

HSMC REVIEW 2016-2017



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

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Message from the Chairman, Board of Governors

2016-17 was another year of change and advancement.

Building on the tremendous success from the implementation of *Roadmap to University and Beyond 2013-2018*, the College has been gearing its efforts in realising its overarching objective of securing private university title.

With extensive input from the College and community stakeholders, the 2018-2023 Strategic Plan will be a powerful blueprint for the College in meeting the challenges and opportunities in the new era of technology advancement and evolving global economic order. HSMC will continue to strive for academic excellence as a unique private liberal-arts-oriented management institution in the region.

The inauguration of the HSMC-Foundation in 2016 set a new milestone in enlarging the support base among our alumni, corporate, individual and family donors to support the College's development.

The Foundation will enhance our ability to secure maximum benefit from the HKSAR Government's Seventh Matching Grant Scheme for eligible self-financing degree-granting institutions.

I would like to thank the Faculty, Members of the Board of Governors and College Council for their unfailing support and guidance throughout the strategic planning process.

I have every confidence that with the dedication of the College Management and Faculty, the support of the Board, College Council and the community at large, HSMC will continue to scale new heights in its future pursuits.

Rose Lee Wai Mun, JP
Chairman, Board of Governors
September 2017



Message from the Chairman, College Council

Another year, another step in the right direction. I am delighted to witness that as Hang Seng Management College (HSMC) going from strength to strength over the years, we remain well on course with our various targets, especially committing our efforts to attaining university status.

In March 2016, we welcomed five new Members to the College Council. At a critical juncture of HSMC's development, we are grateful for the opportunity to pick the brains of more leading lights from a cross section of society.

HSMC was granted Programme Area Accreditation (PAA) in Mass Media and Communication, Journalism and Public Relations, the third Area of Study and Training after Business and Management, Languages and Related Studies last year. The successful outcome of the PAA exercise, being one of the key elements for application for university title, is a definitive proof that the College is well on its way to becoming a leading private university in the foreseeable future.

Our unremitting commitment and effort to pursue research excellence continued to pay off during the year. In the 2017-18 exercise of the Competitive Research Funding Schemes for the Local Self-financing Degree Sector, HSMC secured from the Research Grants Council a total funding of HK\$21.88 million for 25 projects, up by over 10% and close to 32% respectively compared with the previous year. I am pleased to report that HSMC recorded the highest four-year cumulative funding amount and the highest number of funded projects among all local self-financing degree-granting institutions. Further, HSMC

launched during the year three research centres, namely Deep Learning Research & Application Centre, Policy Research Institute of Global Supply Chain, and Virtual Reality Centre. Such commitment is sure to bolster further development of innovative and interdisciplinary research initiatives on campus.

Equally encouraging were closer ties established with various sectors in Hong Kong and beyond. The HSMC Honorary Fellowship Scheme was introduced during the year to recognise the remarkable contributions of local luminaries to both our College and society. To pay homage to outstanding business journalists, the HSMC Business Journalism Awards, the first of its kind among local tertiary institutions, was successfully launched by our School of Communication.

The College will not rest on its laurels as it stands on the threshold of the new phase of strategic planning, spanning from 2018 to 2023. Towards this end, we have kicked off the planning process, which will set a forward-looking direction for the HSMC community in the face of daunting challenges ahead. As Chairman of the Strategic Planning Group, I embarked on the solemn task with a heightened sense of anticipation. I look forward to enthusiastic input from all stakeholders and the HSMC community as a whole to make this exercise of paramount importance a resounding success.

Moses Cheng Mo Chi, GBM, GBS, OBE, JP
Chairman, College Council
September 2017



Report from the President

Introduction

HSMC adopts the “Liberal + Professional” education model incorporating the “iGPS” graduate attributes framework (with “i” for Intellectual Competence, “G” for Generic Skills, “P” for Personal Development and “S” for Social Engagement), which puts quality teaching and students’ well-rounded development as its highest priorities. Characterised by its cross-disciplinary common core curriculum which complements the rigorous academic programmes and the rich student development opportunities, HSMC aims to nurture young talents with critical thinking, innovative minds, human caring and social responsibilities.

In 2016-17, HSMC made notable achievements on many fronts. The chapters that follow epitomise examples of how HSMC has been strategically evolving to reach new heights of excellence. Some major achievements are highlighted below.

Programme Development

HSMC expanded its programme offerings to provide students with more study areas and to meet evolving societal needs. Two new programmes, namely Bachelor of Arts (Honours) in Cultural and Creative Industries, and Bachelor of Science (Honours) in Actuarial Studies and Insurance, were successfully accredited by The Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) for launching in the academic year 2017-18. With the two new programmes, we currently have a total of 16 undergraduate programmes and one taught postgraduate programme (TPG) in 2017-18. One new bachelor’s degree programme in human resource management and four other new TPG programmes in computer-aided translation, entrepreneurial management, global supply chain management, and strategic communication have also been underway.

In response to the HKSAR Government’s policy to nurture talents for industries with keen demand for human resources under the “Study Subsidy Scheme for Designated Professions/Sectors” (SSSDP), HSMC was awarded five programmes with 335 places (compared

to only one programme with 70 places in 2015-16), spanning in programme areas of actuarial studies and insurance, applied and human-centred computing, data science and business intelligence, management science and information management, and supply chain management, starting from the academic year 2018-19.

Meeting the academic standard of the Professional Qualifying Examinations (PQE) of the Chartered Institute of Logistics and Transport in Hong Kong (CILT(HK)), our BBA in Supply Chain Management programme was granted full exemption from PQE in November 2016, thus facilitating our graduates to become Chartered Members of the Institute and enhancing their career development in the logistics and transport industries.

With the concerted efforts of our faculty staff and the Centre for Teaching and Learning, the pilot run of the first Massive Open Online Course (MOOC) on Japanese learning was offered in June 2017.

Research and Scholarly Development

To facilitate the development of new research initiatives, three research centres namely, Deep Learning Research & Application Centre, Policy Research Institute of Global Supply Chain, and Virtual Reality Centre were launched in March 2017.

Two international conferences “Corporate Governance and Sustainable Development – Industries, Higher Education, NGOs” and “Sustainable Development in Higher Education 2017 in conjunction with The 2nd UNPRME Colloquium on Higher Education” were held in May 2017. Participants shared their most recent research and explored solutions to the sustainability problems.

Four Research Grants Council (RGC)-funded international symposia on cross-border flow of goods, capital, and labour across Asia and Eurasia; consumer ethics; supply chain management; and taxation in the era of base erosion and profits shifting were also organised by HSMC during the reporting period.

HSMC recorded another very successful year in securing research funding. In the 2017-18 exercise of the RGC's Competitive Research Funding Schemes for the Local Self-financing Degree Sector, HSMC was awarded a total of HK\$21.88 million for 25 research projects, which included one Institutional Development Scheme (IDS) project, two Inter-Institutional Development Scheme (IIDS) projects and 22 Faculty Development Scheme (FDS) projects. HSMC was ranked the highest in terms of both the amount of funding received and the number of awarded projects among the local self-financing higher education sector in the year. Also, for the four-year cumulative result since 2014-15, HSMC was placed the top in terms of the amount of funding and the number of funded research projects. This exceptional outcome has demonstrated HSMC's commitment to undertake impactful research that advances the society and enhances teaching/learning.

Graduate Employment and Student Internship

An annual employment survey focusing on fresh graduates was conducted by the Student Affairs Office (SAO) during the period from October 2016 to February 2017 on their employment status, remuneration and job-seeking experience. The response rate was 90%, representing a reply from 1,283 bachelor's degree graduates. The overall engagement rate of graduates in employment or further studies was close to 92%.

According to an independent survey commissioned by SAO in 2015-16, employers regard our graduates as having good working attitudes and interpersonal skills, receptive to new ideas and opinions from others, devoted, responsible and always willing to take up further responsibilities. In general, HSMC graduates have made positive impressions on their employers who often express appreciation and willingness to hire our students and graduates.

To provide students with opportunities to acquire work experience and develop working skills, over 900 local and overseas internship offers from more than 230 renowned organisations were taken up by HSMC students in 2016-17 through SAO and Schools. Among the internships, 78 took place in overseas countries, including Australia, Cambodia, Germany, Indonesia, Japan, Malaysia, Singapore, Thailand, the UK and the US, etc. Job functions of the internship placements were diverse, which enabled students of different disciplines to gain valuable working experiences and international perspectives.

HSMC will continue to extend its internship programme, both locally and internationally, to provide students with more internship opportunities.



Student Achievements

Each year, students were awarded many scholarships and awards in recognition of their outstanding academic as well as co-curricular achievement. We are thankful that with the generous support from the government and donors, HSMC had substantially increased its scholarship offerings.

In 2016-17, 1,097 individual students (an increase of 43% over 2015-16) received HK\$16.8 million scholarships and awards (an increase of 63% over 2015-16) offered by HSMC. The Scholarship and Award Presentation Ceremony was held in March 2017, celebrating students' outstanding achievements in the academic year 2015-16.

Over the years, I am delighted to see that HSMC students did not just perform well academically but also achieve remarkable results in numerous open competitions. During 2016-17, our students did exceptionally well in various large-scale, open competitions such as:

- ▶ Winner and 2nd Runner-up of both "Best in Tech News Reporting" (Chinese category) and "Best in News Video Reporting" (Chinese category), of 2016-17 Campus Newspaper Awards, organised by China Daily Hong Kong Edition;
- ▶ "Top Student Award" in Hong Kong Institute of Certified Public Accountants (HKICPA) Qualification Programme (QP) Examination for Module D (Taxation) 2016;

- ▶ Championship and “The Best Debater” in the Taxation Institute of Hong Kong’s CTA Tax Debate Competition 2017;
- ▶ “HKSTPC Technopreneur Award 2017 Golden Award” in Young Entrepreneurs Development Council’s Dare to Change – “Change Your Life in 5 Minutes: Stand-up Pitch Competition”;
- ▶ Winning candidate in Classified Post – “Shadow a CEO Programme”;
- ▶ 1st Runner-up in Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) Student Day 2017 Competition;
- ▶ Silver Medal Award (Business Proposal Category) in “Chuang Qing Chun” National Entrepreneurship Competition 2016;
- ▶ Second Place in SCMP “Young Marketer of Tomorrow” Contest;
- ▶ 2nd Runner-up in ACCA Hong Kong Business Competition 2016;
- ▶ Silver Award (Campus category) and “Sustainable Consumption Awards – Campus category” in the 17th Consumer Rights Reporting Awards (2017) organised by the Consumer Council;
- ▶ Third Prize and “My Favorite Presenter” in EY’s Young Tax Professional of the Year 2017 (Hong Kong); and
- ▶ Cup Champion in Standard Chartered Tertiary XVs League (Women’s Challenge).

These encouraging results fully demonstrate that HSMC students are talented individuals capable of achieving success through diligence, perseverance and close guidance by their teachers. To recognise students’ outstanding accomplishment in open competitions, the “President’s Celebration Reception for Student Champion Teams” was held in June 2017, at which the champion teams shared their keys to success with their fellow students, parents and staff members of the College.

