

# HSMC

## Newsletter 恒管通訊

02 • 2017



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

HSMC – Foundation Secretariat 「恒生管理學院 – 基金」秘書處：

Advancement and Alumni Affairs Office 發展及校友事務處

Tel 電話：3963 5169 Fax 傳真：3963 5276

E-mail 電郵：foundation@hsmc.edu.hk

Website 網址：aaao.hsmc.edu.hk

Address: Room N405, Block N, HSMC, Hang Shin Link, Siu Lek Yuen, Shatin, N.T., Hong Kong  
地址：香港新界沙田小瀝源行善里恒生管理學院N座N405室

# Table of Contents 目錄

<b>Feature 專題報導</b>	<b>4</b>
<b>HSMC People 恒管人</b>	<b>6</b>
<b>Interview with Alumni 恒友匯 – 校友專訪</b>	<b>8</b>
<b>Campus News 校園消息</b>	
JINESS Kick-off Ceremony 英才網開幕典禮	10
Academic Trip in Taiwan 台灣學術訪問團	11
Symposium on Developing the Cultural and Creative Industries in Hong Kong and the Greater China Region 香港與大中華地區文化及創意產業發展研討會	12
2016 Graduation Ceremony 2016年度畢業典禮	13
Chinachem ECO-WALK 2017 華懋行2017	13
HSMC Marathon Team and HSMC Flag Presentation Ceremony 恒管馬拉松隊與授旗儀式	13
Shatin Arts and Cultural Promotion Briefing Session 2017 「傳新沙田」文化藝術推廣發佈會2017	14
HSMCSU Annual Dinner 2017 恒宴 2017	14
Computer-Assisted Telephone Interviewing Centre Open Day 電腦輔助電話調查中心開放日	14
The 2nd HSMC Athletic Meet 第二屆恒管陸運會	15
“Mobile Creative Space” – Mobile as a Promotion Medium” Marketing Sharing Talk 「創意移動空間」講座	15
College Assembly 2016/17 – Session #04 Dream 2016/17第四次學院週會 – 夢想	15
Annual Staff Retreat for Heads and Senior Staff of Administrative and Academic Support Offices 2017 管理及行政人員集思會2017	16
HSMC and HSSC Alumni Association held its Third Annual General Meeting 恒管暨恒商校友會舉行第三屆會員周年大會	16
HSMC Admission Talk 恒管升學講座	16
Annual Academic Planning Retreat 2017 年度學術策劃退修2017	17
HSMC Teaching Excellence Awards Sharing Seminar I 2016/17 恒生管理學院卓越教學獎-2016/17年度教學分享研討會 (一)	17
6th World Business Ethics Forum 第六屆商業道德論壇	17
Learning Programme Re-accreditation (Re-LPA) for Bachelor of Arts in English (Honours) Programme 英國語文 (榮譽) 學士課程覆審順利完成	18
Programme Area Accreditation (PAA) for Mass Media and Communications, Journalism and Public Relations 大眾傳媒及傳播、新聞及公共關係學科範圍評審資格獲確認	18
Pursuing Assessment Standards: from Moderation to Calibration 訂立評核標準：從調整到校定	18
President Visited Residential Colleges and Old Hall 校長及副校長到訪住宿書院及元舍堂	19
<b>Awards Received by Students 學生榮獲獎項</b>	
SCOM Student Awarded as the 2016 Disney Scholars 傳播學院學生榮獲迪士尼獎學金2016	19
BA-ENG Student Awarded Received the Scholarship for Prospective English Teachers 英文學系學生獲頒「準英語教師獎學金」	19
<b>Student Development Activities 學生發展活動</b>	
Integration Activities for Inbound Exchange Students 交換生活動	20
The 2nd Inter-Residential Colleges Basketball Competition 第二屆住宿書院院際籃球比賽	20
Latte Art Workshop 品味咖啡工作坊	20
Tin Ka Ping Foundation Arts Ambassador Cultural Trip 2017 to Meizhou, China and Singapore 田家炳基金會文化大使計劃：2017年中國梅州及新加坡文化之旅	20
Old Hall: Students Learning Balloon art and Sharing Joy with Kids in Kwong Yuen Estate 元舍堂宿生學習扭波技藝與廣源邨靈光幼兒學生分享快樂	21
Participants of “My Green Space” Green Building Competition Visited HSMC Jockey Club Residential Colleges 全港綠色建築學生比賽中學生參觀恒生管理學院賽馬會住宿書院	21
30 Recruitment Talks with Renowned Corporations in Semester 1 2016/17 與各大知名企業於2016/17年上學期舉辦約30場職業資訊和就業講座	21
<b>Visits to HSMC 到訪恒管</b>	<b>22</b>
<b>Personnel Updates 人事快訊</b>	<b>23</b>
<b>Forthcoming Events 活動預告</b>	<b>23</b>
<b>Photo Gallery 相片集</b>	<b>24</b>



## HSMS Business Journalism Awards 恒管商業新聞獎頒獎典禮



Group photo of award presenters, judges, members of HSMC Board of Governors, members of HSMC College Council and HSMC Management

恒管商業新聞獎頒獎嘉賓、評審、恒管校董會成員及校務委員會委員及恒管管理層合照

The School of Communication of HSMC held its first Business Journalism Awards Presentation Ceremony at the Auditorium of Lee Quo Wei Academic Building on 13 th February 2017. The Ceremony was graced by Dr Moses Cheng Mo Chi, Chairman of the Independent Insurance Authority and the Chairman of the HSMC College Council, and over 400 guests from business, financial, media and academic sectors as well as judges, awardees, HSMC staff and students.

The HSMC Business Journalism Awards (the Awards) is the first of its kind initiated by a tertiary institution in Hong Kong to recognize professional journalists who have produced outstanding reporting in business, economic and financial issues. The Awards composes 7 categories including Best Business Corporate News Reporting, Best Financial News Reporting, Best Property Market News Reporting, Best Financial Feature, Best Layout of Business Section, Young Business Reporter of the Year and Business Reporter of the Year.

恒生管理學院傳播學院舉辦首屆商業新聞獎，頒獎典禮於2017年2月13日假學院利國偉教學大樓演藝廳隆重舉行。獨立保險業監管局主席及恒生管理學院校務委員會主席鄭慕智博士擔任主禮嘉賓，大賽的評審團、得獎者、恒管管理層，以及來自政界、商界、金融業、傳媒及學術界超過四百名貴賓出席典禮，場面熱鬧。

恒管傳播學院為首間設立商業新聞獎的大專院校，旨在表揚及鼓勵優秀的新聞從業員。獎項包括最佳商業及企業新聞獎、最佳財經新聞獎、最佳房地產新聞獎、最佳財經專題獎、最佳商業新聞版面設計、年度新晉商業新聞記者以及年度商業新聞記者，共七大範疇。



Dr Moses Cheng Mo Chi  
the Officiating Guest  
主禮嘉賓鄭慕智博士



President Simon S M Ho  
恒生管理學院校長何順文教授



Professor Scarlet Tso,  
Associate Vice-President  
(Communications Public Affairs) &  
Dean of School of Communication  
協理副校長（傳播及公共事務）及  
傳播學院院長曹虹教授



The response to the competition has been overwhelming. More than 400 entries submitted by over 100 professional journalists from different media were received. Award-winning entries were selected based on the news impact & value, originality and reportorial quality, by a panel of judges of 42 professionals from different sectors.

Officiating at the Ceremony, Dr Moses Cheng said, "A free flow of information is vital to Hong Kong as an international trade and financial centre. Professional and all-round business and financial news reporting helps people in making sound business and investment decisions."

