

HSMC

Newsletter 恒管通訊

2 • 2016



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

Junzi Corporation Award Presentation Ceremony 2015

For the fifth consecutive year, Hang Seng Management College (HSMC) organised the Junzi Corporation Survey to identify those corporations that follow the Junzi model of business ethics, as perceived by the general public in Hong Kong. Corporations with high business ethics demonstrating the Confucian concepts of Junzi and its five virtues of Ren, Yi, Li, Zhi and Xin were awarded as the Junzi Corporations.

The Junzi Corporation Award Presentation Ceremony 2015 was held on 7 December 2015. President Simon S M Ho described how the survey differs from other Corporate Social Responsibility surveys which are focused on the western ethical theories such as motivations, consequentialism and the interest of the majority. Instead, Chinese Junzi is based on the stakeholders' theory and virtues. Mr Pang Yiu Kai, Chairman of Hong Kong General Chamber of Commerce, praised those corporations that run their businesses according to the principles and the five virtues of Junzi.

The "HSMC Hong Kong Business Ethic Index" was also launched this year, reflecting the perceptions of the Hong Kong public regarding business ethics towards 7 major industries, including media, finance, retail, catering, tourism, real estate and public services.

This year there were a total of 24 awards presented, with 21 companies receiving Junzi Corporation Awards, and 3 others receiving the Junzi Corporation Exemplary Awards.



President Simon S M Ho gave his speech
何順文校長致辭



Representative of an awarded corporation, Ms Alice Kwok of Hong Kong Economic Journal Co Ltd, and Associate Vice-President Scarlet Tso
得獎企業信報財經新聞有限公司代表郭艷明女士與協理副校長曹虹教授



Award presenters and Junzi Corporation Exemplary Award winners
頒獎嘉賓與君子企業典範獎代表



Mr Pang Yiu Kai gave his speech
彭耀佳先生致辭



Officiating guest, Advisory Committee, HSMC management and representatives of awarded corporations
主禮嘉賓、榮譽顧問、恒管管理層及得獎企業代表



君子企業頒獎典禮 2015

恒生管理學院連續第五年舉辦「君子企業調查」，並按儒家思想中的「君子」概念及仁、義、禮、智、信等「君子五德」作為評審標準，評選出香港市民心目中具君子典範的企業。

君子企業頒獎典禮2015已於2015年12月7日圓滿舉行，校長何順文教授指出是項調查有別一般以西方動機論、後果論和多數利益看企業社會責任調查，而是從永恒的美德切入，關注企業恪守君子準則的程度。另外，香港總商會主席彭耀佳先生讚許以君子之道營商之企業。

學院今年推出了「恒管香港商業道德指數」，反映市民對七個主要行業商業道德水平的評價，包括傳媒、金融、零售、飲食、旅遊、地產及公共服務。

本屆調查共設有24個獎項，當中21間企業獲得「君子企業獎」，而其中3間更獲評選為「君子企業典範獎」。



Meet the media 與傳媒見面



President Simon S M Ho and MCs
何順文校長與大會司儀



Provost Fong and Dean Luk
常務副校長方梓勳教授與陸潤棠院長

Winners of Hong Kong Junzi Corporation Award 2015 2015年君子企業調查得獎名單

Junzi Corporation Exemplary Award 君子企業典範獎	CEC International Holdings Limited	CEC國際控股有限公司（業務品牌為：759阿信屋）
	Hong Kong Tramways, Limited	威立雅交通中國（業務品牌為：香港電車）
	The Star Ferry Company, Limited	天星小輪有限公司
Junzi Corporation Award 君子企業獎	Hang Seng Bank	恒生銀行
	Hong Kong and China Gas Company Limited	香港中華煤氣有限公司
	Hongkong and Shanghai Banking Corporation Limited	香港上海匯豐銀行有限公司
	Hong Kong Economic Journal Co, Ltd	信報財經新聞有限公司（業務品牌：信報）
	Hong Kong Economic Times Limited	香港經濟日報有限公司（業務品牌：香港經濟日報）
	Hong Kong Post	香港郵政
	Hong Kong Television Network Limited	香港電視網絡有限公司（業務品牌：香港電視）
	IKEA	宜家家居
	InterContinental Hotels Group	洲際酒店集團（業務品牌：洲際酒店及度假村）
	JHC Group	日本城（香港）有限公司
	Kai Hing Trading Co	家興超級市場
	Marks & Spencer (Asia Pacific) Ltd	馬莎有限公司（業務品牌：Marks and Spencer）
	Ming Pao Newspaper Limited	世界華文媒體有限公司（業務品牌：明報）
	MUJI (Hong Kong) Co, Ltd	無印良品（香港）有限公司
	Ocean Park Hong Kong	香港海洋公園
	Radio Television Hong Kong	香港電台
	Shangri-La International Hotel Management Ltd	香格里拉（亞洲）有限公司
	South China Morning Post Publishers Ltd	南華早報集團有限公司（業務品牌：南華早報）
	Starwood Hotels & Resorts Worldwide, Inc	喜達屋酒店及度假酒店國際集團（業務品牌：香港喜來登酒店）
	Tammy Travel Ltd	達美旅遊（國際）旅行社（業務品牌：美食之旅）
	UNIQLO HONG KONG, LIMITED	迅銷公司（業務品牌：UNIQLO）

The Provost Says... Colourful and Exciting ARTS@HSMC

HSMC is a management college, but it is more than a management college. In this sixth year of operation, we are on our way toward comprehensiveness, not only moving away from a business-centric focus, but also, with the increasing diversity of our programme offerings, building up a holistic and whole-person curriculum for our students.

About one and half years ago when our newly arrived President, Professor Simon Ho, suggested to me that we should have some arts activities for HSMC students to nurture their intellects, I

immediately agreed and jumped at the chance to set up Arts@HSMC under the aegis of the Provost's Office. Since

then it has been offering popular and classical music concerts, drama and film showings and talks on the arts and other topics to our students and staff. The highlights include a film screening and seminar by the Noble Literature Laureate Dr Gao Xingjian, who presented his new film *Le Deuil de la Beauté* to an enthusiastic audience, Bertolt Brecht's *Galileo* and the poetry recitation by three poets entitled "International Poetry Nights 2015@HSMC". This year, we have already held a large-scale visual art exhibition called "In the Mood for Animals", its paintings, photographs and installation art graced the Lee Quo Wei Academic Building with a new-found

cultural ambience. The exhibition was so successful that it attracted a lot of media attention, and secondary school teachers and students thronged to our campus for guided tours. In this semester, we are planning a series of performing arts programmes entitled "Music and Dance from East and West", featuring the ever popular lunchtime concerts (including jazz, classical and Chinese music), a dance performance by the Hong Kong Dance Company and a fusion presentation of Chinese and Western and musical selections.

Arts@HSMC helps to build up a sustainable art ecology on campus and enrich our students' education experience at the College. Right now, higher education seems to be focusing more and more on STEM disciplines (science, technology, engineering and mathematics), and like HSMC also business and management. But it is my firm belief that university education should nurture students' minds and intellects as well as teaching them employment skills. Our education should be based on students becoming responsible individuals as well as global citizens. Fundamentally they have to understand who we are, where we came from and where we are going in the future. In this the Arts can play a very vital role, as they can develop our self-awareness, stimulate imagination, arouse curiosity, enhance the motivation for knowledge acquisition and increase the ability for problem solving. This is why Arts@HSMC is so important.

We are grateful to Dr Sin Wai Kin, who has donated funding to the College to promote Chinese culture on campus, and to Dr Jacky Cheung Wah Keung, President of the Hong Kong Young Industrialists Council and one of our outstanding alumni, who has generously supported Arts@HSMC with a donation. We need more funding to continue enriching our programmes and increasing our reach and impact. Please keep the support and donations coming!

