

# HSMC

## Newsletter 恒管通訊

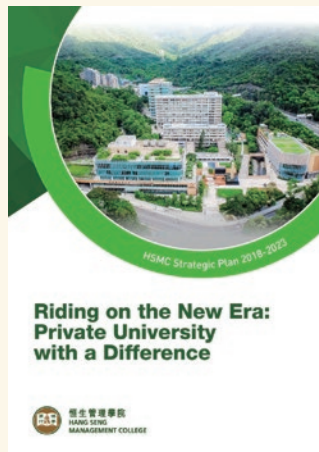
04 • 2018



### HSMC Founders' Day 2018 – President Forum cum Founders' Day Ceremony and Reception 2018 恒管校慶日 – 校長論壇暨校慶日儀式及茶聚



HSMC People – Interview with  
Professor Karl James Fields  
Asian Studies Visiting Scholar  
Department of Social Science  
恒管人 – 社會科學系亞洲研究客座學者  
田立凱教授專訪



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



HSMC People –  
“How Not To Be Yourself” by  
Dr Chan Kar Yan, Shelby  
恒管人 – 「如何不做自己」  
陳嘉恩博士撰文



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

 Hang Seng Management College

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

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## HSMC Founders' Day 2018 – President Forum cum Founders' Day Ceremony and Reception 2018 恒管校慶日 – 校長論壇暨校慶日儀式及茶聚



President Simon Ho and President Jeffrey Lehman (right) shared views.  
何順文校長與雷蒙校長 (右) 分享觀點。



Dr Moses Cheng, Chairman of College Council, delivered his welcome remarks.  
校務委員會主席鄭慕智博士致歡迎詞。



Fruitful exchange of views was made during the question and answer session.  
在答問環節，台上台下積極交換意見。

HSMC organised the President Forum cum Founders' Day Ceremony and Reception to celebrate HSMC's eighth anniversary on 16 March 2018. The events attracted more than 400 guests who joined not only to congratulate the College on its anniversary, but also learn more about liberal arts education model and its future development.

### President Forum

The President Forum provided an excellent opportunity for academics, teachers, policy makers, employers, students, parents and the general public to learn more about the essence of modern liberal arts education as well as the role and future development of private liberal arts institutions in the region.

President Simon S M Ho, together with guest speaker Professor Jeffrey S Lehman, Vice Chancellor of NYU Shanghai and former President of Cornell University, shared their views at the Forum with the theme "The Future of Liberal Arts Education in a Globalised Context".

Dr Moses Cheng, Chairman of HSMC College Council, in his welcome remarks expressed his gratitude to President Lehman for joining the President Forum and highlighted the various achievements of HSMC since its inception in 2010 and introduced the HSMC Strategic Plan 2018-2023.

President Ho, in his speech titled "The Unique Roles of Private Liberal Arts Institutions in the Region", shared with the audience the concepts and values of liberal arts education, characteristics and impact of US liberal arts institutions and the challenges they face, the future of liberal arts education and institutions in the region and how HSMC has positioned itself for the future.

恒管於3月16日舉行「2018校慶日 – 校長論壇暨校慶日儀式及茶聚」，為恒管八週年紀念誌慶。出席活動的嘉賓超過400人，他們不單祝賀學院週年紀念，更藉著參與校長論壇，多了解博雅教育模式及未來發展方向。

### 校長論壇

校長論壇為學者、教師、政策制訂者、僱主、學生、家長及社會大眾提供認識現代博雅教育精髓的良好機會，從中了解私立博雅院校在地區的角色及未來發展。

校長論壇以「全球化環境下博雅教育的未來」為題，恒管校長何順文教授及上海紐約大學常務副校長暨美方校長、前康乃爾大學校長雷蒙教授擔任論壇主講嘉賓，分享看法。

恒管校務委員會主席鄭慕智博士致歡迎詞，感謝雷蒙校長遠道前來參與校長論壇。此外，鄭博士重點介紹恒管2010年成立以來的成就以及「恒管2018-2023策略發展計劃」。

何順文校長以「地區內私立博雅院校的獨特角色」為題作分享，內容包括：博雅教育概念及價值；美式博雅教育的特色、影響及面對的挑戰；區內博雅教育和院校的未來，以及恒管如何為未來發展定位。

President Lehman, in his sharing titled “Higher Education for a Cosmopolitan Age of Smart Machines”, pointed out the traditions of liberal education are, with suitable modifications, exceedingly well suited to ensuring that today’s students develop the knowledge, skills, and virtues they will need to thrive in the decades ahead. He identified five critical qualities which the next generation of young adults, that is, the “i-Generation” should develop during their college years: algorithmic thinking, critical analysis, creativity, social perceptiveness and the ability to persuade.

### Founders' Day Ceremony

A launching ceremony was held for three new research and learning centres of HSMC: Wu Jieh Yee Centre for Innovation and Entrepreneurship, Institute for Youth Sustainability Leadership and Centre for Greater China Studies. The establishment of these new centres demonstrates the College’s proactiveness to tie in with current social and economic developments, and to provide more research and learning resources for teachers and students.

Souvenirs were presented to two recent donors for the generous support to the College. Presentation of three major scholarships was held to recognise students’ outstanding performance.

HSMC Founders’ Day Ceremony concluded with a toast. Ms Rose Lee, Chairman of the Board of Governors, expressed her gratitude to donors in her thank-you note and wish the College every success in its mission to become “a private university with a difference”.

雷蒙校長的演詞主題是「智能年代的高等教育」，他指出把博雅教育的傳統元素予以調整後，博雅教育仍非常切合學生需要，確保他們能獲取未來發展所需的知識、技巧和德行。此外，雷蒙校長點出新世代年輕人，即資訊世代須於學院時期發展的五大重要個人特質：算法思維、批判思維、創意、社會洞察力及說服力。

### 校慶日儀式

恒管於校慶日為三所新成立的研習中心舉行啟動儀式，包括伍黎宜創新及創業中心、青年可持續發展領袖研習所及大中華研究中心，充份體現學院緊貼社會及經濟發展，同時為師生提供更多教研資源。

為答謝慷慨支持，恒管向兩位近期捐款人致送紀念品。此外，恒管當日頒發三項重點獎學金，嘉許表現傑出的同學。

校董會主席李慧敏女士於典禮致感謝詞，除了感謝捐款人支持恒管外，也祝願學院完成使命，成為「不一樣的私立大學」。主禮嘉賓和賓客一同祝酒，校慶日儀式圓滿結束。



Ms Rose Lee, Chairman of the Board of Governors, gave a thank-you note. 校董會主席李慧敏女士致感謝詞。



Souvenirs were presented to two recent donors: Mr Jason Wu, Governor of Wu Jieh Yee Charitable Foundation (left photo) and Ms Stella Fung, Managing Director of Beijing Tong Ren Tang Fook Ming Tong Chinese Medical Centre. Dr Patrick Poon (1st from left), Chairman of HSMC – Foundation Management Committee, and Fundraising and Donation Committee hosted the ceremony with other officiating guests. 致送紀念品予兩位近期捐款人：伍黎宜慈善基金董事伍尚匡先生（左圖）及北京同仁堂福明堂中醫藥中心董事總經理馮少雲女士。恒管 – 基金管理委員會主席兼籌募及捐款委員會主席潘榮昌博士（左一）與其他主禮嘉賓一起主持儀式。



Recipients of major scholarships: (from left) Leung Chung Yan (Entrance Scholarship (Scheme 1) for academic year 2017/18), Chung Hau Ming, Carmen (President’s Scholarship for academic year 2017/18) and Wong Wing Kwan, Michelle (HSBC Hong Kong Scholarships 2016/17) (左起) 2017/18 學年四年全額學費「入學獎學金」得主梁誦恩、2017/18 學年「傑出學生獎學金」得主鍾巧明及「滙豐香港獎學金 2016/17」得主黃穎君

## Launching of Three New Research/Learning Centres 三所新研習中心成立



(From left) Dr Chan Chi Kit, Director of Institute for Youth Sustainability Leadership; Professor Y V Hui, Vice-President (Academic and Research); President Simon Ho; Ms Rose Lee; Dr Moses Cheng; Mr Jason Wu; Professor Kao Lang, Director of Centre for Greater China Studies; and Dr Thomas Man, Director of Wu Jieh Yee Centre for Innovation and Entrepreneurship  
(左起) 青年可持續發展領袖研習所主任陳智傑博士、副校長(學術及研究)許溢宏教授、何順文校長、李慧敏女士、鄭慕智博士、伍尚匡先生、大中華研究中心主任高朗教授與伍黎宜創新及創業中心主任萬穎恩博士

### Wu Jieh Yee Centre for Innovation and Entrepreneurship

Wu Jieh Yee Centre for Innovation and Entrepreneurship is established through the generous donation of the Wu Jieh Yee Charitable Foundation. Its primary aim is to cultivate the innovative and entrepreneurial mindset of the HSMC students through a range of functions and activities. It also targets on raising the awareness of the youth and the business executives in Hong Kong for the importance of entrepreneurship, innovative thinking and creativity.

The Centre also strives to serve the wider community in the domains of entrepreneurial development, innovative thinking and creativity enhancement; and to share and disseminate the best practices of entrepreneurship and creativity education to the wider community.

### Institute for Youth Sustainability Leadership

The Institute for Youth Sustainability Leadership aspires to be one of Hong Kong's major initiatives for mobilising young people to achieve the United Nations' Sustainability Development Goals (SDGs) through youth education and empowerment. Its vision is to develop the youth as problem-solvers and shapers of the sustainable future, and acquire the knowledge and skills needed to promote sustainable development.

The Institute also aims to be a hub sharing knowledge, expertise, and resources of sustainability development with various stakeholders in the wider community. It will explore collaboration with various non-governmental organisations for joint events and projects. Currently, the Institute launches a Sustainability Development Grant and accepts application from HSMC colleagues who wish to promote SDGs via teaching and learning activities.

### Centre for Greater China Studies

The Centre for Greater China Studies aims to enhance interdisciplinary 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 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 "China Research Network" website which will be used to engage in various types of academic activities and online publication.

