



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

HSMC 恒管概覽 Brochure



Liberal + Professional
博雅 + 專業



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Simon S M HO
President
校長
何順文

"I hope our HSMC students, apart from professional competencies, will always think about the meaning of life and work, and be more socially responsible."

「我冀望每位同學除具有專業能力以外，還要經常思考生活和工作的意義，對社會有更多承擔。」

Liberal + Professional Education Nurturing Better Persons

Hang Seng Management College (HSMC) is a dynamic and promising institution of growing renown which advocates the transformative power of liberal education. It is a residential institution featuring top quality faculty members, award-winning green campus facilities, innovative degree programmes, impactful research on corporate sustainability, and excellent student support services.

Adopting the “Liberal + Professional” education model, HSMC puts quality teaching and students’ all-round development as its highest priorities. Our undergraduate experience is characterised by small class teaching, close student-teacher relationships, guidance and mentorship for individual students outside classrooms, innovative learning methods, residential college experience, and vast opportunities for internship, international exchange and independent research, with the aim to nurture talents with critical thinking, innovative minds, caring attitude, moral values and social responsibilities.

To guide the development of each student through their four-year education process at HSMC and to cultivate their transferable core competencies, the College has put in place the desired graduate attributes framework “iGPS” which consists of four dimensions of qualities, Intellectual Competence (i), Generic Skills (G), Personal Development (P) and Social Engagement (S). The acronym iGPS also carries the symbolic meaning of “i” referring to the individual student and “GPS” taking on the metaphor of “Global Positioning System”.

HSMC students are outstanding ones with dreams, diligence and passion. They are proactive in driving positive changes in the society while upholding principles and beliefs. As the President, I support HSMC students on their all-round development, on exploring their own interests and unleashing their diverse potentials, as well as actualising one’s own values.

Let’s return to the basics of university education.

Simon S M HO
President

博雅專業 教學育人

恒生管理學院(恒管)是一所有活力、發展迅速和漸具聲名的學府，倡議博雅教育之蛻變力量。作為一所住宿型院校，恒管擁有優質的師資、獲獎的綠化校園與設施、創新學位課程、具影響力的企業可持續發展研究與優質的學生支援服務。

恒管採用「博雅+專業」教育模式，把優質教學和學生個人全方位發展訂為最優先目標。恒管的特色為小班教學、緊密的師生關係、課堂外對個別學生的關顧指導、創新學習模式、住宿書院體驗，以及廣泛的實習、國際交流和獨立研究機會，以培養學生成為具備明辨思維、創新、人文關懷、道德價值觀和社會責任的人才。

恒管「期望的畢業生特質框架(iGPS)」包括四個層面的素質：智能/思考能力 (i)、共通技能 (G)、個人發展 (P)及投入社群 (S)；iGPS的i也代表學生個人，GPS是全球定位系統的簡稱，寓意恒管的學習經歷可引領學生發展成才和建立可轉移的核心能力。

恒管的學生是有夢想、勤奮及有熱誠的一群。他們積極地為社會帶來正面的改變，不人云亦云，不隨波逐流。作為校長，我全力支持同學的全方位學習，讓他們探索自己的志趣和發揮潛能，實現自己認同的價值。

就讓我們攜手反璞回歸大學教育的本質。

校長
何順文



Purpose 目的

Creating and transferring knowledge, grooming responsible leaders.

開創和傳授知識，培育負責任的領袖。

- 透過「博雅+專業」教育模式，為學生提供全面、轉化及賦權的教育體驗；
- 促進新知，承諾自由探索及負責任治學；及
- 培養具備明辨思維、創新、人文關懷、道德價值觀和社會責任的全球公民與領袖。

Vision 願景

Aspire to be a leading private liberal-arts-oriented university in the region, recognised for excellence in teaching, learning and research, serving and advancing our society and the world.

致力成為區內具領導地位並以博雅教育為主導的私立大學；並透過卓越的教學、研究及服務和推動社會與世界發展，獲得認同。

Missions 使命

- To provide students with an all-round transformational and empowering educational experience through its “Liberal + Professional” education model;
- To advance knowledge and to be committed to free enquiry and responsible scholarship; and
- To nurture responsible global citizens and leaders with critical thinking, innovative minds, caring attitude, moral values and social responsibility.

Motto 校訓

Erudition and Perseverance
博學篤行

Core Values 核心價值

Mutual Trust 互信
Value-addedness 增值
Innovativeness 創新
Caring Attitude 關懷
Responsibility 責任



Hang Seng Management College (HSMC) follows the footsteps of its successful predecessor, Hang Seng School of Commerce (HSSC) which was founded in 1980 with funding from the S H Ho Foundation, several Hang Seng Bank founding directors, and Hang Seng Bank Limited. From 1980 to 2009, HSSC was a pioneering and leading provider of post-secondary programmes in business and related areas.

Self-financed institutions are often more flexible and can bring in more programmes and teaching innovations. In response to the Chief Executive's Policy Address in 2009 which highlighted the growing significance of quality private universities in Hong Kong, HSSC, in 2010, was re-structured into HSMC, a non-profit private university-level college registered under the Post Secondary Colleges Ordinance (Cap 320) to offer bachelor's and above degree programmes in diversified disciplines.

Aspiring to be a top quality and leading non-profit private university, HSMC plays a unique and substantial role in the higher education sector in Hong Kong. HSMC has five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation) with a student population of around 5,000 and 200 full-time academic staff members.

HSMC currently offers 16 four-year bachelor's (Honours) degree programmes, namely, Business Administration (with concentrations in Accounting, Banking and Finance, and Marketing), Corporate Governance, Financial Analysis, Management, Journalism and Communication (with concentrations in Business Journalism and Corporate Communication), Convergent Media and Communication Technology, Actuarial Studies and Insurance, Data Science and Business Intelligence, Management Science and Information Management, Supply Chain Management, Applied and Human-Centred Computing, Asian Studies, Chinese, Cultural and Creative Industries, English, and Translation with Business, together with the College's first master's

degree programme — MA in Translation (Business and Legal). Many of these programmes are unique and the first of its kind in the region. All programmes were accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) and recognised by the Hong Kong Special Administrative Region Government.

恒生管理學院（恒管）繼往開來，秉承恒生商學書院（恒商）的辦學傳統。恒商創校於1980年，以何善衡慈善基金會、恒生銀行若干創辦股東及恒生銀行慷慨捐出之基金開始運作。從1980年至2009年，恒商的文憑與副學士學位課程在學界及商界甚具口碑，成績斐然。

自資院校制度較自由靈活，可帶來更優化和創新的課程內容和教學模式。香港行政長官於2009年度的施政報告指出，自資高等教育乃香港教育服務中重要一環，具發展空間。有見及此，恒商於2010年改組成恒管，根據《專上學院條例》（第320章）註冊為認可專上學院，並提供多元化本科及以上的學位課程。

矢志成為一所優質具領導地位的非牟利私立大學，恒管在香港高等教育界扮演著一個獨特和重要的角色。恒管由五個學院組成（包括商學院、傳播學院、決策科學學院、人文社會科學學院和翻譯學院），現有約5,000名全日制學生及約200名全職教師。

恒管現提供16個四年制榮譽學士學位課程，包括工商管理（設有三項專修範疇：會計學、銀行及金融學和市場學）、企業管治、金融分析、管理學、新聞及傳播（設有兩項專修範疇：商業新聞及企業傳訊）、融合媒體及傳播科技、精算及保險、數據科學及商業智能學、管理科學與資訊管理、供應鏈管理、應用及人本計算學、亞洲研究、中文、文化及創意產業、英國語文和商務翻譯；另學院亦提供首個碩士學位課程——翻譯文學碩士（商務與法律）。部分課程為全港首創。所有課程均獲香港學術及職業資歷評審局（HKCAAVQ）審批認可及香港特別行政區政府承認。

The HSMC “Liberal + Professional” Education Model 恒管「博雅 + 專業」教育模式

HSMC identifies quality teaching and students' all-round development as its highest priorities. It adopts the “Liberal + Professional” education model incorporating the “iGPS desired graduate attributes” framework (wherein i = Intellectual Competence, G = Generic Skills, P = Personal Development, and S = Social Engagement). HSMC is committed to the transformative power of this educational model that facilitates the realisation of the individual's full potentials.

“Liberal” means a broad-based and cross-disciplinary approach to connect knowledge domains, think and solve problems. The College believes that the purpose of undergraduate education is not solely for acquiring more knowledge and a better job prospect after graduation, but also for cultivating students' personal values, interests and transferrable core competencies, preparing them to become well-rounded responsible individuals who can handle future work and life challenges confidently, with a commitment to acting for the betterment of the society.

“Professional” means that although HSMC's educational approach is broad-based and cross-disciplinary, many HSMC's degree programmes have a professional orientation which aims at equipping students with the relevant knowledge and skills to enter into particular professions, as most college graduates in Hong Kong seek a full-time job right after their first degree.

HSMC adopts as many liberal arts education features as possible in its education process. These distinctive features include:

- A primary focus on undergraduate education;
- A cross-disciplinary Common Core Curriculum;
- Residential Colleges that combine living with learning;
- Interactive small-class teaching;
- Close student-teacher relationships;
- Guidance and mentorship for individual students in and outside classrooms;
- Extensive outreaching and experiential learning opportunities including community services, internships, international exchanges and independent research;
- HSMC scholarships and bursaries amounting to about HK\$10 million per year;
- Exit test requirements ensuring high levels of English and Putonghua language proficiencies; and
- An employment rate of over 90% within four months of graduation.

恒管把優質教學和學生個人全方位發展訂為最優先目標。學院採用獨特的「博雅+專業」教育模式，並配合「iGPS期望的畢業生特質」框架（包括：(i)智能/思考能力、(G)共通技能、(P)個人發展和(S)投入社群）。恒管深信此教育模式之蛻變力量，有助充份發揮個人潛能。

「博雅」是指以廣泛及跨學科的方式連接不同的知識領域、思考和解決問題。學院認為，本科教育的目的不僅是為了獲得更多知識以及在畢業後有更好的工作前景，亦是為了培養學生的個人價值觀、志趣和可轉移的核心能力，讓他們作好裝備，成為全面和負責任的人，能夠自信地處理未來工作和生活中的挑戰，並對改善社會有所承擔。

「專業」是指雖然恒管的教育模式是廣泛及跨學科，鑑於大多數香港的大學畢業生都在獲得學士學位後尋找全職工作，因此很多恒管的學位課程都是專業導向，旨在裝備學生，讓他們具備特定專業的相關知識和技能。

恒管在其教育過程中採用很多博雅教育的特色。這些特色包括：

- 以本科教育為主；
- 跨學科共同核心科目；
- 住宿式書院制度，結合生活與學習；
- 互動小班教學；
- 緊密的師生關係；
- 教師在課堂內外予以個別學生悉心指導；
- 廣泛的外展和體驗式學習機會，包括社區服務、實習、國際交流和獨立研究；
- 恒管獎學金及助學金每年金額超過1,000萬港元；
- 確保良好英語及普通話語文能力的畢業出關試；及
- 約90%畢業生在畢業後首四個月內就業。

Desired Graduate Attributes: iGPS

期望的畢業生特質：iGPS

The College aims to nurture students to possess the following “desired graduate attributes: iGPS”:

1. Intellectual Competence (i): have a solid foundation in chosen academic disciplines, and the ability to think critically, to solve problems analytically, and to engage in life-long learning.
2. Generic Skills (G): have developed skills in:
 - languages in both English and Chinese (Cantonese and Putonghua);
 - use of information technology and data analysis;
 - interpersonal communication;
 - teamwork and leadership.
3. Personal Development (P): have self-awareness character, ethical values, emotion management, personal effectiveness and work attitude.
4. Social Engagement (S): have the willingness to serve the community and a commitment to acting for the betterment of the society.

The acronym iGPS also carries the symbolic meaning of “i” and the “GPS”; with “i” referring to the individual student and “GPS” taking on the metaphor of “Global Positioning System” which can guide the development of the student through the diverse educational experience at HSMC.

恒管旨在培養學生具備以下「期望的畢業生特質：iGPS」：

1. 智能/思考能力 (i)：在相關學科上建構堅固的知識基礎，具備能力作明辨思考，分析性解決問題，並投入終身學習。
2. 共通技能 (G)：
 - 語文，包括英語與中文（廣東話及普通話）
 - 資訊科技和數據分析
 - 人際溝通
 - 團隊合作和領導才能
3. 個人發展 (P)：具備自我認知、品格、道德價值觀、情緒管理、個人效能及工作態度。
4. 投入社群 (S)：具有服務社群的意願，有改進社會的承擔。

iGPS的i也代表學生個人，GPS是全球定位系統的簡稱，寓意恒管的多元學習經歷可引領學生發展成才。



Recognitions and Awards 認可及獎項

With the concerted efforts of the College community, there have been a number of important achievements.

In recent years, HSMC was the only institution in Hong Kong obtaining the ISO 9001 Certification in Quality Management System (QMS) on its degree programmes, as well as a full score of 5.0 in the CSR Index assessment on the College, both by the Hong Kong Quality Assurance Agency.