Gilbert C F Fong
Provost



Opening Ceremony of "In the Mood for Animals"
Art Exhibition 《動物心境》藝術展開幕典禮



JAZZ March Lunchtime Concert 爵士三月午間音樂會



Dr Gao Xingjian Lecture 高行健博士講座

常務副校長說…

七彩繽紛「文藝在恒管」

恒管是一所管理學院，也是超越一般規格的管理學院。在這創校第六年的年頭，學院逐漸走上綜合的路線。我們的學位課程已經不單以商科為主，而是越來越多元化，在學習方面，同時也為同學們設計了全人教育的教學方針。

約一年半之前，校長何順文教授初到任的時候，他建議恒管應該為同學們提供一些文藝活動，培養他們的心智。我非常認同他的意見，並把握機會在常務副校長辦公室設立了「文藝在恒管」。從那時開始，這個新成立的部門為學生和教職員提供不少文化活動，包括流行與古典音樂會、話劇表演、電影和有關文藝和其他題材的講座。當中精彩的節目包括諾貝爾文學獎得主高行健博士編導的電影《美的葬禮》及映後座談會、《伽俐略》教習劇場，以及「國際詩歌之夜@恒管」的詩歌朗誦等。這學年我們又舉辦了名為《動物心境》的大型視覺藝術展覽，展出的繪畫、攝影作品和裝置藝術為利國偉教學大樓增添不少文化氣息，傳媒爭相報導，多間中學更組織師生隊伍，專程到校參加我們的藝展導賞團。本學期我們也策劃了名為「音樂與舞蹈的『東』·『西』」的節目系列，會先後推出很受歡迎的午間音樂會（包括爵士音樂、古典音樂和中樂），香港舞蹈團的舞蹈表演和中西合璧的融合音樂會等等。

「文藝在恒管」為校園建立一個可持續的文藝生態，豐富了同學們的學習生活。現今的高等教育多注重科技學科，在恒管而言，自然還包括商業管理等重點項目。然而，我堅信大學教育應在授業的同時，也要培育同學們的心智，教導他們如何在個人為本的基礎上建立世界公民的優良品質，因此，他們需要認識人類的過去、現在與將來發展的道路。從這個角度來看，文藝正好扮演一個非常關鍵性的角色，因為文藝可以培養自覺、刺激想像、引起好奇、提高攝取知識的動機和增加解決難題的能力。基於這種種因素，「文藝在恒管」的活動在全人教育的學習方針下可以大派用場。

我們很感謝冼為堅博士的捐款，讓學院成立「冼為堅中華文化拓展計劃」，推廣校園的中國文化活動；也感謝我們傑出校友香港青年工業家協會會長張華強博士的捐贈，資助「文藝在恒管」的經費。我們需要更多的支持，使「文藝在恒管」可以提供更豐富和精彩的活動，讓更多的同學們受惠。請各位繼續慷慨解囊，為恒管的文化生活作出貢獻！

常務副校長
方梓勳教授



Spring Sonata 春天奏鳴曲



JAZZ Night 爵士三月音樂會



Art Forum: Animals and Inspiration
藝術對談：動物與想像



Bertolt Brecht's Galileo 《伽俐略》教習劇場

President's Dialogues with Distinguished Leaders 校長與領袖同「恒」

"President's Dialogues with Distinguished Leaders" was a radio programme broadcast every Saturday morning from 29 November 2014 to 28 November 2015 on Metro Radio (FM997). President Simon S M Ho invited 52 guests renowned for outstanding achievements in their own sector to share their leadership experiences and recipes for life success, aiming to broaden the horizons of young people and further promote liberal and leadership education. All episodes and dialogue summary articles are available at www.hsmc.edu.hk/index.php/media1/thang.

「校長與領袖同『恒』」電台節目由2014年11月29日至2015年11月28日，逢星期六於新城知訊台播出，何順文校長邀請了52位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。如欲重溫節目與對談撮要文章，可到<http://www.hsmc.edu.hk/index.php/hk/media1/thang>。

2015.10.31 – 2015.11.28

Professor Frederick Ma Si Hang
The Chairman of MTR Corporation and
Former Secretary for Commerce and Economic Development
港鐵主席及前商務及經濟發展局局長馬時亨教授

Professor Ma believes that a successful leader needs to set a good example, maintain good relations with others and emphasise team spirit. He encouraged young people not to just pursue material gains, but to broaden their horizons, to be creative, face challenges with a positive attitude and to contribute to society. 馬教授表示成功的領袖必須以身作則，維持良好的人際關係，重視團隊精神。他勉勵年青人不要以追求物質為目標，應放眼世界、創新思維，樂觀面對困難，努力回饋社會。



Mr Matthew Cheung Kin Chung
Secretary for Labour and Welfare
勞工及福利局局長張建宗先生

Secretary Cheung pointed out that a successful leader needs to navigate the team and shoulder responsibilities. As the Secretary, he strives good use of his authority, advocating for policies that benefit the public. He shared his experience in public administration and encouraged young people to work without counting too much the rewards, to equip themselves and learn continuously. He assured that their talents will be recognised.

張局長指出領袖必須為團隊導航，並承擔作為領袖的責任。身為局長，他會善用權力，推動惠民利民的政策。他亦分享自己多年的從政經驗，勉勵年青人做事不要怕吃虧。只要不斷裝備自己，終身學習，定能發揮所長。

Mr Eric Yim Chi Ming
Immediate Past President and Ex-officio Advisor of Hong Kong
Young Industrialists Council
香港青年工業家協會上任會長兼當然顧問嚴志明先生

Mr Yim believes that design can change the world. Different designs and approaches will bring different results. He urged young people to think from other perspectives, and be creative so as to contribute to society.

嚴先生深信設計能改變世界，並指出不同的設計以至處事方式會帶來不同結果，藉此鼓勵年青人多從不同的角度思考，發揮創意並貢獻社會。





Mr Rimsky Yuen Kwok Keung
Secretary for Justice
律政司司長袁國強先生

Secretary Yuen thinks that a leader should have a vision and think globally. He advised young people not to care only about results, but to look at things optimistically. In this way, they will learn a lot.

袁司長認為領袖要有願景之餘，更要放眼世界，並特別勸勉年青人做事不要怕吃虧，要以正面的態度去看待事物，才能學習到更多。

Mr John Tsang Chun Wah
Financial Secretary
財政司司長曾俊華先生

Secretary Tsang described how, as a public leader, broad knowledge is important. Be always prepared for the worst, and some crises can be avoided. He encouraged young people to widen their horizons and make use of aids and opportunities provided by the government when they are trying to address local issues.

曾司長指出作為公共領袖，擁有廣博的知識特別重要，並要居安思危，避免危機出現。他勉勵年青人在關注本土議題外，亦應擴闊國際視野，把握政府提供的支援和機會。



Our sincere gratitude is extended to all of our distinguished leader guests who shared their insights and experience in the programme:

感激以下傑出領袖嘉賓在節目中分享他們的視野和經驗：

Guest	嘉賓	Guest	嘉賓
Dr Moses Cheng	鄭慕智博士	Ms Shelley Lee	李麗娟女士
Dr Tse Ka Kui	謝家駒博士	Dr David Wong	黃友嘉博士
Mr Alfred Cheung Kin Ting	張堅庭先生	Mr Daniel Chong Wai Chung	莊偉忠先生
Mr Jasper Tsang Yok Sing	曾鈺成主席	Mr Shih Wing Ching	施永青先生
Mr Lam Woon Kwong	林煥光議員	Mr Wong Kam Sing	黃錦星局長
Dr Ada Wong	黃英琦博士	Ir Dr Raymond Ho Chung Tai	何鍾泰博士
Dr Roy Chung Chi Ping	鍾志平博士	Mrs Regina Ip Lau Suk Yee	葉劉淑儀議員
Mr Bernard Charnwut Chan	陳智思議員	Mr Herman Hu Shao Ming	胡曉明先生
Dr Bunny Chan Chung Bun	陳振彬博士	Mr Norman Chan Tak Lam	陳德霖先生
Mr Joseph Luc Ngai	倪以理先生	Mr Michael Wu	胡兆英先生
Dr Joseph Lee	李宗德博士	Dr Tik Chi Yuen	狄志遠博士
Mr Leung Chun Ying	梁振英特首	Principal Ho Hon Kuen	何漢權校長
Prof John Leong Chi Yan	梁智仁教授	Mr Peter Wong Shiu Hoi	黃紹開先生
Prof Joseph Sung Jao Yiu	沈祖堯教授	Mr Allen Ma Kam Sing	馬錦星先生
Dr Jonathan Choi Koon Shum	蔡冠深博士	Dr Dennis Ng Wang Pun	吳宏斌博士
Ms Starry Lee Wai King	李慧琼議員	Mr Samuel Yung	容永祺先生
Dr Ko Wing Man	高永文局長	Mr Ronald Chiu	趙應春先生
Ms Audrey Eu Yuet Mee	余若薇議員	Dr York Chow Yat Ngok	周一嶽醫生
Mr Michael Chan Yue Kwong	陳裕光博士	Mr Benjamin Tang	鄧國斌先生
Prof Fok Tou Hui	霍韜晦教授	Dr Li S H Eddy	李秀恒博士
Mr Pang Yiu Kai	彭耀佳先生	Dr Lau Ming Wai	劉鳴煒博士
Mr Chung Po Yang	鍾普洋先生	Prof Frederick Ma Si Hang	馬時亨教授
Dr Choi Yuen Wan	蔡元雲醫生	Mr Matthew Cheung Kin Chung	張建宗局長
Prof Lam Chiu Ying	林超英教授	Mr Eric Yim Chi Ming	嚴志明先生
Prof Anthony Cheung Bing Leung	張炳良局長	Mr Rimsky Yuen Kwok Keung	袁國強司長
Mrs Betty Yuen So Siu Mai	阮蘇少湄女士	Mr John Tsang Chun Wah	曾俊華司長

2nd HSMC President Forum: Elite Leadership and Liberal Education 恒管校長論壇 (二)：精英領導與博雅教育

The 2nd HSMC President Forum was held at the Joint Professional Centre in Central on 19 January 2016. President Simon S M Ho of HSMC, Hong Kong, and President Michael Lindsay of Gordon College, USA, spoke on the topic “Elite Leadership and Liberal Education”, attracting nearly 200 participants from various sectors.

