

# HSMC

## Newsletter 恒管通訊

04 • 2017



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

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## HSMC Set up Three New Research Centres Founders' Day Youth Development Forum Encouraged Young People to Have Dreams

恒管成立三所新研究中心  
校慶日青年發展講座鼓勵年輕人追夢



(From left) Dr Eugene Wong, Prof Francis Chin, President Simon Ho, Dr Moses Cheng, Prof Y V Hui, Dr Stephen Ng and Prof Lawrence Leung hosted the launching ceremony of three research centres.

(左起) 黃彥璋博士、錢玉麟教授、何順文校長、鄭慕智博士、許溢宏教授、吳志雄博士及梁志堅教授一起主持三所研究中心成立儀式。

In celebrating its 7th anniversary, HSMC organised 2017 HSMC Founders' Day Youth Development Forum and an unveiling ceremony for three new research centres, namely Deep Learning Research and Application Centre, Policy Research Institute of Global Supply Chain, and Virtual Reality Centre.

Incorporating academic research into teaching is HSMC's major objective. In the last three years, HSMC received some HK\$87.6 million from different funding sources, which covers 64 teaching and research projects. HSMC has already set up the Centre for Corporate

恒管於2017年3月16日校慶日舉行三所新研究中心的成立典禮：「深度學習研究與應用中心」、「全球供應鏈管理政策研究所」以及「虛擬實境中心」，同日並舉辦「校慶日青年發展講座」。

融合學術研究與教學是恒管學術發展一大目標。過去三年，恒管獲得不同資助機構撥款約港幣\$8,760萬，進行64項教研項目。學院之前已成立「企業可持續發展及創新中心」及「商學研究所」，今年研究團隊增添新力軍。

「深度學習研究與應用中心」獲研究資助局的院校發展計劃撥款成立，提供及推廣深度學習計算平台，從而應用到商業、傳播科技、決策、翻譯以至人文學科範疇。

「全球供應鏈管理政策研究所」就供應鏈和物流管理相關議題，進行深入分析研究，為政府、業界和持份者提供互相交流資訊和經驗的平台，並因應市場環境轉變，向政府提出政策建議。

「虛擬實境中心」獲教育局的質素提升支援計劃支持創立。中心的



Members of HSMC's Board of Governors and College Council, HSMC management, Chairman of HSMC and Hang Seng School of Commerce Alumni Association and President of Student Union proposed a toast and wished HSMC future success in talent development.  
校董會成員、校務委員會成員、恒管管理層、恒管暨恒生商學院校友會主席及學生會主席一同祝酒，祝願恒管培育更多優秀人才。



President Simon Ho (left) hosted the forum and had some fruitful exchange with guest speakers, Mr Quincy Wong (centred) and Mr Francis Ngai.  
何順文校長(左)主持講座，與分享嘉賓王利民先生(中)及魏華星先生對談。

Sustainability and Innovations, and the Research Institute for Business. The establishment of three new centres has strengthened its edges on research.

The Deep Learning Research and Application Centre, supported by Research Grants Committee's Institutional Development Scheme, provides a computing environment for deep learning which can be applied to different fields like commerce, communication technology, decision-making, translation, and humanities and social science.

The Policy Research Institute of Global Supply Chain conducts in-depth researches on supply chain and logistics management related issues, provides a platform for information and experience exchanges among the government, different sectors and stakeholders, and submit policy proposals to the government in response to market changes.

The Virtual Reality Centre, with support received from the Quality Enhancement Support Scheme from the Education Bureau, is equipped with an interactive and immersive virtual reality system in its Virtual Reality and Big Data Analytics Laboratory that applies virtual reality and augmented reality technologies to different disciplines. It also provides big data visualisation and analysis in multi-dimension level through the virtual reality and simulation tools in the centre.

The 2017 HSMC Founders' Day Youth Development Forum, taking the theme of "Break Through the Limits", attracted over 500 guests, HSMC staff and students. Two guest speakers, Mr Francis Ngai, Founder and Chief Executive Officer of Social Ventures Hong Kong and Mr Quincy Wong, Group Chairman and Executive Director of Convoy Global Holdings, shared with the audience their thoughts and experience. Mr Ngai encouraged young people to understand what the reality is, change their ways of thinking and accomplish more in their work. Mr Wong emphasised that daydreaming simply achieves nothing. Only with action can one's dreams come true. He encouraged young people to have dreams and act on them.



Dr Moses Cheng, Chairman of College Council, expressed his gratitude towards community support to HSMC.  
校務委員會主席鄭慕智博士感謝社會各界對恒管的支持。



President Simon Ho shared the latest developments of HSMC.  
何順文校長分享學院最近的工作成果。

「虛擬實境及大數據分析研究實驗室」所建構的沉浸式虛擬實境模擬系統，可以把虛擬實境和擴增實境技術應用到不同領域的項目，同時可進行精密的多維度大數據研究，提供卓越的三維互動學習平台。

同日舉行的「校慶日青年發展講座」以「突破自我 推展極限」為主題，吸引超過500位嘉賓及師生出席。香港社會創投基金創辦人及行政總裁魏華星先生以及康宏環球控股有限公司集團主席及執行董事王利民先生擔任嘉賓，分享經驗和心得。魏先生寄語年輕人宜先行了解現實環境，調整心態，努力做好自己的工作。王先生認為沒有「心想事成」，只有「心想做成」，年輕人要把夢想付諸行動。



## A Life-long Journey in IT and Research

### 資訊科技與研究為伴的人生旅程

**Professor Francis Chin**  
**Head of Department of Computing and**  
**BA (Hon) in Applied and Human-Centred**  
**Computing Programme Director**

電子計算系系主任及  
應用及人本計算學(榮譽)文學士課程總監  
錢玉麟教授



First of all, I would like to express my appreciation to HSMC for giving me the opportunity to continue contributing to the society after my retirement. I spent over 30 years teaching and doing research at the University of Hong Kong (HKU) and retired in 2015 before taking up my post at HSMC. Clearly, HSMC as a privately funded institution has relatively fewer resources than other universities funded by the University Grants Committee (UGC), but I firmly believe that excellence in research and development can be achieved at HSMC as long as there is passion and enthusiasm for the work, and HSMC finds its niche and keeps itself at the forefront.

My background tells me that great things can be achieved despite difficulties. I was born in Hong Kong and raised in a poor family. I spent my childhood in Shek Kip Mei, and my primary school education consisted of a few hours each day (after normal school hours) spent in rooftop schools where hardly any English was taught. Passion and enthusiasm for studying pushed me forward. I was accepted by HKU to take the civil engineering programme, but decided to study abroad and finally ended up with a PhD from Princeton University.

My area of expertise is Information Technology (IT) which is a fast-changing area. Finding a niche at the forefront is important. I picked up computing in the 1960s. I remember that my first programming language was Fortran; and then I learned Algol, Pascal, etc. New computer

首先，我要感謝恒管在我退休之後，給我繼續貢獻社會的機會。加入恒管之前，我在香港大學任教和進行研究超過30年，直至2015年退休。相對於獲得大學教育資助委員會(教資會)支持的大學，恒管作為私立機構，擁有的資源較少。但我堅信，只要對工作充滿熱情，恒管在研究發展方面，定可取得卓越成果，找出本身獨到之處，站在領先地位。

成長經歷讓我明白，縱使困難重重，仍可成就大業。我出生在石硤尾一個貧窮家庭，小學教育在非正規的天台學校進行，每天學習幾個小時(只在正式上課時間後進行)，當時幾乎沒有英語教學。出於對知識的追求，我不斷努力學習，其後獲得香港大學取錄，修讀土木工程，但我最終決定出國求學，並於普林斯頓大學獲得博士學位。



我的專科是資訊科技，如何在這個千變萬化的領域尋找合適的領先發展方向，非常重要。我在1960年代開始接觸計算機工程，第一種學習的程式語言是Fortran；之後，我陸續學習了Algol、Pascal等。隨著新的計算機程式語言不斷出現，我逐漸意識到學習新的程式語言未能讓我在計算機最頂尖之處找到理想的位置。於是，我開始集中於算法領域的基礎研究。我的具體研究興趣從最初的數值算法、並行和分佈式計算，逐步轉化到數據庫、

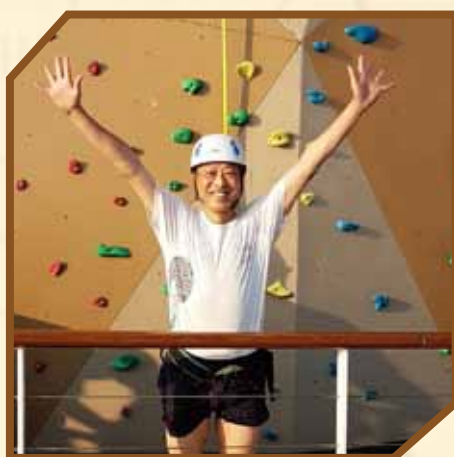
programming languages emerged at a frequent pace. After a while, I realised that learning every new programming language was not going to give me a niche at the forefront. I concentrated on fundamental research in the algorithms area, but my specific research interest and area changed from numerical algorithms to parallel and distributed computing, to database, to computer security, to scheduling, to online algorithm, and to bioinformatics. In the process, I learned a lot, including how to be nimble, and I now have the confidence to pick up a new research area and find my niche based on what I have learnt.