From 2014 to 2017, HSMC has secured HK\$111 million for 92 projects from different external funding schemes/bodies, including but not limited to the Research Grants Council (RGC) Competitive Funding Schemes, the Central Policy Unit's Public Policy Research (PPR) Funding Scheme and the Education Bureau's Quality Enhancement Support Scheme (QESS). Since 2014/15, HSMC has received the highest amount of the four-year cumulative funding and the highest number of funded research projects from the RGC among all the local self-financed degree-granting institutions in Hong Kong. Integrating academic research with teaching is one of its important academic development goals.

HSMC was the first higher education institution in Hong Kong to receive the highest platinum recognition for its new buildings from the Hong Kong Green Building Council, with its extensive bamboo planting and use of bamboo building materials and furniture. The College is also establishing itself as "Junzi University", and this reflects its commitment to ethics and sustainable development.

Final "Platinum" rating (BEAM Plus V1.1 for new buildings)

- S H Ho Academic Building (Block A)
- Sports and Amenities Centre (Block B)
- Lee Quo Wei Academic Building (Block D)

Final "Platinum" rating (BEAM Plus V1.2 for new buildings)

- HSMC Jockey Club Residential Colleges



S H Ho Academic Building
何善衡教學大樓



Sports and Amenities Centre
康樂活動中心



Lee Quo Wei Academic Building
利國偉教學大樓

結合學院全人的努力，恒管近年有不少重要的成就。

近年，恒管是唯一一間院校的學位課程獲香港品質保證局頒發ISO9001品質管理體系認證，學院亦在該局的「社會企業責任指數」評核獲得滿分「5」的卓越成績。

由2014年至2017年，學院獲不同的外資計劃或機構撥款共約1億1,100萬港元，資助進行92項教研項目。資助計劃包括但不限於研究資助局（研資局）的「競逐研究資助計劃」、中央政策組的「公共政策研究資助計劃」及教育局的「質素提升支援計劃」。自2014/15年度，以研資局撥款計算，恒管所獲的四年累計資助金額及研究項目總數為全港自資院校之冠。融合學術研究與教學是恒管學術發展的一大目標。

恒管為本港首間高等院校獲香港綠色建築議會頒發新建築物最高級別的鉑金認證，校園大量種植竹子與使用竹的建築材料與傢具。學院亦致力成為一所「君子大學」，充份體現在道德及可持續發展方面的承擔。

「綠建環評」「新建建築最終評估鉑金級」認證（1.1版）

- 何善衡教學大樓（A座）
- 康樂活動中心（B座）
- 利國偉教學大樓（D座）

「綠建環評」「新建建築最終評估鉑金級」認證（1.2版）

- 恒管賽馬會住宿書院

Undergraduate Curriculum Structure

本科生課程結構

HSMC adopts a four-year curriculum for all bachelor's degree programmes. All students admitted in 2014/15 and after will be enrolled under the new Undergraduate Curriculum Structure.

The Undergraduate Curriculum Structure comprises three components: Major Studies, Common Core Requirement, and Free Electives. The total number of modules varies across individual programmes in view of their uniqueness.

Apart from the Major Studies, students are required to take at least 15 modules, under the Common Core Requirement, on General Education, Languages, and Quantitative Methods and IT. This structure aims to enhance students' generic skills and broaden their intellectual horizons. Students of some major programmes can choose to pursue a minor programme.

恒管所有學士學位課程為四年制，2014/15年度起錄取的全部學生均會按新本科生課程結構就讀。

新本科生課程結構分為三部分：主修科目、共通核心科目及選修科目。由於不同主修課程本質有別，各課程需要修讀的單元總數會有所差異。

除主修科目外，學生必須修讀共通核心科目下最少15個單元，包括通識教育、語文、計量方法及資訊科技。新結構旨在提高學生基礎核心能力，拓寬其學術視野。部分主修課程學生可選修「副修」課程。

For Degree Programmes Offered in 2014/15 and Thereafter

在2014/15年及以後開辦的學位課程

Study Areas 學習範圍	Number of Modules (Credits) 科目數量(學分)	% of Curriculum 佔課程的百分比
A. Major Studies 主修科目 ⁺ Including at least two common Business modules 包括最少兩個共通商管科目	19 (57) - 25 (75)*	47.5% - 62.5%
B. Common Core Requirement 共通核心科目	15 (45) - 16 (48)	37.5% - 40%
(i) General Education 通識教育	7 (21)	17.5%
(ii) Languages 語文 - English 英文 - Chinese 中文	3 (9) 3 (9)	15%
(iii) Quantitative Methods and IT 計量方法及資訊科技 [#]	2(6) - 3 (9)	5% - 7.5%
C. Free Electives 選修科目	0 (0) - 6 (18)	0% - 15%
Total 總數	Minimum 最少40 (120)	100%

⁺ Unless specially approved, non-business programmes students should include at least two specified business/management-related modules from: 除非經特別批准，非商管課程學生需最少修讀以下兩個指定商管相關科目：

- BUS1001/MGT1001 Introduction to Business 商學導論
- BUS1002/MGT1002 Principles of Management 管理學原理
- ECO1000 Principles of Economics 經濟學原理

^{*} Recommended to be 20 to 22 modules (60 to 66 credits) 建議為20至22科目 (60至66學分)

[#] Unless specially approved, all programmes should include at least one module in quantitative methods and one module in IT skills. 除非經特別批准，最少修讀一個計量方法單元及一個資訊科技單元。

In order to graduate, students also need to fulfil the following requirements:
學生還需達到以下要求，方可畢業：

- Language Competency Exit Test for English and Putonghua
英語及普通話語文能力測試
- Information Technology Proficiency Test
資訊科技水平測試
- Community Services, Extra-curricular Activities and Physical Activities
社區服務、課外活動及體育活動

Professor Bradley R BARNES
Dean, School of Business
商學院院長



As a Business School, we are devoted to providing quality business education by our commitment to follow HSMC's "Liberal + Professional" approach to learning. Liberal, as we aim to nurture innovative young people, through offering a broad base curriculum that provides student exposure both within their discipline and across the liberal arts. Professional, in terms of distilling our strong links with industry, commerce and professions in order for students to become responsible citizens and well-equipped to enter the knowledge-based workplace and society.

We aspire to offer one of the finest student experiences in business education in Hong Kong. The quality of our programmes is proven by the many awards won by our students in various competitions, as well as the many compliments provided by different employers. The School offers a range of undergraduate programmes that are delivered by faculty across four departments. A new MSc in Entrepreneurial Management will be available in 2018/19 and the School will continue to innovate and seek to offer new programmes in-line with the demands of industry and students.

Departments 學系

Accountancy 會計學系

Economics and Finance 經濟及金融學系

Management 管理學系

Marketing 市場學系

商學院一直秉持「博雅+專業」的教學模式，為同學提供高質素的商學教育。在「博雅」教育方針下，我們旨在培育具創意的年青人，學生在廣泛學習下獲取不同範疇的知識。我們亦依循「專業」教學理念，與工商業界緊密聯繫，令學生能在知識型經濟社會中成為負責任的公民。

本學院致力為學生提供最優質的商學教育。學生在眾多比賽中均有傑出表現，而僱主亦對我們的畢業生有高度評價，此項成果進一步證明商學院的課程質素。我們現正開辦四個學士學位課程，亦將於2018/19學年開辦創業管理理學碩士課程，並繼續致力開發更多配合市場及學生需求的新課程。

Programmes 課程

BBA (Honours) 工商管理（榮譽）學士
Concentrations in 專修範疇
– Accounting 會計學
– Banking and Finance 銀行及金融學
– Marketing 市場學

BBA (Honours) in Corporate Governance
企業管治工商管理（榮譽）學士

BBA (Honours) in Financial Analysis
金融分析工商管理（榮譽）學士

BBA (Honours) in Management
管理學工商管理（榮譽）學士

Bachelor of Business Administration (Honours) (BBA)

工商管理（榮譽）學士

- Accounting Concentration(BBA-ACC)
- Banking and Finance Concentration (BBA-BAF)
- Marketing Concentration (BBA-MKT)
- 會計學專修
- 銀行及金融學專修
- 市場學專修

The Bachelor of Business Administration (Honours) is a four-year integrated business programme. Students are required to complete at least 40 modules, including 15 modules in Common Core Curriculum, 10 modules in Business Core, 12 modules in Concentration area, and three free elective modules. The programme features three Concentrations of study, namely Accounting, Banking and Finance, and Marketing. Students can choose one of the three Concentrations to attain specialised and professional knowledge.

Our graduates have maintained a competitive advantage in both business and service sectors, which include accounting, finance, banking, marketing, and other professions.

工商管理（榮譽）學士學位課程為四年制。同學在四年內須最少修讀40個單元，其中包括15個共同核心單元、10個商學核心單元、12個專修單元及三個選修單元。課程最大特色為設有三大專修範疇，分別是會計學、銀行及金融學和市場學，同學可於二年級下學期選取其一，修讀有關的專修單元以獲取專業知識。

本課程的畢業生主要從事與工商管理有關的工作，如會計界、金融財務界及市場推廣界皆具備出眾的優勢。

Career Prospects

就業前景

Accounting Concentration 會計學專修	Banking and Finance Concentration 銀行及金融學專修	Marketing Concentration 市場學專修
<ul style="list-style-type: none"> → Accounting Officer II 二級會計主任 → Assistant Assessor 助理評說主任 → Audit Associate 審計助理 → Compliance Officer 合規主任 	<ul style="list-style-type: none"> → Executive Trainee in Corporate Lending Department of Banks 銀行企業貸款部見習主任 → Financial Planner 財務策劃師 → Fund Manager Trainee 見習基金經理 → Junior Financial Data Analyst 初級財務數據分析員 	<ul style="list-style-type: none"> → Advertising Account Executive 廣告客戶主任 → Event Coordinator 市場活動統籌主任 → Marketing Executive Trainee 見習市場行政人員 → Social Media Marketing Assistant 社交媒體市場助理

Recent Graduates 近年的畢業生



LAI Tat Shing, Rex
2014 BBA-ACC Graduate
Founder of iMasteRoom



TO Man Tik, Dickson
2012 BBA-BAF Graduate
Senior Relationship Manager at DBS Hong Kong



TAI Wang Ngai, Gabriel
2016 BBA-MKT Graduate
Enrolment in Master of Social Science in Global Political Economy, The Chinese University of Hong Kong



NG Kit Tung, Adriel
2014 BBA-ACC Graduate
Senior Associate at PwC



LEUNG Tsz Kei, Karen
2016 BBA-BAF Graduate
Analyst at Barclays Bank PLC



POON Tin Wai, David
2016 BBA-MKT Graduate
Management Trainee at Hopewell Holdings Limited

Bachelor of Business Administration (Honours) in Corporate Governance (BBA-CG)

企業管治工商管理（榮譽）學士

The programme aims at providing students with knowledge in corporate governance and compliance. Graduates are capable of pursuing career as corporate governance professionals such as company secretaries and compliance officers, and performing the advisory roles to the board of directors on corporate governance issues.

Upon completion of the programme, graduates would have developed an understanding of the laws and regulations in corporate governance and recognised the best practices for the purpose of regulatory compliance. Moreover, it is expected that they can identify the roles and responsibilities of corporate officers and perform with a sense of ethicality and professionalism.

The programme has been accredited by the Hong Kong Institute of Chartered Secretaries (HKICS) and graduates are exempted from four papers (out

of eight in total) under the International Qualifying Scheme (IQS) examination.

Moreover, the programme is also accredited by the Association of Chartered Certified Accountants (ACCA) and CPA Australia. Graduates may choose to pursue accountancy professional qualification by taking the respective examination and obtain exemptions from the relevant papers based on the modules completed in the programme.