### 伍黎宜創新及創業中心

伍黎宜創新及創業中心獲伍黎宜慈善基金慷慨捐助成立，致力透過一系列活動，協助恒管學生培養創新思維及創業精神；同時提升香港年輕人及商業行政人員對創業、創新及創意的關注。

中心也為社會大眾服務，致力推動創業、引發創新思維和提升創意；並會分享最佳創業守則和推動創意教育。

### 青年可持續發展領袖研習所

青年可持續發展領袖研習所致力讓青年學子盡展所長，推動聯合國制定的可持續發展目標。研習所致力讓青年人掌握可持續發展的知識和技能，嘗試解決社會面臨的種種挑戰。

此外，研習所可以成為分享知識、專業技能和資源的共享平台，讓恒管校內師生跟社會各界共同探討各項可持續發展的課題。我們正接洽不同的非政府組織，謀劃協作項目。研習所現正推出一項可持續發展資助計劃，供校內同仁申請，透過教學活動推廣可持續發展目標。

### 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 — 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。

## Teaching *In Situ* for More Enriching Learning Experience in Asian Studies 實地教學 創造更豐盛的亞洲研究學習體驗

**Professor Karl James Fields**  
**Asian Studies Visiting Scholar**  
**Department of Social Science**

社會科學系  
亞洲研究客座學者  
田立凱教授



Professor Karl Fields from the University of Puget Sound joined HSMC early this year as Asian Studies Visiting Scholar. Professor Fields teaches courses on comparative politics, Asian politics and Asian political economy. He has published on various topics of East Asian political economy, including government-business relations, economic reform and regional integration. His first book, *Enterprise and the State in Korea and Taiwan*, examined the role of government and big business in the economic miracles of Taiwan and South Korea.

In welcoming Professor Fields to the HSMC community, *HSMC Newsletter* had the opportunity to meet Professor Fields to learn more about his academic and research interests, and his observations after spending many years in the Asian region.

### Why do you choose politics and government as your teaching and research focuses? What attracts you?

**Professor Fields:** I lived on a farm in Idaho when I was young, and I got the chance to live in Taiwan for two years as a volunteer for my church when I was 19. While there I learned Mandarin, learned to love Chinese and Asian cultures, and made many friends.

My interests in government and politics stemmed from my living in Taiwan when the United States cut off diplomatic relations with the Republic of China government in 1979. After returning to the United States, I continued to learn Chinese and pursued graduate study on East Asian politics and government/business relations. Recently, I have also developed an interest in political identities, that is, how people perceive themselves from political and social perspectives.

As a professor, I am very interested in puzzles. For example, in recent decades, Latin America, the Middle East, Africa and Central Asia have all struggled economically. In East Asia, however, we can observe remarkable levels of economic development, particularly in mainland China, Japan, Taiwan, South Korea, Singapore and Hong Kong. What are the factors contributing to this rapid and sustained development? I have found this to be a fascinating topic for further study.

### To what extent do you find cultural differences important in your teaching?

**Professor Fields:** From August 2017, I led a group of students from the University of Puget Sound on the first half of a nine-month study tour in Asia. We began our sojourn in Moscow, Russia and headed east, visiting different countries and regions including Mongolia, South Korea, Japan, mainland China and Taiwan. The students were very interested in gaining first-hand experiences and personally observing how people react differently to the same situations or circumstances having been brought up under different political, social and cultural backgrounds. My experience leading students on this study tour has inspired me to conduct research on one aspect of this impact of cultural identity, examining how governments and communities in the Mainland, Hong

田立凱教授今年初加入恒管，擔任亞洲研究客座學者。田教授來自美國普及灣大學，以比較政治學、亞洲政治學及亞洲政治經濟學為主要教授科目。他曾經就東亞政治經濟的不同範疇出版書籍，內容遍及政府與企業的關係、經濟改革及區域融合。他的首部著作 *Enterprise and the State in Korea and Taiwan* 剖析政府和大企業於台灣及南韓經濟奇蹟所擔當的角色。

《恒管通訊》專訪田教授，歡迎他加入恒管大家庭之餘，也從中了解他在學術及研究方面的興趣，以及在亞洲地區多年來觀察所得。

### 你為何選擇政治及政府作為教學和研究重點？它們有何吸引之處？

田教授：我年幼時住在愛達荷州一座農莊。19歲時藉著擔任教會義工的機會，在台灣住了兩年。就在那時，我開始學習國語，並愛上中國及亞洲文化，廣交朋友。

1979年，美國與台灣政府中斷外交關係，當時我正在台灣居住，這次外交事件促使我對政府及政治萌生興趣。回到美國後，我繼續學習中文，並修讀東亞政治及政府/企業關係的大學課程。最近，我對政治認同產生興趣，探討人們如何從政治和社會的觀點為自己定位。

身為教授，我對不同版塊之間的關係極感興趣。舉個例子，近數十年，拉丁美洲、中東、非洲及中亞仍為經濟發展苦苦掙扎。反觀東亞地區，經濟發展迅速，尤其是中國內地、日本、台灣、南韓、新加坡及香港。這些地區得以迅速並持續發展，原因何在？我認為是個值得深入探討的課題。

### 教學時文化差異如何重要？

田教授：普及灣大學舉辦為期九個月的亞洲交流團。我從2017年8月起帶領學生展開上半部旅程，從俄羅斯莫斯科出發，向東走訪不同國家和地區，包括蒙古、南韓、日本、中國內地和台灣。學生莫不雀躍萬分；他們既可親身體驗，又能觀察到在不同政治、社會和文化背景成長的人，面對相同情況或環境時，反應如何截然不同。是次領團經歷啟發我進行關乎文化認

Kong and Taiwan have viewed and imagined three historical figures, namely Tin Hau, Zheng Chenggong and Dr Sun Yat Sen.

Weighing cultural differences also plays a part in my teaching and I have been particularly delighted to have the opportunity to teach college students here in Hong Kong. By asking them questions and listening to their responses, I have gained important insights into both Hong Kong and Chinese cultures. I have been reminded that because of different cultural backgrounds, it is natural that people may look at things with different “lenses”. Knowing these “lenses” makes it easier to teach and communicate more effectively.

### Why did you choose to teach at HSMC? What kinds of interaction with our students would you expect or have experienced?

**Professor Fields:** I had already made plans some time ago to bring students to Asia for the fall semester of last year. By coincidence, I learned about this teaching post through ASIANetwork, a consortium of undergraduate liberal arts colleges. So I applied for this visiting scholar position at HSMC and was delighted to have been selected. The timing for me has been perfect and I have been very impressed with HSMC’s innovative plan to develop an Asian Studies programme here in Hong Kong.

My teaching style tends to be quite informal and I hope that my students feel comfortable coming to me for casual discussions about their studies. They may have noticed that I like to write extensively on the board instead of using electronic teaching aids and to invite them to come to the board to share information and teach the class. I hope that my interactions with them can enhance their learning experience.

I told my students on the first day that I am really impressed by their ability to attend college-level courses in a second language. For me, even though I have been learning Chinese for many years, I cannot imagine taking a class taught in Chinese!

Every few years, I take my students to Asia so that they can experience and observe what they have learned from books. We visit historic sites and examine important aspects of what they have been learning about in their texts. By teaching *in situ*, I believe their learning can be more stimulating and thought-provoking.

### To what extent has the 2012 Washington State Professor of the Year Award you received affected your teaching?

**Professor Fields:** I am honoured to have received this award, although I believe that many of my colleagues were just as deserving of this award as I was.

The award has given me confidence to continue with my style of teaching. For me, teaching is much more enjoyable and rewarding than research. I love to work with young adults and help them to get excited about Asian studies, and to get excited about the kinds of puzzles that interest me. Seeing these young people pursue studies and ultimately careers that can allow them to be positive global citizens and contribute to their families and communities is the most rewarding part of my work.

同的研究，剖析中國內地、香港和台灣의 政府及大眾如何看待和想像天后、鄭成功和孫中山三位歷史人物。

衡量文化差異是我教學時重要一環，很高興有機會教導香港學生。向他們提問及聆聽回應，我得以加深了解香港和中國文化。有人曾提醒我，由於文化背景各異，人們理所當然或會戴著不同的「眼鏡」看事情。認識這些「眼鏡」，有助提升教學和溝通。

### 你為何選擇在恒管任教？你期望或曾經與學生如何交流？

**田教授：**我早已計劃於去年秋季學期帶領學生前來亞洲考察。剛巧從一個博雅教育學院聯盟 ASIANetwork 得知恒管這個教職，於是申請，很高興獲得聘用。對我來說，時機來得天衣無縫。恒管在香港開辦亞洲研究課程，令人欣賞不已。

我的教學風格傾向輕鬆，希望學生跟我討論學習事宜時，感到舒適自在。他們也許留意到，我喜愛在白板上書寫，而非採用電子教學工具。我也不時邀請他們走出座位，上前分享資訊，甚至一嘗教學滋味。希望這些互動交流可以提升學習體驗。

我在課堂首天已跟學生說，實在很佩服他們能夠以外語學習主修科目。我儘管學習中文多年，仍無法想像如何以中文學習！

每隔數年，我都會帶領學生前來亞洲考察，好讓他們親身觀察和印證從書本所學。我們走訪歷史遺跡，並從他們曾經學習的範疇深入探討。透過實地教學，我相信能為學生帶來更具啟發作用的學習體驗，引發思考。

### 田教授於 2012 年獲得華盛頓州教學獎，這項殊榮對教學有何影響？

**田教授：**能夠獲得獎項固然榮幸，卻相信很多同僚同樣值得嘉許。

獎項為我的教學方式打下強心針。與研究工作相比，我更喜歡教學以及教學所帶來的滿足感。我喜愛與年輕人共事，也樂於喚起他們對亞洲研究的興趣；當然還有那些使我著迷的版塊研究工作。能夠看見年輕人積極學習，最終發展自己的事業，努力成為處事積極的世界公民，為家庭和社會作出貢獻，這就是工作賦予我最大的回報。



Professor Fields brings new insights and thoughts to HSMC students.  
田教授為恒管學生帶來新思維和想法。

## How Not To Be Yourself 如何不做自己

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



It gave me pleasure and perplexity in equal measures when I was asked to write about myself for the *HSMC Newsletter*. The task is a wonderful opportunity to talk to everyone in the College community, yet it is also a mission impossible because, honestly, I don't want to be myself all the time. How should I start to talk about myself? Can one's own self be known and discussed? To get to know one's self is like a puppy chasing its own tail. It may be funny to watch, but it is a futile exercise. (Why would anyone take an interest in my humdrum life?)

I have always wanted to be someone else, although I don't hate myself and I can't but be myself. I am always fascinated by stories and storytelling. I am curious about how different people think, act and react in different situations, as well as how their stories are told. Thus, I enjoy role-playing. There is certain comfort and freedom to gain when one is freed from one's real-life identity and take on someone else's under a legitimate framework. What I aspire to is neither hypocrisy, fraud, internet troll, nor any other insidious things one might think of doing in anonymity. Oscar Wilde famously said, "Man is least himself when he talks in his own person. Give him a mask, and he will tell you the truth." Here, the truth we are looking for is the truth about ourselves.

To me, translation and theatre are examples of lawful identity theft. They are adventures into other people's mind and, paradoxically, into our own mind as well. To live the lives of other people vicariously, to take on experiences and emotions that might never befall us, how wonderfully exciting would that be? My dream career is to be an actress in a musical. Unfortunately, in reality, I am a terrible singer and dancer. Thus, it is my greatest privilege that in my academic research I can combine my love for language and play-acting. Theatre translation is my two-hit combo, my fish and bear paw in the same pot.