The hot topic in IT today is Deep Learning, which is a branch of Artificial Intelligence and particularly machine learning. Deep Learning technology enables the computer to learn, for example, how to play the game of Go very well to the point of beating human champions. The learning happens when the computer processes a huge amount of input data to find features or patterns which would lead to the desired outcome. The input data in Deep Learning algorithms goes through layers and layers (hence, the “Deep” in Deep Learning) of nonlinear processing units to extract the features and thus learn.



計算機安全，直至近年來的生物信息學。研究過程中，我學到很多東西，包括如何快速地確定新的研究方向。憑著以往所學，我非常有信心制訂新的研究領域以及展開研究。

深度學習是當今資訊科技最熱門的課題，屬於人工智能範疇，尤其是機器學習。深度學習技術讓計算機從經驗中學習，例如，計算機學習如何下圍棋並擊敗人類圍棋冠軍。計算機的學習過程是通過處理大量輸入數據，從中找到能夠實現目標的特徵或模式。深度學習時，計算機將輸入數據通過一層層非線性處理單元，進行計算（也即深度學習中的「深度」），最終擷取所需要的特徵予以學習。



近年來，包括Google在內的眾多資訊科技企業在深度學習方面投入大量資源。利用深度學習技術，Google的圖像搜索、自駕車和語言翻譯取得巨大成果。除此之外，深度學習也可以應用在很多其他領域。

Companies such as Google have invested considerably in the past few years into research in Deep Learning. Image searching and autonomous cars in Google and language translation in Google Translate are performed using Deep Learning algorithms with very successful results. Deep Learning has many other applications.

Since joining HSMC, I have been leading a team to secure nearly HK\$7 million in funding from the government's UGC under the Institutional Development Scheme for the establishment of the Deep Learning Research and Applications Centre (DLC). I hope to cultivate passion and enthusiasm among the researchers in HSMC to apply Deep Learning technology provided by the DLC in their research. As Deep Learning can be applied to many areas, including machine translation and financial prediction systems where HSMC already has research strengths, it is possible for HSMC to build a reputation based on its niche at the forefront of IT with Deep Learning. I am grateful for the opportunity to assist HSMC toward this goal.

加入恒管之後，我帶領團隊從教資會的院校發展計劃獲得接近港幣\$700萬資助，用以成立深度學習研究與應用中心。我希望培養和促進恒管研究人員對深度學習的熱情，期望他們把深度學習研究與應用中心提供的深度學習技術，應用到研究上。深度學習具有廣泛的應用範圍，包括機器翻譯和金融預測。在這兩個方向，恒管具有良好的研究實力。希望利用深度學習，恒管能夠在這些領域取得卓越成果，建立良好聲譽。非常榮幸能夠有機會協助恒管邁向這個目標。





## Enjoying Success in Setting up a Business with Clear Direction

釐清目標 盡享創業喜樂

**BoBo Pak**

HKALE Programme at  
Hang Seng School of Commerce

Founder and Chief Executive Officer of  
East Technologies Limited

**白家寶**

恒生商學書院  
香港高級程度會考課程

東科技網頁設計有限公司  
創辦人及行政總裁

The IT industry was always comparatively male-dominated. BoBo Pak, after completing her studies at Hang Seng School of Commerce (HSSC) and university, challenged the tradition and demonstrates her capability and talents in this field.

BoBo took business course at HSSC, followed by a bachelor's degree in accounting and finance, and a master's degree in IT at other universities.

With great interest in animation design and multimedia, she started her business while studying at HSSC and received her first web design job. This paved the way for setting up her own business at a later stage. She recalled, "When I started off, my seemingly lack of experience and young age failed to win a client's confidence. Eventually, with a sincere attitude and high quality service, I earned his trust and satisfaction, and even recommendation to other clients." Over the years, her business has expanded from web design to digital marketing and mobile applications, with good reputation and evident success.

After striving for results in her own business for some time, BoBo thought it was time to contribute to the society with her strengths. She said, "I believe that education is the best way to achieve this goal. By sitting on the Board of Governors of a primary school, I hope I can encourage students to cultivate creative thinking since childhood. By serving as a guest lecturer at university, I can bring the most updated market intelligence and personal experience to the new working force."

Truly understanding her own interests, making the best out of her business and IT knowledge, and living with a thankful heart, all these have shaped who she is today. She shared her words of wisdom with the to-be entrepreneurs, "No sweet without sweat. Be perseverant, be patient." In the future, she would continue to move forward, aiming at listing her company on the Growth Enterprise Market.



BoBo leads a creative and dynamic team. 白家寶帶領創意無限的團隊。

一直以來，從事資訊科技工作普遍以男性居多，而白家寶完成恒商和大學課程後，便打破傳統，在這個行業展示獨當一面的才能。

白家寶於恒商修讀商科，其後再修畢會計及金融學士以及資訊科技碩士學位課程。

修讀預科時已奠定她的創業基礎。因為喜愛動畫設計和多媒體創作，她於課餘時間開始創業，更接下第一份網頁設計工作。她回想：「剛起步時由於經驗尚淺，曾經有客戶因為我年紀輕而欠缺信心；最終我以認真態度和高質素的服務，贏取他的信任和認同，更獲他推薦給其他客戶。」多年來，白家寶的公司業務已由網頁設計拓展至網上推廣和手機應用程式等，建立了良好商譽，成績有目共睹。

在職場努力打拼一段日子後，白家寶認為是時候運用一己所長，回饋社會。她說：「我深信教育是最佳途徑。擔任小學校董，是希望協助學生從小培育創新思維；於大學擔任客席講師，可以把最新市場資訊和親身經驗，傳遞給即將晉身市場的新力軍。」

認清興趣，善用商學和資訊科技知識，加上一顆感恩的心，成就了今天的她。她勸勉有志創業者：「創業總是先苦後甜，謹記保持毅力，不可過於急進。」未來的日子，她仍會努力邁步，朝著創業板上市的目標進發。



BoBo received awards of online marketing and web design. 白家寶獲得網上市場推廣及網頁設計獎項。





## 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  
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## HSMC Innovation Project Competition 2017

### 2017恒生管理學院創意計劃比賽

The Centre for Teaching and Learning organised its second HSMC Innovation Project Competition to continue promoting a culture of innovation and creativity at HSMC. The competition is divided into three categories, namely business innovation, humanities innovation and social innovation.

This year, 13 project proposals were received. The panel of judges was pleased to see more diversified proposal topics and found students from different programmes teamed up to foster inter-disciplinary collaborations and create new synergies.

The award presentation ceremony was held on 24 April 2017, during which a poster presentation was organised for students to introduce their projects. Provost Gilbert Fong and Mr K P Cheng, member of HSMC College Council, delivered speeches and presented awards to winning teams.



