25

### 恒傳匯談 (第二十二至第二十五場)

The School of Communication invited distinguished guests to share their views on different topics with our students and academic staff.

傳播學院邀請嘉賓與恒管師生分享不同主題的真知灼見。

#### SCOM Talk Series 22: My Higher Education Ideals and Visions on HSMC Development

##### 恒傳匯談 (二十二) 我的高等教育理想和對恒管發展之願景



President Simon S M Ho spoke at the SCOM Talk Series 22 (previously named as BJC Talk Series) on 7 October 2015. More than 200 students and staff attended.

President Ho shared his life experience and vision of education. He pointed out that tertiary education is not limited to learning knowledge from classrooms and more importantly, it is to broaden horizons. He encouraged students to explore their interests and talents, and to pursue careers that they feel most interested and meaningful.

2015年10月7日，校長何順文教授擔任「恒傳匯談」系列第22場講座嘉賓，分享其教育的經驗和視野，超過200名師生及同事參與。何校長指出大學教育不單是學習書本上的知識，更重要的是開拓個人眼界及思維，鼓勵同學應該放眼未來，在大學期間多發掘興趣專長。他分享他的人生經驗及辦學願景，鼓勵同學從事自己感到最有興趣和富意義的工作。

#### SCOM Talk Series 24: "Prosperity" and "Development": The Direction of China

##### 恒傳匯談 (二十四) 「發財」與「發展」— 中國將去向何方？



Mr Han Dongfang, a trade unionist, discussed the future development of China with the professors and students of the School of Communication on 28 October 2015. Mr Han displayed a series of photos of skyscrapers in Mainland

China as well as the real life photos of the workers who participated in the construction work. Most of the workers in China could not benefit from their works while the investors gained a lot. During the Q&A session, Mr Han discussed in depth with the students on the trend of democracy in China.

2015年10月28日，工運領袖韓東方先生擔任嘉賓，與傳播學院師生討論中國未來的發展。韓東方先生展示多張中國內地發展蓬勃的高樓大廈相片及參與工人的現實生活照片，突顯工人未能完全從參與發展工程中得益或改善生活，而投資者卻能從中「發財」的情況。他在問答環節中，與師生深入探討中國工人運動及民主發展的大趨勢。

#### SCOM Talk Series 23: Documentary Film and Society

##### 恒傳匯談 (二十三) 紀錄片與社會



Ms Tammy Cheung, founder of the Chinese Documentary Festival and documentary film director, shared her focus on capturing social issues and the use of the Direct Cinema method on 14 October 2015. She shared her masterpiece in which she interviewed 60

people of different nationalities and social background. They expressed their feelings and perspectives toward critical issues in the late 80s including the Tiananmen Square protests, the handover of the Hong Kong sovereignty in 1997, and the Asian Financial Crisis.

2015年10月14日，華語紀錄片節創辦人及紀錄片導演張虹女士與傳播學院師生分享她的作品《問》及拍攝心得。張導演的紀錄片內容以社會題材為主，作品大多採用「直接電影」(Direct Cinema)的手法拍攝。這次放映會播放了張導演2005年的作品《問》，該作品以訪問形式，透過60名不同國籍及社會階層的人士直接陳述，探討香港人對六四事件、九七回歸、亞洲金融風暴等多項社會議題的看法。

#### SCOM Talk Series 25: Can Reporters Do the Right Thing at Critical Moment?

##### 恒傳匯談 (二十五) 在關鍵時刻，記者能做該做的事嗎？

Dr Kaman Lee, Assistant Professor of Department of Journalism and Communication, Hong Kong Shue Yan University, and Mr Earnest Li, Part-time Lecture of Department of Journalism and Communication, Chu Hai College of Higher Education shared their documentary masterpiece "Impact" and discussed media ethics with students. In "Impact", Mr Lam Tsz Ho, Senior TV Reporter, was interviewed by Dr Kaman Lee and Mr Earnest Li. He shared his working experience such as how to strike a balance between personal values and media ethics.



2015年11月18日香港樹仁大學新聞與傳播學系助理教授李家文博士及香港珠海學院

新聞及傳播學系兼任講師李志堅先生擔任嘉賓分享他們以「雨傘運動」為背景的紀錄片《撼動》及討論記者的專業操守。紀錄片訪問了資深電視記者林子豪先生，林先生分享他在採訪過程中，如何調節個人價值觀和專業操守的分歧。

## ICLC: Sparkling Scholar Series 8 – The Use of Digital Technology in the Preservation of Cultural Heritage

### 中國語言及文化研習所：名人學者講座系列八 – 數字技術與文化遺產保護

Chinese culture is one of the most ancient in the world. Preservation of culture heritage is especially important and is highly facilitated by the help of modern technologies. The Centre of Business Ethics and Culture, the subsidiary organisation of The Institute for Chinese Language and Culture, invited Professor Cao Jinyan, Honorary Director of the Cultural Heritage Institute of Zhejiang University as the keynote speaker to share the experience in preserving cultural legacies via technologies.

Prof Cao is a famous archaeologist specialising in archaeology and ancient philology of Shang and Zhou dynasties, and in recent years he is dedicated to the preservation of cultural heritage. He introduced the causes of damages, the importance of preserving cultural heritage and how the Cultural Heritage Institute uses digital technologies to preserve them. HSMC's teaching staff and students learned more and acquired widened perspectives regarding ancient civilisation.



中華文化源遠流長，對文化遺產的處理與保護尤為重要。隨著科技不斷進步，學術界能利用嶄新的技術，更完整地保存文化遺產，讓其流傳後世。中國語言及文化研習所轄下商道與文化中心於10月19日邀得浙江大學文化遺產研究院常務副院長曹錦炎教授擔任主講嘉賓，分享該院以最新的數字技術保護文化遺產的經驗。

曹教授為知名考古學家，專研商周文物考古及古文字學，近年投身文化遺產保護事業。曹教授於講座中介紹造成文化遺產破壞的成因、文化遺產保護的作用，以及文化遺產研究院如何利用數字技術保護珍貴文化遺產，本校師生於接受新知之餘，對古代文明研究更擴闊了新的視野。

## ICLC: Hong Kong Senior Secondary Students Putonghua Public Speech Competition 2017 – Pre-competition Activities

### 中國語言及文化研習所：香港高中學生普通話演講大賽2017賽前系列活動

Hong Kong Senior Secondary Students Putonghua Public Speech Competition 2017 – Pre-competition Activities, organised by The Institute for Chinese Language and Culture, supported by New Experience Toastmasters Club Hong Kong, commenced in Lee Quo Wei Academic Building.