President Lindsay shared the key findings of his ten-year platinum study: consolidation of 5 postures toward power, “flaunt”, “fall into”, “invest”, “prevail” and “give back”. His survey revealed that it is a natural instinct for people to flaunt when they have power in hand. When leaders fall into positions of responsibility, they need to learn a whole new lifestyle. He also highlighted the importance of investing in personal relationships and figuring out ways to build up connections.

Besides, leaders shall prevail despite obstacles and oppositions, and be resilient in response to failures. Lastly, he raised the beauty of giving back. A truly world-class leader should have the commitment to serve for the common good and make a difference to the public.



President Michael Lindsay 林世杰校長

President Ho shared his insights gained from HSMC's weekly radio programme “President's Dialogues with Distinguished Leaders” that he and other senior colleagues had hosted for a year. He identified 12 most claimed leadership qualities or soft skills. More importantly, he summarised 10 common absolute values of true leadership which include: (1) understand your personal philosophy and manage yourself first; (2) lead for a cause and with their value; (3) set the ethical tone and trust culture; (4) adopt a systems thinking balancing different stakeholder interests; (5) inspire & pull their followers, rather than push them; (6) adopt “the window and the mirror” concept; (7) be calm and responsive in the face of upset and crisis; (8) create more leaders and make sure impact lasts in their absence; (9) be stewards of something bigger than themselves, and seldom personalise what happens to them; and (10) bear heavy responsibilities that often outweigh the apparent privileges, and be willing to give personal sacrifices.



President Simon S M Ho 何順文校長



恒管校長論壇 (二) 已於2016年1月19日在中環專業聯合中心舉行。恒管何順文校長與美國高登大學 (Gordon College) 林世杰校長就講題「精英領導與博雅教育」發表見解，吸引約200位來自不同界別的嘉賓。

論壇期間，林校長分享了他利用十年時間訪問美國精英領袖的得著。他整合出5個面對權力的態度，包括「展現」、「投入」、「投資」、「持續」和「回饋」。不少人會自然地展現身上的權力以獲得優勢。當領袖投入具重大責任的崗位時，便需要學習一種全新的生活方式。投資在人際關係上和尋找方法與別人建立關係的重要性。領袖需在重重障礙和反對下仍能保持自己的信念，同時要勇於面對失敗。他最後指出「回饋」的美。一個真正的世界級領導者應有為大眾利益服務的承諾，令社會作出改變。

何校長分享他主持「校長與領袖同『恒』」電台節目一整年後的觀察。他識別了12個最常引述的領袖特質和軟技能。更重要的是他綜合了10個真正領導的共通絕對



Q&A session 嘉賓答問環節

價值，包括：(1) 了解自己的個人哲學，並先管理好自己；(2) 為了信念和價值而去帶領；(3) 訂下道德準則和信任文化；(4) 採取系統思維來平衡各持份者的利益；(5) 啟發及「拉動」追隨者，而不是「推動」他們；(6) 採取「窗戶和鏡子」的理念；(7) 在危機面前保持冷靜並能迅速回應，化危為機；(8) 創造更多領袖，確保在離開後其影響力仍能持續下去；(9) 領導比個人更大的組織，甚少將發生在他們身邊的事情個人化；和 (10) 沉重的責任往往大於他們所享的特權，並願意作個人犧牲。

Delegation Visits to Four Partner Taiwanese Universities Led by President Simon S M Ho

何順文校長帶領訪問台灣四所夥伴院校

With the aims of promoting HSMC's exposure, deepening academic partnerships and building new ones and enhancing student exchange opportunities, President Simon S M Ho, Vice President Y V Hui, Associate Vice Presidents Scarlet Tso and Tom Fong, and Associate Dean James Chang conducted a four-day visit to four Taiwan universities from 7 to 10 January 2016.

The delegation visited three top private universities in Taiwan, namely Feng Chia University (FCU), Asia University (AU) and Chung Yuan Christian University (CYCU), as well as the National Changhua University of Education (NCUE). With NCUE's President Yen-kuang Kuo and its senior management, and CYCU's President Samuel K C Chang and senior management, the delegation renewed and strengthened existing relationships. FCU and AU each established new partnerships with HSMC during the trip by signing a memorandum of understanding (MOU). FCU Vice-Chairman of the Board of Trustees Professor Cheng-shu Kao and President Bing-jean Lee, as well as AU President Jing-pha Tsai, would very much like to develop long-term strategic partnerships with HSMC.

校長何順文教授、副校長（學術及研究）許溢宏教授、協理副校長（傳訊及公共事務）曹虹教授、協理副校長（學生及校園發展）方永豪博士及傳播學院副院長張志宇先生一行於1月7至10日前赴台灣進行為期四天的院校拜訪，藉此宣傳恒管並與台灣四間大學加強或建立夥伴合作關係。

恒管訪問團參訪三所台灣頂尖的私立大學：逢甲大學、亞洲大學和中原大學；另外訪問團亦拜訪國立彰化師範大學。訪問團分別與彰師大校長郭艷光教授及管理層、和中原大學校長張光正教授及管理層聚首一堂，深化既有的合作關係。訪問團亦與位於台中的逢甲大學和亞洲大學分別就未來的學術合作發展作詳細的探討，並簽訂了合作意向書。逢甲大學副董事長高承恕教授、校長李秉乾教授和亞洲大學校長蔡進發教授均期望與恒管建立長遠合作關係。



Feng Chia University 逢甲大學



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



Chung Yuan Christian University 中原大學



Asia University 亞洲大學

The 4th Degree Programme & the 5th Associate Degree Programme Graduation Ceremony of Hang Seng Management College

恒生管理學院第四屆學士學位暨第五屆副學士學位畢業典禮

The 4th Degree Programme & the 5th Associate Degree Programme Graduation Ceremony of Hang Seng Management College was held on 3 December 2015 at The Way with over 1,700 guests. Both Degrees and Associate Degrees were conferred by Chairman Rose Lee of HSMC's Board of Governors, including 397 Bachelor of Business Administration (Honours) degrees, 40 degrees of Bachelor of Translation with Business (Honours), 91 Bachelor of Journalism and Communication (Honours) and 102 Associate Degrees in Business Administration.

President Simon S M Ho delivered a speech using the distinctive features of bamboo, characteristics of HSMC's building design, as a metaphor to encourage the graduates to be wiser learners and stay confident and elegant when encountering challenges in their new roles in life. Dr Moses Cheng, the new Chairman of the College Council, blessed the graduates and advised them that work attitude decides altitude. Sharon Wong, valedictorian and graduate of Bachelor of Translation with Business, urged all fellow graduates to maintain their dreams, humbleness and gratitude, and to forge ahead.

The first HSMC Teaching Excellence Awards was presented at the Ceremony. The awards are established to recognise and reward distinguished educators who have demonstrated outstanding performance and passion in teaching, dedication to continuous improvement in pedagogy, and made a significant contribution to students' learning.



President Simon S M Ho delivered his speech
何順文校長致辭

恒生管理學院第四屆學士學位暨第五屆副學士學位畢業典禮已於2015年12月3日於校園道生廣場順利舉行，會聚了超過1,700名來賓參與。恒管校董會主席李慧敏女士頒授了397個工商管理（榮譽）學士學位、40個商務翻譯（榮譽）學士學位、91個新聞及傳播（榮譽）學士學位以及102個工商管理副學士學位。

校長何順文教授以恒管校園建築物的特色——竹的特質去勉勵畢業生，在未來人生遇到逆境時不輕言放棄，能保持冷靜及優雅的態度去處事及迎接未來的各種挑戰和機遇。新任校務委員會主席鄭慕智博士為畢業生寄語祝福，勸勉同學的態度決定他們將來可達到的程度。而告別辭的學生代表黃凱嵐女士祝願同學們保持人生夢想、謙遜和珍惜當下，向前邁進。

典禮上亦特別頒發首屆「恒生管理學院卓越教學獎」。卓越教學獎目的旨在嘉許在教學方面有卓越表現及熱誠的教師，以及表揚他們在教學上持續追求進步所作出的貢獻。



Chairman Rose Lee declared the opening of the Ceremony
李慧敏主席宣佈典禮開始



Music performance by the HSMC Sinfonietta
恒管小交響樂團演奏



Academic Procession 主禮團進場

Naming Ceremony of Lam Tai Fai Clock Tower 林大輝鐘樓命名典禮

Hang Seng Management College celebrated the naming of the clock tower at the HSMC Plaza as "Lam Tai Fai Clock Tower" on 12 January 2016 in grateful recognition of the generous donation by the Hon. Lam Tai Fai, Legislative Council member. Over 180 guests were in attendance to bear witness to this memorable occasion.

