

HSMC

Newsletter 恒管通訊

12 • 2016



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE



HANG SENG MANAGEMENT COLLEGE – FOUNDATION 恒生管理學院 – 基金

Hang Seng Management College – Foundation (HSMC – Foundation) is established by Hang Seng Management College (HSMC) to serve as a platform to engage donors to be connected to advance its teaching, learning and research priorities. Embracing the unique “Liberal + Professional” education model, HSMC is poised to become a leading private university in Hong Kong.

Recent years have seen HSMC progress in leaps and bounds on both teaching, learning and research fronts. To maintain its growth momentum, HSMC is looking to enlist the support and help of reliable and generous benefactors. In the light of HSMC’s self-financing nature, their generosity is sure to go a long way towards laying a solid foundation in its future development.

Donation can be made by cheque payable to “Hang Seng Management College – Foundation”. With your kind help, HSMC will get the solidarity it needs to grow faster, do better and make a difference.

恒生管理學院 – 基金 (恒管 – 基金) 由恒生管理學院 (恒管) 創立，旨在凝聚每位捐贈者的力量，藉以推動恒管教學與研究發展，貫徹獨有的「博雅 + 專業」教育模式，矢志發展成為本港具領導地位的私立大學。

恒管近年在教學與研究兩方面發展迅速，有目共睹。為確保今後持續發展的動力，恒管積極聯繫各界有心人支持本校長遠發展，為未來更上一層樓打下穩固基礎。

捐款抬頭請書「恒生管理學院 – 基金」。您的支持將有助恒管加速發展，精益求精。

Contact Us 聯絡我們

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HSMC – Foundation Inauguration Ceremony cum Fundraising Dinner

恒生管理學院 — 基金成立典禮暨籌款晚宴



Toasting for better development of HSMC - Foundation
主禮嘉賓祝願恒管-基金發展更上一層樓

HSMC held its “HSMC – Foundation Inauguration Ceremony cum Fundraising Dinner” at The Mira Hong Kong on Thursday, 20 October 2016. The Dinner was graced by over 350 distinguished guests, staff, students and alumni of the College. HSMC – Foundation serves as a donor-engaging platform to advance its academic priorities by building on its financial support base.

Adopting the unique “Liberal + Professional” education model, President Simon S M Ho emphasised that HSMC puts quality teaching and students’ all-round development at the top of its priority list. The College aims at nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities.

Dr Patrick Poon, Chairman of HSMC – Foundation and the Fundraising and Donation Committee, wholly agreed with the philosophy of liberal arts education, as his children have benefited a lot from this type of education. Dr Poon said that higher education is the best investment for society. He urged the Dinner participants to provide continuous support of HSMC in nurturing leaders of tomorrow.

United as one, the College members share the same dream, striving for continuous improvement. Ms Rose Lee, Chairman of Board of Governors, thanked donors and friends for their long-standing support and expected HSMC would apply for the university title in mid-2017. Officiated at the Ceremony, the Hon. John Tsang, Financial Secretary of the HKSAR Government, lavished praise on HSMC’s contributions to business education in Hong Kong, nurturing many business elites and talents over the years.

華燈初上，夜幕低垂，繁華的都市，正舉行著一場熱鬧的晚宴。2016年10月20日，The Mira Hong Kong冠蓋雲集，高朋滿座，逾350位與會嘉賓與恒管師生校友一同慶祝恒生管理學院—基金（恒管—基金）正式成立，進一步推動學院教研發展，邁向具領導地位私立大學的新里程。

恒管何順文校長「博雅+專業」的治學、治校理念。他指出，學院把優質教學與學生個人全方位發展訂為最優先目標，致力培育年青人成為具獨立思考、創新思維、人文關懷和社會責任的領袖人才。

恒管 — 基金管理委員會主席暨籌募及捐款委員會主席潘榮昌博士亦對博雅教育深表認同，其子女都在這種教育下成長。他認為投資高等教育發展回報最佳，呼籲各方友好繼續鼎力支持恒管，為香港未來培育領袖人才。

學院全人上下一心，懷著共同理想和目標，期望自我不斷提昇。恒管校董會主席李慧敏女士感謝各方友好支持恒管發展，並展望於2017年中向政府申請正名為大學。主禮嘉賓財政司司長曾俊華先生則讚賞學院致力培育許多商界精英和社會棟樑，成績斐然。



Dinner Steering Committee
晚宴籌委會



Over 350 guests attended the Dinner
逾350位嘉賓出席晚宴

Transcendent musicians bring a feast of music to this memorable evening. Teresa Lui, a HSMC student, put on an impressive Yangqin performance. Miss Nancy Lee, one of the Dinner Steering Committee Members, and the HSMC Student Sinfonietta performed two classic pop songs, "Fight Song" (奮鬥) and "The Impossible Dream", for the guests. The Dinner was followed by a fundraising auction featuring six valuable items. A total of more than HK\$6 million in support of HSMC's development was raised at the event.

"What we can point to are the faggots that have been consumed; but the fire is transmitted, and we know not that it is over and ended".¹ Under the strong leadership of the HSMC management, the good tradition of "Liberal + Professional" education will be passed on from generation to generation, for building up a better society.



Miss Nancy Lee 李思林小姐

為了慶祝這一個重要日子，大會安排了一場華麗典雅的音樂盛宴。恒管雷鈺婷同學彈奏出輕快活潑、清脆明亮的揚琴曲目，晚宴統籌委員會委員李思林小姐以動人的歌聲獻唱經典金曲《奮鬥》；恒管小交響樂團亦以悠揚樂韻演奏百老匯音樂劇名曲《The impossible Dream》。拍賣環節更掀起晚宴的高潮，多件珍品供在場嘉賓出價競投，氣氛熱烈。是次晚宴為恒管共籌得款項逾港幣六百萬元，支持學院各方面持續發展。

「指窮於為薪，火傳也，不知其盡也。」¹ 恒管在具有遠大教育理想的領導層帶領下，將「博雅+專業」的薪火一代接一代相傳，建設更美好的社會。

1 "Zhuangzi" 《莊子》〈內篇•養生•第三〉

Auction Valuables 拍賣珍品



A Xiang Embroidery "Up the River During Qingming"
湘繡《清明上河圖》



A box-set of "Domaine de la Romanée-Conti Échézeaux and Penfolds Grange Bin 95" and a set of "Kweichow Moutai" donated by Mr and Mrs Xiao Tan Ping
由肖澤平伉儷捐贈的法國和澳洲紅酒套裝及貴州茅台酒



A modern painting "A Cowardly Frog" donated by Mrs Patricia Wong,
HSMC Governor and Chairman of Sotheby's Asia
恒管校董兼蘇富比亞洲區主席黃林詩韻女士捐贈的近代畫家華君武的作品《井底蛙》



A framed "Chinese Calligraphy Couplet in Kaishu" donated by Mrs Patricia Wong,
HSMC Governor and Chairman of Sotheby's Asia
恒管校董兼蘇富比亞洲區主席黃林詩韻女士捐贈的晚清書法家曾熙之《楷書五言聯》



A "Fei Cui Ring" donated by Dr Alex Chui, Member of HSMC Fundraising and Donation Committee
恒管籌募及捐款委員會委員傅德順博士捐贈的翡翠戒指

HSMC People: Professor Desmond Hui Says... 恒管人：許焯權教授說……



2016 Convenor, "Developing the Cultural and Creative Industries in HK and the Greater China Region" Symposium, Hang Seng Management College
2016香港與大中華地區文化及創意產業發展研討會召集人 - 恒生管理學院

When I was a student and later a teacher in Architecture in the 1980s, the world had yet to learn the new term "creative industries" (which fatefully recognises architecture as one of them), although a related concept of cultural industries had been around for half a century, criticised at the beginning of its appearance by the Frankfurt Philosophical School as exploitation of the docility of the general population by capitalistic manipulation for the consumption of mass culture which include film, radio, magazine and the like – products that could be circulated in mass production. In the course of time, critics of the enterprises of cultural reproduction, often corporate companies in media culture such as Walt Disney and the giant broadcasting houses, gradually recognised the predicament that cultural industries were to remain an inevitable part of human culture, and therefore needed a renewed understanding and reconciliation for the positive benefits they could bring to society.

In the aftermath of the Global Recession of the early 1990s and in the wake of the subsequent victory of the Labour Government in the UK, a new concept of creative industries was heroically announced, deploying creativity and intellectual property to wield together 13 sectors of industries¹ into a coherent and brand new policy agenda which set to reshape Britain from its negative image as aged and backward to a young and vibrant nation of style and innovation. Many countries around the world were inspired, in particular, the up and rising economies in Asia and the Far East – Japan, South Korea, Taiwan and Singapore. Mainland China and Hong Kong were in fact among the first to react to British stimulation, especially since Hong Kong was in the process of being returned to Chinese sovereignty. Thus the newly constituted SAR Government commissioned the first policy study on creative industries in Hong Kong at the end of 2001 which was awarded to the team led by me as Director of the Centre for Cultural Policy Research at HKU.² And that was the departure point that

80年代，當我還是建築系學生及後來成為建築學老師的時候，世界上仍未出現「創意產業」這個新名詞（也許是命運安排，建築學也被納入其中），而概念與之相近的「文化產業」已出現近半個世紀。「文化產業」起初受到法蘭克福學派的批評，他們認為這些包括電影、電台、雜誌等大量生產並廣泛流傳的文化產品，是資本主義操控普羅市民在大眾文化消費的手段。隨著時間和社會的進展，對華特迪士尼及大型廣播公司這些文化再製企業的批評者逐漸意識到文化產業是人類文化中不可或缺的這個困窘的現實，因而需要重新認識及理解其為社會帶來的正面影響。

隨著90年代初全球經濟衰退的結束，以及後來工黨大選勝出，一個有關創意產業的嶄新概念於英國隆重地誕生了：英國政府在創意及知識產權部署上，針對13個行業¹制定一套全新的施政綱領。這使英國擺脫老化和落後的負面形象，重新塑造成一個年輕、充滿活力的型格及創意國度。世界各國紛紛受到啟發，尤其是在迅速發展的亞洲及遠東地區經濟體，如日本、南韓、台灣及新加坡。中國內地和香港更率先響應，尤以正經歷主權回歸的香港為甚。2001年底，新成立的香港特區政府委託香港大學文化政策研究中心進行本港首個有關創意產業的政策研究²。當時我擔任該研究中心總監，這亦是我決定獻身開拓創意產業知識的起步點。



2014 Spotlight HK in Penang, Moderator, "Symposium on cultural heritage conservation, arts and urban development", Penang, Malaysia, with HKSAR Chief Secretary Ms Carrie Lam
2014照亮香港在檳城：「創造新的文化紐帶：從古蹟保育到城市更新」研討會主持，與政務司司長林鄭月娥合照

I decided to devote myself to unraveling the knowledge of creative industries.