Three representatives from the Standing Committee on Language Education and Research of Education Bureau were present to show their support. Chair Professor Cheung Kwong Yue, Head of Department of Chinese and Director of The Institute for Chinese Language and Culture, and Mr Frank Lee, Founding President of the New Experience Toastmasters Club Hong Kong, delivered remarks respectively. Ms Li Chun Hung, Lecture of Department of Chinese, and Ms Stella Hong, New Experience Toastmasters Club Hong Kong, provided participants with a tutorial about phonetics and techniques of public speaking.



恒管中國語言及文化研習所主辦，香港新體驗演講會協辦的「香港高中學生普通話演講大賽2017」賽前系列活動之第一期工作坊在利國偉教學大樓正式開幕。

開幕儀式上有幸邀請到教育局語常會事務組三位同事蒞臨指導。中文系主任、中國語言及文化研習所所長張光裕教授，以及新體驗演講會創會會長李志剛先生先後致辭。隨後的語音及演講技巧課程，分別由中文系李春紅老師和香港新體驗演講會康潔賢老師講授。



## President Simon S M Ho Delivered a Speech at the High Table Dinner of the Cheng Yu Tung College, University of Macau

校長何順文教授應邀出任澳門大學鄭裕彤書院書院高桌晚宴演講嘉賓

Invited by Professor Chung Ling, Master of Cheng Yu Tung College of the University of Macau, President Simon S M Ho gave a speech on “Critical Thinking and Start With Why” at the High Table Dinner of the College on 18 October 2015. Over 300 students, staff and guests attended.

校長何順文教授於10月18日應澳門大學鄭裕彤書院書院長鍾玲教授的邀請，出任高桌晚宴的演講嘉賓，題目為「獨立批判思維與先問為什麼」。超過300名師生及嘉賓出席。



## President Simon S M Ho Delivered a Keynote Speech at a Forum during the Academic Week Organised by the Department of Business Administration, Hong Kong Shue Yan University

校長何順文教授應邀擔任香港樹仁大學工商管理學系學術週主講嘉賓



President Simon S M Ho gave a keynote speech titled “Redefining the Purposes and Responsibilities of Business: Back to Stakeholder Theory” at a Forum during the Academic Week organised by the Department of Business Administration of the Hong Kong Shue Yan University. The Forum also invited two prominent business leaders (Mr Francis Cheung, former Chairman of the Tysan Holdings, and Dr Michael Chan, Chairman of the Café de Coral Holdings) to share their insights with around 500 teaching staff and students on enhancing the sustainability and competitiveness of family businesses.

校長何順文教授於10月19日應邀出任香港樹仁大學工商管理學系舉辦的學術週座談會出任主講嘉賓，題目為「重訂企業的目的與責任：回到持份者理論」。座談會同時邀請了兩位商界領袖（前泰昇集團主席張舜堯先生和大家樂集團主席陳裕光博士），與約500多名師生分享、交流並探討提升家族企業可持續性與競爭力的關鍵要素。

## Visit to Shenzhen Special Economic Zone and Qianhai New District

前海深港現代服務業合作區訪問

Vice-President Y V Hui (Academic and Research), HSMC representatives, Mr Jethro Lau, Deputy Chief Executive and Head of South of Hang Seng Bank (China) Limited and his colleagues went to Shenzhen to meet with a number of government departments in the Shenzhen Special Economic Zone and Qianhai Shenzhen – Hong Kong Modern Service Industry Cooperation Zone, to discuss collaboration opportunities on 16 November 2015.

副校長(學術及研究)許溢宏教授、恒管代表與恒生銀行(中國)總行副行長兼華南地區主管劉鑾坤先生及其同僚於11月16日在深圳經濟特區及前海深港現代服務業合作區與有關政府部門會面，共同探討合作機遇。



## SCM Seminar on Cost vs Sustainability in Transport and Logistics

### 供應鏈管理專業講座 – 物流運輸領域的成本與可持續

The “Cost vs Sustainability in Transport and Logistics” Seminar was held on 8 October 2015 by the Department of Supply Chain and Information Management, as part of a research project funded by the Research Grant Council. Two distinguished guest speakers were invited: Mr Allen Yu, Vice President, Operations from DHL Express (Hong Kong) Limited, and Ms Linda Ho, CEO of Green Council. The seminar also marked the launch of the website of Supply Chain Decarbonisation project. The project aims to develop a carbon footprint tool kit including decision support tools for sustainability and operations efficiency.

Mr Allen Yu shared the latest development of GoGreen Programme in DHL and carbon reduction in DHL operations. Ms Linda Ho delivered a talk on the

findings of a recent study “Review on Lean and Green – Feasibility Study in Hong Kong”.

2015年10月8日，供應鏈及資訊管理學系主辦「物流運輸領域的成本與可持續」專業講座。作為香港研究資助局支持的研究項目之一，兩位主講嘉賓為DHL Express的服務運作處副總裁游裕仁先生和環保促進會的行政總幹事何惠萍小姐。項目主要目標是以香港的供應鏈與物流產業為主，開發一系列碳足跡的工具組和可持續決策工具組。

游裕仁先生分享DHL GoGreen項目的最新發展情況及營運過程中的降低碳排放。而何惠萍小姐分享香港最新的精益與環保研究項目。



## EDC “Leadership with Heart” Seminar 企管發展中心「用心做個好領袖」講座

The “Leadership with Heart” Seminar was organised by the Executive Development Centre (EDC) on 16 October 2015, attended by over 100 local business leaders, partners, academics, alumni, staff and students. Mr Sunny Wong, Executive Director of Tibet 5100 Water Resources Holdings Limited and ex-Chairman of Carlsberg Greater China, shared his leadership experience and adventurous stories that have changed his life. It was an inspiring and touching seminar, especially when Mr Wong and his guests, Ms Jennifer Wong and Dr Jerry Wong shared how they struggled to excel themselves regardless of poor academic results and Ms Wong’s serious health conditions.

