

HSMC

Newsletter 恒管通訊

12 • 2017



Along with HSMC for a Brighter Future
與恒管同行 共創更美好明天



Deputy Prime Minister of Slovenia
His Excellency Mr Dejan Židan
Hosted Public Lecture at HSMC
斯洛文尼亞副總理戴揚·日丹先生
蒞臨恒管擔任主講嘉賓



Junzi Corporation Survey Results and Forum on
Ethical Entrepreneurship
君子企業調查結果暨「創業之路·君子之道」論壇



HSMC People –
“The Beauty of Incompleteness”
by Professor Tang Man Lai
恒管人 – 「不完美的美」
鄧文禮教授撰文



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

 Hang Seng Management College

www.hsmc.edu.hk





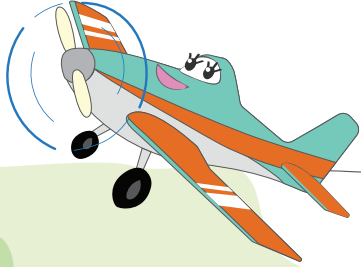
恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

恒管 紛FUN D 跑

3KM 慈善悠遊跑

10KM 慈善挑戰賽

HSMC FunD RUN for U



跑得快 全球任你飛

* 男女子10公里個人全場總冠軍各獲得卡塔爾航空
來回經濟客位機票乙張，有機會升級至商務客位



2018. 4. 15 (星期日)

路線：香港體育學院 → 馬鞍山 → 沙田小瀝源恒生管理學院

查詢電話

2117 1650

網址

<http://hsmcfundrun.com/>

10KM 慈善挑戰賽

(個人組 / 企業團體組 / 中學隊際組)

3KM 慈善悠遊跑

(個人組 / 親子組)

奔FUN 嘉年華

地點：恒生管理學院
特色小食、攤位遊戲、
中醫義診、精彩表演

* 自選目的地任飛卡塔爾航空全球多達150個航點，更有機會升級至商務客位。所有獎品須受其供應商指定的使用條款、服務條款及細則及/或其他適用的條款及細則所約束。

齊齊
紛FunD跑
報名



鳴謝 | 銀捐助：

銅捐助：



何德心先生

黎樹枝先生



活力捐助：

陳婉明女士



長弓慈善基金有限公司



戶外媒體捐助：



ROYAL PLAZA HOTEL
帝京酒店

Table of Contents 目錄

Feature 專題報導	
Along with HSMC for a Brighter Future 與恒管同行 共創更美好明天	2
HSMC People 恒管人	
The Beauty of Incompleteness - by Professor Tang Man Lai 不完美的美 – 鄧文禮教授撰文	6
Interviews with Alumni 恒友匯 – 校友專訪	
Dr Cheung Wah Keung, Jacky 張華強博士	8
Mr Li Hon Fung, Eric 李瀚鋒先生	9
Campus News 校園消息	
Research on Guangdong-Hong Kong-Macau Bay Area 粵港澳大灣區研究	10
Insurance Industry Leaders Explored Development of Insurance Education in Hong Kong 保險業翹楚探討本港保險教育的未來發展	11
Junzi Corporation Survey Results and Forum on Ethical Entrepreneurship 君子企業調查結果暨「創業之路·君子之道」論壇	12
Deputy Prime Minister of Slovenia Hosted Public Lecture at HSMC 斯洛文尼亞副總理蒞臨恒管 擔任主講嘉賓	13
“Management as a Liberal Art – Revitalization and Localization” Conference 「博雅管理之振興與本土化」國際研討會議	14
President Visited Malaysian Education Leaders for Collaborations 校長與馬來西亞學界領袖會面 商討合作事宜	15
President Spoke at Rotary Clubs’ Meeting on Post 90s 校長擔任扶輪社例會主講嘉賓 分享對 90 後的看法	15
President Spoke at Hong Kong Writers Association Annual Dinner Meeting on Humanity Qualities and Liberal Arts Education 校長出席香港作家聯會周年晚宴 以人文素養與博雅教育為題作分享	16
Hong Kong Political Science Association Annual Conference 香港政治科學學會年度會議	16
HSMC Global Humanities Initiative – World Premiere of Documentary Film “7%” 恒管環球人文學先導計劃 – 紀錄片《7%》世界首映	17
HSMC Delegation Visited Australia and New Zealand for Strategic Partnership 恒管代表團走訪澳洲及新西蘭 洽談夥伴合作	17
President’s Reception for Parents, Teachers and Students 相聚在恒管 – 家長·師生交流日	18
HSMC Five-Year Strategic Plan for 2018-2023 恒管 2018-2023 策略發展計劃	18
HSMC Information Day 2017 2017 年恒管資訊日	19
JINESS Career Summit 自「資」之明·求職要「型」職業高峰會	19
Awards Received by Students 學生榮獲獎項	
School of Communication Students Won Four Prizes in Campus Newspaper Awards 傳播學院學生勇奪四項「校園學報新聞獎」獎項	20
HSMC Putonghua Debating Team Member Awarded Outstanding Debater in Joint-Tertiary Institution Putonghua Debate Competition 恒管普通話辯論隊隊員獲頒「大專普通話辯論賽」優秀辯手	20
Students’ Achievements at Hong Kong Undergraduate Financial Planners of the Year Award 2017 恒管學生於「香港傑出大學生財務策劃師比賽 2017」獲得卓越成績	21
Supply Chain Management Students Received Chartered Institute of Procurement and Supply Best Student Awards 供應鏈管理學生獲頒「英國皇家採購與供應學會卓越學生獎」	21
Student Development Activities 學生發展活動	
Careers Mentorship Programme 職業導師計劃	22
Networking Event with Industry Advisors 與行業顧問交流聚會	22
Sharing on Presentation and Communication Skills by Wai Yin Association 慧妍雅集「看得見的演講技巧」分享會	22
HSMC G-20 2017 – A Simulation of Annual G-20 Leadership Summit 恒管 G-20 2017 模擬 20 國集團領導人峰會	23
Student Independent Research Grant 學生獨立研究資助計劃	23
Hong Kong Secondary School Students Putonghua Public Speaking Competition 2019 香港中學生普通話演講大賽 2019	24
Chinachem Eco-Walk 2.0 華懋行 2.0	24
HSMC International Day 2017 恒管「國際日 2017」	25
Exhibition of VolTrekKers Service-learning Award 「學義同行」順龍仁澤服務學習獎勵計劃	25
College Assembly 學院月會	26
Council Chairman Bowl 校委會主席碗際際比賽	26
Living Well Learning Well Growing Well 住得好 學得好 活得好	27
Visits to HSMC 到訪恒管	
Radio Television Hong Kong 香港電台	27
Hertford College, University of Oxford 牛津大學赫特福德學院	27
Art Events 文藝活動	
Wakayagi Ryu Konokai Japanese Traditional Dance Workshop 「若柳流香之會日本舞踊」工作坊	28
Drama <i>Three Kingdoms</i> 舞台劇《三國》	28
Personnel Updates 人事快訊	29
Forthcoming Events 活動預告	29
Photo Gallery 相片集	



Along with HSMC for a Brighter Future 與恒管同行 共創更美好明天



Professor Roy Chung
鍾志平教授

HSMC will organise a large-scale community engagement cum fundraising activity HSMC FunD Run for U on 15 April 2018 to bring together friends and the general public to support HSMC's development including its recent application for university title. The event also aims to promote eco-friendly and healthy living, to connect people for a more inclusive society as well as to raise fund to further student development projects. Professor Roy Chung, GBS, BBS, JP and Dr Jacky Cheung lend their strenuous support by leading this meaningful event as Co-Chairmen of the Organising Committee. They hope that more donations can be received through this event so that more funds can be matched with "Dr Patrick Poon's Matching Challenge" and the government's Seventh Matching Grant Scheme. *HSMC Newsletter* had a chance to talk to Professor Chung and Dr Cheung, who have helped organise many successful events for the parties they support.

Professor Roy Chung is Co-founder and Non-Executive Director of Techtronic Industries Company Limited. He is also Founder and Chairman of Bright Future Charitable Foundation. He is now a member of HSMC – Foundation Management Committee and an Adjunct Professor of the College. He has been serving as council/committee members in different tertiary institutions, as well as various government and statutory organisations.

Dr Jacky Cheung is Chairman of Shinhint Group and President Honoris Causa of Hong Kong Young Industrialists Council. He received the Young Industrialist Award of Hong Kong in 2005. Being an active alumnus of HSMC, Dr Cheung is a member of the College Council. He also renders great support to the College's mentorship programme (please see also "Interviews with Alumni" on p.8).

恒管將於 2018 年 4 月 15 日舉行大型社區共融兼籌款活動「恒管紛 FunD 跑」。今次活動舉辦的目的旨在凝聚社會力量，支持恒管的發展，當中包括申請正名大學。恒管希望透過慈善跑鼓勵社會各界參與社區活動，建構共融城市，推廣環保健康生活；亦祈盼藉著慈善跑為學生活動及學院未來發展籌募經費。「恒管紛 FunD 跑」得到鍾志平教授，GBS，BBS，JP 及張華強博士大力支持，擔任活動籌委會聯席主席。他們希望活動能為恒管籌得更多捐款，可以從「潘榮昌博士配對計劃」及政府的「第七輪配對補助金計劃」獲得更多資助。《恒管通訊》就不同課題與兩位暢談。

鍾教授是創科實業聯合創辦人兼非執行董事，也是鵬程慈善基金創辦人及主席。鍾教授現為恒管－基金管理委員會成員及客席教授。鍾教授亦在多所高等院校、政府機構及法定組織擔任不同委員會成員。

張華強博士為成謙集團主席、香港青年工業家協會榮譽會長，並於 2005 年榮獲「香港青年工業家獎」。張博士為恒管校友，熱心推動學院發展，擔任恒管校務委員會成員外，也積極參與學院的師友計劃（請另閱第 8 頁「恒友匯－校友專訪」）。



Dr Jacky Cheung
張華強博士



Joined Oxfam Trailwalker in Belgium in August this year.
今年8月在比利時參加「樂施毅行者」活動。

As a successful entrepreneur and a keen supporter of HSMC, to what extent do you think higher education is important, Professor Chung?

Professor Chung: From my personal experience, I realise the importance of education in allowing more choices in my personal development. Even though I was from a humble origin, I never ceased studying no matter how tough my situation was.

While Hong Kong is transforming from an industry-based to a knowledge-based city in the past decade or so, our educational system needs to meet a greater demand for higher education accordingly. I hope that I can play a part in bringing more quality higher education to the next generation so that they can develop themselves under a better environment and social setting.

What role can alumni play in the future development of the College, Dr Cheung?

Dr Cheung: My study at Hang Seng School of Commerce (HSSC, the predecessor of HSMC) helped shape my future development to a certain extent, both personal and career. I have learned during the wonderful journey at HSSC how to think in a more logical manner and seize the opportunities when they arise.

I am very pleased to play a part in the College's development. As alumni, we can contribute our experience and connections with external parties. I invite all fellow alumni to come and join us in bringing new ideas and resources to HSMC.

鍾教授是成功的企業家，也熱心支持恒管，你認為高等教育為何重要？

鍾教授：個人經歷讓我明白教育重要之處。儘管出身寒微，也可憑藉教育令個人發展有更多選擇。無論環境如何艱困，我也堅持學習。

香港近十數年發展由最初工業主導，步向知識型城市，教育制度必須回應社會對高等教育的更多需求。我希望在提供優良教育方面，自己能夠參與其中，讓下一代在更好的環境和社會氛圍下，接受教育。

就恒管的未來發展，張博士認為校友可扮演甚麼角色？

張博士：在恒生商學書院（恒商，即恒管的前身）就讀的歲月，對我的個人和事業發展，有一定助益。這段奇妙旅程讓我增進邏輯思維，也學懂抓緊機遇。

我很高興在恒管的發展路途上成為其中一員。校友可以多方面貢獻，推動發展，包括分享經驗和善用外界聯繫網絡。希望校友跟我們一起，為恒管帶來新思維和更多資源。

What expectation do you have on higher education in Hong Kong? How can different industries and sectors help?

Professor Chung: I hope that not a single person's development will be hindered by a lack of opportunity to receive education. As for higher education institutions, more resources should be allocated to students, rather than chasing after rankings. Greater care about students' academic development and personal growth, increased interaction between students and society, and more innovative ideas on enhancing teaching and research will always help. Nowadays, we need to nurture talents to be adaptable and flexible, and who can also initiate novel ideas. HSMC's "Liberal + Professional" education model has advanced steadily towards this end.

Organisations in different sectors can definitely help. Many companies and organisations have already been actively participating in internships, exchange programmes and various collaborations with tertiary institutions. Students not only learn about the workplace, but also acquire valuable soft skills such as the ability to observe and analyse, as well as managing risks and handling contingencies.

Dr Cheung: The industrial sector has always played a part. In the past, some forward-looking trade organisations set up schools to nurture the next generations. In the recent decade or more, the form of support varies but not limited to scholarship, bursary and on-site practices. Industrialists in general have entrepreneurial spirit. They can be role models for students in the latter's pursuit of career development after graduation.

In helping HSMC organise the HSMC FunD Run for U community engagement cum fundraising activity, what results will you expect to create? What benefits will be brought to different stakeholders?

