

# HSMC

## Newsletter 恒管通訊

10 • 2017



### HSMC Convocation for New Students 2017/18 恒管新生入學禮 2017/18



HSMC People – Interview with  
Dr Patrick Poon  
HSMC Governor and Sponsor of  
“Matching Challenge” Campaign  
恒管人 – 校董暨「配對挑戰」計劃贊助人  
潘榮昌博士專訪



HSMC People – “My View on the  
Challenges Facing Hong Kong” by  
Professor Kao Lang  
恒管人 – 「我看香港面臨的挑戰」  
高朗教授撰文



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

 Hang Seng Management College

[www.hsmc.edu.hk](http://www.hsmc.edu.hk)

# 恒管 紛FUN跑

*HSMC FunD RUN*

2018年4月15日

3KM慈善悠遊跑

10KM慈善挑戰賽

10KM慈善挑戰賽

3KM慈善悠遊跑

奔FUN嘉年華

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路線：沙田 ▶ 馬鞍山 ▶ 恒生管理學院

活動詳情請密切留意恒生管理學院網頁：[www.hsmc.edu.hk](http://www.hsmc.edu.hk)

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## HSMC Convocation for New Students 2017/18

### 恒管新生入學禮 2017/18

More than 1,400 new students joined the HSMC family in the 2017/18 academic year, among them, more than 1,000 are Year 1 students. The convocation ceremony was held on 1 September 2017, which marked the beginning of their study at the College. Dr Ho Tzu Leung, Governor of HSMC and S H Ho Foundation; Dr Moses Cheng, Chairperson of College Council; President Simon S M Ho, HSMC senior management and teachers; as well as parents attended the ceremony.

In his address, President Simon Ho gave his encouraging words to the students, "As a new student, most things here may be new and exciting to you: new friends, new learning environment, and new university life. At the same time, many of you may also encounter new challenges such as new learning methods, time management, interpersonal relationship, financial management and social engagement. I encourage you to have an open mind, take a proactive role in learning and make the best of your university experience here. Do rest assured that our teachers, staff and senior year students will guide you and inspire your new campus life."

The President also invited them to engage in different learning opportunities; to adopt a positive attitude to learn, reflect and grow; and to step out from their comfort zone to transform themselves into exceptional individuals. He said, "I believe the purpose of pursuing university study is not solely for a better job prospect after graduation, but also cultivating your personal values, interests and needed competencies to become a well-rounded responsible person."

在2017/18學年，超過1,400名新生入讀恒管，其中逾1,000人為一年級生。新生入學禮於2017年9月1日舉行，標誌他們加入恒管大家庭進修學習。恒管校董會成員及何善衡慈善基金會董事何子樑醫生、校務委員會主席鄭慕智博士、何順文校長、學院管理層、教學人員和家長出席，迎接新生入學。

何順文校長致詞時鼓勵學生：「恒管新生會接觸到許多新鮮和新奇事：朋友、學習環境和校園生活都是全新的。所面對的挑戰也可能屬前所未見，例如全新學習模式、時間管理、人際關係、財務管理、積極參與校園與社會活動等。希望大家能夠開放自己，積極學習，善用在學院獲得的寶貴經驗。恒管的教職員與高年級學生都會悉心協助和指導，帶領新生享受校園生活。」

何校長也期望新生爭取學習機會，採取積極學習態度，認識自己，努力成長；同時走出個人的舒適範圍，讓自己變得獨特優秀。他說：「我相信上大學不單只在於提升就業前景，更重要是培養正確的價值觀、志趣與所需能力，務求成為全面負責任的個人。」



A full house of new students, their families, and HSMC teachers and staff.  
新生及他們的家人與恒管教職員濟濟一堂。





President Simon Ho delivered the welcome remark.  
何順文校長致歡迎詞。



Dr Moses Cheng, Chairperson of College Council (left), presented a photo album of memoirs to Dr Ho Tzu Leung.  
校務委員會主席鄭慕智博士(左)致送滿載珍貴照片的紀念相冊予何子樑醫生。



Dr Ho Tzu Leung presented the Dr S H Ho Scholarship in Banking and Finance to the awardee Wong Pak Yan.  
何子樑醫生頒發「何善衡博士銀行及金融獎學金」予得主黃柏欣同學。



Wong Chun Lam, President of HSMC Students' Union, gave a speech.  
恒管學生會主席黃俊霖同學致詞。

With a generous donation of HK\$18 million from the S H Ho Foundation as an endowment fund, the Dr S H Ho Scholarship in Banking and Finance has been established for new students. It covers the awardee's full tuition and residential fees in the four-year study, which amounts to around \$400,000, the highest amount of a single scholarship at HSMC. At the convocation, Dr Ho Tzu Leung, Governor of the Foundation, presented the scholarship to Wong Pak Yan, Year 1 student of Bachelor of Business Administration (Honours) programme.

In his speech, Dr Ho commended HSMC on its efforts in providing quality higher education and achieving remarkable results within several years after restructuring, and looked forward to its obtaining a university status. He encouraged the students to enjoy their studies and contribute to the society after graduation. Dr Ho also recalled how his father the late Dr S H Ho, a renowned banker and philanthropist, spared no efforts to promote education and contributed to the development of the local commercial banking sector.

In the new academic year, HSMC launched two new undergraduate programmes: Bachelor of Arts (Honours) in Cultural and Creative Industries and Bachelor of Science (Honours) in Actuarial Studies and Insurance. Altogether, the College offers 16 degree programmes and one master degree programme, enabling students to choose programmes best suited their interests and career aspirations.

何善衡慈善基金會早前慷慨捐贈1,800萬港元，為恒管成立「何善衡博士銀行及金融獎學金」永續基金。獎學金資助得獎學生四年全額學費及住宿書院宿費，每名獎學金得主可獲總額約40萬港元，是恒管歷來最高額的單項獎學金。入學禮上，基金會董事何子樑醫生頒發恒管首屆「何善衡博士銀行及金融獎學金」，獲獎者為工商管理(榮譽)學士課程一年級學生黃柏欣。

何子樑醫生致詞時讚揚恒管致力提供優質教育，並於改組後短短數年間，便已創造卓越成績，期待恒管獲得大學正名。何醫生勉勵同學努力學習，畢業後為社會作出貢獻。此外，何醫生回顧其先父何善衡博士的善舉和貢獻。何博士是知名銀行家，熱心慈善公益，並一直致力推動教育；他對本地銀行業的發展貢獻良多。

踏入新學年，恒管開辦兩項新課程，分別為文化及創意產業(榮譽)文學士以及精算及保險(榮譽)理學士。現時，恒管開辦16項學士學位課程及一項碩士學位課程，讓學生按照個人興趣及就業意願報讀。

## Investing in Education Shaping Society's Future 投資教育 為社會譜寫未來

Dr Patrick Poon, Governor of HSMC, gives his further support to the College by launching a HK\$10 million "Dr Patrick Poon's Matching Challenge" donation campaign to encourage more donations to HSMC for its development. Under this campaign which will be effective until 31 July 2019, the amount of each donation to HSMC will be matched with the same amount from Dr Poon's Matching Challenge fund. Various HSMC fundraising activities and student financial aid including bursary, scholarship, exchange and internship will be covered. In this interview, Dr Poon shared his views on the difficulties which self-financed higher education institutions face in raising funds for future developments, the strategies they can adopt to tackle them, his initiatives in supporting HSMC and appeal to other potential donors and supporters of HSMC.



恒管校董潘榮昌博士為學院推出總額1,000萬港元的「潘榮昌博士配對挑戰」捐款計劃，鼓勵外界多捐獻恒管，協助未來發展。計劃有效期截至2019年7月31日。恒管從捐助者獲取的每筆捐款，計劃都會就捐款數目等額配對。計劃涵蓋多項恒管籌款活動以及助學金、獎學金、外地交流、實習等學生資助措施。潘博士接受《恒管通訊》訪問，就多方面分享看法，包括自資高等院校籌募未來發展經費困難所在，克服困難的良方以及他如何支持恒管，同時向有意捐助或支持恒管的人士作出呼籲。

### What do you think are the difficulties faced by self-financed higher education institutions in raising funds for development? How can they tackle them?