教與學發展中心舉辦第二屆「恒生管理學院創意計劃比賽」，再接再厲，推動恒管的創新及創意文化。比賽分為三大組別：商業創意組、社會創意組及人文創意組。

今年共有13份參賽計劃書。評判小組很高興看到計劃書主題更多樣，而來自不同學科的同學組隊參賽，除了促進跨學科合作之外，也帶出嶄新的協同作用。

頒獎典禮於2017年4月24日舉行，參賽同學於當日作海報報告，介紹作品內容。方梓勳常務副校長及校務委員會成員鄭錦波先生出席典禮致辭，並頒發獎項予得獎隊伍。

## Research Grants Council On-site Visit

### 研究資助局實地考察

Members of the Research Grants Council (RGC) Monitoring and Assessment Panel conducted a Panel Visit to HSMC on 13 April 2017. The Panel met with College senior management, core team members of the Research Institute for Business, Principal Investigators (PIs) of selected projects funded by the Faculty Development Scheme (FDS) and some academic staff. The Panel also visited RGC-funded facilities including the Computer-Assisted Telephone Interviewing Centre and the Behavioural Laboratory. A poster session was arranged for PIs of selected FDS projects to showcase their research progress and results.



Members of the RGC Monitoring and Assessment Panel met with HSMC senior management.  
研資局監察及評核委員會成員與學院管理層會面。

研究資助局（研資局）監察及評核委員會成員於2017年4月13日蒞臨恒管，與校方管理層、商學研究所核心成員、獲教員發展計劃資助的部分首席研究員以及校內教員會面。委員會成員亦於當日實地視察研資局資助興建的設施，包括電腦輔助電話調查中心及行為實驗室。獲教員發展計劃資助的首席研究員亦以海報發表形式，向委員會成員闡述其研究進度及成果。



PIs of selected FDS projects introduced their research progress and results to members of the RGC Monitoring and Assessment Panel.  
獲教員發展計劃資助的首席研究員，向研資局監察及評核委員會成員闡述其研究進度及成果。

## Inter-Secondary School Mobile Phone Application Design Competition x JCI Sha Tin Project Bullseye 2017

### 手機應用程式設計比賽 x Project Bullseye 2017



(5th to 8th from left) Mr Kendrick Yuen, President of JCI Sha Tin; Ms Teresa Poon, National President of JCI Hong Kong; Mr Eddie Hak Kim Ng SBS JP, The Secretary for Education; and President Simon Ho joined the prize presentation ceremony.  
(左五至八) 沙田青年商會會長袁裕治先生、國際青年商會香港總會會長潘沁怡小姐、教育局局長吳克儉先生SBS JP及何順文校長出席頒獎典禮。

The Department of Supply Chain and Information Management and Junior Chamber International Sha Tin (Hong Kong) Limited co-organised the Inter-Secondary School Mobile Phone Application Design Competition x JCI Sha Tin Project Bullseye 2017 programme. Following the kick-off ceremony on 25 February 2017 officiated by the Hon Jeffrey Lam Kin Fung, GBS JP, Legislative Councillor, Mr Sean Lin, Chairman of the Outstanding Young Person Association, and representatives from HSMC and JCI Sha Tin, this competition concluded with success and the Prize Presentation Ceremony was held on 8 April 2017. Mr Eddie Hak Kim Ng, SBS JP, The Secretary for Education; President Simon Ho; Ms Teresa Poon, National President of JCI Hong Kong and Mr Kendrick Yuen, President of JCI Sha Tin attended the ceremony and congratulated winners on their innovative ideas.

This competition aims to promote quality and convenient life with the proper use of mobile applications and to strengthen secondary school students' interpersonal communication skills. The organisers expressed their gratitude to Mr Wu Siu Hong, MH, one of the JCI Hong Kong Ten Outstanding Young Persons, for being the event ambassador. HSMC was grateful to have the Rotary Club of Sha Tin as sponsor of the competition.

恒管供應鏈及資訊管理學系與沙田青年商會合辦的校際手機應用程式設計比賽 x Project Bullseye 2017活動於2017年2月25日舉行啟動儀式，主禮嘉賓包括立法會議員林健鋒先生GBS JP、傑出青年協會主席林景昇先生以及恒管和沙田青年商會的代表。比賽圓滿結束並於2017年4月8日舉行頒獎典禮。教育局局長吳克儉先生SBS JP、何順文校長、國際青年商會香港總會會長潘沁怡小姐以及沙田青年商會會長袁裕治先生出席典禮，恭賀得獎者並嘉許他們的無限創意。

是次比賽旨在透過編寫手機應用程式，提醒大眾善用科技，並思考如何透過智能手機享受優良和便利的生活。主辦機構感謝香港十大傑出青年得獎者胡兆康先生MH擔任活動大使，恒管也向活動贊助機構沙田扶輪社致意。



The Hon Jeffrey Lam Kin Fung GBS JP, Legislative Councillor (centred) and Mr Sean Lin, Chairman of the Outstanding Young Person Association (4th from left) attended the kick-off ceremony.  
立法會議員林健鋒先生GBS JP (中)與傑出青年協會主席林景昇先生(左四)出席啟動儀式。



## Naming Ceremony of Ho Tak Sum Classroom 「何德心教室」命名儀式

In recognition of the generous donation by Mr Ho Tak Sum, MH in support of HSMC's future development, classroom A212 in the S H Ho Academic Building (Block A) was named after Mr Ho. On 30 March 2017, Mr and Mrs Ho, together with their daughter, Miss Ivy Ho, joined a luncheon hosted by Dr Patrick Poon, HSMC Governor, President Simon Ho, and Provost Gilbert Fong before the official naming ceremony.

Well-versed in Chinese culture, Mr Ho encouraged HSMC to continue nurturing young talent with the spirit of the "four ontological goals" (to seek the Will of Heaven and Earth; to determine the Fate of the People; to perpetuate the Great Learning of Past Sages; and to usher in Universal Peace for future generations) put forward by the Northern-Song-dynasty philosopher Zhang Zai.



(From left) Provost Gilbert Fong, President Simon Ho, Dr Patrick Poon, Mr Ho Tak Sum MH, Mrs Ho, friend of Mr Ho Ms Jenny Ng, Miss Ivy Ho and Dr Tom Fong.  
(左起) 方梓勳常務副校長、何順文校長、潘樂昌博士、何德心先生伉儷、何先生友人吳明珍女士、何沅蔚小姐及方永豪博士。

恒管何善衡教學大樓A212室於2017年3月30日起正式命名為「何德心教室」，以感謝何德心先生MH慷慨捐助，支持學院發展。何先生伉儷及千金何沅蔚小姐蒞臨出席命名及揭幕儀式，並與校董潘樂昌博士、何順文校長以及方梓勳常務副校長共晉午餐。

何先生對中國文化素有研究，希望恒管繼續以「為天地立心，為生民立命，為往聖繼絕學，為萬世開太平」的「橫渠四句」精神，作育英才，服務社會。

## Hiking Activity and Unveiling Ceremony of Dr and Mrs Cheung Wah Keung Classroom 「悠•山行」遠足活動暨張華強博士伉儷教室揭幕儀式

On 25 March 2017, at the invitation of HSMC, our alumnus and outdoor enthusiast Dr Jacky Cheung and Mrs Cheung joined a hiking trip from Mui Tsz Lam to Ngong Ping Plateau, together with members of Hong Kong Professionals and Senior Executives Association, Hong Kong Young Industrialists Council, and the alumni community and their families. Dr Jacky Cheung shared useful hiking tips with other participants along the way.

Staunch supporters of HSMC, Dr and Mrs Jacky Cheung had recently made a generous donation to HSMC. In recognition of their generosity, HSMC held an "Unveiling Ceremony of Dr and Mrs Cheung Wah Keung Classroom" on 3/F, Lee Quo Wei Academic Building the same day after the hiking trip.

Dr and Mrs Jacky Cheung, Dr Patrick Poon, HSMC Governor, and President Simon Ho jointly officiated at the unveiling ceremony. Dr Cheung, a devout Taoist, said, "I hope to encourage everyone to participate in outdoor activities and try to understand the meaning of life amidst Heaven, Earth, and Man, the Three Cosmic Forces."