本課程旨在讓學生掌握企業管治與合規知識。畢業生可成為企業管治專才，如公司秘書或合規專員；能就改善企業管治向公司董事會提供專業意見。

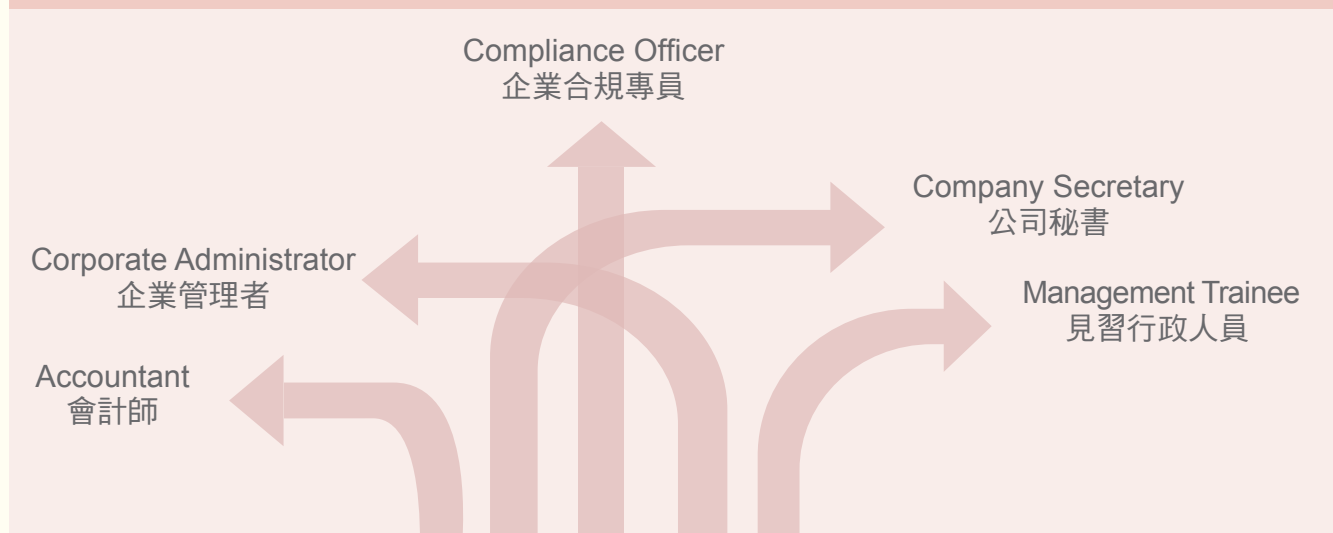
修畢本課程後，畢業生應能全面理解企業管治相關法規，熟識最佳規管準則，能夠融匯運用各項知識，協助董事會改善管治，有效實施合規制度。此外，畢業生還能清楚釐定管理人員的角色與責任，秉持職業操守，履行專業職責。

本課程已獲香港特許秘書公會(HKICS)認可，畢業生可於國際專業知識評審考試(IQS)共八份考卷中豁免其中四份考卷，有助畢業生更快成為市場上不可或缺的管治專才。

此外，本課程亦獲特許公認會計師公會(ACCA)及澳洲會計師公會(CPA Australia) 認可，畢業生可獲豁免相關考卷，同時考取會計師專業資格。



Career Prospects 就業前景



Bachelor of Business Administration (Honours) in Financial Analysis (BBA-FA)

金融分析工商管理（榮譽）學士

The Financial Analysis programme within the BBA (Honours) degree aims to equip students with the core financial analytical skills to become effective investment professionals. The Programme is built on the foundation of a Financial Analyst role, and closely follows the core competencies of the Chartered Financial Analyst (CFA) Programme Candidate Body of Knowledge™. The BBA in financial analysis programme is predominately investment focused, enabling graduates to seek employment in the financial services industry, take professional qualification examinations, such as the CFA charter, and to pursue a higher level degree. The appeal of this programme is that while the BBA aspect is more of a generalist designation, students also have a specialisation in the financial analysis topics covered in the CFA curriculum. The programme is not only suitable for those who have a keen interest in the finance and investment industry and want to develop a career being an analyst, but also for students who are interested in a general business management career. The programme is recognised by CFA Institute.

本課程旨在培育學生掌握金融分析知識和技能，為有志成為投資專才的學生作準備。課程特點是建立學生在各商業領域所需要的知識和技能，同時發展學生的金融分析能力。課程內容參照「特許金融分析師(CFA)課程考生知識體系」設計，並且與特許金融分析師考試課程相近。課程以投資知識和技能為重點，使畢業生能夠投身金融服務行業，並能考取專業資格。課程為特許金融分析師協會認可。

Career Prospects 就業前景

- ➔ Financial Analyst
金融分析師
- ➔ Equity Analyst
股票分析師
- ➔ Investment and Financial Planning
投資和財務策劃



Financial Trading Laboratory 金融交易實驗室

Bachelor of Business Administration (Honours) in Management (BBA-MGT)

管理學工商管理（榮譽）學士

The Bachelor of Business Administration (Honours) in Management programme pledges to provide a first-rate study scheme in management. Designed to offer a broad-based and all-round education to our students, we aim at strengthening their professional business knowledge as well as various soft skills such as analytical skills, leadership skills and inter-personal skills.

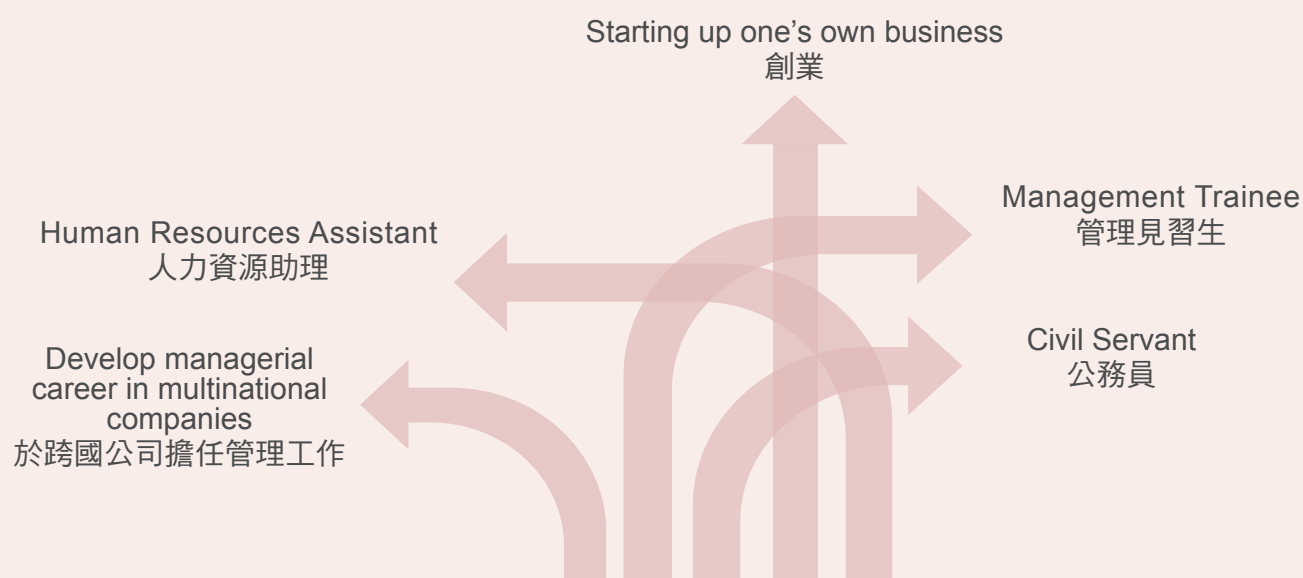
The BBA-MGT programme is internationally recognised and accredited by the Chartered Professional in Human Resources Canada and granted exemptions from the CPHR National Knowledge Examination in Canada.

管理學工商管理（榮譽）學士課程矢志為學生提供優良的管理學教育及全人教育；在鞏固商業知識的同時，更著重培育各種軟技能，例如分析能力、領導能力和人際技巧。

管理學工商管理學士課程已獲取國際專業組織加拿大特許人力資源專業學會認可，並豁免加拿大專業知識評審考試。



Career Prospects 就業前景



Professor TSO Hung, Scarlet
Dean, School of Communication
傳播學院院長
曹虹教授



The School of Communication offers two bachelor's degree programmes at the moment, including Bachelor of Journalism and Communication (Honours) and Bachelor of Arts (Honours) in Convergent Media and Communication Technology. To meet the growing demand for professionals in Business Journalism and Corporate Communication, the School offers a Bachelor of Journalism and Communication (Honours) (BJC) programme which provides students with not only specialised knowledge and training in journalism and communication with a business-orientation, but also a broad-based general education to help develop the various aspects of their lives.

With the rapid advancement in information and communication technology and the emergence of new media, the process of media convergence is constantly reshaping the way we live and work. Our Bachelor of Arts (Honours) in Convergent Media and Communication Technology (CMCT) is a programme which combines the basic principles of communication with knowledge of the latest network technology so that our graduates will be able to work effectively in the evolving new media environment.

The School of Communication has invested heavily in many state-of-the-art facilities to give students plenty of hands-on experience. They include SCOM TV Studio, TV Lab, Radio Broadcasting Studio, Radio Broadcast Training Centre, Multimedia Training Centre, Non-linear Editing Room and Media

and Communication Lab. We have renowned international scholars as well as seasoned media professionals in our faculty. Our aim is to provide our students with not just knowledge and skills but to develop their creative and critical thinking, life-long learning abilities, and an international outlook as well so that they can become competent professionals and leaders in their industry.

傳播學院目前提供新聞及傳播（榮譽）學士學位及融合媒體及傳播科技（榮譽）文學士學位等兩項課程。為配合市場上對商業財經新聞及企業傳訊專業人才的渴求，傳播學院提供新聞及傳播與商業結合的學士學位課程，涵蓋新聞及傳播教育、商業教育與通識教育三大元素，讓同學在專業領域層面上獲得全方位的培訓和發展。

隨著傳播科技的發展，新媒體的出現把信息傳播、電腦技術和媒體內容加以融合，對我們的日常生活及工作引起極大變化。傳播學院所提供的融合媒體及傳播科技（榮譽）文學士學位課程，結合傳統傳播知識及現今電腦科技，使同學在數碼年代能更得心應手地工作。

傳播學院投放價值千萬元的先進設備，包括傳播學院電視錄影廠、實驗電視廊、電台廣播錄音室、廣播培訓中心、非線性（影音）剪接室、多媒體培訓中心和媒體及傳播實驗室。憑藉強大的學術團隊和頂級的設施，我們致力培育學生掌握兩文三語，以及具備國際視野、分析能力、創意思維及批判能力。畢業生能秉持終身學習的精神，成為業界的領導專才。

Bachelor of Journalism and Communication (Honours) (BJC) 新聞及傳播（榮譽）學士

The Bachelor of Journalism and Communication (Honours) programme aims to provide students with specialised knowledge in journalism and communication with a strong business orientation. The programme aims to equip students with professional knowledge for their personal and professional career development, and further studies on a foundation of business and general education to meet both local and regional demands in Greater China and in the global context.

The four-year degree programme strives to make our students the best media practitioners and the most adaptive professionals by providing them with a broad spectrum of knowledge and enhancing their ability of comprehension from different perspectives. Students will also be given professional internship opportunities during the summer holidays to work in various reputable news agencies, radio stations, commercial institutions, advertising agencies and public relations companies, both local and overseas.



新聞及傳播（榮譽）學士學位課程旨在培育具備商業財經知識的新聞和企業傳訊專才，在商業及通識教育基礎上，提供新聞和傳播專業訓練，為學生個人和事業發展以及專業進修作好裝備，以迎合本地、大中華地區以至全球的需求。

新聞及企業傳訊行業走在社會尖端，瞬息萬變，為切合行業需要，四年制的學位課程涵蓋廣博而深入的專業培訓，著重提升多角度思維及理解能力，培育能緊貼時代脈動的行業專才。為了讓學生汲取實際工作經驗，增加日後在職場的競爭力，學生於暑假期間有機會獲安排到本地或海外的新聞、商業、廣告和公關等機構實習。

Career Prospects 就業前景

With a Business Journalism Concentration 專修商業新聞		With a Corporate Communication Concentration 專修企業傳訊	
→ Reporter 記者	→ Producer 製作人員	→ Customer Service Representative 客戶服務代表	→ Researcher 研究員
→ Editor 編輯	→ Researcher 研究員	→ Marketing Executive 市場推廣主任	→ Public Relations Executive 公關主任
→ Translator 翻譯	→ News Analyst 新聞分析員	→ Overseas Sales Executive 海外業務主管	→ Corporate Communication Executive 企業傳訊主任
→ Network Anchor 網絡主播	→ Press Relations Officer 新聞公關主任		

Bachelor of Arts (Honours) in Convergent Media and Communication Technology (BA-CMCT)

融合媒體及傳播科技（榮譽）文學士

The Bachelor of Arts (Honours) in Convergent Media and Communication Technology (BA-CMCT) programme aims to provide students with a quality inter-disciplinary education that offers a unique blend of media theory and practice in association with communication technology, so as to nurture professional and versatile talents to confidently face challenges and opportunities in the rapidly developing digital media and communication industry.

Based on a unique “Liberal + Professional” education model, BA-CMCT is a four-year bachelor’s degree programme which requires students to complete a total of 120 credits from a well-balanced curriculum. Valuable learning opportunities are also provided for students to gain on-the-job training experience through taking “internship” as an elective module in the summer of Year 3, allowing them to apply what they have learnt in classroom and put theory into practice at the workplace of various media and communication organisations.



為配合日新月異的科技發展及數碼媒體的變遷，社會極需要具備專業技能、多元才能及靈活變通的人才。融合媒體及傳播科技(榮譽)文學士課程旨在結合媒體理論及傳播科技的實用技能，提供優質的跨學科教育，增強學生知識水平以應付資訊澎湃的數碼年代。



融合媒體及傳播科技課程以恒管獨特的「博雅+專業」教育模式為本，設計了一個全面的四年制課程。為了讓學生能學以致用，本課程包含了「實習」選修科目。三年級學生將有機會在暑期到各大傳播媒體機構實習，把課堂所學的知識在現實工作加以實踐，提高學生在職場的競爭力。

Career Prospects 就業前景

- ➔ Media Content Developer
媒體內容發展專員
- ➔ Digital Media System and Network Administrator
數位媒體系統及網絡管理員
- ➔ Videographer
攝錄影製作人

- ➔ Multimedia Journalist
多媒體新聞工作者
- ➔ Web and Graphics Designer
網頁及圖像設計師
- ➔ Media, Communication and Technology Engagement Strategist
媒體傳播及科技運用策略師

- ➔ Media Production Officer
多媒體製作主任
- ➔ Media Project Coordinator
媒體項目管理專員
- ➔ Social Media Promotion Specialist
社交媒體推廣專員

Professor LEUNG Chi Kin, Lawrence
Dean, School of Decision Sciences
決策科學學院院長
梁志堅教授



The School of Decision Sciences educates students on how complex business decisions are made using techniques rooted in mathematics and statistics, and on how technology transforms our world to be a global supply network of products and services. Students also learn how to manage and use information in the Internet era, and to solve computing problems with a human-centred focus.