Dr Cheung: Community engagement and fundraising are the primary targets. Besides, through this charity run, participants can do exercise along the scenic Shing Mun Riverside. Nature is our best teacher. From it, we can learn to stay humble. Sports and exercise are our good friends, helping us to maintain good health and build up a can-do spirit. In Hong Kong, we are fortunate to have easily accessible green countryside. It will be a waste if we do not treasure what we have. Also, we hope that we can connect alumni with whom we have lost contact.

Professor Chung: It is hoped that by inviting public participation, more people may get to know HSMC and have the chance to visit the campus, thus better understanding its development. As a self-financing tertiary institution, HSMC needs to raise funds from different sources for sustainable development. What's more? I believe through physical exercise, one can become more perseverant. Some of my friends once said, "Roy can do it, so can we!" – what an encouraging remark it is. Please come and join us.

對香港高等教育有何期望？不同專業和行業如何協助其發展？

鍾教授：我的願望是沒有人會因缺乏接受教育的機會而阻礙個人發展。高等教育院校應多撥資源在學生身上，而非追逐院校排名，忽略教育的本義；多關心學生的學術發展和個人成長，鼓勵他們跟社會互動，在教學和研究追求創新思維，都會帶來裨益。今時今日，我們需要培育靈活變通又具備創新意念的人才。恒管的「博雅+專業」教育模式，正循序漸進朝著這個目標進發。

不同行業和界別定可予以協助。許多企業及機構已參與高等院校的實習工作和交流計劃，也進行各式各樣的合作。學生從中不單只認識工作實況，也獲得實用的技巧，例如觀察和分析能力、危機處理以及考慮應變方法。

張博士：工業界一直參與教育發展。以前，一些高瞻遠矚的行業組織建立學校，培育下一代。近十數年，不同業界的支持方式多樣，包括獎學金、助學金、實地學習等。工業家往往具備創業精神，他們可以在學生畢業後的職業發展路向，成為學生的楷模。

兩位協助學院籌辦「恒管紛 FunD 跑」活動，有何期望？可以為不同持份者帶來哪些裨益？

張博士：目標以社區共融與籌款為先。是次活動讓參加者在風景優美的城門河畔做運動，一舉兩得。大自然可說是人類的導師，在它面前我們是如此渺小，因此能學懂謙遜。運動是我們的好友，讓我們保持身心健康，建立不怕艱辛、勇往直前的精神。身處香港，我們有幸咫尺之遙，便可投入大自然，應當珍惜所有。此外，期望透過是次活動，與失去聯絡的校友重新連繫。

鍾教授：透過邀請公眾參與，我們寄望讓更多人踏足校園，認識恒管，了解學院的發展。恒管為自資高等院校，必須從不同渠道籌募經費，因應長遠發展所需。此外，我相信運動有助鍛鍊堅毅精神。曾經有朋友說出這樣「勵志」的話：「Roy 都可以，我們怎會不行！」請大家踴躍參與！

HSMC FunD Run for U 恒管紛 FunD 跑

Date 日期 15 April 2018 (Sun) 2018 年 4 月 15 日 (星期日)	Time 時間 8:15 am – 2:00 pm 上午 8 時 15 分至下午 2 時	Route 路線 Hong Kong Sports Institute → Ma On Shan Promenade → HSMC 香港體育學院 → 馬鞍山海濱長廊 → 恒管
--	---	---

Participation Category 活動組別

(A) 10 km Challenge Run
10 公里籌款挑戰賽

Category 組別	Participant 對象
Individual 個人組	Public 公眾 Alumni and staff 校友及教職員 HSMC students 恒管學生
Team of 4 隊際組 (每隊 4 人)	Corporates/Organisations 企業/團體
Team of 8 隊際組 (每隊 8 人)	Local secondary schools (principals, teachers, parents, alumni and students are welcome to form teams) 全港中學 (歡迎校長、老師、家長、舊生及學生組隊參加)

(B) 3 km Fun Run (Non-competition)
3 公里籌款悠遊跑 (非競賽)

Category 組別	Participant 對象
Individual 個人組	Public 公眾 Alumni and staff 校友及教職員 HSMC students 恒管學生
Family (2 - 4 members per group) 親子組 (每隊 2 至 4 人)	Family 家庭

Award 獎項

- 10 km Challenge Run – Overall Male Champion
10 公里籌款挑戰賽男子全場總冠軍
- 10 km Challenge Run – Overall Female Champion
10 公里籌款挑戰賽女子全場總冠軍
- 10 km Challenge Run (Corporate/Organisation Team) – Champion, 1st runner-up and 2nd runner-up teams
10 公里籌款挑戰賽企業/團體組冠、亞、季軍
- 10 km Challenge Run (Secondary School Team) – Champion, 1st runner-up and 2nd runner-up teams
10 公里籌款挑戰賽中學隊際組冠、亞、季軍
- 10 km Challenge Run (Individual) – Champion, 1st runner-up and 2nd runner-up winners in each age group
10 公里籌款挑戰賽各年齡組別冠、亞、季軍
- Top Fundraiser Awards (including Individual, Family, Corporate/Organisation and Secondary School)
最高籌款獎，包括個人、親子、企業/團體及中學組

Prize 獎品

The overall male and female champions of 10 km Challenge Run will receive one Qatar Airways round trip economy class flight ticket respectively (flying from Hong Kong to any one of 150 destinations within Qatar network, upgradable to business class subject to seat availability)

10 公里籌款挑戰賽男女子全場總冠軍各獲得卡塔爾航空來回經濟客位機票乙張 (香港出發自選一個目的地任飛卡塔爾航空全球多達 150 個航點，有機會升級至商務客位)

Other Programmes 其他節目

Fun carnival, performances and games
奔 Fun 嘉年華、精彩表演及遊戲

For more details and registration of HSMC FunD Run for U, please visit <http://hsmcfundrun.com/>.
有關「恒管紛 FunD 跑」詳情及報名方法，請瀏覽活動網頁 <http://hsmcfundrun.com/>。



The Beauty of Incompleteness 不完美的美

Professor Tang Man Lai
Associate Dean of School of Decision Sciences
Head of Department of Mathematics and Statistics
Programme Director of Bachelor of Science (Honours) in
Data Science and Business Intelligence

決策科學學院副院長
數學及統計學系系主任
數據科學及商業智能學(榮譽)理學士課程總監
鄧文禮教授

Choosing a topic that is interesting to both HSMC colleagues and students may not be an easy job. While the former may be more interested in my current research topics, the latter may want me to share my personal experience after post-graduation. Imperfection/incompleteness is where my story starts.

Do you still remember the questionnaire you were invited to complete last time? I believe it is quite usual that all questions were being asked directly and you should nicely agree to answer all questions. From the book *Statistics for Dummies* we have learned before, we were taught to co-operate and answer as many questions as possible. We were reminded not to create “incomplete items/data” for any question in a survey. In other words, “incomplete” is not good. What if some of the questions are personal and intrusive (eg, Do you have an affair with your married boss? Or, do you take drugs?)? Would you still be willing to give your truthful response if your answers to the sensitive questions are positive? Obviously, directly questioning may not work for surveys with sensitive questions.

In response to a special enquiry on “How many Hong Kong residents with children born out of wedlock still living in the Mainland?” in 1999, the Census and Statistics Department adopted a so-called randomised response technique (RRT) which is mainly employed in research into topics with a rather high degree of sensitivity. Using the RRT, a so-called randomising device (eg, film holder in the above example) is however necessary! Together with my collaborators, I developed a non-randomised response technique (NRRT) for surveys with sensitive questions. Unlike RRT, we replace the randomising device by another innocuous question. By doing so, I intentionally create “incomplete data” for the survey. The amazing part is that our NRRT increases the co-operation of the participants and protection of the participants’ privacy.

要下筆選一個恒管師生都感興趣的題目，並不容易。同事們或者對我現時的研究課題較感興趣，同學則可能希望了解我畢業後的個人經歷。在這裡，我打算分享關乎不完美或不完整的故事。

你還記得上一份填寫的問卷嗎？相信大多數問題都很直接，而你亦必須好好回答所有問題。過去拜讀 *Statistics for Dummies* 時，大家都知道我們受教後，知道要合作並盡力回答最多問題。我們亦被告知不要在問卷調查的任何提問製造「不完整的項目/數據」。換言之，「不完整」就是不好。



Presented awards to outstanding students
頒獎給表現傑出的同學

This was the first time I realised that incompleteness can be beautiful in research.

Let me share an interesting telephone interview of mine when I worked in Boston. I was invited to have a long distance call job interview from Hong Kong on a particular date. Of course, I always prepared my interviews well. Unfortunately, I forgot that important date and they called a day earlier. Even worse, when they called, I had just consumed a large bottle of beer, had started another one, and was kind of drunk. I told myself, "Oh Buddha, will I be in big trouble? Can I control myself, especially my temper (since I disliked one of the interviewers back then)?" With the influence of liquor, on the contrary, I could speak more freely and even fought back to some unreasonable questions without pretending to be humble. Honestly, the interview was not perfect. When I sobered up, I thought I had ruined my very best chance to go back to Hong Kong and develop the relationship with my wife (my girlfriend back then); but, with no regret. The ending was that I was offered a contract the very next day. Again, I realised that life can be beautiful even though it may not be complete.

The beauty of incompleteness is in the hope that one day it will get completed and in its never ending hope.



Enjoying family life
享受家庭生活



Contributing expertise at HSMC
在恒管畫展所長

但是，若果遇到涉及私隱和侵擾的問題（例如：你可有跟已婚上司有染？又或，你吸食毒品嗎？），而你回答這些敏感問題是「有」，你仍會樂意如實回應嗎？顯而易見，調查時直接發問敏感問題，也許不大有用。

1999年，政府統計處就有關「多少香港居民的非婚生子女仍居於內地？」提問進行調查，採用了隨機回應方法。這種方法主要應用於敏感程度較高的調查，但使用時必須配置隨機設備（在以上例子就是底片匣）！就涉及敏感問題的調查，我與合作夥伴開展了一種非隨機回應方法。與隨機回應方法不同，我們以另一條無傷大雅的問題取代隨機設備。這樣做是刻意為調查製造「不完整數據」。這個方法精彩之處在於令參與者更合作，同時加強保障私隱。這是我首次發現不完整情況在研究時也有亮麗之處。

以下分享我在波士頓工作時一次電話面試的有趣經歷。我應一間香港公司邀約，在一個指定日期進行長途電話應徵面試。一如以往，我總是為面試做足準備。不幸地，我記錯這個重要日子並較預期早一天收到電話。更糟糕的是，當時我剛喝下一大瓶啤酒，正準備多喝一瓶，已有點兒醉醺醺。我問自己：「天啊！我會不會陷入窘境？我可否好好控制自己，尤其我的脾氣？（我當時不太喜歡其中一位面試官）」然而，在酒精影響下，我反而能夠暢所欲言，甚至反擊一些不合理的提問，不再假裝客套。老實說，那次面試並不完美。酒醒後，我猜想自己親手破壞了可回到香港與太太（當時是女朋友）進一步發展的良機，但不感到後悔。結果，我於隔天收到聘約。這次經歷讓我再意識到，人生縱使不完美，仍有美好的地方。

不完美的可貴之處，在於那份永遠的期盼，期待總有一天可變得完美。



Fear Not Challenge Embrace Opportunity 無懼挑戰 擁抱機會

Dr Cheung Wah Keung, Jacky
Two-Year Diploma in Business Studies
Hang Seng School of Commerce
Chairman of Shinhint Group

張華強博士
恒生商學書院
商學文憑課程
成謙集團主席

After studying business at Hang Seng School of Commerce (HSSC), Dr Jacky Cheung joined the Immigration Department and had served as a civil servant for more than nine years. He then reached another milestone in life, setting up his own business. Giving up a secured job involved risk. To Dr Cheung, he welcomes challenges, and sometimes he even creates them himself.

Reminiscing the old days at HSSC, Dr Cheung laughed, “My business DNA and leadership might be developed during the HSSC age. I can still recall the wonderful times in hostel, where lots of unforgettable memories were found.” As one of the hostel “village leaders”, he took part in various activities with a high degree of involvement in preparation work. Dr Cheung said he gained a lot, “My interpersonal and leadership skills were sharpened while an extensive social network was built.” Was he fearless? The answer is “no”. Dr Cheung remembered in his first try as a Master of Ceremony, he trembled on the stage. Nonetheless, it was a good try as he finally overcame his fear and accomplished it. He continued to unleash his potentials while his out-going personality and willingness to meet challenges brought him dozens of opportunities. “You never know when the critical opportunity comes, be prepared and catch it.”

Dr Cheung appreciated the all-round curriculum of HSSC, which involved accounting, finance, commercial law, Asian studies and so on. He learned to be a generalist, which is highly on demand at the workplace nowadays. He is particularly impressed by the training received when studying law. “Some people find legal study dull and difficult. Somehow, I enjoy it and find it help improve my logical thinking, an important calibre in my career and business development.”

Dr Cheung encouraged students to learn also outside the classroom to widen their horizons and create their own experiences. He shared a personal experience gained six years ago, when he was working with a non-governmental organisation. He proposed to lead a group of 20 secondary school students to adventure in the South Pole. Not surprisingly, he was confronted with queries on safety, health issue and educational value. Without any intention to give up, he tried to tackle the problems one by one, inviting professionals to join to ensure safety and provide relevant training. Eventually, the programme proved to be a great success and subsequently it was organised again with the destination extended to different parts of the globe such as the North Pole, Mount Everest and Kenya.