President Simon S M Ho addressed that the Awards aims to promote the spirit of nurturing communication specialists and enhance the professionalism of business news reporting. It also commends the relentless efforts and outstanding performance of business journalists.

Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication, said the journalists in Hong Kong carry important responsibilities of providing fast and all-round news reporting. She thanked the judges and media for their support and participation. She wished all the participants could make further achievements in the field of journalism.

是次參賽作品逾四百多份，來自100多位不同媒體的從業員參賽，競爭激烈。42名來自不同界別及背景的評審，就報道的影響力、新聞性、原創性及報道質素等多方面評分，選出得獎佳作。

主禮嘉賓鄭慕智博士致辭時表示：「資訊流通更是促使香港成為國際貿易與金融中心的重要因素。全面的商業財經報道，能幫助市民作出適當的商業及投資決定」。

恒管校長何順文教授表示：「恒管商業新聞獎除積極推動培育傳播人才和提升新聞專業水平，亦對一直以來努力不懈、表現傑出的新聞從業員予以高度讚賞和肯定。」

恒管協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授致辭時，讚揚本港媒體及新聞從業人員一直肩負重大使命。她感謝四十多位評審支持，祝願所有參賽者能在新聞專業領域中繼續鴻圖大展，蒸蒸日上。



Young Business Reporter of the Year:  
CHOI Hiu Ching (TVB)  
年度新晉商業新聞記者得主：  
蔡曉澄（無綫電視）



Business Reporter of the Year:  
Eva LEE (iMoney Magazine)  
年度商業新聞記者得主：  
李子繁（iMoney 智富雜誌）

## Ceremony highlights 典禮花絮





## HSMC People: Professor Trevor Siu Says...

恒管人：  
蕭旭泰教授說.....



When joining HSMC one and a half years ago, I understood there would be opportunities and challenges lying ahead for a tertiary institution currently undergoing rapid development towards the attainment of a university title, using minimum allowable time to accomplish all the necessary accreditation stages. As expected, I have been witnessing the great effort and energy being pulled together at all levels in order to achieve such an ambitious goal. With my long years of working experience in both the public and private tertiary institutions, I am delighted to have various opportunities to work with colleagues and senior management at HSMC as multidisciplinary teams, contributing to the achievement of important milestones on its roadmap to becoming a leading private university with world-class teaching, learning and research.

Meanwhile, the School of Communication has given me the opportunity to develop interdisciplinary studies that combines journalism and communication with information technology. Our successful accreditation of the BA programme in Convergent Media and Communication Technology (BA-CMCT) is the result of an innovative and practical approach to providing a unique programme with interdisciplinary nature, which integrates three key components: web media and communication technology; digital multimedia production skills; and fundamental journalism and communication knowledge. The BA-CMCT programme

當我在一年半前剛加入恒管的時候，明白恒管期望以最短時間完成正名大學所需的資歷評審步驟，必然會遇到不少機會和挑戰。一如預期，我在這裏見證了恒管上下為實現這個宏大的目標而付出無比努力和精神。憑藉多年在自資院校的工作經驗，我很高興有機會與恒管同事和管理層們合作，組成多元化團隊，協助恒管達成邁向擁有世界級教學、學習和研究，與及具領導地位的私立大學各個重要之里程碑。

與此同時，傳播學院給予我機會開展新聞傳播與資訊科技結合的跨學科課程及研究。學院的「融合媒體及傳播科技（榮譽）文學士(BA-CMCT)課程成功通過香港學術及職業資歷評審局的評審，引證以創新與實用兼備手法建立獨特的跨學科課程的成果。該課程匯集三個關鍵元素——網絡媒體與傳播科技、多元數碼媒體的製作技巧，以及新聞傳播的基礎知識。BA-CMCT旨在為數碼媒體和傳播相關領域，培育具備專業技能和多元才能的人才。畢業生的工作出路甚廣，如多媒體內容創作、線上多媒體傳播、網頁圖像設計、媒體製作、網絡廣告、多媒體項目統籌、電視電影後期製作等。此外，社



Professor Siu is delighted to have various opportunities to work with colleagues and senior management at HSMC  
蕭教授很高興有機會與恒管同事和管理層們合作

aims to nurture professional and versatile talents for the digital media and communication related fields, so as to support and help sustain Hong Kong's creative industries. With essential knowledge and skills gained through studying the BA-CMCT programme, graduates are able to seize a wide spectrum of employment opportunities such as multimedia content creation, online and multimedia journalism, web and graphics design, media production, web advertising, multimedia project coordination, TV and film post-production. Moreover, the ever-increasing impact of social media communication constantly calls for a new breed of talent possessing both technological ability and communication knowledge. The BA-CMCT programme is indeed developed in response to such a call.

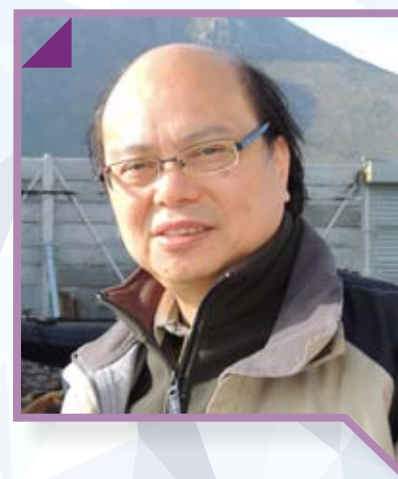
The benefits of interdisciplinary studies in teaching or research are well recognised. Its goal is more than just to adopt a new perspective in looking at the same objects, but also to enable the creation of new objects which have previously been neglected or insufficiently considered in a particular discipline. Interdisciplinarity involves multiple disciplines in a specific domain of interest, which in our case lies within the domain of journalism and communication.

Putting interdisciplinarity in a broader context, the possible development of areas with unique characteristics can help generate competitive edges to differentiate HSMC from the well-established local universities. Potentially, self-financed tertiary institutions possess intrinsic advantages of having greater flexibility for their institutional governance and academic environment development allowing interdisciplinarity to take place. I am pleased to see interdisciplinary approach is given due consideration at HSMC. This will definitely function more effectively when typical barriers of attitudinal resistance, communication and academic structure are gradually minimised in the continuous improvement process.

For a relatively young self-financed tertiary institution like HSMC, identifying a unique positioning with prioritised focus is an important step to specify its path and direction to success. During the transforming stages before becoming the final transformed shape, however, a reasonable degree of flexibility is necessary to giving ample room for performing transformations adaptable to a particular time, space and context. Striking a perfect balance between rigidity and flexibility is by no means a simple matter, but constantly reviewing and customising HSMC's own way of effective practices can help eventually locate the optimal point. Finally, we are all parts of the evolving shapes for transforming HSMC to form a leading private university in its targeted fields of pursuit, I am glad to have become one of these parts.