**Dr Poon:** Self-financed higher education institutions have much shorter histories in general. Owing to their less mature programme and research developments, and relatively limited size of alumni base, network and connections, all they need is time to build up their reputations and let the general public recognise them, their education beliefs, developments and changes. Besides, there is vigorous competition among higher education institutions for gifts, especially from existing well-established publicly-funded universities. As a result, self-financed higher education institutions may not have sufficient resources to initiate further development.

Facing these difficulties, it is essential to actively engage the public, enabling them to understand the importance of the non-profit private education sector. How to do it? They can develop unique academic programmes in order to stand out among competitors. They can also organise signature events and seize every opportunity to enhance media exposure.

### What are the driving forces for you to launch this campaign for HSMC?

**Dr Poon:** I firmly believe that education is the best investment in society. HSMC's "Liberal + Professional" education model provides students with all-round

education. My children also attended private "liberal arts" schools in the US and they have highly benefitted from the process. HSMC is a fast-growing, vibrant, degree-level private institution. Being a Member of its Board of Governors, I understand the College is very well-prepared to become a private university in terms of hardware, software and heartware. To perfect itself in every aspect, the College needs funds and support from the private sector.

The campaign aims to encourage HSMC members and the public to take part in HSMC's development, and to promote its image and pursuit of the university title. If more funds can be raised through this campaign, it can help HSMC to secure more funds from the government's Seventh Matching Grant Scheme effective from August 2017 to July 2019.

### What kinds of support would you appeal to different stakeholders of HSMC? Why should they choose HSMC when giving donations? What would you suggest when prospects consider making donations? How could they maximise the donation impact?

**Dr Poon:** HSMC takes the lead to develop innovative programmes, eg Bachelor of Science (Hon) in Actuarial Studies and Insurance. Its students are as competitive as those in publicly-funded universities and highly employable. Apart from being professional, HSMC students are educated to serve, to care and to give back to the society. However, HSMC lacks sustainable



resources for construction costs, teaching facilities, research, scholarships and bursaries. In its pursuit of becoming a private university, HSMC also needs social endorsement.

I would invite potential supporters of HSMC to render their assistance in various aspects such as donation, offering internship and global exchange opportunities, and participation in mentorship programme. Every donation makes a difference, no matter how small it is. To maximise the impact of donations, they can be tailored to meet institutional needs or personal preferences, not necessarily in the form of an endowment.

### As the Chairman of HSMC's Fundraising and Donation Committee and Foundation Management Committee, could you tell us what activities HSMC will organise in the near future to raise funds?

**Dr Poon:** A wide range of activities will be organised to appeal to different target groups. The Eco-Pledge Campaign helps build a better campus environment for students. The HSMC Courtyard Campaign appeals to alumni, staff and HSMC community. The HSMC FunD Run, a charity run along Shatin Shing Mun Riverside to HSMC to be held in April 2018, targets also the general public. It will be followed by a fun carnival with performances and games. Any donation up to HK\$500,000 to these fundraising activities is greatly welcome for matching.

I hope that HSMC staff, students and alumni can help invite their family and friends, as well as business associates to take part in these activities. Their concerted efforts can help design the future blueprint of HSMC.

### Thought-provoking Sharing 雋言分享

Dr Patrick Poon had gone through different stages in his career path – civil servant, professional, senior management leader and businessman. He shared some insights which can help in one's career and personal developments.

潘榮昌博士在職場經歷了不同階段 – 公務員、專業人士、高層管理領導及商人。以下是他的經驗分享，有助個人和事業發展。

- Be humble at heart but brave to challenge the status quo and have dreams.  
保持謙卑，但要勇於打破規範，擁抱夢想。
- Be proactive in gaining experience, even a simple task can teach us something.  
積極爭取經驗，就算小事也有學習和得著的地方。
- Observe what successful people do and create one's own success story.  
觀察成功人士的言行，撰寫自己的成功故事。
- I hope that whoever I meet, I can help him/her make a difference in his/her life, a change for the better.  
期望我能夠讓每個遇見的人，人生得以改變，變得更美好。

### 自資高等院校籌募發展經費困難何在？如何解決？

**潘博士：**自資高等院校一般來說歷史遠較為短。由於課程和研究方面發展有待成熟，加上校友數目以及對外網絡和聯繫較少，它們需要時間建立聲譽，讓更多公眾認識，了解其辦學理念、發展和轉變的方向。此外，它們尋求捐獻時也面對劇烈競爭，尤其是已建立多時的政府資助院校。總的來說，自資高等院校欠缺充足資源，推動發展。

面對困難，院校必須努力爭取公眾參與，讓他們明白非牟利私立高等教育為何重要。至於該做些甚麼？它們可開辦別出心裁的課程，突顯本身與競爭者的分別。此外也可舉辦亮點活動，並爭取在媒體曝光的機會。

### 甚麼驅使你為恒管推出這項計劃？

**潘博士：**我深信對社會而言，教育是最佳投資。恒管推行「博雅+專業」教育模式，為學生提供全方位教育。我的子女也曾在美國就讀私立博雅學院，他們獲益良多。恒管是一所發展迅速、朝氣蓬勃的學位頒授私立院校。身為恒管校董會成員之一，我清楚知道學院無論在硬件、軟件和心件方面，都已為私立大學正名作好準備。為了各方面力臻完善，恒管需要更多私人 and 私營機構的資金及支持。

計劃旨在鼓勵恒管同仁及公眾參與恒管發展，也藉此提升形象，宣傳私立大學正名事宜。如能透過活動獲得更多捐款，更可從政府的「第七輪配對補助金計劃」申請更多資助。「第七輪配對補助金計劃」由2017年8月至2019年7月推行。

### 對於恒管的不同持份者，你會向他們作出甚麼呼籲？為何要選擇恒管為捐助對象？如有意捐助，你會給予哪些建議？他們該如何讓捐助發揮最大作用？

**潘博士：**恒管率先開辦嶄新課程，例如精算及保險（榮譽）理學士課程。恒管學生的競爭力與政府資助院校相比不遑多讓，他們備受僱主青睞。除了具備專業知識外，恒管學生也學習如何服務及關懷，如何回饋社會。然而，恒管仍需可持續的資源，應用於新建築成本、教學設施、研究工作以及獎學金和助學金。至於爭取私立大學正名方面，也需要社會的認同。

我期望有意支持恒管的人士以不同形式協助，例如捐款、提供工作實習和海外交流的機會以及參與恒管的師友計劃。不論金額多少，每筆捐款都為恒管帶來改變。捐款不一定以永續基金的方式進行，大可各適其適，因應機構需要或個人選擇而制訂。

### 身兼恒管的籌款及捐助委員會和基金管理委員會主席，可否介紹恒管未來多項籌款活動？

**潘博士：**恒管會因應不同對象，舉行一系列活動。「綠源『恒』動」為學生建立更優美的校園環境。「恒管庭園計劃」以校友、職員及恒管相關社區人士為對象。「恒管紛FunD跑」將於2018年4月舉行，以沙田城門河岸和恒管為起訖點，歡迎公眾參與。慈善跑另設奔Fun嘉年華、精彩表演和遊戲。以上籌款活動誠邀社會各界鼎力支持，每筆捐款最高可獲等額配對50萬港元。

衷心希望恒管職員、學生及校友能夠邀請親友和業務夥伴參與這些活動。大家同心協力，為恒管的發展共同繪畫藍圖。





## My View on the Challenges Facing Hong Kong 我看香港面臨的挑戰

**Professor Kao Lang**  
**Head of Department of Social Science**  
**Programme Director of**  
**Bachelor of Social Sciences (Honours) in Asian Studies**  
社會科學系系主任  
亞洲研究(榮譽)社會科學學士課程主任  
高朗教授

The fact that Hong Kong is known as the "Pearl of the Orient" shows that it is an attractive international metropolis.