Today, global markets and resource supplies are integrated. People and businesses are integrated. And decisions are integrated as well. Our School's programmes address such integrations.

We emphasise a balance between the breadth of knowledge, the depth of understanding of problems in the curriculum, and the practice to validate these concepts and theories. Our School values innovations, creativity, insightful thinking and entrepreneurial spirit.

Our goal is to equip students with a solid analytical background and a mind-set grounded on contemporary and regional issues. We prepare them for taking on leadership roles in business and managerial decision making.

All undergraduate programmes of our School are eligible under the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP) of the

HKSAR Government starting from 2018/19 academic year. This affirms that our programmes are nurturing talents to meet Hong Kong's social and economic needs.

決策科學學院著重教導學生如何運用數學及統計學的分析技能作出複雜的商業決定，以及認識科技如何為全球提供產品及服務供應網絡。此外，學生亦會學習掌握如何在互聯網時代管理和運用資訊，並且從以人為本的角度解決問題。

現今社會瞬息萬變，在全球化的環境下，市場需求、資源供應和各種商業決策息息相關，對行業的領導地位和整體競爭力有著密切的影響。我們的課程綜合最先進的專業知識和技術，同時加強學生對世界的認識，讓他們能夠靈活實踐所學，迎接挑戰。

我們除了傳授廣博的知識，還教導學生深入理解問題，藉著實踐驗證所學的概念和理論。學院重視創新、創意、具洞察力的思維及企業家精神。

我們致力培養學生具備良好的分析能力、與時並進的思維、對香港及華南地區本土元素的理解，為他們成為具領導能力的決策者作好準備。

由2018/19學年起，學院開辦的所有學士學位課程均被納入香港特別行政區政府的指定專業/界別課程資助計劃，為香港培育切合社會及經濟需要的人才。

Departments 學系	Programmes 課程
Computing 電子計算系	BA (Honours) in Applied and Human-Centred Computing 應用及人本計算學（榮譽）文學士
Mathematics and Statistics 數學及統計學系	BSC (Honours) in Actuarial Studies and Insurance 精算及保險（榮譽）理學士 BSC (Honours) in Data Science and Business Intelligence 數據科學及商業智能學（榮譽）理學士
Supply Chain and Information Management 供應鏈及資訊管理學系	Bachelor of Management Science and Information Management (Honours) 管理科學與資訊管理（榮譽）學士 BBA (Honours) in Supply Chain Management 供應鏈管理工商管理（榮譽）學士

Bachelor of Arts (Honours) in Applied and Human-Centred Computing (BA-AHCC)

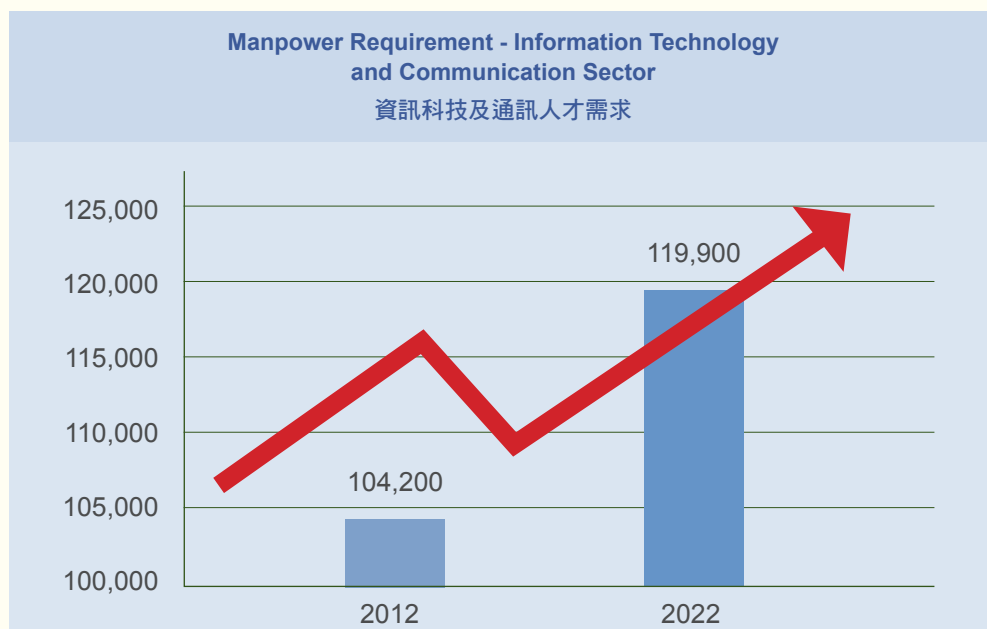
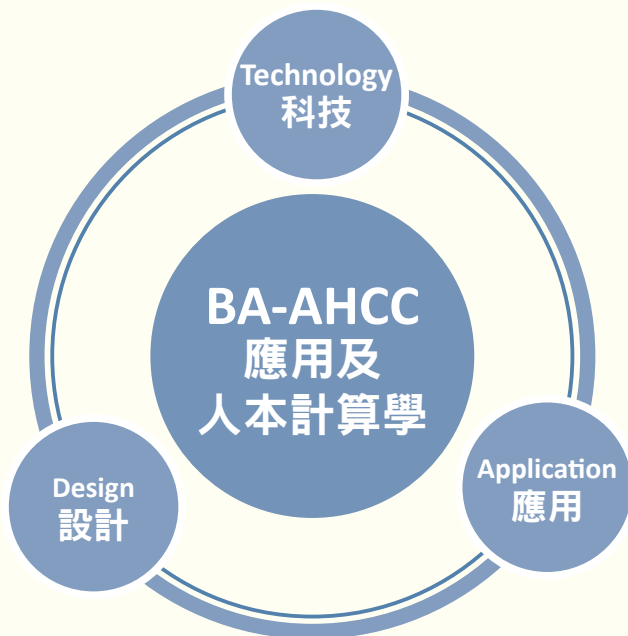
應用及人本計算學（榮譽）文學士

BA-AHCC is an applied computing programme which emphasises programming skills and practical work. Students will receive solid IT training and learn about problem solving skills with a human-centred focus which could give their solutions a competitive edge. The programme is therefore multi-disciplinary, spanning courses in computing, arts, humanities and business.

Graduates are expected to have a lot of career opportunities as the demand of IT talents have been increasing fast and expected to grow continuously. Great opportunities await you!

應用及人本計算學是一個為學生提供編寫程式及資訊科技培訓的應用課程。課程強調實用的編程技巧，並培養學生在計算機科學、藝術、人文和商業等多個領域的知識，使學生懂得如何從以人為本的角度開發出美觀實用並具競爭優勢的軟件。

資訊科技人才的需求快速增長，學生畢業後可獲多方面的就業機會。



Bachelor of Science (Honours) in Actuarial Studies and Insurance (BSC-AIN)

精算及保險（榮譽）理學士

As the hub of actuarial science education in Asia, Hong Kong has been a cradle of actuarial talents. They play a vital role in supporting the local insurance industry. In light of the rapid growth of the insurance industry, there is a strong demand for professionals in the back office. The Bachelor of Science (Honours) in Actuarial Studies and Insurance programme is designed to prepare students for their future career, and bring in new blood to the insurance profession.

The programme contains both theoretical and practical elements. Through the programme, students will learn actuarial skills including mathematical models, statistics, business and computing knowledge, so that they can render support in the product development process and help ensure the financial stability of insurance companies. In addition, students will explore different types of insurance products, such as life, medical and health, property

and liability, travel, and motor; and be equipped with practical knowledge of the industry. Such professional knowledge and skills are indispensable for them to join the back office of the insurance industry.

香港作為區內精算教育樞紐，多年來培養不少人才，他們在保險專業擔當重任。保險業迅速發展，需要大量專才負責後勤支援，精算及保險（榮譽）理學士課程旨在協助學生投身保險專業，為行業注入新血。

課程糅合理論與實務，教授學生精算知識，包括數學模型、統計、商業與電腦等，讓他們懂得如何為保險公司設計及分析產品，確保公司保持財政穩健。此外，學生亦能接觸各類保險產品，包括人壽保險、醫療保險、財產意外險、旅遊保險、汽車保險等，並學習相關實務知識。這些專業知識和技巧均為保險業後勤工作不可或缺的部分。



Career Prospects 就業前景

→ Product Manager
產品經理

→ Actuary
精算師

→ Risk Analyst
風險分析師

→ Distribution Officer
分銷主任

→ Underwriter
核保主任

→ Insurance Administrator
保險行政主任

→ Claims Officer
理賠主任

Bachelor of Science (Honours) in Data Science and Business Intelligence (BSC-DSBI)

數據科學及商業智能學（榮譽）理學士

In this data-driven world, every organisation needs to deal with data. The ability to generate predictive insights and new product innovations with advanced analytical tools and algorithms is of increasing importance. There is an increasing demand for “data scientists” and “business intelligence professionals” to analyse and manage the ever-growing volume of business data. The Bachelor of Science (Honours) in Data Science and Business Intelligence is the first degree programme in Hong Kong to integrate “Data Science” and “Business Intelligence” with a comprehensive business education to answer market needs.



現今社會各行各業都需要處理大量商業數據。運用數學、統計學及計算機科學的分析技能，協助機構作出準確的商業預測及生產創新產品，已變得愈來愈重要。各行業對「數據科學家」和「商業智能專業人員」的需求日益增長，期望他們能夠分析和不斷增長的商業數據。數據科學及商業智能學（榮譽）理學士課程為全港首創，融合「數據科學」及「商業智能學」兩大領域的知識，並提供全面的商學教育，以回應市場的需求。



Career Prospects 就業前景

- Data Scientist/Analyst
數據科學家/分析師
- Financial Analyst
金融分析師
- Statistician
統計師
- Business Intelligence Professional
商業智能專才
- Market Researcher
市場研究員

Bachelor of Management Science and Information Management (Honours) (BMSIM)

管理科學與資訊管理（榮譽）學士

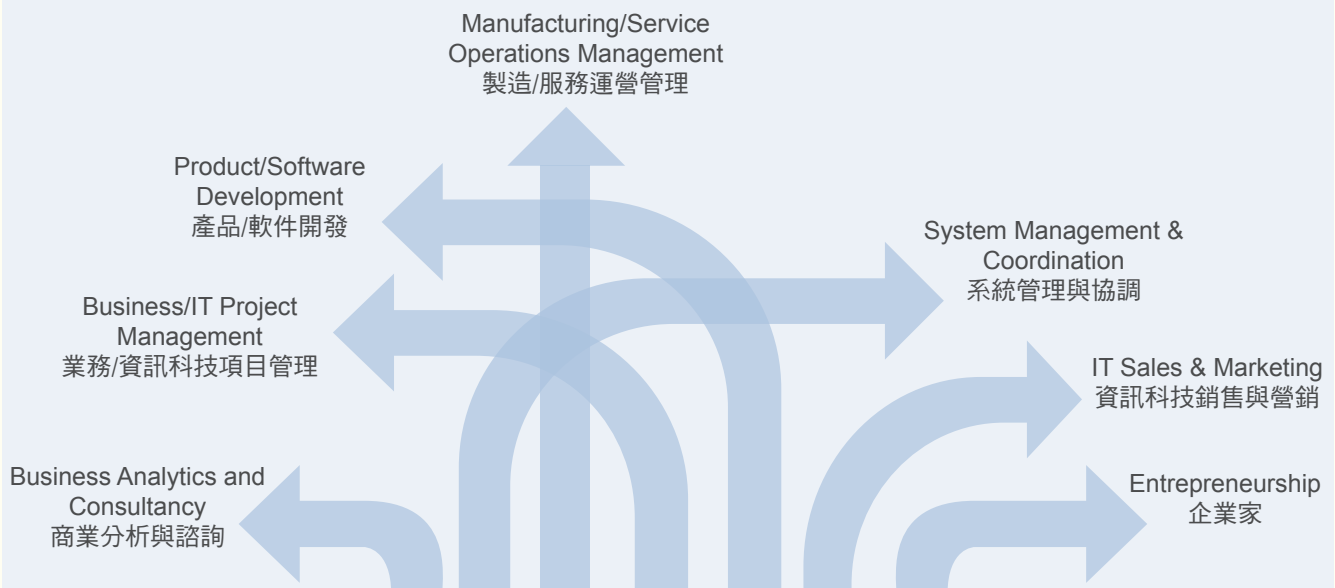
To satisfy the demand for increasing success rate of product and service innovation, it is important for corporations to possess efficient business and improve their productivity. In other words, corporations can utilise their resources effectively. To fulfil their needs, HSMC has launched the Bachelor of Management Science and Information Management (Honours) programme to nurture business students who are talented in both management science (MS) and information management (IM).