To conclude his interview, Dr Cheung shared a quotation by Otto von Bismarck, the first Chancellor of the German Empire, “Only a fool learns from his own mistakes. The wise man learns from the mistakes of others.” He encouraged us not to fear uncertainty as it may bring unexpected results. He also invited us to join him, stepping out of the comfort zone and embracing challenges.

在恒生商學書院（恒商）修讀商學後，張華強博士成為入境事務處一員，任職公務員超過九年。其後，他踏入人生另一里程，從商開展自己的事業。放棄穩定的職業難免有風險，張博士卻樂於接受挑戰，有時甚至刻意讓自己面對挑戰。

懷緬恒商的舊日子，張博士笑言：「我的商業基因和領導才能也許就在恒商年代萌芽。昔日宿舍生活依然歷歷在目，時刻勾起難忘回憶。」作為其中一位宿舍「村長」，大小活動都看見張博士的身影，他更積極參與籌備工作。張博士認為從中獲益良多：「我的人際關係和領導能力得到提升，更建立了廣闊的社交圈子。」但這位活躍份子並非膽大無懼。還記得第一次擔任司儀時緊張不已，在台上雙腳抖震。最終他克服恐懼，完成重任，這個嘗試意義重大。往後，他繼續努力發揮潛能；外向的性格和願意接受挑戰的精神，也為他帶來無限機會。「我們不能預視關鍵機會何時出現，因此要時刻作好準備，抓緊時機。」

現今職場渴求通才，張博士就是在恒商求學時培養這種特質。他欣賞恒商的課程，認為十分全面，涵蓋會計、金融、商業法、亞洲研究等科目。對於學習法律科目所接受的訓練，感受尤其深刻：「有人認為法律既沉悶，又艱辛，我卻頗為喜歡，並且發覺有助提升邏輯思維，對日後的職業及業務發展，極有幫助。」

張博士鼓勵學生走出課室，拓闊眼界，為自己創造經驗。他分享一段六年前的個人經歷。當時他協助一所非牟利機構，並建議舉辦極地探險活動，帶領20位中學生前往南極。一如所料，各式各樣的質疑接踵而來，包括安全、健康問題及教育價值。他沒有因而放棄，而是嘗試逐一解決問題；邀請專家加入團隊以確保安全及提供相關訓練。活動最終取得空前成功，其後亦再次舉辦，旅程足跡更遍及世界各地，例如北極、喜馬拉雅山及肯亞。

張博士以德意志帝國首任宰相奧托·俾斯麥的雋言為訪問作結：「傻瓜從自己的錯誤學習，聰明人從別人的錯誤得以領會。」他勸勉大家不要害怕未知之事，未知之事或會帶來出乎意料的成功。他亦邀請大家一起走出舒適區，迎接新挑戰。

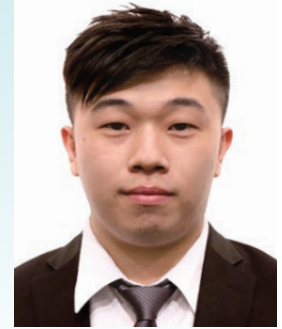
A Wonderful Journey to Transform 奇妙的蛻變之旅

Mr Li Hon Fung, Eric

Bachelor of Business Administration (Honours)
in Supply Chain Management, HSMC
Officer - Global Business
Head Office - Kerry Logistics

李瀚鋒先生

恒管供應鏈管理工商管理
(榮譽)學士
嘉里物流－總部
環球業務主任



When choosing the Bachelor of Business Administration (Honours) in Supply Chain Management programme, Li Hon Fung, Eric, did not realise how far it could bring him in his career path. Eric, a graduate of 2015, said, "My study at HSMC covered not only business and logistics, but also the periphery of supply chain management and its connections with different professional sectors, from local or international shipment, warehouse, in-house or third-party management to collaborations with supporting units such as banks and professional bodies. There is much more to learn than expected, and I have more career choices."

When it comes to study outside classroom, Eric finds the exchange and internship opportunities and the close teacher-student relationship very practical and precious. He gained a lot during a semester as an exchange student in Shanghai. Eric recalled, "It was a fantastic journey which helped broaden my horizons. Under a multi-cultural learning environment, I managed to understand how people of various cultures react differently. My spoken English and self-confidence were enhanced, enabling me to perform better in job interviews and at work." Eric thinks that with higher English proficiency, HSMC graduates can be more competitive. He added, "Teachers at HSMC are very helpful with their support not limited to learning, but also personal growth and career planning."

Success starts with careful planning. Eric shared that he planned his internship and exchange as early as Year 2 and job seeking in Year 4. He pointed out, "I find some crucial factors in the job-seeking process, such as having clear targets and directions, equipping oneself better and doing thorough research on different sectors or professions. Fear not attending job interviews. During the process, one can obtain more market intelligence and judge whether the job nature is suitable." In certain business aspects such as supply chain management, HSMC graduates are new joiners. Eric believes his performance can affect public perception on HSMC. Thus, he finds himself a role to play in enhancing the College's recognition.

Eric maintains close relationships with HSMC. As an alumnus, he had talked to the junior students how he had benefited from the mentorship programme and shared at a programme accreditation panel session. He is glad to see some senior officers of his company act as mentors for HSMC students. After spending four years at HSMC, Eric now realises what the College has brought him, "Definitely different valuable opportunities, both inside and outside classroom. The transition is gradual but fruitful."

當初選讀供應鏈管理工商管理(榮譽)學士課程, 李瀚鋒不曾預計課程如何協助個人職業發展。這位 2015 年畢業生說:「恒管的課程不但涵蓋商業與物流業, 更涉及供應鏈管理相關行業和專業界別, 包括本地或國際船運、倉儲、內部或第三方管理、以至與銀行及專業機構等支援單位的協作。學習層面比想像中廣闊, 造就更多元的就業出路。」

談到課堂以外所學, 李瀚鋒認為交流和工作實習都非常實用, 緊密的師生關係更彌足珍貴。其中一個學期, 他前赴上海交流, 獲益良多。回想那段日子, 他說:「這趟美好旅程有助拓闊視野。處身多元文化的學習環境, 我得以認識不同文化背景的人處事方式各有不同。我的英文口語進步不少, 自信心增強, 這些有助日後求職面試及工作時表現更好。」李瀚鋒提到恒管畢業生若能提升英語水平, 定可加強競爭力。他補充說:「恒管老師給予莫大支援, 他們的協助不限於學習, 更關乎學生的個人成長與職業發展規劃。」

成功始於精心規劃。李瀚鋒回想他早於二年級開始計劃實習及交流, 四年級便全力為求職作好準備。他指出:「求職過程讓我領悟到一些關鍵因素, 例如釐清目標和方向、好好裝備自己、仔細搜集不同界別及專業的資訊。不要懼怕求職面試, 面試過程有助獲取更多市場資訊及衡量工作性質是否適合自己。」在某些商業領域例如供應鏈管理, 恒管畢業生是生力軍。李瀚鋒相信自己的表現會影響公眾對恒管的看法。因此, 他認為自己可出一分力, 協助提升學院的認受性。

李瀚鋒與恒管保持聯繫。他以校友身份與師弟妹交流如何從師友計劃獲得助益, 並出席課程評審作分享。他喜見所服務機構的要員擔任恒管同學的導師。回顧於恒管的四年光陰, 李瀚鋒說現在明白學院為他帶來甚麼:「肯定是各種寶貴的課堂內外學習機會, 當中的個人轉變緩緩漸進, 並且收穫豐碩。」



Exchange in Shanghai University of International Business and Economics 於上海對外經貿大學交流。



Attended the on-site visit for the Programme Area Accreditation of School of Decision Sciences, HSMC 回到恒管, 出席決策科學學院學科範圍評審。



With colleagues at the graduate presentation of Management Trainee Programme 2015 of Kerry Logistics 於 2015 年度「嘉里物流管理見習生培訓計劃」畢業簡報會與同事合照。

Research on Guangdong-Hong Kong-Macau Bay Area 粵港澳大灣區研究

At a media briefing held on 30 November 2017, key findings of a study which examined logistics and trade facilitation issues in the Guangdong-Hong Kong-Macau Bay Area were elaborated. The research team, formed by members from the Policy Research Institute of Global Supply Chain of HSMC and the Asian Institute of Supply Chains & Logistics of the Chinese University of Hong Kong (CUHK), had prepared a report *Logistics and Trade Facilitation in Guangdong-Hong Kong-Macau Bay Area: Stakeholders Concerns, Comments from Central Government, and Policy Recommendations*.

The study organised related services into three categories: aviation, marine and ground; and within four cities: Guangzhou, Shenzhen, Hong Kong and Macau. Stakeholders of respective categories and regions were interviewed for their views on the integration issues and development prospects. During a visit to the Central Government by a group of Hong Kong transport sector delegates, a set of questions regarding stakeholders' concerns was submitted to four relevant Bureaux.

The report was authored by Professor Lawrence Leung, Dean of HSMC's School of Decision Sciences; Dr Danny Ho, Assistant Professor; and Dr Collin Wong, Head of Department of Supply Chain and Information Management (SCM); Professor Cheung Waiman, Director of CUHK's Asian Institute of Supply Chains & Logistics; Dr Stephen Ng, Director of HSMC's Policy Research Institute of Global Supply Chain; and Assistant Professors: Dr Daniel Mo, Dr Eugene Wong, Dr Wang Yue and Senior Research Assistant Mr Edmund Wu of the Department of SCM.

In October 2017, the Policy Research Institute of Global Supply Chain received a donation of HK\$0.5 million from the Guangdong-Hong Kong-Macao-Bay Area Economic and Trade Association in support of the Institute's related policy research. The Association, initiated by government and business leaders, economic experts and social elites in the Big Bay Area, aims to support China's national strategic plan and to promote planning and development of the Big Bay Area.

恒管全球供應鏈管理政策研究所聯同香港中文大學(中大)亞洲供應鏈及物流研究所組成研究團隊，發表《粵港澳大灣區物流與貿易便利化：持份者關注點、中央部委意見及政策建議》研究報告，就粵港澳大灣區物流與貿易便利化的問題，進行探討。研究團隊於2017年11月30日舉行新聞發佈會，介紹研究所得。

研究對象包括貿易與物流服務的三大領域：空運、海運及陸運；研究範圍則涵蓋區內四大城市：廣州、深圳、香港及澳門。研究通過訪問不同領域和地區的持份者代表，了解他們對於大灣區一體化及其發展前景的看法。針對持份者的關注點，香港航運交通界代表團拜訪中央政府時，向四個相關部委提出一系列問題。

撰寫研究報告的學者包括：恒管決策科學學院院長梁志堅教授、供應鏈及資訊管理學系助理教授何熾權博士、系主任黃惠虹博士、中大亞洲供應鏈及物流研究所所長張惠民教授、恒管全球供應鏈管理政策研究所所主任吳志雄博士、供應鏈及資訊管理學系助理教授巫耀榮博士、黃彥璋博士、王越博士及高級研究助理吳揚明先生。

此外，全球供應鏈管理政策研究所於2017年10月獲得粵港澳大灣區經貿協會捐助50萬港元，支持大灣區政策研究。協會是經濟貿易及融資配對平台，由大灣區政商界領袖、經濟專家及社會精英倡導創立，旨在配合國家策略，推動粵港澳大灣區的規劃發展。



(From left) Dr Stephen Ng, Professor Cheung Waiman, Dean Lawrence Leung, President Simon Ho, Dr Collin Wong and Dr Danny Ho.
(左起)吳志雄博士、張惠民教授、梁志堅院長、何順文校長、黃惠虹博士及何熾權博士。



President Simon Ho and Dean Lawrence Leung (4th and 5th from left) received the donation cheque on behalf of HSMC.
何順文校長與梁志堅院長(左四及左五)代表恒管接受捐款支票。

Insurance Industry Leaders Explored Development of Insurance Education in Hong Kong

保險業翹楚探討本港保險教育的未來發展

The Future of Hong Kong's Insurance Education Landscape forum was held by the Department of Mathematics and Statistics on 29 November 2017, which brought together business leaders, industry experts and academics to share their thoughts and insights on the local insurance education.

In his opening remark, Dr Patrick Poon, HSMC Governor, emphasised his vision on the insurance profession and encouraged youngsters to learn more about insurance and actuarial concepts which are instrumental to the society's development. President Simon Ho introduced HSMC's new Bachelor of Science (Honours) in Actuarial Studies and Insurance (BSC-AIN) programme which aims to nurture talents to fulfil the strong market demand of insurance professionals in Hong Kong.

The forum had invited Mr Peter Tam, Chief Executive, Hong Kong Federation of Insurers and Mr Simon Lam, Executive Director, General Business, Insurance Authority, as keynote speakers to share their views on the importance of insurance education. During the panel discussion, Mr Patrick Chan, Deputy Chairman of the Hong Kong Confederation of Insurance Brokers; Mr Jimmy Poon, Chief Executive of Dah Sing Insurance Company (1976) Limited; Dr Teresa So, Chairman of International Association of Registered Financial Consultants, Hong Kong & Macau; and Ms Anita Yeung, Executive Director, Business Development, Regional Marketing of RGA Reinsurance Company, Hong Kong Branch exchanged views on the development and talent needs of the insurance industry in Hong Kong.