When we translate, we study the source text carefully. We plough through every word and every line, scoop up as many messages as possible and put them into the target text, that is, the translation. We take over the author's voice and speak on his or her behalf. In the process, we bring versions of selfhood and otherness to our readers. Selfhood is reflected in the semantic, syntactic and stylistic choices we make while we translate, which come from our interpretation of the text and our estimation of the reader's reception, all of which represent the accumulated manifestation of our selves. We need to endow the text with our own understanding, so that they become very specific to us. We make it what it is actually not. We *personalise* it. When we translate a text we release more or less our intellectual and emotional life, which will hopefully give freshness, vibrancy and fullness to the translation product. This is the reason why a translation is so much more than a replica of the source text. No two translations are the same, because no two translators are alike.

The mental and emotional journey of a translator can be compared to that of an actor. Both are rigorous exercises of imagination. While an excellent piece of translation should read as *if* written in the target language, an actor should take on the role of the character

幸蒙《恒管通訊》邀稿，囑我介紹自己，教我乍喜還驚，驚喜參半。難得良機與學院全人聊天，實屬美事，但這亦是不可可能的任務——老實說，有時候我恨不得不做自己。要談自己，應該如何說起？人的自我是可知和可論的嗎？要認識自我，就像小狗追逐自己的尾巴，旁觀可能很有趣，卻終究是一番徒勞。（我的生活乏善足陳，哪裡有人有興趣呢？）

我一直希望當上別的人，儘管我不討厭自己，我也不能不做自己。故事與說故事教我著迷，不同的人在不同的情況怎樣思考、處事和回應，他們的故事又應該怎樣說，通通讓我好奇不已。所以，我享受角色扮演；在適當的框架下，人若可以暫且擱下現實的身份，換上別人的身份，該有多麼的舒暢、多麼的自由！我冀盼的並非虛偽、詐騙、網路欺凌，或是形形式式的匿名惡行。王爾德有句金句：「人若以真身說話，最不是他自己；給他戴上面具，他才會說出真相。」這裡，我們所追求的真相，無非是關於自我的真相。

對我來說，翻譯與戲劇是兩種合法的身份盜用，俱是進入他人心智的歷險，吊詭的是，我們也藉此頓入自己的心智。間接地過了別人的生活，體驗也許畢生不遇的經歷和情感，豈不刺激萬分？我的夢想職業是音樂劇演員，可惜現實的我唱歌跳舞差勁極了。在學術研究裡，我可以結合對語言與演戲的熱愛，實在是莫大的榮幸；戲劇翻譯可說是我的孖寶獎，魚與熊掌，共冶一爐。

翻譯時，我們仔細鑽研原文，逐字逐句爬梳，撈獲最多的訊息，挪移到譯文去。我們領取了原作者的聲音，代替他或她發言。過程中，我們把本我與他者的不同版本帶給讀者。自我在哪裡反映出來？譯者種種在語義、語理和風格上



and act as *if* one were the character. The real choice is to fake everything, illustrating the action, or to act as *if* what is happening in performance is real, that is, to *make believe*. According to the Stanislavski Method for Acting, made famous in Hong Kong by Chow Sing Chi, Stephen in his film *King of Comedy* (1999), actors are required to dip into their personal emotional wells to achieve verisimilitude in their roles. As such, actors are expected to exercise self-reflection regularly as part and parcel of their acting.

Contrary to popular beliefs, Stanislavski did not approve of total immersion in a character so that the actor loses oneself in one's role. An actor may try to be the character at all times, but one who plays Hamlet doesn't need to commit a murder to kill at least three people to make his performance believable. The issue is to find the character in yourself, so it is always rooted in truth, and to find yourself in the character so that you are always exploring the range of your humanity and being open to transformation. There is always a level of objectivity in that you are engaging in artistic creation and not actually experiencing everyday reality. This is the basis of Chow's intriguing conundrum in the film, "Acting goes from outside to inside and then from inside to outside." Through pretending to be someone else, our selves get to be enriched. The richer our knowledge and experience, the greater our emotional breadth, the better our so-called pretension.

Like acting, translating requires precise control and consideration. A translator, however dedicated, is not the author of the text. A translator in action enters into a neutral state, maintaining distance from the everyday "I" and the proxy author "I". In order for the translation to be logical, precise and expressive, the translator must make a series of judgement on the content and style of the source text, as well the purpose and the potential readers of the target text. The decisions made when translating are always deliberate, sensible and pragmatic. Otherwise, the translation product would be overblown, having degenerated into a deluge of words. The self of the translator never vanishes into thin air; it is omnipresent. A translator should always have self-awareness, so that it will be clear when to stretch or suspend one's self.

In my first translation course, the professor told us that a good translation is a well-measured one: everything in it should be proper and proportional. Like translation, like drama, like life.



I analysed the Chinese translations of Shakespearean comedies in a chapter of my doctoral thesis. At the time of graduation there was an exhibition about the Bard in British Museum, which was very close to my university. There I went and took a photo in front of his adage. I tried to pull a poker face but I was exhilarated inside. That was a loveliest summer.

我的博士論文其中一章分析莎士比亞喜劇的漢譯。我的大學毗鄰大英博物館，畢業時適逢莎士比亞的展覽，順道在莎翁名句前拍照留念。照片上的我佯裝嚴肅，內心其實興奮莫名，那真是個美好的夏天。

的選擇，來自我們對文本的詮釋及對讀者接收的估計，不啻是自我一路積習的結果。我們為文本賦予自己的理解，跟文本建立明確的關係，把文本轉變為它原本不是的東西；我們把文本「個人化」了。譯者或多或少地釋出自身知性與感性的生命，為譯文注入新鮮感與朝氣，使之圓滿。故此，翻譯遠遠超於源文的複本，沒有兩篇譯文是一樣的，因為所有譯者都是不一樣的。

譯者腦筋和心理的歷程，媲美演員。翻譯與演戲，皆為嚴格的想像力練習。上佳的譯文讀起來「猶如」以目標語寫成，好比演員飾演角色，惟妙惟肖，「猶如」劇中人物一樣。演員踏上舞台，就別無他選，假扮一切，展現動作，或裝作表演是真實的；所謂「猶如」，就是入信。周星馳在電影《喜劇之王》(1999)裡，把史坦尼斯拉夫斯基的方法演技在香港變得家傳戶曉。史氏系統講究演員擷取自身的情感，使角色扮演逼真。因此，演技必然的部分，是要演員經常反省自我。

演員完全沉浸角色之內，絕非史氏所倡，他最反對演員在角色中迷失自我；這跟普羅大眾的設想恰恰相反。演員不妨嘗試全天候扮演人物，可是，飾演哈姆雷特的演員並不需要謀殺三人，方使他的演出可信。關鍵在於從自我裡尋找跟角色相通之處，扮演始終源於真實，也在於從角色裡尋找自我，經常探索本身人性的幅度，敢於轉變。創造藝術，並非經歷日常現實，當中若干程度總是客觀的。周星馳在戲裡有句莫名其妙的謎語：「演技係由外而內再由內而外。」大概源於這種客觀性。透過扮演他人，自我變得豐富了。知識和經驗越廣博，感情幅度越開闊，扮演也就越優秀。

翻譯跟演戲一樣，要求控制、觀察與考慮。譯者不論如何投入，終究不是文本的原作者。翻譯時，我們進入了中性的地帶，跟日常的「我」和代理作者的「我」保持距離。譯文若要符合邏輯，精準又生動，譯者必須就源文的內容和風格、譯文目的及目標讀者，作出一系列的判斷。翻譯時的決定必然經過深思熟慮，理智而務實。不然，譯文變得虛浮，釀成文字的洪荒。譯者的自我決不能雲消霧散，不知所向；譯者的自我總也在場。譯者必須常備自我的意識，才清楚何時收放自我，瀟灑自如。

在第一節翻譯課上，教授教過我們，好的翻譯要有分寸，一切適當，恰如其份。翻譯，如戲劇，如人生。

## A Network Creator to Cultivate Success

### 構建網絡 創造成功

**Mr Leung Ka Keung, Kenneth**  
Chairman of Board of Directors  
Leung Chun Woon Kee Co Ltd  
Two-Year Diploma in Business Studies  
Hang Seng School of Commerce



Mr Leung was conferred HSMC's Honorary Fellowship in 2017 in recognition of his contribution to the College and society. 於2017年獲恒管頒授榮譽院士銜，表揚他對學院和社會的貢獻。

Many alumni know very well the “big brother” Mr Kenneth Leung. Among the first cohort of Diploma in Business Studies graduates of Hang Seng School of Commerce (HSSC) in 1982, Mr Leung still connects to HSMC in many ways. As the Founding Chairman of the Alumni Association of HSMC and HSSC, he helps his alma mater to maintain closer relations with graduates.

What is the driving force for Mr Leung to contribute to his alma mater? He laughed, “The days with HSSC were really unforgettable. Simple school rules were adopted while student participation was encouraged. The five student houses could formulate some rules for the dormitory. The living conditions in those days could hardly compare with the Residential Colleges of HSMC nowadays – no washing machine or air-conditioner. Still we enjoyed the dormitory life greatly, which was simple but beautiful, with fun-filled interactions among the students.” The students brought their own fans and even constructed racks by themselves to dry their clothes!

Sharing the same views of other HSSC alumni, Mr Leung found the curriculum very practical at work. He was particularly impressed by the Marketing Theory of 4Ps (product, price, place and promotion) and product life cycle, which are still valid and useful in any industry.

He started to realise how people network helps in one occasion when he applied for bank loan to set up his own property development business after graduation. He recalled, “It was never easy for a young enterprise in the past. Fortunately, several classmates of mine worked in the banking industry. They gave me useful tips and advice on how to prepare a good loan proposal. My application was finally successful.”

When extending his people network, he did not intend for business but mutual help which can benefit everyone in the network. That is also true for the Alumni Association of HSMC and HSSC, which brings together the expertise and insights of graduates to benefit both the alumni and the students. He sees great potentials for HSMC alumni affairs as the number of graduates is increasing. He invites HSMC graduates to actively take part in alumni affairs and enable alumni development to continue and flourish.

Mr Leung admires HSMC students for being practical and willing to learn. He is confident that their perseverance, willingness to adventure and take risk could lead them to success. It is commonly said that fewer development opportunities are available for the young people. Mr Leung encouraged them to take risk and find out their own

梁家強先生  
梁津煥記有限公司  
董事會主席  
恒生商學書院  
商學文憑課程

development paths as opportunities are everywhere, though they appear in different forms when compared with the past.