Institutional Advancement

As a self-financing degree-granting institution, philanthropy has always been a cornerstone of HSMC’s development. During the year, the College made significant progress in fundraising with a total of HK\$62.8 million raised, which included but not limited to a donation of HK\$20 million from Wei Lun Foundation to support the College’s development, a donation of HK\$18 million from the S H Ho Foundation to set up the “Dr S H Ho Scholarship in Banking and Finance” endowment fund, and a donation of HK\$10 million from

Dr Patrick Poon to set up the “Dr Patrick Poon’s Matching Challenge” under the government’s seventh Matching Grant Scheme (MG7), etc.

By August 2017, HSMC has met the floor amount of HK\$12 million for the MG7, exclusively for accredited self-financing degree-granting institutions for the period from 1 August 2017 to 31 July 2019. The College is deeply grateful to our donors and benefactors who have indeed helped us to enhance our capacities and make on-going development in our teaching, learning, research and campus needs. We will continue to step up fundraising efforts to maximise the matching fund under MG7 for continuous College development.

Global Exchange Partnership

HSMC offers comprehensive exchange programmes to broaden students’ international perspectives and enrich their study experience. As of August 2017, HSMC had academic collaborations with 53 institutions in over 17 countries, an increase of 18% compared to that of previous year. New partnerships have been forged with institutions in Romania and Switzerland.

The College will continue to expand its global footprint to increase students’ international exchange opportunities.

Other College-wide Projects and Achievements

The College has all along promoted environmental protection and sustainable development as evidenced by its green measures and award-winning green campus. Following the attainment of Platinum rating of BEAM Plus New Buildings V1.1 certification by S H Ho Academic Building, the Sports and Amenities Centre and Lee Quo Wei Academic Building from the Hong Kong Green Building Council (HKGBC) since





2014, the HSMC Jockey Club Residential Colleges were also awarded the Platinum rating of Beam Plus New Buildings V1.2 certification in November 2016, being the first student residential complex in Hong Kong with such recognition. HSMC was proud to be the first higher education institution in Hong Kong to receive the highest BEAM Plus Platinum rating.

HSMC has always been at the forefront advocating business ethics and corporate social responsibility in the region. As one of the largest annual academic activities, the 6th Junzi Corporation Awards Presentation Ceremony 2016 cum Business Ethics Forum was held in November 2016. This year, three companies received the “Junzi Corporation Exemplary Award” and 14 companies received the “Junzi Corporation Award”. The 2017 HSMC HK Business Ethics Index was also announced at the Ceremony.

The HSMC Business Journalism Awards programme was established by the School of Communication, which was the first of its kind initiated by a tertiary institution in Hong Kong to recognise professional journalists who have produced outstanding reporting on business, economic and financial issues. The Awards Presentation Ceremony was held in February 2017.

The Joint-Institution Network for Student Success (JINESS) Kick-off Ceremony was held in February 2017. The pilot project was led by HSMC in collaboration with four other self-financing degree-granting institutions. It was expected that the online Joint-Institution Career Portal would be launched in early 2018, facilitating employers to recruit talents and exposing students to broaden their career and experiential learning opportunities.

The Founders’ Day Youth Development Forum & Reception cum Launching Ceremony of Three Research Centres were held on 16 March 2017 to commemorate

HSMC’s 7th anniversary. The forum, with Mr Francis Ngai and Mr Quincy Wong as guest speakers, was well-attended by over 500 notable guests, staff members and students, followed by a joyful cocktail reception.

The College launched its Honorary Fellowship Scheme to recognise eminent individuals, who have made significant contributions to the development of HSMC and the society. Six distinguished individuals, Mr David Lai Ho, Mr Samuel Lam Shau Tong, Mrs Helen Lee Yick Hoi Lun, Mr Kenneth Leung Ka Keung, Dr Raymond Or Ching Fai and Dr Michael Suen Ming Yeung, were conferred honorary fellowships at the First Honorary Fellowship Conferment Ceremony in May 2017.

With the funding support from Shao Ming Lo Foundation, HSMC entered into a partnership agreement with the Peter F Drucker Academy of Hong Kong (DAHK) in June 2017 to establish the “HSMC - Management as a Liberal Art (MLA) Initiatives”. HSMC and DAHK share the same vision that MLA will nurture future leaders by equipping them with the essential responsible management competencies. Two new elective modules in MLA will be offered in 2017-18 and a series of seminars, conferences and research workshops on MLA will be conducted to advocate the concepts and practice.

Corporate Governance

During the reporting period, five new Council Members, Mr Dannie Cheung Kong Ting, Dr Jacky Cheung Wah Keung, Mr William Junior Guilherme Doo, Professor Nyaw Mee Kau and Mr James S Tsien, were appointed. The College is most grateful for their guidance and insightful views in the coming years.

Through international open search, Professor Bradley R Barnes was appointed as Dean of School of Business and Professor of Marketing effective July 2017.





To enhance corporate governance, two nomination committees were established for making nominations for Board/Council membership and Board Committee membership/chairmanship (except the Fundraising and Donation Committee [FRDC], where the Chairman of FRDC and two other Governors retained the authority to appoint new FRDC Members).

Strategic Way Forward

To guide the future development of HSMC and beyond, especially with the possible attainment of private university title status by the end of 2018 or early 2019, the College has embarked on the strategic planning process for the next five-year period 2018-23. With engagement and consultation of the whole College community including HSMC Governors, Council Members, staff, students, parents and alumni, we are confident that the Strategic Plan will map out the future directions, strategies and priorities for the next five years.

The application progress for private university title is on schedule and in good form. The College sent a letter to the Education Bureau (EDB) indicating its intention to apply for private university title in March 2017. EDB confirmed that HSMC has met all the criteria for such application as set out in the *Roadmap for Becoming a Private University* promulgated by EDB in 2015, and advised the College to initiate an Institutional Review (IR) process by HKCAAVQ. HSMC is proactively preparing the Main Submission document to be sent to HKCAAVQ in December 2017 for the on-site IR scheduled for late April 2018.

Concluding Remarks

The above are some highlights of HSMC's achievements attesting the tremendous growth and accomplishments in 2016-17. At the very centre of the many achievements lies a deep sense of commitment of each HSMC family member to creating the best teaching and learning environment for our students. Moving forward, our central focus will remain on preparing for the IR exercise for acquiring the private university title. The coming year will surely be another year of transformation for HSMC, and we are well-prepared to take up the challenges ahead.

I am deeply grateful to members of the Board of Governors and the College Council for their visionary leadership and insightful guidance; to dedicated staff members whose devotion and hard work have served the College with distinction; and to donors, students, alumni, friends, partners and the government, whose steadfast support and contributions have brought us to reach our many goals.

As President, I always believe that with our solid foundation and the concerted effort from HSMC members sharing a common purpose, our vision of becoming a leading liberal-arts-oriented private university in the region will soon be translated into reality.

Simon S M Ho
President
September 2017



Vision, Mission, Motto and Strategic Objectives

Vision

Hang Seng Management College aims to be a leading private university, recognised for excellence in teaching, learning and research, especially in the areas of business management, humanities and social sciences.

Mission

- ▶ To advance knowledge and understanding of human activities;
- ▶ To be committed to free enquiry and responsible scholarship;
- ▶ To provide an all-round education which focuses on theoretical exploration, professional knowledge and skills, and business ethics;
- ▶ To nurture innovative and enterprising leaders for the knowledge-based economy.

Motto

Erudition and Perseverance

Strategic Objectives

- ▶ To afford a modern and stimulating campus environment to facilitate and support teaching and learning activities;
- ▶ To develop and offer innovative academic programmes which respond to changing community needs;
- ▶ To provide a holistic and challenging educational experience for students;
- ▶ To cultivate students' global perspective through internationalisation;
- ▶ To develop strategic partnerships with industries and businesses;
- ▶ To create internship opportunities for students to gain practical experience in the workplace;
- ▶ To encourage and support dynamic research, initially focusing on regional relevance and gradually broadening to more extensive horizons;
- ▶ To strengthen governance structure;
- ▶ To enhance quality control through internal and external monitoring;
- ▶ To explore new ways and sources of funding to augment the financial base of the College.



Governance and Administration

16 August 2016 - 15 August 2017

MEMBERS OF BOARD OF GOVERNORS

Chairman

- ▶ **Ms Rose LEE Wai Mun 李慧敏女士 JP**
Vice-Chairman and Chief Executive, Hang Seng Bank Limited
(Retired from Hang Seng Bank Limited with effect from 1 July 2017)

Members

- ▶ **Mr Patrick CHAN Kwok Wai 陳國威先生**
Executive Director and Head of Greater China, Hang Seng Bank Limited
(Until 31 May 2017)
- ▶ **Dr Moses CHENG Mo Chi 鄭慕智博士 GBM, GBS, OBE, JP**
Consultant, P C Woo & Co
- ▶ **Dr HO Tzu Leung 何子樑醫生**
Director, S H Ho Foundation Limited; Director, Board of Bethlehem Management Limited
- ▶ **Mr Thomas LIANG Cheung Biu 梁祥彪先生**
Chief Executive Officer, Wei Lun Foundation Limited
- ▶ **Mr Roger LUK Koon Hoo 陸觀豪先生 BBS, JP**
Honorary Professor, Faculty of Business Administration, Treasurer and Council Member,
The Chinese University of Hong Kong
- ▶ **Dr Patrick POON Sun Cheong 潘樂昌博士**
Chairman, Harvest SCP Group Company Limited
- ▶ **Mr Martin TAM Tin Fong 譚天放先生**
Founder & CEO, Able Mart Limited; FHKIA, Registered Architect
- ▶ **Mrs Patricia WONG LAM Sze Wan 黃林詩韻女士**
Chairman, Sotheby's Asia
- ▶ **Professor Richard WONG Yue Chim 王于漸教授 JP, SBS**
Chair of Economics, Philip Wong Kennedy Wong Professor in Political Economy, School of Economics and Finance,
The University of Hong Kong
- ▶ **Mr Silas YANG Siu Shun 楊紹信先生 JP**
Former Asia Pacific Chairman, PricewaterhouseCoopers

Secretary

- ▶ **Mr Godwin LI Chi Chung 李志忠先生**
Company Secretary and General Counsel, Hang Seng Bank Limited

MEMBERS OF COLLEGE COUNCIL

Chairman

- ▶ **Dr Moses CHENG Mo Chi**
鄭慕智博士 GBM, GBS, OBE, JP
Consultant, P C Woo & Co

Members

- ▶ **Professor Andrew CHAN Chi Fai**
陳志輝教授 SBS, JP
Head, Shaw College and Director, EMBA Programme,
The Chinese University of Hong Kong
- ▶ **Ms Suzanne CHAN Shet Hung**
陳雪紅女士
- ▶ **Mr CHENG Kam Por**
鄭錦波先生
Founding Partner, K P Cheng & Co,
Certified Public Accountants
- ▶ **Mr Dannie CHEUNG Kong Ting**
張江亭先生
(From 6 March 2017)
Chief Executive Officer,
China-Israel Consultant Company Limited
- ▶ **Dr Jacky CHEUNG Wah Keung**
張華強博士
(From 6 March 2017)
Chairman, Shinhint Group
- ▶ **Mr William Junior Guilherme DDO**
杜家駒先生
(From 6 March 2017)
Deputy Chief Executive Officer and
Executive Director, FSE Holdings Limited
- ▶ **Professor NYAW Mee Kau**
饒美蛟教授
(From 6 March 2017)
Emeritus Professor, Lingnan University
- ▶ **Miss TONG Hing Min**
唐慶綿女士
- ▶ **Mr James S TSIEN**
錢乃駿先生
(From 6 March 2017)
Independent Non-Executive Director,
Bank of Shanghai (Hong Kong) Limited;
Former Group Executive Director, Hutchison Port Holdings Limited