企管發展中心於10月16日舉辦「用心做個好領袖」講座，逾100名本地商界領袖、業界合作夥伴、學術界精英、校友、恒管教職員，以及學生踴躍參加。是次講座邀請西藏5100水資源控股執行董事及前嘉士伯啤酒公司大中華總裁王克勤先生擔任主講嘉



賓，分享豐富的領導經驗及改變他人生的故事。嘉賓王明慧小姐及黃克勤博士，與眾人分享他們在成績不濟的背景下，加上王小姐的嚴重健康問題，仍能戰勝逆境，努力突破自己，獲得成功。講座內容感人及富啟發性。

# 校園消息

## EDC “Career in Banking & Enhance Success in Career Placements” Seminar

企管發展中心「了解銀行業務，助你職場上穩操勝券」座談會

The Executive Development Centre and SAO co-organised the “Career in Banking & Enhance Success in Career Placements” Seminar on 13 November 2015. Prof Albert Ip, CEO of Langham Hospitality Investments, introduced the landscape of today’s banking industry in Hong Kong.

企管發展中心與學生事務處於2015年11月13日合作舉辦「了解銀行業務，助你職場上穩操勝券」座談會。是次座談會很榮幸邀請到朗廷酒店投資行政總裁及執行董事葉毓強教授擔任主講嘉賓，介紹香港銀行業的最新動向。



## EDC “Market Outlook – Is It a Bubble?” Conference

企管發展中心「財經市場的現況與展望」會議

“Market Outlook – Is It a Bubble?” Conference was co-organised by the Executive Development Centre, the School of Business and CFA Institute on 14 November 2015. Dr Edward I Altman, Max L Heine Professor of Finance at the Stern School of Business in New York University, and The Hon Kenneth Leung, Legislative Councillor and Senior Consultant of Clifford Chance LLP, shared the current and future market outlook all around the world.

企管發展中心、商學院及特許金融分析師協會聯手舉辦「財經市場的現況與展望」會議。是次座談會很榮幸邀請到來自史登商學院的Dr Edward I Altman和立法會議員和高偉紳律師事務所高級顧問梁繼昌先生，分享目前和未來環球市場的狀況。



## EDC Islamic Finance Seminar

企管發展中心「伊斯蘭金融全球趨勢」研討會

Islamic Finance has been a fast growing business vehicle in international finance platform and the trend is growing favorably globally. “A Global Trend for Islamic Finance” seminar was organised by the Executive Development Centre & Department of Economics and Finance of HSMC, supported by Nova and IBFIM, the training arm of the Malaysian Central Bank. The seminar was concluded successfully with the enthusiastic participation from over 100 financial practitioners, academics, staff and students.

Mr Zairulnizad Shahrim, Associate Director of Islamic Market Department of AmlInvestment Bank Berhard shared the main rule of Islamic Finance and the differences between Islamic Banking and Conventional Banking.

企管發展中心與經濟及金融學系合辦「伊斯蘭金融全球趨勢」研討會，邀得AmlInvestment Bank Berhard伊斯蘭市場部副總裁Mr Zairulnizad Shahrim 為主講嘉賓，與眾人分享伊斯蘭金融的法規及伊斯蘭銀行和傳統銀行的不同之處。逾100名金融界嘉賓、恒管教職員及學生參加，反應踴躍。



# Campus News

## President Simon S M Ho Attended PRPA's Media Briefing and the Regional Conference cum PRPA's 20th Anniversary Cocktail Reception

校長何順文教授出席香港公關專業調查傳媒簡報會及香港公共關係專業人員協會研討會暨20周年慶酒會



President Simon S M Ho shared the findings on PR industry from a comprehensive survey conducted by the School of Communication of HSMC and Hong Kong Public Relations Professionals' Association (PRPA) at a media briefing on 20 October 2015. He emphasised that PR professionals play a very important role in achieving business objectives nowadays. As the media environment has become more and more complex, PR professionals should be equipped with knowledge of the new media, strategic thinking and problem-solving skills.

President Ho and Associate Vice-President Scarlet Tso (Communications and Public Affairs) also attended PRPA's Regional Conference cum 20th Anniversary Cocktail Reception on 23 October 2015, further explained the findings to over 200 PR professionals from a wide range of industries.

校長何順文教授於10月20日出席香港公關專業調查傳媒簡報會，此調查由恒管傳播學院與香港公共關係專業人員協會合作，向本港公關專業人員進行問卷訪問。調查發現公關功能在企業的策略角色正愈趨重要，而新媒體迅速發展為公關人員帶來空前挑戰。何校長表示要駕馭日趨錯綜複雜的傳媒環境，又要迅速回應持份者訴求，除了需要具備傳統的專業技能外，新媒體知識、策略性思維和即時解難能力亦相當重要。

何順文校長傳播學院曹虹院長並於10月23日出席香港公共關係專業人員協會研討會暨20周年酒會，向超過200名各行業的公關高層分析調查結果。



## Meeting with Rotary Club of New Territories

新界扶輪社與恒管交流會

A delegation from the Rotary Club of New Territories including Dr Isaac Yip, President, Dr Vito H C Lee, Former President, Mr Wong Tak Yan, Former President, Mr Timmy T C Chan, Former President and other members visited HSMC on 17 November 2015. The delegation attended a meeting with HSMC management, focusing on future cooperation between the Rotary Club of New Territories and the College. They also joined a campus tour to learn more about the College's facilities, including new academic buildings and residential colleges.



新界扶輪社社長葉沛霖醫生、前社長李學疇醫生、前社長王德仁先生、前社長陳添正先生及其他社員於2015年11月17日訪問恒生管理學院。訪問團與恒管管理層會面交流，探討未來合作機會。校方也安排各嘉賓參觀校園，包括新教學大樓、住宿書院等各項設施，以了解恒管的最新發展。

## Overseas Internship

### 海外實習

Pacific BMW, based in Los Angeles in the USA, is one of the corporate partners of HSMC International Internship Programme 2015. It offered 3 internship places to our students. Mr David L Ho, President of the company, and Mrs Martha Ho, Governor of SHHo Foundation, visited HSMC on 7 October, 2015. They were warmly welcomed by HSMC representatives and students who participated in the internship this summer.