很多校友都認識梁家強這位大師兄。身為恒生商學書院(恒商)1982年首屆商學文憑課程畢業生，梁先生至今依然心繫母校，擔任恒管暨恒商校友會創會主席，協助恒管與畢業生保持緊密連繫。

究竟是甚麼推動他為母校作出貢獻？他笑說：「在恒商的日子實在令人難忘。當時校規很簡單，同學也受到鼓勵參與校務，五個宿舍也可以制訂住宿規則。跟恒管現時的住宿書院相比，從前的住宿條件差得遠，既沒有洗衣機，也沒有冷氣機。儘管如此，我們非常享受簡單卻美好的宿舍生活，同學間的互動充滿歡樂。」宿生除了自備風扇，更自製晾衣架！

跟許多恒商校友看法相同，梁先生也認為課程在工作上非常實用，尤其是4Ps營銷理論(P分別為產品、價格、分銷渠道及促銷)和產品生命週期，令他印象深刻，至今仍可應用於任何行業。

畢業後，梁先生創立物業發展事業，當需要申請銀行貸款時，他開始領略到人際網絡的作用。他回憶當時情況：「從前，新創企業要獲得銀行貸款並非易事。幸好幾位在銀行工作的同學就如何撰寫貸款建議書，給予寶貴提示和建議。最終申請獲批。」

梁先生拓展人際網絡並非以業務為先，而是希望透過互助，令人人受惠。這個概念也應用於恒管暨恒商校友會，希望能夠匯聚畢業生的專業知識和真知灼見，協助校友和學生。恒管畢業生數目與日俱增，梁先生認為有有很大拓展潛力，他邀請畢業生踴躍參與，令校友事務得以持續和發展。

梁先生欣賞恒管學生務實和好學的精神，並且相信他們堅毅、敢於挑戰和承擔風險的特質，有助達致成功。有指現今年輕人缺乏發展機會，梁先生則認為機遇仍是無處不在，只是現在以不同形式呈現。他鼓勵年輕人無懼風險，敢於探索，走出屬於自己的路。



Mr Leung applies what he had learned at HSSC and becomes a successful businessman. 梁先生善用在恒商所學，晉身成功商人之列。

## On Your Marks. Get Set. Go! 就位、預備、起步！

**Mr Chan Hin Wai, Henry**

Investment Analyst

LBN Advisers Ltd

Bachelor of Business Administration (Honours) in  
Banking and Finance Concentration, HSMC



Enjoying an internship at the Global Young Leaders Academy.  
於 Global Young Leaders Academy 實習。

When a child who was interested in stock and investment analysis finally becomes a financial analyst, we must congratulate him on getting a job with personal fulfilment. Mr Chan Hin Wai, Henry, a graduate of the Bachelor of Business Administration (Honours) programme with Banking and Finance as concentration in 2015, is this child who now continues to explore the world of finance on a much wider scope.

During his study at HSMC, Henry acquired both professional knowledge and practical skills. "I learned a lot from the books while our teachers not only taught in the classroom, but also spared no

efforts to give us advice and support. Equally important is the practical experience gained through the Financial Trading Laboratory which helps me adapt more easily to the actual work environment." He found his soft skills such as presentation and communication further enhanced after being a Student Ambassador of HSMC. He shared, "It was great to take part in organising campus tours, activities and student sharing. My confidence was boosted and wider personal exposure was enabled." He hoped that school-based alumni activities could be organised to achieve a win-win situation – to enable the students to learn from graduates of the same school, and to encourage the graduates to build frequent contacts with the alma mater.

When talking about his internship and exchange experiences, Henry became even more excited. "I got internship opportunities in the Mainland, the United States and Hong Kong, which helped broaden my global horizon and enabled me to put my knowledge into real practice. What's the most impressive to me? I believe it is the essence of globalisation – people from different parts of the world with diversified cultural backgrounds exchange and co-operate with each other to make things done by contributing their best."

Nearly three years have lapsed since graduation, Henry is now an investment analyst who is immersed in the vibrant financial world in his daily work. In this fast-paced profession, Henry, like his associates, continues his professional study. "I am preparing for the Chartered Financial Analyst examination to acquire professional qualifications which can help with career advancement." The above-mentioned child has a clear direction in pursuing what he likes and will move on with success.

若有個小孩對股票及投資分析極感興趣，長大後成為金融分析師，從事獲得個人滿足感的工作，大家定當送上祝賀。他就是陳軒唯先生 – 2015 年工商管理 (榮譽) 學士課程銀行及金融學專修畢業生，現正探索更廣闊的金融世界。

在恒管的時光，陳軒唯獲取專業知識和實用技巧。他說：「書本知識豐富，老師更不單只於課堂傳授知識，而是全力為我

陳軒唯先生

利邦投資顧問有限公司

投資分析師

恒管工商管理 (榮譽) 學士

銀行及金融學專修

們提供意見及支援。恒管的金融交易實驗室提供實踐機會，讓我易於適應真實工作環境，這項安排同樣重要。」他認為自己擔任學生大使後，表達能力和溝通技巧都得以提升。他分享時說：「能夠參與籌備校園導賞、各種活動及學生分享，令我獲益良多；既增強自信心，又能拓闊個人接觸層面。」他期望不同學院能夠各自舉辦校友活動，讓學生向自己學院的畢業生取經，同時鼓勵畢業生與母校建立更緊密的關係，達致雙贏。

談及實習和交流經歷，陳軒唯更為興奮：「我曾於中國內地、美國及香港實習，這些經驗有助擴闊國際視野，學以致用。至於甚麼令人印象最深刻？我相信是全球化的精要所在 – 不同文化背景的人從世界各地匯聚一起，各展所長，相互交流，攜手合作，把事情做好。」

轉眼畢業接近三年，陳軒唯現職投資分析師，每天工作時投身瞬息萬變的金融世界。置身這個節奏急速的專業，陳軒唯與同業一樣，持續專業進修。他說：「我正準備應考特許金融分析師專業資格，這樣有助事業發展。」文章開首提及的小孩清晰知道自己的目标，向成功之路邁進。



Henry (3rd from left) was one of the six finalists at the Hong Kong Final of Global Investment Contest 2014. 陳軒唯 (左三) 躋身「2014 全球投資大獎賽」香港區決賽六強。



President Simon Ho (1st from left) congratulated the team leader Henry (2nd from left) and his teammates on their remarkable performance in the Hong Kong Undergraduate Financial Planners of the Year Award 2014. 何順文校長 (左一) 恭賀隊長陳軒唯 (左二) 和隊員於「香港傑出大學生財務策劃師比賽 2014」獲得優異成績。

## MLA Seminar: A Functioning Society 「博雅管理：一個健全運作的社會」研討會

HSMC and Peter F Drucker Academy of Hong Kong (DAHK) jointly organised a MLA (management as a liberal art) Seminar on 15 March 2018. Mr Shao Ming Lo, Founder of DAHK, shared his insight into the topic “A Functioning Society” based on the MLA concepts of renowned management guru Mr Peter Drucker and had a dialogue with President Simon Ho. Mr Shao pointed out that a functioning society should fulfil the following two criteria:

- 1) Every member in the society can function well and make contributions, be respected and recognised, and achieve his/her social status.
- 2) The ruling authority should be legal and legitimate. These are the fundamental belief and value.

Each organisation or corporation should have a mission to justify what it is doing. According to Mr Shao, the following questions should be asked to identify the reasons for individual existence:

- 1) What do you want?
- 2) What should you give up in order to get what you want?
- 3) What will you actually get even though you want it so much and have given up something for it? Are you satisfied with the results?

Mr Shao stated that wise people can answer all the above three questions. Another question is “How do you like to be remembered?”. He said that life will be meaningless if one cannot figure out the answer by the age of 50. Mr Shao hoped that a fair, wealthy and healthy society can be built with concerted efforts.

恒管與香港彼得·德魯克管理學院於 2018 年 3 月 15 日合辦「博雅管理：一個健全運作的社會」研討會，香港彼得·德魯克管理學院創辦人邵明路先生擔任主講嘉賓，闡述「現代管理學之父」德魯克先生提出的「博雅管理」哲學，並與何順文校長對話。邵先生指出正常運作的社會包含兩項條件：



Mr Shao Ming Lo 邵明路先生

- 1) 每位社會成員都能發揮功能，作出貢獻，受人尊重和認可，也贏得自己的社會地位。
- 2) 統治權力的合法性和正當性，這個標準是社會的基本信念和基本價值觀。

任何機構和企業都有一個使命，也就是它為甚麼要做所從事的事業。至於人生，邵先生說不外乎回答一些問題：

- 1) 你到底要甚麼？
- 2) 為了得到所要的，你必須放棄甚麼？
- 3) 儘管你想得到，你也放棄了一些東西，你實際上能得到甚麼？你對這個結果滿意嗎？

邵先生表示能回答以上三個問題的人，就是智者。另一條問題是：「你希望將來人們記得你甚麼？」邵先生說如果到了 50 歲還不能回答這個問題，那就白活了。他希望大家共同努力，建設一個公平、健康又富足的社會。

## HSMC Launched Strategic Plan 2018-2023 恒管公佈「2018-2023 策略發展計劃」



President Simon Ho introduced HSMC Strategic Plan 2018-2023 at the media luncheon. 何順文校長於傳媒春茗介紹「恒管 2018-2023 策略發展計劃」。

After an eight-month preparation period since April 2017, the HSMC Strategic Plan 2018-2023 was launched in February 2018 and publicised during the Chinese New Year media luncheon, enabling the public and prospective students to learn more about the future development of the College.

With the theme “Riding on the New Era:

Private University with a Difference”, the Strategic Plan features HSMC’s purpose, vision, missions, motto, core values and distinctive new initiatives, while five strategic focus areas were identified, namely Robust Curriculum and Programmes; Innovative Teaching, Learning and Research; Transformative Student Experience; Dynamic Public Engagement and Advancement; and Sustainable Campus and Resources Management.

In deliberating on the HSMC Strategic Plan 2018-2023, President Simon Ho pointed out, “During the preparation period, extensive consultations were conducted to ensure that views and opinions would be collected from different stakeholders to perfect the Strategic Plan. They included students, academic and administrative staff,

「恒管 2018-2023 策略發展計劃」籌備工作於 2017 年 4 月開展，歷時八個月。學院於今年 2 月舉行傳媒春茗時公布計劃細節，讓公眾及有意報讀的學生更了解學院的未來發展。

「恒管 2018-2023 策略發展計劃」以「邁向新時代：不一樣的私立大學」為主題，內容涵蓋學院的目的、願景、使命、校訓、核心價值及獨特新發展亮點，並且訂出五大策略發展重點領域，分別為：完善的課程架構、創新教學及研究、轉化式學生體驗、積極的公眾參與及發展，以及可持續的校園及資源管理。

何順文校長介紹「恒管 2018-2023 策略發展計劃」時指出：「學院在籌備階段進行了廣泛諮詢，確保收集不同持份者的意見，令策略發展計劃盡善盡美。持份者包括學生、教職員、管理團隊、校友、校董會、校務委員會、教育界人士、家長和僱主。計劃為恒管未來五年發展訂立方向，有助學院致力成為區內具領導地位、以博雅教育為主導的私立大學。」

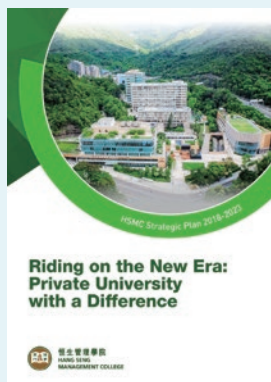
management team, alumni, the Board of Governors, the College Council, associates from the education sector, parents and employers. Steering the future directions of HSMC in the coming five years, the Strategic Plan will help the College in its vision of becoming a leading private liberal-arts-oriented university in the region.”