Ex-Officio Members

- ▶ **Professor Simon HO Shun Man**
何順文教授
President of the College
- ▶ **Professor Gilbert FONG Chee Fun**
方梓勳教授
Provost of the College
- ▶ **Professor HUI Yee Van**
許溢宏教授
Vice-President (Academic and Research)
of the College
- ▶ **Dr Tom FONG Wing Ho**
方永豪博士
Acting Vice-President (Organisational Development)
of the College

Elected Staff Representative of the College

- ▶ **Dr Brossa WONG Yeuk Ha**
黃若霞博士
Acting Dean of School of Business of the College

Secretary

- ▶ **Dr Tom FONG Wing Ho**
方永豪博士
Acting Vice-President (Organisational Development)
of the College

KEY ACADEMIC AND ADMINISTRATIVE OFFICERS

President

- Professor Simon HO Shun Man
何順文教授

Provost

Dean of School of Translation

- Professor Gilbert FONG Chee Fun
方梓勳教授

Vice-President

(Academic and Research)

- Professor HUI YER VAN
許溢宏教授

Acting Vice-President

(Organisational Development)

Associate Vice-President

(Student Development and Campus Services)

- Dr Tom FONG Wing Ho
方永豪博士

Associate Vice-President

(Communications and Public Affairs)

Dean of School of Communication

- Professor Scarlet TSO Hung
曹虹教授

Dean of School of Business

- Dr Brossa WONG Yeuk Ha
黃若霞博士
(Acting Dean of School of Business until 2 July 2017)
- Professor Bradley Richard BARNES
李海東教授
(From 3 July 2017)

Dean of School of Decision Sciences

- Professor Lawrence LEUNG Chi Kin
梁志堅教授

Dean of School of Humanities and Social Science

- Professor Thomas LUK Yun Tong
陸潤棠教授

College Librarian

- Ms Sarena LAW Yuk Lin
羅玉蓮女士

College Registrar

- Dr Eugenia NG Mee Wah
吳美華博士
(Until 29 June 2017)

Director of Student Affairs

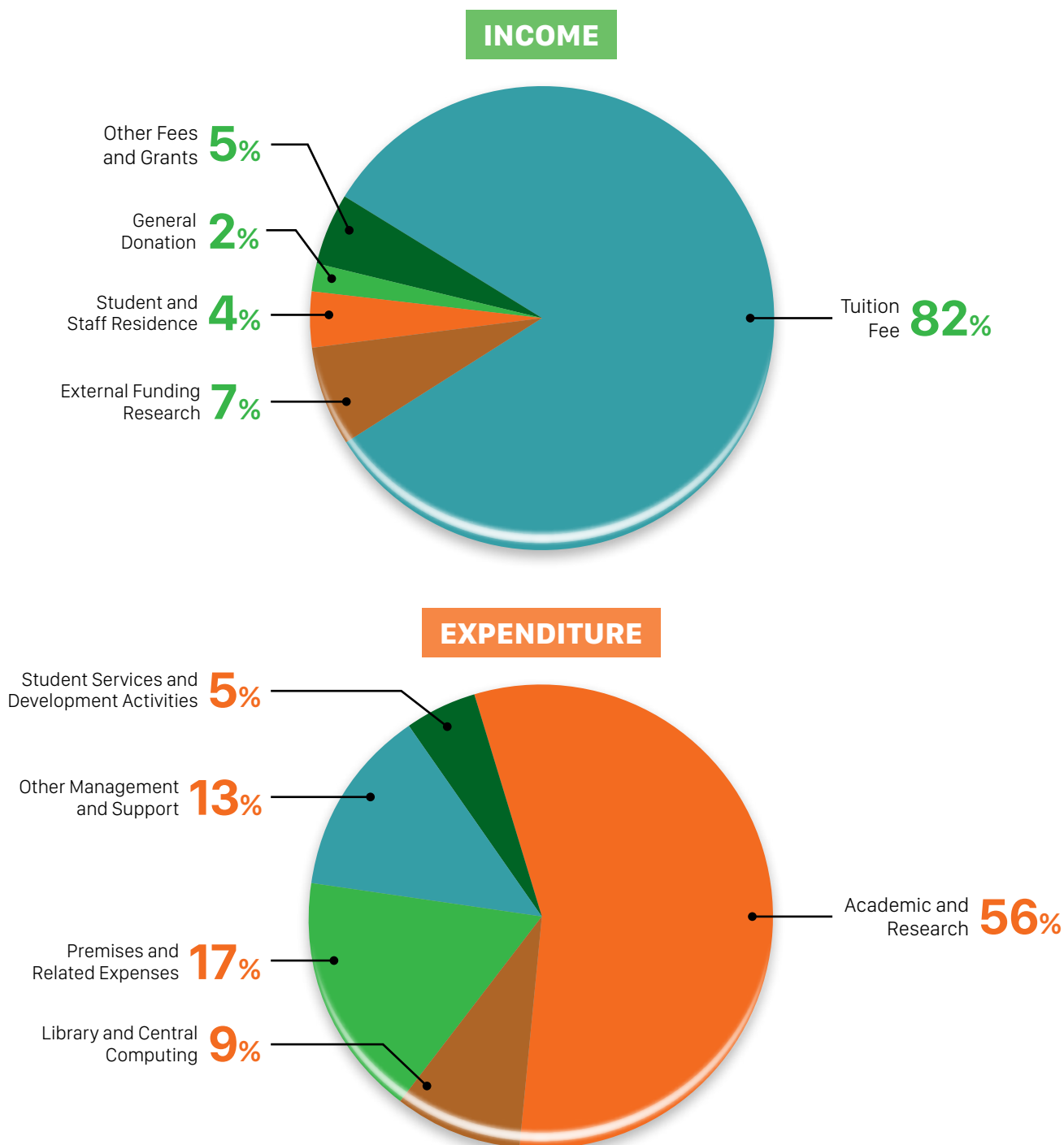
- Ms Rebecca CHAN Po Yu
陳寶瑜女士

Director of Finance

- Mr Patrick LAM Man Ho
林文河先生

Finance

The following charts illustrated a summary of the operating income and expenditure of Hang Seng Management College* in 2016-17.



* Excluded campus development and scholarship which are separately funded by designated donations and matching grants.

Facts and Figures

As at 15 August 2017

1. Students (Bachelor's Degree Programme)

Admission

Student Admission Statistics	
Total Number of Applications for All-year Programmes	16,613
Total Number of Applications for Year-1 Programmes	15,299
Total Number of Offers Issued for Year-1 Programmes	2,922
Total Number of Student Admission for All-year Programmes	1,426
Total Number of Student Admission for Year-1 Programmes	1,175

Enrolment

Item	All	Male	Female
Total Number of Students	4,287	1,833	2,454

Enrolment

School	Number of Students	In % Distribution
School of Business	2,733	63.8%
School of Communication	452	10.5%
School of Decision Sciences	647	15.1%
School of Humanities and Social Science	232	5.4%
School of Translation	223	5.2%
Total	4,287	100%

Average HKDSE Score of Year-1 Students

Average Score	17.3
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2. Graduates

Graduates

School	Number of Graduates
School of Business	510
School of Communication	113
School of Decision Sciences	99
School of Humanities and Social Science	31
School of Translation	64
Total	817

Cumulative Number of Graduates

Academic Year	Total Number
HSSC Graduates (1980/81 - 2011/12)	11,952
HSMC Graduates (2011/12 - 2016/17)	4,229
Total	16,181

3. Staff

Staff Number

Category of Staff	Total Number
Academic Staff	175
Management and Support Staff	365
Total	540

Professorial Staff Qualification

Professorial Staff Holding a Doctoral Degree	99%
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4. College-wide Teacher-Student Ratio

Teacher-Student Ratio	1 : 20.8
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5. Scholarships and Awards

Item	Amount / Number
Total Amount of Scholarships Awarded	HK\$16,823,650
Total Number of Scholarships Awarded	1,289
Average Amount	HK\$13,052

6. Research Funding

Funding Source	Number of Project	Amount
Competitive Research Funding Schemes for the Local Self-financing Degree Sector by Research Grants Council (2017-18 Exercise)	25	HK\$21,882,670
Other External Funding Sources	3	HK\$1,540,000
Total	28	HK\$23,422,670

7. College Library Resources and Facilities

Item	Quantity
Books (Printed and Electronic)	505,910 titles
Journals (Printed and Electronic)	90,804 titles
Media Resources	11,486 volumes
Electronic Databases	140 titles
Total Number of Seats	664

8. Campus Area

Sites	Gross Floor Area (m ²)
A - S H Ho Academic Building	11,595
B - Sports and Amenities Centre	6,679
C - HSMC Plaza	1,199
D - Lee Quo Wei Academic Building	14,310
F - HSMC Jockey Club Residential Colleges	14,525
M - Academic and Administration Building, Student Hostel, Staff Quarters, College Hall and Canteen	14,695
N - Academic and Administration Building	3,305
All Sites	66,308



恒生管理學院
HANG SENG MANAGEMENT COLLEGE

Event Highlights



September 2016

Convocation for New Students 2016-17

HSMC welcomed over 1,400 freshmen and 40 exchange students at the Convocation Ceremony held on 1 September 2016, which marked the beginning of a new academic year. President Ho, at the ceremony, offered four pieces of advice to students: to learn to respect the freedom and views of people from different backgrounds; to interact with individuals they would meet on campus in different ways; to embrace the sustainability goals on the green campus; and to take an active part in service learning and service leadership activities to make contributions.



Opening Ceremony of HSMC Jockey Club Residential Colleges (RC)

The opening ceremony held on 5 September 2016 attracted over 200 honourable guests, staff members, students and alumni. A plaque unveiling ceremony and a plant-watering proceeding were officiated by Mrs Carrie Lam, then Chief Secretary for Administration of HKSAR Government; Dr Simon Ip, Chairman of The Hong Kong Jockey Club; Ms Rose

Lee, Chairman

of Board of Governors; Dr Moses Cheng, Chairman of College Council; President Ho and Mr Martin Tam, Governor and former Chairman of Steering Committee on Campus Expansion. Mrs Carrie Lam and Dr Simon Ip then joined a specially-arranged tour of RC to familiarise themselves with students' residential life.



October 2016

President's Reception for Parents, Teachers and Students

To enhance parents' understanding of the College and student life, the fourth President's Reception for Parents, Teachers and Students was held on 8 October 2016, entertaining over 250 guests. In addition to introducing the College's latest developments, sharing sessions were conducted by School Deans, Department Heads, academic staff members, the College's counsellor, a student representative and an alumni representative. Guided tours of campus facilities, including the newly-completed HSMC Jockey Club Residential Colleges, were also arranged for the guests.



HSMC - Foundation Inauguration Ceremony cum Fundraising Dinner



The dinner, held at the Mira Hong Kong on 20 October 2016, was graced by officiating guests the Hon John Tsang, then Financial Secretary of HKSAR Government; Ms Rose Lee, Chairman of Board of Governors; Dr Patrick Poon, Chairman of Foundation Management Committee; and over 350 guests, including Board and Council Members, Foundation Members, potential donors, friends of HSMC, alumni, staff members and students. The event featured singing performance by Ms Nancy Lee, Dinner Steering Committee Member, Sinfonietta and yangqin performance by HSMC's students, an auction session and a raffle draw.