Hong Kong's success story is very similar to Taiwan's. It was achieved by mainland Chinese immigrants who arrived in different periods of time and struggled hard under adverse circumstances. The success stories differ in that Hong Kong was a British colony prior to 1997, while Taiwan threw off Japanese rule in 1945 and returned to China before the civil war between the Nationalists and the Communists, which led to the cross-strait standoff continued up to the present day.

Hong Kong is one of the four Asian tigers. Its free and open economy, sound rule of law, good infrastructure, and proximity to mainland China have combined to create a prosperous society.

In the 21st century, the rise of China and the rapid development of the emerging economies of the Association of Southeast Asian Nations (ASEAN) region have eliminated many of Hong Kong's former competitive advantages. Thirty-plus years ago, Shenzhen was just a small fishing village on the outskirts of Hong Kong. Today, Shenzhen is a modern city with a population of 10 million, and its Gross Domestic Product will surpass that of Hong Kong next year.

Given the constantly narrowing gap between Hong Kong and its neighbouring cities in mainland China, what competitive advantages has Hong Kong left? If Hong Kong just revels in its former glory and seeks only to preserve the status quo while failing to seek innovation, the status quo in the end will prove unsustainable, and Hong Kong will go into a gradual decline.

Singapore and Hong Kong are both relatively small economies. In recent years, they have both been greatly challenged by the changing global and regional environments, but Singapore has been working hard to change itself and adapt to objective conditions. Singapore does not view the rise of China simply as a threat to be dodged; rather, it sees China's rise as an excellent opportunity, and is seeking in every way possible to derive maximum benefit from today's new circumstances. At a time when China's influencing is extending outward, Singapore

香港擁有「東方之珠」的美譽，代表它是個魅力無窮的國際城市。

香港的成功故事與台灣很類似，兩地都是由不同年代的內地移民，在艱困環境下奮鬥，創出成績。不同之處是香港在1997年以前屬英國殖民地，台灣則在1945年脫離日本統治，重新納入中國，後來國共內戰，形成兩岸對峙局面。

香港是亞洲四小龍之一，憑著自由和開放的經濟、健全的法治、良好的基礎設施以及鄰近中國大陸的地理位置，成功造就一個繁榮富裕的社會。

踏入21世紀後，隨著中國崛起及東盟(東南亞國家聯盟)新興經濟體快速發展，以往香港享有的多項優勢不復存在。三十多年前鄰近香港的小漁村——深圳，現已發展為千萬人口的現代城市，明年深圳的國民生產總值將超越香港。

當香港與鄰近內地城市的差距縮小，香港的優勢還剩多少？如果香港僅陶醉於昔日光輝，只想保持現狀，不思創新，最終結果就是現狀無法維持下去，卻慢慢走向衰敗。

新加坡與香港都是規模較小的經濟體，近年同樣面對國際與區域環境變化所帶來的巨大挑戰，但新加坡卻努力改變自己，適應客觀環境。新加坡不會單純將中國崛起視為一種威脅而想躲避；相反，它把這個現象當成良好的機會，想盡辦法從中得到最大好處。新加坡在中國影響力向外擴展時，運用自身的獨特優勢，致力成為跨國企業與中國經貿往來的樞紐。

同樣，香港不應害怕內地的競爭，因為無從躲避，只能從挑戰中找到最適合發展的道



Professor Kao with the students at HSMC's orientation day.  
高教授在恒管迎新活動與學生打成一片。

is taking advantage of its niche strengths to become a hub for trade between multi-national corporations and China.

Similarly, Hong Kong should not fear mainland Chinese competition, because it cannot be dodged. The only thing Hong Kong can do is identify the best course of development amidst the challenges it faces. One niche strength that Hong Kong currently enjoys is its location in the Pearl River Delta (PRD) on the front lines of China's policy of reform and opening up. Development of the Big Bay Area, which is now in the planning stage, will spur further economic integration of the entire PRD. Hong Kong can make use of the competitive advantages inherent in the different nature of its social and economic systems to profit from the development of the PRD and inject renewed vitality into its economy.

To achieve this, however, the people of Hong Kong have to be like previous generations — confident, open to new things, unafraid of change, and willing to take on challenges. In the course of endless change, Hong Kong needs to identify the development path that is in its best interests.



路。目前香港享有的一項優勢，是地理位置在中國改革開放的前沿——珠江三角洲（珠三角）。規劃中的大灣區發展將帶動整個珠三角經濟進一步整合。香港可以運用其社會及經濟制度差異所創造的優勢，在大灣區發展過程獲益，為其經濟注入新的活水。

不過，這一切有賴香港人秉承上一代的優良特質：充滿自信，願意嘗新，毋懼改變並勇於接受挑戰。在恒久的改變過程裡，香港需要找到最有利自身發展的道路。



Professor Kao thinks that Hong Kong should capitalise on changes to transform itself for further development.

高教授認為香港需要迎接轉變，與時並進，發展才能更進一步。





## Fight for a Visionary Future 為願景打拼

**Mr So Chi Kit, Eric**

**蘇子傑律師**

Two-Year Diploma in Business Studies  
Hang Seng School of Commerce

恒生商學書院商學文憑課程

Graduate of 1983

1983年畢業生

Consultant, Ivan Tang & Co, Solicitors

鄧耀榮律師行顧問

Though pursuing his career in the legal profession instead of the business sector, Mr Eric So finds his study at the Hang Seng School of Commerce (HSSC) helpful, paving the way for his academic advancement in law. He shared, "HSSC was an exemplary business school, providing very well-structured programmes. Besides, it had created a good environment for legal study as banking law was one of the subjects. The teachers, with their outstanding qualifications and rich experiences, gave students very valuable guidance and support." Eric had been a summer intern at a law firm. His great interest in law was a driving force for furthering his study in this profession.

In recalling some sweet memories at HSSC, Eric described how "naughty" he was, violating school rules sometimes like secretly cooking at the hostel together with classmates, "As a legal professional, I will advise students not to," he laughed and continued, "but the sense of brotherhood and intimacy were thus cultivated, so strong that up till now, some of our classmates still keep frequent contact. At HSSC, I found my goal and direction, and I am proud of my personal development so far." He said his training at HSSC was fabulous, enabling him to think out of the box and know how to meet challenges and handle frustrations with a positive attitude.

Eric has been learning Muay Thai ever since he was a child. He appreciates the elegance and techniques when practising it, and finds it helpful to his daily work. "I face tough cases and situations from time to time and must be able to perform well and stably. In a Muay Thai competition, players need to analyse opponents' strategies and adjust their own instantly, control their bodies well and keep calm during in adversity. Such training benefits me greatly while at work." Other benefits of playing Muay Thai include better health, self-confidence, perseverance and concentration. According to Eric, these valuable qualities are important not only for lawyers, but everyone.

A committee member of the Alumni Association of HSMC and HSSC, Eric has witnessed the transition from HSSC to HSMC. What has he observed? "It is glad to see HSMC provide quality higher education and nurture students with good calibre. I hope that more graduates can join the Alumni Association of HSMC and HSSC to help further develop their alma mater. With graduates' concerted efforts, valuable synergies can be created for the betterment of the College and the students."