HSMC would like to extend its gratitude to the Strategic Planning Group, led by College Council Chairman Dr Moses Cheng and consisted of Governors, College Council Members and College Management, for steering the planning process; and to the five Sub-groups which developed goals and actions for the five strategic focus areas.

恒管衷心感謝策略發展計劃專責小組以及小組之下的五個分組。專責小組由校務委員會主席鄭慕智博士帶領，領導整體籌劃工作，成員包括校董、校務委員會成員以及恒管管理層。五個分組協助制訂五大策略發展重點領域、策略發展目標和執行計劃。

## Highlights of Distinctive New Initiatives

### 獨特新發展亮點



- Establishment of an art and design academic unit that offers new creative modules/programmes  
設立藝術及設計院系，開辦全新的創意學科/課程
- Establishment of the Student Innovation & Entrepreneurial Centre to cultivate the innovative and entrepreneurial mindset of the HSMC students  
設立「學生創新和創業中心」，培養學生的創新思維及創業精神
- Launch of the “One Student, One Internship” scheme allowing every undergraduate student to gain internship experience  
推出「一學生一實習」計劃，讓每個本科學生都有實習的機會
- Full implementation of the Residential College System that can engage more non-residential faculty members and students, and to offer credit-bearing Common Core and General Education modules at the Residential Colleges

全面落實「住宿書院制度」，讓更多非住宿的教職員及學生參與住宿書院活動，並在住宿書院內提供帶學分的共通核心與通識科目

- Establishment of the Centre for Community Engagement, the first of its kind in the self-financed higher education sector in Hong Kong  
設立全港自資高等教育界首個「社區協作中心」
- Establishment of the Institute for Youth Sustainability Leadership, the first of its kind in the self-financed higher education sector in Hong Kong to attain the United Nations’ 17 Sustainable Development Goals (SDGs)  
成立「青年可持續發展領袖研習所」，成為香港自資高等教育界首個實踐聯合國17項可持續發展目標的研究中心
- Active participation in the UNESCO Global Humanities Chair Project for HSMC is the only invited Full Collaborative Member in Hong Kong (as well as one of the five in the world)  
作為香港唯一獲邀的全面參與會員(同為全球五名會員之一)，積極參與聯合國教科文組織的「全球人文網絡活動」
- Expansion of the scope and amplification of the impact of the pioneering Business Journalism Awards scheme  
擴大創先河的「商業新聞獎計劃」所涵蓋範圍並深化其影響
- Re-development of the existing Old Hall into a new 9-storey administration and academic building and the existing College Hall into a new 10-storey creative art and design tower, upon funding availability  
改建舊學生宿舍為一幢全新九層高的行政學術大樓，並將學院禮堂改建為全新十層高的創意藝術及設計大樓(有待籌款)
- Diversification of the study of foreign languages and cultures, eg, ASEAN, Middle Eastern, Latin and European  
提供多元外語及文化的學習機會，包括：東南亞、中東、拉丁及歐洲地區
- Enhancement of the study and application of creative technology including AI, big data analytics, Fintech, Blockchain, e-commerce, etc  
加強學習及應用創新科技，如人工智能、大數據分析、金融科技、區塊鏈、電子商貿等
- Establishment of a creative culture hub for planning and organising more creative cultural activities  
設立文化創意樞紐，籌辦更多文化創新活動
- Establishment of HSMC as a smart university, using smart technologies, developing smart applications and introducing smart practices to empower staff and students, streamline management and operations and transform teaching and learning  
發展恒管成為智慧大學，採用智能科技，開發智能應用程式，並引進智能操作，令教職員及學生享有優勢，提升管理和營運以及轉化教與學模式

## JINESS Official Launching Ceremony cum Careers Fair 「英才網」啟動典禮暨職業博覽

The JINESS (Joint-Institution Network for Student Success) Official Launching Ceremony cum Careers Fair was held on 9 March 2018. More than 100 booths were set up by different organisations including government departments, public services bodies, as well as corporations from various sectors such as banking, accounting, finance, aviation, travel, telecommunications, property development and construction, healthcare, media, marketing, logistics, information technology, testing, insurance, e-commerce and hotels. On-site one-to-one interviews were arranged by some organisations while job openings were uploaded onto JINESS platform.

Mr Kevin Yeung, Secretary for Education, officiated at the Launching Ceremony and joined a dialogue session with five student representatives, which was moderated by President Simon Ho. Three distinguished speakers, Mr Benjamin Au Yeung, Cantonese expert; Ms Vivian Kong, Hong Kong fencer; and Ms Venetia Lee, General Manager, Head of Hong Kong, Taiwan & Macau, Alipay Hong Kong Limited gave talks and shared their views.

Jointly developed and established by five self-financing tertiary institutions with subsidy from the Education Bureau, JINESS is a career portal designed for students and graduates.

「英才網」啟動典禮暨職業博覽於2018年3月9日舉行。超過100家機構參與，涵蓋多個範疇，包括政府、公共服務、銀行、會計、金融、航空、旅遊、電訊、地產及建築、醫護、媒體、市場銷售、物流、資訊科技、檢測、保險、電子商貿、酒店等。部分參與機構安排一對一即場面試；「英才網」平台亦上載職位空缺。

教育局局長楊潤雄先生擔任主禮嘉賓，並參與由何順文校長主持的對話環節，與五位學生代表互動交流。三位嘉賓應邀主持講座，跟與會者分享觀點，分別為：粵語專家歐陽偉豪先生、香港女子重劍選手江旻憓女士及「支付寶」港澳台區總經理李詠詩女士。

「英才網」是五所自資高等院校開發的聯校學生就業資訊平台，獲教育局撥款資助，供學生及畢業生使用。



Officiating guests at the Launching Ceremony (from left): Dr Tom Fong, Chairman of Management Committee of JINESS and Vice-President (Organisational Development) of HSMC; Dr Kim Mak, President of Caritas Institute of Higher Education; Professor Lui Yu Hon, President of Tung Wah College; Mr Wilfred Wong, Chairman of Self-financing Post-secondary Education Fund Steering Committee; Mr Kevin Yeung, Secretary for Education; Professor Simon Ho, President of HSMC; Professor Chang Chung Nan, President of Chu Hai College of Higher Education; Professor Chan Wing Wah, Vice-President (Academic) and Director of the School of Management of Centennial College; and Professor Wong Po Choi, Principal IT Consultant of JINESS and Director of Information Technology of HSMC.

「英才網」啟動典禮主禮嘉賓（左起）：「英才網」管理委員會主席及恒管副校長（機構發展）方永豪博士、明愛專上學院校長麥建華博士、東華學院校長呂汝漢教授、自資專上教育基金督導委員會主席黃錦沛先生、教育局局長楊潤雄先生、恒管校長何順文教授、珠海學院校長張忠楠教授、明德學院副校長（學術）及管理學院總監陳永華教授以及「英才網」首席顧問及恒管資訊科技總監黃寶財教授。



JINESS booth with virtual reality technology demonstration area  
「英才網」攤位設有虛擬實境遊戲試用區。



President Simon Ho (1st from left) moderated a dialogue session joined by Mr Kevin Yeung (middle) and five student representatives. 何順文校長（左一）主持對話環節，楊潤雄局長（中）與五位學生代表參與。

## Augmented Reality Public Art Initiative 擴增實境公共藝術計劃



Officiating guests and participating artists attended the International Symposium cum Opening of Exhibition at the Hong Kong Heritage Discovery Centre in Kowloon Park.

主禮嘉賓與藝術家出席在九龍公園香港文物探知館舉行的「擴增實境公共藝術國際研討會」暨展覽開幕禮。

Under the Augmented Reality Public Art Initiative project, two events were co-organised by the Bachelor of Arts (Honours) in Cultural and Creative Industries Programme of the School of Humanities and Social Science of HSMC and the Art Promotion Office of the Leisure and Cultural Services Department (LCSD) in March 2018.

The International Symposium cum Opening of Exhibition, held on 24 March, was officiated by President Simon Ho of HSMC and Mr Chan Shing Wai, Acting Deputy Director of LCSD. The exhibition featured augmented reality (AR) public art creations by eight local and overseas artists who introduced their work created for the project and shared their experiences and views on AR public art during the symposium.

The Public Lecture by Professor Tamiko Thiel cum Opening of Exhibition, held on 26 March, was officiated by Professor Gilbert Fong, Provost of HSMC and Dr Lesley Lau, Head of the Art Promotion Office of LCSD. Professor Tamiko Thiel, Visiting Professor of Augmented Reality at the University of Art and Design Linz, Austria, explained the theory and practice of AR art and her work in the last decade. All art pieces of AR Public Art at HSMC will be on permanent display and can be viewed by HSMC AR App and LayAR App from Apple or Play Store.

恒管人文社會科學學院文化及創意產業(榮譽)文學士課程聯同康樂及文化事務署(康文署)藝術推廣辦事處,就「擴增實境公共藝術計劃」於2018年3月攜手舉行兩項活動。

「擴增實境公共藝術國際研討會」暨展覽開幕禮於3月24日舉行,恒管何順文校長及署理康文署副署長陳承緯先生擔任主禮嘉賓。展覽涵蓋八位本地及海外藝術家的擴增實境公共藝術創作,他們更在研討會上介紹為「擴增實境公共藝術計劃」創作的作品,分享有關擴增實境藝術創作的經驗和看法。

「多美子教授公開講座」暨展覽開幕禮於3月26日舉行,恒管常務副校長方梓勳教授及康文署藝術推廣辦事處總監劉鳳霞博士擔任主禮嘉賓。奧地利林茨藝術與設計大學擴增實境訪問教授多美子教授主持公開講座時,闡述擴增實境藝術的理論與實踐,並介紹她過去十年的作品。所有「恒管校園擴增實境公共藝術」作品於HSMC AR應用程式或LayAR應用程式永久展出,可使用以上兩個應用程式觀賞。



Officiating guests and artists pictured at the Public Lecture by Professor Tamiko Thiel cum Opening of Exhibition at HSMC.