Dr and Mrs Cheung (centred) with guests at the unveiling ceremony.  
張華強博士伉儷(中)於揭幕儀式與嘉賓合照留念。

恒管邀請戶外運動經驗豐富的校友張華強博士，聯同香港專業及資深行政人員協會及香港青年工業家協會會員，於2017年3月25日與校友及家人一起到馬鞍山梅子林至昂平高原遠足。張博士沿途更教授遠足技巧。

張博士伉儷一向熱心支持恒管，除發起是次遠足活動外，更慷慨捐贈母校。緊接當日遠足活動，恒管假校園利國偉教學大樓三樓舉行「張華強博士伉儷教室揭幕儀式」，表彰張博士伉儷慷慨捐贈。

張博士伉儷聯同校董潘樂昌博士及何順文校長主持揭幕儀式。張博士尊崇道家思想，分享時表示：「希望是次活動可以鼓勵各位多參與戶外活動，處身『天地人』之間感悟人生；並藉此呼籲各位支持恒管持續發展。」



## Radio Hosting and Programme Production Workshop 電台主持及節目製作訓練課程

The School of Communication co-organised a Radio Hosting and Programme Production Workshop with the Islands District Office on 12 and 18 March 2017. Dean Scarlet Tso, School of Communication, and Mr Eric Ng, senior host of radio programme in Hong Kong, shared experiences in radio hosting, and introduced the development of Hong Kong Radio Broadcasting as well as elaborating on the positioning of three local radio companies and related broadcasting code and regulations.

At the workshop, students learnt about communication theories, techniques in oral speaking, uses of voice, contingency handling and interview skills. They also visited a radio broadcasting studio on site, through which they learnt more about the recording system and equipment. Together they produced a trial radio programme.

傳播學院與離島民政事務處於2017年3月12日及18日合辦「電台主持及節目製作訓練課程」。傳播學院院長曹虹教授及香港資深電台節目主持人伍家廉先生擔任導師，分享主持電台節目的經驗，簡介香港電台廣播的發展歷程、三間本地電台的業界定位及不同廣播範疇應用的守則及條例。

學員從中學習傳播學理論、口才訓練、說話技巧、聲線運用、臨場應變方法、訪問技巧等。學員更實地參觀錄音室，認識各種系統及器材，並合力製作電台錄音節目。



Dean Scarlet Tso introduced oral speaking techniques. 曹虹教授訓練學員的口才及說話技巧。



Mr Eric Ng explained how to use recording equipment in a studio. 伍家廉先生教導學員使用錄音室的系統及器材。

## “Along with the President” Series #7: Lion Rock Night Hike 「與校長同行」系列七：夜遊獅子山

The “Along with the President” first-time night hike was held on 17 March 2017. President Simon Ho and Mrs Ho, together with 16 students, some staff and three PE Unit colleagues enjoyed a nocturnal trip to the Lion Rock. Despite the mist and the few rain patches and the fact that many trails required headlamps for lighting, the spirit of the team was high. Most students were even first-time night hikers. The team spent some 3.5 hours to complete a journey of seven kilometres. At around 11:30 pm, they finished the trip and enjoyed some food at a traditional “mushroom pavilion” food stall in Wong Tai Sin. Team members found the hiking experience very enjoyable and looked forward to future activities to enhance communications with the President.

「與校長同行」系列於2017年3月17日首次舉行晚間遠足活動。何順文校長和夫人聯同16位同學、一些學院同事及三位體育部同事開展夜遊獅子山的旅程。儘管當晚有薄霧及微雨，很多路徑更需要頭燈照明，團員仍然興致勃勃，大部分同學更是首次於晚上遠足！團隊花了約三小時半完成七公里路程。旅程完畢後，大夥兒於晚上11時30分左右在黃大仙的傳統「冬菇亭」大排檔吃宵夜，旅程圓滿結束。團員非常喜歡是次遠足體驗，希望將來再有機會參與類似活動，與校長多作交流。



Arrived at Lion Rock Country Park entrance. 抵達獅子山郊野公園入口。



Enjoyed late night snacks in a “mushroom pavilion” food stall in Wong Tai Sin. 在黃大仙「冬菇亭」大排檔吃宵夜。



## First EDC Advisors Meeting 企管發展中心顧問團隊首次會議

Established in September 2015, the Executive Development Centre (EDC) offers high-quality executive development programmes and activities for individuals and corporations. An EDC Advisory Group was then set up to advise EDC on providing competitive programmes and increasing public awareness of EDC's services. The first meeting of the EDC Advisory Group was held on 17 March 2017.

Members of the EDC Advisory Group include Dr Haksin Chan, Head and Associate Professor, Department of Marketing, HSMC; Mr Chen Man Lung, COO and Executive Director, Culturecom Holdings Limited; Mr Bobby Chung, Chairman and Managing Director, Hong Kong Storage Limited; Prof Desmond Hui, Professor, Department of Social Science, HSMC; Prof Y V Hui, Vice-President (Academic and Research), Academic & Research Office, HSMC; Mr Nick Ip, Executive Director, Eastern Culture International Limited; Ms Ashley Khoo, President, The Hong Kong Society of Financial Analysts; Mr Kenneth Lai, Chairman, Friends of LSE (the London School of Economics and Political Science), Hong Kong; Mr Leo Lee, Managing Partner / Deputy President, Benington Capital Limited / ACCA; and Mr Alan Luk, Head, Hang Seng Bank Limited - Private Banking and Trust Services.



企管發展中心於2015年9月成立，為行政人員及企業提供優質高管發展及培訓課程。企管發展中心顧問團隊其後成立，旨在引領企管發展中心提供高質素及具競爭力的課程，並讓公眾加深認識中心各項服務。顧問團隊於2017年3月17日舉行首次會議。

企管發展中心顧問團隊成員包括：恒生管理學院商學院市場學系系主任及副教授陳克先博士、文化傳信集團有限公司執行董事及營運總裁陳文龍先生、香港儲物室主席及董事總經理宗立基先生、恒生管理學院商學院人文社會科學學院教授許焯權教授、恒生管理學院行政辦公室副校長（學術及研究）許溢宏教授、豐藝國際文化投資有限公司行政總裁葉家寶先生、香港財經分析師學會會長丘培煥小姐、倫敦大學倫敦政治經濟學院校友會會長Kenneth Lai先生、柏寧頓資本管理有限公司董事及管理合夥人兼特許公認會計師公會全球副會長李志明先生，以及恒生銀行私人銀行及信託服務主管陸庭龍先生。

## Behavioural Laboratory Open Day 行為實驗室開放日

On 15 March 2017, the Research Institute for Business organised an open day for the newly established Behavioural Laboratory (Lab) to introduce its advanced facilities and operation.

The Lab supports data collection for behavioural research in different business-related topics, such as behavioural marketing, organisational behaviour, behavioural economics, and so on. The Lab comprises a Group Behavioural Lab, an Individual Behavioural Lab, a reception area and a control room with a large one-way mirror. The Individual Behavioural Lab is an ideal place for conducting in-depth interviews or bargaining experiments. The Group Behavioural Lab is designed for group discussions, focus groups or research involving team dynamics. The control room is equipped with an advanced video monitoring and recording system and a one-way mirror. Sitting in the control room, researchers can control the camera(s) in each room while listening to and watching participants via the mirror and the monitor. The Lab will be a versatile resource to support behaviour-related researches.



Group Behavioural Laboratory  
小組行為實驗室

商學研究所(商研所)於2017年3月15日舉行行為實驗室(實驗室)開放日，介紹實驗室的先進設備和運作模式。

實驗室協助收集行為學的研究數據，研究領域包括行為營銷、組織行為、行為經濟學等商業課題。實驗室的設施包括小組行為實驗室、個人行為實驗室、接待處和附有單面鏡裝置的管理室。個人行為實驗室是進行深入訪談或談判實驗的理想地方。小組行為實驗室專為小組討論、焦點小組討論或涉及小組互動的研究而設。管理室設有先進視頻監控錄影系統和單面鏡。置身管理室，研究人員既可控制鏡頭角度，亦可透過單面鏡和電腦屏幕聆聽和觀察參與者。實驗室為行為研究項目提供多元化的支援。

## Scholarship and Award Presentation Ceremony for Academic Year 2015/16

### 2015/16學年獎學金頒獎典禮

The annual Scholarship and Award Presentation Ceremony was held on 11 March 2017, during which some 1,000 scholarships and awards were presented with a total financial aid of over HK\$10.6 million. More than 900 students were awarded for their all-round excellence in academic studies and co-curricular involvement in the academic year 2015/16. Over 400 guests attended the ceremony to greet the students.