恒管數學及統計學系於 2017 年 11 月 29 日舉辦「香港保險教育之未來」論壇，邀請商界領袖、業界翹楚與學者集思廣益，深入探討本港保險教育的未來發展方向。

校董潘榮昌博士致開幕詞，強調他對保險專業擁抱願景，勉勵年輕人努力學習精算及保險的知識和概念，貢獻社會。何順文校長向嘉賓介紹新辦的精算及保險（榮譽）理學士課程如何協助培育保險專業人才，滿足社會及業界的發展需要。

香港保險業聯會行政總監譚仲豪先生及保險業監管局執行董事（一般業務）林瑞江先生擔任論壇主講嘉賓，分享對保險業教育的見解。於小組研討環節，香港保險顧問聯會常務委員會副會長陳志江先生、大新保險（1976）有限公司行政總裁潘榮輝先生、國際認證財務顧問師協會港澳區主席蘇婉薇博士及 RGA 美國再保險公司行政總監一區域市場業務拓展部楊佩華女士一起討論保險業面對的機遇與挑戰，並與各界代表交流保險教育的課題和發展方向。



(From left) Ms Anita Yeung, Dr Teresa So, Mr Jimmy Poon and Mr Patrick Chan
(左起) 楊佩華女士、蘇婉薇博士、潘榮輝先生及陳志江先生



Mr Peter Tam
譚仲豪先生



Mr Simon Lam
林瑞江先生



HSMC received a donation of HK\$1 million from Consolidated Marketing Group International Wealth Management Limited (CMG) in support of the College's development and BSC-AIN programme. (From left) Professor Lawrence Leung, Dean of the School of Decision Sciences; President Simon Ho; Ms Anita Lau, Executive Director of CMG; and Dr Patrick Poon.

安基國際財務規劃有限公司捐助 100 萬港元，支持恒管和精算及保險課程的教學發展。(左起) 決策科學學院院長梁志堅教授、何順文校長、安基國際財務規劃有限公司執行董事劉麗坤女士及潘榮昌博士。

Junzi Corporation Survey Results and Forum on Ethical Entrepreneurship

君子企業調查結果暨「創業之路·君子之道」論壇



President Simon Ho gave an opening remark. 何順文校長致開幕詞。

good business ethics were selected. At the forum, five corporate leaders and alumni who have set up their own business discussed business ethics and challenges which start-ups face.

The HSMC Hong Kong Business Ethics Index was recorded at 60.7 in 2017, lower than figures recorded in 2016 (62.2), 2015 (66.3) and 2014 (62.8). The accommodation and catering sectors saw a greater decline while higher scores were achieved by wholesale and retail, postal services and transportation sectors.

In his speech, President Simon Ho emphasised that the Junzi corporation criteria promoted by HSMC represent a comprehensive business ethics framework which incorporates the five virtues under the Confucian concepts, namely benevolence, righteousness, courtesy, wisdom and trust, as well as important Western business ethics on integrity and fair play. It is hoped that through this framework, corporate practices can be fully and accurately examined to see if they are in line with moral standards and social responsibility aspirations.

Dr Felix Tang, Co-Chairperson of Executive Committee of Junzi Corporation Survey 2017 and Director of Research Institute for Business, pointed out that survey data were collected by HSMC students who were well-trained for this purpose. Through this exercise, students could apply what they had learned into practice including survey design, data analysis and report writing. They became more aware of the importance of business ethics to corporations and the society.

Corporate leaders and alumni who have set up their own business joined panel discussion at the forum. (From left) Dr Felix Tang as the moderator; Ms Jodie Cheung, Director of Simple Kitchen; Dr Alwin Wong, Director of Institute for Entrepreneurship, Hong Kong Polytechnic University; Mr Sunny Wong, Executive Director of Tibet Water Resources Limited and Adjunct Professor of HSMC; Mr Derren Lam, Operations Manager (Hong Kong), Didi Chuxing; and Mr Rex Lai, Director of CoCreation Group Limited.

企業領導與創業校友參與論壇的小組討論環節，(左起)鄧子龍博士擔任主持、簡單小廚負責人張子煒女士、香港理工大學企業發展院院長黃亮博士、西藏水資源有限公司執行董事暨恒管兼任教授王克勤先生、滴滴出行香港營運負責人林惠業先生，以及聯合創科集團有限公司策略顧問黎達成先生。

HSMC announced results of the 7th Junzi Corporation Survey and held its Forum on Ethical Entrepreneurship on 23 November 2017. The general public's perception of business ethics of corporations in Hong Kong was gauged by a comprehensive and scientific survey while corporations with

恒管於2017年11月23日公佈第七屆君子企業調查結果並舉行「創業之路·君子之道」論壇。調查根據中國儒家的「君子」概念，透過嚴謹及科學化的學術調研，衡量市民心目中香港整體商業道德水平，從而評選符合商業道德價值的企業。五位企業領導及創業校友參與論壇，共同探討營商道德和創業時面對的商德挑戰。

2017年「恒管香港商業道德指數」為60.7分，較2016年62.2分、2015年66.3分及2014年62.8分為低，當中住宿及飲食業的跌幅較大。批發及零售業、郵政及運輸業相比其他行業，得分較高。

何順文校長致詞時強調，恒管所推動的「君子企業」代表一套更全面和完整的商業道德標準框架，除了包含「仁、義、禮、智、信」五德，也糅合注重誠信公平的西方商業倫理學說，務求更全面、更準確地檢視企業營商手法是否符合道德要求及社會責任。

君子企業調查執行委員會聯席主席及商學研究所總監鄧子龍博士指出，調查數據由經過培訓的恒管學生收集，調查讓他們學以致用，包括制定調查研究方法、分析數據、撰寫報告等，從中讓學生明白商業道德對企業及社會的重要性。



Deputy Prime Minister of Slovenia Hosted Public Lecture at HSMC

斯洛文尼亞副總理蒞臨恒管 擔任主講嘉賓



His Excellency Mr Dejan Židan, Deputy Prime Minister of Slovenia, hosted a talk at HSMC. 斯洛文尼亞共和國副總理戴揚·日丹先生蒞臨恒管，主持講座。

Consul of the Republic of Slovenia in Hong Kong Special Administrative Region; Ms Rose Lee, Chairman of HSMC's Board of Governors; Provost Gilbert Fong, HSMC senior management, academic staff, students and the public. Mr Židan also introduced an initiative of Slovenia – to designate one day as the World Bee Day.

In his talk, Mr Židan introduced the history and current development of Slovenia, and pointed out that education development of Slovenia and Hong Kong has something in common such as students' high proficiency in foreign languages, mature development of higher education and a high degree of internationalisation. He disclosed that the education department and universities in Slovenia will liaise with HSMC on student exchange. He hoped that Slovenian students will bring home novel ideas and thoughts after enjoying their overseas exchange opportunities to acquire new knowledge.

Slovenia has a well-developed agricultural sector. In recent years, closer trade ties have been developed between the country and Hong Kong. With bee-keeping being an important industry, Slovenia is well-known for its bee culture. Mr Židan said considering the great importance of bees in agricultural development around the world, Slovenia has submitted a proposal to the United Nations – to designate 20 May as the World Bee Day. This initiative has already received support from more than 90 member states of the United Nations including China.

His Excellency Mr Dejan Židan, Deputy Prime Minister and Minister of Agriculture, Forestry and Food of the Republic of Slovenia, hosted a public lecture titled "Slovenia, China and Hong Kong in the Global Context" on 10 November 2017, attracting an audience of more than 200 including a delegation from the Slovenian Government; Mr Bernard Lau, Honorary

斯洛文尼亞共和國副總理兼農業、林業、食品部長戴揚·日丹先生於2017年11月10日蒞臨恒管，以「全球宏觀語境中的斯洛文尼亞、中國與香港」為題，發表演講，同時介紹該國一項倡議 – 訂立世界蜜蜂日。斯洛文尼亞共和國代表團、斯洛文尼亞共和國駐香港·澳門名譽領事劉志偉先生、恒管校董會主席李慧敏女士、方梓勳常務副校長，以及恒管管理層、教學人員、學生及公眾人士逾200人出席。

戴揚·日丹副總理介紹斯洛文尼亞的歷史和發展狀況，並指出該國與香港在教育方面有不少共通點，包括學生外語能力強、高等教育制度發展成熟以及國際化程度較高。副總理並透露當地教育部門及大學將與恒管商討交流計劃事宜。他期望斯洛文尼亞學生到海外學習，吸收新知識後，可以把新思維和概念帶回國家。

斯洛文尼亞農業發達，該國近年與香港也建立了緊密的商貿聯繫。養蜂業在該國是重要產業，蜜蜂文化是當地一大特色。副總理表示由於蜜蜂對全球農業影響重大，因此，斯洛文尼亞已向聯合國建議把5月20日訂為「世界蜜蜂日」，並已得到中國在內90多個聯合國成員國支持。



Delegation from Slovenia, together with HSMC senior management and academic staff, pictured after the talk. 斯洛文尼亞共和國代表團與學院管理層及教學人員於講座後留影。

“Management as a Liberal Art – Revitalization and Localization” Conference

「博雅管理之振興與本土化」國際研討會議

HSMC and Peter F Drucker Academy of Hong Kong (DAHK) co-organised a conference titled “Management as a Liberal Art – Revitalization and Localization” on 13 October 2017, the first joint activity after the two organisations entered into a partnership agreement to promote Mr Peter Drucker’s philosophy of “Management as a Liberal Art” (MLA) through the “HSMC – MLA Initiatives” (MLAI) among different cultures. The conference, sponsored by Shao Ming Lo Foundation, brought together keynote speakers and panel members from the United Nations Educational, Scientific and Cultural Organisation, as well as management academics and business leaders from the US, mainland China, Taiwan and Hong Kong.

President Simon Ho stressed in his speech that in today’s globalised and rapid changing society, it is necessary to evaluate the impacts of complicated organisational issues on humanity, society, economy, technology, politics and culture. Management is no longer simply a profession, but a liberal art which involves multi-disciplinary knowledge. MLA-oriented management courses emphasise people- and value-oriented elements, encouraging students to think out of the box and make management decisions from a long-term and balanced perspective.

In his sharing through video, Mr Shao Ming Lo pointed out that the fundamental of Mr Drucker’s MLA deals with people and power, and values, which permeate organisational structure and constitution. He illustrated that the basic management concepts of federal decentralisation, management by objectives and self-control can be integrated with the doctrine of “mean” under the Confucian concepts and modern management. The doctrine of “mean” maintains a balance of diversity and inclusion, and can avoid extremes. The purpose of management is to let people freely choose their responsibilities and make contributions.

由恒管與香港彼得·德魯克管理學院合辦的「博雅管理之振興與本土化」國際研討會議，於2017年10月13日舉行。會議是兩所學院早前簽署「恒管－博雅管理倡議」合作協議後首項活動，藉此宣揚管理學大師彼得·德魯克的博雅管理理念，並於不同文化落地生根。會議獲得邵明路基金會贊助舉行，主講嘉賓及研討小組成員都是管理學者與商界翹楚，來自聯合國教科文組織、美國、中國內地、台灣及香港。

何順文校長致詞時強調，在現今全球化及變化急速的社會，處理複雜的組織問題，需要評估在人文、社會、經濟、科技、政治及文化等層面的相互影響。管理已不單只是一門專業，更逐漸被視為博雅學科，涉及多個知識領域。博雅管理導向的管理課程，以人及價值為本，鼓勵學生突破思考框框，並於作出管理決策時，高瞻遠矚，考慮各方平衡。

邵明路先生透過錄像分享，他指出博雅管理的關鍵是人與權力，以及個人基本價值觀；它們滲透管理結構及憲法規範。他並展示一些基本管理概念例如聯邦分權制、目標為本管理、自我控制等均與儒家中庸之道及現代管理，息息相關。中庸之道在於維持平衡和多元，包容並避免極端。管理在於讓個人可以自由選擇可承擔的責任，並作出貢獻。



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



Academics and business leaders shared their views at the conference, with President Michael Lindsay of Gordon College as one of the keynote speakers.
學者與商界翹楚聚首一堂，交流意見。美國高登學院 Michael Lindsay 校長應邀擔任其中一位主講嘉賓。

President Visited Malaysian Education Leaders for Collaborations

校長與馬來西亞學界領袖會面 商討合作事宜

In a duty trip to Kuala Lumpur of Malaysia from 5 to 10 November 2017, President Simon Ho attended the 29th Asian-Pacific Conference on International Accounting Issues as Member of the International Advisory Committee. At this international conference which provides an important forum for academics and practitioners to enhance their understanding of international accounting issues in various Asian Pacific countries, President Ho also witnessed Dr Lisa Goh, Assistant Professor of HSMC's Department of Accountancy, won one of the Best Paper Awards.