November 2016

HSMC Information Day 2016

The HSMC Information Day 2016, a highlight event of the year for the College, was held on 19 November 2016. The event attracted over 1,200 parents, students and secondary school career teachers to visit the College campus and participate in a variety of activities, including exhibitions of academic programmes offered by the College, seminars on career choices, campus tours and information booths set up by student organisations. Visitors also had the opportunity to exchange views with professors and student representatives.

Junzi Corporation Awards Presentation Ceremony 2016 cum Business Ethics Forum

The Junzi Corporation Survey was an annual event to promote the Confucian concepts of Junzi and business ethics. In 2016, over 2,000 respondents from the general public were interviewed by the College students. There were 17 enterprises awarded for their respectable business integrity at the awards presentation ceremony on 28 November 2016. An educational Business Ethics Forum for scholars, business leaders and students was held at the ceremony to exchange views on topics of business ethics, Confucius business and Junzi corporations.

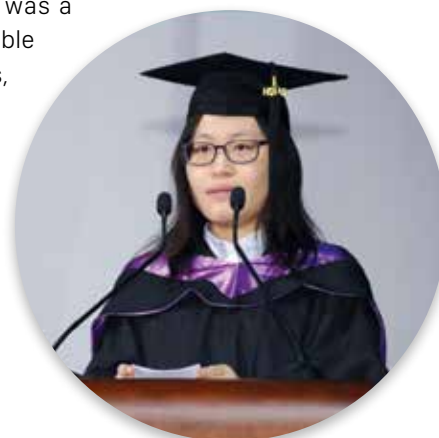


December 2016

HSMC Graduation Ceremony 2016

The HSMC Graduation Ceremony 2016, consisting of five sessions, was held on 1 - 2 December 2016, during which 1,401 Bachelor's Degrees and the College's last batch of 71 Associate Degrees were conferred. It was a joyous gathering with memorable moments shared by graduates, their families, as well as friends and supporters of the College.

The second HSMC Teaching Excellence Awards were presented to 11 distinguished teachers on the occasion for their outstanding performance in teaching, dedication to continuous improvement in pedagogy and distinguished contributions to teaching.



December 2016

Distinguishing Achievements of BEAM Plus Platinum Rating

Upholding the principle of sustainability in its campus development and incubating optimisation projects to create a green campus, the College was awarded three BEAM Plus Final Platinum ratings for its HSMC Jockey Club Residential Colleges, Lee Quo Wei Academic Building, and Sports and Amenities Centre at the BEAM Plus Platinum Project Certification Ceremony 2016 held on 13 December 2016. Having received the Platinum rating for the first time for its S H Ho Academic Building in 2014, HSMC was the only higher education institution in Hong Kong recognised as the "Organisation with the most BEAM Plus Final Platinum Projects" at the Gala Dinner of World Sustainable Built Environment Conference, which was held in June 2017 in the presence of guests from 55 countries.



January 2017

Academic Planning Retreat 2017 and Staff Retreat for Heads and Senior Staff of Administrative Offices



The annual Academic Planning Retreat, held on 6 January 2017, was an important institutional planning event for the College Management, School Deans and Department Heads, academic staff members as well as Board and Council members. Centring on the theme of "Transformation and Self-transformation", new and improvement ideas for implementation in 2017 and 2018 were collated and consolidated. In the same month, the Staff Retreat for Heads and Senior Staff of Administrative Offices, on the theme of "Transformation for Excellence · Synergy for U-title", was also held. At both Retreats, effective and fruitful discussions were generated and new ideas on the College's advancement and team building activities were shared.



February 2017

HSMC Business Journalism Awards Presentation Ceremony



HSMC launched the Business Journalism Awards in 2016-17, the first of its kind initiated by a tertiary higher education institution in Hong Kong to pay tribute to professional journalists deserving of recognition for outstanding reports on business, economic and financial issues. Overwhelming responses were received, with over 400 applications from various fields of media industries competing in seven categories. After the review and selection of awarding-worthy reports by a panel of judges comprised of 42 professionals from different sectors, the awards presentation ceremony took place on 13 February 2017, with more than 400 guests showing up in force to celebrate the award winners.



JINESS Kick-off Ceremony

Funded by the Education Bureau's Quality Enhancement Support Scheme, the College, as the Principal Applicant, joined hands with four other local self-financing institutions, namely Caritas Institute of Higher Education, Centennial College, Chu Hai College of Higher Education and Tung Wah College, to set up an inter-institutional online career platform entitled JINESS (Joint-Institution Network for Student Success). The kick-off ceremony was held on 28 February 2017 and the platform was expected to be in full operation by early 2018, bringing benefit to the talent pool of students and graduates from the self-financing higher-education sector and employers in different industries alike.



March 2017

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



Celebrating HSMC's seventh anniversary, the HSMC 2017 Founders' Day Youth Development Forum and the HSMC 2017 Founders' Day Reception cum Launching Ceremony of Three Research Centres were held on 16 March 2017 in the presence of over 800 guests. Business leaders, Mr Francis Ngai and Mr Quincy Wong, were invited as the guest speakers of the forum to share their insights on the topic "Break through the Limits". The College also celebrated the launch of three

research centres, namely, the Deep Learning Research & Application Centre, Policy Research Institute of Global Supply Chain, and Virtual Reality Centre.



Scholarship and Award Presentation Ceremony 2017

To recognise students' outstanding performances in both academic and non-academic pursuits in 2015-16, 895 scholarships and awards were presented at the annual presentation ceremony held on 11 March 2017. Around 350 participants including award recipients and their family members, College Management, friends of HSMC and donors attended the ceremony to witness the event and to lend an ear to the stories shared by the representative of awardees.

March 2017

HSMC's Application for Private University Title

In March 2017, the Education Bureau confirmed HSMC's fulfilment of the requirements for application for Private University Title (U-title). A briefing session on the application for U-title tailored for HSMC was held by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in May 2017, covering the Institutional Review standards, criteria and process. The site visit to HSMC by the international panel of HKCAAVQ will take place in April 2018.

May 2017

HSMC First Honorary Fellowship Conferment Ceremony

The First HSMC Honorary Fellowship Conferment Ceremony was held on 22 May 2017 to bestow upon six eminent individuals, namely, Mr David Lai Ho, Mr Samuel Lam Shau Tong, Mrs Helen Lee Yick Hoi Lun, Mr Kenneth Leung Ka Keung, Dr Raymond Or Ching Fai and Dr Michael Suen Ming Yeung for their significant contributions to the development of HSMC and society. The event attracted over 200 guests including families and friends of the Honorary Fellows, members of the HSMC community and media representatives to attend and share in the joy and warmth of the special occasion.





Outstanding Student Achievements

Quality teaching and all-round development for students are top priorities at HSMC. In addition to academic cultivation in the classroom, the College encourages students to apply their knowledge and skills in real-life situations through various platforms. One effective way for students to evaluate their learning outcomes is by pitting their wits outside the classroom against top students from not only local institutions but also those in the Greater China Region. In the year under review, the following results achieved by HSMC students in contests covering a wide range of subjects are as exemplary as they are. For this very reason, they are worthy of a place in the record book.

TIHK CTA Tax Debate Competition 2017

Competing against nine local higher education institutions, the HSMC team comprising Wilson Chan Tsz Ho (BBA-Accounting), Law Cheuk Kit (BBA-Corporate Governance), Candice Ng Cheuk Ting (BJC) and Ng Shang Him (BBA-Accounting) won the Championship in TIHK CTA Tax Debate Competition 2017 organised by the Taxation Institute of Hong Kong. Team member Wilson Chan was awarded “The Best Debater”. By actively participating in the debate, not only did the team gain such remarkable recognition, but they also developed friendships with counterparts from the University of Hong Kong (First Runner-up), Hong Kong Shue Yan University (Second Runner-up), The Chinese University of Hong Kong and City University of Hong Kong, etc.

The team members attributed their success in the competition to their mutual trust and support, understanding of mutual strengths and a strong sense of teamwork. Candice Ng, a Journalism and Communication major with no Accounting background, contributed to the team’s winning effort with her near-decade experience in debate competitions. Her teammates gave her a two-month crash course on taxation to equip her with the necessary knowledge beforehand.

For Wilson Chan, the debate topics he had prepared for had given him deeper insights into current issues in Hong Kong. Through keen anticipation, thorough research on the topics, watertight arguments from multiple perspectives and in-depth data and statistics, he deservedly won “The Best Debater” accolade in the competition.

On top of these, the assistance from the teachers and alumni acting as team coaches was also indispensable as they provided much valuable advice to prep the team. Their presence throughout the competition in support of the team further boosted all members’ confidence.

As expected, it was not plain sailing all the way for the HSMC team. However, when they were trailing behind their opponents, they managed to calm themselves down, think on their feet and came up with effective counter-arguments to turn the tables and win the day.



YDC Dare to Change Competition 2017

Ho Ka Yu and Lee Tsz To from BBA-Marketing, together with their team members from The Chinese University of Hong Kong, won the HKSTPC Technopreneur Gold Award in YDC Dare to Change Competition 2017, triumphing over 200 contestants. Organised by the Young Entrepreneurs Development Council, the competition is a major training ground for leading young entrepreneurs including undergraduates and postgraduates. It drew active participation from most of the local tertiary institutions, including City University of Hong Kong, Hong Kong University of Science and Technology and University of Hong Kong, as well as partners from related industries.



HSMC students had a good track record in this competition, with two students winning the Silver Award in 2014. This year, the team demonstrated their determination and exemplifying performance and bagged the Gold Award with their winning idea to develop an innovative post-stroke rehabilitation product named “Give Me Five” to help stroke survivors to regain hand movement.

The HSMC team, named “Different”, designed the “Give Me Five” recovery gloves to provide more focused therapy and shorten recovery time for stroke patients. For the team, the different stages and challenges of the competition enabled them to realise their full potential. They were excited to have the opportunity to compete against elite students. Their keys to success were their “never give up” attitude, their painstaking preparations for the competition and knowledge of their opponents, a readiness to rise to the challenge, and support for one another. They were grateful to their team coaches for their guidance and support all the way.



Classified Post “Shadow a CEO Programme”

Andrew Law Cheuk Kit (BBA-Corporate Governance) became the winner in Shadow a CEO Programme organised by SCMP’s Classified Post. Andrew was one of the eight elite students among hundreds of applicants in Hong Kong who had been selected after a competitive screening process. The winning candidates were given the chance to shadow business leaders from renowned companies.

With a keen interest in the aviation industry, Andrew was assigned to shadow Mr Stanley Yau, Director of Human Resources & Administration of Hong Kong Airlines, for three days in December 2016 and January 2017. He attended internal meetings with senior executives and management trainees, and visited check-in counters, VIP lounge, airport briefing office, cockpit and cabin to have a closer look and better understanding of the operational procedure, organisational structure and work culture of the company. This is sure to benefit his studies and future career pursuits.

"Chuang Qing Chun" National Entrepreneurship Competition 2016

Two students from BBA, Ares Lo Wai Hong and Ian Mok Ka Chun, won the Silver Medal Award in the Business Proposal Category of the "Chuang Qing Chun" National Entrepreneurship Competition 2016. At the preliminary stage of the Competition, renowned as the inter-college Olympic Games in the field in mainland China, a selection of impressive proposals was made out of the 110,000 entries from over 2,200 nationwide institutions for the final stage.