交媒體的興起更造就對具備傳播與科技知識的專才的渴求，而BA-CMCT的創立正好配合這個趨勢。

跨學科學習在教學或研究上的好處是無容置疑的。這不單能以嶄新的角度審視相同對象，也可彌補因單一範疇的局限而被忽略或未有作充分思考的新事物。跨學科涉及某一領域的多元層次，新聞傳播亦然。從宏觀角度而言，獨特的跨學科發展能讓恒管在芸芸歷史悠久的本地大學當中別樹一幟。由於自資院校的管治架構及學術研究環境彈性較大，給予跨學科更大的發展空間，再加上恒管對此發展亦非常重視。當消除了一切有關的阻力、溝通、學術架構等障礙後，跨學科教學及研究定得以在恒管長足發展。



對於像恒管這樣相對年輕的自資院校，釐清定位、制定優先發展重點是邁向成功方向的必然步驟。在這個蛻變的過程中，需要因應不同時間、空間和情況而作出調整。如何在鞏固和彈性之間取得完美平衡從不是易事，恒管透過定時檢視措施是否行之有道，相信可從而找出最理想的模式。在正名為具領導地位的私立大學的道路上，我有幸能成為當中一份子，一起見證恒管這個歷史時刻。

**Professor Trevor Siu**  
**CMCT Programme Director**  
**School of Communication**  
 蕭旭泰教授  
 傳播學院  
 融合媒體及傳播科技(榮譽)文學士  
 課程總監



Professor Siu is the CMCT Programme Director  
 蕭教授是融合媒體及傳播科技(榮譽)文學士(BA-CMCT)的課程總監





## Embracing Challenges to Break Through 勇於嘗試 突破自己

**Dr William Yu**

Two-Year Diploma at  
Hang Seng School of Commerce

Graduate of 1988

Founder and Chief Executive Officer  
World Green Organisation

**余遠騁博士**

恒生商學書院二年文憑課程

1988年畢業生

世界綠色組織  
創辦人及行政總裁

From business sector to education field, then morphing into an expert on environment, Dr William Yu always has faith in embracing challenges to break through.

After graduation from Hang Seng School of Commerce, Dr William Yu pursued a degree and gained a firm foothold in various multinational companies. At the peak of his business career, he decided to give up the generous remuneration and taught in a university. The teaching work brought him not only great satisfaction, but also strong desire for knowledge, driving him to embrace more challenges. He then got a PhD in Energy and Environment at the University of Cambridge that marked the start of his devotion to the environment protection.

On his return to Hong Kong, he joined an international conservation organisation, promoting various environmental-friendly measures. In 2012, he started his own NGO, World Green Organisation (WGO), with an objective to integrate conservation with the needs of people and the economy which results in poverty alleviation.

The operation models of NGO and business sector are widely divergent. With Dr Yu's ample experience in the business field, resources could be wisely allocated and the productivity could be improved, making WGO evolved and matured over the past few years.

Dr Yu shows appreciation to the tremendous efforts HSMC had taken on sustainability and wishes conservation concepts could be instilled in the younger generation at an early stage. WGO will collaborate with the Centre for Corporate Sustainability and Innovations of HSMC, inviting experts and corporates from all over the world to share and influence the enterprises in Hong Kong.

Speaking of the future, Dr Yu hopes the corporates in Hong Kong could widen their international horizons to take a broad and long-term view on sustainability. He assures WGO will extend its scopes of services and benefit the society.



First annual "Green WALK Hong Kong"  
Kick-off Ceremony  
首屆環保步行活動「地球・敢『動』日」啟動禮

從商界到教育界，再投身環保事業，余遠騁博士一直忠於一個信念：勇於嘗試，突破自己。

畢業於恒商的余遠騁，其後再修讀學士課程，並於多間跨國機構大展拳腳。當處於事業高峰之時，他卻毅然放棄高薪厚職，轉到大學執起教鞭。教育工作為他帶來滿足感，同時亦激發起強烈的求知慾，推動他勇於嘗試。及後他遠赴英國劍橋大學修讀能源經濟學博士學位，從此展開他的環保生涯。

從英國回港後，他加入了一個國際環保組織，提倡多個環保概念。2012年，他創辦世界綠色組織，旨在結合環境與民生需要，加入經濟導向元素，期望透過環保工作達至扶貧果效。縱使非牟利組織與商業機構的運作模式大相逕庭，但他卻巧妙運用自己於商界累積的豐富經驗，善用資源、提升效率，使「世界綠色組織」在短短幾年間發展成熟。

余遠騁十分欣賞恒管致力推動可持續發展，希望社會能盡早向學生灌輸環保意識。世界綠色組織亦將與恒管「企業可持續發展及創新中心」合作，邀請世界各地的專家及企業代表分享，希望能夠進一步影響本港企業。

展望將來，余遠騁寄望香港企業能具備國際視野、高瞻遠矚，確立長遠的可持續發展策略。而世界綠色組織會繼續擴展工作範疇，於社會各個階層深耕細作。



Dr William Yu and winners of "Sustainable Business Award 2016"  
余遠騁博士與「企業可持續發展大獎2016」得獎者





## Live Life Regretless 活得無悔

**Cheung Tsz Wai, Jodie**

**張子煒**

Bachelor of Business Administration in Supply Chain Management

供應鏈管理工商管理學士

Graduate of 2014

2014年畢業生

Founder of "Simple Kitchen hk"

簡單小廚創辦人

As a restaurant entrepreneur, Jodie Cheung is not good at cooking and never thought of starting a catering business.

Upon graduation from HSMC (BBA-SCM), she wanted to run a tutorial school but her journey of entering the field was not a smooth one. She then succeeded in a restaurant tendering by chance. She knew nothing about the catering business but decided to have a go in regardless.

There is always a tension between theory and practice. Jodie encountered a lot of trivial and complicated problems at the beginning and the thought of giving up crossed her mind. She knew that doing business is a long-term investment and insisted not be pulled back by hardships but pay extra efforts to it. Finally, she got the business on track.

Though she is young, she understands the importance of corporate responsibility to the society. She once joined the volunteer work at an elderly home with her friend and realised the difficulties faced by the elderly at the grassroots level. She, therefore, decided to collaborate with the elderly home on a project of distributing lunch boxes to the elderly free of charge. The two parties are responsible for raising donations for the project and only cost of the lunch boxes is charged. She also formed alliance with other elderly centres for distributing free lunch boxes, benefiting more and more people in need. The restaurant was also recognised by society and awarded as "Caring Company" by the Hong Kong Council of Social Service.

For youths interested in starting their own business, Jodie encourages them to strive towards their goals. No one knows what the future holds and she determined to live life regretless. For the future plan, she targets to spread her catering business by opening more shops, fulfill her dream of running a tutorial school, and have her company listed on the Growth Enterprise Market.



Preparation of meal boxes for distribution  
正在準備派發的飯盒

不擅烹飪、甚至從未想過投身飲食界的張子煒，卻搖身一變成為餐廳老闆娘。

於恒管就讀供應鏈管理工商管理學的張子煒畢業後希望開辦補習社創一番事業，但屢次入標未能成功，怎料投標餐廳卻「一擊即中」。對飲食業「零」認識的她，只好順應「天意」，硬著頭皮從頭學起。

以往讀書時學習到很多商業知識，然而理論與實踐畢竟是兩碼子的事，於餐廳開業後張子煒發現大量瑣碎而繁複的問題逐一浮現。她毫不違言曾想放棄，坦言最初開始時已感到沮喪。但她明白做生意是一項長遠投資，不會馬上收成，終於憑藉堅持和努力，令餐廳漸上軌道，並於開業半年後止蝕。

這位老闆娘雖然年紀輕輕，卻意識到履行企業社會責任的重要性。張子煒跟隨朋友參與長者中心的義工服務，體會到基層長者的辛酸，因此決定與該中心合作，向長者免費派發飯盒。餐廳與長者中心共同籌募資金，餐廳只收取飯盒的成本價。其後，她更不時與其他志願團體合作組織派發飯盒活動，希望幫助更多有需要的長者。而餐廳亦得到社會的認可，獲得由香港社會服務聯會所頒發的「商界展關懷」獎項。

張子煒寄語有志創業的同學：「想做就做！」她認為雖然嘗試未必會成功，但總比因錯過而後悔好，更何不踏出第一步又怎會知道結果。她同時也為未來訂立目標，希望能擴充餐廳業務開設分店，亦希望完成辦補習社的夢想，更期望公司有一天能在創業板上市。



Graduation photo with classmate  
與同學的畢業合照



Distribution of meal boxes on Chinese New Year's Eve to elderly  
於年三十向長者派發飯盒



## JINESS Launching Ceremony

### 英才網啟動典禮



HSMC and other four self-financing degree-granting institutions jointly established JINESS  
恒管聯同四所自資學位頒授院校共同開發及推出「英才網」

HSMC (the principal applicant), Tung Wah College, Centennial College, Caritas Institute of Higher Education and Chu Hai College of Higher Education announced the establishment of the Joint-Institution Network for Student Success (JINESS) which is the first-of-its-kind in Hong Kong. Receiving a funding support of HK\$20 million from the Quality Enhancement Support Scheme (QESS) under the Education Bureau, the project is set up with an objective to provide a one-stop online job platform to the students and recent graduates of the self-financing degree-granting institutions in search of career opportunities, with an estimated student beneficiaries of 15,000 for its first year of operation.