Fifteen years on I have conducted many studies and researches related to cultural and creative industries, a term that the Hong Kong Government finally adopted in 2005 to describe the collective relevance of this new sector, as creativity is often examined and conjured together with culture. The relative newness of this discipline has made it difficult to be established as an academic subject comparable to the traditional enquiries in arts and sciences. Hence in the course of the last decade, many attempts to establish cultural and creative industries as a proper academic discipline in the UGC or self-financed tertiary institutions have not been quite successful or satisfactory, despite a proliferation of study programmes in arts or cultural management intended to reap the benefits from the craze and curiosity of this trendy phenomenon. More often than not, these programmes are simply amalgamation of various arts and cultural studies subjects without a clear formulated theory and structure that justify the study of cultural and creative industries as a proper intellectual discourse with professional relevance.

HSMC as a young and aspiring university has duly recognised the importance and significance of establishing the first BA programme in Cultural and Creative Industries in Hong Kong (and also among the first few in the world) and I was employed with this historic task since the beginning of 2016. To me this is a calling and mission that I would not take lightly.



2003 Press Conference of the Baseline Study on Hong Kong's Creative Industries, with Head of Central Policy Unit Prof Lau Siu Kai
2003香港創意產業基線研究新聞發佈會，與中央政策組首席顧問劉兆佳教授合照



2016 Juror and Advisor, "Cultural Industries Global Forum 2016"
HK Association of Cultural Industries, Hong Kong
2016文化產業高峰論壇文化創意大獎評審及顧問 - 香港文化產業聯合總會



2009 Principal Curator, Opening Ceremony for 11th Venice Biennale International Architecture Exhibition Response Exhibition in Hong Kong, HK Heritage Discovery Centre, with Co-curator Prof Leo Lee
2009第11屆威尼斯雙年展國際建築展香港館回應展策展人許焯權教授及李歐梵教授向開幕典禮來賓介紹展覽特色, 香港文物探知館

15年以來，我對「文化及創意產業」作了很多調查和研究，這個詞彙於2005年終被香港政府採用，以形容「創意」與「文化」密不可分的相互關係。這個相對傳統的人文與科學學科較為新穎的範疇，亦較難在學理上獨立成科。許多公立或自資院校過去10年開辦種種與文化及藝術管理相關的課程，想從這個狂熱和新奇的潮流現象中分一杯羹，但仍未有稱得上成功或令人滿意的例子。大部份課程只是由各項人文及文化研究科目等拼湊而成，缺乏一套清晰的理論和架構，讓文化及創意產業成為專業的學術和知識論述。

恒管是一所年輕及有抱負的院校，意識到開設本港首個，甚至是全球最先幾個文化及創意產業文學士課程的重要性和意義。2016年初，我欣然並謹慎地接受了此感召，為這個歷史任務而加入恒管。

1 The HK Government now defines the following 11 sectors as Cultural and Creative Industries: 1) art, antiques and crafts, 2) cultural education and library, archive and museum services, 3) performing arts, 4) film, video and music, 5) television and radio, 6) publishing, 7) software, computer games and interactive media, 8) design, 9) architecture, 10) advertising, and 11) amusement services.

香港政府現將以下11個行業定為文化及創意產業：1) 藝術品、古董及工藝品；2) 文化教育及圖書館、檔案保存和博物館服務；3) 表演藝術；4) 電影及錄像和音樂；5) 電視及電台；6) 出版；7) 軟件、電腦遊戲及互動媒體；8) 設計；9) 建築；10) 廣告；11) 娛樂服務。

2 <http://archive.news.gov.hk/isd/ebulletin/en/category/businessandfinance/030916/html/030916en03002.htm#>



Strive hard in pursuit of dream 鏗而不捨 追尋夢想

Patrick Cheung

張敬修

Two-Year Diploma at Hang Seng School of Commerce 恒生商學書院二年文憑課程

Graduate of 1990

1990年畢業生

Chief Operation Officer
Oasis Brand Communications Co Ltd

奧貝思廣告有限公司
共同創辦人兼首席營運官

Patrick Cheung studied business first and decided to strengthen his knowledge by studying communications. He then pursued his dream in advertising field and set up his own company.

Graduates of Hang Seng School of Commerce were so popular among employers that attracted Patrick to join. The school offered a great variety of subjects, including commerce, economics, finance, advertising and media. He then furthered his studies in marketing and communications.

Though joining the aviation and banking industries with generous remuneration, Patrick never gives up his dream of being an advertising person. He quitted his job and entered the advertising field with wage reduction, and encountered many difficulties. Nevertheless, he set up his own advertising company, Oasis Brand Communications, in Shenzhen in 2007 after accumulating extensive experience and social networks. It took a lot of hard work for his company to be recognised and eventually acquired by a Hong Kong listed company 5 years later.

Even though Patrick has a busy work schedule, he spares his time to contribute to the community. He has started teaching advertising subjects in Shantou University as a guest lecturer since 2014. He considered this as a new and unique experience. The students, showing great diligence in their schoolwork, have become his momentum.

Patrick visited HSMC recently and was amazed at the state-of-art campus facilities and rapid development. He believes that many alumni are eager to make contributions to the College if HSMC would provide such opportunities. He encourages the youth to equip themselves and seize the chance that would emerge any time and anywhere.



Campus visit with schoolmates
與舊同學回到校園參觀



Awarded in "MTR Advertising The Best of the Best Awards 2015"
獲2015「最佳港鐵廣告大獎」

最初就讀商科，後來認清興趣，修讀傳理，張敬修畢業後在幾番轉折下加入廣告行業。兜兜轉轉，他終於找到屬於自己的路，創立了廣告公司。

恒商畢業生向來深受僱主歡迎，張敬修亦因此入讀。當中的課程範疇廣泛，涵蓋商學、經濟、金融之外，更包括廣告及媒體，啟發了他的興趣，其後就讀營銷及傳播。回想在恒商的歲月，最難忘是偷偷潛進已關門的飯堂溫習至夜深。

回港後，他先後加入了收入待遇不錯的航空業及銀行業，但心底裏一直牽掛著廣告夢。為了追夢，他毅然轉投廣告界，不單薪酬減少了，更要克服重重困難。他明白自己起步比別人慢，所以下的功夫必須比別人多。累積了一定的經驗和人脈，張敬修於2007年在深圳開設奧貝思廣告有限公司，好不容易闖出成績，並於5年後被香港一所上市公司收購。



Lecture about advertising at Shantou University
於汕頭大學教授廣告課程

工作縱然繁忙，但張敬修不忘回饋社會。自2014年起，他獲邀到汕頭大學擔任客席講師，教授學生有關廣告的知識。這絕對是一個嶄新和獨特的體驗，學生認真學習的態度更成為他繼續努力的原動力。

近年他有機會到恒管校園參觀，對學院如此迅速及具規模發展感到驚訝。他相信很多校友都願意為學校出一分力，學院可以建立平台凝聚大家，讓大家可以有機會回饋母校。他又寄語年輕人，機會隨時出現，平日只要做足準備，就能好好把握及發揮。



Choose the good and reach the goal 擇善固執 實踐目標

Leung Woon Yee, Jessica

梁媛兒

Bachelor of Journalism and Communication

新聞及傳播學士

Graduate of 2014

2014年畢業生

Senior Public Relations Executive
MTR Corporation

香港鐵路有限公司
高級公共關係主任

Six years ago, Jessica studied the Pre-associate Degree Programmes in Business Administration in Hang Seng School of Commerce rather than A-level, despite her good results in HKCEE. After one year of study with outstanding performance, she was successfully admitted to the Bachelor of Business Administration of HSMC. Later she transferred to the Bachelor of Journalism and Communication which was newly set up at that time. This paved a new path of her life.



Jessica involves in different events of MTR
梁媛兒參與港鐵的各項活動

Over the years, Jessica was deeply impressed by the internship and exchange opportunities offered by the College. In her first and second summer holiday in HSMC, she participated in a cross-strait-four-region exchange trip and an one-month exchange programme in Taiwan respectively. During her third summer break, she had an internship in the Hong Kong Committee for UNICEF. Then she got another internship opportunity in Shanghai to work with students from different universities in the last year of her study. These opportunities equipped her with solid and practical experience, making her stand out from the crowd. After graduation, Jessica was recruited by MTR Corporation as a Corporate Relations Associate under the Graduate Development Programme, becoming a member of the Corporate Affairs Division.

Being one of the first batch of HSMC graduates, Jessica nurtured together with HSMC. With a strong sense of belonging, she shared her career advice with the College and visited her teachers in HSMC often. "HSMC is a College with unlimited potentials and opportunities", said Jessica. She encourages all students not to look



HSMC Orientation Camp 2012
2012年度恒管迎新營

down on themselves and to seize every opportunity to take on new challenges, as the past experience shaped her.