主禮嘉賓與藝術家於恒管舉行的「多美子教授公開講座」暨展覽開幕禮合照。



(From left) *Gardens of the Anthropocene*, 2018, by Professor Tamiko Thiel; *Virtual China: Wuhan*, 2017, by Professor John Craig Freeman; and *Bamboo Forest I*, 2018, by Professor Desmond Hui

(左起)多美子教授作品「人類世代的花園,2018」;約翰·卡拉赫·費爾曼教授作品「虛擬中國:武漢,2017」及許焯權教授作品「竹林(一),2018」

## President Attended Employer of Choice Award 2017 Presentation Ceremony

### 校長出席「卓越僱主大獎 2017」頒獎典禮

President Simon Ho was invited to serve on the Panel of Judges for the Employer of Choice Award 2017 programme organised by JobMarket. The Panel helped select the winners based on criteria such as innovative HR and talent retention initiatives, effective staff training programmes, human-oriented mindset, work-life balance measures and performance incentives.

President Ho, in an interview by the organiser, introduced the “ABCDE” corporate culture for employers of choice which contains the following elements:

**A**ppreciation (encouragement gives employees job satisfaction)

**B**alance (promotion of work-life balance)

**C**ommunication (close mutual communications enable employees to understand corporate philosophies, development directions and goals; and employers can understand their employees' views and concerns better)

**D**evelopment (more focus on staff training)

**E**mpowerment and **E**ngagement (more active employee participation in corporate decisions result in a higher degree of work devotedness)

The Employer of Choice Award, which has entered its fourth year, was held to recognise outstanding organisations which continue to enhance the working conditions for the betterment of staff and the organisations.

何順文校長應 JobMarket 《求職廣場》邀請，擔任「卓越僱主大獎 2017」評審團成員，協助遴選得獎機構。評選準則



President Simon Ho attended the presentation ceremony as award presenter. 何順文校長出席頒獎典禮，擔任頒獎嘉賓。

包括：創新的招聘及挽留人才措施、有效的員工培訓計劃、以人為本的思維、作息平衡的安排，以及嘉許傑出表現的機制。

何校長接受主辦機構訪問時指出，卓越僱主可推行「ABCDE」文化，當中包含以下元素：

- 嘉許 (**A**ppreciation)，讚賞可讓僱員從工作找到滿足感
- 平衡 (**B**alance)，致力推動作息平衡
- 溝通 (**C**ommunication)，跟僱員保持緊密雙向溝通，讓他們了解機構的理念、發展方向、目標等；也讓僱主多了解僱員的看法和關注
- 發展 (**D**evelopment)，重視員工培訓
- 賦權 (**E**mpowerment) 和投入 (**E**ngagement)，讓員工參與公司決策，提升參與，員工自然更投入工作

「卓越僱主大獎」踏入第四屆，計劃旨在表揚致力改善工作條件的僱主，嘉許它們為員工及機構的福祉努力不懈。

## Insurtech Workshop 「保險科技」工作坊



The deployment of technology was discussed at Insurtech Workshop. 與會者在「保險科技」工作坊探討科技應用。

An Insurtech Workshop was co-organised by the Executive Development Centre of HSMC and the Hong Kong Federation of Insurers on 28 February 2018. The event was supported by the Hong Kong Blockchain Society. This round table discussion was the first of its kind, attended by insurance practitioners, academics and representatives from non-governmental organisations. It covered the deployment of blockchain technology as well as the concerns and challenges associated with it. The use of Distributed Ledger Technology was also discussed.

恒管的企管發展中心與香港保險業聯會於 2018 年 2 月 28 日合辦「保險科技」工作坊，活動獲得香港區塊鏈學會支持。這個保險科技圓桌會議實屬首創，保險從業員、學者及公營機構代表出席參與，內容包括區塊鏈技術的運用、挑戰和關注事項，與會者並就分散式賬本技術予以討論。



## President Joined PWC Budget Breakfast Briefing as Panellist 校長參與羅兵咸永道早餐研討會 就財政預算案發表意見

President Simon Ho joined the Hong Kong Budget Breakfast Briefing held by PWC Hong Kong on 1 March 2018 as one of the three panellists. While he did support a cash hand-out and homes for the needy, he strongly advocated more long-term strategic investments embracing Hong Kong's infrastructures especially in view of an ageing society and an economic transformation due to new conditions.

何順文校長出席 2018 年 3 月 1 日由羅兵咸永道會計師事務所舉行的早餐研討會，就財政預算案發表意見。何校長支持以現金形式回饋有需要的市民，並為有需要人士提供居所。此外，他大力倡議為香港的基建發展，進行更多可負擔長遠策略投資，尤其是香港面對人口老化問題，並需應對新環境推動經濟轉型。



President Simon Ho (2nd from right) expressed his views on the government budget for 2018/19 together with two other panellists.  
何順文校長（右二）聯同另外兩位嘉賓就 2018/19 年度政府財政預算案發表意見。

## President Introduced HSMC Developments at Professional Forum 校長出席專業論壇 介紹恒管發展路向

At the invitation by the Chinese Academy of Governance (Hong Kong) Industrial and Commercial Professionals Alumni Association, President Simon Ho attended a forum on 24 February 2018 and hosted a sharing session. President Ho deliberated on the ways universities in Hong Kong and Macau can tie in with social development trends and capitalise on the Greater Bay Area development.

President Ho also cited his own personal experiences and introduced HSMC's mission and vision of nurturing

talents with critical thinking, innovative minds, caring attitude, moral values and social responsibility. He added that different measures would be taken by the College to tie in with the Belt and Road Initiative as well as the Greater Bay Area development, including a diversification of study of foreign languages, cultures and entrepreneurship, as well as a "One Student, One Internship" scheme to allow every undergraduate student to gain internship experience.



President Ho introduced HSMC's recent developments.  
何順文校長介紹恒管的近期發展。

何順文校長應中國國家行政學院（香港）工商專業同學會邀請，於 2018 年 2 月 24 日出席論壇，探討大學未來如何與社會發展趨勢接軌，以及港澳地區大學如何在大灣區內發揮作用，與嘉賓交流意見。

何校長分享自己的人生經歷，並介紹恒管致力培育年輕人成為具備明辨思維、創意、人文關懷、道德價值觀和社會責任人才的願景及使命。此外，何校長闡述恒管緊貼「一帶一路」及大灣區計劃的發展，當中包括提供多元外語、文化及創業的學習機會，以及推出「一學生一實習」計劃，讓每個本科生都有實習的機會。

## Louisa So@HSMC 蘇玉華暢談「演員的生命」



Miss Louisa So shared the joy and challenges of being an actress.  
蘇玉華小姐分享當演員的喜樂和挑戰。

Arts at HSMC invited renowned actress Miss Louisa So to talk about her career and passion for acting on 6 February 2018. Miss So shared how she became an acting enthusiast and professional and recalled that her interest in acting started during a junior high school theatre performance in which her little trick of quick costume change earned rapturous applause from the audience. She then studied drama at the Hong Kong Academy for

Performing Arts where she learned from Dr Chung King Fai. As a professional actress, she strived to utilise different opportunities and conditions, and overcome the many limitations in television shows, films and the theatre. She encouraged the audience to have dreams and seek personal breakthrough and advancement. As a token of thanks, Provost Gilbert Fong presented a book to Miss So, titled *On The Drama* and co-authored by Nobel laureate in Literature Dr Gao Xingjian and himself.

著名演員蘇玉華小姐應「文藝在恒管」邀請，於2018年2月6日主持講座「演員的生命」，分享成為演員的心路歷程。她憶述對舞台劇萌生興趣始於初中一次演出——一個快速換妝的小把戲引來掌聲雷動，令她深深感受舞台的威力。其後，她入讀香港演藝學院，從鍾景輝博士身上獲益良多。面對電視、電影和舞台的演出機會、條件及限制，她要求自己成為可駕馭各種媒體的演員。她勉勵聽眾嘗試突破自我，不斷進步，追尋夢想。講座完結後，方梓勳常務副校長致送他與諾貝爾文學獎得主高行健博士合著的《論戲劇》給蘇小姐，感謝她的分享。

## Dr Ho Wai Kuen Discussion Room Naming Luncheon 「何偉權博士研討室」命名午宴

A naming luncheon for Dr Ho Wai Kuen Discussion Room (Discussion Room A004 in the library of HSMC), hosted by Dr Ho Wai Kuen, Ken, Founder and Chairman of Artical Printing Group, his family members, President Simon Ho and Provost Gilbert Fong, was held on 25 January 2018. Friends of Dr Ho and guests from the Chinese Manufacturers' Association of Hong Kong attended the event. Fully equipped with computer facilities, the Dr Ho Wai Kuen Discussion Room is an ideal venue for small group learning and exchange.

In his remarks, Dr Ho shared his mission and vision regarding the rehabilitation of ex-offenders, as well as his recent accomplishments in spearheading some rehabilitative initiatives with a view to promoting their reintegration into society in positive ways.

「何偉權博士研討室」命名午宴於2018年1月25日舉行，由精藝印刷機構創辦人兼董事長何偉權博士、何博士的家人、何順文校長及方梓勳常務副校長主持。何博士的朋友及香港中華廠商聯合會嘉賓撥冗出席支持。「何偉權博士研討室」位於恒管圖書館A004研習室，配備完善的電腦設施，是小組學習及交流的理想地方。

何博士致詞時分享對於協助更生人士的理念及抱負，同時介紹最近由他領導並獲得良好回應的計劃，希望能夠鼓勵更生人士融入社會，開展新生。



(From left) Provost Gilbert Fong, President Simon Ho, Dr Ken Ho and his family unveiled the plaque of Dr Ho Wai Kuen Discussion Room.

(左起)方梓勳常務副校長、何順文校長、何偉權博士及其家人主持「何偉權博士研討室」揭幕儀式。

## Banking and Finance Seminar Series 銀行及金融講座系列



Mr Hui Yee Kwong shared investment tips.  
許沂光先生分享投資心得。

The Department of Economics and Finance, together with the Student Affairs Office, co-organised the 2018 Banking and Finance Seminar Series. Mr Hui Yee Kwong, seasoned financial market expert specialised in securities, fund and investment advisory, was invited to deliver a talk at the first seminar of the series on 12 March 2018. Sharing under the topic “China A-Share Market: Soaring 30 Times in Coming 20 Years”, Mr Hui gave investment tips and explained how to use charts to analyse the market trend of China A-Share.

經濟及金融學系聯同學生事務處合辦 2018 年銀行及金融講座系列，首場講座於 2018 年 3 月 12 日舉行，由財經界知名人士許沂光先生主講，以「預期中國 A 股未來二十年，將放升三十倍」為題。許先生經營證券、基金及投資顧問業務，他跟出席者分享投資心得，並介紹如何使用圖表分析中國 A 股市場走勢。

## Public Lecture on Contemporary Political Rhetoric in US 美國政治語言藝術公開講座

The School of Translation organised a public lecture “Left vs Right: American Political Rhetoric in the Trump Era” on 27 February 2018, which was hosted by Professor Karl Fields, Asian Studies Visiting Scholar of the Department of Social Science. Professor Fields introduced to the audience the political spectrum in the US today, noting that an increasingly polarised atmosphere has led to an explosion of political jargons such as “dog whistles”, “echo chambers”, “alternative facts”, “dreamers” and “the wall”. The origins and meanings of these political jargons were illustrated with examples and cartoons. A video analysing President Donald Trump’s discourse helped explain the unique impact of the rhetoric employed by the American President.