The JINESS Kick-off Ceremony was held on 28th February 2017 at HSMC. Mr Tim LUI, Chairman of the Self-financing Post-secondary Education Fund Steering Committee and Committee on Self-financing Post-secondary Education, officiated the Ceremony.

Apart from offering employment information, JINESS will also organise numerous joint-institutes recruitment activities, such as career fairs, HR forums, online courses and consultation services etc., demonstrating an all-rounded employment support services. The project began in January 2017 and the online platform is expected to launch in early 2018.



President Simon S M Ho delivered the welcoming remarks  
校長何順文致歡迎辭



Acting Vice-President Tom Fong (Organisational Development) serves as the Chairman of the JINESS Management Committee  
「英才網」管理委員會主席方永豪博士

恒生管理學院(主要申請院校)、東華學院、明德學院、明愛專上學院以及珠海學院,獲教育局自資專上教育基金的質素提升支援計劃撥款逾港幣二千萬元,共同開發及推出「英才網」(JINESS)計劃,創立全港首個專門為自資學位頒授院校的學生及近年畢業生提供就業支援的一站式平台,首年受惠學生預計超過一萬五千名。

「英才網」啟動禮於2017年2月28日假恒管校園舉行,自資專上教育基金督導委員會主席及自資專上教育委員會主席雷添良親臨主禮。

「英才網」除了提供招聘、實習資訊、工作配對外,亦會舉辦聯校就業求職活動,如招聘會、人力資源論壇、網上課程、諮詢服務等,務求讓參加者獲得全方位的求職就業支援。計劃於2017年1月正式啟動,網上平台則預計於明年初啟用。



## Academic Trip in Taiwan

### 台灣學術訪問團



The delegation of HSMC  
恒管訪問團

President Simon S M Ho, Vice-President Y V Hui (Academic and Research), Associate Vice-President Scarlet Tso (Communications and Public Affairs) and Dean of School of Communication, Professor James Chang, Associate Dean of School of Communication and Professor Kao Lang, Head of Department of Social Science paid an academic visit to Taiwan in February 2017

President Ho and other delegates met Mr Ma Ying-jeou, Former President of the Republic of China, on higher education and cultural development in the 2 cities, and visited National Taiwan University, Shih Hsin University and Fu Jen Catholic University, discussing with the respective Presidents on academic collaborations.

It is envisioned that the visiting academic staffs are benefited from this constructive trip, and the scholastic environment will be fostered at HSMC.

恒管校長何順文教授、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）及傳播學院院長曹虹教授、傳播學院副院長張志宇副教授及社會科學系主任高朗教授一行於本年二月下旬赴台灣進行學術訪問，藉此與台灣多間大學建立緊密的交流合作關係。

何校長一行拜會了前總統馬英九先生，交換港台兩地的高教及文化發展；亦參訪了國立台灣大學、世新大學和輔仁大學，與三校校長共商合作事宜。

恒管期望學術人員受益於這次富建設性的學術訪問，建立更優秀的學術環境和提昇國際視野。



Group photo of HSMC delegation and  
Management of National Taiwan University  
恒管代表團與國立台灣大學管理層合照



HSMC delegation had meeting with Management of  
Shih Hsin University  
恒管代表團與世新大學管理層舉行會議



Group photo of HSMC delegation and Management of Fu Jen  
Catholic University  
恒管代表團與台灣輔仁大學管理層合照



## Symposium on Developing the Cultural and Creative Industries in Hong Kong and the Greater China Region

### 香港與大中華地區文化及創意產業發展研討會



The symposium enhances the collaboration between HSMC and HKACI in research and promotion of the CCI sector  
研討會有助推動恒管香港文化產業聯合總會在學術方面的長遠合作

The School of Humanities and Social Science of HSMC and the Hong Kong Association of Cultural Industries jointly organised the Symposium on Developing the Cultural and Creative Industries in Hong Kong and the Greater China Region on 12 December 2016 at Fung Yiu King Hall of HSMC.

Officiated by President Simon S M Ho and Dr Peter Lam Kin Ngok, GBS, President of Hong Kong Association of Cultural Industries, this symposium was held with the objective to address the development trends of cultural and creative industries (CCI), and to provide a platform for participants to discuss the way forward of CCI through collaboration between stakeholders.

During the symposium, Professor Desmond Hui, Department of Social Science of HSMC, introduced the White Paper on Developing the Cultural and Creative Industries in Hong Kong and the Greater China Region. The White Paper is a research study commissioned by Hong Kong Association of Cultural Industries (HKACI) and undertaken by the School of Humanities and Social Science of HSMC to propose policy recommendations to promote the development of CCI.

The complete White Paper could be retrieved from: <https://goo.gl/hDcCI5>.

恒管人文社會科學學院及香港文化產業聯合總會合辦的「香港與大中華地區文化及創意產業發展研討會」於2016年12月12日假恒管馮堯敬堂舉行。

研討會由恒管何順文校長及香港文化產業聯合總會理事會會長林建岳博士擔任主禮嘉賓，舉辦目的旨在探討文化及創意產業的發展方向，並提供一個討論平台，讓業界交流互動，促進文創產業持續向前發展。

恒管社會科學系許焯權教授於研討會上發表「香港與大中華地區文化及創意產業發展白皮書」，提出在香港發展文化創意產業的政策建議。白皮書由香港文化產業聯合總會委托、恒管人文及社會科學學院的研究團隊負責撰寫。

《香港與大中華地區文化及創意產業發展白皮書》完整報告可於<https://goo.gl/hDcCI5>下載。



President Simon S M Ho presented souvenir to Dr Peter Lam Kin Ngok  
何校長致送紀念品予林博士



The symposium speakers discussed CCI development in Japan, Taiwan, Mainland China and Hong Kong  
研討會講者就日本、台灣、內地和香港的文化及創意產業發展討論

## 2016 Graduation Ceremony 2016年度畢業典禮

The 2016 Graduation Ceremony of HSMC was held on 1 and 2 December 2016 at the College Hall which sent forth 1,472 graduates. The Ceremony was presided over by Ms Rose Lee, Chairman of the Board of Governors of HSMC and Dr Moses Cheng, Chairman of the College Council of HSMC, and graced by the presence of the Board and Council members, academic teachers, honourable guests as well as graduates' families and friends. It was the moment for the graduates to take pride in their achievements, and for parents and guests to share their moments of joy and glory.



Among the graduates, 1,401 were from its Bachelor's degree programmes (Honours) in English, Business Administration, Business Administration in Supply Chain Management, Journalism and Communication, Management Science and Information Management and Translation with Business while 71 were from its Associate Degree in Business Administration.