蘇子傑雖則投身法律專業，但他認為在恒生商學書院(恒商)的學習階段，有助日後修讀法律課程。他分享時說：「恒商的課程架構精心設計，是商科書院的典範。銀行法例是課程之一，因此為其後進修法律締造了良好環境。老師們的學養和經驗都很豐富，給予學生寶貴指導和支援。」蘇子傑曾經在一家律師行暑假實習，由於對法律興趣濃厚，因此朝著這個方向作專業進修。

回想在恒商的開心記憶，他憶述當時的頑皮事，例如跟同學犯規偷偷在宿舍煮食，他笑說：「身為律師，我會勸喻同學不要犯規。」接著他補充：「手足情誼和親切感卻是這樣一點一滴積聚起來。有些同窗至今仍經常保持聯絡，感情深厚。恒商的日子也讓我理清自己的目標和方向。對於個人發展我也感到自豪。」蘇子傑表示恒商提供的培訓非常有用，讓他懂得突破思想框框，能以積極態度面對挑戰和挫折。

蘇子傑自幼學習泰拳，他欣賞當中的美感和技術要求，也覺得在工作上有所幫助。他說：「律師的工作不時涉及棘手案件和情況，我們必須保持良好和穩定的表現。比賽時，泰拳選手需要分析對手的戰術，即時調整策略，同時控制身體動作，並需在逆境時保持冷靜。拳賽訓練對我的工作帶來莫大裨益。」學習泰拳的好處更包括改善健康、增強自信、學懂堅毅和集中精神。蘇子傑覺得這些良好特質不單對律師有用，對每個人都很重要。

蘇子傑現時擔任恒管暨恒商校友會幹事會成員。見證了由恒商發展成為恒管的歷程，他有沒有觀察所得？他說：「很高興看到恒管提供優質高等教育，培養優秀的學生。希望更多畢業生能加入恒管暨恒商校友會，為母校的發展出一分力。大家同心協力，可以讓學院和學生的發展更進一步。」



Mr So attended a HSMC function.  
蘇先生出席恒管活動。



## Embrace Diversified Development and Create Opportunity 擁抱多元發展 創造機會

**Ms Wong Lai Ching, Katherine**

**黃麗青女士**

Bachelor of Journalism and Communication  
(Honours) in Corporate Communication  
Concentration, HSMC

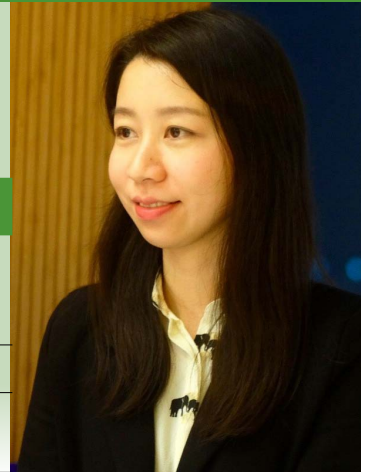
恒管新聞及傳播(榮譽)學士  
專修企業傳訊

Graduate of 2015

2015年畢業生

External Relations Officer  
The Urban Renewal Authority

市區重建局  
對外關係主任



Wong Lai Ching, Katherine is grateful that she can follow her heart in her study and career choice. "I have very keen interest in corporate communication. When comparing related programmes organised by different higher education institutions, I found HSMC offers the most suitable ones. The programmes under the School of Communication not only cover corporate communication and journalism, but also commercial and financial knowledge, and general education. This helps broaden my perspectives and sharpen my skills."

She recalled the many valuable learning experiences at HSMC outside classroom, including workshops hosted by seasoned industry practitioners, training on being an anchor and the internship opportunity at a public transport utility during which she was involved in event management as well as councillor and public lobbying. She enjoyed so much the hands-on experience in producing the *Enlightenment Post*, a newspaper published by the School of Communication, "The newspaper started from scratch. It is an honour to be among those who took part in its launch. The experience was amazing indeed. I acquired some very useful reporting and writing skills which benefit me greatly in my work."



Katherine was awarded the Dean's List.  
黃麗青獲頒院長嘉許名單。



With colleague at an event.  
跟同事一起參與企業活動。

In her current job position, Katherine finds she can put into practice what has been learnt: issue management, effective communications with different stakeholders and media relations tactics. What's more? She said, "On-the-job training goes on every day, enabling me to be more responsive and resilient. I am more aware not to be bound by previous experiences, but to be more open to different possibilities." Katherine has recently completed a master's degree programme in corporate communication. She thanked HSMC for helping her to lay a solid foundation for further study and career advancement.

Last, Katherine shared some of her thoughts on how to empower oneself, "Try step out of the comfort zone and make new attempts courageously when you are young. A quote from the famous British Prime Minister Winston Churchill 'Success is not final, failure is not fatal: it is the courage to continue that counts' is my motto." Katherine has thought about one day she could be a teacher at HSMC, taking part in knowledge transfer with her academic achievements and career success. Such idea comes from her experience at HSMC. She is very impressed by the teachers' zeal for teaching and supporting students in their study. She hopes that she can play such meaningful role in the future.

無論升學或就業選擇都相對順利，黃麗青非常感恩：「自己對企業傳訊興趣濃厚。當初比較不同高等院校開辦的相關課程後，我認為恒管的課程最為合適。傳播學院的課程不但涵蓋企業傳訊及新聞傳播兩大範疇，並且融合商業和財經知識，還有通識教育。課程有助擴闊視野、提升技能。」

黃麗青憶述就讀恒管時課堂以外種種寶貴學習體驗，當中包括出席由經驗豐富業界人士主持的工作坊和新聞主播訓練；並於一家公共運輸機構實習，參與活動統籌、遊說議員及公眾等工作。此外，能夠參與出版傳播學院報章《傳新報》創刊號，箇中經歷令她回味無窮：「《傳新報》從無到有，能夠參與創刊工作，實在感到榮幸，當中的經驗難能可貴；所獲取的報導及寫作技巧，工作時亦大派用場。」

黃麗青在現時工作崗位能夠學以致用：議題管理、媒體關係、跟不同持份者有效溝通等。還有甚麼？她補充說：「每天都是在職培訓，讓我學懂迅速反應，處事進退得宜。我明白到不可受過往的經驗局限，應抱持開放態度，接受各種可能性。」今年剛從企業傳播碩士課程畢業，她感謝恒管為其打好基礎，令她在持續進修及就業發展方面均可事半功倍。

最後，黃麗青分享如何自我提升的看法：「年輕時應大膽走出舒適圈，勇敢嘗試。失敗並不可怕，它總會啟發你尋找成功之路。出自英國名相邱吉爾的一句說話是我的座右銘：成功不是結局，失敗也並非末日，最重要的是有沒有勇氣繼續前進。」她認為恒管老師熱心教學，悉心支援學生學習，這份經歷深深觸動了她。她期望未來也可參與這麼意義深遠的工作。因此，她也想過能否有一天，自己能夠成為恒管老師，善用學術成就和工作成功之處，成為傳授知識的一員。

## HSMC Received over \$21 million from RGC for 2017/18

### 恒管於2017/18年度獲研資局批逾2,100萬

In the 2017/18 exercise, HSMC has secured from the Research Grants Council (RGC) a total funding of HK\$21.88 million for 25 projects, the highest amount and number of projects among self-financed institutions. Comparing to the 2016/17 exercise, the total funding amount and the number of projects increased by 10.3% and 31.6% respectively. Since 2014/15, HSMC has received the highest amount of the four-year cumulative funding and the highest number of funded research projects from the RGC among all the local self-financed degree-granting institutions in Hong Kong.

In the 2017/18 exercise, RGC has approved HK\$54 million for a total of 66 projects under three schemes, namely the Faculty Development Scheme, the Inter-institutional Development Scheme and the Institutional Development Scheme.

Professor Y V Hui, Vice-President (Academic and Research) said that integrating academic research with teaching is one of HSMC's important academic development goals. The latest encouraging research grants results HSMC achieved clearly demonstrate the commitment and continuous effort of its academic staff in pursuit of excellence in research, as well as recognition to the College by the academia. He added that HSMC puts emphasis on inter-disciplinary, industry/sector and social development related researches. The results of these researches can help broaden knowledge and perspective, enhance teaching and learning qualities as well as promoting social development.

Professor Hui cited a research study on Guangdong-Hong Kong-Macau Bay Area being conducted by the Policy Research Institute of Global Supply Chain of HSMC as an example, which will focus on the impact of the project on the integration of the air, sea and land logistics industries, as well as its influences on Hong Kong. It is hoped that the research results can help increase the competitiveness of Hong Kong by providing some concrete suggestions and proposals.