Donors, College representatives and awardees gathered together with their families and friends.

捐贈者、學院代表以及得獎同學與眾親友合照。

一年一度的獎學金頒獎典禮於2017年3月11日舉行，頒發近千項獎學金和獎項，學生受惠總額達港幣\$1,060萬。超過900位同學獲獎，他們於2015/16學年無論在學術或聯課活動方面，都表現傑出，展示多元範疇的全人發展。逾400位嘉賓出席，向同學們送上祝賀。



President Simon Ho presented a scholarship to one of our awardees.

何順文校長頒發獎學金予其中一位得獎同學。

## President Ho's Dinner Gathering with 1980s Graduates

### 何校長與1980年代校友晚餐聚會

On 2 March 2017, President Simon Ho hosted a dinner gathering with over 20 graduates in the 1980s at The Always restaurant in HSMC. Mrs Pearl Choi, former Head of Accounting of the Hang Seng School of Commerce (HSSC, the predecessor of HSMC) for more than a decade, was invited as the guest of honour to share with former students fond memories of campus life.

President Ho took the opportunity to update participants on HSMC's latest developments. The alumni were delighted to learn about not only the ongoing campus expansion of HSMC, but also its forthcoming attainment of university status. The alumni were thankful to their alma mater for organising the dinner gathering, enabling them to reunite with their former teachers and classmates.



何順文校長於2017年3月2日假恒管有恒軒設宴，與20多位1980年代畢業校友共進晚餐。曾任教恒生商學書院(恒商，恒管前身)十多年的會計科科主任蔡美珍老師應邀出席為宴會嘉賓，與當年學生聚舊，暢談昔日校園生活。

何校長於席間介紹學院最新發展。一眾校友闊別母校多年，喜見母校校舍規模更勝往昔，對恒管邁向大學正名之路深感高興。他們非常感謝母校安排是次聚餐，讓他們與老師及同窗重聚，細味當年。

Group photo of President Simon Ho (3rd from left, front row); Dr Tom Fong, Acting Vice-President (Organisational Development) (2nd from left, front row); Mrs Pearl Choi, former HSSC Head of Accounting (4th from left, front row); and 1980s HSSC alumni.

何順文校長(前排左三)、署理副校長(機構發展)方永豪博士(前排左二)及前恒商會計科科主任蔡美珍老師(前排左四)與1980年代畢業校友聚餐合照。



## Forum on Career Opportunities in Compliance and Banking 合規及銀行業的事業機遇論壇

The Department of Economic and Finance and the Student Affairs Office of HSMC, together with the Financial Services Development Council (FSDC), organised a forum titled "Career Opportunities in Compliance and Information Management" on 15 February 2017. Mr Li Shu Pui, Executive Director (Financial Infrastructure) of the Hong Kong Monetary Authority and Ms Chow Yuen Yee, Managing Director and Head of Compliance for Hong Kong, China International Capital Corporation (Hong Kong) Limited attended as guest speakers.

Mr Li introduced the Enhanced Competency Framework for Banking Practitioners (ECF) and explained how it could help the banking industry develop a talent pool. He also talked to the students about career opportunities in the banking sector and the relevance of ECF to undergraduates interested in becoming banking professionals. Mr Li pin-pointed that the financial services sector is one of the pillar industries in Hong Kong and is growing at a fast pace, yet the business landscape is increasingly complex and dynamic as driven by customer demand, technology advancement and regulatory changes. He said that to maintain a sustainable growth path, it is essential to secure sufficient supply of talents with the right skills and knowledge.

Ms Chow deliberated on the role of the compliance function in an investment bank or a full-service securities firm. She shared her insight into how compliance interacts internally with business units and infrastructure areas and externally with regulators; the importance of compliance, the opportunities and challenges presented by compliance; and the key attributes of a compliance professional.



Fruitful exchanges were made at the Q&A session.  
在答問環節，台上台下踴躍交流。



Mr Li Shu Pui  
李樹培先生



Ms Chow Yuen Yee  
周婉儀女士

恒管經濟及金融學系與學生事務處聯同香港金融發展局，於2017年2月15日合辦經濟論壇，以「合規和資訊管理業的事業機遇」為題。論壇主講嘉賓分別為香港金融管理局助理總裁(金融基建)李樹培先生，以及中金國際金融有限公司執行總經理及合規部負責人周婉儀女士。

李先生介紹銀行專業資歷架構 (ECF)，講解對銀行業發展人才庫的作用，並向有志加入銀行業的同學解構ECF跟業界的重大關聯。李先生指出金融服務業為本港重要支柱，發展步伐迅速，模式漸趨多樣化，並會受到市場需求、科技發展和監管規例改變的影響，因此，要維持行業持續增長，需要確保有充足的人才供應。

周女士向在座同學講解合規部在投資銀行或全方位業務證券公司的功能：除了對內跟不同部門和基建範疇協調，對外還要跟監察部門合作。她亦提到合規部的重要性、機遇和挑戰，讓同學了解專業監察主任需要具備哪些元素。

## HSMC Careers Fair 2017 恒管就業博覽會2017

HSMC Careers Fair 2017 was held on 28 February and 1 March 2017 by the Career Planning and Development team of Student Affairs Office. The two-day event attracted over 1,200 students and guests, as well as 60 renowned corporations, such as Hang Seng Bank, Bank of East Asia, Bloomberg LP, Cathay Pacific Airways, Google Hong Kong, Hong Kong Disneyland, LF Logistics, L'Oréal, Ocean Park and SHINEWING. An array of promising job opportunities were offered by various sectors including accounting, aviation, banking, education, public services, IT, logistics, marketing, translation and tourism.

Professional organisations also joined to give advice and support to students. Some 20 recruitment talks were held for students to understand more about the operations of different industries and job opportunities available. Our students could also take the chance to meet potential employers face-to-face and get first-hand recruitment information. CV enquiry and photo-taking services were provided, allowing students to better prepare for job application.

為了讓恒管同學加強與僱主的交流及了解公司職位空缺，學生事務處於每年春季舉辦就業博覽會，邀請僱主參與展覽、提供職業資訊講座及安排即場面試。2017恒管就業博覽會已於2017年2月28日及3月1日舉行，為期兩天，吸引超過1,200名學生和嘉賓到場。參展企業共60間，包括恒生銀行、東亞銀行、彭博新聞社、國泰航空、谷歌香港、香港迪士尼樂園、利豐物流、歐萊雅、香港海洋公園及信永中



HSMC Careers Fair 2017 attracted over 1,200 students and guests.  
恒管招聘博覽會2017吸引超過1,200名學生和嘉賓出席。

和(香港)會計師事務所。不同行業提供各式各樣就業機會，包括會計、航空、銀行、教育、公共服務、資訊科技、物流、市場營銷、翻譯及旅遊。

多間專業團體也參與，為學生提供意見和支援。大會舉辦了約20場職業資訊講座，讓學生認識各行各業的營運模式以及職位空缺。學生更可把握機會與潛在僱主會面，獲得最新求職資訊。場內設有履歷表諮詢及照片拍攝服務，協助學生作好求職準備。

## Lecture on The Palace Museum and Cultural & Creative Industries 「故宮與文化及創意產業」講座

The School of Humanities and Social Science organised the "Public Lecture: The Palace Museum and Cultural & Creative Industries" on 13 February 2017.

Professor Chou Kung Shin was the guest speaker, who served as President of the Palace Museum (Taiwan) from 2008 to 2012 and organised the first major collaborative exhibition in Taipei with the Palace Museum of Beijing in 2009. After that, an exhibition themed "Landscape Reunited: Dwelling in the Fuchun Mountains" was co-organised in 2011. All these are milestones in cross-strait cultural exchange and collaboration.

Professor Chou shared her experience in managing and curating exhibitions at the Taipei Palace Museum and in particular, her experience in promoting cultural and creative industries with the museum, which would be very relevant to the founding of the Hong Kong Palace Museum.

(From left) Professor Thomas Luk, Dean, School of Humanities and Social Science; President Simon Ho; Professor Chou Kung Shin; Professor Desmond Hui, Department of Social Science; and Professor Kao Lang, Head and Professor, Department of Social Science.