Professor Karl Fields analysed political rhetoric in the US.  
田立凱教授分析美國的政治語言藝術。

翻譯學院於 2018 年 2 月 27 日舉行講座，邀請社會科學系亞洲研究客座學者田立凱教授講解現時流行美國的政治辭令。田教授簡介美國社會的政治光譜，指出現時民意呈兩極化，所以 dog whistles、echo chambers、alternative facts、dreamers、the wall 等新興政治詞彙出現。田教授運用例子和卡通圖畫，說明這些詞彙的由來和含義。講座期間並播放分析特朗普總統講話的短片，了解這位美國總統獨有的語言藝術帶來的影響。

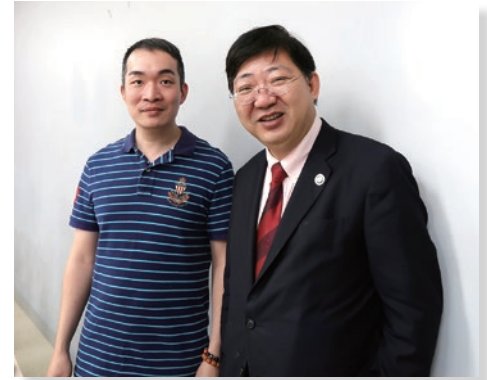
## Liberal Arts at HSMC – Chinese Culture Promotion Programme 「博雅·恒管」中國文化推廣計劃

A series of Chinese New Year cultural activities were held in January and February 2018 under the Liberal Arts at HSMC – Chinese Culture Promotion Programme organised by the Institute of Chinese Language and Culture, with an aim to promote Chinese culture, inherit the traditional arts and enrich campus life of HSMC students and staff. At the Traditional Lantern Crafting Workshop, Master Au Yeung Ping Chi from the famous local historic shop Bowa Crafting Shop shared his lantern crafting experience and guided the students to create their own lanterns. During the Chinese Calligraphy and Couplets Workshop, Dr Yim Chi Shing, seasoned Chinese calligrapher, deliberated on the basics of calligraphy and the cultural significance behind Chinese calligraphy.

On 1 March 2018, a tour to the Hong Kong Heritage Museum was arranged during which HSMC students visited the Jin Yong Gallery and the Pixar: 30 Years of Animation temporary exhibition. Detailed introduction was given by a docent of Jin Yong Gallery, a seasoned retired senior journalist, enabling the students a better understanding of the novels of Jin Yong and the journalist profession.

由中國語言及文化研習所舉辦的「博雅·恒管」中國文化推廣計劃於2018年1月及2月舉辦一系列新春文化活動，藉此弘揚中國文化，繼承傳統工藝，令師生的校園生活更豐富。傳統花燈製作工作坊由本地著名老舖寶華製作的歐陽秉志師傅主持，師傅分享傳統花燈製作工藝心得，並教導學生製作花燈。書法家嚴至誠博士應邀主持春聯工作坊，講授基本書法技巧，並分析中國書法背後深遠的文化意涵。

此外，同學於2018年3月1日前往香港文化博物館，參觀金庸館和「彼思動畫30年」展覽。金庸館的導賞員為退休資深報人，為同學提供詳細解說，讓他們加深了解金庸武俠小說和香港報業文化。



President Simon Ho thanked Master Au Yeung (left) for hosting the Lantern Crafting Workshop.  
何順文校長感謝歐陽師傅(左)主持花燈製作工作坊。



Detailed introduction was given by a docent of Hong Kong Heritage Museum.  
香港文化博物館的導賞員為同學詳細解說。



Dr Yim Chi Shing and the students at the Chinese Calligraphy and Couplets Workshop  
嚴至誠博士與春聯工作坊學員

## College Assembly “Stories from My Paintings” 學院月會－「看畫說故事」



Professor Desmond Hui shared his paintings and answered questions from the audience.  
許焯權教授分享畫作，並且解答觀眾的提問。

At the College Assembly held on 8 February 2018, Professor Desmond Hui from the Department of Social Science shared with the audience the anecdotes and stories of the water paintings he had done during the last five years. Most of his paintings were done during his trips in different places including Europe, Japan and Taiwan, while some others were done in Hong Kong and at HSMC.

學院月會－「看畫說故事」於2018年2月8日舉行。恒管社會科學學系許焯權教授擔任主題演講環節嘉賓，分享過去五年他在不同地方繪畫的水彩畫，地點遍及歐洲、日本、台灣、香港及恒管。從畫作可看到不同地方的趣聞與故事。

## HSMC Students' Union Annual Dinner 恒管學生會舉辦「恒宴」

HSMC Students' Union Annual Dinner was organised on 28 February 2018. This festive and fun-filled large-scale event attracted some 700 guests, HSMC students as well as academic and administrative staff members. Apart from the tasty dishes, musical performances by students and celebrities made the event even more enjoyable.

2018年2月28日，近700名嘉賓、學生及教職員參與由恒管學生會舉辦的「恒宴」，盛況空前。美味盆菜加上學生及著名歌手表演，令活動既精彩，又熱鬧。



A traditional ceremony was held before the dinner.  
開席前舉行傳統儀式。



Some 700 guests joined the dinner.  
出席晚宴的嘉賓近700人。

## Seminar on “Engaging Students to Grow and Glow in HSMC” 「Engaging Students to Grow and Glow in HSMC」講座



A seminar entitled “Engaging Students to Grow and Glow in HSMC” was co-organised by the Office of Vice-President (Organisational Development), the Centre for Teaching and Learning and the Staff Development Committee on 1 February 2018. Dr Tom Fong, Vice-President (Organisational Development) and Ms Rebecca Chan, Director of Student Affairs, shared with the participants the development of higher education in Hong Kong, the findings of students’ needs and employers’ expectations, the challenges of mental health and civic

engagement in recent years and the impacts they have on student affairs. Real life cases and dilemmas were cited for group discussion. The seminar concluded with Dr Fong’s sharing of seven principles of working with students, which can help enable them to “grow and glow” in HSMC.

副校長行政辦公室（機構發展）、教與學發展中心及教職員發展委員會於2018年2月1日合辦以「Engaging Students to Grow and Glow in HSMC」為題的講座。副校長（機構發展）方永豪博士和學生事務總監陳寶瑜女士擔任講者，簡介本地高等教育的發展趨勢，並且分享對學生需求和僱主期望的一些資訊和心得、近年所見學生心理健康和公民參與，以及這些課題對學生事務帶來的挑戰。在討論環節，參加者就一些真實個案交換意見。方博士於講座尾聲分享與學生相處的七個重要原則，讓參加者深思如何引導學生在恆管成長，發光發熱。

## SAO Activities Fostering Cultural Exchanges 學生事務處活動促進文化交流

Various student activities were organised by the Student Affairs Office to foster cultural exchanges. On 31 January 2018, inbound exchange students showcased their local cuisines at the Global Café while some residents from the Mosaic College prepared local dishes for fellow students. On 12 February 2018, inbound exchange students celebrated the Chinese New Year with local students. They enjoyed a fun-filled evening learning more about the Chinese traditions during this festival.

學生事務處舉辦各式各樣活動，促進學生的文化交流。國際美食節於2018年1月31日舉行，來自不同國家和地區的交流生烹調家鄉傳統美食，供本地同學品嚐。博文書院的宿生也向交換生介紹香港特色食品。此外，交流生於2018年2月12日與本地學生共慶新春，從中認識香港的過年習俗。



A taste of international cuisines at Global Café  
於國際美食節品嚐各地特色美食。



Celebrating Chinese New Year  
一起慶祝農曆新年。

## HSMC Student Ambassadors Inauguration Ceremony 2017/18 2017/18 年度恒管學生大使就職典禮

The HSMC Student Ambassadors Inauguration Ceremony 2017/18 was held on 1 March 2018. President Simon Ho and Ms Rebecca Chan, Director of Student Affairs, attended to congratulate the 31 selected HSMC Student Ambassadors, encouraging them to treasure the learning and serving opportunities.

Emily Cheuk, Senior Student Ambassador, recalled her experience gained through the Student Ambassadors Programme. Miumiu Tang, Student Ambassador 2017/18, shared the expectation on the Programme this year on behalf of all Student Ambassadors.



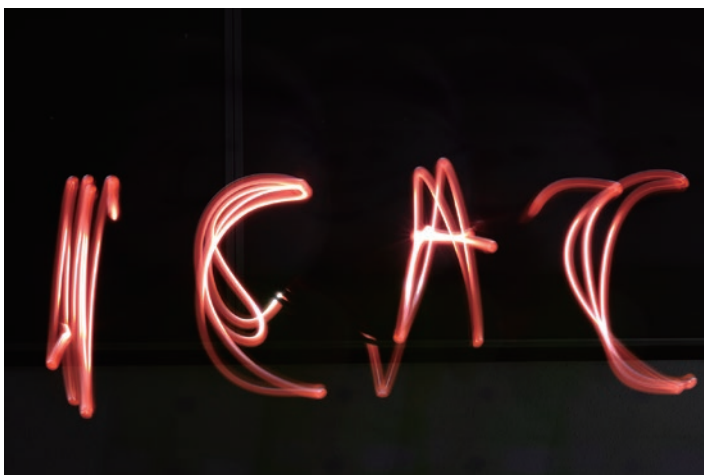
A new term of Student Ambassadors Programme began after an oath by the Student Ambassadors. 學生大使宣誓就任，新一屆學生大使計劃開展。

2017/18 年度恒管學生大使就職典禮於 2018 年 3 月 1 日舉行，何順文校長及學生事務總監陳寶瑜女士擔任典禮嘉賓並勉勵 31 位新任學生大使珍惜服務與學習的機會。上屆學生大使卓蔓廷闡述透過學生大使計劃的成長經歷；新一屆學生大使代表鄧曉苗則分享現屆的抱負。

## Integrity Promotion Project by HSMC ICAC Ambassadors 恒管廉政大使舉辦倡廉及誠信推廣活動

HSMC ICAC Ambassadors launched their first integrity promotion project from 6 to 9 February 2018 in the new term to sustain the probity culture at HSMC. A light painting and origami activity was held to tie in with the Valentine's Day celebration. Participants were encouraged to create a unique light painting as a gift, and write down their promises to their family, friends or partners in the "I pledge" campaign.