Dr Moses Cheng, Chairman of the HSMC College Council, paid tribute to the Hon. Lam Tai Fai for his exemplary role as a business leader and his continuous contributions to education. His generous donation will surely encourage self-financed educational institutions to nurture future leaders of the local community by striving towards higher quality in education and greater excellence in their academic outcomes.

The Hon. John Tsang, Financial Secretary of the HKSAR Government, praised HSMC for its outstanding achievements. He was very impressed with all the positive energy of HSMC students and teachers and the ubiquitous green spaces on campus. He has no doubt that HSMC students will find learning enjoyable in such a nice environment.

The Hon. Lam Tai Fai said, "Many graduates of Lam Tai Fai College have gone on to become students of HSMC." He expressed that collaboration with business partners marks the way forward to ensure sustainable and robust development, so that we can nurture more talents to serve our community.

President Simon S M Ho remarked, "This newly-erected clock tower will convey a never-changing message, 24 hours a day, 365 days a year, that marks the always-up-to-date and never-ending transfer of and quest for knowledge on our campus."



President Simon S M Ho 何順文校長



The Hon. Lam Tai Fai 林大輝議員



Dr Moses Cheng 鄭慕智博士



The Hon. John Tsang 曾俊華司長



Unveiling Ceremony 揭幕儀式

恒生管理學院於2016年1月12日舉行「林大輝鐘樓」命名典禮，以感謝工業界立法會議員林大輝先生慷慨捐贈支持恒管的校園擴建計劃，逾180位嘉賓及恒管師生與校友作出見證。

鄭慕智博士讚揚林大輝先生是傑出的工商領袖，在推展教育事業方面更不遺餘力。是次的捐贈將鼓勵自資院校繼續努力，提升教育質素，創造出卓越的學術成果，培育社會領袖人才。

曾俊華先生讚揚恒管成績突出，印象最深的是同學和老師的活力和正能量，以及校園隨處可見的綠化空間，學生能夠在這樣優美的環境中學習，一定是一件賞心樂事。

林大輝先生說林大輝中學有不少畢業生在恒管就讀，商校合作，才有足夠的資源去持續健康發展，為社會孕育更多人才。

何校長表示這座矗立恒管校園的嶄新鐘樓一天24小時，一年365天，傳達出恒久不變的信息，象徵恒管人對知識的傳承和追求，始終與時並進，永不止息。



HSMC and HSSC Alumni Association held Pun Choi Reunion

恒生管理學院暨恒生商學書院校友會「恒情相聚團年宴」



Hang Seng Management College and Hang Seng School of Commerce Alumni Association (AA) held a heartwarming pun choi reunion at the Block M College Hall on 23 January 2016. Cold weather did not lessen alumni's enthusiasm to get together. There were over 200 alumni, staff members and current students attending the celebratory feast. Guests learnt more about the latest development of Hang Seng Management College via guided tour to campus facilities such as the Residential Colleges, Fung Yiu King Hall, Sports and Amenities Centre and Old Hall.

The dinner featured singing and dancing performances by alumni which won rounds of applause from the audience. Enjoying table prizes, bottles of wine and lucky draw prizes sponsored by Hoi Tin Tong, Mr Andy Lam, a graduate, President Ho and a few other alumni respectively, the participants celebrated a warm evening together.

恒生管理學院暨恒生商學書院校友會於2016年1月23日（星期六）假小瀝源恒管學院禮堂舉行「恒情相聚團年宴」。雖然天氣嚴寒，仍無損一眾校友的熱情，當晚筵開18席，逾200位校友、教職員及學生參加，場面熱鬧。當日下午，一眾校友參加校園導賞，參觀學院各項設施，包括住宿書院、馮堯敬堂、康樂活動中心及元舍堂等，讓校友對學院的發展有更深入的了解，亦可從中懷緬自己昔日讀書的青蔥歲月。

當晚節目豐富，校友會邀請了校友及學生表演歌舞助興，台下反應熱烈，贏得不少掌聲。此外，晚宴亦獲海天堂有限公司、校友林英鴻先生、何順文校長及數位熱心校友贊助枱獎、紅酒及抽獎禮品，令各位賓客滿載而歸，歡度溫暖難忘的晚上。

Retreat of the School of Communication

傳播學院教學工作研討

The School of Communication held a retreat intending to improve teaching quality. All professors and lecturers from the School of Communication were invited. Dean Scarlet Tso and Mr James Chang, Associate Dean, expressed appreciation to the efforts of the academic and administration staff during the BJC programme re-accreditation exercise. In particular, Mr Chang elaborated some valuable advice given by the Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKCAAVQ). During the group discussion session, professors and lecturers shared their teaching approaches and suggestions to improve the teaching quality and student learning experience.

為了提升來年的教學質素，傳播學院特別舉辦教學工作研討會，邀請所有傳播學院的教授及講師出席。會中院長曹虹教授及副院長張志宇先生感謝教學人員在課程複審中的努力。張志宇副院長亦分享了香港學術及職業資歷評審局對課程的寶貴意見。在小組討論環節中，教授及講師就教與學進行研討，並互相分享教學心得，從而提升教學質素。



TV Lab of the School of Communication was launched officially 傳播學院「實驗電視廊」啟播

The School of Communication set up a TV Lab outside the BJC Studio to provide an integrated training for students. An opening ceremony was held on 1 December 2015. Dean Scarlet Tso expressed sincere gratitude to the College. The TV Lab provides a great opportunity to students to develop their professional aspirations for broadcasting. President Simon S M Ho said that the establishment of TV Lab is an icon of the Journalism and Communication Programme and represents the integration of knowledge and technology, manifesting the educational ethics of "Liberal + Professional" as well.

為增進學生跨學科學習的整合與運用能力，傳播學院在電視錄影廠外新建「實驗電視廊」，並於12月1日進行簡單而隆重的剪綵儀式，慶祝「實驗電視廊」正式啟播。傳播學院曹虹院長致辭時，感謝校方對傳播學院的支持，讓學生在廣播電視的專業範疇有更大的發展空間。何順文校長致辭時表示，「實驗電視廊」成立，象徵傳播學院新聞與傳播課程已經邁向知識與技術全面整合的新階段，也是「博雅 + 專業」教育理念的具體結合。



TV Lab Expo 實驗電視廊「作品分享會」



To utilise the newly installed TV Lab and provide an opportunity for students to experience the actual operation of TV Programme Production, the School of Communication launched the TV Lab Production Practicum Workshops in October 2015. Posts including Producer, Programme Assistant / Reporter, Host / Anchor, Cameraman, Graphic / Animation Designer and Video Editor were introduced in the workshops. In order to recognise the contribution from the students who participated in the workshops in the past 2 months, the School of Communication organised the TV Lab Expo to show their final products on 4 December 2015.

為配合實驗電視廊的設置，傳播學院於2015年10月開辦了「電視節目製作實習工作坊」，訓練學生們從事節目監製、節目製作助理、採訪、主持、主播和視像製作等工

作，讓學生們體驗電視節目製作的真實情況，增進他們的專業能力。學院於12月4日舉行「作品分享會」，以表揚同學過去兩個多月在電視節目製作實習工作坊的貢獻，並給參與工作坊的同學一個機會展示成果。

TV Lab Live Show 實驗電視廊直播畢業禮盛況

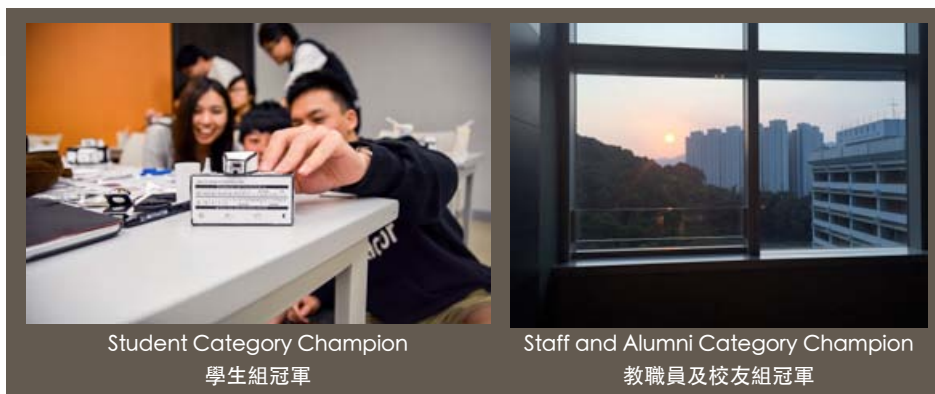
On the occasion of the HSMC 4th Degree Programme Graduation Ceremony, participants of the TV Lab Production Practicum Workshops took this precious opportunity to utilise the knowledge they have learnt by conducting a live show. After the Ceremony, students interviewed the guests and graduates, including President Ho and Mr James Chang, Associate Dean of the School of Communication.