何順文校長於 2017 年 11 月 5 日至 10 日前往馬來西亞吉隆坡，以國際諮詢委員會成員身份，出席「第 29 屆亞太國際會計課題會議」。該項國際會議為會計學者及從業員提供交流平台，藉此加深了解亞太區不同國家的會計課題。會議期間，何校長也見證了恒管會計學系助理教授吳麗莎博士成為「最佳論文獎」得主之一。

會議結束後，何校長走訪馬來西亞華校董事聯合會總會（董總），並就恒管為當地華人學生提供入學和獎學金事宜，與該會簽訂合作協議。董總 1954 年成立，已建立了當地華文教育發言人和領導機構的地位。何校長此行並拜訪巴生市兩所國內領先的中學 – 興華中學及中華中學，與學校領導層會面，同時介紹恒管並探討招生合作事宜。

After the conference, President Ho paid a visit to the United Chinese School Committee's Association of Malaysia (Dong Zong). Since its inception in 1954, Dong Zong has firmly established itself as the spokesperson for Chinese education in Malaysia and the leading organisation for Chinese-community-run education. The two organisations signed a co-operation agreement to promote HSMC admissions and scholarships to Malaysian Chinese students. The President then met with leaders of two nationally top-ranked high schools in Klang, Hing Hua High School and Chung Hua High School, introducing to them HSMC and exploring potential collaborations on admissions.



President Simon Ho signed a co-operation agreement with Ms Hong Woan Ying, Chief Executive Officer of Dong Zong. 何順文校長與董總首席執行長孔婉瑩女士簽訂合作協議。

President Spoke at Rotary Clubs' Meeting on Post 90s

校長擔任扶輪社例會主講嘉賓 分享對 90 後的看法



Leaders of the two Rotary Clubs thanked President Simon Ho for his sharing. 兩家扶輪社的領導感謝何順文校長的分享。

At the invitation of Rotary Club of Mandarin Hong Kong and Rotary Club of Shatin, President Simon Ho attended their joint regular meeting as guest speaker on 13 November 2017 and shared on the topic "Post 90s' Characteristics and the Implications on Higher Education".

President Ho pointed out that the Post 90s are grown up in a more affluent environment where the Internet is widely used. Many of them are spoiled children of their parents. They are more knowledgeable, technology savvy, and personal rights and work-life balance conscious. Besides, they are willing to make innovations and dare to challenge the authority. However, many of them are addicted to mobile phone use and relatively lack long-

term perspectives, concentration power, patience, perseverance, resilience and the sense of responsibility. President Ho said it is advisable to capitalise on Post 90s' strengths and encourage them to overcome their weaknesses. We should also help them enhance their personal qualities, cultivate their interests and unleash their potentials, thus enabling them to contribute more to the society.

何順文校長應邀於 2017 年 11 月 13 日出席香港華語扶輪社及沙田扶輪社聯合例會，以「90 後的特徵與高等教育啟示」為題，擔任主講嘉賓。

何校長指出 90 後在互聯網盛行和較為豐裕的家庭環境成長，很多父母更傾向溺愛子女。因此，一方面 90 後的知識層面較廣，精於應用網媒科技，普遍較重視個人權利，並講求工作與生活平衡，也願意創新和挑戰權威；但另一方面，他們很多沉迷手機，也較短視，較缺乏專注力、耐性、毅力、抗逆力與責任感。他認為應該善用 90 後的長處之餘，更要關心及鼓勵他們提升個人素養，克服個人弱點，發揮志趣和潛能，更多貢獻社群。

President Spoke at Hong Kong Writers Association Annual Dinner Meeting on Humanity Qualities and Liberal Arts Education 校長出席香港作家聯會周年晚宴 以人文素養與博雅教育為題作分享

President Simon Ho was invited to speak at the Annual Dinner Meeting of Hong Kong Writers Association on 28 October 2017, during which he shared with the audience his views on humanity qualities and liberal arts education. Established in 1988 as a non-profit making organisation, Hong Kong Writers Association aims at promoting literature writing and exchanges in the territory.

According to President Ho, liberal arts education helps enhance one's humanity qualities which are not confined to humanity knowledge. Rather, humanity qualities are all about human caring attitude; the pursuit of truth, compassion and beauty; personal value and social responsibility. In every discipline, humanity qualities are crucial. The study of business management should also be human oriented and be regarded as a liberal art in order to ensure effectiveness.

President Ho added that humanities studies are practical when looking at some successful leaders of giant Internet corporations and the majors they had taken, for instance, Mr Jack Ma of Alibaba Group studied English; Ms Susan Wojcicki of YouTube studied history and literature; and Mr Brian Chesky of Airbnb studied arts and design. He hoped that in Hong Kong, more emphasis can be put on humanity qualities instead of utilitarianism alone.

何順文校長於2017年10月28日應香港作家聯會邀請，出席該會周年晚宴並擔任主講嘉賓。香港作家聯會為非牟利組織，1988年成立，致力推動香港文學創作和交流。何校長以人文素養與博雅教育為題，與出席人士作出分享。

何校長表示博雅教育旨在提升學生的人文素養，而人文素養不等於人文知識，是講求對人的關懷，對真善美的追求，忠於個人價值觀，肩負社會責任。無論進修哪門專業，人文素養同樣重要。事實上，管理學也應該從人的角度出發，實行博雅管理，這樣才能創造理想的管理績效。

何校長更指出人文學科很「實用」，並以成功的科網巨企領導為例，他們都是修讀人文學科，例如：阿里巴巴的馬雲念英文、YouTube的Susan Wojcicki念歷史及文學，以及Airbnb的Brian Chesky修讀藝術與設計。他希望香港不要聚焦功利主義，而是要重塑人文素養。



President Simon Ho spoke at the Annual Dinner Meeting of Hong Kong Writers Association.
何順文校長於香港作家聯會周年晚宴擔任主講嘉賓。

Hong Kong Political Science Association Annual Conference 香港政治科學學會年度會議



Representatives of consul generals and scholars shared on selected topics.
多國駐港領事代表及學者作主題分享。

The Department of Social Science and Hong Kong Political Science Association co-organised the Annual Conference of Hong Kong Political Science Association 2017 on 21 October 2017. A Consular Roundtable on Hong Kong Globalisation was conducted by representatives of consul generals in Hong Kong, followed by presentations on "China's Hong Kong SAR at 20" led by Professor Ming Chan, Distinguished Practitioner of the Centre for East Asian Studies at Stanford University, with various distinguished scholars. Dr Lam Nga Li, Lecturer of the Department of Social Science, gave a presentation on "A Preliminary Studies of HKSAR Official Video".

恒管社會科學系與香港政治科學學會於2017年10月21日合辦「香港政治科學學會年會2017」，會議包括由多國駐港領事代表舉行以「香港與全球化」為題的圓桌會議；美國史丹福大學東亞研究中心客座研究員陳明鈇教授聯同多位學者以「香港回歸20年」為題的演講；以及恒管社會科學系講師林雅莉博士的「香港特區政府宣傳錄像初探」專題報告。

HSMC Global Humanities Initiative – World Premiere of Documentary Film “7%” 恒管環球人文學先導計劃 – 紀錄片《7%》世界首映

HSMC organised a “HSMC Global Humanities Initiative” programme in association with Asian New Humanities Network (ANHN) and the UNESCO Chair in Asian Humanities and Global Network. At the kick-off ceremony of the programme held on 12 October 2017, President Simon Ho, Professor Luiz Oosterbeek and Mr John Crowley from UNESCO, delivered their opening remarks. The ceremony was followed by the world premiere of a documentary film “7%” and a pre-screening seminar.

The film was produced by Golden Horse Award-winning Director Zhou Hao who followed the victorious journey of online artificial intelligence (AI) programme “Fine Art” which defeated top-ranked Go players in Computer Go UEC Cup 2017 in Japan. The film provides food for thought on the future of AI and humanity. Director Zhou believed that we should ponder how to make the best out of AI, not to fear. He added that the title “7%” was derived from the saying by Japanese Go champion Hideyuki Fujisawa about the limits of human intelligence in Go. It denotes that human’s understanding of the universe is barely the tip of an iceberg.

恒管與亞洲新人文聯網以及聯合國教科文組織環球人文網絡合作，創辦「恒管環球人文學先導計劃」。啟動禮於2017年10月12日舉行，何順文校長、聯合國教科文組織Luiz Oosterbeek教授及John Crowley先生分別致開幕詞，接著舉行《7%》紀錄片首映以及映前導賞研討會。

《7%》由金馬獎導演周浩執導，記錄人工智能圍棋軟件《絕藝》赴日本參加UEC杯世界計算機圍棋大賽的整個過程，引起學者和觀眾極大興趣，共同探討人工智能對人類文明的沖擊。周導演指出，人類應該思考如何善用人工智能，而不是擔心人工智能控制人類。周導演透露，《7%》來自日本棋聖藤澤秀行的名言「棋道100，我只知7」，寓意人類對宇宙蒼穹的認知，只是鳳毛麟角。



A pre-screening seminar was co-hosted by Professor Desmond Hui of the School of Humanities and Social Science, HSMC (1st left); and Ms Camera Wang, Director of Tencent Think Tank and Social Research Centre, Tencent Technology (Shenzhen) Co Ltd. The guest speakers were Director Zhou Hao (2nd right) and Professor Wu Yan of the Southern University of Science and Technology.

映前導賞研討會由恒管人文社會科學學院許焯權教授（左一）以及騰訊科技（深圳）有限公司智庫及社會研究總監王曉冰女士主持。對談嘉賓為周浩導演（右二）和南方科技大學吳岩教授。

HSMC Delegation Visited Australia and New Zealand for Strategic Partnership 恒管代表團走訪澳洲及新西蘭 洽談夥伴合作

A HSMC delegation led by Dr Tom Fong, Vice-President (Organisational Development), visited universities, enterprises and government bodies in Sydney and Auckland from 30 October to 5 November 2017 to explore collaboration opportunities in the areas of exchange partnership, global internship placements and recruitment of international students. The delegation held fruitful meetings with Australian Catholic University, Crown Institutes of Studies, Massey University, Western Sydney University and potential employers.



Visit to Australian Catholic University
造訪澳洲天主教大學



At KPMG New Zealand
於新西蘭畢馬威

副校長（機構發展）方永豪博士率領恒管代表團，於2017年10月30日至11月5日，到訪悉尼及奧克蘭的大學、企業及政府機構，洽談海外交流、實習、國際生招募等合作計劃。代表團與澳洲天主教大學、皇冠英語學院、梅西大學、西悉尼大學及僱主等會面，收穫豐富。

President's Reception for Parents, Teachers and Students 相聚在恒管 – 家長·師生交流日



A campus tour of Residential Colleges
校園導賞，參觀住宿書院。

The President's Reception for Parents, Teachers and Students was organised on 14 October 2017 by the Student Affairs Office to enhance parents' communication with HSMC and their understanding of the College. Over 250 parents, students and HSMC staff members attended.

The reception began with a welcoming remark and an introduction of the College's latest development and the draft Strategic Plan 2018 – 2023 by President Simon Ho, followed by sharing by a student representative Connie Ma. Professor P C Wong, Director of Information Technology, also gave his thoughts on "How to Support Your Children's University Education and Career Development?". Parents then had the opportunity to talk to academic staff and students to know more about students' learning support and opportunities, and campus life.

學生事務處於 2017 年 10 月 14 日舉辦「相聚在恒管 – 家長·師生交流日」，促進家長與校方的交流和聯繫。逾 250 名家長、學生及教學人員參與活動。

何順文校長致歡迎詞，並簡介恒管最新發展以及 2018 年至 2023 年的策略發展計劃。接著由學生代表馬康怡同學談談在恒管的學習生活。資訊科技總監黃寶財教授以「家長智慧：如何支援子女的大學教育及事業發展」為題，分享看法。家長其後獲安排與不同學系的教學人員及學生交流，了解恒管為學生提供的學習支援及校園生活。

HSMC Five-Year Strategic Plan for 2018-2023 恒管 2018-2023 策略發展計劃

Following the successful implementation of its first five-year Strategic Plan 2013-2018, HSMC continues with this significant endeavour and in early 2017 began to work on its second Strategic Plan which covers the period from 2018 to 2023. A Strategic Planning Group (SPG), chaired by the College Council Chairman, consisting of Governors, College Council Members and the College Management, was set up to steer the planning process.

Five sub-groups, each led by a Governor or College Council Member and a presidential officer and comprises some Governors, College Council Members, representatives from Schools, Administrative and Support Offices, Standing Committees of the Academic Board and Senior Management Committee as well as Students' Union (four of the sub-groups had student members), were formed under the SPG to develop aspiration statements, strategic goals and action plans for each of the five specific areas. The five strategic focus respective areas include: (i) Robust Curriculum and Programmes; (ii) Innovative Teaching, Learning and Research; (iii) Transformative Student Experience; (iv) Dynamic Public Engagement and Advancement; and (v) Sustainable Campus and Resources Management.

From October to December 2017, HSMC organised a series of consultation sessions for different stakeholders, including students, faculty members, management and support staff, alumni, Governors, College Council Members, parents and employers, to gauge their views on the proposed plans and targets put forward by the sub-groups. Very fruitful exchanges were made, enabling the College to compile a more comprehensive strategic plan for the forthcoming five-year period. The Strategic Plan was approved at a special meeting of the Board of Governors on 20 December 2017.