六年前，梁媛兒會考成績不錯，卻毅然放棄升讀預科，選擇恒生商學書院的副學士先修課程。一年後，她憑著卓越的成績，成功入讀恒管工商管理學士課程，成為第一屆恒管生。後來她轉讀當時學院新開辦的新聞及傳播學士課程，開創另一條人生道路。

回想在恒管的日子，梁媛兒對暑假的實習交流體驗特別難忘：在一年級她參與了兩岸四地的交流團；二年級赴台灣體驗一個月；三年級於聯合國兒童基金香港委員會實習；四年級則與多位來自不同院校的學生到上海實習。期間她累積了不少實務經驗，亦確立了對傳訊工作的興趣，畢業後成功入職港鐵公司見習人員計劃中的見習公司事務主任，成為公司事務處的一份子。

直言是恒管「開荒牛」的梁媛兒，與學校一同成長，有著濃厚的歸屬感。現在她不單獲邀就課程與職場的接軌提供意見，更不時抽空回校探望老師。「在恒管，我可以找到無限機遇。」過去的種種塑造出今天的她，她勉勵學弟學妹不要低估自己的潛能，勇於嘗試，把握機會，裝備自己。



Jessica learns about duties of other departments
梁媛兒了解其他部門的工作

HSMC's All New Buildings Achieving “BEAM Plus” Platinum Certification with Green Education Leadership Confirmed 恒管所有新大樓獲綠建鉑金獎 肯定地區內環境育人領導角色

HSMC's Campus Expansion Project has completed smoothly. All its four new buildings, including S H Ho Academic Building (Block A), Lee Quo Wei Academic Building (Block D), Sports and Amenities Centre (Block B), and HSMC Jockey Club Residential Colleges, have attained the Final Platinum rating of the Building Environmental Assessment Method Plus (BEAM+) by the Hong Kong Green Building Council, the highest level of sustainability award in building construction. HSMC is honoured to be the first higher education institution in Hong Kong as well as the first local sports & amenities and student residential complex achieving such recognition. The selection further demonstrated the tremendous efforts the College had taken on sustainability and its pioneering role in developing a green campus.

The “BEAM Plus” Platinum Project Certification Ceremony was held on 13 December 2016. Mr Martin Tam Tin Fong, member of Board of Governors accepted the certification on behalf of HSMC. Mr Tam shared HSMC's environmental initiatives and concepts in constructing the academic building and Residential Colleges.



“BEAM Plus” Platinum Project Certification Ceremony
「綠建環評」頒獎典禮

恒管近年積極進行校園擴建和優化工程，打造綠色校園，以環保及可持續發展為發展原則。校園擴展計劃已順利完成，其四座新建大樓，即何善衡教學大樓（A座）、利國偉教學大樓（D座）、康樂活動中心（B座）及恒管賽馬會住宿書院，均榮獲香港綠色建築議會頒發「綠建環評」「新建建築最終評估鉑金級」的最高級別認證。恒管為全港首間高等院校，也是本地首座學生康體大樓和住宿大樓獲得此項殊榮。其突破佳績一時成為業界佳話，也是地區內大學校園發展的典範。

頒獎典禮於2016年12月13日舉行，恒生管理學院校董譚天放先生代表領獎，並分享了恒管在建設教學大樓及學生住宿書院的環保措施和理念。



Bamboo has been extensively used for indoor decorations
學院廣泛使用竹作室內裝修



Sports and Amenities Centre (Block B)
康樂活動中心（B座）

S H Ho Academic Building (Block A)
何善衡教學大樓（A座）



HSMC Jockey Club Residential Colleges
恒管賽馬會住宿書院

Lee Quo Wei Academic Building (Block D)
利國偉教學大樓（D座）



Junzi Corporation Awards Presentation Ceremony 2016 cum Business Ethics Forum 君子企業頒獎典禮 2016暨商業道德座談會



Group photo of the award winning companies
得獎企業代表合照

Officiated by Mr Steven Ng Tin-hoi, Chairman of Hong Kong General Chamber of Commerce and President Simon S M Ho, the “Junzi Corporation Survey Awards Presentation Ceremony 2016 cum Business Ethics Forum” was well attended by over 400 guests, secondary school students, staff members and students on 28 November 2016. 17 enterprises were recognised and the “HSMC HK Ethics Index 2016” was announced.

In his remarks, Mr Steven Ng said that collusion between the business community and the government for private gain would not be tolerated, but co-operation should be encouraged if it was for Hong Kong’s public interests. President Ho remarked that the Junzi Corporation Survey did not only evaluate the extent to which corporations’ actions are in accordance with the five Chinese virtues, but also reflected the Western business ethics concepts of honesty and fairness.

Following the awards presentation, the “Business Ethics Forum” was held. With President Ho as the moderator, Dr George Lam, Chairman of the Hong Kong Cyberport Management Company, and the representatives of the award winning companies shared their insights on business ethics and there were many fruitful exchanges of views.

「君子企業頒獎典禮2016暨商業道德座談會」於2016年11月28日假校園舉行，由香港總商會主席吳天海先生及恒管何順文校長擔任主禮嘉賓。恒管教職員及學生、中學生及各界嘉賓等逾四百人出席，場面熱鬧。大會典禮上公佈得獎企業名單及今年的「恒管香港商業道德指數」。

吳天海先生致辭時直言「官商勾結」若是為私利，絕不容許，但若為香港及公利而合作，社會不單不應阻止，更應鼓勵。何校長表示「君子企業調查及獎項」融合了「君子」概念中的「仁、義、禮、智、信」五項美德，也揉合了西方著重誠信公平的商業倫理學說。

何校長隨後主持「商業道德座談會」，數碼港董事局主席林家禮博士及得獎企業代表暢談以君子精神營商之道，討論氣氛熱烈，成果豐碩。



President Ho delivered welcome remarks at the Ceremony
何順文校長致歡迎辭



Mr Stephen Ng congratulated all award winning companies
吳天海先生恭賀各得獎企業



The Forum panelists shared the importance of business ethics
座談會嘉賓暢談以君子精神營商之道

HSMC Information Day 2016 恒管資訊日 2016

The HSMC Information Day 2016, one of the many significant annual events of the College, was held on 19 November 2016, attracting around 1,200 students, parents and secondary school career teachers to participate in a variety of activities. The event was kicked off by President Simon S M Ho, School Deans and other College representatives, sharing the latest information on the College's development.

The focused events included a feature talk on "Selection Strategies of Undergraduate Programmes" delivered by Dr Esther Ho Yuk-fan, Vice-Chairperson of Hong Kong Association of Careers Masters and Guidance Masters, exhibitions, seminars, workshops and demonstrations of different academic programmes. Visitors also met with HSMC scholars, students and alumni to learn more about individual programmes, admission requirements, career guidance, scholarships, exchange and internship opportunities at sharing sessions organised by different Schools and departments.

Guided campus tours and game booths gave the visitors a closer look at the state-of-the-art facilities and showcased the varied and energetic life of students on campus and in the Residential Colleges.



President Ho introduced the latest information on the College's development.
何順文校長介紹學院最新發展

恒管一年一度的重要盛事—恒管資訊日於2016年11月19日圓滿舉行。何順文校長當天聯同學院院長及其他恒管代表，向約1,200名學生、家長及中學老師介紹學院的最新發展。

資訊日的重點活動包括由香港輔導教師協會副主席何玉芬博士主講的「大學選科攻略」講座，以及展覽、課程講座、工作坊及課堂體驗等。參加者亦可透過由個別學院及部門安排的簡介會，與恒管教授、同學和校友面談，查詢課程特色、入學要求、就業輔導、獎學金、海外交流及實習機會等資料。

學院又安排到訪者參加校園導覽及攤位遊戲等，讓他們了解校園先進設施，以及感受多采多姿、滿有活力的校園及學生住宿書院生活。



- 1 Dr Esther Ho, Vice-Chairperson of Hong Kong Association of Careers Masters and Guidance Masters, delivered a feature talk 香港輔導教師協會副主席何玉芬博士主講講座
- 2 Exhibitions of different academic programmes 課程展覽
- 3 Workshop 工作坊



A ribbon-cutting ceremony marked the opening of the VRBD Centre
剪彩儀式標誌著虛擬實境及大數據分析中心的開幕

Opening Ceremony of Virtual Reality and Big Data Analytics Centre cum Virtual Reality Forum 虛擬實境及大數據分析研究中心開幕儀式暨虛擬實境座談會

The Opening Ceremony of the Virtual Reality and Big Data Analytics Centre cum Virtual Reality Forum was held on 6 October 2016. The Centre has been established to enhance the development in teaching and research, with the support of a fully immersive and interactive visualisation system. This VR system provides vivid stereoscopic 3D view of scenes touching various disciplines, such as supply chain operations, geometrical theories, financial modelling, healthcare logistics operations and cultural preservation.

The memorable event started with a welcoming speech by President Simon S M Ho, followed by Assistant Professor Eugene Wong's sharing of the development of the VRBD Centre. At the same Ceremony, Mr Philip Kong, Chief Operating Officer of Virtual Reality Technology Holdings Limited and Vice-President of 3Glasses, Dr Henry Lau, Associate Professor of The University of Hong Kong, and Professor Desmond Hui of HSMC participated in a Forum on "How Virtual Reality Impacts our Future Business and Daily Life", sharing their technological insights and social & ethical views on virtual reality.

After that, an opening ceremony of the VRBD Centre was held. Guests, staff and students participated in an experiential session to get a taste of the state-of-the-art 3D immersive and interactive VR system.



Guests experienced the VR CAVE system of the Centre
嘉賓體驗中心的虛擬實境系統

虛擬實境及大數據分析研究中心開幕儀式暨虛擬實境座談會於2016年10月6日假恒管校園舉行。該中心建立了一個沉浸式虛擬實境模擬系統，提供可視化的互動三維立體景象，加強與支持教學和科研的發展。系統能有效應用於教授供應鏈產業的運作、幾何理論、金融建模、文化保育及醫療保健物流作業等。



"How Virtual Reality Impacts our Future Business and Daily Life" Forum
《虛擬實境將如何影響未來商業與生活》座談會

何順文校長首先致歡迎辭，再由黃彥璋博士介紹虛擬實境及大數據分析研究中心的發展。接著，由虛擬現實科技有限公司首席營運總監及3Glasses副主席江宗澤先生、香港大學劉應機教授及恒管許焯權教授，於《虛擬實境將如何影響未來商業與生活》座談會分享有關的技術發展趨勢，以及其對社會和倫理觀念的影響。

其後，一眾嘉賓主持虛擬實境及大數據分析研究中心的開幕儀式，嘉賓、教職員和學生並參加了虛擬現實體驗工作坊。

“Along with the President” Series #6: Hiking Trip to Sai Kung 「與校長同行」系列六：西貢遠足遊



Off we go from Ma On Shan
由馬鞍山整裝出發

President Simon S M Ho, Mrs Ho, students and colleagues enjoyed the fun of hiking on 20 November 2016 in the “Along with the President” activity. Participants took 4 hours to hike up the Ma On Shan Country Trail to Sai Kung Town, examining the scenic beauty of nature and sharing with President Ho bits and pieces of their university life at HSMC.