BMSIM is Hong Kong's first undergraduate programme that integrates the three key areas: Business, MS and IM. BMSIM graduates can apply knowledge of quantitative and qualitative methods, as well as specialised and technical skills to business decision making. Graduates may obtain professional certifications, such as Certified Associate in Project Management from the Project Management Institute and Six Sigma Quality Management Certification.

為切合產品和服務創新的需求，高效的業務和提升生產力對企業至為重要。換句話說，企業要有效運用資源。有見及此，恒管推出管理科學與資訊管理（榮譽）學士學位課程，培育精通管理科學與資訊管理的商管學生。此課程是香港首個結合三大知識領域範疇的項目，包括商業管理、管理科學及資訊管理。完成課程後，學生能掌握並運用定量分析技巧及相關理論，以及有助作出商業決策的專業、科技和創新的知識。畢業生可考取專業證書，如項目管理協會授予的項目管理證書和六標準差的管理證書。



Career Prospects 就業前景



Bachelor of Business Administration (Honours) in Supply Chain Management (BBA-SCM)

供應鏈管理工商管理（榮譽）學士

Industry demand for new supply chain talent has been growing rapidly, as advanced supply chain management is crucial for companies to stay competitive in the current complex, dynamic and globalised business environment. To fill the gap between the demand and availability of supply chain professionals in Hong Kong, Mainland China and Asia, HSMC has launched the Bachelor of Business Administration (Honours) in Supply Chain Management Programme since 2010. BBA-SCM programme students will learn solid SCM and transport/logistics, business and general education knowledge as well as apply advanced concepts and analytic techniques and develop professional skills in SCM. This programme stands out compared to other highly rated programmes for different reasons such as expert professors, state-of-the-art learning resources, recognition by professional bodies, internship opportunities, student overseas exchange opportunities, strong government and industry support, and good career placement.

Our graduates are well-received by companies in different sectors and are working in various areas of supply chain management, such as logistics, merchandising, customer services, quality management, retailing and project management.

As the demand for professionals in the field of aviation is also increasing, a new stream in Air Transport will be offered in 2017/18. This new stream will fulfil the needs for university graduates with professional skills in air transport management.

於競爭激烈的全球市場，先進的供應鏈管理對於企業十分重要。為滿足香港、中國內地及亞洲市場對於供應鏈人才的高需求，學院於2010年開辦供應鏈管理工商管理（榮譽）學士課程。通過此課程，學生可學習到最新理論、分析技巧及供應鏈及運輸/物流管理的專業知識。供應鏈管理課程的優點包括專業的教授團隊、一流的實驗室、專業協會認可、實習工作經驗、學界與業界大力支持、學生海外交流機會及良好就業前景。

我們的畢業生廣受業界歡迎，並獲行內不同領域的公司僱用，工作範疇涵蓋物流、採購、客戶服務、品質管理、零售及項目管理。

鑑於對航空界專業人才的需求不斷增加，於2017/18學年將增設一門航空運輸專修組別，培養具備航空運輸管理技能的大學畢業生，以應市場所需。





Professor LUK Yun Tong, Thomas
Dean, School of Humanities
and Social Science
人文社會科學學院院長
陸潤棠教授

We are living in the era of post-humanism, where academic boundaries across disciplines are being de-territorialised. The departments of the School of Humanities and Social Science at present (Chinese, English and Social Science) offer broad-based courses, leading to an all-round development of students, and an integration of arts, society and technology. To pursue further this end, courses in the departments have been undergoing changes accordingly and Learning Programme Accreditation for the two new programmes, namely Asian Studies and Applied and Human-Centred Computing was completed and approved in October 2015 and new intakes were admitted in September 2016. Another new programme, Cultural and Creative Industries, has been accredited and had its first intake of students in September 2017. With the transfer of Applied and Human-Centred Computing programme to the School of Decision Sciences in August 2017, the School provides four degree programmes, namely BA (Hons) in English programme, BA (Hons) in Chinese programme, BSS (Hons) in Asian Studies programme and BA (Hons) in Cultural and Creative Industries programme.

現今社會已進入後人文學科年代，學科之間的界線逐漸褪色，繼而糅合成為跨學科的學術領域。人文社會科學學院結合中英語文及社會科學，全面啟發學生的潛能，邁向人文與科技結合的目標。為此，學院兩項全新課程：亞洲研究以及應用及人本計算學已於2015年10月完成「課程評審」，並於2016年9月開辦。而另一項全新課程——文化與創意產業亦已通過「課程評審」，已於2017年9月開辦。應用及人本計算學課程於2017年8月正式轉移至決策科學學院後，人文社會科學學院會提供四項學位課程——英國語文（榮譽）學士、中文（榮譽）文學士、亞洲研究（榮譽）社會科學學士以及文化及創意產業（榮譽）文學士。



Departments 學系	Programmes 課程
Chinese 中文系	BA (Honours) in Chinese 中文（榮譽）文學士
English 英文系	BA (Honours) in English 英國語文（榮譽）學士
Social Science 社會科學系	BA (Honours) in Cultural and Creative Industries 文化及創意產業（榮譽）文學士 BSS (Honours) in Asian Studies 亞洲研究（榮譽）社會科學學士

Bachelor of Arts (Honours) in Cultural and Creative Industries (BA-CCI)

文化及創意產業 (榮譽) 文學士

The Bachelor of Arts (Honours) in Cultural and Creative Industries programme adopts a diverse range of approaches towards understanding and analysing the industries while immersing students in the discipline through design or production of cultural and creative related products, services and businesses with local, Greater China and global perspectives. The programme encourages students to explore the meaning of culture and creativity in the ever-changing business and management contexts of industries. It will equip students with the business skills and management expertise required of business leaders and entrepreneurs in the era of creative and knowledge-based economy.

The programme, with an integrative, multi-disciplinary and cognate curriculum, is unique in the sense that it aims to address the cognate issues of the creative sector as a whole rather than specific industries or individual disciplines, thus enabling students to apply their knowledge in whatever industries they may engage later in their career and unleash their potentials to tie in with the sector's development trend.

With a variety of approaches and comprehensive training, students will have exposure to different subjects, methodologies and concepts in their study. They will receive training for language proficiency and communication competence under a business foundation, and acquire comprehensive knowledge in the development and operation of cultural and creative industries from inter-disciplinary perspectives.

The programme attaches great importance to field experience and interaction. Students will have the opportunity to engage in different industries in the cultural and creative sector through exchange, placement and internship programmes. The programme will build collaborative partnerships with cultural and creative industry companies, associations and institutions for more diverse student learning, research and practice opportunities.



文化及創意產業 (榮譽) 文學士課程採用多元化教學方式，讓學生從本土、大中華和世界視野以及透過設計和製作文化創意產品，了解和分析文化及創意產業。課程鼓勵學生於瞬息萬變的商業環境和行業管理範圍，探索文化和創意的意義。學生亦可從中學習商業技巧和管理專門知識，讓他們在創新與知識型經濟年代，擔當業務領導和企業家。

課程採用綜合、跨學科和認知授課模式，以整體文化及創意產業作為綜合學科，教授可應用於各個文創界別的专业知識和理論，而非聚焦個別業界或科目，培養學生多方面的潛能，配合業界發展趨勢。

課程利用多樣形式和全面培訓，讓學生涉獵不同學科的理論、概念及治學方法；同時以商業知識為基礎，接受語言能力和溝通技巧培訓。他們更可從跨學科視野，加深認識文化及創意產業的發展及運作。

課程著重實踐與互動，學生有機會通過行業不同界別的交流活動及實習計劃，學以致用。課程亦會透過跟文化和創意產業相關機構和協會建立的緊密夥伴關係，促進學生的學習、研究和實習機會。



Bachelor of Arts (Honours) in English (BA-ENG)

英國語文（榮譽）學士

The Bachelor of Arts (Honours) in English programme helps students build a sound knowledge base in English literature and linguistics as well as develop strong language and cultural awareness essential for an increasingly globalised world and economy. The programme covers a rich and diverse range of topics aiming to broaden students' horizons intellectually and personally. The integration of Business Studies modules in the curriculum also makes it unique with both academic and practical relevance.

Graduates with knowledge of English and Business would be extremely well-placed to take advantage

of the huge increases in demand for graduates in business and related fields. Besides having good career prospects in the education field, graduates also have a wide range of career options.

英國語文（榮譽）學士學位課程致力為學生建立穩健的英國文學及語言學根基，以應對全球化大趨勢。課程涵蓋範疇豐富，學習單元亦包括企業概論等商學知識，實用與學術集於一身，讓學生擴闊視野。

擁有英語和商務知識的畢業生，工作上可享優勢。畢業生除了在教育領域擁有良好的事業前景，職業選擇也多元化。



Career Prospects 就業前景		
Communications 傳播業	Marketing, Finance and Banking 市場營銷、金融及銀行業	Others 其他
<ul style="list-style-type: none">→ Public Relations 公共關係→ Corporate Communications 企業傳訊→ Media Relations 媒體關係→ Project Management 項目管理→ Copywriting 撰稿→ Patent Writing 專利撰寫→ Reporting 新聞報導→ Editing and Publishing 編輯及出版	<ul style="list-style-type: none">→ Management 管理→ Advertising 廣告創作→ Customer Service 顧客服務→ Marketing 市場營銷→ Market Research 市場調查	<ul style="list-style-type: none">→ Civil Service 公務員→ Language and Cultural Consultancy 語言和文化顧問→ Education 教育

Bachelor of Arts (Honours) in Chinese (BA-CHI) 中文（榮譽）文學士

The Bachelor of Arts (Honours) in Chinese programme aims to provide academic and professional training for students to master all areas of Chinese knowledge, including but not limited to literature, cultural knowledge and theories, as well as the use of Chinese. Students are expected to apply such knowledge to the workplace and academic research. The programme has three major distinctive features:

1. It incorporates business modules into a diversified programme that includes not only modules on the major studies, but also modules of general education and Common Core Curriculum modules. Students can broaden their horizons and also acquire knowledge of business.
2. It emphasises the training of Putonghua and writing, so that students can pursue a career that requires such skills after graduation.
3. It offers a credit-bearing module on internship that requires skills obtained from other pragmatic modules. Through internship, students can experience the work environment and perform duties of the position they assume in a selected profession. As such, they can be better prepared shall they pursue the same profession after graduation.

The programme particularly emphasises on moral education and independent thinking. Its design holds fast to the principle of promoting moral cultivation and lifelong learning, with which students will become a responsible citizen and can contribute to society.

Upon graduation, students can further their studies or pursue a career related to education, cultural undertaking, public administration, multimedia and public relations.



中文（榮譽）文學士課程旨在為學生提供學術及實務專業訓練，讓學生掌握文學及文化知識和理論，培養優秀的語文能力，並將有關知識應用於工作實務或學術研究。本課程有三大特色：

1. 除中文專業單元、通識教育及共同核心課程單元外，更包括商學教育單元，期望有助學生拓展商學知識，擴闊視野。
2. 著重普通話及寫作訓練，學生畢業後從事相關行業，皆能揮灑自如，學以致用。
3. 帶學分選修實習單元，配合實務單元，讓學生早日了解職場情況，充實學養，為投身社會作好準備。

本課程尤其重視品德教育，啟發及培養學生獨立思考能力，貫徹敦品勵學的理念，使學生勇於承擔社會責任，將所學貢獻社會。

學生畢業後可選擇升學，亦能勝任教育、文化事業、公共行政、傳播媒介以及公關等行業的工作。



Bachelor of Social Sciences (Honours) in Asian Studies (BSS-AS)

亞洲研究（榮譽）社會科學學士

The Bachelor of Social Sciences (Honours) in Asian Studies programme is designed to provide students with a solid understanding of the transformation of Asia and the associated complexities through a multi-disciplinary approach. It also seeks to develop students' critical thinking and communication skills, and to foster their appreciation and respect of cultural diversity. Students will learn to explore and examine Asia's metamorphosis from social, political, economic, cultural and historical perspectives. Topics include International Relations, Governance in Asia, Regional Economy Integration, Transformation of Asian Societies and Cultures.

The programme also emphasises overseas learning experience including exchange programmes, summer field trips, service learning and internship in Asia. Students will receive Asian language training in Korean and Japanese, which prepares them to work in a multi-cultural environment.

With the growing importance of Asian region in international context, BSS-AS graduates will be well-placed for employment in a wide range of fields, including business, social services, culture, corporate management, administration in public and private sectors, media and education (Postgraduate Diploma in Education required).



亞洲研究（榮譽）社會科學學士課程旨在以多學科模式培訓對亞洲及周邊地區有深入認識，並具國際視野的亞洲研究專才。

課程有助學生發展批判思維和溝通技巧，從而欣賞及尊重文化差異。學生也可從社會、政治、經濟、文化及歷史角度，發掘和研究亞洲的轉變。科目包括國際關係、亞洲管治狀況、地區經濟融合，以及亞洲的社會及文化轉型。

課程亦為學生提供學術交流計劃、暑期考察團、服務學習活動、工作實習等在亞洲區的海外交流機會。課程提供韓語及日語培訓，以便為他們將來在多元文化環境下工作做好準備。

隨着亞洲地區在國際社會的角色日趨重要，本課程的畢業生可於不同範疇發展所長，例如商業、社會服務、文化事業、企業管理、公私營機構行政、傳媒工作及教育界（須修讀學位教師教育文憑課程）。



Dr CHAN Kar Yan, Shelby
Acting Dean, School of Translation
 翻譯學院署理院長
 陳嘉恩博士



Now seven years in the running, the School has become increasingly confident of our curriculum, teachers and students. We train not only translators and business executives, but also thoughtful individuals and high-calibre professionals. We can envision our students, after four years of intensive and all-around training, becoming successful translators, interpreters, editors, business executives and public relations officers of the highest calibre.