恒管成功施行其首個五年 (2013 年至 2018 年) 策略發展計劃，並再接再厲於本年初開展跨越 2018 年至 2023 年策略發展計劃的籌備工作，同時成立策略發展計劃專責小組，領導整體籌劃工作。專責小組由校務委員會主席帶領，成員包括校董、校務委員會成員以及恒管管理層。

專責小組下設五個分組，各由一位校董或校務委員會成員聯同一位學院的管理層擔任召集人，成員包括校董、校務委員會成員、來自不同學院、行政及支援部門、教務委員會及管理委員會屬下常設委員會的教職員代表、以及學生會的代表 (學生代表參與當中四個分組)。分組就五大策略的發展重點領域，包括 (i) 完

善的課程架構、(ii) 創新教學及研究、(iii) 轉化式學生體驗、(iv) 積極的公眾參與及發展以及 (v) 可持續的校園及資源管理，進行會議討論，並制訂相應的期盼宣言、策略發展目標和執行計劃。

2017 年 10 月至 12 月期間，學院為不同持份者舉辦一系列諮詢會，就各個分組所制訂的計劃及目標收集意見，集思廣益。諮詢對象包括：學生、教學人員、管理及支援人員、校友、校董、校務委員會成員、家長和僱主。與會人士積極參與交流，讓學院能更周全地整合未來五年的策略發展計劃。該計劃於 2017 年 12 月 20 日校董會特別會議獲通過落實。



Consultation sessions for different stakeholders
為不同持份者舉行諮詢會

HSMC Information Day 2017 2017 年恒管資訊日

The HSMC Information Day 2017 was held on 18 November 2017, attended by over 1,000 parents, students and teachers. In addition to programme exhibition, seminars and workshops which enhanced visitors' understanding of HSMC and its undergraduate programmes, an introduction to the College's latest development was given by President Simon Ho. Dr Esther Ho, Vice-Chairperson of Hong Kong Association of Careers Masters and Guidance Masters, hosted a feature talk "Selection Strategies of Undergraduate Programmes" to offer inspiring insights on university admissions in Hong Kong and programme selection.

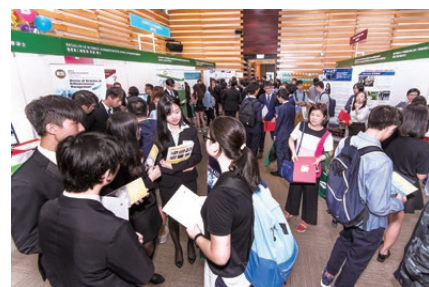
Visitors could also talk to HSMC's professors and students for a thorough understanding of their interested programmes and admission requirements while most up-to-date admission information for 2018 entry was available such as 2017 admission scores, Principal Recommended Admission Scheme, entrance scholarships and Non-means-tested Subsidy Scheme. Many prospective students submitted online applications and attended on-site assessment, looking forward to receiving early bird conditional offers.

恒管資訊日於 2017 年 11 月 18 日舉行，吸引超過 1,000 名家長、學生及教師蒞臨，透過課程展覽、講座及工作坊加深認識恒管及其學士學位課程。何順文校長介紹恒管及其最新發展，而香港輔導教師協會副主席何玉芬博士應邀主持「大學選科攻略」專題講座，分享在港升讀大學的資訊以及選擇課程的注意事項。

同學及家長均藉著是次機會，與心儀課程的教授及在讀學生交流，深入了解課程內容及入學要求，並取得 2018 年最新入學情報，包括 2017 年入學分數、校長推薦入學計劃、入學獎學金及免入息審查資助計劃。當日特設即場網上報名，不少同學踴躍遞交申請及參加即場考核，期望能獲得首輪有條件取錄。



President Simon Ho presented a souvenir to Dr Esther Ho.
何順文校長頒發紀念品予何玉芬博士。



Parents and prospective students collected programme information.
來訪家長及學生搜集課程資料。

JINESS Career Summit 自「資」之明·求職要「型」職業高峰會



Celebrities, corporate human resources managers and education industry practitioners attended the summit.
知名人士、人力資源管理人員和教育界人士出席職業高峰會。

The JINESS (Joint-Institution Network for Student Success) Career Summit was held on 7 October 2017 to help students prepare for their career planning. Celebrities, corporate human resources managers, students and graduates met and shared latest labour market intelligence.

Dr Tom Fong, Vice-President (Organisational Development) of HSMC and Chairman of the JINESS Management Committee, said the summit was organised to help students better understand their own capabilities and to facilitate information exchange and sharing among employers, education industry practitioners, career consultancy tutors and secondary school students.

Backed by a HK\$20 million subsidy from the Education Bureau, JINESS is a pioneering employment platform for students and graduates from five participating self-financing higher education institutions including HSMC, Caritas Institute of Higher Education, Centennial College, Chu Hai College of Higher Education and Tung Wah College. JINESS was launched on 11 December 2017.

智能就業資訊平台「英才網」於 2017 年 10 月 7 日舉辦「自『資』之明·求『職』要『型』」職業高峰會，知名人士、人力資源管理人員、學生及畢業生藉此交流招聘市場最新動向。恒管副校長(機構發展)暨「英才網」管理委員會主席方永豪博士指出，活動有助學生認識個人能力，同時讓僱主、教育界人士、就業輔導導師及高中生參與講座，一起交流。

「英才網」是香港首個供自資高等院校學生及畢業生使用的聯校學生就業資訊平台，獲教育局撥款 2,000 萬港元資助開發。參與的五所本地自資高等院校包括：恒管、明愛專上學院、明德學院、珠海學院及東華學院。「英才網」已於 2017 年 12 月 11 日正式啟用。

School of Communication Students Won Four Prizes in Campus Newspaper Awards

傳播學院學生勇奪四項「校園學報新聞獎」獎項



President Simon Ho and teachers of SCOM congratulated the students on their success.
 何順文校長及傳播學院教學人員恭賀獲獎同學。

Students from the School of Communication (SCOM) received four awards at the presentation ceremony of the Campus Newspaper Awards 2017 held on 20 October 2017. The award programme is an annual event organised by China Daily since 2012. This year, the number of entries exceeded 600, from 28 institutions in Hong Kong, mainland China, Taiwan and Macau. In the past few years, SCOM students also achieved excellent results in this competition.

由《中國日報》舉行的「2017 校園學報新聞獎」頒獎典禮於 2017 年 10 月 20 日舉行，傳播學院學生喜獲四個獎項。今年參賽作品超過 600 份，來自香港、中國內地、台灣和澳門共 28 所院校。「校園學報新聞獎」2012 年起舉行，傳播學院學生在歷年比賽屢創佳績。

	Best in Tech News Reporting 最佳科技新聞報道		Best in News Video Reporting 最佳新聞視頻	
Award 獎項	Champion 冠軍	Second Runner-up 季軍	Champion 冠軍	Second Runner-up 季軍
Winning Entry 作品	Sharing economy in mainland China 內地共享經濟年收逾三億人民幣《回家吃飯》APP 家廚月入增 10 倍	Environmental protection vs eating seafood 環保吃海鮮 保瀕危紅衫魚	Stainless steel straw 不鏽鋼飲管	Shared fridge 共享雪櫃
Team Members 隊員	Leung Hoi Ling, Lee Ka Wan, Tang Yin Kwan, Ko Ching Lam, Chiu Chun Yin and Lai Sze Kui, Ken 梁凱菱、李嘉韻、鄧燕君、高靖琳、趙俊賢及黎思鉅	Tang Wing Yiu and Ho Hing Wah, Tiffany 鄧詠瑤及何卿華	Kwok Che Kwun, Ip Yan Tung, Chow Ming Shing, Cheung Jung Yeung, Chan Tsz Ting, Keung Ka Yin, Kevin and Mung I Shan 郭芷均、葉欣彤、鄧銘城、張頌揚、陳紫婷、姜珈彥及蒙綺珊	Yuen Nok Hei, Kwong Yuet Ting, Lin Kit Fong, Lee Tsz Him, Li Yin Wai and Chan Tsz Ching 袁諾曦、鄺月婷、練潔芳、李梓謙、李彥慧及陳紫情

HSMC Putonghua Debating Team Member Awarded Outstanding Debater in Joint-Tertiary Institution Putonghua Debate Competition

恒管普通話辯論隊隊員獲頒「大專普通話辯論賽」優秀辯手



(From left) Yeung Chau Fung, Lin Huamin, Ran Xinmeng and Zhou Ranhang.
 (左起) 楊秋峰、林華敏、冉昕萌及周然航。

HSMC Putonghua Debating Team participated in the Joint-Tertiary Institution Putonghua Debate Competition organised by Radio Television Hong Kong and competed in two preliminaries held on 28 October and 4 November 2017. Ran Xinmeng (BBA, Year 3) was awarded Outstanding Debater in the preliminary held on 4 November 2017. The motion for the preliminary between Hong Kong Baptist University (proposition) and HSMC (opposition) was "Should we advocate contentment or discontentment in modern society?". Lin Huamin (BBA-MGT, Year 4), Ran Xinmeng, Yeung Chau Fung (BBA-SCM, Year 2) and Zhou Ranhang (BBA-SCM, Year 2) represented the College in the preliminary.

恒管普通話辯論隊參加由香港電台普通話台舉辦的「2017 大專普通話辯論賽」，於 2017 年 10 月 28 日及 11 月 4 日出戰兩場初賽。在第二場賽事，三辯冉昕萌 (工商管理，三年級) 獲頒「優秀辯手」。該場賽事的辯題為「現代社會應當提倡知足，還是不知足的心態？」，由正方香港浸會大學隊對反方恒管隊。代表恒管出賽的辯論隊隊員為林華敏 (管理學，四年級)、冉昕萌、楊秋峰 (供應鏈管理，二年級) 及周然航 (供應鏈管理，二年級)。

Students' Achievements at Hong Kong Undergraduate Financial Planners of the Year Award 2017

恒管學生於「香港傑出大學生財務策劃師比賽 2017」獲得卓越成績



First Runner-up team: (from left, front row) Heung Mun Wa, Chan Yat Hei, Li Ka Lok and Suen Yuk Ching
亞軍隊伍：(前排左起) 香滿華、陳逸熙、李嘉樂和孫旭晶



Two Certificate of Merits awardees: (from left) Mo Man Ching (BA-ENG) and Cheung Yan Ting (BBA-Accounting). The other two team members are Cheung Tsz Kwan and Chiu Sung Hei.
兩位獲得優異成績證書的學生：(左起) 毛敏菁 (英國語文) 及張欣婷 (工商管理 - 會計學)。另兩位得獎隊員為張紫君及趙崇希。

Two teams of HSMC students participated in the Hong Kong Undergraduate Financial Planners of the Year Award 2017 organised by the Society of Registered Financial Planners and achieved good results. This year, over 200 contestants from 62 teams joined. After three rounds of rigorous competitions, a four-member team formed by BBA-Banking and Finance Year 3 students finished First Runner-up and another four-member team formed by BBA-Accounting and BA-ENG students was selected as one of the top 13 teams to receive a Certificate of Merits in compilation of professional financial proposal.

兩支恒管學生隊伍參加「香港傑出大學生財務策劃師比賽 2017」，成績優異。賽事由註冊財務策劃師協會主辦，今年共有 62 支隊伍參賽，參賽選手超過 200 名。經過三輪激烈賽事，由四名專修銀行及金融學的工商管理課程三年級學生組成的隊伍獲得亞軍；由三名專修會計學的工商管理課程學生及一名修讀英國語文課程學生組成的隊伍獲選為 13 支優異隊伍之一，獲頒優異成績證書。

Supply Chain Management Students Received Chartered Institute of Procurement and Supply Best Student Awards

供應鏈管理學生獲頒「英國皇家採購與供應學會卓越學生獎」

All three BBA (Honours) in Supply Chain Management Year 4 students nominated by the Department of Supply Chain and Information Management were awarded in the Chartered Institute of Procurement and Supply Best Student Awards 2017. At the presentation ceremony held on 18 November 2017, Tam Wing Yan, Cynthia received a Certificate of Credit while Yip Wing Sze, Jasmine and Chang Yau Shing, Sunny received the Certificate of Appreciation.

Nominees were required to submit their resumes, to write an essay about "how technology is transforming procurement", and to attend a panel interview during which the assessment panel members discussed with them various aspects of the procurement and supply chain profession.

「英國皇家採購與供應學會卓越學生」頒獎典禮 2017 於 11 月 18 日舉行。由供應鏈及資訊管理學系所提名就讀供應鏈管理工商管理 (榮譽) 學士課程的三位四年級生，全部獲獎：譚詠茵獲頒榮譽證書；葉咏思及張祐誠獲頒嘉許狀。

參賽學生需要提供個人履歷，撰寫以「科技如何改變採購行業」為題的論文並參加甄選委員會面試。面試時與委員會就採購及供應鏈相關專業範疇，進行討論。



Dr Bruce Erik Bergstrom (2nd from right) presented the certificates to HSMC students (from left) Jasmine Yip, Cynthia Tam and Sunny Chang.
Bruce Erik Bergstrom 博士 (右二) 頒發獎狀給恒管同學，(左起) 葉咏思、譚詠茵及張祐誠。



Careers Mentorship Programme 職業導師計劃

The 9th Careers Mentorship Programme commenced on 25 November 2017. Dr Tom Fong, Vice-President (Organisational Development), delivered a welcome remark and introduced HSMC's Strategic Plan 2018 - 2023 to over 100 careers mentors and mentees. The ceremony completed with a sharing session by two careers mentors, Mr Vincent Tam and Mr Jerry Tang, who shared their previous mentoring experience and gave valuable advice to the participants.