恒管於2016年12月1日及2日假學院禮堂舉行2016年度恒管畢業典禮，頒授學銜予1,472名畢業生。恒管校董會主席李慧敏女士及校務委員會主席鄭慕智博士擔任主禮嘉賓，多位校董、校務委員、恒管老師、各界嘉賓，以及畢業生親友亦出席道賀，一同見證莘莘學子努力的成果和分享他們的喜悅。

是次典禮共頒授1,401個榮譽學士學位，包括英國語文、工商管理、供應鏈管理工商管理、新聞及傳播、管理科學與資訊管理及商務翻譯，以及71個工商管理副學士學位。

## Chinachem ECO-WALK 2017 華懋行2017



To promote green life-style, the activity was coordinated by the Student Affairs Office, teaching staff and students of HSMC joined the Chinachem ECO-WALK 2017. Starting from Stanley Main Street, they realised the importance of sustainability, and understood the culture and unique ecological and geological characters of Stanley.

為推廣綠色生活，學生事務處於2017年2月25日聯合師生，參加華懋行2017，由赤柱海濱出發，親身了解可持續未來的重要性，也可從中認識赤柱的歷史文化、獨有的自然生態與地質特色。

## HSMC Marathon Team and HSMC Flag Presentation Ceremony 恒管馬拉松隊與授旗儀式

HSMC had more than 100 students and staff to participate in Hong Kong Marathon 2017. Among them, more than 80% runners to compete in ten kilometers race, sixteen runners to take part in the semi-marathon and two endurance runners challenged the full marathon race. A few days before the event, President Simon S M Ho and Acting Vice-President Tom Fong (Organisational Development) together with the Wellness College Master, Dr Fung Kai Yeung, and tutors presented the HSMC flag.



超過100名恒管師生參加香港馬拉松。其中，超過八成的隊員報名參加10公里賽事，16名隊員參加半馬拉松以及兩名參與全馬賽事。活動前數天，校長何順文教授及署理副校長（機構發展）方永豪博士聯同康活書院院長馮啟陽博士及導師為跑手打氣並進行授旗儀式。



## Shatin Arts and Cultural Project Promotion Ceremony 2017 「傳新沙田」文化藝術推廣發佈會2017



Group photo  
大合照

The School of Communication of Hang Seng Management College co-organised the Shatin Arts and Cultural Promotion Project (Project) with Shatin Arts & Culture Promotion Committee and Shatin District Office in planning and executing a series of cultural and arts promotional events for the 4th year. A ceremony to celebrate the accomplishments of the project was held in Hang Seng Management college on 15 February 2017.

The theme of this year's project is about the villages in Shatin. Students and professors from School of Communication were in charge of the planning and coordination of the project. They have produced promotional videos as well as a booklet in the promotion and reservation of culture in Shatin District to deepen the public awareness of history and traditions of Shatin.

恒生管理學院(恒管)傳播學院連續第四年與沙田文化藝術推廣委員會及沙田民政事務處合作,策劃及製作一系列沙田文化藝術推廣活動。沙田文化藝術推廣委員會與恒管傳播學院於2月15日於學院舉行發佈會,公佈是次合作成果。

今年「傳新沙田」研究項目的主題是沙田鄉村,恒管傳播學院師生負責整個推廣的策劃和統籌,拍攝宣傳短片及製作沙田節目期刊,拍攝了多部短片,亦製作了《沙田文藝節目期刊》,推廣及保存沙田區文化,加深公眾對沙田區歷史及傳統的認識。

## HSMC SU's Annual Dinner 2017 恒宴 2017

The HSMC SU's Annual Dinner 2017 was held by the HSMC Students' Union on 10 February 2017 at The Way of HSMC. With the theme of "Together", the Dinner brought together over 200 guests, students and staff of HSMC for a meaningful reunion. Highlights of the Dinner were the musical performances by the students and the celebrities.



恒管學生會於2017年2月10日假恒管道生廣場舉行恒宴2017,主題為「同聚」。超過200多位嘉賓、恒管學生及教職員聚首一堂,氣氛熱鬧。當晚焦點為學生音樂表演,以及歌手樂隊的獻唱。

## Computer-Assisted Telephone Interviewing Centre Open Day 電腦輔助電話調查中心開放日



An Open Day of the newly established Computer-Assisted Telephone Interviewing (CATI) Centre organised by the Research Institute for Business (RIB) was successfully held on 24 January 2017. Equipped with a Voice over Internet Protocol System, a questionnaire management system and ten workstations, the CATI Centre is to support academic research in business studies and to further strengthen the development of multidisciplinary research in HSMC.

商學研究所(商研所)於2017年1月24日順利舉行電腦輔助電話調查中心(中心)開放日,特邀恒管教職員蒞臨參觀,了解中心成立的目的和運作。中心旨在支援商學學術研究,進一步增強恒管在跨界別研究方面的發展。

## The 2nd HSMC Athletic Meet 第二屆恒管陸運會

With more than 120 athletes, the 2nd HSMC Athletic Meet was jointly held by the Students' Union, the Athletics Society and the Student Affairs Office on 26 January 2017 at the Ma On Shan Sports Ground. The full-day event comprises a wide variety of sports competitions, including the newly added 1500M and Discus.

The Athletic Meet culminated in the VIP 4 x 100M Relay. The Athletes' Team has taken home the Champion by completing the race in 55'59s while the first runner-up went to the Athletic Society whose record is just 2 seconds slower. And the staff members' team won the second runner-up.

President Simon S M Ho is pleased with enthusiastic support of students and staff to this College-wide sports activity. He said the Athletic Meet provided the participants with opportunities to find their own strength and compete fairly with fellow schoolmates.



第二屆恒管陸運會於2017年1月26日假馬鞍山運動場舉行，由學生會、田徑學會及學生事務處體育組合辦。全日的賽事涵蓋多個運動競賽，並增設1500米及鐵餅項目，參賽人數超過120名。

當日的重點比賽項目VIP接力由運動員隊以55秒59奪得冠軍，田徑學會以兩秒之差奪得亞軍，恒管職員隊則奪得季軍。何順文校長很高興看到同學和同事的積極參與，他認為比賽讓參加者了解自己實力，以及與同道人比併，一較高下。

## “Mobile Creative Space” – Mobile as a Promotion Medium” Marketing Sharing Talk 「創意移動空間」講座

School of Communication, Department of Marketing and Executive Development Centre of Hang Seng Management College (HSMC) co-hosted a marketing sharing talk named “Mobile Creative Space” delivered by Ms Kitty Lun, Head of Creative Shop (Greater China) of Facebook, on 25 January 2017.

Ms Kitty Lun was named one of the top 10 Distinguished Women of the Year and awarded the New York Festivals Creative Achievement Award. She is a veteran of creative talent with extensive work experience, joining various international marketing agencies in China, Hong Kong and Taiwan, including McCann, Euro RSCG, Arnold and Lowe. Sharing with HSMC students her professional insights on the importance of innovative marketing strategy of Facebook, Ms Kitty Lun demonstrated how to establish creative ideas for her clients' business growth. She also developed tools to improve the quality of advertisements on Facebook and strengthen connections with the customers.