Professor Y V Hui briefed on HSMC's research plans. 許溢宏教授介紹恒管的研究計劃。

恒管於2017/18年度獲研究資助局(研資局)批出資助合共2,188萬元,涵蓋25個項目,金額和項目量都是自資院校之首。與2016/17年度相比,獲批的資助金額及項目量分別上升10.3%及31.6%。自2014/15年度,恒管所獲的研資局撥款四年累計資助金額及研究項目總數為全港自資院校之冠。

研資局於2017/18年度「本地自資學位界別競逐研究資助」批出5,400萬元,資助其下三項計劃:教員發展計劃、跨院校發展計劃及院校發展計劃,合共66個項目。

恒管副校長(學術及研究)許溢宏教授表示,融合學術研究與教學是恒管學術發展一大目標,最新的資助申請成績令人鼓舞,從中反映恒管教學同事對卓越研究的承諾及不懈追求,並得到學術界認同。恒管非常重視跨學科以及跟業界及社會相關的應用研究。這些科研項目有助擴闊知識領域,提高學院的教與學質素,同時推動社會發展。

許教授舉例說,恒管的全球供應鏈管理政策研究所展開「粵港澳大灣區研究項目」,就項目對珠江三角洲陸海空物流業的整合以及對香港的影響,進行深入研究;期望為提升香港的競爭力,提出具體建議方案。

## New Academic Staff Orientation 2017

### 新教學人員迎新會2017

An orientation for new academic staff was jointly organised by the Staff Development Committee and the Human Resources Office on 30 August 2017.

President Simon Ho gave a welcome remark, followed by highlights of HSMC's latest developments by Provost Gilbert Fong, Professor Y V Hui, Vice-President (Academic and Research) and Dr Tom Fong, Vice-President (Organisational Development). Dr Alfred Bown, Assistant Professor of the Department of English, shared his experience at HSMC two years after joining it. The new academic staff found the orientation informative, enabling them a deeper understanding of the College.

教職員發展委員會和人事處於2017年8月30日合辦新教學人員迎新會。

何順文校長為迎新會致歡迎詞,並由方梓勳常務副校長、副校長(學術及研究)許溢宏教授和副校長(機構發展)方永豪博士簡介恒管最新發展重點。其後由英文系助理教授 Alfred Bown 博士分享加入恒管兩年的感受。新教學人員認為迎新會內容充實,讓他們對恒管加深了解。



President Simon Ho welcomed new academic staff to HSMC. 何順文校長歡迎新教學人員加入恒管。



Dr Alfred Bown shared his experience at HSMC. Alfred Bown博士分享在恒管的經驗。



## President Acted as Judge for FHKI's Industry Cares Recognition Scheme 2017

### 校長擔任香港工業總會「工業獻愛心」表揚計劃評審委員

President Simon Ho attended the award presentation ceremony of the Industry Cares Recognition Scheme 2017 organised by the Federation of Hong Kong Industries (FHKI) on 26 September 2017. President Ho served on the judging panel which helped select the winning companies which effectively integrated corporate social responsibilities (CSR) spirit and actions in their operations.

In the selection process, President Ho was glad to find that more and more organisations have demonstrated greater awareness of CSR and the genuine care about different stakeholders. President Ho said, "When addressing some social issues, corporations should always adopt a stakeholder-based governance model and mainly engage in core operations which create shared values to both the corporation and the society."

何順文校長應香港工業總會邀請，為該會「工業獻愛心」表揚計劃擔任評審委員，並出席於2017年9月26日舉行的頒獎典禮。評審委員會協助評選得獎機構，有關機構必須把企業社會責任的理念及文化有效地融入日常營運，付諸實行。

在評選過程，何校長很高興看到更多機構在履行企業社會責任方面，認知更多，並且真切關注不同持份者。他表示：「在應對一些社會問題時，企業應時常採用以持份者為本的管治模式，並盡量透過核心業務，為企業及社會創造共享價值。」



FHKI Chairman Mr Jimmy Kwok (left) presented a certificate of appreciation to President Simon Ho. 香港工業總會主席郭振華先生(左)致送感謝狀予何順文校長。

## Meeting the Management of Whittier College, USA

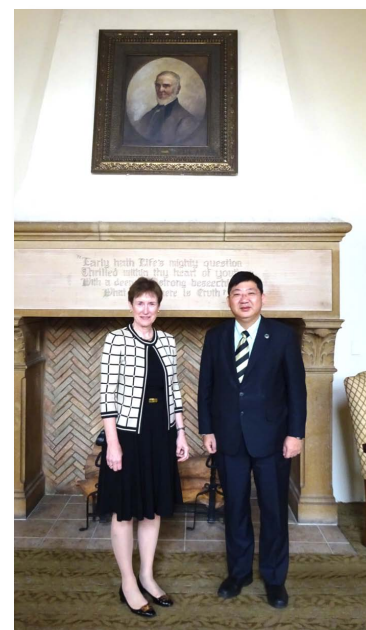
### 與美國惠蒂爾學院管理層會面

On 15 September 2017, President Simon Ho, together with Dr Tom Fong, Vice-President (Organisational Development) and Dr Shelby Chan, Acting Dean of the School of Translation, had a lunch meeting with President Sharon Herzberger and Mr Steve Delgado, Vice-President for Advancement of Whittier College, who visited Hong Kong during the period.

During the meeting, very fruitful discussions on strengthening the collaborations between the two institutions were made. They included the possibility of a new summer exchange study programme in designated areas so that students can receive pre-approved credits after completion. Also, the two institutions may jointly design some courses so that students can gain credits by completing such courses in either institution. Whittier College has been a partner of HSMC since 2016 and four HSMC students happily studied at Whittier in the second semester of 2016/17 academic year. In June 2017, some of its academic staff and five students visited HSMC, and the students participated in an Asia and Environment Project.

何順文校長聯同副校長(機構發展)方永豪博士及翻譯學院署理院長陳嘉恩博士，於2017年9月15日與到訪香港的美國惠蒂爾學院校長Sharon Herzberger女士及副校長(事務拓展) Steve Delgado先生會面，共進午餐。

會面期間，雙方探討加強合作，包括在特定領域開辦新的暑期交流課程，學生修畢後可取得事前批核的學分。此外，雙方或可合作設計新科目，讓學生在其中一個校園完成課程，便可取得學分。美國惠蒂爾學院自2016年起與恒管建立夥伴關係，在2016/17學年，四名恒管學生在第二學期於美國惠蒂爾學院愉快地完成修課。該校教學人員及五名學生於2017年6月來訪恒管，有關學生同時參與一項「亞洲及環境計劃」。



President Simon Ho and President Sharon Herzberger met. 何順文校長與Sharon Herzberger校長會面。



## President Attended ICAC's Conference on Business Ethics for Listed Companies 2017 as Moderator 校長出席廉政公署「上市公司商業道德會議2017」並擔任環節主持

President Simon Ho was invited to attend the Conference on Business Ethics for Listed Companies 2017 – Corporate Governance: Compliance and Beyond organised by the Hong Kong Independent Commission Against Corruption (ICAC) on 1 September 2017. At the conference, President Ho acted as Moderator of the plenary session on "Corporate Governance: Recent Regulatory Development" and led the panel to discuss issues relating to the recent market regulatory changes and implications; the basics of good/effective corporate governance; the major governance strengths and deficiencies of listed companies in Hong Kong; the extent that the tightening of regulations could affect market development, innovation and competitiveness; and the ways to strike a right balance avoiding over-regulation.

In his opening remarks, President Ho shared his views on the need of amending the existing relevant laws and rules so that the negative effect of shareholder primacy and excessive executive share option bonuses could be minimised. He also commented on how to make a better balance of interests between shareholders and non-shareholder stakeholders for an all-win outcome. He advocated to move from the shareholder value model to the stakeholder value model.

何順文校長於2017年9月1日應邀出席由香港廉政公署舉辦的「企業管治：符規以外 – 上市公司商業道德會議2017」，並擔任首個主題環節的主持。環節主題為「企業管治：近期法規發展」，何校長帶領小組講者以及與會人士就有關範疇進行討論，包括：最新的市場監管變動及相關影響；良好/有效企業管治的基本元素；香港上市公司管治的主要強項與不足之處；收緊監管對市場發展、創新及競爭力的影響；以及怎樣取得平衡讓監管不過度。

致開幕詞時，何校長分享看法，指出需要修改現有相關法例，把股東至上和濫發行政人員股權花紅所帶來的負面影響，減至最低。何校長並評論如何在股東與非股東的持份者之間，尋求更好的平衡，務求達致多方共贏的結果。他倡議從股東價值的模式，轉為持份者價值的模式。



President Simon Ho gave suggestions on enhancing corporate governance practices. 何順文校長分享提升公司管治的建議。

## Certificate in Financial Consulting (Executive Programme) – EDC 企管發展中心「資深財務策劃顧問證書課程」

A Certificate in Financial Consulting (Executive Programme) has been jointly launched by the Executive Development Centre (EDC) of HSMC and the International Association of Registered Financial Consultants (IARFC) Hong Kong and Macau Centre under a Memorandum of Understanding signed by both organisations on 6 September 2017.