The School has a new simultaneous interpreting classroom housed in the S H Ho Academic Building. It is set up as a real-life conference room equipped with state-of-the-art interpreting facilities.

學院已有七年歷史，我們對師生及課程充滿自信。學院栽培翻譯及商務行政精英，使他們不但掌握專業知識，而且富有思考力，更能發揮關懷社會、服務大眾之精神。我深信同學經過四年深入和全面的學習，定必可成為筆譯、口譯、編輯、商務行政及公共關係各領域的頂尖人才，成就自我。

何善衡教學大樓特設即時傳譯教室，配有先進的口譯設備，為同學提供模擬真實的會議環境，口譯教學更上一層樓。

Programmes 課程

Bachelor of Translation with Business (Honours)
 商務翻譯（榮譽）學士

MA in Translation (Business and Legal)
 翻譯文學碩士(商務與法律)



Bachelor of Translation with Business (Honours) (BTB)

商務翻譯（榮譽）學士

The Bachelor of Translation with Business (Honours) programme is the first of its kind in Hong Kong. It is new, exciting, and keeps pace with market developments.

The curriculum provides our students with four years of intensive training in translation and interpreting, as well as in business skills, general education and Chinese and English languages (the so-called bi-literacy and tri-lingualism).

We offer quality teaching. We have experienced professors and we also have young professors. Most of them have PhD degrees. Our teaching is lively and interesting. We are committed to small-class instruction, with no more than 25 students in a class. As each student is given individual attention, we are able to create an unparalleled environment of intimacy, interaction and participation in our classrooms.



商務翻譯（榮譽）學士學位課程開創本港商務翻譯教育先河，提供四年筆譯及口譯的深入培訓，兼重中英兩文三語、商務技能及通識教育。課程新穎吸引，緊貼市場脈搏，啟發學生思維，編排嚴謹靈活，堪稱全港較為完善的翻譯學位課程。

本課程提供優質教學，各科由經驗豐富的教授及年輕學者執教，教師大多擁有博士學位。授課生動有趣，實行小班教學，每班25人為限，師生關係密切，充份照顧每位同學的需要。課堂互動多變，同學積極投入，一般的翻譯課程無法比擬。

Career Prospects 就業前景



Master of Arts in Translation (Business and Legal) (MATBL)

翻譯文學碩士（商務與法律）

The first of its kind in Hong Kong, the MA in Translation (Business and Legal) (MATBL) is meticulously designed to combine 'business' and 'law' in an advanced programme to meet the growing demand for language services professionals in the business and legal sectors in Hong Kong and the Greater China region. Through core modules, comprehensive electives and practical training in our state-of-the-art laboratories, students will be taught to master the theories and skills of the subject and grasp the essential knowledge of the language services industry in major Chinese-speaking communities.

The programme covers four major areas of study:

1. Knowledge in Business and Law,
2. Language and Linguistics in Business and Law,
3. Translation in Business and Law, and
4. Professionalism.

The core modules are designed to provide students with essential knowledge and skills for reviewing and translating business and legal texts. The elective modules provide students with specific knowledge and skills in writing, translating and interpreting in business and legal contexts. Students will take four core modules and four to five elective modules (a total of 27 credits) to complete the programme.

翻譯文學碩士(商務與法律)課程為全港首個結合商務、法律及翻譯三大元素的碩士課程。內容涵蓋商務與法律寫作、口筆譯理論與技巧，亦包含商業與法律知識、電腦翻譯工具運用和華語區翻譯產業知識等。

課程內容涵蓋四個主要學習範疇：

1. 商務與法律知識、
2. 商務與法律語言、
3. 商務與法律翻譯，及
4. 翻譯專業知識。

主修科目教授審閱及翻譯商務與法律文本的知識與技巧；選修科目進一步提升同學撰寫、翻譯及傳譯商務與法律文本的專業知識與技巧。同學須修畢四個主修科目及四至五個選修科目（合共27學分）以完成課程。



HSMC College-Wide Research Theme and School Strategic Research Areas

恒管主題研究領域及各學院的策略性研究領域

Research is one of the central components in enhancing our teaching and learning quality. High impact applied research also benefits society while elevating our reputation. At HSMC, we value a research culture that is collaborative, interdisciplinary and with outreach to the community. Our research mission is to generate applicable knowledge that contributes to teaching enhancement and the development of society.

The College has adopted “Corporate Sustainability, Social Responsibility and Innovations” as one of the College-wide research themes. The College has been actively involved in research and projects related to the College theme. At School level, each School, based on its own academic discipline, has also identified its strategic research areas.

學術研究是優化教學質素不可或缺的一環，而具影響力的應用研究亦可造福社會及提升恒管的聲譽，因此，恒管一直著重培養校內的合作、跨學科及延伸的研究文化。恒管的研究使命是希望藉著學術研究，開拓嶄新應用知識，從而促進教學發展及社會進步。

恒管以「企業可持續發展、社會責任及創新」作為學院的一項主題研究領域。恒管以及學術人員積極從事有關研究項目。另外，各學院亦按照其學術範疇，制訂學院的策略研究領域。

Research Projects

研究項目

The College has been awarded HK\$21.88 million from the Research Grants Council (RGC) for 25 projects under the RGC's Faculty Development Scheme, Institutional Development Scheme and Inter-institutional Development Scheme in 2017/18. With the RGC funding support, the College has established two research institutes/centres to promote and support research conducted across the College: Deep Learning Research and Application Centre and Research Institute for Business. The third RGC-funded research centre, named Centre for Greater China Studies, was established in 2018 to serve as a platform for inter-disciplinary research in humanities and social sciences.

Our academic faculties have participated in a wide range of externally funded research projects. As of September 2017, HSMC has secured HK\$90.6 million from different external funding schemes/bodies for 91 projects over the past four years.

恒管於2017/18年度，獲得研究資助局(研資局)撥款2,188萬港元，資助進行25項研究項目。透過研資局的資助，恒管成立了兩間研究所/中心，包括深度學習研究與應用中心及商學研究所，協助推動及支持學院的研究工作。第三間由研資局資助的研究中心於2018年成立，名為大中華研究中心，作為人文及社會科學的跨學科研究平台。

恒管學術人員積極參與校外資助研究項目。截至2017年9月共四年內，學院獲不同資助計劃或機構撥款約共9,060萬港元，資助進行91項教研項目。



Research Centres and Institutes at HSMC

恒管研究中心及研究所

Deep Learning Research and Application Centre

The Deep Learning Research and Application Centre provides a computing environment for deep learning which can be applied to different fields like commerce, communication technology, translation, decision-making, and humanities and social science.

Centre for Greater China Studies

The Centre for Greater China Studies aims to enhance inter-disciplinary research which highlights the rise of China and its impact on the rest of the world. It has two major objectives – to serve as a research platform that formulates and promotes Greater China studies at HSMC; and to facilitate academic exchange and co-operation among scholars based overseas and at home.

The Centre will focus on four key areas: to facilitate research on the Belt and Road Initiative and the Big Bay Area Development; to encourage research on interactions between China and the rest of the world, and accompanying problems that may occur; to promote digital research methods and apply related knowledge to the field of Greater China studies; and to set up a “Greater China Research Network” website which will be used to engage in various types of academic activities and online publication.

Policy Research Institute of Global Supply Chain

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

Research Institute for Business

The Research Institute for Business aims to provide support and coordinate research efforts in business research so that HSMC can advance the understanding of business practice with a focus of local relevance. It targets to enhance HSMC's research capability in business. The Institute has established two facilities: Computer-Assisted Telephone Interviewing Centre and Behavioural Laboratory.

Virtual Reality Centre

The Virtual Reality Centre aims to support research activities through virtual reality technologies for education and various industrial sectors. The Centre is equipped with Cave Automatic Virtual Environment (CAVE)-based interactive and immersive virtual reality system in its Virtual Reality and Big Data Analytics Laboratory. The Centre applies virtual reality and augmented reality technologies and big data visualisation and analysis to various disciplines through the virtual reality systems and simulation tools.

深度學習研究與應用中心

深度學習研究與應用中心提供及推廣深度學習計算平台，從而應用到商業、傳播科技、翻譯、決策以至人文學科範疇。

大中華研究中心

成立大中華研究中心，旨在增強有關中國崛起及其對世界影響的跨領域研究。中心的兩大目標是一作為研究平台以規劃及促進恒管的大中華研究；同時推動國內外學者的學術交流與合作。

中心的四大工作重點分別為：推動一帶一路與粵港澳大灣區發展的研究；鼓勵探討中國與其他國家互動及相關問題研究；倡導數碼研究法，並將相關知識應用於大中華研究；以及建立「大中華研究網」，舉行各種學術活動與從事網路出版事宜。

全球供應鏈管理政策研究所

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

商學研究所

商學研究所致力支援及協調恒管的商學研究工作，推進對本地商業運作的認識，並提升恒管在商學的研究能力。商學研究所成立了電腦輔助電話調查中心和行為實驗室，支援學院的商學研究工作。

虛擬實境中心

虛擬實境中心旨在支持於教育和各行業的虛擬實境研究及應用。中心的「虛擬實境及大數據分析研究實驗室」所建構的沉浸式虛擬實境模擬系統，可以把虛擬實境和擴增實境技術應用到不同領域的項目，同時可進行精密的多維度大數據研究，提供卓越的三維互動學習平台。

Exchange Programmes 交換計劃



HSMC offers student exchange programmes with different international tertiary institutions. Students can take these valuable opportunities to broaden their horizons and gain international exposure. HSMC has established over 50 partnerships with various educational institutions in Asia, Europe and North America, such as Fudan University (School of Journalism), China; Aichi Shukutoku University, Japan; Hanyang University, Republic of Korea; National Taiwan University, Taiwan; HAAGA HELIA University of Applied Sciences, Finland; University of Rouen, France; SRH University Heidelberg, Germany; Amsterdam University of Applied Sciences, the Netherlands; Concordia University, Canada; Gordon College and Whittier College, USA.

恒生管理學院與多間國際高等院校合作，為同學提供不少交換生機會。同學能藉此獲得寶貴經驗，擴闊視野。現時，學院與亞洲、歐洲及北美洲超過50間大學及專上學府建立合作夥伴關係，包括上海復旦大學新聞學院、日本愛知淑德大學、韓國漢陽大學、國立臺灣大學、芬蘭哈格赫利爾應用科學大學、法國魯昂大學、德國海德堡SRH大學、荷蘭阿姆斯特丹應用科學大學、加拿大協和大學、美國高登大學及美國惠蒂爾大學等。

Internship Opportunities 實習機會

Internships provide practical work experience for students and are conducive to sharpening students' workplace skills, contributing to enhancement of their employability. The Career Planning & Development Team of Student Affairs Office (SAO) works closely with employers in an array of sectors to create internship opportunities for HSMC students. In 2016/17, HSMC students participated in diverse internship programmes with over 900 internships offered by more than 230 companies/internship schemes. The internships took place not only locally but also in Mainland China and overseas, covering countries such as Australia, Cambodia, Germany, Indonesia, Japan, Singapore, Thailand, Malaysia, USA and the UK. All the participating students had a smooth adaptation to the new environment during their internship period. Their good attitude and outstanding work performance were highly commended by their employers.

實習計劃讓學生親身體驗工作情況，有利於磨練學生的工作技能，增強他們的就業競爭力。恒管的學生事務處(事業策劃與發展)與不同業界保持密切連繫，為學生開拓實習機會。在2016/17學年，恒管學生參與超過230家公司/實習項目提供的900多個實習職位。除了本地實習，同學亦有機會到中國內地及海外國家擔任暑期實習生，例如澳洲、柬埔寨、德國、印尼、日本、新加坡、泰國、馬來西亞、美國、英國等。即使在異地實習及生活，恒管學生也易於適應環境。他們的良好態度和出色工作表現，備受僱主讚揚。



HSMC Jockey Club Residential Colleges 恒管賽馬會住宿書院

The HSMC Jockey Club Residential Colleges were completed in September 2015 with the generous support from the Hong Kong Jockey Club Charities Trust. With an aim to provide an integrated living and learning environment for the all-round development of students, HSMC adopts a residential college system.

Residential colleges (RC) provide an ideal community for students to engage in self-enhancement, build up their social networks, and nurture themselves with a sense of commitment and self-discipline. The enriching academic and social activities echo the College's "Liberal + Professional" education model and are beneficial to their growth and whole-person development.

Each RC has its distinctive theme: Cultural Diversity for Mosaic College; Healthy Living for Wellness College; Community Service for Amity College; and Sustainability for Evergreen College. Throughout the year, a variety of residential life educational programmes relating to these four themes are organised to broaden students' exposure and strengthen their bonding, ranging from high-table dinners, seminars by social leaders, cultural experience activities, inter-RC competitions, service-learning programmes to sports/leisure courses.