Held at the University of Electronic Science and Technology of China in Sichuan from 15 to 20 November 2016, the competition was particularly intense as Ares and Ian came up against students with close to 400 distinguished entries from 220 nationwide institutions. Their winning proposal consisted in "House Cook", a mobile application pairing up cooks and on-site cooking services.



Classified Post "Young Marketer of Tomorrow" Contest

Two BBA-Marketing students, Carmen Li Cheuk Wing and Harrison Wan Hiu Fung, entered the inaugural Young Marketer of Tomorrow contest as a team in March 2017 and won second place amid keen competition.

The Contest, organised by SCMP's Classified Post, aims to recognise and reward innovative ideas of future marketing talent. In order to create an inventive marketing campaign for the Emperor Group, Carmen and Harrison 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. Sharing their secret of success, they said it all boiled down to their keen awareness of the latest technology trends which helped them to brainstorm innovative ideas that impressed the judges. They also found the e-marketing courses offered by the Department of Marketing very practical since therein lie the knowledge and skills which came in handy in the Contest.



EY Young Tax Professional of the Year 2017 (Hong Kong)

Chan Tsz Ho (BBA-Accounting) received both the Second Runner-up and “My Most Favourite Presenter” in EY Young Tax Professional of the Year 2017 (Hong Kong). Among 32 finalists, eight were from HSMC Department of Accountancy. Nurturing the next generation to be global leaders in taxation, the competition was established world-wide in 2010 for undergraduates to further their understanding of the role of tax in globalisation and related legal issues. It draws active participation from most tertiary institutions every year. HSMC students impressed the judging panel with their rich knowledge base and exceptionally good presentation and analytical skills.

ACCA Hong Kong Business Competition 2016

A team of three students from School of Business, Lau Po Chui from BBA-Corporate Governance, and Man Wing Ki and Mark Yee Man from BBA-Accounting won the Second Runner-up award in ACCA Hong Kong Business Competition 2016. Working on a proposal for “New Horizons Development Centre”, the team emphasised how this social enterprise could help the students with SEN (Special Education Needs) to develop their career goals and paths, and to hunt jobs that required their talents. The proposal and presentation won praise from the panel judges and professionals in the competition.



The Consumer Rights Reporting Awards 2017



Two teams of BJC students received the Silver Award in Campus category and “Sustainable Consumption Awards - Campus Category” in “The Consumer Rights Reporting Awards 2017” respectively. Lam Man Yi achieved the Silver Award with the report on nutrition labelling for menus in restaurants. Members of the winning team of “Sustainable Consumption Awards - Campus Category” Chan Tsz Ting, Cheung Jung Yeung, Chow Ming Shing, Ip Yan Tung, Keung Ka Yin, Kwok Che Kwun and Mung I Shan investigated and reported on environmentally-friendly and stainless steel straws and the difficulties in promoting the idea to society. Their insightful reports shed light on the daily concerns of citizens.



CILTHK Student Day 2017 Competition

A five-member team from BBA-Supply Chain Management, including Tsang Wai Sheung, Tse Kam Ha, Tse Yan Wing, Wong Tse Shan and Wong Wing Kiu, was awarded First Runner-up in CILTHK Student Day 2017 Competition among nine tertiary institutions in Hong Kong and Macau. The annual competition, hosted by The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) aims to raise young people's concerns about the current issues of logistics and transport in Hong Kong, and to encourage them to develop their future career in related industries.

Self-financing Post-secondary Scholarship Scheme (SPSS)

A total of 209 HSMC students were awarded scholarships totalling HK\$4.37 million in the SPSS in five categories, namely Outstanding Performance Scholarship, Best Progress Award, Talent Development Scholarship, Reaching Out Award and Endeavour Scholarship, with amounts ranging from HK\$10,000 to HK\$80,000.



HSBC Hong Kong Scholarship Awards Programme

Chan Hai Yi (BBA), Mok Wing Han (BTB) and Wong Wing Kwan (BA-Chinese) received the prestigious HSBC Hong Kong Scholarship with a total amount of HK\$150,000 under the HSBC Hong Kong Scholarships Scheme 2016-17.

Sports Achievements

HSMC encourages students to participate not only in open competitions which require professional knowledge but also in sports events where teamwork and sportsmanship are cultivated. Below is a summary of HSMC athletes' achievements during the reporting period.

Event	Team and Award
HKFA 2016-2017 Jockey Club Futsal Cup (School Division) <i>April 2017</i>	HSMC Football team - Fourth
Third Hong Kong Dragon Boat Championship College <i>April 2017</i>	HSMC Dragon Boat Team Small Boat Open - Merit Small Boat Mixed - Merit
Dw-Sport.HK 2017 Female Basketball Competition <i>June 2017</i>	HSMC Women's Basketball Team - Second Runner-up
Sai Kung Basketball Competition <i>June 2017</i>	HSMC Women's Basketball Team - Fourth
Standard Chartered Tertiary XVs League (Women's Challenge) <i>July 2017</i>	HSMC Women's Rugby Team (combined team with THEi and HKCT) - Cup Champion
HSMC Badminton Invitation Games 2017 <i>July 2017</i>	HSMC Badminton Mixed Team Men's Singles HUI Chi Hang (BBA-Corporate Governance) - First Runner-up Women's Singles YIP Hoi Lam (BBA-Corporate Governance) - First Runner-up TO Cheuk Ying (BBA) - Second Runner-up Women's Doubles TO Cheuk Ying (BBA) and TSUI Lok Man (BBA-Supply Chain Management) - Second Runner-up
HSMC Basketball Invitation Games 2017 <i>August 2017</i>	HSMC Women's Basketball Team - Second Runner-up



HSMC endeavours to nurture young talent with independent thinking, innovative minds, human caring and a strong sense of social responsibility that will enable students with different backgrounds to attain more diversified experiences and achieve loftier goals. With their own strenuous efforts and staunch support from their teachers cum coaches, HSMC students will be able to elevate their aspirations and produce even more remarkable performances in the future.



HSMC



恒生管理學院賽馬會住宿青院
HSMC Jockey Club Residential Colleges



Curriculum and Programme Development

Successful Acquisition of Programme Area Accreditation (PAA) Status

In 2016-17, the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) granted HSMC its third PAA status for the area of study and training namely “Mass Media and Communication, Journalism and Public Relations” at Qualification Framework (QF) Level 5 with a validity period of five years starting from the 2017-18 academic year. The College may offer any new bachelor’s degree programmes within the approved programme areas through its own quality assurance (QA) process without having to undergo the Learning Programme Accreditation (LPA) process of HKCAAVQ.

Following the successful re-accreditation (re-LPA) of the Bachelor of Arts (Honours) in English programme (BA-ENG) in March 2017, the College will pursue its fourth PAA status for the area of study and training of “Languages and Related Studies” in 2018.



PAA for School of Communication



Re-LPA for BA-ENG

HSMC's First Self-accredited Undergraduate Programme

After obtaining the PAA status for the area of “Business and Management” at QF Level 5 by the HKCAAVQ in 2015-16, the College may offer new bachelor's degree programmes within the approved programme area through its internal QA process. During the year, HSMC arranged an Independent Accreditation Panel (IAP) Review for a new undergraduate programme, Bachelor of Business Administration (Honours) in Human Resource Management, which will be the College's first self-accredited programme to be offered in the 2018-19 academic year.



Visiting Virtual Reality Centre

Independent Accreditation Panel (IAP) Review of Four New Postgraduate Programmes

HSMC's first postgraduate programme, Master of Arts in Translation (Business and Legal), was launched in September 2016. In the same year, IAP Reviews were arranged for four new master's degree programmes, namely, Master of Arts in Strategic Communication (MA-SC), Master of Arts in Translation (Computer-Aided Translation) (MA-TCAT), Master of Science in Entrepreneurial Management (MS-EM) and Master of Science in Global Supply Chain Management (MS-GSCM). All these programmes are expected to be launched in the 2018-19 academic year.



IAP Review for MA-SC



IAP Review for MA-TCAT

Successful Accreditation of Two New Undergraduate Programmes

The College has made good progress in expanding the discipline areas it offers. In the 2016-17 academic year, two new undergraduate programmes, namely, Bachelor of Arts (Honours) in Cultural and Creative Industries and Bachelor of Science (Honours) in Actuarial Studies and Insurance, were successfully accredited by HKCAAVQ. With these two new programmes introduced in September 2017, the total number of undergraduate programmes to be offered by the College has been increased to 16.



IAP Review for MA-GSCM



IAP Review for MS-EM



Visiting TV Studio



Visiting Translation and Interpretation Laboratory

Promotion of "Management as a Liberal Art"

The College and the Peter F Drucker Academy (DAHK) entered into a partnership agreement to promote Professor Peter Drucker's philosophy of "Management as a Liberal Art" (MLA) through the "HSMC - MLA Initiatives", the first of its kind in the higher education sector. Both the College and the Academy share the vision that the MLA Initiatives would nurture future leaders by equipping them with MLA competencies. Through research development, teaching and advocacy of MLA, the collaboration aims to enhance communication and interaction among the scholars and practitioners who share Professor Drucker's philosophy of MLA.

A three-year plan for 2017-19 was drawn up, which consisted of a co-host kick-off international conference held in October 2017, inviting prominent scholars, practitioners, management academics, entrepreneurs and executives from the United Nations Educational, Scientific and Cultural Organisation (UNESCO), Europe, Hong Kong, mainland China and the US as keynote speakers and panel members. In addition, a series of seminars, conferences and research workshops will be organised and two new modules on MLA will also be offered by the College to its undergraduate students as well as business professionals.



Four More Programmes Supported under Study Subsidy Scheme for Designated Professions/Sectors (SSSDP)

The Bachelor of Business Administration (Honours) in Supply Chain Management programme offered by HSMC was one of the very first programmes selected by the HKSAR Government to be offered under the SSSDP since the first launch of the Scheme in 2015-16. The government announced in August 2017 that four more programmes offered by HSMC, namely, Bachelor of Arts (Honours) in Applied and Human-Centred Computing, Bachelor of Management Science and Information Management (Honours), Bachelor of Science (Honours) in Actuarial Studies and Insurance, and Bachelor of Science (Honours) in Data Science and Business Intelligence, had also been selected to be offered under the Scheme in the 2018-19 academic year. This demonstrates the high quality and practicality of HSMC programmes, nurturing talent in support of specific industries with keen demand for human resources.

Graduates of HSMC's Supply Chain Management (SCM) Programme Granted Full Exemption from Professional Qualifying Examination (PQE) of The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)

Graduates of the College's SCM programme have been granted full exemption from the PQE of CILTHK after the accreditation visit by the Visiting Board of the CILTHK Quality Assurance Committee in November 2016. The successful accreditation demonstrates the high quality of the SCM programme. The full exemption granted to SCM graduates will facilitate their pursuit to be a Chartered Member (CMILT), which would help enrich their logistics and transport knowledge and advance their career development in related industries.



Launch of Minor Study Scheme

With the aim of enabling students to pursue their personal interests, and to attain knowledge of specific specialisation which would enhance their employability, the College initiated a Minor Study Scheme in the 2016-17 academic year. Apart from Major study, students can opt for a Minor study for their undergraduate programmes. The Scheme will be launched in the 2018-19 academic year after a trial launch for Year-1 students studying in selected programmes in the 2017-18 academic year.