Mr and Mrs Ho were impressed by our students' enthusiasm and an array of facilities provided by the College. They looked forward to welcoming more HSMC students to participate in Pacific BMW's internship programme.

辦事處設於美國洛杉磯的Pacific BMW是恒管2015年度暑期國際實習計劃的夥伴機構之一，提供實習機會恒管學生。公司主席何先生(Mr David L Ho)及何善衡慈善基金會監事何夫人(Mrs Martha Ho)於10月7日蒞臨恒生管理學院，由恒管代表及今夏參與實習的學生接待。

恒管同學積極的態度及表現，加上學院嶄新的設施都給來賓留下深刻的印象，期望將來有更多恒管同學參與Pacific BMW的實習計劃。

## Visit to the Government Information Bureau of the Macao SAR (GCS) and the University of Macau

### 參觀澳門特別行政區政府新聞局及澳門大學

Students from the module TRA3103 Public Relations Translation visited the Government Information Bureau of the Macao SAR (GCS) and the University of Macau (UM) on 14 October 2015. The Deputy Director of GCS, Mr Louie Wong and his team from the Publicity and Promotion Division introduced the structure and function of the Government Information Bureau. They also shared the techniques of handling different types of press releases, media briefings and the way to do news translation.

After lunch in the new UM campus in Hengqin, a sharing session on public relations was delivered by the Director of Communications Office, Ms Katrina Cheong. She briefed students on the structure of UM and services of the Communications Office and shared the various channels and procedures of releasing news by the University.

修讀TRA3103公關翻譯的學生於2015年10月14日參觀了澳門特別行政區政府新聞局及澳門大學。新聞局副局長黃樂宜先生及推廣處團隊向同學介紹新聞局的架構及職能，並分享了處理各類型新聞發佈及新聞翻譯的技巧和方法。

於澳門大學校園午膳後，同學參與了大學傳訊部總監張惠琴女士主講的分享會。張女士簡介澳門大學的架構及傳訊部所提供的服務範疇，並分享了大學發佈消息的不同媒介平台及程序。



## New Learning Programme Accreditation Achieved for Bachelor of Social Sciences (Honours) in Asian Studies and Bachelor of Arts (Honours) in Applied and Human-Centred Computing

### 亞洲研究(榮譽)社會科學學士及應用及人本計算學(榮譽)文學士通過新課程評審

The on-site visit for the programme accreditation exercise conducted by Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) for Bachelor of Social Sciences (Honours) in Asian Studies and Bachelor of Arts (Honours) in Applied and Human-Centred Computing took place on 7-9 October 2015. The Interim Report arrived on 13 October 2015 and there is neither requirement nor pre-condition stipulated for the accreditation. The programmes are expected to be launched in September 2016, with a validity period from the academic years 2016/17 to 2020/21 inclusive.

香港學術及職業資歷評審局評審小組於10月7至9日為亞洲研究(榮譽)社會科學學士及應用及人本計算學(榮譽)文學士學位兩個新課程進行課程評審及實地考察。學院於10月13日收到中期報告並順利獲得通過。此兩個課程預計將於2016年9月開辦，有效期為2016/17至2020/21學年。



## Independent Accreditation Panel Meeting for the New Bachelor of Arts (Honours) in Convergent Media and Communication Technology

### 融合媒體及傳播科技(榮譽)文學士課程完成獨立評審順利舉行



The Independent Accreditation Panel (IAP) Meeting for Bachelor of Arts (Honours) in Convergent Media and Communication Technology took place on 17 October 2015 in order to solicit advice from peers and industrial practitioners on the new 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 March 2016.

為了收集多方面專業意見，融合媒體及傳播科技(榮譽)文學士新課程於2015年10月17日進行了獨立評審。香港學術及職業資歷評審局評審小組將於2016年3月到本校為該課程進行課程審核及實地考察。

## Independent Discipline Review

### 獨立學科審查

The Independent Discipline Review Panel Meetings for Programme Area Accreditation (PAA) were conducted for the following Programme Areas (PAs) in order to solicit advice from experts to fine-tune the Discipline Review Documents. The on-site visits by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) for the application of Programme Area Accreditation (PAA) will be held in April 2016.

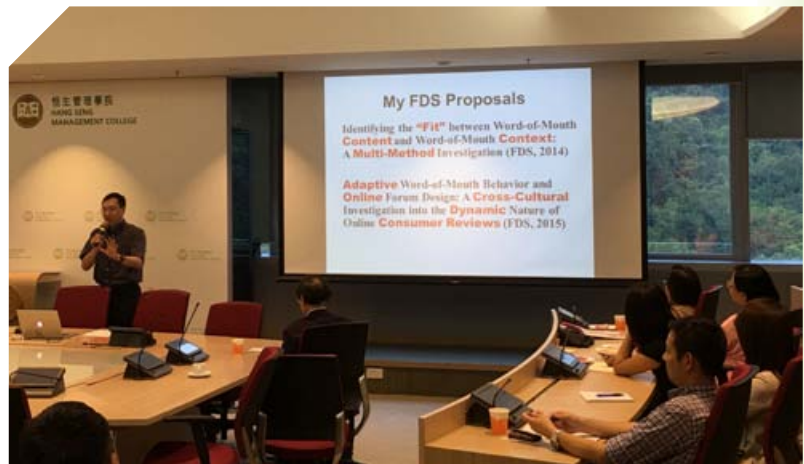
以下各學科範圍的獨立學科評審已於2015年10月舉行。評審委員會提供了不少專業意見。香港學術及職業資歷評審局將於2016年4月到本院進行學科範圍評審及實地考察。

Date 日期	Programme Areas 學科範圍
5 October 2015 2015年10月5日	Accounting, Finance, General Business Administration, General Management, Marketing 會計、金融、一般商業行政、 通用管理學、市場學
6 October 2015 2015年10月6日	Translation 翻譯
23 October 2015 2015年10月23日	Supply-chain Management, Logistics Studies 供應鏈管理、物流學

## Experience Sharing on Writing a Successful RGC Research Grant Proposal 撰寫成功研究資助局研究資助提案的經驗分享

Since 2013, the Research Grant Council (RGC) has launched the Competitive Research Funding Schemes for self-financing institutions, including three funding schemes, namely the Institutional Development Scheme (IDS), the Inter-Institutional Development Scheme (IIDS) and the Faculty Development Scheme (FDS).