「與校長同行」系列遠足遊於2016年11月20日舉行。何順文校長和夫人與同學及同事由馬鞍山出發，以四小時抵達西貢市中心。旅途上，同學一邊享受大自然之美景，一邊與何校長分享大學生活的點滴。



Group photo at Ngong Ping Viewing Platform
昂坪觀景臺合照

The Accreditation Visit – Provisional Full Exemption from PQE of CILTHK 香港運輸物流學會專業考試豁免評審



Panel members took photo with Vice-President Y V Hui (Academic and Research), Dean Lawrence Leung, School of Decision Sciences, and SCM Programme Team
評審小組與副校長（學術及研究）許溢宏教授、決策科學院院長梁志堅教授及供應鏈管理課程團隊合照

供應鏈及資訊管理學系之供應鏈管理工商管理（榮譽）學士課程於2015年10月獲香港運輸物流學會授予暫準專業考試豁免，是繼早前成功獲得香港物流協會認可後，本課程再為國際級的專業學會所認可。學會於2016年11月17日安排了一次評審和實地考察，評審小組參觀了決策科學科技實驗室及虛擬實境和大數據分析研究中心，對團隊的努力以及供應鏈管理及資訊管理學系於課程上之貢獻表示肯定。

是次獲得考試豁免反映我系的供應鏈管理課程已達到他們的專業考試的學術水平，並有助我們的同學日後申請成為香港運輸物流學會的特許會員，鞏固他們在物流運輸界的專業地位。

Further to the granting of Provisional Full Exemption from the Professional Qualifying Examinations (PQE) of the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) in October 2015, the representatives of CILTHK paid a site visit on 17 November 2016 and a full exemption is expected to be granted upon this visit.

The granting of full exemption means that our programme meets the academic standard of their PQE, thus facilitating our students to become the Chartered Members (CMILTs). We are certain that it will enrich their professional knowledge and improve their career development in the logistics and transport industries.



SCM colleagues took photo with SCM students and graduates after the accreditation visit
供應鏈管理學系教員與同學及畢業生於評審考察後合照

Release of the “Impact of Cabotage Relaxation and PRD Competition to Hong Kong’s Maritime Logistics Industry” Report

「放寬沿海運輸權管制及珠三角競爭對香港海運物流業的影響」研究報告發表

The Department of Supply Chain and Information Management met with the media on 10 November 2016 with a preview of the report “Impact of Cabotage Relaxation and PRD Competition to Hong Kong’s Maritime Logistics Industry”, which examines the challenges facing Hong Kong maritime logistics industry and the recommendations.

The research team (Prof Lawrence Leung, Dr Collin Wong, Dr Eugene Wong, Dr Yue Wang and Dr Daniel Mo) warn in the report that a full relaxation of Mainland China’s Cabotage rules could deal a serious blow to Hong Kong’s container freight industry. In a critical examination of the challenges facing Hong Kong’s maritime logistics industry, the report projects that in the worst-case scenario, Hong Kong could lose all transshipment involving the non-PRD region. In terms of 2015 figures, the projected loss translates to 2.4 million TEU, or a 14% decrease of Hong Kong’s total throughput, which will compound the already difficult state of Hong Kong’s freight industry.

The report gives a detailed analysis on the impact and consequences when relaxing the Cabotage policy at a national level. It recommends the Hong Kong Government to further strengthen cooperation with PRD regions to create synergies and to explore collaborations between stakeholders in Hong Kong and PRD.



From left: Dr Eugene Wong, Dean Lawrence Leung, Dr Collin Wong and Dr Daniel Mo
研究團隊（左起）：黃彥璋博士、梁志堅院長、黃惠虹博士及巫耀榮博士



From left: Dr Yue Wang, Dr Daniel Mo, Dr Collin Wong and Dr Eugene Wong
研究團隊（左起）：王越博士、巫耀榮博士、黃惠虹博士及黃彥璋博士

供應鏈及資訊管理學系於2016年11月10日與傳媒會面，發表題為「放寬沿海運輸權管制及珠三角競爭對香港海運物流業的影響」的研究報告，勾畫行業面臨的挑戰及建議對策。在場記者踴躍提問，參與討論，與學系的研究團隊交流意見。

研究團隊（梁志堅教授、黃惠虹博士、黃彥璋博士、王越博士及巫耀榮博士）在報告中指出，國家若全面開放沿海運輸權，對香港貨櫃運輸業將帶來沉重打擊。在最嚴峻的情況下，香港將損失珠三角地區以外所有的轉口貨運量。以2015年的吞吐量計算，損失可高達240萬箱或全部貨量的14%，令香港的貨運業雪上加霜。

報告詳細分析放寬沿海運輸權管制的影響和後果，提議香港政府必須進一步加強與珠三角區域的合作，協同發展；香港和珠三角的相關持份者應加強合作，促進珠三角進口發展，並在巨大的電子商貿市場分一杯羹。

New Degree Programme Accreditation and On-site Visit by HKCAAVQ

評審局新學位學程評審及實地考察

The on-site visit for the new Learning Programme Accreditation for Bachelor of Science (Honours) in Actuarial Studies and Insurance (BSc-AIN), and Bachelor of Arts (Honours) in Cultural and Creative Industries (BA-CCI) was conducted by Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) on 2-4 November 2016. The final report shall be received in January 2017.

香港學術及職業資歷評審局評審小組於2016年11月2至4日到學院為精算及保險（榮譽）理學士及文化及創意產業（榮譽）文學士兩個新建議課程進行評審及實地考察。最終報告將於2017年1月收到。

Agreement Signing Ceremony of Hang Seng Management College and the State Language Commission for Conducting the PSC Exam

恒管與國家語委普通話與文字應用培訓測試中心續簽合作協議



Hang Seng Management College and the State Language Commission signed the extended contract
恒管與國家語言文字改革委員會普通話與文字應用培訓測試中心簽署新一輪合作協議

HSMC and the State Language Commission extended their contract to another five years on the collaboration of conducting the Putonghua Proficiency Exam (PSC) in Hong Kong on 28 October 2016. President Simon S M Ho and Mr Zhang Shiping, Director of the Test and Training Center of Applied Linguistics and Putonghua of the State Language Commission,

signed the contract at the twentieth anniversary for the implementation of the PSC Exam in Hong Kong.

The Putonghua Education and Assessment Centre of the HSMC has been offering various courses to help candidates prepare for the PSC exam since 2013. These courses include "Preparation Course for the PSC Exam" and "Training on Putonghua Recitation and Adjudication." The Centre has also conducted the PSC exam for six times, having up to a thousand participants. 97% of them have reached the standard specified by HSMC for graduation.

恒管何順文校長與國家語言文字改革委員會普通話與文字應用培訓測試中心張世平主任，於10月28日在「國家普通話水平測試在香港開展20週年紀念論壇」上簽署了新一輪為期五年的普通話培訓測試合作協議。

恒管普通話培訓測試中心自2013年成立以來，提供「普通話測試試前輔導班」及「普通話朗誦技巧及評判訓練」等多個培訓課程；並舉辦了六屆「普通話水平測試」，測試人數近千人，其中97%達到恒管普通話出關試標準。

The 4th HSMC President's Reception for Parents, Teachers & Students

第四屆恒管「相聚在恒管-家長·師生交流日」

To enhance parents' understanding of the College and student life, the 4th President's Reception for Parents, Teachers and Students was held on 8 October 2016. During the Reception, President Simon S M Ho introduced HSMC's unique "Liberal + Professional" education model and its latest development to over 250 parents, students and guests. Guided campus tours, conducted by student ambassadors, as well as parallel sharing sessions with professors were arranged for participants to learn more about the College's rapid growth and expansion.



President Ho introduced HSMC's unique "Liberal + Professional" education model
何順文校長分享學院獨特的「博雅+專業」教育模式



Parents and students filled up the Fung Yiu King Hall
馮堯敬堂座無虛席

為促進家長和校方的交流及分享學院的最新發展及學生生活，恒管於2016年10月8日舉辦了第四屆「相聚在恒管-家長·師生交流日」，逾250名家長、學生及嘉賓參加。何順文校長分享了恒管獨特的「博雅+專業」教育模式及學院最新發展。參加者與教授們交流，並參與由學生大使帶領的校園導賞遊，加深認識恒管的迅速發展。

Professor John Minford is awarded the Medal for Excellence in Translation by the Australian Academy of the Humanities (AAH) 閔福德教授榮獲由澳洲人文學院頒發之 Medal for Excellence in Translation 獎項

Professor John Minford, HSMC's Sin Wai Kin Distinguished Professor of Chinese Culture and Translation, was awarded the Medal for Excellence in Translation by the Australian Academy of the Humanities (AAH) by the Australian Academy of the Humanities. The AAH Medal for Excellence in Translation is awarded for an outstanding translation into English of a work of any genre, from any language or period, by an Australian translator. The ceremony was held in Melbourne on 18 November 2016.

Professor John Minford is a world-renowned sinologist and literary translator. His translation works include *The Story of the Stone* 紅樓夢, *Pu Songling's Strange Tales* 聊齋誌異, *Sunzi's The Art of War* 孫子兵法 and, *the I Ching* 易經.

恒管翻譯學院閔福德教授榮獲由澳洲人文學院頒發之 Medal for Excellence in Translation 獎項，他現為恒管冼為堅卓越教授（中國文化與翻譯）。此獎項旨在表揚優秀之翻譯作品，鼓勵傑出之澳洲翻譯家。原作之體裁、語言及撰寫時期均無限制。頒獎典禮已於2016年11月18日在墨爾本舉行。



Professor John Minford
閔福德教授

閔福德教授為享譽國際之漢學家及文學翻譯家，譯作包括《紅樓夢》(The Story of the Stone)、蒲松齡的《聊齋誌異》(Strange Tales)、《孫子兵法》(The Art of War) 及《易經》(I Ching)。

Career Leap Club & BBA-CG student won the Classified Post's "Shadow a CEO Programme" Career Leap Club及企業管治工商管理同學成功入選 Classified Post 「Shadow a CEO Programme」

Law Cheuk Kit, Andrew (BBA-CG, Year 3) has won the "Shadow a CEO Programme" organised by the Classified Post, SCMP. Andrew is one of the 8 elite students among hundreds of applicants in Hong Kong who has been selected after a competitive screening process. The candidates have the chance to shadow business leaders from renowned companies.