Achieving the BEAM Plus Platinum Rating, RC takes the lead to promote environment conservation and encourage students to develop a green and sustainable campus. One-third of the site is covered by green landscaping, eg, vertical and rooftop gardening. Bamboo, with a faster growth cycle than trees and a more beneficial impact on the ecological environment, is widely used in the landscape design.

HSMC upholds the belief that residential life experience constitutes an important part of co-curricular learning and provides students an invaluable opportunity to live and learn together and prepare themselves for the future.



恒生管理學院賽馬會住宿書院（住宿書院）由香港賽馬會慈善信託基金慷慨捐助興建，於2015年9月落成啟用。恒管採用住宿書院制度，旨在營造一個共住共學的社區，有助學生全方位發展。

住宿書院提供一個理想的社區環境，讓學生尋求自我提升、建立社交網絡、培養責任感和自律能力。住宿書院各類學術及社交活動配合恒管的「博雅 + 專業」教育模式，有助培育學生成長及全人發展。

四個住宿書院主題鮮明，各具特色：博文書院建構多元文化、康活書院提倡健康生活、樂群書院鼓勵學生投入社會服務，綠延書院則推廣可持續發展。為了讓學生擴闊視野，加強彼此聯繫，住宿書院每年均圍繞四大主題舉辦各式各樣的活動，包括高桌晚宴、由各界領袖主持的講座、文化體驗活動、院際比賽、服務研習計劃及運動/興趣班等。

住宿書院榮獲香港綠色建築議會頒發「綠建環評白金級」認證，致力宣揚環境保育、積極鼓勵學生共同締造綠色及可持續發展的校園。住宿書院三分之一面積為園林綠化的建設，如垂直及天台綠化園林設計。由於竹的生長週期較樹木快，對生態環境的影響更為正面，學院因而廣泛應用於校園景觀設計。

恒管深信住宿書院的生活體驗是聯課學習的重要部分，同時可提供寶貴機會，讓學生共住共學，為未來投身社會作好準備。



Student Development and Achievements

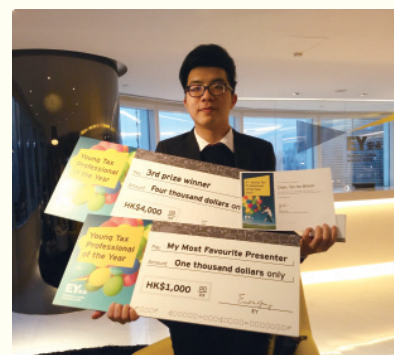
Through different competitions, HSMC students take the opportunities to have academic exchanges, broaden their horizons and sharpen their skills. Excellent results have been achieved in the past few years with various awards received.

恒管學生參加不同賽事，藉此進行學術交流，擴寬視野，提升技巧。過去數年屢獲殊榮，成績驕人。

China Daily Hong Kong Campus Newspaper Awards 2017 中國日報2017校園學報新聞獎

Best in Tech News Reporting – Champion and Second Runner-up
最佳科技新聞報道 — 冠軍及季軍

Best in News Video Reporting – Champion and Second Runner-up
最佳新聞視頻 — 冠軍及季軍



EY's Young Tax Professional of the Year 2017 (Hong Kong) 2017安永年度國際稅務菁英大賽

Second Runner-up and My Most Favourite Presenter
季軍及我最喜愛的演講員

TIHK CTA Tax Debate Competition 2017 全港大專學生稅務辯論比賽2017

Champion and Best Debater
冠軍及最佳辯論員



Young Entrepreneurs Development Council's "Dare to Change Competition" (2017)

青年企業家發展局

《「敢闖·敢創」創業計劃比賽》(2017)

HKSTPC Technopreneur Award 2017 – Golden Award
香港科技園科技企業家獎2017 — 金獎



Hong Kong Creative PR Competition 2017 全港創意公關大賽2017

Best Corporate Communication Planning
最佳傳訊企劃獎



Best Presentation
優秀演譯大獎



17th Consumer Rights Reporting Awards (2017) 第17屆消費權益新聞報道獎 (2017)

Sustainable Consumption Awards
— Campus category - Champion
「可持續消費獎—校園組」— 冠軍

Campus category - Silver Award
「校園組」銀獎



Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) Case Competition 2016 香港運輸物流協會個案比賽2016

Champion
冠軍



CILTHK Final Year Project Award 2016 香港運輸物流協會畢業論文比賽2016

Champion
冠軍



HKICPA QP Exam for Module D (Taxation) 2016 香港會計師公會專業資格課程考試2016 — 單元丁(稅務)

Top Student Award
最佳考生獎



Hang Seng Management College regularly organises academic conferences, seminars and Distinguished Lecture Series, inviting outstanding scholars, business and political leaders from around the world. They share and exchange academic and cultural insights with academic staff and students. HSMC was honoured to have three Nobel Prize laureates among these distinguished speakers, who also paid visits to the campus.

恒管定期舉行學術會議、研討會和傑出學人講座，邀請各地學者、政商領袖蒞臨與師生進行文化及學術交流。眾多傑出講者當中，恒管非常榮幸三位諾貝爾得獎者應邀先後到訪校園並作出分享。

Dr Gao Xingjian, the first speaker of HSMC Distinguished Lecture Series held on 3 November 2015, shared his film *Le Deuil de la Beaute* and had a discussion with Provost Gilbert Fong regarding his creative ideas and critical views on aesthetics. Dr Gao aimed to bring the audience to reflect upon the spirit of art and aesthetics in modern life.

高行健博士於2015年11月3日擔任傑出學人講座系列首位講者，出席由他自編自導的電影《美的葬禮》放映會，並與方梓勳常務副校長一同討論作品的創作靈感及對美的見解。高博士指出作品是對現代美的批判，也是對人文精神的回歸，呼喚下一輪文藝復興，由當今藝術家走出自己的路。



Dr Gao Xingjian
Winner of Nobel Prize in Literature 2000
2000年諾貝爾文學獎得主高行健博士



Professor Ei-ichi Negishi
Winner of Nobel Prize in Chemistry 2010
2010年諾貝爾化學獎得主根岸英一教授

At the “Living and Society - Socio-Environmental Issues and Sustainable Development” seminar held on 30 October 2015, Professor Ei-ichi Negishi gave a speech about the relationship between chemicals and community safety as well as the key to a sustainable society. He shared his motto “To dream a big dream” and encouraged the audience to confront challenges and improve their competitiveness.

「生活與社會 - 社會環境問題與可持續發展」講座於2015年10月30日舉行，根岸英一教授講述化學品與社區安全的關係，以及建立可持續發展社區的關鍵。他分享自己的格言 - 「追求遠大的夢想」，鼓勵聽眾面對挑戰，提升自身的競爭力。

Centred around the theme “Sustainable Development of the Human Society”, Professor Yuan-Tseh Lee explained the evolution of human society through economic, education and scientific perspectives, and examined how humans can collaborate and seek ways for the future at a talk held on 21 April 2015. To achieve sustainability in human’s future, he pointed out that it involves transformation of the whole community, and to move towards a low-carbon society.

講座於2015年4月21日舉行，李遠哲教授以「談人類社會的永續發展」為題，從經濟、教育與科學的角度談人類社會的轉變，深入淺出地探討人類如何通過協作共存，為未來尋找出路。人類社會必須整體轉變，走向低碳社會，才可達致永續發展。



Professor Yuan-Tseh Lee
Winner of Nobel Prize in Chemistry 1986
1986年諾貝爾化學獎得主李遠哲教授

Every year, signature activities are organised to demonstrate the academic and research strengths of HSMC, or to appreciate stakeholders who render valuable support to the College during its development. Through these activities, the College succeeds in building closer ties with industries, professions and opinion leaders, thus extending the networks for furthering its advancement.

每年，恒管舉行多項亮點活動，從中展示學院的學術及研究優勢，又或嘉許為恒管發展給予寶貴支持的持份者。藉著這些活動，學院與不同行業、專業及意見領袖加強聯繫，拓展網絡，協助進一步發展。

Junzi Corporation Survey and HSMC Business Ethics Index 君子企業調查及恒管商業道德指數

The Junzi Corporation Survey, first conducted in 2011, is an annual exercise to gauge the genuine perception of the general public towards business ethics of corporations in Hong Kong, based on the Confucian concept of Junzi (gentlemen) and five virtues, namely benevolence, righteousness, courtesy, wisdom and trust. Organisations which fulfil the selection criteria will be named Junzi corporations. The HSMC Business Ethics Index will be announced annually to gauge the overall level of business ethics in Hong Kong.

一年一度的「君子企業調查」於2011年首次進行。調查根據中國儒家的君子概念，並融合「仁、義、禮、智、信」五德，收集市民對香港企業營商手法的意見。大會按照不同評分準則，給予獲選機構君子企業的名銜。每年亦會公佈「恒管商業道德指數」以衡量香港的整體商業道德水平。



HSMC Business Journalism Awards 恒管商業新聞獎

The HSMC Business Journalism Awards programme, launched in 2017, is the first of its kind initiated by a tertiary institution in Hong Kong to recognise professional journalists who have produced outstanding reporting in business, economic and financial issues. Award-winning entries are selected based on news impact and value, originality and reportorial quality.

「恒管商業新聞獎」是首項由本地大專院校舉辦，藉此表揚在商業、經濟及金融課題製作出色報道的優秀新聞從業員。評選從報道的影響力、新聞性、原創性、質素等多方面予以評分。

HSMC Honorary Fellowship Scheme 恒管「榮譽院士銜計劃」

The HSMC Honorary Fellowship Scheme was established in 2017 to bestow upon eminent individuals who have made significant contributions to support the development of the College and society. The first six honorary fellows are 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.

恒管「榮譽院士銜計劃」於2017年設立，表彰對學院及社會發展作出重大貢獻的傑出人士，首屆六位榮譽院士為：何乃康先生、林秀棠先生、利易海倫女士、梁家強先生、柯清輝博士及孫明揚博士。



Campus and Building Facilities

HSMC has largely completed the Master Campus Expansion Plan which aims at the development of a new campus with state-of-the-art teaching and learning facilities to enhance education quality and all-round student development. HSMC is the only higher education institution to use bamboo material extensively in all its new buildings. S H Ho Academic Building, Sports and Amenities Centre, Lee Quo Wei Academic Building and HSMC Jockey Club Residential Colleges achieved the final Platinum rating, the highest standard awarded by the BEAM Plus Assessment Scheme of the Hong Kong Green Building Council (HKGBC). HSMC is the first among the higher education institutions in Hong Kong

to receive these honours and recognition for its commitment to applying environmental measures in academic buildings, residential halls and facilities.

恒生管理學院已完成大部分校園擴展計劃。計劃旨在發展新校園，建設優質教學設施，從而提升教學質素，鼓勵學生全人發展。恒管是唯一在新大樓廣泛採用竹材料的香港高等教育機構，何善衡教學大樓、康樂活動中心、利國偉教學大樓及恒生管理學院賽馬會住宿書院均獲得香港綠色建築議會「綠建環評」「新建建築最終評估鉑金級」的最高級別認證。恒管是本港首間高等院校獲取是項殊榮；學院在教學大樓、住宿書院和設施上推行環保措施的理念獲得肯定。

- A** S H Ho Academic Building
何善衡教學大樓
- B** Sports and Amenities Centre
康樂活動中心
- C** Wei Lun Plaza
偉倫廣場
- D** Lee Quo Wei Academic Building
利國偉教學大樓
- E** Campus Entrance at Hang Shin Link
行善里校園入口
- F** HSMC Jockey Club Residential Colleges
恒生管理學院賽馬會住宿書院
- M** Academic and Administration Building (Block M)
教學行政大樓 (M座)
- N** Academic and Administration Building (Block N)
教學行政大樓 (N座)



S H Ho Academic Building
何善衡教學大樓



- Café 咖啡閣
- Decision Sciences Technology Laboratory
決策科學科技實驗室
- Financial Trading Laboratory 金融交易實驗室
- Fung Yiu King Hall (a conference hall with simultaneous interpretation facilities)
馮堯敬堂 (會議廳配備即時傳譯設施)
- The Institution for Chinese Language and Culture
中國語言及文化研習所
- Language Centres 語言學習中心
- Library 圖書館
- Student Co-op shop 學生福利合作社
- Virtual Reality and Big Data Analytics Centre
虛擬實境和大數據分析研究中心
- Translation and Interpretation Laboratory
翻譯與傳譯實驗室

Sports and Amenities Centre 康樂活動中心

- Six-lane Indoor Swimming Pool
六條線道全天候室內恆溫泳池
- Dance room 舞蹈室
- Fitness centre 健身室
- Lower rooftop for planting organic vegetables and green rooftop
有機蔬菜種植場，綠化竹林休閒活動空間
- Multi-purpose indoor sports centre
多功能室內體育館
- Two restaurants 兩間餐廳



Wei Lun Plaza 偉倫廣場

- Lam Tai Fai Clock Tower 林大輝鐘樓
- Green courtyard 綠色露天庭院
- Water cascade 流水瀑布



Lee Quo Wei Academic Building 利國偉教學大樓

- 400+ seats Auditorium with extendable facilities for international conferences, exhibitions and performances
一級演藝廳，可容納400多人，供國際會議、展覽及演藝活動之用
- Multi-media Video Editing Laboratory 多媒體培訓中心
- Radio Broadcasting Training Centre 廣播培訓中心



Academic and Administration Building (Block M) 教學行政大樓 (M座)

- SCOM TV Studio 傳播學院電視錄影廠
- SCOM TV Lab 傳播學院實驗電視廊



Academic and Administration Building (Block N) 教學行政大樓 (N座)

- Multi-media Laboratory 多媒體教室
- Radio Broadcasting Studio 電台廣播錄音室



Other Teaching and Learning Facilities

At HSMC, a wide range of facilities have been established to enhance the teaching and learning quality and to support students' learning with diversified resources.