To facilitate academic staff's preparation of their application, the Research Committee (RC) and the Academic Staff Development Committee (ASDC) jointly organised an experience sharing session entitled "Experience Sharing on Writing a Successful RGC Research Grant Proposal" on 15 October 2015 at the College Chamber. The Seminar was conducted by Dr Haksin Chan and Dr Wong Muk-yan.



自2013年，研究資助局（研資局）開展競逐研究資助計劃，包括院校發展計劃、跨院校發展計劃和教員發展計劃等3個資助計劃。

研究委員會與學術人員發展委員會共同於2015年10月15日在學院會議廳策劃名為「撰寫成功研究資助局研究資助提案的經驗分享」的經驗分享環節，以協助教員作好準備。研究會由陳克先博士和黃沐恩博士作分享。

## The Centre for Teaching and Learning (CTL) Organises GE Salon 教與學中心將舉辦一系列「通識沙龍」

In order to promote General Education among the College, the Centre for Teaching and Learning (CTL) is organising a series of GE Salon throughout the year.

The first session was held on 3 November 2015 in collaboration with the Department of Social Science. The guest speaker, Mr Mark Sutcliffe, CEO of the Hong Kong Football Association, delivered a speech on "The Transformation of Football in Hong Kong". Over 50 students attended. Mr Sutcliffe shared his experience of managing the HKFA and the difficulties encountered when implementing the "Project Phoenix". Students actively raised questions and expressed their opinions on Hong Kong football industry. As a conclusion note, Mr Sutcliffe believes that "the best is yet to come".



為提倡學院的通識教育，教與學中心將會舉辦一系列的通識沙龍。

首次沙龍由中心及社會科學系合辦，於2015年11月3日舉行。嘉賓講者香港足球總會行政總裁一薛基輔先生講述「香港足球的演變」，超過50名學生出席。他分享了管理香港足球總會的經驗，及推行「鳳凰計劃」所面對的困難。同學們踴躍提問及說出對香港足球業的意見。薛基輔先生總結「最好的尚未來臨」寄語香港足球業。

## Dr Pauline Wong was awarded the Best Paper Award at the 27th Asia Pacific Conference on International Accounting Issues

會計學系的黃慧儀博士於第27屆亞太國際會計議題會議 (APCIA) 獲傑出論文獎



Dr Pauline Wong of the Department of Accountancy was presented the Best Paper Award at the 27th Asia Pacific Conference on International Accounting Issues in Gold Coast, Australia on 1-4 November 2015. The title of the paper was "Perceived Peer Pressure and Audit Quality: Evidence from China." Dr Wong's coauthor was May Wong, an MPhil graduate from Lingnan University. She was congratulated by President Simon S M Ho and they took photos together right after the award ceremony.

會計學系黃慧儀博士於2015年11月1至4日參加在澳洲黃金海岸舉行的第27屆亞太國際會計議題會議，黃博士與另一位嶺南大學的研究碩士畢業生於會議上發表了題為“Perceived Peer Pressure and Audit Quality: Evidence from China”的論文，並獲得傑出論文獎，獲頒獎後與何順文校長合照祝賀。

## Four Teams of BBA Students were Shortlisted as the Top 30 of the HKICPA QP Case Analysis Competition 2015

四組主修工商管理學學生於香港會計師公會HKICPA QP Case Analysis Competition 2015進入最後30強

Congratulations! Four teams of BBA students were shortlisted into Top 30 of the HKICPA QP Case Analysis Competition 2015 out of 430 teams. The competition is an inter-tertiary event aiming at developing business skills, cultivating degree students' professional judgment and preparing for the business environment. It was the 13th year for the Institute to organise the event in Hong Kong.

恭喜！四隊由工商管理學系學生組成的團隊從430隊伍中晉身香港會計師公會(HKICPA)主辦的專業資格課程(QP)個案分析比賽2015之最後30強。香港會計師公會主辦的個案分析比賽是大專聯校比賽，旨在協助學生建立商業技能、培養學生的專業判斷，為日後的商業環境作好準備。

### Team 1 (BBA Year 3)

Lau Pui Shan  
劉珮珊  
Ng Wing Sze  
吳穎詩  
Man Ting Nuen  
萬庭暖  
Tang Yee Lam  
鄧伊琳

### Team 2 (BBA Year 4)

Li Chung Lam Louis  
李忠霖  
Lee Ho Yin  
李浩賢  
Ho Cheuk Ling  
何焯翎  
Sze Choi Ha  
施彩霞

### Team 3 (BBA Year 4)

Man Wai Yi  
文蔚宜  
Wong Pui Chi  
王嫻之  
Fan Chau Ying  
范秋瑩  
Kwan Wing Tung  
關詠彤

### Team 4 (BBA Year 4)

To Cheuk Chi  
杜卓熾  
Fung Ka Yee  
馮嘉儀  
Yeung Wing Ching  
楊詠菁

## Two Teams of Accountancy Students were Shortlisted as the Top 7 and Top 20 of the ACCA Hong Kong Business Competition 2015 Respectively

兩組主修會計學學生於特許公認會計師公會 ACCA Hong Kong Business Competition 2015分別進入最後7及20強

Congratulations! Two teams of accountancy students were shortlisted as the Top 7 (finalist team) and Top 20 (judges commendation team) of the ACCA Hong Kong Business Competition 2015 (Degree's category) out of 440 teams respectively. The competition aimed at equipping accounting and business degree students with basic accounting knowledge, business analytical skills and communication skills required by employers. The final competition and prize presentation ceremony will be held on 21 November 2015.