With a keen interest in the aviation industry, Andrew has been assigned to shadow Mr Stanley Yau, Director of Human Resources & Administration of Hong Kong Airlines, for three days in December 2016 and January 2017. He will attend internal meetings with senior executives and management trainees, and visit check-in counters, VIP lounge, airport briefing office, cockpit and cabin to have a closer look and better understanding of the operational procedure, organisational structure and work culture of the company.



Mr LAW Cheuk Kit Andrew, (BBA, Year 3) is the member of Career Leap Club
企業管治工商管理三年級學生羅卓傑同學為 Career Leap Club 成員

恒管企業管治工商管理三年級學生羅卓傑從數百名申請者中脫穎而出，與另外7位優秀學生成功入選由南華早報旗下 Classified Post舉辦的「Shadow a CEO Programme」。該計劃讓學生成為企業管理層的「影子」三天，跟隨及觀察其日常工作，並了解相關行業發展。

羅卓傑對航空業素有興趣，主辦單位將安排他於2016年12月至2017年1月期間，跟從香港航空人力資源及行政總監 Mr Stanley Yau學習三天。羅卓傑將參與該公司管理層內部會議、參觀機場登機櫃檯、貴賓休息室、飛行講解室和駕駛艙等，以及了解其營運模式、架構和文化。他期望能多認識企業管治方面的工作，為自己的未來發展做好準備。

Students from the School of Communication won top prizes in 2015-16 Campus News Awards

傳播學院同學勇奪多個校園學報新聞獎



Group photo of teachers and students from the School of Communication
恒管傳播學院老師與得獎學生合照

Students from the School of Communication of HSMC won top prizes in 2015-16 Campus Newspaper Awards. Organised by China Daily Hong Kong Edition, the Awards received over 600 entries from 28 universities, from Hong Kong, Mainland China, Taiwan and Macao, with government officials, journalism professors and media professionals acting as adjudicators.

Dean Scarlet Tso of the School of Communication, faculty members and students of HSMC were invited to the Awards Presentation Ceremony, which was held in Hong Kong Convention and Exhibition Centre on 17 November 2016. Mr John Tsang Chun-wah, JP, Financial Secretary of HKSAR Government, was the officiating guest of the Ceremony.

Final results were announced in the ceremony. Students from the School of Communication of HSMC have won various awards.

2015-16 Campus Newspaper Awards – Winners of HSMC SCOM 2015-16 年校園學報新聞獎 – 恒管傳播學院得獎作品

Award 獎項	Works 作品	Student Name 學生姓名
Best in Overall Design – Winner 最佳學報設計 – 冠軍	Enlightenment Post (Volume 11) 傳新報第11期	歐振威 江秀慧 鍾世文
Best in News Video Reporting – 1st Runner-up 最佳新聞視頻 – 亞軍	大埔單車先導計劃	張雁晴 盧翠瑜 黃樂怡 羅嘉倩 李曉丹
Best in News Page Design – 1st Runner-up 最佳版面設計 – 亞軍	串流音樂 音樂人的靈丹或毒藥?	林曉欣 鄧亦斯 黎祖輝
Best in Headline Writing – Winner	City hunters prowling around ruins	Lai To (黎洵)
Best in Feature Writing – 2nd-Runner-up	City hunters prowling around ruins	Lai To (黎洵)

恒管傳播學院學生在「2015-16年校園學報新聞獎」比賽中脫穎而出，奪得多個大獎，成績驕人。比賽為《中國日報（香港版）》主辦，由來自兩岸四地的政商界精英、新聞系教授及資深傳媒人士組成的評審團，從香港、內地、台灣及澳門共28所傳播院校的600多份學生作品中，嚴謹選出最優秀隊伍。

大會於2016年11月17日假香港會議展覽中心舉行頒獎典禮，由香港特別行政區政府財務司司長曾俊華先生主禮，恒管協理副校長（傳訊及公共事務）兼傳播學院院長曹虹教授亦帶領學院老師及學生出席。

比賽結果即場公佈，恒管傳播學院學生於不同獎項類別均奪得優異成績。



Scenes at the ceremony
頒獎典禮花絮

BBA students won Silver Medal Awards at the “Chuang Qing Chun” National Entrepreneurship Competition 2016 商學院學生榮獲「創青春」全國大學生創業大賽2016銀獎

Two students from BBA, including Lo Wai Hong, Ares (Year 3) and Mok Ka Chun, Ian (Year 4) won the silver medal award under the Business Proposal Category in the “Chuang Qing Chun” National Entrepreneurship Competition 2016. The Competition, renowned as the inter-college “Olympic Games” in its field in China, had nominated impressive proposals out of the 110,000 preliminary entries from over 2,200 nationwide institutions for the final contest.

Ares Lo and Ian Mok competed with the 399 distinguished entries among 220 institutions at the University of Electronic Science and Technology of China in Sichuan during 15 to 20 November 2016. Their winning proposal was “House Cook”, which is a mobile application pairing up cooks and on-site cooking services.



(Left to right) Mr MOK Ka Chun Ian and Mr LO Wai Hong Ares
(左至右) 莫家俊同學及盧偉康同學



Two students held exhibitions on their business proposal “House Cook”兩位同學於展覽區推廣其創業計劃「屋煮」

恒管商學院三年級生盧偉康與四年級生莫家俊於「創青春」全國大學生創業大賽2016脫穎而出，勇奪銀獎。被譽為中國學界「奧林匹克」的「創青春」全國大學生創業大賽享負盛名，是屆大會於全國2,200多所院校共110,000份初賽作品中選出佳作晉級決賽。

兩位學生組成隊伍，以「屋煮」這個創業計劃成功躋身決賽，於2016年11月15日至20日遠赴四川之電子科技大學，與來自全國220所院校學生的399份決賽作品競逐殊榮。「屋煮」是一個配對廚師與上門烹調服務的手機應用程式，以共享經濟為運作理念。

Chartered Institute of Procurement & Supply (CIPS) CIPS Best Student Awards 2016

英國皇家採購與供應學會卓越學生頒獎典禮2016

The CIPS Best Student Awards presentation ceremony was held at the Chartered Institute of Procurement & Supply (CIPS) HK Conference on 28 October 2016. The Department of Supply Chain and Information Management nominated three SCM Year-4 students to the award-selection panel. Students were required to submit a written essay on the topic of “How Procurement can add value to an organisation, in what ways”. They also had to take part in an interview to discuss various aspects of the procurement and supply chain profession with the panelists.

英國皇家採購與供應學會卓越學生頒獎典禮 2016 已於 2016年10月28日進行。供應鏈管理學系早前提名三位就讀供應鏈管理工商管理（榮譽）學士課程四年級之同學參加甄選。同學需撰寫與採購相關之論文，亦要通過甄選委員會之面試，就有關採購及供應鏈的專業作個別討論。三位同學於大學生組別均獲得卓越成績。



Dean Lawrence Leung, School of Decision Sciences, took photo with the three awarded students (from left to right: Dean Leung, Kelvin Wong, Phoebe Wong, Alice Tsang)

決策科學學院院長梁志堅教授與三位獲獎同學合照
(左起：梁志堅教授、黃建章、黃泳翹、曾慧嫻)



Dr Collin Wong, Head of SCM Department, Dr Stephen Ng and Dr Daniel Mo took photo with the three awardees

供應鏈及資訊管理學系系主任黃惠虹博士、吳志雄博士及巫耀榮博士與獲獎同學合照

Award 獎項	Student Name 學生名稱
Certificate of Merit	黃建章 Wong Kin Cheung, Kelvin (SCM, Year 4)
Certificate of Appreciation	曾慧嫻 Tsang Wai Sheung, Alice (SCM, Year 4)
Certificate of Appreciation	黃泳翹 Wong Wing Kiu, Phoebe (SCM, Year 4)

3rd session of College Assembly – Starting With Coffee 第三次學院週會 – 從咖啡說起

The third session of HSMC College Assembly 2016-17 was held on 10 November 2016. Mr Simon Peh Yun-lu, Commissioner, Independent Commission Against Corruption, was invited to share on the topic: "Starting With Coffee". The discussion between Mr Peh and President Simon S M Ho provoked audience's interest.

2016至17年度第三次學院週會於2016年11月10日舉行，是次邀請得廉政專員白韞六先生擔任嘉賓講者，主題為「從咖啡說起」。白專員與主持何順文校長的討論氣氛熱烈，引起出席師生的積極投入。



Enthusiastic atmosphere in the discussion
討論氣氛熱烈



Group photo with ICAC Students Ambassadors
與廉署學生大使合照

Inter-Residential College Competition: Tug of War 恒生管理學院賽馬會住宿書院院際拔河比賽



Representatives participated in the competition
健兒們投入比賽

2016-17年度住宿書院院際拔河比賽已於2016年11月10日於康樂活動中心舉行，各書院及元舍堂均派出由8名宿生組成隊伍參賽。

每位代表均傾盡全力為所屬的住宿書院爭光，而住宿書院院長、副院長、導師及一眾宿生亦落力為健兒們打氣。經過一番激烈的比拼，康活書院先拔頭籌，取得首個院際比賽冠軍，綠延書院屈居亞軍，季軍及殿軍則分別由元舍堂和樂群書院取得。

The Inter-Residential Colleges competition, Tug of War 2016-17, was held on 10 November 2016 at the Sports and Amenities Centre. Each Residential College and the Old Hall formed a team of 8 to join the competition.

All representatives gave their utmost to win glory for their Colleges. The Residential Colleges Masters, Associate Masters, tutors and student residents were excited to boost the morale of their teams. After some good pulling, Wellness College came out as the champion while the first runner-up went to Evergreen College, followed by the second runner-up went to Old Hall and the third runner-up went to Amity College.