(左起) 人文社會科學學院院長陸潤棠教授、何順文校長、周功鑫教授、社會科學系教授許焯權教授及社會科學系主任及教授高朗教授。

人文社會科學學院於2017年2月13日舉辦「故宮與文化及創意產業」公開講座。周功鑫教授應邀出席主講。周教授於2008年至2012年在台灣故宮博物館擔任院長，任內促成兩岸故宮第一次大規模交流合作。2009年在台北故宮舉辦「雍正—清世宗文物大展」，另於2011年與浙江省博物館合辦「富春山居圖」合璧展，成為兩岸合作文物交流的里程碑。

周教授分享了管理台北故宮博物館的寶貴經驗，尤其是如何把文化、創意和博物館結合起來，對香港成立故宮文化博物館具有重要參考價值。





## BBA (Marketing) Students Won Second Place in SCMP “Young Marketer of Tomorrow” Contest

### 工商管理市場學同學勇奪南華早報 Young Marketer of Tomorrow 第二名

Two BBA students (Marketing, Year 4), Carmen Li Cheuk Wing and Harrison Wan Hiu Fung joined the inaugural “Young Marketer of Tomorrow” contest in a team in March 2017 and won the second place amid keen competition.

The competition, organised by SCMP Classified Post, aimed to recognise and reward innovative ideas of future marketing talents. In order to win, Carmen and Harrison had to create an inventive marketing campaign for the Emperor Group. The team made use of advanced technologies such as augmented reality (AR) and virtual reality (VR) to allow customers to “try on” jewellery and watches virtually via a mobile app. Carmen and Harrison shared that their keen awareness of the latest technology development has helped them brainstorm innovative ideas that impressed the judges. They also found the e-marketing courses offered by the Department of Marketing very practical, as the knowledge and skills thus learnt could be well applied in this competition.



Carmen and Harrison received certificates and their prize from the panel of judges.  
李卓穎和溫曉峰從評判手上接收獎狀和獎品。

工商管理市場學四年級學生李卓穎和溫曉峰於2017年3月組隊參加南華早報首屆Young Marketer of Tomorrow比賽，喜獲第二名的佳績。

是次比賽旨在肯定和獎勵未來營銷人才的創意。李同學和溫同學需為英皇集團設計具創意的營銷活動，推廣集團旗下珠寶鐘錶產品。他們利用擴增實境和虛擬實境技術，讓客戶透過手機程式模擬試戴珠寶和手錶，同學的創新意念備受評判讚賞。他們表示由於自己一向緊貼最新科技發展，因而有助構思創新可行的營銷方案，比賽時突圍而出。此外，他們認為課堂所學的網上營銷知識和技巧非常實用，讓他們在是次比賽好好發揮。

## BBA-SCM Team First Runner-up in CILTHK Essay 2017 Competition

### 供應鏈管理同學於「香港運輸物流學會學界專題研習比賽」喜獲亞軍

A five-member team from the Department of Supply Chain and Information Management, formed by Tsang Wai Sheung, Wong Tse Shan, Tse Kam Ha, Tse Yan Wing and Phoebe Wong Wing Kiu, was awarded first runner-up in the CILTHK Essay Competition 2017. They gave an excellent presentation with impressive analyses on the topic “Do you think an increase in the number of seats on public light bus can improve the business environment of the operators and shorten the waiting time of passengers as well?” SCM students have participated in this competition since 2013 and had been first runner-up for three times.

This year, the competition was jointly organised by the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) and HSMC on 4 March 2017 while the CILTHK Student Day 2017 was held at HSMC on the same day. A total of nine teams from various universities from Hong Kong and Macau took part in the competition. They were required to analyse a case provided by the organisers and propose solutions to test their analytical and problem-solving abilities.

由曾慧嫦、黃子珊、謝錦霞、謝欣穎及黃泳翹五位供應鏈及資訊管理學系同學組成的隊伍，參加「香港運輸物流學會學界專題研習比賽2017」，榮獲專題研習團體賽亞軍。供應鏈及資訊管理學系學生自2013年起參賽，今年已是第三年取得亞軍殊榮。

今年，學會與恒管合辦賽事，並於恒管舉行學會的學生日，共有九組來自港澳地區大專院校隊伍參賽，比賽當日由主辦機構向參賽隊伍即場提供研究個案，從中考核團隊的分析及解難能力。恒管隊伍的研究題目是增加公共小巴座位數目可否有助提升經營環境及縮短乘客的等候時間。



HSMC team was awarded first runner-up in CILTHK Essay Competition 2017.  
恒管代表隊伍於香港運輸物流學會學界專題研習比賽2017榮獲亞軍。



SCM professors, the winning team and other students pictured in the competition day.  
教授團隊、獲獎隊員及學生於賽事當日合照。

## Accounting Student Won Third Place in Young Tax Professional of the Year 2017 會計學同學於安永年度國際稅務菁英大賽奪季

Our student Wilson Chan Tsz Ho (BBA Accounting, Year 4) was second runner-up in the Young Tax Professional of the Year 2017 Hong Kong regional final competition organised by international accounting firm EY. He was also awarded “My Most Favourite Presenter”.

EY's annual Young Tax Professional of the Year competition is a global tax competition first held in 2010 to nurture the next generation of global tax leaders. The Hong Kong regional competition entered its fourth year this year and attracted all tertiary higher education institutions to join. Apart from Wilson's outstanding performance, seven HSMC BBA Accounting students were among the 32 students shortlisted as finalists, they are: Hank Chan Tsz Fung, Jeffrey Cheung Chun Yan, Mak Lai Fong, Peter Pang Chung Wai, Tan Anjelica Chui, Katy Wong Ka Yan and Wilson Wong Tsz Hei.

陳子豪(主修會計學四年級生)於香港區「2017安永年度國際稅務菁英大賽」勇奪季軍，並獲頒「我最喜愛的演講員」獎項。

「安永年度國際稅務菁英大賽」是全球稅務比賽，2010年首辦，旨在培育新一代全球稅務領袖。香港區比賽踏入第四年，吸引所有高等教育院校參加。除了陳同學表現傑出外，另有七位主修會計學的同學也晉身香港區決賽32位入圍者當中，他們分別是：陳子鋒、張晉胤、麥麗芳、彭忠偉、陳嘉儀、黃嘉欣及黃梓希。



Chan Tsz Ho was second runner-up and “My Most Favourite Presenter” in EY's Young Tax Professional of the Year Hong Kong regional final competition. 陳子豪勇奪「2017安永年度國際稅務菁英大賽」季軍及「我最喜愛的演講員」獎項。



Mr Wilson Cheng (2nd from right), EY Tax partner, congratulated HSMC's eight students who entered the final competition. 香港安永會計師事務所稅務及商業顧問服務合夥人鄭傑榮先生(右二)恭賀八名進入決賽的恒管同學。

## Business Students Second Runner-ups in ACCA Hong Kong 10th Business Competition 商學院學生榮獲第十屆「ACCA商業策劃大比拼」季軍

A team, formed by Sandy Man Wing Ki and Christy Mark Yee Man (BBA Accounting, Year 3) and Tracy Lau Po Chui (BBA-Corporate Governance, Year 3), won the second runner-up award in the 2016 ACCA Hong Kong 10th Business Competition.

Theme of the competition is “Youth Catalysts in Driving Social Enterprise Excellence”. Our winning team has chosen “New Horizons Development Centre” as its serving enterprise and presented a proposal with recommended action plans detailing how the enterprise can help students with special education needs develop their careers and find jobs that can match their talents.

由文詠琦同學和麥綺雯同學(主修會計三年級生)及劉寶翠同學(主修企業管治,工商管理三年級生)組成的隊伍,參加「ACCA商業策劃大比拼2016」,奪得季軍。

比賽踏入第十年,今年以「年青力量推動卓越社企」為主題。恒管的獲獎隊伍挑選「新領域潛能發展中心」作為是次比賽的服務社企,所提交的計劃書包含了行動建議,說明該企業如何協助有特殊教育需要的學生發展事業,尋找合適的工作,盡展所長。

(From left) Ms Jane Cheng, Head of ACCA Hong Kong; Man Wing Ki; Lau Po Chui; Mark Yee Man and Mr Howard Ling, Chief Consultant, HKCSS – HSBC Social Enterprise Business Centre.  
(左起) 特許公認會計師公會香港事務總幹事鄭維雋女士、文詠琦、劉寶翠、麥綺雯及社聯－匯豐社會企業商務中心首席顧問凌浩雲先生。



The winning team and their coach Ms Catherine Yu (2nd from right). 得獎隊伍和她們的導師Catherine Yu女士(右二)。



## Valuable Sharing at College Assembly by Renowned Guests

### 嘉賓出席學院月會 分享寶貴經驗

In the last few months, students had the opportunities to listen to the wisdom of distinguished guests at the College Assembly.