Souvenir presentation for Guest Speaker Ms Kitty Lun  
頒贈紀念品予陳倫潔瑩女士(左二)

恒生管理學院（恒管）傳播學院、市場學系和企管發展中心於2017年1月25日邀請得大中華區Creative Shop主管陳倫潔瑩女士主講「創意移動空間」講座。

陳倫潔瑩女士當選10大年度傑出廣告女性之一，亦奪得New York Festivals Creative Achievement Award。她是一位資深創作專才，曾於多間兩岸三地的國際廣告公司工作，包括McCann, Euro RSCG, Arnold及Lowe。她與恒管學生分享了Facebook創意營銷的重要性，並提供許多具體例子，說明如何利用創新意念幫助客戶拓展業務。她又制定新方法去改善Facebook的廣告質素，以及與客戶建立聯繫。

## College Assembly 2016/17 – Session #04 Dream 2016/17第四次學院月會 – 夢想

HSMC held the College Assembly 2016/17 – Session #04 Dream, inviting Mr Brian Cha, gymnastic coach, as the guest speaker. He shared the way to break the Guinness World Records, and encouraged people suffering from illness to surmount difficulties through unremitting determination.

恒管於2017年1月19日舉行2016/17第四次學院月會，主題為「夢想」，邀請健身教練車志健先生擔任嘉賓，分享了踏上破健力士世界紀錄的路，鼓勵患病的朋友，只要意志堅定專注，不被他人影響，定能克服困難和完成任務。





## Annual Staff Retreat for Heads and Senior Staff of Administrative and Academic Support Offices 2017

### 管理及行政人員集思會2017

The Annual Staff Retreat for Heads and Senior Staff of Administrative and Academic Support Offices was held on 25 January 2017, with a total of 70 participants. Under the theme "Transformation for Excellence • Synergy for U-title", many topics were explored, including preferable culture and core values as well as leadership qualities. The participants identified the gaps that needed to be improved and areas that could be upheld for the acquisition of University title. They also shared creative ideas on College's next five-year strategic plan.



管理及行政人員集思會2017已於2017年1月25日順利舉行，是次主題為「演進卓越恒管團隊·同步邁進大學之路」，共70位部門主管及高級行政人員參加。參加者分組討論了多個題目，包括工作文化、核心價值、領導特質。他們為學院邁向大學之路，提出可改進及可繼續發展工作範疇也發揮創意為不同部門未來五年計劃提供點子。

## HSMC and HSSC Alumni Association Held its Third Annual General Meeting

### 恒管暨恒商校友會舉行第三屆會員周年大會

Hang Seng Management College and Hang Seng School of Commerce Alumni Association Limited held its third annual general meeting (AGM) at Block M - The Always on 14 January 2017. Provost Gilbert Fong, as the Acting President, was invited to share with participants the College's recent developments. With joint efforts of alumni as a whole, members from the HSMC/HSSC family will continue to contribute for the future of HSMC.



恒生管理學院暨恒生商學書院校友會有限公司第三屆會員周年大會於2017年1月14日於恒生管理學院M座有恒軒舉行，吸引多位校友撥冗出席，並邀得方梓勳教授當日以署理校長的身份及介紹恒管最新發展。校友會於未來日子將繼續加強與各校友的聯繫，更有效地推動會務發展，凝聚校友力量，積極回饋母校，與恒管並肩成長。



- 1 Admission Talk  
升學講座
- 2 Visited HSMC Jockey Club  
Residential Colleges  
參觀恒管賽馬會住宿書院

## HSMC Admission Talk

### 恒管升學講座

The admission talk organised by the Registry was held on 13 January 2017, attracting secondary school principals and teachers to join. Dr Eugenia Ng, College Registrar of HSMC, and her team shared with the participants the latest development of HSMC. Other information includes the admission figures of 2016 entry, the admission arrangement after the release of HKDSE, updates on the Principal Recommended Admission Scheme and the details of the Entrance Scholarships. Followed by was the guided campus tour of the College's state-of-the-art facilities and the award-winning buildings, including the HSMC Jockey Club Residential Colleges.

為讓更多中學校長及老師了解恒生管理學院的最新發展，恒管教務處於2017年1月13日舉辦恒管升學講座。學院教務長吳美華博士聯同團隊分享學院的最新發展，以及2016/17年度之入學數據、2017/18年度放榜後收生安排、校長推薦入學計劃及入學獎學金計劃等資訊。學院又安排到訪者參加校園導賞，參觀最新設施及獲獎的建築，包括恒管賽馬會住宿書院。

## Annual Academic Planning Retreat 2017 年度學術策劃退修2017

The Annual Academic Planning Retreat, themed “Transformation and Self-transformation”, was held at Regal Riverside Hotel on 6 January 2017. It brought together almost 100 HSMC members, including Board Governors Dr Patrick Poon and Mr Thomas Liang, Council Chairman Dr Moses Cheng, the Senior Management team, more than 60 academic staff and the senior staff of administrative and supporting units, to explore new ideas and plan for strategic moves.



年度學術策劃退修2017在1月6日於沙田麗豪酒店舉行，主題為「脫變與自我脫變」。近百位恒管成員參與，包括校董會成員潘榮昌博士和梁祥彪先生、校務委員會主席鄭慕智博士、恒管管理層與60名教學及高級行政支持人員，一同探討來年策略動向的新見解與計劃。

## HSMC Teaching Excellence Awards Sharing Seminar I 2016/17 恒生管理學院卓越教學獎 — 2016/17年度教學分享研討會（一）



The Centre for Teaching and Learning and the Academic Staff Development Committee (ASDC) have been jointly organised a series of sharing seminars by the award recipients to promote good teaching practices at the College.

The first seminar was held on 13 December 2016. President Simon S M Ho was invited to give an Opening Remarks to congratulate the award recipients on their dedication and outstanding achievements in teaching. Dr Gavin Bui, Associate Professor of Department of English, and Dr Chan Chi Kit, Assistant Professor of School of Communication, delivered talks on the topic of “Sense of Achievement, Fun and Autonomy in Task-based Language Teaching and Learning” and “To Learn or Not To Learn: Learning motivation of students” respectively.

教與學發展中心和學術人員發展委員會將共同籌辦一系列的教學分享研討會，邀請恒管卓越教學獎的得獎教師分享他們的教學心得和推廣良好的教學方法。

第一次教學分享研討會已於2016年12月13日舉行。校長何順文教授為研討會致開幕辭，祝賀各位得獎者並肯定他們在教學上的貢獻和卓越成就。是次教學研討會邀請了英文學系副教授貝曉越博士和傳播學院助理教授陳智傑博士，分別與大家分享「從任務導向語言教學法得到的成功感、樂趣與自主」和「學與不學：學習如何激發學生學習」主題。

## 6th World Business Ethics Forum 第六屆世界商業道德論壇

President Simon S M Ho was invited by the School of Business of Hong Kong Baptist University to speak at the 6th World Business Ethics Forum on 12 December 2016. From the stakeholder-based perspectives, he shared the latest ideas and practical measures of business sustainability.

何順文校長獲香港浸會大學邀請，出席於2016年12月12舉行的第六屆世界商業道德論壇，並擔任主旨演講嘉賓，從持分者為本的角度出發，分享企業可持續發展的最新見解與實踐方法。





## Learning Programme Re-accreditation (Re-LPA) for Bachelor of Arts in English (Honours) Programme 英國語文(榮譽)學士課程覆審順利完成

The on-site visit for Learning Programme Re-accreditation for Bachelor of Arts in English (Honours) Programme (BA-ENG) of Hang Seng Management College conducted by Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) on 12-13 January 2017 has been successfully completed. The panel appreciated the dedicated effort of our staff and programme team. The HKCAAVQ has issued the final re-accreditation report in March 2017.