The programme is designed for financial services practitioners who aim to obtain the globally recognised professional designation "Registered Financial Consultant" (RFC) conferred by IARFC. The designation "RFC" sets IARFC members above their peers as qualified and trained professionals who have met the level of competency required by IARFC. Students who have completed the programme will receive a Certificate in Financial Consulting issued by EDC.

恒管的企管發展中心與國際認證財務顧問師協會港澳中心於2017年9月6日簽訂合作備忘錄，雙方合作開辦「資深財務策劃顧問證書課程」。課程為有志獲取該協會所頒授「認證財務顧問師」國際專業認證的金融服務專才而設。協會會員所具備的「認證財務顧問師」資格，表示他們已接受訓練並具備專業資格，能力和專業水平達致協會要求。完成課程的學員可獲企管發展中心頒授「資深財務策劃顧問證書」。



Ms Joanna Kwok, Director of Executive Development Centre (right), and Dr Teresa So, Chairman of International Association of Registered Financial Consultants, Hong Kong and Macau, hosted the Memorandum of Understanding signing ceremony.

企管發展中心總監郭美德女士(右)與國際認證財務顧問師協會港澳區主席蘇婉薇博士主持合作備忘錄簽約儀式。

## Residential Colleges Joint High Table Dinner

### 住宿書院聯合高桌晚宴



The residents, guests and HSMC staff enjoyed the get-together at the Joint High Table Dinner.  
宿生、嘉賓和恒管教職員參與聯合高桌晚宴，共享歡樂時光。

The Joint High Table Dinner of HSMC Jockey Club Residential Colleges (RC) was held on 10 October 2017 at the College Hall. More than 500 residents from the RCs and the Old Hall, RC Masters, HSMC senior management staff and some 50 honourable guests attended.

President Simon Ho kicked off the event with a warm welcoming address. Dr Patrick Poon, member of the Board of Governors, as well as Chairman of the Foundation Management Committee and the Fundraising and Donation Committee, was the honourable guest speaker. He encouraged students

to have passion, embrace opportunities, capitalise on their own talents, and make contributions to family and the society.

The launching ceremony of the “Dr Patrick Poon's Matching Challenge” campaign was held at the occasion, which was organised for HSMC with a generous donation of HK\$10 million by Dr Poon. The Matching Challenge will apply to fundraising activities like Eco-Pledge Campaign, HSMC Courtyard Campaign, HSMC FunD Run charity run to be held in April 2018 as well as student financial aids including bursary, scholarship, exchange and internship grants.



President Simon Ho delivered a welcoming address.  
何順文校長致歡迎詞。



Dr Patrick Poon encouraged the students to be positive and proactive.  
潘樂昌博士勉勵學生積極進取。



恒管賽馬會住宿書院聯合高桌晚宴於2017年10月10日假學院禮堂舉行。超過500名來自住宿書院及元舍堂的宿生與書院院長、副院長、舍監、副舍監、恒管管理層以及約50位嘉賓聚首一堂。

何順文校長為晚宴致歡迎詞。恒管校董會成員、基金管理委員會兼籌款及捐助委員會主席潘榮昌博士擔任演講嘉賓。潘博士鼓勵同學抱持熱情，掌握機會，

發揮才能，對家庭和社會作出貢獻。

潘博士慷慨捐助1,000萬港元，為恒管舉辦「配對挑戰」捐款計劃，啟動儀式於當晚舉行。計劃適用於「綠源『恒』動」、「恒管庭園計劃」和「恒管紛FunD跑」等籌款活動，以及助學金、獎學金、外地交流、實習等學生資助計劃。



Ms Rose Lee (1st left), Chairman of Board of Governors, and President Simon Ho (1st right) presented a souvenir to Mrs Poon and Dr Patrick Poon.  
校董會主席李慧敏女士(左一)及何順文校長(右一)致送紀念品給潘太太及潘榮昌博士。



Chinese zither performance by a student.  
學生古箏表演。

## Residential Colleges Welcoming Activities 住宿書院迎新活動

More than 1,000 students moved into the Residential Colleges (RC) on 31 August 2017 before the semester started. A series of orientation activities were organised by all RCs throughout September to welcome these residents, including orientation nights, welcoming dinners and a Joint-RC Orientation Camp. The Student Residents' Associations also distributed welcoming kits which contained daily necessities and souvenirs.

To promote a multi-cultural environment, a Joint Mid-Autumn Festival Fair was held on 27 September 2017 by all four RCs during which the participants enjoyed the festive atmosphere together with their College Masters, Associate Masters and Tutors. Booths were set up to provide traditional festive food and seasonal fruits while festive games such as lantern riddles were held.



Residents took part in the Mid-Autumn Festival Fair.  
宿生參與中秋晚會。

過千位宿生於2017年8月31日開學前夕入住住宿書院。四個住宿書院於9月分別舉行一系列迎新活動，包括迎新夜、書院同膳聚會及聯合迎新營。宿生會亦向宿生派發包含日用品和紀念品的入宿包。

為了推動多元文化環境，四個書院於2017年9月27日合辦中秋晚會，讓宿生與書院院長、副院長及書院導師共渡佳節，品嚐傳統應節食品及時令水果，並且參與節日遊戲，例如猜燈謎。



## Social Media Marketing Seminar 社交媒體推廣研討會

On 22 September 2017, Executive Development Centre (EDC) held its first Social Media Marketing Seminar, with about 150 HSMC staff and students, and business executives of external organisations participating. It was intended to enable the attendees to acquire more social media marketing (SMM) knowledge so that they could promote their personal and corporate brands with greater success.

Four SMM experts, including Mr Xen Chia, EDC's Adjunct Lecturer and Director of XGATE Corp Ltd; Ms Asta Lim, Enterprise Account Executive in Sales Solutions for LinkedIn; Mr Rex Ma, Co-founder and Managing Director of IGen6 New Media Group and Mr Stanley Chan, Technical Director of Cloud Net Global Limited, shared current trends of social media platforms and reference cases of Facebook, Instagram, LinkedIn and WeChat.



Participants followed closely the latest development of social media marketing. 與會者緊貼社交媒體最新發展。

恒管的企管發展中心於2017年9月22日舉辦社交媒體推廣研討會，約150名恒管師生及不同機構的行政人員參與。活動旨在協助參加者加深認識社交媒體營銷，從而成功推廣個人及企業品牌。

四位社交媒體營銷專家出席，包括企管發展中心兼任講師暨訊格得有限公司總監Xen Chia先生、專責領英銷售解決方案的林彥杏女士、越世代傳新媒體集團聯合創辦人兼董事總經理馬維業先生及雲聯網際國際有限公司技術總監陳展鵬先生。他們跟與會者分享社交媒體發展新趨勢及成功案例，讓他們對面書、Instagram、領英、微信等不同社交媒體平台，有更深入認識。

## Talk by Professor Jeffrey Wasserstrom from University of California, Irvine 加州大學爾灣分校華志堅教授講座

Professor Jeffrey Wasserstrom, Chancellor's Professor of History, University of California, Irvine, was invited to host a talk organised by the School of Communication on 20 September 2017. The attending professors and students were greatly inspired by his sharing and had gained a better understanding of how Americans looked at Hong Kong. Professor Wasserstrom has been visiting Hong Kong regularly in the past 30 years. According to his observation and his experience of living in Shanghai, Americans' views on Hong Kong have changed over the past few decades. Professor Wasserstrom also gave his opinions on various political issues of Hong Kong and the United States.