Dr Moses Cheng, Chairman of HSMC College Council, delivered a talk with the topic “How to Lead an Enriched Life” on 16 February 2017. Dr Cheng pointed out that new challenges emerge every day. The clue to lead an enriched life lies not on money, but the opportunity to learn, grow in responsibilities, contribute to others and be recognised for achievements. He invited the students to find directions for themselves and add values to their lives.

Professor Roy Chung Chi Ping, Co-Founder of Techtronic Industries Company Limited and Founder of Charitable Foundation, joined as guest speaker on 9 March 2017. In his talk titled “Roy in the Mirror: Embrace Confidence, Live Your Legend”, Professor Chung recalled how he built up a corporation with a market value of \$10 billion, and the challenges encountered in the process. To conclude his talk, Professor Chung changed the word “IMPOSSIBLE” into “I M POSSIBLE” to encourage the students to create their own legends.

Barrister David Tang hosted a talk titled “Rule of Law – Real or Fake” on 6 April 2017 to deliberate on his views on the rule of law. Instead of using very complicated legal jargons, Mr Tang invited the audience to raise questions and through his answers, he enlightened them on the concept of the rule of law. Discussion with the floor was arranged, resulting in very fruitful exchange of opinions.

過去數月，多位知名人士擔任學院月會嘉賓，為同學帶來許多新思維。

校務委員會主席鄭慕智博士於2017年2月16日以「更精彩及豐盛的人生」為題，探討每天面對重重困難，如何享有豐盛人生。鄭博士指出秘訣不在於金錢，而是各種機會，例如好好學習、承擔責任、為別人付出，以及成就獲得肯定。他希望同學為自己找出方向，為生活增添價值。

創科實業有限公司創辦人之一及鵬程慈善基金創辦人鍾志平教授以「生涯在鏡中：擁抱自信・創造傳奇」為題，於2017年3月9日與同學對談，分享如何建立市值百億元的企業。總結時，鍾教授把英文字「IMPOSSIBLE」（不可能）分拆成為「I M POSSIBLE」（在我來說，可能），鼓勵同學為自己創造傳奇。

鄧偉鈞大律師於2017年4月6日擔任學院月會嘉賓，以「真假法治」為演講主題。鄧先生沒有使用艱深的法律辭彙解釋何謂法治，而是邀請同學現場提問，解答時帶出法治的概念。鄧先生更與同學討論，大家踴躍交流意見。



Dr Moses Cheng  
鄭慕智博士



Professor Roy Chung Chi Ping  
鍾志平教授



Mr David Tang  
鄧偉鈞大律師

## Wellness College High Table Dinner 康活書院高桌晚宴

The 4th High Table Dinner of Wellness College was held on 20 April 2017 to express the warmest blessing for all the graduating residents. Dr Ho Tzu Leung, Chairman of the S H Ho Foundation and member of the Board of Governors, was invited to be the honourable guest speaker and shared with the participants topics from individual health to society's wellness.

康活書院於2017年4月20日舉行第四次高桌晚宴，送別行將畢業投身社會的宿生，寄予無限祝福。晚宴主題為「康活人生 康活社會」。非常榮幸何善衡慈善基金會董事及恒管校董何子樑醫生應邀出席，擔任晚宴主講嘉賓，跟同學分享如何活出健康人生，以及如何共建健康社會。



何順文校長致送由康活書院四年級生張迪倫書寫的扇子予何醫生及夫人。  
President Simon Ho presented to Dr Ho and his wife a souvenir fan prepared by BBA Year 4 student Cheung Tik Lun.

康活書院宿生與嘉賓濟濟一堂。  
Residents of Wellness College together with the guests.

## 1st Inter-Residential Colleges Chinese Debate Competition 賽馬會住宿書院第一屆院際中文辯論比賽

To enhance fellow students' critical thinking, interest in news and debating skills, Residential Colleges organised the 1st Inter-Residential Colleges Chinese Debate Competition on 22 March 2017. All debate teams prepared well for the competition with Wellness College being the champion. Best Debater Awards were presented in the Preliminary and Final matches. Adjudicators highly appreciated the efforts of participants and shared with them the clues for winning a debate and deliberating an argument.

### Winners:

Champion: Wellness College (Tong Ka Lok, So Sui Tai, Au Wai Keung, Kan Tsz Yan, Chan Ka Chun)

1st Runner-up: Evergreen College (Chan Chi Hei, Ken Lai Sze Kui, Leung Ka Man, Shanty Kwan Shun Ting)

Best Debater: Chan Chi Hei (Evergreen College), Ho Tsz Wai (Amity College) and So Sui Tai (Wellness College)

為培養宿生慎思明辨的能力，加強他們的時事觸覺及辯論技巧，恒管賽馬會住宿書院於2017年3月22日舉行第一屆院際中文辯論比賽。參賽隊伍準備十足，經過激烈的初賽和決賽後，最終由康活書院奪得第一屆院際中文辯論比賽冠軍。賽事設有初賽及決賽「最佳辯論員」獎，以及老師評審團勉勵環節，分享辯論的致勝要訣。

### 得獎名單

冠軍：康活書院(湯家樂、蘇瑞泰、區惠強、簡梓因及陳嘉俊)

亞軍：綠延書院(陳梓晞、黎思鉅、梁嘉敏及關舜庭)

最佳辯論員：陳梓晞(綠延書院)、何梓瑋(樂群書院)及蘇瑞泰(康活書院)



Group photo of the debaters and the adjudicators.  
參賽隊員與評判合照留念。



## Beethoven Brillante — Commemoration of the 190th Anniversary of the Death of Beethoven 貝多芬逝世190周年紀念音樂會

Arts at HSMC brought a thematically classical evening with “Beethoven Brillante — Commemoration of the 190th Anniversary of the Death of Beethoven” on 11 April 2017. Distinguished musicians including pianists Dr Karl Lo, Ms Henrika Wong and Ms Joycelyn Cheung, and violinist Ms Alice Tang and cellist Mr Edgar Hung performed at the event.



「文藝在恒管」於2017年4月11日傍晚舉行「貝多芬逝世190周年紀念音樂會」，由著名鋼琴演奏家盧嘉博士聯同鋼琴演奏級高手王慧心和張婉麗、小提琴手鄧倩雯和大提琴手孔奕佳演奏動人的貝多芬樂章。

Associate Vice-President Scarlet Tso (Communications and Public Affairs) (3rd from right) thanked the five distinguished musicians.  
協理副校長(傳訊及公共事務)曹虹教授(右三)向五位演奏家致謝。



Ms Wu Yin Ching visited her father's exhibition at HSMC.  
胡燕青女士到訪恒管，細味父親畫作。

## Exhibition of Watercolour Paintings by Wu Shiu Ming 胡少鳴水彩畫展

Arts at HSMC presented an exhibition titled “The Delights of Wilderness - Watercolour Paintings by Mr Wu Shiu Ming” from 10 March to 20 April 2017. A selection of publications by Ms Wu Yin Ching (daughter of the late Mr Wu Shiu Ming), a renowned local writer, were also introduced to the audience.

「文藝在恒管」於2017年3月10日至4月20日期間舉辦「野興：城市步調中的心靈取向 — 胡少鳴水彩畫展」，同場展出本地著名文學家胡燕青女士(已故胡少鳴先生的女兒)多本文學作品。

## Lunchtime Live Jazz • JAZZ Up Life 午間爵士音樂會

Arts at HSMC brought a live jazz show on 15 February 2017. The three-member jazz band Angry Bird Trio brought all-time favourites to the audience in a relaxing afternoon.