Teaching, Learning and Research Activities

Teaching and Learning

HSMC has a vigorous quality assurance system to ensure the highest quality of teaching and learning through a variety of evaluation and feedback channels, including Annual Programme Review Report, Annual School/Department Report, Teachers' Assessments on Students' Learning, Students' Feedback on Modules/Learning Experience Survey, and Graduate Exit Survey.

With the aim of enhancing the College's teaching and learning quality, the Centre for Teaching and Learning (CTL) was established in the 2015-16 academic year. Building on the solid progress made over the past year, the CTL organised in 2016-17 a series of teaching and learning enhancement activities including workshops, seminars, competitions, etc.

HSMC Teaching Excellence Awards

The HSMC Teaching Excellence Awards (TEA) was launched in 2014-15. For the 2015-16 academic year, 11 distinguished academic staff members were honoured with the TEA. A total of five sharing sessions, under the TEA Sharing Seminar Series, was held for the award recipients to share their valuable experience and tactics on teaching and learning with other teaching colleagues. The TEA Sharing Seminar Series and seminars/workshops relating to teaching trends and promoting culture of innovation and creativity were organised each month throughout the year for academic staff members and students to keep abreast of educational knowledge and developments.

Mass Open Online Courses

To promote e-learning and the effective use of technology in support of teaching and learning, and the development of Mass Open Online Courses (MOOC), the first HSMC MOOC was developed and released for pilot run in 2016-17. Feedback from participating teachers and students was collected for enhancing the course content and further exploring the feasibility and extent of MOOC development and participation in 2017-18.

First-year Study Centre

A wide range of learning initiatives and facilities is in place to support students' studies and enhance their learning experience. Towards this end, First-year Study Centre, a new initiative, was established in the 2016-17 academic year to provide better learning support and experience to Year-1 students through tutoring services for selected first-year foundation modules.

Out-of-classroom and co-curricular learning activities/experiences are offered to nurture students' all-round development. The number of overseas partners reached 53 in 17 countries all over the world. Students are provided with ample opportunities to broaden their horizons and be exposed to internationalisation and global cultures through reciprocal exchange programmes. A great variety of initiatives such as internship, student development programmes, and residential college programmes contribute to the enrichment of students' experiences in their four-year study life at HSMC.

Research

With the mission to generate applicable knowledge that contributes to teaching enhancement and advancement of society, the College has been dedicating itself to cultivating a collaborative, interdisciplinary and outreach research culture.

Research Grants Council (RGC) Funding Results

In the 2016-17 academic year, the College received a total funding of HK\$21.88 million for 25 projects in the 2017-18 exercise of the Competitive Research Funding Schemes for the Local Self-financing Degree Sector by the RGC. The funding was granted to 22 projects under the Faculty Development Scheme (FDS), one project under the Institutional Development Scheme (IDS) and two projects under the Inter-Institutional Development Scheme (IIDS).

Since 2014-15, HSMC has consistently received the highest amount of four-year cumulative funding and the highest number of funded research projects among local self-financing degree-granting institutions. These impressive and encouraging results are testimony to HSMC academic staff members' unrelenting commitment to research excellence.

Research Initiatives

The College launches various kinds of initiatives and offers financial support to encourage research and enhance its quality, such as the College Research Start-up Fund for academic staff to carry out research activities, and organise and participate in scholarly activities. During the year, three research facilities, namely Deep Learning Research & Application Centre, Policy Research Institute of Global Supply Chain and Virtual Reality Centre were established.

Deep Learning Research & Application Centre

The Centre, supported by the RGC under the IDS, aims to provide a cloud computing environment for deep learning and to serve as a hub for training, growing and nurturing specialists on deep learning (especially using TensorFlow) and managing big data in a cloud computing environment. Research projects with innovative applications and potential will be identified to make good use of the Centre's resources. The deliverables include the training and promotion of deep learning systems in the College, academic publications, conference talks as well as other forms of knowledge exchange, eg, workshops, tutorials, seminars and conferences.



Policy Research Institute of Global Supply Chain

The Institute undertakes relevant, high-quality academic and policy research in supply chain and logistics management, bringing direct benefits to the community and enhancing the well-being of supply chain and logistics stakeholders in Hong Kong and Pearl River Delta. It serves as a meeting point, both literally and figuratively, for the regional stakeholders of global supply chain and logistics management, and also functions as an interface between industry and academic partners. The Institute is active in collaborating with industry practitioners to conduct state-of-the-art projects in supply chain and logistics management; and in organising forums, seminars, and workshops which are effective channels to communicate with industry practitioners.



Virtual Reality Centre

The Centre aims to support research and teaching activities through virtual reality (VR) technologies for the benefit of education and various industrial sectors, focusing on the areas of supply chain and logistics, banking and finance, business analytics, healthcare logistics, and heritage as well as providing an excellent interactive 3D learning platform to students, academic researchers, and industrial practitioners. The Centre is equipped with Cave Automatic Virtual Environment (CAVE)-based interactive and immersive VR system in its Virtual Reality and Big Data Analytics Laboratory, for providing vivid stereoscopic views of sceneries in 3D design to facilitate visualisation on 3D illustration of industrial supply chain operations, geometrical theories, financial modelling, and healthcare logistics operations.



Scholarly Activities

In the past year, the College continued to organise a wide range of scholarly activities, research-related seminars and experience-sharing sessions, inviting local and overseas academics and professionals for knowledge exchange. Notable examples include the Symposium on Statistical Consulting and Business Analytics held in November 2016; the Symposium on Developing the Cultural and Creative Industries in Hong Kong and the Greater China Region held in December 2016; the International Workshop on Shadow Silk Road: Non-state Flow of Commodity, Capital, and People across Asia and Eurasia held in May 2017; the Symposium on The Bright Side and Dark Side of Consumer Ethics held in June 2017; Symposium on Intelligent Supply Chain Management held in July 2017; and the Symposium of Taxation: The Era of BEPS held in August 2017.



RGC Funded Projects

Research Grants Council's Competitive Research Funding Schemes for the Local Self-financing Degree Sector (2017-18 Exercise) - List of Funded Projects

Project Title	Principal Investigator	School / Department
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Faculty Development Scheme (FDS)

Corporate Tax Avoidance of Newly Public Companies and Its Economic Consequences on Firm Performance	Dr Jerry CHEN	Accountancy
Examining Chuci through the Newly Excavated Bamboo Manuscripts and the Development of Related Electronic Databases	Dr Ivan CHEN	Chinese
In Search of Literary Publicness: A Study of Post-70s Hong Kong Writers	Dr KWOK Sze Wing	Chinese
Literary Movement and Political Instrument: Yuan Zhen's Transformation of Imperial Documents	Dr TAN Mei Ah	Chinese
Agenda-building in IPOs - Exploring the Relationship between Public Relations Efforts and Financial News Coverage	Dr Meily CHEUNG	Communication
The Effectiveness of Crisis Communication Strategies on the Public's Reaction: The Moderating Role of Media Crisis Framing and an Organisation's Prior Reputation	Dr LYU Joanne Chen	Communication
Self-adaptive Collective Motion of Swarm Robots	Dr LIU Hai	Computing
Optimising Analytics Processing in Encrypted Database Systems	Dr WONG Wai Kit	Computing
Co-speech Gestures Across First and Second Languages in Hong Kong: Cantonese and English	Dr Donovan Richard GROSE	English
Crafting for Better or Worse? An Empirical Investigation on Different Foci of Employee Job Crafting Behaviours	Dr Eko LIAO	Management
Perceptions of Brand Co-appearance in Product Placement: An Information-processing Approach to Examining Brand and Consumer Factors	Dr Fanny CHAN	Marketing
Expanding the Boundaries of Electronic Word-of-Mouth Research: A Research Programme on Designing Influential Online Review Forums	Dr Haksin CHAN	Marketing
The Psychological and Moral Mechanism of Counterfeit Consumption in the Culture Mixing Context	Dr LI Dongmei	Marketing
Fuzzy Bit-plane-dependence Multi-domain Region Competition: Mathematical Modelling and Applications	Dr CHOY Siu Kai	Mathematics and Statistics
Statistical Disclosure Control of Confidential Data Using Vine Copulas with Applications to Finance and Healthcare Management	Dr Amanda CHU	Mathematics and Statistics
A Bayesian Semiparametric Approach to the Endogeneity Problem	Dr HO Man Wai	Mathematics and Statistics
Supervised Dimensionality Reduction with Unsupervised Learning: Theory and Applications	Dr Benson LAM	Mathematics and Statistics
Alternative Item Count Techniques for Sensitive Survey Questions: Theories and Methods	Professor TANG Man Lai	Mathematics and Statistics
Interior Subgradient Methods for Large-scale Quasi-convex Optimisation and Their Applications	Dr Carisa YU	Mathematics and Statistics
The Politics of Gateway: Checkpoint, Brokerage, and Negotiated Crossing	Dr Eva HUNG	Social Science
Design of Flexible Vehicle Management Systems for Mass Customised and Sustainable Paratransit Services	Dr Daniel MO	Supply Chain and Information Management
Configuration-based Recommendations for Online Product Customisation in e-Commerce	Dr WANG Yue	Supply Chain and Information Management

Institutional Development Scheme (IDS)

Establishment of the Centre for Greater China Studies for the Interdisciplinary Research in Humanities and Social Sciences	Professor Simon HO (Applicant) Professor KAO Lang (Team Leader)	Institutional
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Inter-Institutional Development Scheme (IIDS)

Fintech: Disruptive Innovation in Financial Services	Dr Andy CHENG	Economics and Finance
Recent Developments in Business Analytics and New Research Directions	Dr Amanda CHU	Mathematics and Statistics



Student Development and Activities

HSMC aims to create an environment in which students can pursue and enjoy their rich and vibrant campus lives. To this end, the College has continued to offer a wide array of co-curricular initiatives in the areas of careers and internship, exchange, student development, residential life education, sports and physical education and scholarship and awards, enabling students to develop their potentials, broaden their exposure and build up their networks by accumulating different experiences.

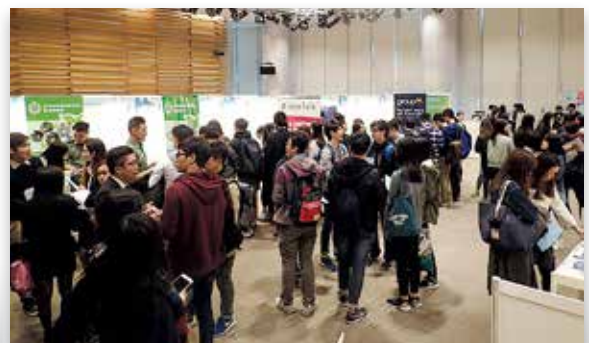
Career and Internship Opportunities

With a mission to enhance the employability of HSMC students and graduates, the College, through its strong connection with the industries, secured over 1,000 internship opportunities for students to attain valuable and authentic work experiences in 2016-17.



HSMC students actively participated in over 800 internships offered by more than 230 companies/internship programmes in Hong Kong and from all over the world. More than 700 internship places were from local and Mainland employers and around 80 students attained work experiences in corporations, NGOs, government bodies and educational institutions in Australia, Cambodia, Germany, Indonesia, Japan, Malaysia, Singapore, Thailand, the UK, the US, etc. Students can take advantage of the hands-on experiences to explore further their career interests and options.