恭喜！兩組主修會計學學生分別入圍了ACCA(特許公認會計師公會)主辦的商業策劃大比拼2015(大學生組)最後7強(決賽隊伍)及20強(評審嘉許隊伍)，從440隊伍中脫穎而出。比賽旨在訓練會計及商科本科學生擁有基本會計知識、商業分析能力及職場溝通技巧。決賽及頒獎儀式將於2015年11月21日舉行。

**Finalist Team:**  
**BBA Accounting Year 4**  
決賽隊伍 –  
工商管理學系四年級  
(主修會計) (7強)

Chong Oi Shan  
章藹珊  
Lam Man Ting  
林敏婷  
Yu Hoi Lam  
余海臨  
Leung Chin Wai  
梁芊蔚

**Judges Commendation Team:**  
**BBA Accounting Year 4**  
評審嘉許隊伍 –  
工商管理學系四年級  
(主修會計) (20強)

YEUNG Po Yee  
楊寶儀  
CHEUNG Man Yin  
張敏賢  
CHOY Wai Shan  
蔡慧珊  
YEUNG Yee Lam  
楊綺霖



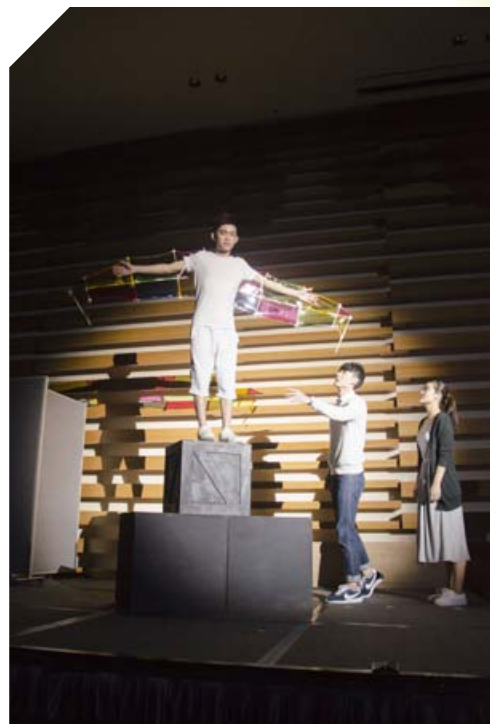
# 校園消息

## Drama Society: Freshmen and Senior Performance

### 戲劇學會表演：新生匯演暨老鬼匯演

HSMC Drama Society organised two drama performances on 24 and 25 November 2015: “The Rise and Rise of Daniel Rocket“, by freshmen, and “Homage to the Right Leg” (editor’s translation) by senior students. The freshmen learned from the more experienced seniors and the seniors were inspired by the fresh ideas of the new members.

恒管戲劇學會於2015年11月24及25日舉辦兩場戲劇表演：新生匯演「飛翔的童話」和老鬼匯演「憑弔那隻懸空卻永不踏空的右腳」。新生長了經驗，舊生亦得到啟發。

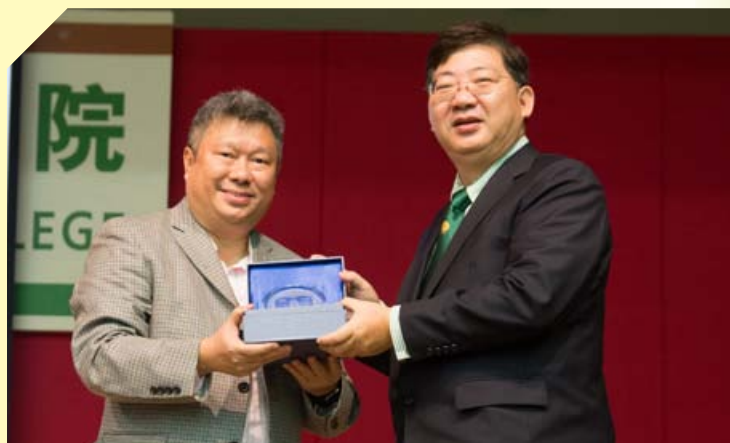


## College Assembly – Silver Lining amid Cloud for Traditional Business

### 學院週會 – 絕處「縫」生

The College invited Mr Kenneth Leung, the first-batch graduate from Hang Seng School of Commerce, to be the guest speaker at the College Assembly on 15 October 2015. He shared on the topic “Tension between Tradition and Modern – How to Maintain Sustainable Development of Traditional Businesses in the Modern Era?” President Simon S M Ho welcomed Mr Leung, students and colleagues to participate in the Assembly and thanked Mr Leung for his insight on transforming traditional businesses.

恒生商學書院首屆畢業生梁家強先生擔任恒管學院10月15日之週會主講嘉賓，以「傳統與現代的張力：如何使百年老店在現代社會中繼續發展？」為題作出分享。校長何順文教授歡迎梁先生、同學及同事參與學院週會，並感謝梁先生對傳統行業革新的分享。



# Campus Visits 到訪恒管

## National Changhua University of Education 國立彰化師範大學

A delegation from National Changhua University of Education (NCUE), including President Yen-Kuang Kuo; Dean Kai-li Yieh (College of Extension Education); Dean Wen-Jye Shyr, Office of Academic Affairs and Prof Fu-Li Hsiao, Director of Center for Public Relations and Alumni Services visited HSMC on 29 October 2015 to discuss further academic collaborations on teaching, research and exchange activities. NCUE has been a partner of HSMC since November 2014.



國立彰化師範大學代表，包括校長郭艷光教授、進修學院院長葉凱莉教授、教務處教務長石文傑教授和公共關係與校友服務中心主任蕭輔力教授於2015年10月29日到訪恒管。兩校就教學、研究及交流活動等合作議題，進行了建設性討論。恒管與國立彰化師範大學自2014年11月起建立了合作夥伴關係。



## École de Management de Normandie 諾曼第管理學院

Mrs Léna Anger, International Development Manager, Asia-Pacific Zone from École de Management de Normandie (EM Normandie) paid a visit to HSMC on 9 November 2015 to discuss possibilities in partnership. EM Normandie is one of the oldest business schools in France.