「職業導師計劃」踏入第九年，超過 100 位職業導師及學員於 2017 年 11 月 25 日參與本年度的計劃啟動禮。副校長（機構發展）方永豪博士致歡迎詞，並簡介學院的 2018-2023 策略發展計劃。職業導師譚文生先生及鄧焯仁先生出席並分享他們參與本計劃的難忘經歷，同時向出席同學提供意見。



Careers mentors explained how the social media could facilitate their connection with the mentees. 職業導師分享如何利用社交媒體與學員緊密聯繫。

Networking Event with Industry Advisors 與行業顧問交流聚會



Career Leap Club (CLC) is a two-year career guidance programme organised by the Student Affairs Office to provide students with valuable networking and coaching opportunities with industry advisors.

The first CLC networking event in the new academic year was held on 24 November 2017 with 40 CLC students and eight industry advisors attending. The students cherished the opportunity to learn from the advisors with professional experience in accounting, finance, marketing and professional services.

Career Leap Club 計劃由學生事務處舉辦，每屆為期兩年，旨在透過跟不同業界建立交流網絡的機會，致力培育學生。Career Leap Club 在新學年的首個聯誼聚會於 2017 年 11 月 24 日舉行，共有 40 名學生及八名行業顧問出席。行業顧問的專業範疇遍及會計、金融、營銷及專業服務。同學莫不珍惜機會，向行業顧問取經，獲益良多。

Sharing on Presentation and Communication Skills by Wai Yin Association 慧妍雅集「看得見的演講技巧」分享會



Ms Emmy Choi, Ms Chloe Chow, Ms Dionne Lam together with Ms Winnie Young from Wai Yin Association were invited by the Student Affairs Office to host a sharing on 9 November 2017 on presentation skills for both academic and business purposes. Elaboration on how to prepare for interactive and convincing academic and business presentations was made, attracting much interest from the students who further learned through role play.

學生事務處於 2017 年 11 月 9 日舉辦「看得見的演講技巧」分享會，介紹演講及表達技巧。四位嘉賓來自慧妍雅集，包括蔡淑好女士、周麗明女士、林嘉曼女士及楊婉儀女士。會上講解如何就學術和商務演說作準備。學生對於嘉賓的分享興趣甚濃，並透過即場示範，了解更多。



HSMC G-20 2017 – A Simulation of Annual G-20 Leadership Summit 恒管 G-20 2017 模擬 20 國集團領導人峰會



Mr Kurt Tong, US Consul General to Hong Kong and Macau, gave a keynote speech on global economy and transnational co-operation at the Summit Simulation. 美國駐香港及澳門總領事唐偉康先生於模擬峰會就全球經濟及跨國合作，發表主題演講。

The HSMC G-20 2017, a College-wide inter-programme activity which lasted from September to November 2017, was co-organised by the Provost's Office and the Hong Kong-America Centre. Different activities were held during this period including training for academic staff who served as Faculty Advisors, and Sherpa Meetings for the students to get "in role" in preparation for the Summit Simulation held on 9 November 2017 to conclude the programme.

More than 100 HSMC students from different undergraduate programmes participated in the simulation to play the roles of G-20 leaders (20 member states) to deal with global issues. Each team represented a G-20 member state and students played the roles of Head of State, Foreign Minister, Finance Minister and Environment Minister. A HSMC G-20 Online Discussion Platform and a HSMC G-20 Facebook Page were established to facilitate discussion and communication among the 20 teams. Through the G-20 activities, students gained a good understanding of international affairs and developed skills in multilateral negotiations, public speaking, team building strategies and diplomacy.

恒管常務副校長室聯同港美中心，於 2017 年 9 月至 11 月期間舉辦「恒管 G-20 模擬峰會 2017」，期間舉行不同活動，包括：專為擔任顧問老師的教學人員而設的導師培訓；以及 Sherpa 協作會議，讓同學為模擬峰會作好準備。模擬峰會於 2017 年 11 月 9 日順利舉行後，整項活動圓滿結束。

超過 100 位來自不同本科課程的恒管學生組成隊伍，在整個活動期間扮演 20 國集團成員國的要員，商討環球議題。隊員分別扮演國家元首、外交部長、財政部長和環境部長。活動設有「恒管 G20 在線討論平台」和「恒管 G-20 Facebook 專頁」，促進 20 國隊伍之間的討論和溝通。學生藉著參與活動，得以深入了解國際事務，發展多邊談判、公開演講、團隊建設和外交技巧。



Dr Glenn Shive, Executive Director of Hong Kong-America Centre, conducted the G-20 teacher training. 港美中心行政總裁夏龍博士主持 G-20 導師培訓。



Concurrent negotiation sessions were held by Heads of State, Foreign Ministers, Finance Ministers and Environment Ministers. 國家元首、外交部長、財政部長及環境部長分別舉行談判會議。

Student Independent Research Grant 學生獨立研究資助計劃

Launched in April 2017, the Student Independent Research Grant is a new initiative which aims to support undergraduate students to conduct independent inter-disciplinary research projects during their third year and/or fourth year of study. Subject to funding availability and the quality of applications, the College may fund up to five grants, each capped at HK\$20,000 in each academic year. Application should be submitted by a team comprising at least two students studying different programmes. Priority will be given to teams comprising members from different Schools.

In the 2017/18 academic year, the College has approved one grant to support a project about enhancing job performance of staff members in the insurance industry through human resources policies in time of digitalisation. This one-year project is initiated by a group of business students in different academic majors. Professor Irene Chow, Head of the Department of Management, supports the team as its supervisor.

學生獨立研究資助計劃是嶄新項目，2017 年 4 月正式推行，旨在協助就讀三年級及/或四年級的本科生進行獨立跨學科研究。校方會因應可調撥的資源及申請內容進行評估，每學年可資助最多五個研究項目，每個研究項目可獲批最多 20,000 港元。每份申請需由最少兩位來自不同學科的學生遞交，若研究項目由不同學院的學生合作進行，可獲優先考慮。

於 2017/18 年度，學院已批出撥款，資助一個由商學院不同學系學生合作進行的研究項目。項目為期一年，探討如何在數碼化年代運用人力資源政策，提升保險從業員的績效。管理學系系主任周巧笑教授擔任導師。



Hong Kong Secondary School Students Putonghua Public Speaking Competition 2019 香港中學生普通話演講大賽 2019

Organised by the Institute for Chinese Language and Culture of HSMC and co-organised by the New Experience Toastmasters Club (NETM), the Hong Kong Secondary School Students Putonghua Public Speaking Competition 2019 was officially launched with the first session of the first phase of pre-competition training held on 28 October 2017. This two-year programme, supported by the Standing Committee on Language Education and Research and funded by the Language Fund, aims to provide students with an all-round training on Putonghua as well as public speaking and communication skills. Workshops, intensive summer training and competition will be organised in different phases while the Grand Final Competition will be held in the summer of 2019.

At the kick-off ceremony, the project leader Ms Elena Ko, Lecturer of the Department of Chinese, and Mr Frank Lee, Founding President of NETM, delivered their speeches. Ms Li Chun Hung, Lecturer of the Department of Chinese, and Mr Ahke Yeung, experienced speech trainer, provided training on Putonghua pronunciation and public speaking skills respectively.

由恒管中國語言及文化研習所主辦，香港新體驗演講會協辦的「香港中學生普通話演講大賽 2019」正式啟動。第一期演講工作坊已經展開，並於 2017 年 10 月 28 日舉辦第一節培訓課程。活動獲得語文教育及研究常務委員會支持，並取得語文基金撥款，為期兩年，旨在提高學生的普通話傳意能力以及演講和溝通技巧。活動採用先培訓後比賽的形式，正式比賽將於 2019 年暑假舉行。

啟動儀式上，活動項目負責人中文系講師高蔚女士以及香港新體驗演講會創會會長李志剛先生分別致詞。接著由中文系講師李春紅女士和資深職業培訓師楊開業先生分別講授語音及演講技巧。



Public speaking training session
演講技巧培訓環節

Chinachem Eco-Walk 2.0 華懋行 2.0

On 19 November 2017, 138 participants from HSMC including the President, students, staff, alumni and their families and friends joined Chinachem Eco-Walk 2.0 with the mission "Walk for Tomorrow". Participants explored the beauty and cultural heritage of Aberdeen Country Park and Aberdeen Reservoir during the walk. Funds raised through Chinachem Eco-Walk 2.0 will be donated to World Green Organisation for its project "School Electricity Benchmarking Tool" to promote energy saving in Hong Kong.



「華懋行 2.0」於 2017 年 11 月 19 日舉行，恒管隊伍共 138 人，包括校長、學生、教師、校友及他們的家人朋友，參與善舉。活動以「足動明天」為使命，參加者環繞香港仔郊野公園及香港仔水塘步行，認識本地文化歷史，欣賞香港自然美景。活動籌得捐款將悉數捐贈世界綠色組織，協助該會進行「校園用電審計研究」，推廣節能。

HSMC team joined Chinachem Eco-Walk 2.0.
恒管隊參加「華懋行 2.0」。



HSMC International Day 2017 恒管「國際日 2017」



The International Day, an annual event organised by the Student Affairs Office, aims to promote internationalisation on campus and to embrace cultural diversity at HSMC. This year, the event was held on 25 October 2017 and attended by over 160 staff members, exchange students and local students.

Highlight of the day was a lion dance performance by a team of inbound students from Finland, Germany and the Netherlands. Exchange students from nine different countries introduced their homelands to the participants who took the chance to sample different national delicacies and play games at the booths. Information booths were set up for students to learn more about HSMC's Exchange Programme, global internship opportunities and overseas engagement activities. Students who had overseas exchange experiences were invited to share with fellow students.

一年一度的恒管「國際日」由學生事務處舉辦，旨在促進校園多元文化交流，締造國際化的學習環境。活動於2017年10月25日舉行，吸引超過160名交換生及校內師生參與，氣氛熱鬧。

「國際日2017」節目豐富，重頭戲是芬蘭、荷蘭及德國的交換生表演舞獅。此外，來自九個國家的交換生在場內設置攤位，與出席的師生分享他們國家的美食及手工藝，並安排遊戲。大會更設有資訊站，介紹恒管海外交流計劃、實習計劃及文化交流等活動。曾獲安排到外地的交換生亦分享他們出國交流的經驗。

Exhibition of VolTrekks Service-learning Award 「學義同行」順龍仁澤服務學習獎勵計劃

The Exhibition of VolTrekks Service-learning Award was held by the Student Affairs Office from 17 September to 16 October 2017, which showcased the achievements of VolTrekks (participants of the programme) in 2016/17. The VolTrekks organised a series of services which met the needs of ethnic minorities, the homeless and secondary school students. From 17 June 2017, they pioneered an eight-day service-learning trip to Cambodia with the support of Happy Tree Social Services.

學生事務處於2017年9月17日至10月16日舉行「學義同行」順龍仁澤服務學習獎勵計劃展覽，展出參加者於2016/17年的服務學習成果。參加者進行了一系列以少數族裔、露宿者及中學生為對象的服務。在開心樹社會服務協助下，團隊於2017年6月17日前往柬埔寨，進行為期八天的服務學習之旅。



An exhibition showcased achievements of VolTrekks in 2016/17.
展覽介紹「學義同行」順龍仁澤服務學習獎勵計劃參加者於2016/17年的服務學習成果。



VolTrekks were on a service-learning trip to Cambodia.
團隊前往柬埔寨進行服務學習之旅。



College Assembly 學院月會

Two talks were held at the College Assembly for students to learn from different perspectives. On 19 October 2017, Mr Kevin Cho, Executive Director of Hong Kong Health Check and Medical Diagnostic Group Limited, and Mr Eric Tang, Chief Executive Officer of Four Directions Limited, were invited as guest speakers to share on innovation, business and life. On 9 November 2017, Dr Tom Fong, Vice-President (Organisation Development), briefed on the latest development of HSMC and hosted a Consultation Session on the HSMC Strategic Plan 2018-2023 – Towards a Different Private University. In the speaker session that followed, Ms Leila Chan, an independent journalist, shared her thoughts on a popular social issue – an ageing population in Hong Kong.

學院月會為學生安排了兩次講座，讓他們從不同角度增進知識。2017年10月19日，香港體檢執行總監曹貴宜先生及四方創意行政總裁鄧泰霖先生應邀出席，擔任嘉賓講者，分享在創新、創意與人生的經驗及體會。此外，副校長（機構發展）方永豪博士於2017年11月9日的學院月會上，簡介恒管最新發展並就恒管2018-2023策略發展計劃 – 邁向不一樣的私立大學，進行諮詢。在其後的講者分享環節，資深獨立記者陳曉蕾女士分享對香港人口老化問題的看法。



Mr Kevin Cho (left) and Mr Eric Tang shared with the students.
曹貴宜先生（左）及鄧泰霖先生與同學分享經驗。



Ms Leila Chan answered questions from the floor.
陳曉蕾女士回答觀眾提問。

Council Chairman Bowl 校委會主席碗院際比賽



With the generous support from Council Chairman Dr Moses Cheng, the Council Chairman Bowl was instituted this year to award the champion of the inter-Residential Colleges (RC) competitions and to foster inter-RC interactions and sportsmanship. The Inter-RC Tug of War was held on 19 October 2017 to kick off the competition. Each RC formed a team of eight with at least two female residents in each team to join the competition. Finally, Evergreen College won in the tug of war.