適逢碰上恒生管理學院第四屆學士學位畢業典禮，一眾電視節目製作實習工作坊的同學小試牛刀，為畢業禮進行全程直播，並在會後訪問來賓，包括校長何順文教授、傳播學院副院長張志宇先生及應屆畢業生，場面盛大。



HSMC Photo Competition 2015 Award Presentation Ceremony

「光影下的恒管」攝影比賽2015頒獎典禮



Student Category Champion
學生組冠軍

Staff and Alumni Category Champion
教職員及校友組冠軍

The 3rd HSMC in Light and Shadow Photo Competition organised by the Communications and Public Affairs Office was completed and the award presentation ceremony was held on 4 December 2015. HSMC management, Mr Mark Chung, representative of Hong Kong Institute of Professional Photographers, awardees, HSMC staff and students attended the ceremony. The Competition aims to encourage students to take a snapshot of the College and the precious moments of their campus life. President Simon S M Ho gave a welcoming speech at the ceremony. Provost Gilbert Fong highlighted the criteria of the Competition and shared his points of view about photography.

由恒管傳訊及公共事務處舉辦的第三屆「光影下的恒管」攝影比賽已圓滿結束，是次活動的頒獎典禮於12月4日舉行，恒管管理層、香港專業攝影師公會代表Mr Mark Chung、得獎者，以及恒管師生出席。攝影比賽旨在鼓勵同學以多角度欣賞校園建設及記錄校園生活點滴。何順文校長於頒獎典禮上致歡迎辭，方梓勳教授為大家講解比賽的評審準則，並與同學分享他對攝影的看法。

“Along with the President” Series Hiking Trip

「與校長同行」系列遠足活動

The new “Along with the President” series kicked off its first event on the cool Saturday morning of 5 December 2015. President Simon S M Ho and 12 students set off at Wong Tai Sin MTR Station and hiked via Shatin Pass Road, part of Maclehoose Trail Section 5 and Kwun Ping Road to the HSMC campus, for a total distance of around 8 km. All participants enjoyed the beautiful scenery and chatting with the President along the way.

「與校長同行」系列的首次遠足活動已在2015年12月5日（星期六）開展。在這個清涼的早上，何順文校長與12位同學從黃大仙港鐵站出發，取道沙田坳道、部份麥里浩徑第5段及觀坪路徒步至恒管校園，全程約8公里。沿途的大自然美景，以及與校長的交流為眾參加者帶來了一次愉快的遠足旅程。



Lunchtime Concert: Live Jazz

午間音樂會：爵士樂



Arts at HSMC's first event in the 2nd semester 2015/16 was joyfully held on 21 January 2016 on G/F, S H Ho Building (Block A). Barry Lam Trio (comprising double bass, flute and guitar) brought all-time favourites Fly Me to the Moon, Days of Wine and Roses, Take the “A” Train, Round Midnight, Billie's Bounce... in a delightful afternoon.

「文藝在恒管」於2015/16下學期首場演奏會已於2016年1月21日在A座大堂舉行。三人爵士樂團Barry Lam Trio（包括低音大提琴、長笛和結他）送上多首經典名曲包括：Fly Me to the Moon, Days of Wine and Roses, Take the “A” Train, Round Midnight, Billie's Bounce...

HSMC Team Participated in the Standard Chartered Hong Kong Marathon 2016

恒管代表隊參加渣打香港馬拉松2016

To support HSMC Standard Chartered Team 2016 of over 140 HSMC members, the Flag Presentation Ceremony cheered for the Team and President Simon S M Ho passed the flag to the representative on 17 January 2016.

On 17 January 2016, the HSMC Standard Chartered Team 2016 participated in 10KM, half marathon and marathon respectively. Each HSMC runner wore an orange sport shirt with the HSMC logo and WE RUN FOR "U", to help them stand out amidst other participants. HSMC also formed a support team with around 70 members supporting our athletes from 3:00 am to the moment all the runners passed the finish line.



Flag Presentation Ceremony
授旗起動儀式



為了支持由超過140成員組成的恒管渣打馬拉松代表隊，授旗起動儀式於1月13日舉行，何順文校長為各恒管健兒出發前打氣加油，並將代表恒管的大旗交到跑手代表手中。

1月17日，恒管代表隊參加渣打香港馬拉松2016，分別參加了十公里、半馬拉松及全馬拉松賽事。每位恒管跑手均穿上印有校徽及寫上WE RUN FOR "U" 的橙色運動衫，令他們在芸芸跑手中更見突出。恒管亦組織了接近70人之支援隊伍，由凌晨3時出發前往支援各跑手，至最後一位健兒到達終點。

HSMC Students Won First Runner-up in ACCA Hong Kong Business Competition 2015

恒管學生贏取ACCA商業策劃大比拼2015亞軍

Congratulations to four of our Year 4 students from the BBA Programme (with Accounting Concentration), Bonnie Yu Hoi Lam, Bernini Leung Chin Wai, Christie Lam Man Ting and Claudia Chong Oi Shan, who won the first runner-up in the ACCA Hong Kong Business Competition 2015. The team also took home the Best Proposal and the Most Creative Team awards. The winning proposal is "Baau Zin Dap" which is about foot massages, manicures and pedicures for the elderly and disabled, inspired by one of the team member's experiences helping her diabetic grandmother with her nail care. The real life observation that many elderly and disabled individuals need similar assistance turned into an innovative business proposition.



四位會計學系的四年級同學（余海臨、梁芊蔚、林敏婷和章藹珊）在ACCA（特許公認會計師公會）香港分會主辦的第九屆「ACCA商業策劃大比拼2015」勇奪得亞軍，恭喜！該隊伍還獲得「最佳建議書」和「最佳創意」團隊獎。得獎計劃書為「包剪揸」，是為老人和殘疾人士提供足底按摩和修甲服務，靈感來自其中一位成員，每天為患有糖尿病的婆婆修剪指甲的習慣。這種日常生活的觀察，令老人和殘障人士的日常需要變成一個創新的商業命題。

Department of English: Tin Ka Ping Foundation Arts Ambassador Cultural Trip to Meizhou, China and Singapore

恒管英文系田家炳基金會文化大使計劃：
中國梅州及新加坡文化之旅



From 5 to 15 January 2016, the Tin Ka Ping Arts Ambassadors visited Dabu County, Meizhou, China and Singapore in order to explore the glocalisation of Hakka culture. This first cohort of TKP Arts Ambassadors comprised 15 students from different disciplines who have excelled in the Department of English's "Glocality" & Cultural Literacy Project events.

The students first examined the traditional local Hakka culture in Meizhou China, and then explored how Hakka culture has been assimilated into and is currently thriving in Singapore. The Arts Ambassadors had cultural exchanges with professors and graduate students of Jiaying Hakka Research Institute and with senior secondary students at Dabu Tin Ka Ping Experimental High School. Students also promoted the richness of Hong Kong culture. In Singapore, the students visited a tulou replica commissioned by the Hakka Association and met with the Ying Fo Fui Kun Hakka Association President to better understand the atmosphere of Chinese culture, particularly Hakka culture, in Singapore.

由田家炳基金會贊助，第一批由恒生管理學院學生組成的田家炳文化大使於1月5日至15日期間探訪了中國梅州大埔縣及新加坡，以了解中國及異鄉的客家文化。第一批田家炳文化大使是由15位來自不同學院的恒管學生組成，他們在過去一年在英文系「全球/本地意識及文化修為：恒管英語活化計劃」所舉辦的文化活動中有突出的表現。

學生們先到梅州探訪當地傳統的客家文化，亦到嘉應客家文化研究院以及田家炳實驗中學，與當地的師生進行文化交流。學生們亦藉此機會宣揚香港豐富的文化特色。探索中國客家文化後，學生們之後啟程到新加坡了解中國客家文化如何融入及茁壯於這個異鄉國際大都會。學生們探訪了當地客家會館所開辦的現代土樓及客家應和會館，與應和會館會長賴涯橋教授進行會談，了解中國文化，尤其是客家文化如何在新加坡得以保存。

Welcome Lunch and Orientation for Spring Semester Inbound Exchange Students (2015/16)

2015/16 春季學期交換生迎新會及歡迎午宴

A Welcome Lunch and Orientation for spring semester inbound exchange students from Canada, China, Finland, France, Germany, Netherlands, South Korea and the USA was held on 13 January 2016. Other integration activities including a Hong Kong Tour and Cantonese class were organised later in the month.

恒生管理學院於2016年1月13日為春季學期來自加拿大、中國、芬蘭、法國、德國、荷蘭、南韓及美國的交換生舉行了歡迎午宴及迎新會，並於一月下旬安排香港觀光及廣東話學習班等活動。



Initial Evaluation of QFL6 Programmes and Learning Programme Accreditation for Master of Arts in Translation (Business and Legal) Programme

資歷級別六的初步評估及翻譯文學碩士（商務與法律）課程評審

The on-site visit for the Initial Evaluation of QFL6 Programmes and Learning Programme Accreditation of Master of Arts in Translation (Business and Legal) was conducted by Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) on 16-17 December 2015. The Master of Arts in Translation (Business and Legal) Programme is expected to launch in September 2016.