諾曼第管理學院國際發展事務經理Léna Anger女士於2015年11月9日到訪恒管討論來年交流合作事宜。諾曼第管理學院為一所歷史悠久的法國院校。

## The London School of Economics and Political Science 倫敦政治經濟學院

Mr Adam Austerfield, Director, and Mr Jeremy Shipp, Deputy Director, LSE Enterprise of London School of Economics and Political Science, visited HSMC on 25 November 2015 to discuss collaboration opportunities on executive training programmes. President Simon S M Ho a LSE Alumnus and College representatives greeted the guests and exchanged ideas with them.

倫敦政治經濟學院企業總監Mr Adam Austerfield和副總監Mr Jeremy Shipp於2015年11月25日到訪恒管，討論將來行政人員培訓課程的合作機會。恒管校長何順文教授(LSE校友)及學院代表歡迎到訪人員，並進行交流。



## Visit by Tuen Mun District and Yuen Long District Secondary School Principals 屯門區及元朗區中學校長到訪恒管



The Communications and Public Affairs Office (CPAO) organised a meeting between HSMC management and principals of secondary schools from Tuen Mun District and Yuen Long District on 26 November 2015. President Simon S M Ho introduced HSMC's development plans and campus expansion scheme to the delegation. The delegation raised questions on the programmes, admission requirements, internship opportunities, scholarship schemes and exchange programmes. The fruitful meeting nurtured good relationships and possible future co-operations.

屯門區及元朗區中學校長於2015年11月26日到訪恒管參加交流會。校長何順文教授在會議中介紹了學院發展及校園擴建計劃，加深了嘉賓對恒管的認識。嘉賓特別就恒管的課程內容、收生要求、實習計劃、獎學金計劃及海外交流計劃等議題交流。交流會讓恒管與屯門區及元朗區的中學建立更好的合作關係，成果豐碩。

# Announcements 通告

## Block B Awarded BEAM Plus Platinum Rating

### B座獲綠建環評鉑金級榮譽

The Sports and Amenities Centre (Block B) has achieved the Platinum rating of BEAM Plus V1.1 certification by the Green Building Council, the third such honour after S H Ho Academic Building (Final Platinum rating of BEAM Plus V1.1) and HSMC Jockey Club Residential Colleges (Provisional Platinum rating of BEAM Plus V1.2). HSMC was the first institution in Hong Kong in receiving such a Platinum recognition.



B座康樂活動中心榮獲香港綠色建築議會「綠建環評」(BEAM Plus) 1.1版「新建建築最終評估鉑金級」認可，為繼何善衡教學大樓

(1.1版最終評估鉑金級)和恒管賽馬會住宿書院(1.2版暫定評估鉑金級)後第三座大樓獲得此榮譽。恒管為本港首間獲得是項鉑金級認可的高等院校。

## HSMC Appoints New College Council Chairman and Two New Members of Board of Governors

### 恒管任命新任校務委員會主席及兩位校董會成員

Hang Seng Management College has appointed Dr Cheng Mo-chi Moses as the Chairman of the College Council (currently a member of the HSMC Board of Governors), Mr Liang Cheung-biu Thomas (the Chief Executive of Wei Lun Foundation Limited) and Dr Poon Sun-cheong Patrick (Chairman of Harvest SCP Group Company Limited) as members of the Board of Governors for a term of three years with effect from 16 November 2015.

恒生管理學院任命鄭慕智博士(現任恒管校董會成員)為校務委員會主席、梁祥彪先生(偉倫基金會有限公司行政總裁)和潘樂昌博士(利承昌集團主席)為校董會成員，任期三年，由2015年11月16日起生效。

## School of Communication held TV Lab Expo

### 傳播學院舉行實驗電視廊同學作品分享會



In order to recognise the contribution given by students of the School of Communication participated in the TV Lab Production Practicum Workshops

in the past 2 months, the School of Communication will launch a "TV Lab Expo" in December 2015. Students will show their masterpieces during the Expo. President, Provost, Professors, teachers and students from the School of Communication will be invited to share the joy of the event.

為表揚同學在工作坊兩個多月的貢獻，傳播學院將會在十二月舉行「同學作品分享會」，給同學一個機會展示成果。屆時，傳播學院會邀請校長、副校長、教授、老師連同傳播學院的學生參與分享會，共襄盛舉。

## Graduation Kit and Graduating Class Gift Campaign

### 畢業生紀念禮盒暨畢業生捐款計劃

Dear 2015 Graduates, congratulations on your graduation from HSMC! To celebrate your graduation and commemorate this special moment, we are delighted to present a well-designed Graduation Kit for you. There will be a brand new HSMC Alumni Card inside the Kit that offers a range of alumni benefits.

In addition, the Graduating Class Gift Campaign will be launched this year and all donations generated by this Campaign will be used to support the whole-person development and different kinds of training programmes for your junior in the College. In recognition of your generous support, the specially designed souvenirs will be presented to graduates who donate HK\$100 or above, including HSMC Graduation Pins, Clips, Certificate Holders and Bear Dolls in HSMC gown (all souvenirs are distributed on a first-come-first-served basis while stocks last). Tel: 3963 5169 Email: [aaao@hsmc.edu.hk](mailto:aaao@hsmc.edu.hk)

恭喜各位應屆畢業生！為了祝賀各位畢業同學完成學業，我們誠意送上畢業生紀念禮盒予大家紀念這個人生的重要時刻。紀念禮盒內附有「恒管校友卡」，為你送上精彩校友優惠。此外，恒管今年誠意推出「畢業生捐款計劃」，捐款將全數用於學生全人發展，為您的學弟學妹們提供更多培訓計劃。為感謝大家的慷慨支持，捐款港幣\$100或以上均可獲贈精美的恒管畢業紀念品，包括畢業徽章、書籤夾、畢業證書套及畢業熊公仔（先到先得，送完即止）。電話：3963 5169 電郵：[aaao@hsmc.edu.hk](mailto:aaao@hsmc.edu.hk)



## Eco-Pledge Fundraising Campaign

### 綠源「恒」動籌款計劃

Advancement and Alumni Affairs Office (AAAO) launches the Eco-Pledge Campaign, which aims to provide the opportunity for all HSMC members and friends to participate in witnessing and supporting the development of a more sustainable campus.