由香港學術及職業資歷評審局(評審局)成立的評審小組,於2017年1月12至13日為恒生管理學院(恒管)英國語文(榮譽)學士課程進行課程覆審的實地考察,並順利完成。評審小組對本課程團隊的努力予以肯定。評審局已於2017年3月發放最終通過覆審報告。

## Programme Area Accreditation (PAA) for Mass Media and Communications, Journalism and Public Relations 大眾傳媒及傳播、新聞及公共關係學科範圍評審資格獲確認



The on-site visit of Programme Area Accreditation (PAA) for Mass Media and Communications, Journalism and Public Relations of School of Communication of Hang Seng Management College conducted by Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) on 8-9 December 2016 has been successfully completed. The HKCAAVQ has issued the final report in March 2017 and granted the PAA status to confirm the School of Communication is

programme provider with sufficient quality assurance competency and maturity at the organisational level.

由香港學術及職業資歷評審局(評審局)成立的評審小組,於2016年12月8至9日為恒生管理學院(恒管)傳播學院大眾傳媒及傳播、新聞及公共關係的學科範圍進行學科評審的實地考察,並順利完成。評審局已於2017年3月發放最終覆審報告並確認傳播學院取得學科範圍評審資格,可見其具備歷經驗證的質素保證機制及相關能力。

## Pursuing Assessment Standards: from Moderation to Calibration 訂立評核標準：從調整到校定

To facilitate good quality of teaching and learning at HSMC, the Centre for Teaching and Learning (CTL) and the Academic Staff Development Committee (ASDC) invited Dr Paula Hodgson, Professional Consultant of Centre for Learning Enhancement And Research from the Chinese University of Hong Kong, to conduct a seminar entitled "Pursuing assessment standards: from moderation to calibration" on 6 December 2016. In the seminar, Dr Hodgson shared her experiences and views on assessments, and insights on how to maintain similar grading standards among teachers.



Dr Paula Hodgson  
容艷琼博士

為促進恒管的良好教與學質素,教與學發展中心和學術人員發展委員會邀請了中文大學學能提升研究中心的專業顧問容艷琼博士,於2016年12月6日與恒管的學術人員進行了主題為「訂立評核標準：從調整到校定」的研討會。在研討會上,容博士分享了她對評核的經驗和觀點,和如何達至各老師有相近評分標準的見解。



## President Visited Residential Colleges and Old Hall 校長及副校長到訪住宿書院及元舍堂

When students were studying hard in their rooms during the examination study period, the warm visit by President, RC Masters and Residential Colleges Unit members could really cheer them up and give them encouragement. Vice-President Y V Hui (Academic and Research) and Acting Vice-President Tom Fong (Organisational Development) paid visit Residential Colleges and Old Hall on 5 December 2016, and President Simon S M Ho paid visit on 7 December 2016. They chatted with the residents and shared apples with them, reminded student residents to stay healthy and happy, and wished them good results in final examinations.

臨近考試，宿生們都專注地在房間裏埋首苦讀。副校長許溢宏教授、署理副校長方永豪博士和校長何順文教授分別在2016年12月5日及12月7日晚上特意親臨住宿書院和元舍堂探訪宿生，派發生果，為宿生們打氣加油，祝願他們住宿學習生活健康愉快及在考試中獲得好成績。



Residents took photo with President Simon S M Ho  
何順文校長與宿生們合照

## Awards Received by Students 學生榮獲獎項

HS  
MC

### SCOM Student Awarded as the 2016 Disney Scholars 傳播學院學生榮獲 迪士尼獎學金2016

Chow Hoi Kit (SCOM, Year 1) was selected by the renowned Walt Disney Company Foundation to be one of the 2016 Disney Scholars with all-round talents including academic achievement, extracurricular activities, community service and demonstrated leadership.

傳播學院一年級學生周鎧傑憑著全面的全人發展，包括學業成就、課外活動、社區服務及領導才能，得到著名的華特迪士尼公司基金賞識並成為「迪士尼獎學金2016」得主之一。



### BA-ENG Student Awarded the Scholarship for Prospective English Teachers 英文學系學生獲頒「準英語教師獎學金」

The Scholarship for Prospective English Teachers is set up by the Education Bureau with the aim to attract talents with proficiency in English to pursue relevant local bachelor degree programmes and/ or programmes for teacher training qualification. In the Academic Year 2016/17, there are 50 scholarships offered to 10 institutions. Rameen (BA-ENG) is our first student to receive this honour.



「準英語教師獎學金」由香港特別行政區政府教育局設立，旨在吸引英文程度良好的人士，修讀相關的本地學士學位課程及／或師資培訓課程，以取得所需的資歷，在畢業後投身英語教師行列。是項獎學金於2016/17學年共有50名得獎者，來自10間不同高等學府。英文學系學生Rameen為本校首位學生獲得此項殊榮。

## Cultural Activities for Inbound Exchange Students

### 交換生文化活動



HSMC Chinese New Year's Party 2017  
恒管團年大派對 2017

Student Affairs Office has organised several cultural activities to inbound exchange students, including a Hong Kong Tour, and lessons of Chinese traditions and rice-balls making. In addition, the students were also invited to the HSMC Chinese New Year's Party.

學生事務處於為交換生舉辦了各項精彩文化活動，包括香港半天遊及新春慶祝活動，齊齊做「湯糰」。他們更應邀出席恒管團年大派對2017，與教職員一起慶賀新春。

## The 2nd Inter-Residential Colleges Basketball Competition

### 第二屆住宿書院院際籃球比賽

The 2nd Inter-Residential Colleges Basketball Competition was held on 21 January 2017 at the Sports and Amenities Centre. Four Residential Colleges and Old Hall formed teams to participate. After a single round-robin play, Wellness College won the championship by winning four games in a row.

第二屆住宿書院院際籃球比賽已於2017年1月21日在學校B座體育館進行。比賽採用單循環制，四所住宿書院及元舍堂均派出隊伍參賽。經過激烈的對戰後，康活書院以四連勝的賽果勇奪冠軍。



## Latte Art Workshop

### 品味咖啡工作坊

Advancement and Alumni Affairs Office offers various alumni activities regularly. A Latte Art workshop was held on 13 January 2017. Alumni, students and staff joined the event and shared a great afternoon together. Mr Terry Lam, Sales and Marketing Manager of WPM, gave the participants a short seminar and some demonstrations of coffee art drawing.

發展及校友事務處定期為校友舉辦不同類型的活動。2017年1月13日的「品味咖啡工作坊」吸引了一班熱愛咖啡的校友及師生參加。是次活動由惠家(WPM)銷售及市場部經理林基創先生為參加者介紹咖啡起源、選擇優質咖啡豆等知識，並示範拉花技巧。



## Tin Ka Ping Foundation Arts Ambassador Cultural Trip 2017 to Meizhou, China and Singapore

### 田家炳基金會文化大使計劃：2017年中國梅州及新加坡文化之旅

From 3 to 12 January 2017, the Tin Ka Ping Arts Ambassadors visited Dabu County, Meizhou, China and Singapore in order to explore the globalisation of Hakka culture. This second cohort of TKP Arts Ambassadors comprises 15 students from different disciplines who have excelled in the Department of English "Glocality" & Cultural Literacy Project events.

得到《田家炳基金會》的贊助，第二批由恒管學生組成的田家炳文化大使於2017年1月3日至12日期間到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。今年總共有15位來自不同學院的恒管學生當選為田家炳文化大使。





## Old Hall: Sharing Joy with Kids in Kwong Yuen Estate 元舍堂宿生與廣源邨靈光幼兒學生分享快樂

Residents of HSMC Jockey Club Residential Colleges shared visited the Emmanuel Church Shatin Nursery School during its Christmas party on 22 December 2016. The HSMC volunteers enjoyed the times with over 150 kindergarten students and made different shapes of balloons for them.