香港學術及職業資歷評審局評審小組於12月16至17日為資歷級別六的初步評估及翻譯文學碩士（商務與法律）課程的評審進行實地考察。翻譯文學碩士（商務與法律）課程預計於2016年9月開辦。

Learning Programme Re-accreditation (Re-LPA) for BJC

新聞及傳播（榮譽）學士課程覆審



The on-site visit for the programme re-accreditation exercise conducted by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) for the Bachelor of Journalism and Communication took place on 14-15 January 2016. The panel appreciated the dedicated efforts of our staff and programme team.

香港學術及職業資歷評審局評審小組於1月14日至15日為本院新聞及傳播（榮譽）學士課程進行課程覆審及實地考察。評審小組對本院團隊的努力表示肯定。

HSMC Joined the 26th Education & Career Expo

恒管參與第26屆教育及職業博覽

Hang Seng Management College joined the 26th Education & Careers Expo at the Hong Kong Convention & Exhibition Centre, held from 28 to 31 January 2016. The fair gathered more than 800 exhibiting organisations from 17 countries and regions. Over the four-day event, our booth attracted more than 2,500 visitors who showed interest in the distinctive features of our programmes, admission requirements and procedures, and campus life of our College. An information seminar was held on 30 January to introduce the two new bachelor degree programmes, namely Bachelor of Social Sciences (Honours) in Asian Studies and Bachelor of Arts (Honours) in Applied and Human-Centred Computing.



恒生管理學院於2016年1月28至31日參與香港會議展覽中心之第26屆教育及職業博覽。博覽吸引來自17個國家及地區超過800家參展機構。在四天的展期裡，恒管展位吸引超過2,500位參觀人士，查詢關於學院課程特色、入學要求和申請程序，以及校園生活等資訊。學院亦於1月30日舉行講座，向公眾介紹兩個即將開辦的學士學位課程，分別為亞洲研究（榮譽）社會科學學士及應用及人本計算學（榮譽）文學士。

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

The College's annual Academic Planning Retreat themed "Don't just make it better, make it different" was held on 11 January 2016 at Courtyard by Marriott Sha Tin. More than 100 participants joined the Retreat. President Simon Ho and College Council Chair Moses Cheng kicked off the day with their sharing on making HSMC different at the plenary session. Board of Governors members Dr Patrick Poon and Mr Martin Tam, and Council members Prof Andrew Chan and Ms Suzanne Chan joined to show their support.

Academic staff members discussed in groups and gave ideas and suggestions on innovations and entrepreneurship in students' academic learning, e-learning, innovative applied research, service learning, admission strategies, College signature events and projects, publicity and external partnerships, and fundraising and alumni relations. The senior management team thanked the participants for all the efforts and ideas and would consider them for follow-up actions in 2016.



恒管學術發展規劃集思會於2016年1月11號在香港沙田萬怡酒店舉行，是次主題為「Don't just make it better, make it different」，超過100名全人參與。何順文校長及校務委員會主席鄭慕智博士分享如何讓恒管變得不一樣揭開序幕。校董會成員陳國威先生及譚天放先生，校務委員會成員陳志輝教授及陳雪紅女士亦到場予以支持。

當天教學人員分組討論，並就眾多議題提出建議，包括學生學習創新和創業精神、網上學習、創新應用研究、服務學習、招生策略、代表恒管的活動及項目、宣傳及合作夥伴，以及籌款及舊生關係。恒管管理層感謝參加者的付出和意見，並會在今年內作出跟進。

Staff Retreat for Heads and Senior Staff of Administrative Offices 「溝通 — 團隊成功之道」集思會



Themed "Communication — Key to Team Success", the Staff Retreat for Heads and Senior Staff of Administrative and Academic Support Offices was held on 22 January 2016 at the Courtyard by Marriott Sha Tin. Through Personality Dimensions personality test and drama, participants enhanced their understanding of differences in psychological needs of team members as well as the strengths and challenges of various communication styles in the team.

在2016年1月22日管理及行政人員舉行了以「溝通 — 團隊成功之道」為主題的集思會，透過性格透視分析及戲劇，參加者對不同團隊隊員的心理需要、性格及溝通特質有清楚了解及認識，增強團隊合作的溝通技巧。

Department of Supply Chain & Information Management: Inter-Secondary School Mobile Phone Application Design Competition Award Presentation Ceremony

供應鏈及資訊管理學系：校際手機應用程式設計比賽2015頒獎典禮

The HSMC's Inter-Secondary School Mobile Phone Application Design Competition 2015 was successfully ended with the Participants' Presentation and Prize Presentation Ceremony on 30 January 2016. The primary objective of this competition is to develop a mobile phone application that enhances the quality and convenience of life. The targeted participants are full-time senior secondary students (Forms 4, 5 & 6) in Hong Kong who formed into teams of 2 to 4 members each. A total of 34 teams participated in the competition and attended the prize presentation ceremony. Secondary school teachers, supervisors of the participating teams, and parents were also present to show their support.



由供應鏈及資訊管理學系籌辦的校際手機應用程式設計比賽2015作品簡報及頒獎典禮已於2016年1月30日於恒管舉行。是次比賽的目的是透過手機應用程式，提醒大眾善用科技，並思考如何透過智能手機以提升日常生活質素和便利程度。參賽對象為全港中四至中六全日制學生，並以隊際形式（二至四人）進行。34隊參賽隊伍均參與頒獎典禮，教師家長們亦出席支持。

Award 獎項	Name of School 獲獎學校	Title of Application 手機應用程式名稱
Champion 冠軍	Wong Shiu Chi Secondary School 王肇枝中學	耆珍異寶
1st Runner-up 亞軍	Diocesan Girls' School 拔萃女書院	Make Rice Now
2nd Runner-up 季軍	Pope Paul VI College 保祿六世書院	Wideshop



President Simon S M Ho delivered his welcoming remarks
何順文校長致歡迎辭



Wong Shiu Chi Secondary School 王肇枝中學



Diocesan Girls' School 拔萃女書院



Pope Paul VI College 保祿六世書院

Department of Chinese: Hong Kong Senior Secondary Students Putonghua Public Speech Competition 2017 First Phase Pre-competition Workshops

中文系：「香港高中學生普通話演講大賽2017」賽前系列活動

The fourth session of the first phase pre-competition workshops was held on 5 December 2015. A total of 22 students obtained the certificate of listening and speaking, and the qualification to enter the Hong Kong Senior Secondary Students Putonghua Public Speech Competition 2017. The workshops were held over a two-month period. There were a total of 64 participants from 15 high schools. It is expected that more than 150 students from over 30 local high schools will enroll in the second phase activities.

「香港高中學生普通話演講大賽2017」賽前系列活動已於2015年12月5日完成第一期第四節工作坊，為第一期活動畫上圓滿句號，來自全港各中學共22名同學獲得聽講證書及參賽資格證書。工作坊歷時兩個月，來自全港15所中學共64名高中同學參與其中，預計第二期將有超過30所中學150名學員參與。



Centre of Teaching and Learning: HSMC Teaching Excellence Awards Sharing Seminar

教與學發展中心：恒生管理學院卓越教學獎 — 教學分享研討會



The Centre for Teaching and Learning (CTL) and the Academic Staff Development Committee (ASDC) have jointly arranged three teaching experience sharing sessions, to be conducted by HSMC Teaching Excellence Awards recipients to share their teaching experience and promote good teaching practices, with the aim of enhancing the professional development of teachers, effectiveness in teaching, and the quality of student learning. The first sharing seminar in the series was held at the College Chamber on 8 December 2015.

為提升恒管教學人員的專業發展、教學效益及學生的學習質素，教與學發展中心及學術人員發展委員會共同籌辦三次教學分享研討會，並邀請恒生管理學院卓越教學獎的得獎教學人員為講者，分享其教學心得及推廣良好的教學方法。首次教學分享研討會已於2015年12月8日在學院會議廳進行。

School of Translation: Get Ready to the Workplace

翻譯學院：裝備自己，投入職場



The School of Translation invited Ms Flora Kwok to give a talk regarding how to get ready for the workplace on 9 December 2015. With a diverse cultural background, Ms Kwok has been engaging in human resources management field for more than 10 years in local and overseas companies. Ms Kwok shared her background with students and

demonstrated how to determine and develop a career path by showing videos and sharing her views from the angle of an HR manager.