傳播學院於2017年9月20日舉行講座，由加州大學爾灣分校歷史系校長講座教授華志堅教授擔任主講嘉賓。出席的教授和同學從中深入了解美國人對香港的看法，獲益良多。華教授根據過去30年經常到訪香港的觀察，加上他在上海居住的經驗，分享過去數十年美國人對香港的印象有何改變。他更因應香港及美國若干政治議題，提出個人意見。



Professor Jeffrey Wasserstrom gave a talk at HSMC. 華志堅教授為恒管主持講座。

## College Assembly 學院月會

The first College Assembly in academic year 2017/18 was held on 14 September 2017. President Simon Ho introduced to the audience the purpose of the College Assembly and briefed on the latest news of HSMC. The guest speaker, Dr William Lai, Lecturer (Part-time) of the Department of Social Science, demonstrated a simple but interesting science experiment during his talk titled "Learning is Fun and Usually Unexpected". Participants were divided into small groups to complete some science experiments together. They learned and had fun during the process.

2017/18學年第一次學院月會於2017年9月14日舉行。何順文校長介紹舉辦學院月會的目的，並簡介恒管的最新發展。社會科學系兼任講師賴玉耀博士擔任嘉賓講者，以簡單有趣的科學實驗來開展當日的演講主題 — Learning is Fun and Usually Unexpected。同學分成小組一起完成科學實驗，既從中學習，也感到趣味盎然。



Dr William Lai shared his learning experience.  
賴玉耀博士分享學習經驗。



Glad and satisfied after completing their science experiment.  
完成科學實驗，開心滿意。

## Dean's Talk for To-be Graduates 「與院長共話」畢業班分享會

The School of Communication held a Dean's Talk on 6 September 2017 for Year 4 students of Bachelor of Journalism and Communication (Hon) programme to enhance their understanding of graduation requirements and future career plans. Dean Scarlet Tso reminded students to fulfil all exit requirements before graduation and encouraged them to strive for higher academic achievement, and to develop academic professionalism and personal skills to meet future needs. Associate Dean James Chang and Professor Paul Lee explained the requirements and gave advice on further study.

傳播學院於2017年9月6日為新聞及傳播(榮譽)學士課程四年級學生舉行「與院長共話」分享會，讓他們加深了解畢業要求和就業前景。曹虹院長勉勵同學努力完成所有畢業要求，同時在學術及技能上積極提升，為將來升學就業打好基礎。此外，張志宇副院長和李少南教授亦就持續進修，提供寶貴建議。





## Orientation and Integration Activities for Exchange Students 交換生迎新及交流活動

An orientation and tea reception was organised on 29 August 2017 to welcome fall semester inbound exchange students who come from different countries and regions including Belgium, mainland China, Finland, France, Germany, South Korea, the Netherlands, Sweden and Taiwan. Through this occasion, they learned about the integration activities offered by the Student Affairs Office (SAO), English Language Centre and Asian Studies programme, which can help enrich their exchange experience. SAO organised some integration activities for the students in September, including a half-day Hong Kong Tour, Cantonese classes and a Mid-Autumn Festival gathering. They were also invited to attend the Convocation for New Students 2017/18 to meet local students.

恒管於2017年8月29日為本學期的交換生舉辦迎新會及下午茶聚。交換生來自世界各地，包括比利時、中國內地、芬蘭、法國、德國、南韓、荷蘭、瑞典及台灣。他們透過聚會，了解由學生事務處、英語研習中心及亞洲研究課程為交換生舉辦的各類活動。此外，學生事務處於9月為交換生舉辦多項精彩活動，包括香港半天遊、廣東話班及中秋派對。他們更獲邀出席2017/18年度新生入學禮，與本地同學交流，互相認識。



Exchange students visited different places in Hong Kong.  
交換生走訪香港不同地方。



Joining the Mid-Autumn Festival gathering to know more about the local cultures.  
一起慶祝中秋，感受節日氣氛。

## Campus News - Awards Received by Students 校園消息 – 學生榮獲獎項

HS  
MC

### Department of Chinese Student Received Award in Chinese Poetry Writing Competition 中文系學生於全港詩詞創作比賽喜獲殊榮

Shum Kwan Lun (BA-CHI, Year 2) received a Merit Award in the “27th Chinese Poetry Writing Competition in 2017” organised by the Hong Kong Public Libraries, Leisure and Cultural Services Department to promote the proficiency in Chinese language and the appreciation of Chinese literature with rhymes. The competition received more than 1,000 entries from the open and the student categories. Winning entries were on display at various public libraries.

岑昆倫同學(中文(榮譽)文學士二年級生)於「第二十七屆全港詩詞創作比賽：律詩」獲得學生組優異獎，得獎作品為《詠沙田公園鯨魚石雕》。比賽由康樂及文化事務署香港公共圖書館舉辦，目的是提高市民運用中國語文和欣賞韻文的能力。比賽分為公開組及學生組，共收到超過1,000份參賽作品。獲獎作品其後於多間公共圖書館巡迴展覽。



Professor Richard Ho presented the certificate of merit to Shum Kwan Lun (right).  
何文匯教授頒發獎狀予岑昆倫(右)。

### Federations of Parent-Teacher Associations 家長教師會聯會

A delegation from the Federations of Parent-Teacher Associations, led by Mr Tong Sau Chai, Henry, Chairman of Committee on Home-School Co-operation, visited HSMC on 30 September 2017 to learn about the latest development of HSMC. The delegates are key opinion leaders of secondary schools of different districts. Very fruitful exchanges were made during the visit to explore further collaboration.

在家庭與學校合作事宜委員會主席湯修齊先生帶領下，家長教師會聯會代表團於2017年9月30日來訪恒管。代表團成員來自不同區域，都是中學的主要意見領袖。雙方互動交流，討論未來合作機會。嘉賓從中加深了解學院的發展。



### Ministry of Education of China and Education Bureau of HKSAR 中國教育部及香港特區教育局

A delegation from the Ministry of Education of China visited HSMC on 26 September 2017, together with two officials of the Education Bureau of HKSAR Government, Mr Li Ho, Thomas, Assistant Secretary (Further Education 1), and Ms Ling May Kwan, Emma, Executive Officer (Further Education 5). The visiting officials exchanged views on higher education development in Hong Kong with the senior management of HSMC and joined a campus tour for a better understanding of HSMC's recent development.

中國教育部訪問團於2017年9月26日到訪恒管，成員包括港澳台事務辦公室劉錦主任、港澳台事務辦公室余彬副主任、辦公廳陳星處長、學生司周利明處長及港澳台事務辦公室項目官員張戈先生。香港特區教育局助理秘書長(延續教育1)李豪先生及行政主任(延續教育5)凌美君女士亦一同到訪。到訪官員與學院管理層就香港高等教育發展交換意見，並參觀恒管校園，加深了解恒管的最新發展。



### Crown Institute of Studies, New Zealand 新西蘭 Crown Institute of Studies

Dr Josephine Do, Director of Crown Institute of Studies, New Zealand visited HSMC and met with Dr Tom Fong, Vice-President (Organisational Development) cum Co-Chairman, Academic Exchange Committee and other HSMC representatives on 20 September 2017 to discuss potential partnership.

新西蘭 Crown Institute of Studies 董事都佩儀博士於2017年9月20日到訪恒管，與副校長(機構發展)暨學術交流事務委員會聯席主席方永豪博士及恒管代表會面，討論未來合作機會。





## Nanzan University, Japan 日本南山大學

Ms Mariko Kato from the Office of the Centre for International Affairs of Nanzan University, Japan visited HSMC on 20 September 2017 to prepare for exchange student collaboration with HSMC in the coming year and visited the campus to learn more about the College's teaching and learning facilities as well as campus life.

日本南山大學學務部國際事務室加藤真理子女士於2017年9月20日到訪恒管，為來年兩校的學生交流合作予以準備，並參觀校園，了解恒管的教學設施及校園生活。



## National Taipei University 國立臺北大學

Dr Karen Chang, Associate Professor of the Department of Foreign Languages and Applied Linguistics of the National Taipei University (NTPU), led 15 students in a visit to HSMC from 18 to 23 September 2017.