Prize Presentation and Group Photo
頒獎及團體照

8th Careers Mentorship Programme Kick-off Ceremony 第八屆職業導師計劃啟動禮

The 8th Careers Mentorship Programme was officially kicked off on 5 November 2016. Acting Vice President Tom Fong (Organisation and Development), delivered a welcoming remarks and introduced HSMC's recent development to over 100 Careers Mentors and Mentees. Mr Simon Leung, Careers Mentor, together with two of his mentees, shared the memorable experience for the past year.



Acting Vice President Tom Fong (Organisation and Development) gave welcoming remarks
署理副校長（機構發展）方永豪博士致歡迎辭



Group Photo
大合照

職業導師計劃踏入第八週年，過百位職業導師及學員於2016年11月5日參與本年度計劃的啟動禮。署理副校長（機構發展）方永豪博士為啟動禮致歡迎辭及簡介學院的最新發展。職業導師梁牧群先生和他的兩位學員分享了過去一年他們難忘的經歷。

Residential College Life Education Programmes 住宿書院生活教育計劃

In order to provide an ideal living and learning integrated community for students, different themes were set for the activities initiated by the Residential Colleges. These activities included watching Halloween movie and discovering haunted house at Mosaic College, offering opportunities for students to learn from each other's culture. Other series of events, such as yoga classes held by Wellness College to enhance self-awareness of the unity of body, mind and spirit; volunteer services partnered with Principal Chan for the deprived youth by Amity College; an "Organic Farm" workshop held by Evergreen College to witness the harvest festival in late October.

The Inter-Residential Colleges competition, tug of war, was held on 10 November 2016 at the Sports and Amenities Centre, building up a stronger sense of belonging towards their residential colleges. General Education course was also held at one of the communal rooms, offering non-residential students experience a taste of residential life.



Organic farming
有機耕作



為提供一個理想的居住和學習結合環境，各書院均舉辦不同的主題活動。博文書院於萬聖節精心佈置鬼屋並播放驚悚電影，讓同學認識不同文化；為配合其健康生活主題，康活書院定期舉辦瑜珈班，提升學生身心靈的發展；樂群書院則邀請陳茲校長合作，為基層的青少年提供義教服務；綠延書院的舉辦有機耕作坊，讓同學體驗農耕樂趣，更於十月底首次親身經歷收割成果。

院際拔河比賽已於2016年11月10日於康樂活動中心舉行，讓同學建立團隊合作精神及加強彼此聯繫。此外，書院的其中一間活動室更安排舉辦通識教育課，讓非宿生也能感受住宿書院的文化氣氛，營造共住共學的社區。

International Day 2016 國際日2016



All students and staff spent a happy afternoon together on the International Day
學生及教職員歡聚共度「國際日2016」

Over 120 local, non-local and international exchange students gathered to celebrate the first-ever HSMC International Day 2016 on 5 October 2016. Presented by Student Affairs Office, the event aims at promoting internationalisation on campus and encouraging students to embrace cultural diversity.

The atmosphere was festive, with game booths prepared by exchange students and their buddies to introduce their traditions and cultures. Students were invited to share their exchange experience. Acting Vice-President Tom Fong (Organisational Development) cum Chairperson of the Academic Exchange Committee, delivered an opening remarks. Both students and staff enjoyed the day, among them were Ms Rebecca Chan, Director of Student Affairs, and the Residential Colleges Masters. The finale consisted of a Jump Rope Competition and a traditional Dutch game "Stolen Dans" led by the exchange students. The day was concluded with laughter and excitement.

為促進恒管國際化，增強校園多元文化的交流，學生事務處於2016年10月5日舉辦第一屆「國際日2016」，吸引了120名本地學生、外地學生及國際交流生參與。

當日節目豐富，除了有國際交流生設置的遊戲攤位，展現不同國家文化特色外，也有本地生及國際交流生分享他們出國交流的經驗。署理副校長（機構發展）暨學術交流事務委員會主席方永豪博士為是次活動致辭。出席活動的學生事務總監陳寶瑜女士、各住宿書院院長及一眾職員，與同學歡聚一堂。同場還舉行了跳大繩比賽及由兩位國際交流生帶領的傳統荷蘭遊戲——Stolen Dans，活動在一片興奮和歡愉的氣氛中結束。



Game booths designed by exchange students and their buddies
交流生及本地生合力設置攤位遊戲

International Films 電影學堂

Arts at HSMC and Hong Kong International Film Festival Society (HKIFFS) jointly presented three international movies on campus in November: French family comedy *All Three of Us*, American sports documentary *Meru*, and Taiwanese inspirational narrative *Touch of the Light*. All of them were well-received by our staff and students, who seized the opportunities to exchange ideas with seasoned film critics in post-screening talks. What's more, limited complimentary tickets of the classic Japanese film, *Miss Oyu*, on 4 December 2016 and the legendary Hitchcock film, *Spellbound*, to be shown on 15 January 2017 off-campus, have been reserved specially for HSMC staff and students to impeccably wrap up International Films@HSMC.

「文藝在恒管」聯同香港國際電影節協會於11月安排放映三場免費電影：法國家庭喜劇《齊齊整整我們仨》、美國運動紀錄片《登上須彌山》和台灣勵志片《逆光飛翔》，廣受師生歡迎。欣賞電影之餘，更邀請資深影評人作映後談，與現場觀眾即席交流。除此之外，本活動更送出限量門票，讓恒管師生於校園外延續電影世界的餘韻，免費欣賞於12月4日放映的日本經典電影《阿遊小姐》，和2017年1月15日放映的殿堂級希治閣電影《意亂情迷》，為「電影學堂在恒管」寫下完滿的句號。



Seasoned film critic, Mr Lawrence Lau, speaking to the audience after *All Three of Us*
資深影評人劉嶽先生於《齊齊整整我們仨》播映後與恒管師生交流

All About Family by Pants Theatre Production 一條褲製作演出《論盡一家人》論壇劇場



A scene about conflicts in the society
演員以形體動作表現社會中矛盾衝突的一幕



A student (far right) took over the mother's role on stage with changed action
同學（右一）即席出演媽媽一角，為該幕帶來不一樣的結局

Arts at HSMC presented the first show of the touring forum theatre – *All About Family* by Pants Theatre Production at the Auditorium on 1 November 2016. This dynamic performance induced the audience to reflect on family relationships and communication with three scenes of everyday lives and feuds of a family. The “Joker”, who acted as a facilitator and outsider, invited members of the audience to share their views and replay the scenes they had selected with changed actions. The audience became “spect-actors” who were enabled to change the situations for alternate outcomes. Through discussions and the audience's participation, the drama examined how family relationships could be improved with better communication and also attempted to explore the possible factors that have added to the conflicts arisen in the Hong Kong society in recent years.

「文藝在恒管」於2016年11月1日晚上在利國偉教學大樓演藝廳上演《論盡一家人》論壇劇場，由一條褲製作創作及演出，為該劇巡迴展演的首場。劇中的五人家庭，通過演員充滿活力和互動的演繹方式，先上演三幕生活化的家庭爭執情節，繼而由「丑客」（Joker）以局外人的角度引領觀眾分享他們的看法，以及可緩和劇中家庭衝突的建議。四位觀眾即席分享，隨後更代替演員擔演所選角色，演繹他們心目中可化解矛盾的方案，成為論壇劇場中的「觀演者」（Spect-actor）。本劇通過討論和觀眾參與演出，探討家庭溝通的理想手法，也探視可能構成近年香港社會中矛盾衝突的種種原因。

ARtscape Cruising, New Vision Arts Festival Exhibition 2016 新視野藝術展「藝景穿梭」



“Mini ARtscape” Exhibition
「藝術迷你聯」展覽結合藝術與擴增實境

The augmented reality exhibition project ARtscape Cruising of the 2016 New Vision Arts Festival Exhibition was held from 14 to 21 October 2016 on the ground floor of Lee Quo Wei Academic Building. Organised by the Leisure and Cultural Services Department (LCSD) of the Government of HKSAR and supported by Arts at HSMC, the mini ARtscape exhibition introduced new music, contemporary dance and inclusive art to the HSMC staff and students.

由康樂及文化事務署舉辦，「文藝在恒管」支持的「藝景穿梭」互動展覽已於2016年10月14至21日在恒管利國偉教學大樓地下舉行。展覽結合藝術與擴增實境，帶領同學初探新音樂、當代舞和共融藝術，為校園生活帶來新趣味。



The exhibition explored the surreal artscapes of new music, contemporary dance and inclusive art
展覽聚焦探索新音樂、當代舞和共融藝術的風景

Water Margin by Hong Kong Theatre Works 香港戲劇工程演出《水滸》舞台劇

Arts at HSMC presented a drama adapted from *Water Margin*, one of the Four Great Classical Novels of Chinese Literature, by Hong Kong Theatre Works. Mr Hardy Tsoi, Director and Playwright, gave a brief on the historical background of the play and talked about his inspiration to make this adaptation before the show. Three actors, namely Mac Tu, Walter Leung and Edmond Kok, were casted in over 20 stage roles in the 60-minute performance adapted from seven excerpts of the classical novel. The narration, acting, gestures and costumes all contributed to bringing the audience back to the Song Dynasty to witness the outlaws in action. The audience seized the opportunity to have an interactive post-show discussion with Mr Tsoi on his invaluable experience as a director and playwright and the significance of the classical novel to contemporary audience.