2015年12月9日，翻譯學院邀請郭聰華小姐分享如何從不同範疇裝備自己，投入職場。郭小姐從事人力資源管理行業逾十年，曾於本地及海外公司任職，熟悉不同國家的企業文化。郭小姐以人力資源經理角度出發，與學生分享如何使自己成為合適僱員，並且指導學生該如何為自己的事業發展訂立方向。

Department of Chinese: The First Departmental Seminar

中文系：第一次學術講座

On 10 December 2015, Professor Cheung Kwong Yue Alex, Head of the Department, presented “On Zhuang Zi's Preservation of Life through the Analysis of an Ancient Graph”. Professor Cheung is an expert in the authentication of bronze vessels and the study of Chu bamboo manuscripts, particularly known for his research methodology which uses excavated materials as evidence for received texts. This is also clearly demonstrated by his analysis of the ancient graph for kang 康 in the seminar. Quoting from a wide range of literature, he revealed that the graph conveys the Daoist wisdom to embrace the void and has the meaning of well-being and peace of mind.



2015年12月10日中文系系主任張光裕教授主講〈從一個古文字的釋讀看莊子的養生〉。張教授長期從事商周青銅器辨偽及戰國楚簡研究，擅於以出土材料與傳世文獻互相印證，創獲良多。張教授於研討會中結合新出土材料與傳世文獻，考釋「康」字帶有涵虛和康寧的意義，並徵引不同文獻記載，介紹古人的養生思想。

料與傳世文獻互相印證，創獲良多。張教授於研討會中結合新出土材料與傳世文獻，考釋「康」字帶有涵虛和康寧的意義，並徵引不同文獻記載，介紹古人的養生思想。

Department of Mathematics & Statistics: Symposia in Data Science – Actuarial Science

數學及統計學系：「數據科學研討會」講座一 精算學

The Department of Mathematics & Statistics held the first day of “Symposia in Data Science” themed Actuarial Science on 20 January 2016, inviting Dr Wei Wei, Assistant Professor of Department of Mathematical Sciences of University of Wisconsin-Milwaukee, and Professor K C Yuen, Professor of Department of Statistics & Actuarial Science of The University of Hong Kong, in order to provide a platform for knowledge exchange among scholars and professionals from institutions and the industry, and promote the usefulness of Data Science to students and non-experts.



數學及統計學系於2016年1月20日舉辦「數據科學研討會」第一場講座，主題為「精算學」。來自美國威斯康辛大學密爾瓦基分校助理教授魏維博士及香港大學袁錦泉教授，講授精算模型理論及其於保險業的應用，令當日研討會的參加者耳目一新。

School of Communication: Life Coaching Workshop

傳播學院：人生導航工作坊



The School of Communication held a Life Coaching Workshop on 23 December 2015. The workshop aimed to enhance students' interpersonal skills, management of personal goals, problem-solving tactics, as well as their sense of belonging. Dr Meily Cheung, Assistant Professor, and Mr Brian So, Senior Lecturer, shared with the students a topic entitled "How to achieve your goal and manage your life?". The senior students, who act as the "Guardian Angels" of the junior students, also talked about their study life and learning experiences at HSMC.

為提升傳播學院師生感情及增強同學的歸屬感，傳播學院於2015年12月23日舉辦了「人生導航工作坊」，希望透過工作坊給予同學適當的人生指導，並提供建立人際關係網絡的機會。當天，傳播學院張美鳳助理教授及蘇銘恒高級講師擔任主講嘉賓，與同學分享「如何實踐理想及管理人生？」。同學亦透過遊戲學習解難技巧及領導才能，而高年級的傳播學院同學更分享他們在恒管過去幾年的學習生活，讓新生們在朋輩中彼此學習，建立正面的校園生活觀。

Mosaic College: 1st Night Talk – The Way to Transform From Active Member on Golden Forum to District Council Member

博文書院：首個晚間匯談 — 如何由高登仔成為區議員

Mosaic College held the first night talk on "The Way to Transform From Active Member on Golden Forum to District Council Member" on 23 December 2015. Mr Lai Tsz Yan, Sha Tin District Council member, was invited as the guest. The aim is to provide residents with a platform to exchange views on social, cultural and academic issues in tune with the "diversity" theme with external guests, HSMC teaching staff, fellow residents and members of the College.

博文書院於2015年12月23日舉行首個晚間匯談—如何由高登仔成為區議員，當晚邀請了沙田區區議員黎梓恩先生擔任嘉賓，為外賓、教職員、宿生和書院成員提供一個分享時事、文化和學術議題的平台，與書院「多元」的主題相應。



Department of Mathematics & Statistics: Symposia in Data Science – Bioinformatics and Medical Imaging

數學及統計學系：「數據科學研討會」講座 — 生物信息學及醫學圖像



The Department of Mathematics and Statistics held the second day of "Symposia in Data Science" on 28 January 2016. The theme of the day was "Bioinformatics and Medical Imaging". The Department invited Dr Annie Tang (Queen Elizabeth Hospital, HK), Dr Richard Bilonick (Department of Ophthalmology, University of Pittsburgh, USA) and Dr Fuhai Li (Biomedical Informatics Department, Ohio State University, USA) to be the guest speakers. The participants were fascinated to learn how data science can be applied to the medical industry.

數學及統計學系於2016年1月28日舉辦「數據科學研討會」第二場講座，當日主題為「生物信息學及醫學圖像」。伊利沙伯醫院鄧博士，美國匹茲堡大學Bilonick博士及俄亥俄州立大學李博士，講授數據科學在生物信息學及醫學圖像上的應用，讓研討會的參加者眼界大開。

Centre for Corporate Sustainability and Innovations: “Entrepreneurial Spirit with Technology and Innovations” 企業可持續發展及創新中心：「創·新意境、創·新未來」

The Centre for Corporate Sustainability and Innovations held the “Entrepreneurial Spirit with Technology and Innovations” seminar on 28 January 2016, supported by overseas and local organisations, including Crowdx, Israel, Youth Square, Censpot Trading Corporation Limited, HK and The Hong Kong Institute of Bankers. Speakers from related industries helped young people develop awareness of innovations and entrepreneurial spirit; and capabilities to identify entrepreneurial opportunities in technology with a focus on sustainable value and social responsibilities.



恒管企業可持續發展及創新中心於1月28日舉辦「創·新意境、創·新未來」研討會，獲海外與本地組織支持，包括以色列的Crowdx、香港青年廣場、明匯貿易有限公司以及香港銀行學會。多位相關業界人士擔任講者，期望通過是次研討會能鼓勵年輕人加強應用創新與創業精神的意識，期望發展年輕人的能力，鼓勵可持續科技的創業機會，發展可持續價值以及推廣企業家精神及社會責任。

Department of Supply Chain and Information Management: Workshop on Logistics and Supply Chain Management 供應鏈及資訊管理學系：現代物流管理工作坊

A workshop on Logistics and Supply Chain Management is jointly organised by the Federation for Self-financing Tertiary Education (FSTE), Qualifications Framework (QF) and HSMC's Department of Supply Chain and Information Management on 30 January 2016, participated by secondary school students. They played a board game about logistics, supply chain and transportation in groups. Through this game, students learnt about the basic concepts of supply chain and transportation, the importance of decision making in logistics business and some common examples of handling exceptions in product delivery.



由自資高等教育聯盟、資歷架構及恒生管理學院供應鏈及資訊管理學系共同舉辦之現代物流管理工作坊於2016年1月30日舉行。來自不同中學的學生參與其中，同學們以分組形式進行一個與物流、供應鏈及交通運輸有關的棋盤遊戲。透過遊戲，同學了解到物流工作上的概念、決策的重要性及貨物運輸過程的突發事件處理。

Campus Visits

Graduates had a New Look at the HSMC Campus

畢業校友重返恒管 睹校園新貌感覺新鮮

Two groups of graduates from Class '91 and '90 visited the HSMC campus on 12 and 28 December 2015. Apart from recalling the sentiment at Old Hall and Block M, they also visited the new award-winning green campus buildings and HSMC Jockey Club Residential Colleges. They are very proud of the rapid development of the College and look forward to HSMC's becoming a private leading university in the years ahead.

兩批於1991年及1990年畢業的校友分別於去年12月12日及12月28日重返母校，重拾二十年前於元舍堂留宿及於舊校舍上課的趣事點滴。他們亦參觀了恒管屢獲殊榮的綠色校園及剛落成的恒生管理學院賽馬會住宿書院，並為恒管的急速發展感到自豪。眾校友都極期待學院在不久將來正名為大學。



Visit by the Association of Hong Kong Chinese Middle Schools

香港中文中學聯會到訪恒管



The Communications and Public Affairs Office organised a meeting between HSMC management and representatives from the Association of Hong Kong Chinese Middle Schools on 14 December 2015. President Simon S M Ho introduced HSMC's development plans and campus expansion scheme to the delegation. The delegation raised questions about the programmes, admission requirements, internship opportunities, scholarship schemes and exchange programmes. HSMC management answered thoroughly and exchanged ideas on related topics.