During a campus tour, they tried out the state-of-the-art facilities at the Translation and Interpretation Laboratory. They also attended various translation classes and had lively exchanges with professors and students of the School of Translation. NTPU has been a partner of HSMC since 2014.



恒管與國立臺北大學自2014年起建立合作夥伴關係。國立臺北大學應用外語學系張中倩副教授帶領15名同學於2017年9月18日至23日到訪恒管。

師生們參觀恒管校園設施和體驗翻譯及傳譯實驗室的先進設備，並且參與翻譯學院的翻譯課。兩地師生互動交流。

## Executive Council and Legislative Council Members, HKSAR 香港特區行政會議成員及立法會議員

Executive Council Members of the HKSAR Professor the Hon Li Kwok Cheung, Arthur and Dr the Hon Lam Ching Choi visited HSMC on 11 September 2017. Besides, two visits were organised on 15 and 18 September 2017 respectively for members of the Legislative Council including the Hon Chan Chun Ying, the Hon Chung Kwok Pan, the Hon Ip Kin Yuen, Dr the Hon Pierre Chan, Dr the Hon Cheng Chung Tai and the Hon Ng Wing Ka, Jimmy. Chairman Rose Lee and President Simon Ho introduced to members of the two Councils HSMC's latest development. Campus tours were arranged. Very fruitful exchanges were made between the guests and HSMC senior management, during which the guests learned more about the role and importance of self-financed higher education institutions.

香港特區行政會議成員李國章議員及林正財議員於2017年9月11日到訪恒管。此外，多位立法會議員分別於2017年9月15日及18日到訪，包括陳振英議員、鍾國斌議員、葉建源議員、陳沛然議員、鄭松泰議員及吳永嘉議員，他們並且參觀校園。李慧敏主席及何順文校長向到訪議員介紹恒管的最新發展。他們跟恒管管理層交流討論，加深了解自資高等院校的角色和重要性。



**Chino Glory Foundation, Hong Kong Seagull Scholarship Ltd and Ip Chi Shing Charitable Foundation****強華建教基金、香港海鷗助學團及葉志成慈善基金**

Representatives of Chino Glory Foundation, Hong Kong Seagull Scholarship Ltd and Ip Chi Shing Charitable Foundation paid a visit to HSMC on 5 September 2017. President Simon Ho shared with the guests the vision and mission of HSMC as well as its unique “Liberal + Professional” education model. Collaboration to nurture outstanding talents for the society was explored.

強華建教基金、香港海鷗助學團及葉志成慈善基金代表於2017年9月5日到訪恒管。何順文校長與到訪嘉賓分享恒管的願景和使命，以及學院獨特的「博雅 + 專業」教育模式。各方期望未來可緊密合作，為社會培育人才。

**Wanchai and Central & Western District Industries and Commerce Association****灣仔中西區工商業聯合會**

A delegation from Wanchai and Central & Western District Industries and Commerce Association, led by Mr Lee Yuk Fat, Chairman of the Association and Honorary Fellow of the Professional Validation Centre of Hong Kong Business Sector, visited HSMC on 29 August 2017. After a campus tour, the delegation joined a luncheon hosted by President Simon Ho who introduced to the guests latest development of HSMC and looked forward to strengthening collaborations with the Association.

灣仔中西區工商業聯合會主席兼香港商業專業評審中心榮譽院士李鋈發先生率領該會代表團於2017年8月29日訪問恒管。參觀多項校園設施之後，代表團獲何順文校長設宴款待。期間，何校長分享恒管的最新發展，並期望日後與該會加強合作。

**Participants of 3rd International Congress in Algebras and Combinations****第三屆代數與組合國際會議與會人士**

About 60 participants of the 3rd International Congress in Algebras and Combinations, led by Professor Shum Kar Ping, former Professor of Mathematics at The Chinese University of Hong Kong, paid a visit to HSMC on 28 August 2017. Through a campus tour, they had a better understanding of HSMC and its development. President Simon Ho hosted a welcome dinner for the guests.

第三屆代數與組合國際會議約60名與會者於2017年8月28日到訪恒管，由前香港中文大學數學講座教授岑嘉評教授率領。來賓參觀恒管校園，認識學院及其最新發展。之後，何順文校長設晚宴款待。





We would like to extend our warmest welcome to colleagues who joined the HSMC family and congratulate those who got promotions in September 2017.

衷心歡迎於2017年9月加入恒管大家庭的同事，並恭賀於期間獲晉升的同事。

School/Department 學院/學系	Academic/Senior Executive Staff 學術/高級行政人員	Position 職位
Department of Economics and Finance 經濟及金融學系	Dr Ang Eng Sui, Alvin 洪英瑞博士	Assistant Professor 助理教授
School of Business 商學院	Ms Chey Fung Lin, Merry 謝鳳蓮女士	Academic Manager 教務經理
School/Department 學院/學系	Academic Staff 學術人員	Promoted To 晉升職位
Department of Accountancy 會計學系	Dr Chow Yi Hang, Eden 周懿行博士	Senior Lecturer 高級講師
Department of English 英文系	Dr Fung Kai Yeung, Paul 馮啟陽博士	Associate Professor 副教授
Department of Mathematics and Statistics 數學及統計學系	Dr Yu Kwok Wai, Carisa 余國惠博士	Associate Professor 副教授
School of Communication 傳播學院	Dr Cheung Mei Fung, Meily 張美鳳博士	Associate Professor 副教授
School of Translation 翻譯學院	Dr Siu Sai Cheong 蕭世昌博士 Mr Leung Chun Long, Lawrence 梁峻朗先生	Associate Professor 副教授 Lecturer I 一級講師

## Forthcoming Events

### 活動預告



### Registry 教務處

#### HSMC Graduation Ceremony 2017 恒生管理學院畢業典禮2017

15 November 2017 (Wed) 2017年11月15日(星期三)	Session 1: 10:00 am 第一場: 上午10時 Session 2: 1:00 pm 第二場: 下午1時 Session 3: 3:30 pm 第三場: 下午3時30分	College Hall, HSMC 恒管學院禮堂
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#### HSMC Information Day 2017 恒管資訊日2017

18 November 2017 (Sat) 2017年11月18日(星期六)	9:30 am – 5:00 pm 上午9時30分至下午5時	HSMC Campus 恒管校園
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### Research Institute for Business 商學研究所

#### Forum on Ethical Entrepreneurship and Junzi Corporation Survey 2017 Result Announcement 創業之路·君子之道暨君子企業調查2017結果公佈

23 November 2017 (Thu) 2017年11月23日(星期四)	3:00 pm – 4:30 pm 下午3時至4時30分	Room A401, S H Ho Academic Building, HSMC 恒管何善衡教學大樓A401室
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### Executive Development Centre 企管發展中心

#### Certificate in Effective Skills on Managing Complaint and Difficult Personalities 了解十型人格之駕馭非常顧客與難纏合作伙伴證書課程

20 December 2017 (Wed) 2017年12月20日(星期三)	10:00 am – 6:00 pm 上午10時至下午6時	HSMC Campus 恒管校園
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President Simon Ho welcomed the freshmen to HSMC family.  
何順文校長歡迎新生加入恒管。



# 21.8.2017 HSMC College Orientation Day 2017 恒管迎新日 2017

With the theme "Grow & Glow@HSMC", HSMC's College Orientation Day 2017 was held on 21 August 2017. It was hoped that the freshmen would grow and unleash their potential during their study at HSMC, and make their dreams come true. More than 1,000 freshmen participated in a variety of events and received important information of academic and campus life to kick-start their life at HSMC.

恒管於2017年8月21日舉行迎新日，主題為 Grow & Glow@HSMC，期望新生在學術課程、個人成長及社會參與等各方面，都能發光發熱，夢想成真。超過1,000名新生藉此加深了解課程及學術事宜，並掌握更多重要的校園生活資訊。



Warm-up game  
熱身遊戲



Students' dancing performance  
學生舞蹈表演



Campus hunt activities  
校園定向活動



Freshmen visited booths arranged by student organisations.  
新生參觀由學生組織安排的攤位。



A lucky draw marked the happy closing of the College Orientation Day.  
迎新日以大抽獎作為壓軸活動。