The Inter-RC Badminton Competition completed on 18 November 2017. Participants joined the competitions in different categories: mixed-double, male-double and female-double. After rounds of matches, the championship for mixed-double and female-double competitions went to Mosaic College; while Wellness College won in the male-double competition.

住宿書院獲校委會主席鄭慕智博士捐贈，舉行校委會主席碗院際比賽，藉此推動住宿書院的互動及體育精神。取得院際比賽總冠軍的住宿書院，將可獲頒獎座。院際拔河比賽為院際比賽揭開序幕。住宿書院以八名宿生為一隊參賽，當中最少兩名隊員必須為女宿生。最終由綠延書院取得冠軍。

院際羽毛球比賽於2017年11月18日圓滿結束，比賽以混雙、男雙、女雙分組進行。經過多場對決，最後由博文書院贏得混雙及女雙冠軍，康活書院贏得男雙冠軍。





Living Well Learning Well Growing Well 住得好 學得好 活得好



At the Residential Colleges (RC), learning opportunities are always around. Wing Chun classes funded by Sin Wai Kin Chinese Culture Promotion Scheme are organised every Thursday since mid-October; while Yoga workshops are held every Wednesday. Besides, residents also enjoyed hiking with their Master, Professor Kevin Lam and Senior Lecturers, Dr Eden Chow and Ms Joey Lee to Ma On Shan.



RC also emphasises awareness to the community. An Organic Farming Project funded by the Board of Management of the Chinese Permanent Cemeteries 2017 Annual Thematic Donation on the theme of “Life Education” had been organised in the hope of promoting environmental sustainability and life education. Moreover, residents were invited to attend volunteer leadership training sessions, to register as free tutors at the Principal Chan Free Tutorial World, and to register as organ donors during the Organ Donation Awareness Week.

在住宿書院，學習機會處處。住宿書院舉辦一系列活動，推動宿生身心健康發展。從10月中起，由冼為堅中華文化拓展計劃贊助的詠春班逢星期四舉行；瑜珈工作坊則逢星期三舉行。宿生亦享受行山樂，他們跟書院院長林自強教授及兩位高級講師周懿行博士和李巧兒女士，一起往馬鞍山郊遊遠足。

住宿書院也提高社區關懷意識。由華永會2017年度「生命教育」主題捐款贊助舉辦的有機耕作計劃，協助推動可持續發展及生命教育的重要性。此外，住宿書院呼籲宿生參加義工訓練計劃、登記成為「陳校長免費補習天地」導師，以及藉著器官捐贈推廣週的機會，登記成為器官捐贈者。

Campus News - Visits to HSMC 校園消息—到訪恒管



Radio Television Hong Kong 香港電台

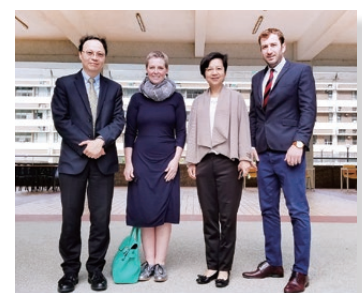
A delegation from Radio Television Hong Kong visited HSMC on 23 November 2017. Mr David Ho, Head of Radio 1; Ms Melissa P Y Cheung, Deputy Head of Radio 1; Mr Tony Woo, Programme Presenter and Executive Producer of Radio 1 and Mr Hui Kwong Tung, Technical Producer of Radio 1 were received by Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication; Mr James Chang, Associate Dean of the School of Communication, Professor Trevor Siu and Mr Brian So, Senior Lecturer.



香港電台第一台節目總監何重恩先生、副節目總監張璧賢女士、節目主持及監製胡世傑先生及技術統籌許廣通先生於2017年11月23日到訪恒管。協理副校長(傳訊及公共事務)暨傳播學院院長曹虹教授、傳播學院副院長張志宇先生、蕭旭泰教授及蘇銘恒高級講師與來賓會面。

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

Mrs Caroline Rice, Director of International Programmes and Mr Fatjon Alliaj, Conference Manager, International Programmes Department, Hertford College of the University of Oxford visited HSMC on 21 November 2017. They met with Dr Tom Fong, Vice-President (Organisational Development) cum Chairperson, Academic Exchange Committee and Ms Rebecca Chan, Director of Student Affairs for updates of the College. They also introduced Hertford College's English Language and British Culture Programme to be held in July 2018 during a briefing session.



牛津大學赫特福德學院國際交流計劃總監 Caroline Rice 女士及會議經理 Fatjon Alliaj 先生於2017年11月21日到訪恒管，與副校長(機構發展)暨學術交流事務委員會主席方永豪博士及學生事務總監陳寶瑜女士會面，了解學院的最新發展。他們更於簡報會介紹赫特福德學院2018年暑期課程，為學生提供更多學習英語和英國文化的機會。

Wakayagi Ryu Konokai Japanese Traditional Dance Workshop

「若柳留香之會日本舞踊」工作坊

Arts at HSMC brought to students a Japanese traditional dance workshop on 23 October 2017. The workshop started with a brief introduction of the history and background of Japanese Traditional Dance (Nihon Buyo) by master Chika Wakayagi, founder of Wakayagi Ryu Konokai. Chika demonstrated dance moves that expressed romance, natural scenery and the daily life of traditional Japanese folks. Chika also demonstrated how to wear a yukata with a student participant as the model. In the interactive session, participants learned the rituals of starting a dance, using fans to dance and mimicking different expressions.



Taught students how to dance with a fan during the interactive session
於互動環節指導同學使用舞扇

「文藝在恒管」於2017年10月23日舉辦「若柳留香之會日本舞踊」工作坊。工作坊導師為若柳留香之會創辦人若柳智香女士。智香老師先向觀眾簡介日本舞踊的歷史和背景，接着示範以舞蹈動作表達愛情、大自然風景以及傳統日本人的日常生活，更即席邀請一位同學參與示範穿著浴衣。於互動環節，智香老師邀請同學到台上一同示範跳舞前的禮儀、使用舞扇以及模仿日本舞踊表演中常見的表情等。

Drama *Three Kingdoms*

舞台劇《三國》

Arts at HSMC presented *Three Kingdoms*, the second drama of Cultural China series by Hong Kong Theatre Works, on 9 October 2017. During the pre-show talk, Director Hardy Tsoi shared the story background, his inspirations and intention to interest people and help them understand history through drama.

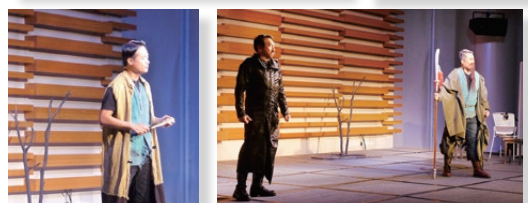
Highlighting the four characters Guan Yu, Cao Cao, Zhuge Liang and Zhou Yu, the story was about the Battle of Guandu and the Battle of Chibi in history. The audience was impressed by the four actors taking on multiple roles and the martial arts elements. During the post-show discussion, Director Tsoi and the audience interacted on narration and acting styles, and the challenges of historic and novel adaptations.

「文藝在恒管」邀請香港戲劇工程於2017年10月9日在恒管上演「文化中國系列」舞台劇《三國》。節目先由該劇導演蔡錫昌先生主持演前導賞，除了簡介劇本的故事背景外，蔡導演亦分享他的創作緣起－他有很多動畫及電子遊戲皆取材自《三國》，但不少內容及角色被篡改，故以舞台劇方式演繹，希望能夠更為普及並讓觀眾易於理解。

劇情以關羽、曹操、諸葛亮及周瑜四大角色為主軸，描述歷史上官渡及赤壁兩大戰役的始末。四名演員一人分飾多角，模擬策騎馬匹及船上的戰爭場面，當中不乏武術演出，讓人印象深刻。蔡導演於演後分享環節與觀眾就選材、演繹方法、處理正史與小說的難度等交流意見。



Director Hardy Tsoi (right) presented a special edition publication of the drama to Provost Gilbert Fong.
蔡錫昌導演(右)致送舞台劇特刊予方梓勳常務副校長。



Four actors took on multiple roles, including Guan Yu, Cao Cao, Zhuge Liang and Zhou Yu.
四名演員一人分飾多角，當中包括主要角色關羽、曹操、諸葛亮及周瑜。

We would like to extend our warmest welcome to Ms Ko Mei Yee, Carmen (Academic Manager, School of Communication), who joined the HSMC family in December 2017.

衷心歡迎傳播學院教務經理高美儀女士於 2017 年 12 月加入恒管大家庭。

Forthcoming Events
活動預告

Deep Learning Research and Application Centre 深度學習研究與應用中心

DLC Conference: Insights on Deep Learning

DLC 研討會 : Insights on Deep Learning

9 January 2018 (Tue)	9:00 am – 6:15 pm	Room A314, 3/F, S H Ho Academic Building (Block A), HSMC
2018 年 1 月 9 日 (星期二)	上午 9 時至下午 6 時 15 分	恒管何善衡教學大樓 (A 座) 3 樓 314 室

Executive Development Centre 企管發展中心

Sharpening Your Workplace Communication

9 January 2018 (Tue)	10:00 am – 5:30 pm	HSMC Campus
2018 年 1 月 9 日 (星期二)	上午 10 時至下午 5 時 30 分	恒管校園

Executive Certificate Course in New Ideas on Cross Generation Management

行政人員證書課程之跨世代管理的新思維

11 January 2018 (Thu)	10:00 am – 5:30 pm	HSMC Campus
2018 年 1 月 11 日 (星期四)	上午 10 時至下午 5 時 30 分	恒管校園

Executive Certificate Course in Innovation and Creative Thinking for e-Marketing I

19 January 2018 (Fri)	9:30 am – 5:30 pm	HSMC Campus
2018 年 1 月 19 日 (星期五)	上午 9 時 30 分至下午 5 時 30 分	恒管校園

Executive Certificate Course in Innovation and Creative Thinking for e-Marketing II

26 January 2018 (Fri)	9:30 am – 5:30 pm	HSMC Campus
2018 年 1 月 26 日 (星期五)	上午 9 時 30 分至下午 5 時 30 分	恒管校園

Student Affairs Office 學生事務處

The 3rd HSMC Athletic Meet

第三屆恒管陸運會

25 January 2018 (Thu)	11:00 am – 5:00 pm	Sha Tin Sports Ground
2018 年 1 月 25 日 (星期四)	上午 11 時至下午 5 時	沙田運動場

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

HSMC Founders' Day

恒管校慶日

16 March 2018 (Fri)		HSMC Campus
2018 年 3 月 16 日 (星期五)		恒管校園

HSMC Business Journalism Awards 2017 Presentation Ceremony

恒管商業新聞獎 2017 頒獎典禮

18 April 2018 (Wed)	3:00 pm	Auditorium, 2/F, Lee Quo Wei Academic Building (Block D), HSMC
2018 年 4 月 18 日 (星期三)	下午 3 時	恒管利國偉教學大樓 (D 座) 2 樓演藝廳

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

HSMC FunD Run for U

恒管紛 FunD 跑

15 April 2018 (Sun)	8:15 am – 2:00 pm	Hong Kong Sports Institute → Ma On Shan Promenade → HSMC
2018 年 4 月 15 日 (星期日)	上午 8 時 15 分至下午 2 時	香港體育學院 → 馬鞍山海濱長廊 → 恒管



HSMC Graduation Ceremony 2017

恒管2017年度畢業典禮

15.11.2017

The HSMC Graduation Ceremony 2017 was held on 15 November 2017. Over 800 graduates were conferred bachelor's degree in different disciplines and 61 of them were awarded First Class Honours. The College also presented the HSMC Teaching Excellence Awards 2016/17 at the Graduation Ceremony to six distinguished teachers who have demonstrated outstanding performance in teaching, dedication to continuous improvement in pedagogy, and made a distinguished contribution to teaching and learning. Board and Council members, distinguished guests, President of HSMC and his team of academics attended the ceremony to share the joy of the graduates and congratulate them on their achievements.

恒管於2017年11月15日舉行2017年度畢業典禮。超過800名畢業生獲頒授學士學位，涵蓋多個學術領域，其中61位畢業生更獲得甲等榮譽。學院亦於典禮上頒發「2016/17年度恒生管理學院卓越教學獎」予六位教師，嘉許他們在教學方面的卓越表現，以及表揚他們在教學上持續追求進步所作出的貢獻。多位校董、校務委員、各界嘉賓、校長及教學團隊出席典禮，分享畢業生的喜悅，並祝賀他們完成一個人生重要里程碑。



Ms Rose Lee, Chairman of the Board of Governors, and Dr Moses Cheng, Chairman of the College Council, officiated at the ceremony. 校董會主席李慧敏女士及校務委員會主席鄭慕智博士擔任主禮嘉賓。

President Simon Ho encouraged the graduates to hold on to their values. 何順文校長致詞，鼓勵畢業生勇於走自己的路，堅持信念和價值。



Dr Moses Cheng (left), in the company of President Simon Ho, presented the HSMC Teaching Excellence Awards 2016/17 to the recipients. 鄭慕智博士（左）在何順文校長陪同下，頒發「2016/17年度恒生管理學院卓越教學獎」予得獎教師。



A full house of audience at the ceremony. 畢業典禮，高朋滿座。

Sharing the joy of graduation. 分享畢業喜悅。



HSMC graduation bear gave its best wishes to graduates. 恒管畢業熊祝賀畢業生前程錦繡。