An extensive range of career activities were organised throughout the year, including the annual Careers Fair 2017 with over 60 renowned corporations and professional organisations participating, providing promising job opportunities to students; the Career Leap Club programme facilitating business and social interactions with professionals from various sectors; the Careers Mentorship Programme connecting students with their mentors for career development as well as personal growth; and other activities relating to careers education and skills training.



Students Joining Internship Programme

"I changed my thought of the working environment in Japan after working for Hong Kong Trade Development Council (HKTDC) Osaka Office this summer. My colleagues at HKTDC were all hardworking and nice. When I had difficulty in reading some Japanese kanji, my colleagues were so kind to offer help amid their busy schedule. From my daily work, I gained a better understanding of the strong economic and social bonding between Hong Kong and Japan. It was a great experience to have a taste of working in Japan!"

CHAN Yee Ting, Chloe

Management Science and Information Management
Hong Kong Trade Development Council
(Osaka Office), Japan



"During my internship at ASEAN University Network (AUN), I participated in various international conferences, which greatly broadened my horizons and social networks. Besides, the supervisors gave me great flexibility in conducting research and analytical tasks. The internship in AUN is a worthwhile experience for both my personal growth and professional development. I am truly grateful for this precious opportunity."

CHEUNG Lai Wan, Coco

BBA - Marketing
ASEAN University Network, Thailand

"I had a great time being an intern at The Museum of Applied Arts and Sciences, Sydney. I could see how a world-class museum preserved its exhibits and interacted with visitors from around the world. I was so glad to be invited to lead a session called Storytelling, utilising creativity and strengthening presentation skills. My supervisor and other volunteers made my trip plain sailing and I have learnt a lot from them as well."

LAU Kim Chun

(second left, back row)

BA - English
Museum of Applied Arts and Sciences, Australia



Students Joining Careers Mentorship Programme

"The Careers Mentorship Programme provided me with opportunities to interact with seasoned professionals from different industries, from which I have established my professional connections and built up a lifelong friendship with my mentor. Through several meetings with my mentor, he not only turned our attention to both local and global issues in daily life, but also encouraged us to express our opinions and think critically with objective facts."

LEE Wai Ching, Estrid

(centre, front row)

BBA - Economics and Finance



"My mentor introduced me to his colleagues and mentees from other universities, which allowed me to enhance my social skills as well as expanding my personal network. I had chances to view and share ideas with them, thus broadening my horizons and building confidence in communicating with others."

CHEUNG Ching Hei, Daniel

(front right)

BBA - Corporate Governance

Participating students won high praise from employers for their initiatives to learn and take on responsibility and their eager-to-work attitude.

"The three students from HSMC are very proactive and eager to learn different tasks. They are willing to give suggestions and advise on matters. Overall, they deliver a good quality of work during the internship."

A.S. Watson Group, Hong Kong

"Jenny is competent to complete tasks efficiently and independently. She always stands ready to take up additional tasks and works well with other colleagues."

Hong Kong Economic and Trade Office, Singapore

"Chloe is always passionate about her work. We are grateful for her hard work and help during the period she served as an intern in the Office."

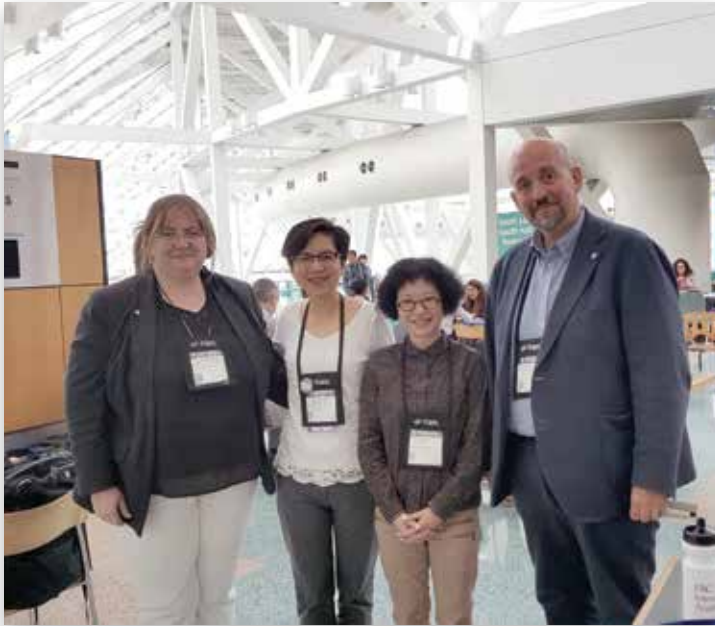
Hong Kong Trade Development Council (Osaka Office), Japan

"Lai Wan is very attentive to the assignments that we gave to her, coming up with high quality of work with less supervision."

ASEAN University Network, Thailand

Global Connections and Exchange Programmes

Embracing internationalisation, the College has been actively engaging in a wide spectrum of activities, including building new relationships and consolidating old ones with international tertiary institutions, promoting exchange programmes with students and departments alike, as well as implementing cultural diversity on campus.



Short-term Exchange Programmes



Study tour to Beijing Language and Cultural University (China) and Oxford University (the UK)



In 2016-17, around 200 students participated in a variety of short-term outbound exchange programmes and gained valuable learning experiences by immersing in different cultural environments. Some attended summer academic programmes in Canada, China and the UK to enhance their language skills, others embarked on service-learning trips to Phnom Penh (Cambodia) and to Taichung (Taiwan) to apply practical knowledge, develop civic engagement skills and contribute to the local community. A few travelled to Washington DC (the US) on a two-week study tour to learn from Washington insiders and well-connected journalists how a new Presidency established itself and moved from campaigning to governing. A team of 26 HSMC Student Ambassadors had a taste of local cultures during a one-week trip in two universities in China while the HSMC Badminton Team paid visit to two universities in the Mainland for cultural exchange and friendly match. Many students also enjoyed summer cultural exchange programmes offered by our partners, including universities in Japan, South Korea and Taiwan.



Service-learning trip to Taiwan and Cambodia



Global Exchange Programmes

The College received its first batch of inbound exchange students from Belgium in 2016-17, along with students from Canada, China, Finland, France, Germany, the Netherlands, Taiwan, South Korea and the US while HSMC students joined outbound programmes to 12 locations, covering Belgium, Canada, China, Finland, France, Germany, Japan, Malaysia, the Netherlands, South Korea, Taiwan and the US for exchange studies.



Students Joining Exchange Programme

"It has been my first time in Asia, immediately I fell in love with this city. HSMC is a great university who offers a big variety of courses. I made so many new friends from all over the world, including many local friends. There are so many activities to do on or off campus; it has been an awesome journey. Learnt so much during this exchange semester, it has been a great pleasure."

Brian KLAASSEN

Amsterdam University of Applied Sciences, the Netherlands



"I will always see my decision to come to HSMC as a turning point in my life. During my stay in Hong Kong, I had the chance to travel in Asia, discover a new culture and meet some amazing people. The buddy programme and the facilities here have definitely allowed me to benefit from all the opportunities."

Nicolas MAINGUENAUD

University of Rouen Normandie, France

"To me, this exchange trip is not merely a semester of study abroad experience; it's a four-month journey of self-discovery. Studying in a foreign university was truly an eye-opener, yet, the most precious things I've learnt are not from the courses I've attended, but from the good friends I've made and new challenges I've confronted. Connecting with people from different cultural backgrounds has inspired me to look at life from a different standpoint. The lessons I've learnt have an everlasting impact on me and will continue to enlighten me every day."

LAI Hiu Tung (left)

BA - English
Concordia University, Canada



"The exchange experience definitely satisfied my curiosity to the Netherlands. I came to know more about the Dutch culture, and surprisingly their impression of Hong Kong too. I also had the opportunity to travel around the Netherlands and meet friends of different nationalities. I had lovely memories with them and also improved my English through them. This short yet fruitful exchange experience enables me to grow and become independent and develop a multi-cultural mindset."

LIU Kin Ying (centre, front row)

Translation with Business
HZ University of Applied Sciences, the Netherlands

Student Development and Residential College Programmes

2016-17 marked the launch of the service-learning programme at HSMC with the aim of offering students opportunities to reach out to the community and engaging them in social services.

Voltrekkers Service-learning Award

With the funding from Hong Kong Shun Lung Yan Chak Foundation Limited, the Voltrekkers Service-learning Award was launched during the year. Participating students gained service-learning experiences by switching roles from participants to organisers, and switching service locations from local to overseas.



The participants designed and put into effect a series of local services in response to the needs of the ethnic minorities, the elderly and secondary students. Establishing and enhancing their core competence with the local experience, they further applied their skills and knowledge on their service-learning trip to Cambodia which took place between 17 and 24 June 2017.

With the support and guidance from Happy Tree Social Services and the College, participants visited orphans and homeless people in Cambodia. After the eight-day tour, they obtained and developed civic engagement skills and strengthened their sense of social responsibility, coming away with a lasting memory.



HSMC x Asia University Service-learning Exchange Programme

Launched in summer 2017 in collaboration with the Asia University, Taiwan, the HSMC x Asia University Service-learning Exchange Programme ran from 16 to 29 July 2017, offering students the opportunities to reach out to the underprivileged and enhance their sense of responsibilities as global citizens through reciprocal visits between Hong Kong and Taiwan.



The participants comprised 15 students of the HSMC Volunteer Team Student Organising Committee and 20 students of the Asia University, who joined hands to serve the local community. The first part of the programme took students to Food Angel, homes for the aged and hostel for the mentally disabled in Hong Kong, where they engaged them in caring projects coordinated by HSMC Volunteer Team. During the reciprocal visit to Taiwan, students reached out to the homeless, children with disabilities and cared for abandoned animals. Beyond engagement in services, discussions on social policy and community support services between the two cities were conducted to enhance students' learning experience.



Sentimental Grandparent Scheme

With support from the S H Ho Foundation Limited and as a thematic event of the residential college programmes, HSMC students joined the Sentimental Grandparent Scheme 2016-17 which was open to participation by students from local universities and higher education institutions. Through regular visits to the SAGE Madam Ho Sin Hang Home for the Elderly, students were inspired by stories of the elderly residents and learnt to respect the elderly.



Residential College Programmes

Adopting the Residential College (RC) system with a variety of residential life education programmes, an integrated living and learning community is provided for the all-round development of students outside the classroom. Through participating in activities ranging from high-table dinners, seminars by social leaders, cultural experience activities, inter-RC competitions, service-learning programmes and sports/leisure courses, students get to hone their communication, self-management and social engagements skills.



Sports and Physical Education (PE)

With the aim of developing students' physical competence, psychological endurance and well-balanced lifestyle, the College promotes the building up of physical activity habits by providing quality sports programmes and PE courses. Apart from the health benefits, students also get to engage in social interactions and achieve whole-person development.



Exchange Programme 2017

Since 2015, the College strives to develop elite sports teams and engage student athletes in a wider spectrum of sports activities by hosting HSMC Sports Invitation Game and organising exchange programmes. In 2016-17 academic year, a total of nine local higher education institutions joined the HSMC Sports Invitation Game 2017. A delegation comprising staff members of the College's PE Unit and student athletes participated in an exchange programme to South China University of Technology in mainland China for friendly matches and sharing of sports initiatives and skills. Besides, organising the first HSMC Athletic Meet and becoming an Associate Member of The University Sports Federation of Hong Kong (USFHK) were the College's breakthroughs in 2016-17. HSMC student athletes are eligible to participate in selected inter-varsity sports events organised by USFHK to further acquire sports skills and foster their lifelong pursuit in sports.