傳訊及公共事務處於2015年12月14日舉辦了香港中文中學聯會交流會。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作出提問，恒管教授們和主要學術及行政人員亦一一作出解答。

Luncheon with Dr Moses Cheng and HSMC and HSSC Alumni Association Committee Members

鄭慕智博士與恒管暨恒商校友會委員午宴聚餐

Dr Moses Cheng, Chairman of HSMC's College Council invited the Committee members of Hang Seng Management College and Hang Seng School of Commerce Alumni Association (AA) to a luncheon at the HSMC Chinese Restaurant on 16 December 2015. The luncheon served as a platform to discuss advancing the future development of alumni affairs. To encourage more alumni to join AA, Dr Cheng and the Committee are keen on organising more diverse homecoming activities, with the goal of welcoming alumni back to their alma mater and strengthening the sense of belonging. During the luncheon, Dr Cheng expressed his staunch support of enhancing the development of AA. Complimenting HSMC students on their extraordinary potential, he believes that a broad alumni network will benefit our students to achieve more and reach higher.



恒生管理學院校務委員會主席鄭慕智博士於2015年12月16日宴請恒生管理學院暨恒生商學書院校友會（校友會）委員會成員，假恒管中餐廳共晉午餐，共商校友事務的發展。為了讓更多恒管及恒商校友加入校友會，鄭慕智博士與委員會成員表示，校友會將陸續舉辦多元化的校友活動，藉此吸引更多校友重返母校校園，聯繫並增加他們對母校的歸屬感。席間，鄭慕智博士表示會全力支持校友會的發展，並稱讚恒管學生潛能無限，盼凝聚校友網絡之力量，助學生更上層樓。

到訪恒管

Lipscomb University 利普斯科姆勃大學

07
12 2015

Professor Turney Stevens, Dean Emeritus of the College of Business of Lipscomb University, USA (Lipscomb) paid a visit to HSMC in December to discuss continued partnership between the two institutions. Lipscomb has been an exchange partner of HSMC since 2012.

美國利普斯科姆勃大學商學院名譽院長Turney Stevens教授於2015年12月7日到訪恒管討論來年合作計劃。恒管與利普斯科姆勃大學自2012年起建立了合作夥伴關係。



Illinois Wesleyan University 伊利諾伊衛斯理大學

11
12 2015



Professor Teodora O Amoloza, from Illinois Wesleyan University (IWU) met with senior management for discussion on further collaboration. IWU, an acclaimed liberal arts college in USA has been one of our exchange partner institutions since 2014.

美國伊利諾伊衛斯理大學Teodora O Amoloza教授到訪恒管，與管理層討論進一步交流合作事宜。伊利諾伊衛斯理大學是全美最佳文理學院之一，自2014年起與恒管建立了合作夥伴關係。

National Taipei University 國立臺北大學

17
12 2015

Following a visit with her students to HSMC in September 2015, Dr Karen Chang, Assistant Professor of the Department of Foreign Languages and Applied Linguistics at National Taipei University (NTPU) proposed another visit to HSMC during December to enable more interaction between the two institutions. NTPU has been a partner of HSMC since 2014.

國立臺北大學應用外語學系張中倩教授自去年九月與學生到訪恒管後，12月再訪本校，討論下次互訪的安排。恒管與國立臺北大學自2014年起建立了合作夥伴關係。

Carthage College

19
01 2016

Accompanied by Professor Michael Phegley, Professor Catherine Lau and Professor Alex Lau, a group of 30 students from Carthage College, USA (Carthage) visited HSMC. They were introduced to the facilities of the College and met with HSMC students who shared with them their views on educational experiences and aspirations as well as information on the economy and culture of Hong Kong. Carthage has been a partner of HSMC since 2014.

美國Carthage College的30名學生由3位教授陪同下，於1月到訪恒管，參觀校園設施，與恒管學生見面交流，了解香港經濟民生與同學的學習歷程和寄望。Carthage College自2014年起與恒管建立了合作夥伴關係。



We would like to extend our warmest welcome to Mr LAM Man Ho Patrick, Director of Finance, Dr NG Mee Wah Eugenia, College Registrar, Ms CHAN Man Wai Elisa, Associate Director of AAAO, and Mr CHUCK Tat Man Ted, Senior Programme Manager of PDQAO, who are part of the HSMC family now. Heartfelt welcome is also given to the below academic staff who joined HSMC from November 2015 to January 2016.

我們歡迎財務總監林文河先生、學院教務長吳美華博士、發展及校友事務處副總監陳雯慧女士，及高級課程發展及質素保證經理卓達文先生成為恒管的一分子，亦衷心歡迎以下學術人員於2015年11月至2016年1月加入恒管。

Department of Social Science 社會科學系	Department of Accountancy 會計學系
Prof HUI Cheuk Kuen Desmond Professor	Dr YIP Wing Yue Rita Associate Professor
Dr HUNG Po Wa Eva Associate Professor	
Department of Management 管理學系	Department of Economics & Finance 經濟及金融學系
Dr MAN Wing Yan Thomas Associate Professor	Mr TONG Yu Ki Eric Lecturer I
School of Communication 傳播學院	
Dr CHEUNG Kwok Wai Keith Associate Professor	

Forthcoming Events 活動預告

School of Translation 翻譯學院

John Minford On Culture and Translation Series

閔福德：文化與翻譯系列
18 February 2016 – 11 March 2016
2016年2月18日至2016年3月11日

School of Communication 傳播學院

Dean's List & Best Progress Award Presentation Ceremony

院長榮譽狀及最佳進步獎頒獎典禮
24 February 2016 (Wednesday)
2016年2月24日 (星期三)

Centre for Corporate Sustainability and Innovations & Department of Supply Chain and Information Management 企業可持續發展及創新中心 與 供應鏈管理學系

"Entrepreneurial Spirit – From Ideas to Implementation"

「企業家精神 – 從理念到實踐」
25 February 2016 (Thursday)
2016年2月25日 (星期四)

"Entrepreneurial Spirit – From Operation to Awareness of Change"

「企業家精神 – 從運作到改變」
24 March 2016 (Thursday)
2016年3月24日 (星期四)

"Entrepreneurial Spirit – From Issues to Transformation"

「企業家精神 – 從問題到轉型」
21 April 2016 (Thursday)
2016年4月21日 (星期四)

Arts at HSMC: Music and Dance From East and West 文藝在恒管：音樂與舞蹈的「東」·「西」

Lunchtime Concert:

Classical - Performance by Ronnie To Quartet

29 February 2016 (Monday)
2016年2月29日 (星期一)
12:45 pm – 2:00 pm
G/F, S H Ho Building (Block A)
何善衡教學大樓 (A座) 地下

午間舞蹈欣賞：『民俗舞·舞傾情』

2 March 2016 (Wednesday)
2016年3月2日 (星期三)
12:30 pm – 1:30 pm
Basketball Court, 2/F, Block M
(Next to Swimming Pool and Canteen at Block M)
M座2樓露天籃球場 (近M座泳池及Canteen)

Arts at HSMC: Music and Dance From East and West

文藝在恒管：音樂與舞蹈的「東」·「西」

Piano Recital by Dr Karl Lo, Alice Tang, Henrika Wong and Joycelyn Cheung

獨樂樂不如眾樂樂
18 March 2016 (Friday)
2016年3月18日 (星期五)
6:15 pm
Auditorium, 2/F, Lee Quo Wei Academic Building (Block D)
利國偉教學大樓 (D座) 2樓演藝廳

午間音樂會：『國樂翩翩』

2 March 2016 (Wednesday)
2016年4月13日 (星期三)
12:45 pm – 1:45 pm
G/F, S H Ho Building (Block A)
何善衡教學大樓 (A座) 地下

"East Meets West" Concert

19 April 2016 (Tuesday)
2016年4月19日 (星期二)
Auditorium, 2/F, Lee Quo Wei Academic Building (Block D)
利國偉教學大樓 (D座) 2樓演藝廳

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

Learning Programme Accreditation for BA (Honours) in Convergent Media and Communication Technology

融合媒體及傳播科技 (榮譽) 文學士課程評審
10 – 11 March 2016
2016年3月10至11日

Institutional Review and Discipline Review for Programme Area Accreditation

院校評審及學科範圍評審
12 – 15 April 2016
2016年4月12至15日

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

2016 HSMC Founders' Day Youth Development Forum and Reception

恒生管理學校慶日青年發展講座及酒會

16 March 2016 (Wednesday)
2016年3月16日 (星期三)
Forum: 3:00 pm – 4:30 pm 講座：下午3時至4時半
Campus Tour: 4:45 pm – 5:30 pm 校園導賞：下午4時45分至5時半
Reception: 5:30 pm 酒會：下午5時半
Ceremony: 6:00 pm 儀式：下午6時
Auditorium, 2/F Lee Quo Wei Academic Building
恒生管理學院利國偉教學大樓二樓演藝廳

Photo Gallery

The 4th Degree Programme
& the 5th Associate Degree
Programme Graduation
Ceremony



相片集

第四屆學士學位暨
第五屆副學士學位
畢業典禮



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

Tel 電話: (852) 3963 5000
Fax 傳真: (852) 3963 5524
Email 電子郵件: cpao@hsmc.edu.hk
Website 網頁: www.hsmc.edu.hk

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