Through the Eco-Pledge Campaign, we would like to appeal to fellows who share the passion in higher education to donate and support us for attaining new heights in grooming talents for the benefits of our future. As a token of appreciation, for donation of HK\$30,000 or above, donors can choose a plant on campus with the donor's name engraving on a commemorative plaque next to the plant.

Tel: 3963 5169 Email: [aaao@hsmc.edu.hk](mailto:aaao@hsmc.edu.hk) Website: [aaao.hsmc.edu.hk](http://aaao.hsmc.edu.hk)

發展及校友事務處推出綠源「恒」動籌款計劃，誠邀恒管全人及友好參加，支持本校建造可持續發展的學習環境。

我們誠摯期望透過綠源「恒」動計劃，召聚社會各界對教育事業充滿熱忱的有志之士，捐款支持恒管校園發展，協助本校茁壯成長，邁向高峰。捐款港幣三萬元或以上，捐款人可挑選喜愛之校園植物，旁邊將放置刻有捐贈者名字的鳴謝牌匾，以表揚各方善長對恒管的關愛。

電話：3963 5169 電郵：[aaao@hsmc.edu.hk](mailto:aaao@hsmc.edu.hk) 網址：[aaao.hsmc.edu.hk](http://aaao.hsmc.edu.hk)

綠源「恒」動  
The Eco-Pledge  
Campaign

# Announcements 通告

## Keep in Touch with your Alma Mater

### 恒管校友名冊

HSMC values and cherishes every interaction with each one of our graduates. Please register and join the Alumni Directory. We hope to stay connected with alumni and update you with our growth, accomplishments, and series of special privileges prepared for you. <https://ams.hsmc.edu.hk/member/>

恒生管理學院一直重視與校友們的聯繫，請即登記校友名冊，緊貼恒管最新資訊、校友活動、專屬待遇，並與校友們時刻聯繫。網址：<https://ams.hsmc.edu.hk/member/>

## Forthcoming Events 活動預告

### School of Communication 傳播學院

#### BJC Field Trip 新傳野外大聯盟

23 December 2015 (Wednesday)  
2015年12月23日(星期三)

#### Taiwan Presidential Election Trip 台灣總統大選觀選交流活動

7-10 January 2016 (Thursday – Sunday)  
2016年1月7至10日(星期四至日)

Taipei  
台北

#### Retreat of the School of Communication 傳播學院舉行教學工作研討

16 January 2016 (Saturday)  
2016年1月16日(星期六)

HSMC Campus  
恒管校園

### Provost's Office & VPOD Office 常務副校長辦公室及副校長(機構發展)辦公室

#### Academic Planning Retreat 2016 2016學術發展規劃集思會

11 January 2016 (Monday)  
2016年1月11日(星期一)

9:00am - 5:00pm  
上午9時至下午5時

Courtyard by Marriott Hong Kong Shatin  
沙田萬怡酒店

### Programme Development and Quality Assurance Office 課程發展及質素保證處

#### On-site Visits by 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考察

#### Programme Re-accreditation for Bachelor of Journalism and Communication (Honours)

##### 新聞及傳播(榮譽)學士課程覆審

14-15 January 2016 (Thursday – Friday)  
2016年1月14至15日(星期四至五)

HSMC Campus  
恒管校園

#### New Programme Accreditation for Bachelor of Arts (Honours) in Convergent Media and Communication Technology 融合媒體及傳播科技(榮譽)文學士新課程評審

10-11 March 2016 (Thursday – Friday)  
2016年3月10至11日(星期四至五)

HSMC Campus  
恒管校園

### President's Office 校長辦公室

#### 2nd HSMC President Forum: Elite Leadership and Liberal Education

#### Co-Speakers: President Simon S M Ho (HSMC) and President Michael Lindsay (Gordon College)

#### 講者：恒管何順文校長和Gordon College校長Michael Lindsay

19 January 2016 (Tuesday)

7:00pm - 8:30pm

The Joint Professional Centre

2016年1月19日(星期二)

下午7時至8時30分

(Unit 1, G/F, The Centre, 99 Queen's Road Central, Hong Kong)  
專業聯合中心(香港皇后大道中99號中環中心地下1室)

### Executive Development Centre 企管發展中心

#### HSMC - Hang Seng Bank Prestige Banking Certificate Programme – Opening Ceremony

#### Speaker 講者: Ms Irene Ho, Chief Marketing Officer from Hang Seng Bank

22 January 2016 (Friday)  
2016年1月22日(星期五)

4:00pm - 6:00pm  
下午4時至6時

### Office of Vice-President (Organisational Development) 副校長(機構發展)辦公室

#### Staff Retreat for Heads and Senior Staff of Administrative Offices 管理及行政人員集思會

22 January 2016 (Friday)  
2016年1月22日(星期五)

9:00am - 5:00pm  
上午9時至下午5時

Courtyard by Marriott Hong Kong, Shatin  
沙田萬怡酒店

### School of Communication 傳播學院,

### Communications and Public Affairs Office 傳訊及公共事務處

#### Shatin Arts and Cultural Promotion Briefing Session 「傳新沙田」文化藝術推廣發佈會

4 February 2016 (Thursday)  
2016年2月4日(星期四)

2 pm - 5 pm  
下午2時至5時

Fung Yiu King Hall, S H Ho Academic Building  
何善衡教學大樓馮堯敬堂

# Photo Gallery 相片集

Residential Colleges High Table Dinners  
住宿書院高桌晚宴



# Photo Gallery 相片集



Wellness College 康活書院



Amity College 樂群書院

Evergreen College 綠延書院

The HSMC Newsletter is published in the middle of every other month. If you have contents which you would like to publish, please use your HSMC email account to send your submission in both English and Chinese (preferably less than 250 words) and 1-2 photos (>1MB, if any) to cpao@hsmc.edu.hk, by the 20th of the preceding month.

《恒管通訊》逢雙數月之月中出版，如有資訊想刊登，請於前一個月之20號前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。

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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 Hang Seng Management College