Exchange Programme 2017



College Rugby Team



First HSMC Athletic Meet 2016



HSMC Sports Invitation Game 2017

Feature Co-curricular Activities in 2016-17 for Students' All-round Development



Rehab Power Day 2016



HSMC Wu Zhi Qiao Project 2017



Peer Mentor Scheme



Student Ambassadors Programme



ICAC Ambassador Programme 2016-17

Scholarships and Awards

In addition to different co-curricular initiatives to engage students in attaining diverse experiences, the College offers various scholarships and awards to its students in recognition of their excellent performance in both academic and non-academic pursuits. In 2016-17, a record number of 1,289 scholarships and awards totalling HK\$16.82 million were presented to students. The significant increment in both number of students and total amount awarded was due to a newly established scholarship "President's Commendation Scheme (Academic)", to award students with good academic achievements.

With the generous and continuous support from donors and the government, the College will continue to increase the number of scholarships and awards so as to attract more high calibre students to study at HSMC and encourage current students to pursue academic excellence and co-curricular participation.

HSMC's 2016-17 Graduates

After a four-year journey of personal growth and academic development at HSMC, sharpening their minds and exploring talents in the process, students are ready to step into their role as responsible citizens.

"Being a college student has been one of the most memorable periods of my life. I am grateful that I joined the BTB family four years ago. Apart from acquiring translation and business knowledge from supportive professors, I had a chance to visit the UK through an exchange programme. This has tremendously enhanced my English proficiency and enabled me to discover the cultural differences between the UK and Hong Kong. This has also further sharpened my translation skills. I was also encouraged to participate in an internship to apply what I had learnt. All these experiences have paved the way for my future. However, I could never have gone through this journey alone. Everyone I met in the past few years, including my friends, professors and the ones who have offered me help, has spiced up my life in HSMC."

LAI Ka Yi, Clara

Translation with Business

"Life is beautiful in all of its uncertainties."

This saying summarised my fruitful campus life at HSMC. I joined the Hang Seng Bank as a one-year intern after my sophomore year. Upon the completion of the internship, I returned to HSMC and chose Banking and Finance as my concentration. Under the guidance of our experienced professors and lecturers, I equipped myself with multiple skill sets. Apart from classroom learning, they also motivated and supported us to join numerous competitions so that we could acquire practical experience.

The study of BBA-Banking and Finance programme confirmed my interest in the financial services sector. It is also beneficial for me to land my dream job. I will work at the Mergers and Acquisitions Department of an oil and gas company. It is my pleasure to study and meet all of you at HSMC. I am proud to be part of such a fast-growing business school."

LAU Wai Yip, Angus

BBA-Banking and Finance



Student Development and Activities

"In the first two years of my studies at HSMC, I was one of the executive committee members of the Economics Society. We have built a strong bond and supported one another all along, not only becoming working buddies but also soul mates in our university journey. I am very grateful to have met everyone from the Economics Society, which definitely completed part of my campus life in HSMC."

In the last semester of my final year, my schoolmate Harrison Wan and I joined "Marketer of Tomorrow", a marketing competition organised by SCMP Classified Post. Through designing a digital marketing campaign, we successfully impressed the judges with our innovative ideas. We have won the second place and this was really encouraging! A perfect ending was marked in my university life.

I would like to take this opportunity to show my heartfelt gratitude to every HSMC professor and lecturer, especially those from the Department of Marketing, for your guidance and support throughout my learning journey."

LI Cheuk Wing, Carmen
BBA-Marketing



"Time flies; we're now graduates. The word 'graduation', inflected from its root graduate and originated in Latin, expresses a sense of separation. Being at the end of the journey in HSMC, I still remember clearly how we started off as a novice who barely knew there were two fields in the English studies, namely linguistics and literature; how we gained further knowledge in these fields; and how we struggled with our final-year projects. After experiencing all the memorable moments, I believe that we all have grown a lot, both academically and intellectually. I dare not say we are now knowledgeable enough to solve every problem in our lives. But the attitude to learn, which we have developed all these years, will definitely help. I'm grateful to have met the supportive persons here. Thank you all for creating the enjoyable school life with me."

TANG Kin Man, Carmen
BA-English

"Having spent four years in HSMC, I am confident to say that it is one of the most memorable experiences in my life. I have gained all-round exposure throughout these years as a student. The knowledgeable, passionate and friendly professors have taught me many practical supply chain theories. I have also met a lot of friends and colleagues and together we have overcome various obstacles. The projects and internship allowed me to put my knowledge into practice. The environment here can definitely nurture future professionals. It has transformed me into a better learner, friend and person. I sincerely appreciate those who supported me in my journey of learning. I am proud to be a graduate of the School of Decision Sciences and of HSMC."

WONG Kin Cheung, Kelvin (right)
BBA-Supply Chain Management



"Time flies. The four years in College has elapsed already. The first day of being a freshman seemed like yesterday, but I am now totally different from what I used to be four years ago. During my study at the School of Communication in HSMC, I have learnt so much about the field, my interests, my strengths and of course, my weaknesses. Besides knowledge, I have also gained friendship and confidence. I would like to sincerely thank my parents, professors, teachers, administrators, advisors and everyone who have inspired me. With their guidance, I am now on the right track."

The journey of life brings both challenges and chances. I will use what I have learnt in the College to overcome difficulties and seek opportunities.

To all of my friends and classmates, congratulations and happy graduation!"

YIU Yee Tung, Chage
Journalism and Communication



"The Management Science and Information Management (MSIM) programme has enriched my professional knowledge about business analyses, consultancy, IT software and problem-solving. It is my pleasure to be one of the graduates of MSIM. MSIM aims to nurture business analysts to act as a bridge between business and information technology. Such analysts could then help companies to operate smoothly. As we are now in the age of big data, business analysts are playing an increasingly important role in private and public organisations. In the four-year studies in MSIM, we have learnt how to use different up-to-date software for business analyses. I certainly think that all of these have benefited my career as most big companies have been adopting such tools. More importantly, the training from MSIM has given me the edge in the job market. With our professors' sincere support, I can equip myself thoroughly and I am very much ready to be a professional analyst in my future career."

YU Chi San
Management Science and Information Management



"Graduation is one of the most exciting moments in a person's life. Time flies and I cannot imagine that I would have officially graduated after today. I will describe my life in HSMC as fruitful and this College has given me lots of unforgettable memories. During the past few years, I met many passionate, friendly and helpful professors and tutors who gave me insights and direction when I felt uncertain about my future career. I would like to thank all who gave me support and assistance all the time. What's more, HSMC provided various opportunities for students to participate in different activities. I am delighted that I got the chance to be one of the founding members of the Rotaract Club in HSMC and had an overseas internship experience in Singapore. All these experiences enriched my tertiary study and enabled me to grow and mature. Thank you again, HSMC!"

YU Wing Shan, Cindy
BBA-Accounting





Public Engagement and Partnership

Advancement

Aiming at establishing relationships with various stakeholders of the community and promoting the College's education philosophy and image to the community at large, a host of initiatives comprising the inauguration ceremony of HSMC - Foundation and several naming events for College's facilities were launched.

Establishment of Hang Seng Management College - Foundation

Marking the establishment of HSMC - Foundation, the Inauguration Ceremony cum Fundraising Dinner was held on 20 October 2016. Over HK\$6 million was raised to support the general development of HSMC. The event, which was officiated by the Hon John Tsang, then Financial Secretary of the HKSAR Government, and graced by over 350 Foundation Members, staff, alumni, students and friends of HSMC, featured live performances and a charity auction. The success of the event represents a major step forward in the College's bid to acquire the private university title.



Unveiling Ceremony of Dr and Mrs Cheung Wah Keung Classroom

On 25 March 2017, Dr Jacky Cheung, Mrs Cheung, Governor Dr Patrick Poon, and President Ho jointly officiated at the Unveiling Ceremony of Dr and Mrs Cheung Wah Keung Classroom. As an alumnus of Hang Seng School of Commerce (HSSC), Dr Cheung also serves on the College Council and is actively involved in various College projects relating to entrepreneurship, sports and fundraising. During the ceremony, he took the opportunity to promote HSMC and urge every guest to support the sustainable development of the College.





Naming Ceremony of Ho Tak Sum Classroom

A classroom at the S H Ho Academic Building was named Ho Tak Sum Classroom on 30 March 2017. Well versed in Chinese Culture, Mr Ho encouraged HSMC to continue to nurture young talent who are committed to community service in the spirit of the "four ontological goals". President Ho praised Mr Ho for his role as a driving force behind the development of higher education in Hong Kong.

Naming Ceremony of Mr & Mrs Xiao Tan Ping Hall

Witnessed by Shine Tak Foundation's Vice-chairperson and Directors, and members of the HSMC community, the Naming Ceremony of Mr and Mrs Xiao Tan Ping Hall was staged at Lee Quo Wei Academic Building on 8 June 2017. In his speech, Mr Xiao expressed his appreciation of HSMC's achievements in nurturing students to become business professionals and virtuous citizens. He also looked forward to the College's further contributions in the higher education arena as a private university.



Naming Ceremony of Dr Ho Cheuk Fai Classroom

On 19 June 2017, Governor Dr Patrick Poon, President Ho, Dr and Mrs Ho Cheuk Fai officiated at the Naming Ceremony of Dr Ho Cheuk Fai Classroom in the presence of HSMC management representatives and Dr Ho's relatives and business partners. Dr Ho commended the College for its continuous progress in grooming talent to foster the prosperity of Hong Kong, and wished HSMC every success in attaining the university title in 2018.



Alumni Affairs

In 2016-17, various kinds of activities and events were organised to connect HSSC/HSMC alumni through the years and to engage them in College's affairs, including the annual general meeting of the alumni association and some leisure activities, eg, a latte art workshop, luncheons, hiking, etc. A bi-annual alumni newsletter "ALUMNEWS", which was a new initiative featuring alumni sharing, HSMC's latest developments and achievements, was published to strengthen the communication channels between the alumni and their alma mater.



Community Engagement

Arts at HSMC

During the year, Arts at HSMC continued to partner with organisations and artists from different arts fields to add an artistic dimension to the learning experience at the College.

Artists invited from the local and international art scenes introduced to students a wide range of art forms covering concerts, dance and drama performances, film shows and art exhibitions, imbuing the campus with an inspiring atmosphere conducive to heightening students' artistic and cultural sensibilities.



Shatin Arts and Cultural Promotion Project

Launched in 2013-14, the Shatin Arts and Cultural Promotion Project is a collaborative initiative between HSMC and Shatin Arts & Culture Promotion Committee. Through the production of a publication and videos with a designated theme each year, HSMC students work together with representatives from the Promotion Committee, Shatin District Office, and secondary school students and their teachers to promote the unique arts and culture of the Shatin District.



In addition to the themes of "Traditional Taste of Shatin" and "Tai Ping Ching Chiu Festival of Nine Sub-districts of Shatin" in the previous two years, the programme for 2016-17 was centred on the theme of "Villages in Shatin". Through application of their knowledge and skills, and cooperation with all the other parties involved, HSMC students played a part in preserving the wonderful history and traditions of the local community, making it possible to pass them on to future generations.





恒生管理學院
**HANG SENG
MANAGEMENT COLLEGE**

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