Lu engaged in a fight to rescue Lam
《魯智深大鬧野猪林》的一節，魯為救林沖大打出手

由香港戲劇工程製作及演出的《水滸》舞台劇於2016年10月12日晚上在利國偉教學大樓演藝廳上演。舞台劇改編自中國古典四大文學名著之一的《水滸傳》，編劇及導演蔡錫昌在節目開首作演前導賞，為在場近百位觀眾介紹《水滸傳》的歷史背景及改編的創作靈感。本劇由三位演員擔綱：杜施聰、梁遠光和郭偉豪，於60分鐘的七段折子戲中共飾演20個人物角色，他們的「說書」技巧、演技、肢體動作和舞台服裝帶領觀眾到北宋年間，回顧綠林好漢的段段經歷。觀眾紛紛在劇畢的簡短講座中踴躍發問，蔡導演欣然地分享他創作的心路歷程和如何令演員發揮所長，更討論本劇對當代觀眾的意義。



Drunken Wu did not believe that there was a tiger on the mount
武松醉打店小二，不信他指景陽崗上有隻甲睛白額虎

School of Business 商學院

17/11/2016

Briefing Session for Enrolment of ITN3001 Field Experience (Job Placement) 2016/17
工商管理課程實習簡介會 2016/17**Topic 題目****Speaker 講者**

The Application Procedures for Internships Solicited via the College
自行申請實習計劃的詳情

Dr Lawrence Lo, Internship Coordinator of the BBA Programme, HSMC
恒管工商管理課程實習統籌主任羅永滔博士

Department of Accountancy 會計學系

20/10/2016

Mock Interview by Mazars CPA Ltd
模擬面試 – 瑪澤會計師事務所有限公司**Topics 題目****Speakers 講者**

1. Appropriate Skills for Group Interviews
適當的面試技巧

1. Mr Henry Lai
Practising Director of Mazars CPA Limited
瑪澤會計師事務所有限公司執業董事黎漢威先生

2. Current Affairs in the Hong Kong Society
香港社會時事議題

2. Mr Victor Lam, Manager of Mazars CPA Limited
瑪澤會計師事務所有限公司經理林尹韜先生

6/10/2016

Guest Lecture cum Networking with Tutors
客席講座 x 師生共聚**Topic 題目****Speaker 講者**

The Useful Tips on Job Applications and the Experience in the Accountancy Industry
申請職位的提示和會計行業的經驗

Ms Agnes Ip, Head of Recruitment of SHINEWING (HK) CPA Limited
信永中和（香港）會計師事務所有限公司
招聘總監葉畹茹女士

Department of Management 管理學系

22/10/2016

Business Experience Sharing Seminar Series 6 – Sales Coaching**Topic 題目****Speaker 講者**

Sales Tactics

Alex Tam, Sales Manager
General Trade Sales Department
Vitasoy International Holding Ltd

Department of Marketing 市場學系

24/11/2016

Marketing Lecture Series – Research Seminar

Topics 題目

Speakers 講者

1. Exploring the Prevalence and Execution of Brand Placements in Hong Kong Prime Time Television Programs

1. Dr Fanny Chan, Assistant Professor
Department of Marketing, HSMC
恒管市場學系助理教授陳芳怡博士

2. Motivating Loyalty Program Members toward Reward Pursuit: A Cross-Cultural Perspective

2. Dr Morgan Yang, Assistant Professor
Department of Marketing, HSMC
恒管市場學系助理教授楊鑫博士

3. Online Forum Design and Word-of-Mouth Effectiveness: Theoretical Propositions and Practical Implications

3. Dr Haksin Chan, Associate Professor
Department of Marketing, HSMC
恒管市場學系副教授陳克先博士

4. Factors that Influence the Development of Inter-Organisational Social Capital: An Empirical Investigation

4. Dr Tingting Xie, Assistant Professor
Department of Marketing, HSMC
恒管市場學系助理教授謝亭亭博士

27/10/2016

Distinguished Scholar Research Seminar Series III

傑出學人研討會系列III

Topic 題目

Speaker 講者

Food Security Status among Asian Countries: Differences and Determinants

Professor Zhang-Yue Zhou
College of Business, Law & Governance,
James Cook University, Australia

School of Communications 傳播學院

25/10/2016

The Tenth Academic Salon

第十次學術沙龍

Topic 題目

Speaker 講者

General Introduction to Internet Public Opinion in Taiwan and Efficient Internet Policy Marketing
台灣網絡民意簡介及互聯網市場營銷政策

Dr Lin Wei-Kuo, Associate Professor
Graduate School of Mass Communication &
Department of Communication Arts,
Fu-Jen Catholic University Taiwan
台灣輔仁大學大眾傳播學研究所暨影像傳播學系
專任副教授林維國博士

School of Decision Sciences 決策科學院

Department of Supply Chain and Information Management 供應鏈及資訊管理學系

15/11/2016

SCM Professional Talk – Contemporary Issues in Supply Chain Management

專業講座 – 現代供應鏈管理的挑戰與機遇

Topics 題目

Speakers 講者

1. The Challenges and Opportunities Behind One-click Shopping
鍵購物背後的挑戰和機遇

1. Mr Dan Choi, Deputy CEO of
Quantium Solutions International Pte Ltd
冠庭國際物流私人有限公司副行政總裁蔡永祥先生

2. The Electrification of Logistics Vehicle
物流車輛的電氣化的趨勢

2. Mr John Ma, Marketing Director
New Energy Vehicle Business Division of
China Dynamics (Holdings) Ltd
中國動力新能源汽車事務部市場總監馬南錦先生

Department of Mathematics & Statistics 數學及統計學系

24/11/2016

Symposium on Statistical Consulting and Business Analytics

Topic 題目

Inauguration Event for the Statistics Consultancy Unit

Speakers 講者

- Professor Kin LAM, Professor Emeritus Hong Kong Baptist University and Honorary professor, The University of Hong Kong
- Mr Kent CHU, Principal, C & C Corporation Ltd and Financial Adviser, IRIS Corporation Berhad
- Mr Nelson YIP, Chief Executive Officer EP Venture Company Ltd
- Mr Benny WONG, Head of Insights and Analytics International Markets, Cigna

17/11/2016

Symposia in Data Science

數據科學研討會

Topic 題目

Actuarial Science
精算學

Speakers 講者

- Professor H L Yang
Department of Statistics and Actuarial Science
The University of Hong Kong
香港大學統計及精算學系楊海亮教授
- Dr Xian Zhou, Associate Professor
Department of Applied Finance and Actuarial Studies
Macquarie University
澳洲麥覺理大學應用金融及精算學系副教授
周顯博士

3/11/2016

BSc-DSBI Career Talk on Data Analysis-Related Industries

數據科學及商業智能學就業講座 – 數據分析相關行業

Topic 題目

Practical Usage of Data Analysis on Job, and
Some Useful Career Information
實用數據分析與行業資訊

Speakers 講者

- Mr Alfred Au, Senior Consultant, EY
安永會計師事務所高級顧問歐佳坤先生
- Mr Dickson Pau
Junior Analyst, Ascender Capital Limited
初級分析員鮑卓辰先生
- Ms Ashley Yu
Quantitative Analyst, Value Partners Limited
惠理集團分析員余銘欣小姐
- Mr Nelson Siu
Business Associate, Fidelity International
富達國際Business Associate蕭亮康

20/10/2016

Symposia in Data Science

數據科學研討會

Topic 題目

Data Mining and Knowledge Recovery
數據挖掘與知識修復

Speaker 講者

Dr Alan Liew, Associate Professor
School of Information and Communication Technology
Griffith University, Australia
格里菲斯大學信息和通信科技學院副教授劉偉聰博士

6/10/2016

Application of Decision Science in Fin Tech Industry

Topic 題目

How Data Science Can Be Applied to Decision
Making in the Financial Technology Industry
數據科學在金融行業技術的應用

Speaker 講者

Mr Albert Lo, Vice President, Sales of TransUnion LLC
環聯資訊有限公司業務拓展副總裁盧柏龍先生

School of Humanities and Social Sciences 人文社會科學院

Department of Chinese 中文系

13/10/2016

The Third Departmental Seminar
中文系第三次學術講座

Topic 題目

Anxiety and Enlightenment:
Rereading the early works of Zhu Ziqing
啟蒙與焦慮—重讀朱自清的早期作品

Speaker 講者

Dr Kwok Sze Wing, Assistant Professor
Department of Chinese, HSMC
恒管中文系助理教授郭詩詠博士

12/10/2016

Seminar Series by Renowned Scholars and Celebrities (11)
名人學者講座系列 (十一)

Topic 題目

Chinese Language and the Transmission of
Chinese Culture
中文與中華文化的傳承

Speaker 講者

Professor Lee Long-shien, Chair and Professor
Department of Chinese Literature, National Taiwan University
國立臺灣大學中國文學系系主任李隆獻教授

Department of Computing 電子計算系

17/11/2016

Department of Computing Research Seminar
電子計算系學術講座

Topic 題目

Who Got the Better Brain
最強大腦 – 是人腦還是電腦

Speaker 講者

Dr Terrence Mak, Electronic and Computer Science
University of Southampton
英國南安普敦大學電子與計算機系麥穗冬博士

6/10/2016

Department of Computing Research Seminar
電子計算系學術講座

Topic 題目

Smart Mobile Health Systems: Experience with
Biological Rhythm Sensing and Wireless Privacy

Speaker 講者

Dr Guoliang Xing, Computer Science and Engineering
Michigan State University
美國密西根州立大學計算機科學與工程系邢國良博士

Department of English 英文系

10/11/2016

17th English Departmental Seminar

Topic 題目

Functions of Grammatical HAVE:
a Crosslinguistic Perspective

Speaker 講者

Dr LAM Tsz Kwan Charles, Assistant Professor
Department of English, HSMC
恒管英文系助理教授林子鈞博士

7/11/2016

16th English Departmental Seminar

Topic 題目

Writing the World

Speaker 講者

Professor Tom Lutz
Senior Professor of Creative Writing
The University of California and
Editor-in-chief The Los Angeles Review of Books

Department of Social Science 社會科學系

24/11/2016

2nd Colloquium of Department of Social Science

Topic 題目

From Umbrella Movement to Fish-ball Revolution:
A case study of "Glocalization" in Hong Kong

Speaker 講者

Dr CHAN Wing Ho Michael, Assistant Professor
Department of Social Science, HSMC
恒管社會科學系助理教授陳永浩博士

Department of Social Science 社會科學系

17/11/2016

1st Colloquium of Department of Social Science

Topic 題目

The Dilemma of Love

Speaker 講者

Dr WONG Muk Yan, Assistant Professor
Department of Social Science, HSMC
恒管社會科學系助理教授黃沐恩博士

Research Institute for Business 商學研究所

6/10/2016

WRDS Training Workshop 2016

沃頓商學院研究數據服務 (WRDS) 訓練工作坊 2016

Topic 題目

Introduction to the Datasets in WRDS Platform and
Some Fundamental Functions of WRDS
沃頓商學院研究數據服務平台介紹及其基本功能