Behavioural Laboratory

The Behavioural Laboratory is a globally-adopted research facility to conduct behavioural research. It supports data collection for researches in different business-related topics, such as consumer behaviour, psychology and behaviour, social psychology, behavioural economics and management. The facility comprises a Group Behavioural Laboratory, an Individual Behavioural Laboratory, a reception area and a control room. The Individual Behavioural Laboratory is an ideal place for conducting in-depth interviews or bargaining experiments. The Group Behavioural Laboratory is designed for focus groups or research on interpersonal communication or team dynamics. The control room is equipped with an advanced video monitoring and recording system and a one-way mirror. Sitting in the Control Room, researchers can control the camera(s) in each laboratory while listening to and watching participants via the mirror or the monitor. The Behavioural Laboratory is a versatile resource to support research that concerns behaviour.

Centre for Teaching and Learning

Established in 2015, the Centre for Teaching and Learning aims at enhancing teaching and learning quality at HSMC. It serves with the purpose of better coordination and concentration of efforts in planning, reviewing, promoting and implementing three areas of work:

1. enhancement of excellence and innovation in teaching and learning;
2. HSMC's common core curriculum; and
3. e-learning, ie, with the effective use of technology in support of teaching and learning and the development of Massive Open Online Courses.

Decision Sciences Technology Laboratory

The Decision Sciences Technology Laboratory aims to facilitate in-class discussions and promote collaborative learning. It is equipped with high performance personal computers, high definition resolution projectors and flip down LCD monitors. Student seats are arranged in groups of seven round tables to facilitate effective discussion and promote co-operative learning in group work. Teachers can change the environment settings of the classroom to different modes to satisfy different needs.

English Language Centre

The English Language Centre (ELC) provides a cozy and relaxing environment for students to engage in English language learning. Through specialised workshops, subject study groups, various learning materials and user-friendly online resources, as well as professional consultations, the ELC helps students improve their English proficiency, so that they are well-equipped with better integrated English skills in reading, writing, listening and speaking. The Centre also encourages engagement with other cultures through on and off-campus events.

恒管設有各式各樣學習設施，協助提升教與學質素，並提供各類資源供學生進修之用，支援他們的學習。

行為實驗室

行為實驗室是全球廣泛應用於行為實驗的研究設施，可以協助收集多個範疇的行為學研究數據，例如消費者行為研究、心理與行為學、社會心理學、行為經濟學和管理學等。實驗室的主要設施包括小組實驗室、個人實驗室、接待處和監控室。個人實驗室適用於進行深入訪談和談判實驗，而小組實驗室則用於觀察焦點小組討論或進行有關人際溝通和組員互動的研究。研究人員不但可從監控室透過單面鏡觀察參與人士的實時動態，亦可利用先進的影音設備觀察和記錄參與者的行為和說話。實驗室是一個多用途的設備，支援恒管有關行為學的各项研究。

教與學發展中心

教與學發展中心於2015年成立，旨在提升恒管的教與學素質。中心在策劃、檢討、促進和推行以下三方面工作時，致力協調和結合力量：

1. 教與學素質和創意提升；
2. 恒管共同核心課程；及
3. 網上學習，即善用科技於教與學，並發展大規模網路公開課程。

決策科學科技實驗室

決策科學科技實驗室提供一個模擬應用、教學及研究環境，促進小組討論和學習。實驗室配備高性能個人電腦、高清投影機及液晶顯示器。學生的座位設計為七座位圓桌模式，方便同學課堂上討論和小組學習。教師可以採用不同模式改變教室的教學環境，滿足不同需要。

英語研習中心

英語研習中心讓學生在輕鬆舒適的環境學習英語。中心舉辦特色工作坊和主題研習小組，製作各式各樣學習材料和簡便易用的網上資源，並提供專業諮詢，藉此協助學生提升英語水平，增強他們讀、寫、聽、講各方面的能力和技巧。中心也透過校園內外的活動，鼓勵學生認識其他文化。

Executive Development Centre

The Executive Development Centre (EDC) offers top-notch executive development programmes and services to support business executives in their life-long continuous education and career development. The EDC's corporate training and management consultancy services cover different areas including leadership, management, marketing, brand building, accounts and finance, compliance, corporate governance, crisis management, social media, data analysis, supply chain management, translation and interpretation. The EDC is a qualified Management Consulting Firm of Efficiency Unit of the HKSAR and is registered with the CFA Institute as an Approved Provider of continuing education programmes for its members.

Financial Trading Laboratory

The Financial Trading Laboratory is designed to bring the activity of the financial markets into the classroom. By creating the dynamic bridge between business theory and practice, it replicates the characteristics of a professional trading room and allows students to gain access to the same market data, analysis, news and real-time resources available to the professional traders in the financial institutions all over the world.

Institute for Chinese Language and Culture

The Institute for Chinese Language and Culture (ICLC) is devoted to the promotion of business ethics and Chinese culture on one hand, and scholarship, moral excellence, and academic exchanges on the other. The ICLC consists of three centres:

1. Putonghua Education and Assessment Centre implements the National Putonghua Proficiency Test (PSC) in collaboration with the State Language and Writing Commission. It helps students enhance their Putonghua abilities to meet international standard, and prepares them for taking the PSC to fulfil the graduation requirement;
2. Centre for Business Ethics and Culture organises talks, international academic conferences and cultural activities; and
3. Chinese Language Centre promotes a high level of Chinese language proficiency by providing multi-media learning resources and academic support.

IT Learning Centre

The IT Learning Centre aims at providing students with the knowledge, practical skills and an understanding of the processes involved in problem-solving using information technology. To ensure that all students are equipped with basic competencies in information technology before graduation, they are required to join the IT Proficiency Programme provided by the Centre. The Centre also provides various intermediate and advanced IT workshops for students who are interested in uplifting their IT knowledge and ability.

Library

The Library, spanning across three floors with a total floor area of 4,000 square metres, was built with the concept of "learning commons". It serves as a hub of knowledge offering a multitude of information resources, facilities and services to support the teaching, learning and research needs of the College community.

企管發展中心

企管發展中心提供頂尖高管培訓項目，協助行政人員持續進修，提升在職場的各種知識及技能。中心的企業培訓及管理諮詢服務涵蓋不同範疇，包括領導才能、管理技巧、市務推廣、建立品牌、會計及財務、合規守則、企業管治、危機處理、社交媒體、數據分析、供應鏈管理、翻譯及傳譯等。中心為香港特別行政區效率促進組認可管理顧問機構及CFA協會認可持續教育培訓機構，可為協會會員開辦持續教育課程。

金融交易實驗室

金融交易實驗室的設施仿照真實的專業交易室，把金融市場運作帶進課堂。學生可取得全球金融機構專業交易員所應用的市場數據、分析報告、訊息和實時資源，從而把業務理論和實際情況結合起來，加深了解。

中國語言及文化研習所

中國語言及文化研習所以宣揚商道與中國文化為主體，旨在培育學生敦品勵學精神及推動學術文化交流。研習所轄下設有三個中心：

1. 普通話培訓測試中心為中國國家語言文字工作委員會認可的普通話水平測試中心，協助學生提升普通話能力至國際認可水平，測試達標以符合學院畢業要求；
2. 商道與文化中心舉辦名人學者講座、國際學術研討會及相關文化活動；及
3. 中文研習中心提供豐富多媒體資訊設施與學習支援，協助學生提高中文水平。

資訊科技學習中心

資訊科技學習中心致力協助學生認識如何利用資訊科技解決問題，以及過程中所涉及的知識和實務。為確保學生畢業前具備相關基本知識，所有學生必須參與中心所提供的資訊科技水平課程。中心亦為有興趣提升資訊科技知識及其運用能力的學生，提供各類中級及進階工作坊。

圖書館

圖書館共三層，佔地4,000平方米，以「學習共享空間」為概念。圖書館透過建構知識庫，為讀者提供豐富資訊、設施及服務，支援學院教學和研究需要。

As a non-profit self-financed higher education institution, HSMC's education system is more flexible than UGC funded institutions, allowing its programmes and teaching models to be more innovative. The College needs the support and donation from the community to reduce students' financial burden and to realise its strategic development.

Hang Seng Management College – Foundation (HSMC – Foundation) is established by HSMC to serve as a platform to engage and connect donors so as to advance its teaching, learning and research priorities. The HSMC – Foundation is managed by a management committee with the duties to ensure safe custody of the funds of HSMC – Foundation and decide its usage. It also plays a role in deepening connection with members of the corporate community, individuals and alumni.

Donors are eligible to become members of HSMC – Foundation. Membership is categorised according to the cumulative sum of donations and can be upgraded based on the amount of cumulative donations.

Donations will be used for:

Campus Development – supporting the campus expansion programme and enhancing students' campus life

Student All-round Development – helping students put their ideas into action via a wide range of student activities and internship opportunities, thus helping them to grow and contribute to the community

Scholarships/Bursaries – rewarding outstanding performance, giving financial support to needy students, and helping attract talented young people to join HSMC

Research – providing resources to conduct impactful research projects that make contributions to the society

Stronger Support Base

Recent years have seen HSMC progress in leaps and bounds in both teaching and research fronts. To maintain its growth momentum, HSMC is looking to enlist the support and help of reliable and generous benefactors. In the light of HSMC's self-financed nature, their generosity is sure to go a long way towards laying a solid foundation in its future development.

Donation can be made by cheque payable to 'Hang Seng Management College – Foundation'. With your generous support, HSMC will achieve the sustainability it needs to grow faster, do better and make a difference in its campus development, student support, academic and teaching quality, research initiatives as well as scholarships and bursaries.

作為一所非牟利自資高等院校，恒管的制度及模式較政府資助院校自由靈活，可採用較為創新的課程和教學模式。恒管的發展有賴社會人士鼎力支持及熱心捐助，用以減輕學生的經濟負擔，推動學院的策略發展。

成立恒生管理學院－基金（恒管－基金），旨在凝聚每位捐贈者的力量，藉以推動恒管教學與研究發展。恒管－基金由基金管理委員會管理，專責監察基金資產獲得妥善保存，並決定其用途。委員會在加強恒管與企業、各界人士及本校校友的聯繫方面，也肩負重任。

會員類別按累計捐助款額而定，可因應款額增加提升會員類別。

Membership of HSMC - Foundation 恒管－基金會員	Cumulative Donation (HK\$) 累計捐款金額（港元）
Life Honorary Chairman 永遠榮譽主席	10,000,000
Honorary Chairman 榮譽主席	5,000,000
Honorary Vice-Chairman 榮譽副主席	1,000,000
Honorary Director 榮譽董事	200,000
Associate Director 聯席董事	100,000
Senior Member 資深會員	50,000
Member 會員	20,000

Donations of HK\$100 or above are eligible to claim for tax deduction in Hong Kong
100港元或以上的捐款可於香港申請稅務扣除

所得捐款將應用於：

- 校園建設 – 支持校園擴建計劃，同時令學生的校園生活更豐盛
- 學生全人發展 – 資助學生活動或提供實習機會，讓他們把理想付諸實行，學生獲益之餘，更可造福社群
- 獎/助學金 – 嘉許表現傑出或資助有經濟困難的學生，並吸引更多優秀人才入讀恒管
- 學術研究 – 提供資源發展具影響力的學術研究項目，為社會作出貢獻

誠邀支持 集腋成裘

恒管近年在教學與研究兩方面發展迅速，有目共睹。為確保得以持續發展，恒管積極聯繫各界有心人支持學院的長遠發展，為未來發展打下穩固基礎。

捐款抬頭請寫上「恒生管理學院－基金」。您的慷慨支持有助恒管加速發展，在校園建設、學生全人發展、學術、教學、研究、獎助學金等範疇，得以精益求精。

Further Information on Giving 查詢捐獻詳情

HSMC – Foundation Secretariat

「恒生管理學院 – 基金」秘書處:

Advancement and Alumni Affairs Office

發展及校友事務處

Tel. 電話: 3963 5169

Fax 傳真: 3963 5276

Email 電郵: foundation@hsmc.edu.hk

Address 地址: Room N405, Block N,
Hang Seng Management College,
Hang Shin Link, Siu Lek Yuen, Shatin,
New Territories, Hong Kong
香港新界沙田小瀝源行善里
恒生管理學院N座N405室





恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

Hang Shin Link, Siu Lek Yuen, Shatin, N.T., Hong Kong 香港新界沙田小瀝源行善里

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Hang Seng Management College is incorporated in Hong Kong with limited liability by guarantee.
恒生管理學院是一間於香港註冊成立之擔保有限公司。