「文藝在恒管」於2017年2月15日舉行爵士音樂會，由三人爵士樂團Angry Bird Trio送上多首經典名曲，為觀眾帶來一個輕鬆愉快的下午。



HSMC staff and students enjoyed the jazz band's wonderful performance.  
恒管師生享受爵士樂團的精彩表演。

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

A five-member delegation from the Chinese Manufacturers' Association of Hong Kong paid a visit to HSMC on 12 April 2017 to learn about the College's latest developments. They were warmly received by President Simon Ho; Dr Tom Fong, Acting Vice-President (Organisational Development); Professor Scarlet Tso, Acting Provost; and Ms Elisa Chan, Acting Director of Advancement and Alumni Affairs Office.

香港中華廠商聯合會代表團一行五人於2017年4月12日蒞臨恒管，了解學院最新發展。何順文校長、署理副校長(機構發展)方永豪博士、署理常務副校長曹虹教授，以及發展及校友事務處署理總監陳雯慧女士歡迎代表團到訪。



## Wai Yin Association 慧妍雅集



Representatives of the Board of Trustees of Wai Yin Association visited HSMC on 7 April 2017. They were received by Professor Scarlet Tso, Acting Provost and Dean of School of Communication and were then invited to a luncheon hosted by President Simon Ho.

慧妍雅集信託委員會代表於2017年4月7日到訪，由署理常務副校長兼傳播學院院長曹虹教授接待，其後由何順文校長於有恒軒設宴款待。

## Transport and Housing Bureau 運輸及房屋局

Mr Yau Shing-mu (Under Secretary for Transport and Housing) and Ms Louisa Yan (Principal Assistant Secretary for Transport and Housing (Transport)10) visited HSMC on 27 March 2017. They met with President Simon Ho before a meeting to introduce the four programmes of the School of Decision Sciences. After the meeting, they visited the Virtual Reality Centre.

運輸及房屋局副局長邱誠武先生及該局首席助理秘書長(運輸)10甄美玲女士於2017年3月27日到訪恒管。兩位貴賓出席介紹決策科學學院的會議前，先與何順文校長會面，並於會議結束後參觀「虛擬實境中心」。





### Hong Kong Federation of Insurers 香港保險業聯會

Invited by the Executive Development Centre, delegates from the Hong Kong Federation of Insurers visited HSMC on 23 March 2017 and were received by Professor Y V Hui, Vice-President (Academic and Research). Delegates were impressed by the green environment and sophisticated teaching facilities at HSMC. During the visit, co-operation opportunities between the two organisations were explored.

香港保險業聯會應企管發展中心邀請，其代表團於2017年3月23日參觀恒管校園，並由副校長(學術及研究)許溢宏教授接待。代表團稱讚恒管的綠化環境及完善教學配套。透過是次會面，兩家機構探討合作機會。



### Kaisen Resources Ltd 匯山資源有限公司



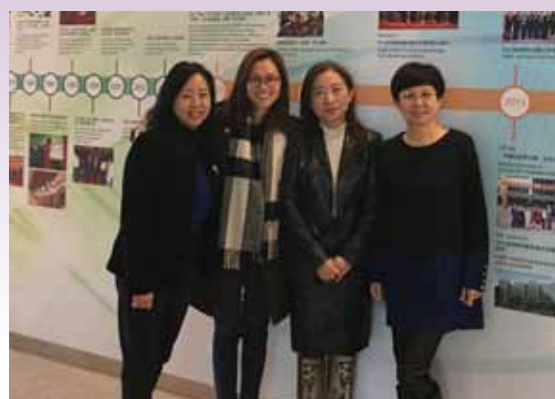
Mrs Lynette Tiong, Director of Kaisen Resources Ltd, visited HSMC on 8 March 2017 and was warmly received by Advancement & Alumni Affairs Office's Ms Elisa Chan, Acting Director and Ms Alice Chan, Manager, and Ms Bowie Lee, student ambassador. Mrs Tiong expressed her appreciation of the growth and achievements of the College. She then joined a luncheon at The Always hosted by President Simon Ho.

匯山資源有限公司董事張何麗梅女士於2017年3月8日到訪，由發展及校友事務署理總監陳雯慧女士和經理陳少英女士，以及學生大使李寶蕙接待。張女士對恒管的發展及成就予以讚賞和肯定。參觀校園之後，由何順文校長於有恒軒設宴款待張女士。

### CTgoodjobs CTgoodjobs到訪

Ms Joanna Kwok, Director of the Executive Development Centre, received Ms Diane Chan, Executive Director of CTgoodjobs, and her colleagues on 16 February 2017, and were joined by colleagues of the Joint-Institution Network for Student Success (JINESS) and Student Affairs Office. Possible co-operations on training opportunities were explored.

2017年2月16日，企管發展中心總監郭美德小姐接待CTgoodjobs執行總監陳麗珠小姐及其同事，「英材網」及學生事務辦事處的同事也參與會面。兩家機構研究合辦培訓活動。



We would like to extend our warmest welcome to Ms Wong Wai Yi, Alison (Manager, Communications and Public Affairs Office) who has joined the HSMC family.

我們衷心歡迎傳訊及公共事務處經理王慧儀女士加入恒管的大家庭。

## Forthcoming Events 活動預告

### Acting Vice-President (Organisational Development) Office 署理副校長室(機構發展)

#### First Honorary Fellowship Conferment Ceremony 第一屆榮譽院士頒授典禮

22 May 2017 (Mon) 2017年5月22日(星期一)	4:00 pm	The Auditorium, 2/F, Lee Quo Wei Academic Building (Block D), Hang Seng Management College 恒管校園利國偉教學大樓二樓演藝廳
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### Registry 教務處

#### InfoFun Day 2017 恒管同恒資訊同樂日2017

17 June 2017 (Sat) 2017年6月17日(星期六)	1:00 pm – 5:00 pm	HSMC Campus 恒管校園
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#### HSMC Summer Academy 2017 2017恒管暑期體驗

4 – 5 July 2017 (Tue and Wed) 2017年7月4日至5日(星期二及三)	9:00 am – 6:00 pm	HSMC Campus 恒管校園
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### Executive Development Centre 企管發展中心

#### Executive Certificate Course in Effective Communication Strategies 行政人員證書課程 – 有效溝通策略

21 June 2017 (Wed) 2017年6月21日(星期三)	9:00 am – 6:00 pm	HSMC Campus 恒管校園
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#### Executive Certificate Course in Negotiation Boot Camp 行政人員證書課程 – 談判訓練營

7 July 2017 (Fri) 2017年7月7日(星期五)	10:00 am – 6:00 pm	HSMC Campus 恒管校園
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恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

# 何善衡博士銀行及金融獎學金

## 目標與特色：

何善衡慈善基金會全力支持恒管發展成優質的非牟利私立大學，並鼓勵有意於畢業後從事商業銀行行業的優秀中六同學升讀恒管，追求理想。

## 申請資格：

香港永久性居民；及  
2017年香港中學文憑試考生；及  
已報讀恒管2017/18學年學士學位課程（不限主修）  
（未報名入學者，可同時申請入學及獎學金）

## 款項\*：

4年全額學費及4年校內宿費  
（獎學金總值約港幣\$400,000）

## 詳情及申請方法：

請用右方的二維碼連結到申請表格  
（網址：<https://goo.gl/EJIKdk>）



請即報名!

## 截止報名日期\*：

7月19日（星期三）

（於5月31日前報名者，將於6月初獲邀親臨恒管參與校園導賞團，並與校長及教授茶聚。）

## 遴選準則：

於中學文憑試獲得良好成績；及  
在服務或領導才能或體藝等方面有突出表現

## 結果公佈：

獎學金得獎人將於2017年8月初獲書面通知

## 查詢：

獎學金事宜 – [scholarship@hsmc.edu.hk](mailto:scholarship@hsmc.edu.hk) / (+852)3963-5560

入學事宜 – [ugadmission@hsmc.edu.hk](mailto:ugadmission@hsmc.edu.hk) / (+852)3963-5555

（網址：<http://www.hsmc.edu.hk/>）

- \* 須符合每年的續領條件
- \* 恒管保留開放第三輪申請的權利

本頁僅供參考。如申請指引與本頁內容有差異，應以申請詳情為準。



# 16.3.2017

## 2017 Founders' Day 2017慶校日



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



2017 Founders' Day Reception cum  
Launching Ceremony of Three Research Centres



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)。