恒管賽馬會住宿書院之一的元舍堂於2016年12月22日到訪位於沙田廣源邨的靈光幼兒學校，當天也是該校的聖誕聯歡日。恒管學生與超過150名幼稚園學生分享快樂時光，並為幼兒們扭出各式各樣的汽球公仔。



## Participants of “My Green Space” Green Building Competition visited HSMC Jockey Club Residential Colleges 全港綠色建築學生比賽中學生參觀恒管賽馬會住宿書院



The secondary students, who have joined “My Green Space” competition organised by the Hong Kong Green Building Council, visited the HSMC Jockey Club Residential Colleges on 3 December 2016. The visit demonstrated the tremendous efforts the College had taken in sustainability and development of a green campus, which gave the students inspirations to work out their entries of the competition.

一班參加了由香港綠色建築議會舉辦的「綠色空間由我創造」比賽的中學生，於在2016年12月3日蒞臨恒管賽馬會住宿書院參觀，期望藉了解恒管在可持續發展及建造綠色校園的成就，有助同學構思參賽作品。

## 30 Recruitment Talks with Renowned Corporations in Semester 1 2016/17 與各大知名企業於2016/17年上學期舉辦約30場職業資訊和就業講座

Student Affairs Office (Career Planning and Development) coordinated around 30 recruitment talks in the first semester of 2016/17 academic year. There was a presence of employers from diverse industries, including accounting, marketing, aviation, logistics, banking, finance, property development, IT and government, etc. Renowned corporations, such as Apple, Bloomberg, EY, Hong Kong Disneyland, Hong Kong Airlines, KPMG, L'Oréal and New World Development Group, took part in the recruitment talk series for students.

為了讓同學了解就業市場的最新動態及加強與僱主的互動，學生事務處就業策劃及發展組於2016/17學年上學期舉辦約30場職業資訊和就業講座。專業範疇遍佈各界，包括會計、廣告、航空、物流、銀行、金融、地產發展、資訊科技及政府職務等。多間知名企業如Apple、彭博、安永、香港迪士尼樂園、香港航空、畢馬威、歐萊雅及新世界發展有限公司等均應邀與恒管合辦就業講座。



A staff member shared his extraordinary moments when working in KPMG in the recruitment talk  
畢馬威職員在就業資訊講座分享其工作經驗

Specialized College of Korea  
南韓院校代表團

On 19 January 2017, a delegation of 10 members from Specialized College of Korea (SCK) including representatives from Dongyang University, Induk University, Jeonju Kijeon University and Jeonbuk Science College visited HSMC.

由數間南韓院校組成的代表團於2017年1月19日到訪恒管。

Glory Sea Holdings Limited  
譽海集團有限公司

Mr Wong Siu Hung and Ms Wensa Cheung, Director and General Manager of Glory Sea Holdings Limited, visited HSMC and were warmly welcomed by President Simon S M Ho on 10 January 2017. Mr Wong is pleased to support HSMC, and wishes HSMC to acquire university title in foreseeable future.

譽海集團有限公司總裁黃紹雄先生及總經理張瑞芳女士於2017年1月10日到訪恒管，由何順文校長親自接待。黃先生非常樂意捐助恒管，並寄望恒管在不久的將來能正名大學。

The Delegation of Malaysian Private Tertiary Institutions Study Mission on Hong Kong's Higher Education  
大馬民辦高校香港高等教育考察團

The Delegation of Malaysian Private Tertiary Institutions Study Mission on Hong Kong's Higher Education visited HSMC on 5 December 2016. The delegation exchanged views with senior management of HSMC and had a tour within the HSMC Jockey Club Residential Colleges and facilities in HSMC.

大馬民辦高校香港高等教育考察團於2016年12月5日到訪恒管，與恒管的管理層進行交流活動，並參觀學院新落成的賽馬會學生住宿書院和各項設施。

Wu Jieh Yee Charitable Foundation  
伍潔宜慈善基金會

The governors of Wu Jieh Yee Charitable Foundation visited HSMC and were greeted warmly by President Simon S M Ho and Acting Vice-President Tom Fong (Organisational Development) at the College Chamber on 14 December 2016. They praised the development and achievements HSMC has made in the recent years, and also complimented on our student's politeness.

伍潔宜慈善基金會（基金會）的一眾董事於2016年12月14日到訪恒管，由校長何順文教授及署理副校長（機構發展）方永豪博士親自接待。基金會肯定恒管近年的發展及成就，並讚揚恒管學生待人有禮。

Consulate General of Belgium, Hong Kong  
駐港比利時總領事館

With the aim to explore more exchange activities in Belgium and to prepare the students to have a fruitful exchange study in Brussels in Semester 2, a HSMC delegation paid a courtesy visit to the Consulate General of Belgium, Hong Kong on 7 December 2016 and met with Mr Jeroen Deberdt, Deputy Consul General and Ms Shirley Wu, Consular Officer.

為拓展學生交流的機會及加強同學到布魯塞爾交流的準備，恒生管理學院代表於2016年12月7日到訪駐香港比利時總領事館，與副總領事杰倫先生及領事事務主任胡子瑩女士會面。





We would also like to extend our warmest welcome to Professor Lam Chee Keung Kevin (Professor, Department of Accountancy), Dr Jay Thomas Parker (Assistant Professor, Department of English), Dr Wu Chun Ho Jack (Lecture I, Department of Supply Chain and Information Management), Ms Ma Man Tak Connie (Project Manager, Joint-Institution Network for Student Success), who have joined the HSMC family.

我們衷心歡迎會計學系林自強教授、英文系副教授Dr Jay Thomas Parker、供應鏈及資訊管理學系講師胡鎮浩博士以及英才網項目經理馬文德女士加入恒管的大家庭。

## Forthcoming Events

### 活動預告

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

##### 2017 Founders' Day Youth Development Forum 2017校慶日青年發展講座

16 March 2017 (Thursday) 2017年3月16日 (星期四)	3:30 pm – 5:00 pm	College Hall, 4/F, Academic and Administration Building (Block M) 恒生管理學院教學行政大樓 (M座) 四樓學院禮堂
--	-------------------	---

##### 2017 Founders' Day Reception cum Launching Ceremony of the Three Research Centres 恒管校慶日酒會暨三所研究中心成立典禮

16 March 2017 (Thursday) 2017年3月16日 (星期四)	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
--	---------	--

#### Registry 教務處

##### 2017-18 HSMC Senior-Year Admission Talk 2017-18 高年級入學講座

23 March 2017 (Thursday) 2017年3月23日 (星期四)	4:45 pm	
7 April 2017 (Friday) 2017年4月7日 (星期五)	2:45 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 April 2017 (Thursday) 2017年4月20日 (星期四)	4:45 pm	

##### Graduation Photo Day 2017 畢業拍照日2017

27 April 2017 (Thursday) 2017年4月27日 (星期四)		Hang Seng Management College Campus 恒生管理學院校園
--	--	---

#### Executive Development Centre 企管發展中心

##### Journey to Marketing & PR Professional 邁向市務公關達人之路

31 March 2017 (Friday) 2017年3月31日 (星期五)	3:00 pm – 5:00 pm	Hang Seng Management College Campus 恒生管理學院校園
--	-------------------	---

#### Provost's Office 常務副校長室

##### Arts at HSMC "Delights of Wilderness – Watercolour paintings by Wu Shiu Ming" [文藝在恒管] [野興：城市步調中的心靈取向—胡少鳴水彩畫展]

10 March to 20 April 2017 2017年3月10日至4月20日		Exhibition Section, Library, G/F, S H Ho Academic Building, Hang Seng Management College 恒生管理學院何善衡教學大樓地下圖書館展覽區
---	--	--



# 2.12.2016 2016 Graduation Ceremony 2016年度畢業典禮



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](mailto: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](mailto:cpao@hsmc.edu.hk)。