Speaker 講者

Mr CHOW Sheung Chi Nikolai,
Research Institute for Business, HSMC
恒管商學研究所周尚志先生

Executive Development Centre 企管發展中心

18/11/2016

Leadership in Action V – Action Leaders

領導培訓課程系列V行動型領導

Topic 題目

Align Company Action with Strategic Direction
公司行動與戰略方向

Speakers 講者

- Dr Victor Ng, Senior Vice President of a Global Top 5 Bank
全球五大銀行高級副總裁吳明德博士
- Mr Sunny Cheung, Chief Executive Officer Octopus Holdings Limited
八達通控股有限公司行政總裁張耀堂先生
- Dr Shirley Yeung, Assistant Professor and Director of the Centre for Corporate Sustainability Development and Innovation, HSMC
恒管企業可持續發展及創新中心總監楊慕貞博士

28/10/2016

Leadership in Action III

企管發展中心的領導培訓課程系列III

Topic 題目

Servant Leadership – Leadership with Heart
僕人領袖學—從心出發之領導技巧

Speaker 講者

Mr Sunny Wong, Executive Director of Tibet Water Resources Ltd
西藏水資源 (5100冰川礦泉水) 執行董事王克勤先生

Centre for Teaching and Learning 教與學發展中心

3/11/2016

The First GE Salon

第一次通識沙龍

Topic 題目

The Little Prince
小王子的哲學之路

Speaker 講者

Professor Chow Po Chung
Department of Government and Public Administration
The Chinese University of Hong Kong
香港中文大學政治及行政學系副教授周保松教授

13/10/2016

Engaging Students Learning via Flipped Classroom

翻轉教室 – 如何引導學生學習

Topic 題目

A Practical Example of Flipped Classroom Implementation and Discussed the Benefits and Shortcomings of the Pedagogy
翻轉教室教學法上所作的研究計劃，計劃的實踐方法、研究結果和此教學法的心得及限制

Speaker 講者

Dr Eugenia Ng, College Registrar, HSMC
恒管學院教務長吳美華博士

The Association of Hong Kong Chinese Middle School
香港中文中學聯會

25/11/2016



A delegation of around 80 members of The Association of Hong Kong Chinese Middle School visited HSMC on 25 November 2016. President Simon S M Ho gave a talk on “Development of Higher Education in Hong Kong” to the guests. He stressed that education provides students opportunities not only to acquire degree and prepare for their first vocation, but also to develop values and the goal of life. Establishing all-round personalities, being enthusiastic and independent in learning, students could surely face challenges with confidence in future.

香港中文中學聯會（聯會）代表團於2016年11月25日到訪恒管。校長何順文教授以「香港高等教育發展前瞻」為題與嘉賓分享。何校長在演講中強調，本科教育的目的不僅是為了灌輸學生知識取得學位，也不僅是為了他們畢業後找第一份工作做準備。它更要讓學生建立價值觀及人生目標，可以有更完整的人格，並熱愛和自主學習，從而能夠自信地應付未來的挑戰。

Hertford College, Oxford University
牛津大學赫特福德學院

23/11/2016

Mrs Caroline Rice, Director of International Programmes, Hertford College of Oxford University, visited HSMC on 23 November 2016 to deliver a briefing session on Hertford College’s English Language and British Culture Programme in July 2017. Students interested in this summer programme can have the chance to discover Oxford and British Culture as well as develop English communication and presentation skills.

英國牛津大學赫特福德學院國際交流計劃總監Caroline Rice女士於2016年11月23日到訪恒管舉行簡介會，向學生介紹赫特福德學院明年暑期的「英語和英國文化專案」，提供學習機會，體驗牛津及英國文化，提升英語能力，擴闊視野。



Consulate General of Finland
芬蘭駐香港總領事館

22/11/2016



HSMC offers comprehensive exchange programmes to universities around the world to broaden students' international perspectives and enrich their study experience. To support student exchange activities and to promote cultural integration, HSMC has invited Mr Jari Sinkari, Consul-General of Finland, Mrs Johanna Manni, Consul and Mr Jaakko Hartikainen, Consular Services Coordinator from the General Consulate of Finland, Hong Kong to visit the College on 22 November 2016.

恒管積極鼓勵學生參與海外交流，豐富學習經驗，拓展視野。為了推動文化融合及學生交流活動，恒管於2016年11月22日邀請芬蘭駐香港總領事館總領事邢瑞先生、領事文旭蘭女士及簽證事務代表韓逸康先生到訪恒管。

Hong Kong Professional And Senior Executives Association
香港專業及資深行政人員協會

9/11/2016

Mr Chan Siu Hung, President of HKPASEA, together with Vice-Presidents visited HSMC on 9 November 2016. Vice-President Y V Hui (Academic and Research) briefed the delegate on HSMC’s latest development and exchanged ideas on educational issues. The HKPASEA delegate then toured various teaching and research facilities. Dr Patrick Poon, Member of the Board of Governors, and President Simon S M Ho hosted a luncheon to welcome the delegate. They looked forward to strengthened partnership in exploring business-academia collaboration.

香港專業及資深行政人員協會會長陳紹雄先生聯同多位副會長於2016年11月9日到訪恒管。副校長（學術及研究）許溢宏教授分享了恒管的最新發展，與代表團就教育事務交流意見。

HKPASEA代表團之後獲安排參觀各項教研設施。恒管校董潘榮昌博士及何順文校長設宴感謝代表團到訪，並期待今後與各界繼續保持聯繫，加強拓展商校合作計劃。



Wuhan College 武漢學院

29/10/2016

On 29 October 2016, the delegation from Wuhan College visited HSMC to exchange views and deepen future co-operations with the HSMC management. The delegation then toured the campus, including the Residential Colleges and other facilities. President Simon S M Ho hosted a luncheon for the guests after the meeting. The fruitful meeting nurtured good relationships and possible future co-operations.

武漢學院代表團於2016年10月29日到訪恒管，與恒管管理層交流，有助雙方未來發展。嘉賓隨後參觀恒管賽馬會學生住宿書院和各項設施，何順文校長與學院管理層邀請代表團午宴。此行讓恒管與武漢學院建立更好的合作關係，成果豐碩。



Consulate General of the Federal Republic of Germany 德國駐香港總領事館

18/10/2016



HSMC invited Mr Karsten Tietz, Deputy Consul General of the Federal Republic of Germany, to visit the College on 18 October 2016 to facilitate further collaborations in Germany. During the visit, Acting Vice-President Tom Fong (Organisational Development) and other HSMC representatives gave a warm reception to Mr Tietz while he shared his views on studying and living in Germany with our local students and exchange students. HSMC has been engaging in exchange activities in Germany since 2015.

恒管於2016年10月18日邀請了德國駐香港總領事館副領事Karsten Tietz先生到訪，與署理副校長（機構發展）方永豪博士及恒管代表會面，加強溝通。副領事更與本地學生及交流生會面，介紹德國的學習與生活環境。恒管自2015年起與德國各大學發展海外交流計劃。

Hamburg School of Business Administration 德國漢堡工商管理學院

3/10/2016

Mr Mike Fischer, a lecturer from Hamburg School of Business Administration, led a group of 20 students Germany to visit HSMC on 3 October 2016. They engaged in lively conversation with HSMC students about doing business in Hong Kong and Germany respectively. They were also introduced to the facilities of the College during a campus tour. The insitution has been a partner of HSMC since 2015.

德國漢堡工商管理學院導師 Mike Fischer 帶領20名學生於2016年10月3日到訪恒管。他們與恒管學生見面，先後介紹在德國及香港營商的環境及條件，同時參觀校園設施。恒管與漢堡工商管理學院自2015年起建立了合作夥伴關係。



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 2017

2017學術發展規劃集思會

6 January 2016 (Friday)
2017年1月6日 (星期五)

9:00 am - 5:30 pm

Regal Riverside Hotel
沙田麗豪酒店

Executive Development Centre 企管發展中心

Leadership in Action VI – “Leadership for Volunteer Organisations – Who Cares and Leads Effectively”

領導培訓課程系列VI之非牟利機構的領導技巧-關心他人的成功領導

14 January 2017 (Saturday)
2017年1月14日 (星期六)

10:00 am - 1:00 pm

Hang Seng Management College Campus
恒生管理學院校園

Student Affairs Office 學生事務處

The 4th College Assembly "Dream"

第四次學院週會「夢想」

19 January 2017 (Thursday)
2017年1月19日 (星期四)

2:00 pm - 3:30 pm

College Hall, 4/F Block M,
Hang Seng Management College
恒生管理學院M座4樓學院禮堂

The 2nd HSMC Athletic Meet

第二屆恒管陸運會

26 January 2017 (Thursday)
2017年1月26日 (星期四)

12:00 nn - 5:00 pm

Ma On Shan Sports Ground
馬鞍山運動場

HSMC Careers Fair

恒管招聘展覽會

28 February 2017 (Tuesday) &
1 March 2017 (Wednesday)
2017年2月28日 (星期二) 及
2017年3月1日 (星期三)

11:00 am – 5:00 pm

Auditorium, 2/F Lee Quo Wei Academic Building,
Hang Seng Management College
恒生管理學院利國偉教學大樓2樓演藝廳

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 and Academic Support Offices 2017

2017管理及行政人員集思會

25 January 2017 (Wednesday)
2017年1月25日 (星期三)

9:00 am - 5:00 pm

Courtyard by Marriott Hong Kong Sha Tin
香港沙田萬怡酒店

School of Communication 傳播學院

HSMC Business Journalism Awards Presentation Ceremony

恒管商業新聞獎頒獎典禮

13 February 2017 (Monday)
2017年2月13日 (星期一)

3:00 pm - 5:00 pm

Auditorium, 2/F Lee Quo Wei Academic Building,
Hang Seng Management College
恒生管理學院利國偉教學大樓2樓演藝廳

20.10.2016

HSMC – Foundation Inauguration Ceremony cum Fundraising Dinner

恒生管理學院 – 基金成立典禮 暨籌款晚宴



The *HSMC Newsletter* is published by the Communications and Public Affairs Office (CPAO) in every even month. If you have material 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》逢雙數月由傳訊及公共事務處出版，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。