恒管廉政大使於 2018 年 2 月 6 日至 9 日舉辦今屆首個推廣廉潔及誠信的活動，繼續在恒管倡導廉潔文化。適逢情人節臨近，一眾廉政大使舉行「廉在心」光影塗鴉及摺紙活動，讓同學親手製作創意和心思十足的禮物，並寫下對親人、朋友及伴侶的承諾。



Light painting was prepared by Ambassadors. 廉政大使繪畫的 ICAC 光影塗鴉。



Gee Dor Dor promoted HSMC ICAC Ambassadors activities. 「智多多」宣傳恒管廉政大使的活動。

## HSMC Volunteers Visited Street Sleepers 恒管義工隊探訪露宿者

With support from staff members and fellow students, the HSMC Volunteer Team Student Organising Committee received donations in kind for its caring project. On 23 February 2018, Committee members brought the materials collected to the Society for Community Organisation (SoCO) in Sham Shui Po. With the help of Mr Ng Wai Tung, Community Organiser of SoCO, they knew more about street sleepers in the district, visited the homeless and brought them the caring of the HSMC community.

恒管義工隊學生籌委會為一項關懷活動籌募物資，獲得教職員及同學踴躍支持。籌委會成員在2018年2月23日前往深水埗香港社區組織協會了解區內露宿者情況，並在該會幹事吳衛東先生帶領下探訪露宿者，送上恒管人的關懷。



Mr Ng Wai Tung (1st from right) and Committee members got ready for the visit.  
吳偉東先生(右一)與籌委會成員準備前往探訪露宿者。

## VolTrekks Service-learning Award and Training Scheme 「順龍仁澤學義同行」服務學習獎勵及培訓計劃

The Student Affairs Office once again organises the VolTrekks Service-learning Award and Training Scheme, thanks to the continued support from Hong Kong Shun Lung Yan Chak Foundation Limited. The Scheme provides students with the opportunities to achieve whole person development through community services and training which emphasises intellectual competence, generic skills, personal development and social engagement.

承蒙香港順龍仁澤基金會慷慨解囊，學生事務處再次舉行「順龍仁澤學義同行」服務學習獎勵及培訓計劃，讓恒管學生透過社會服務和培訓，獲得全人發展的機會。一系列培訓著重提升學生的智能/思考能力、共通技能、個人發展及投入社群的能力。



Celebrating Chinese New Year with the ethnic minority.  
與少數族裔人士共慶農曆新年。



Refurbishing homes of the elderly.  
為長者粉飾家居。



## HSMC Team Received Gold Award and Best Advertising Video Award in Joint University Outstanding Marketing Award Programme 恒管隊伍勇奪「全港大學聯校市場策劃比賽」金獎及最佳廣告錄像獎



(From left) Dr Felix Tang, Associate Professor of Department of Marketing, Cheung Ching Hei, Chan Pak Hang, Chan Ho Yi and Tsang Pui Man  
(左起)市場學系副教授鄧子龍博士、張正熙、陳栢恒、陳可兒及曾珮汶

A four-member team of HSMC students won the Gold Award and the Best Advertising Video Award in the prestigious Joint University Outstanding Marketing Award (JUOMA) competition 2017/18. The winning team consisted of Chan Ho Yi, Lydia (BBA-Management), Chan Pak Hang, Micky (BBA-Marketing), Cheung Ching Hei, Daniel (BBA-Corporate Governance) and Tsang Pui Man, Vicki (BBA-Management).

This year, a total of 388 teams entered the first round of JUOMA, and after two rounds of intense competition, the HSMC team emerged as one of the four finalists. The last challenge for the final four involved a social media campaign to maximise engagement (number of “likes” and “shares”) and actual sales (number of patrons showing the advert at RedMR). The HSMC team attributed its success to a creative marketing plan and strong support from the School of Business.

由四位恒管學生組成的隊伍於 2017/18 年度「全港大學聯校市場策劃比賽」勇奪金獎及最佳廣告錄像獎，隊員包括：陳可兒（管理學工商管理）、陳栢恒（工商管理市場學專修）、張正熙（企業管治工商管理）及曾珮汶（管理學工商管理）。他們認為具創意的市場推廣計劃和商學院全力支持是致勝原因。

賽事在業界享負盛譽，今年共有 388 支大專院校隊伍參賽。經過兩輪篩選後，恒管隊伍晉身決賽四強。決賽隊伍最後一項挑戰是在社交媒體推廣時爭取最多客戶參與（即最多的「讚」和「分享」）以及實際營銷成績（即在「紅人派對」獲得最多贊助人展示廣告）。

## HSMC Team First Runner-up of University Team in PUMA Hong Kong Youth Road Relay 2018 恒管隊伍於「PUMA 香港青少年道路接力賽 2018」大專邀請賽喜獲亞軍

A HSMC team, formed by Au Yeung Ho Cheung (BBA-Financial Analysis, Year 2), Lai Sheng Wen (BBA, Year 3), Tsang King Man (BJC, Year 4) and Wong Yip Tung (BBA, Year 3), was 1st runner-up of the university team in the PUMA Hong Kong Youth Road Relay 2018 organised by the Hong Kong Amateur Athletic Association held on 25 March 2018 in Central.

恒管隊伍於香港業餘田徑總會主辦的「PUMA 香港青少年道路接力賽 2018」大專邀請賽，喜獲亞軍。隊員包括歐陽灝璋（金融分析工商管理二年級生）、賴勝文（工商管理三年級生）、曾敬文（新聞及傳播四年級生）及黃業東（工商管理三年級生）。賽事於 2018 年 3 月 25 日在中環舉行。



HSMC team members in red running suit: (from left) Lai Sheng Wen, Wong Yip Tung, Au Yeung Ho Cheung and Tsang King Man.  
穿著紅色跑步服的恒管隊伍成員：(左起)賴勝文、黃業東、歐陽灝璋及曾敬文。

## HSMC Team Second Runner-up in DataDevelop 2018 Student Case Competition 恒管隊伍喜獲「2018 DataDevelop 學生案例分析比賽」季軍



Pictured with Mr Henry Soo, Managing Director of DataDevelop Consulting Ltd. HSMC team members (from left): Law Shu Kai, Leung Chi Woon, Lo Ying Pui, Li Sing Yin and Tung Chi Ho.  
恒管隊伍與 DataDevelop Consulting Ltd 董事總經理蘇超良先生合照，成員為（左起）羅樹楷、梁智桓、羅映佩、李星燃及董志豪。

A team formed by five students taking Bachelor of Management Science and Information Management programme was 2nd runner-up in the DataDevelop 2018 Student Case Competition held on 10 February 2018, the participants of which were all from local tertiary institutions. The DataDevelop 2018 Student Case Competition – Hong Kong included a few keynote speeches which enabled the participants to learn from experts in the supply chain management industry and exchange with them. Members of the winning team were: Law Shu Kai, Leung Chi Woon, Li Sing Yin, Lo Ying Pui and Tung Chi Ho.

由五名管理科學與資訊管理課程學生組成的隊伍，在 2018 年 2 月 10 日舉行的「DataDevelop 學生案例分析比賽」獲得季軍。今年，「2018 DataDevelop 學生案例分析比賽 – 香港」包含數場主題演講，讓與會者跟供應鏈管理專家學習和交流。得獎團隊成員包括：羅樹楷、梁智桓、李星燃、羅映佩及董志豪。

## HZ University of Applied Sciences, the Netherlands 荷蘭 HZ 應用科學大學

Ms Johannetta van der Vlies, International Relations Coordinator of HZ University of Applied Sciences (HZ) from the Netherlands, visited HSMC on 22 March 2018 to learn more about its development for further collaboration. She also took the opportunity to meet with three HZ students currently on exchange study with HSMC. HZ has been a partner of HSMC since 2014.

荷蘭 HZ 應用科學大學國際關係主任 Johannetta van der Vlies 女士於 2018 年 3 月 22 日到訪恒管，了解學院的最新發展，以加深合作。她更藉此機會與現時於恒管交流的三位 HZ 應用科學大學學生會面。HZ 應用科學大學自 2014 年起與恒管建立夥伴關係。



## College of Law and Business, Israel 以色列法律及商業學院



On 7 February 2018, President Moshe Cohen-Eliya from the College of Law and Business in Israel, together with Dr Ron Berger, Assistant Dean, International Affairs, Business School, paid a courtesy visit to HSMC and signed an Academic Co-operation Agreement with President Simon Ho, in the presence of Professor Bradley Barnes, Dean of School of Business and Co-Chairman of the Academic Exchange Committee. It signifies academic co-operation between the two institutions.

以色列法律及商業學院 Moshe Cohen-Eliya 校長聯同商學院國際事務助理院長 Ron Berger 博士於 2018 年 2 月 7 日到訪恒管，與何順文校長及商學院院長暨學術交流委員會聯席主席李海東教授會面，並正式簽署學術交流合作協議書，開展兩校之間的學術交流項目。

## Whittier College, the US 美國惠蒂爾學院

A delegation from Whittier College in the US, including President Sharon Herzberger; Dr Darrin Good, Vice-President for Academic Affairs and Dean of Faculty; and Mr Steve Delgado, Vice-President for Advancement, visited HSMC on 1 February 2018 to discuss collaboration projects on research, exchange, internship and joint student projects with the Institute for Youth Sustainability Leadership and Wu Jieh Yee Centre for Innovation and Entrepreneurship. Whittier College has been a partner of HSMC since 2015.



美國惠蒂爾學院 Sharon Herzberger 校長、教務副校長及教務長 Darrin Good 博士及大學拓展副校長 Steve Delgado 先生於 2018 年 2 月 1 日到訪恒管，商討學術研究、交流實習，以及跟青年可持續發展領袖研習所和伍黎宜創新及創業中心合作事宜。惠蒂爾學院自 2015 年起與恒管建立夥伴關係。

## Task Force on Review of Self-financing Post-secondary Education and Committee on Self-financing Post-secondary Education 檢討自資專上教育專責小組及自資專上教育委員會



Professor Anthony Cheung, Chairman of the Task Force on Review of Self-financing Post-secondary Education (Task Force) and the Committee on Self-financing Post-secondary Education (CSPE), led a delegation comprising members of the Task Force and the CSPE, and representatives from the Education Bureau to visit the College on 12 February 2018. HSMC senior management introduced to

the delegation the College's latest development while views on the opportunities and challenges faced by self-financing post-secondary institutions were exchanged. The delegation also met with student representatives and faculty members to learn more about their learning and teaching experiences at HSMC.

檢討自資專上教育專責小組及自資專上教育委員會主席張炳良教授率領專責小組及委員會成員，聯同教育局代表於 2018 年 2 月 12 日到訪恒管。會上學院管理層向訪問團介紹恒管最新發展，並就自資專上院校面對的機遇與挑戰，分享看法。訪問團亦分別與學生代表及教員代表會面，進一步了解他們在恒管的學習及教學體驗。

### Personnel Updates 人事快訊



We would like to extend our warmest welcome to Professor John Michael Minford (Visiting Professor, School of Translation) and Ms To Ka Yue, Betty (Manager, Advancement and Alumni Affairs Office), who have re-joined and joined the HSMC family in March and April 2018 respectively.

衷心歡迎翻譯學院客座教授閔福德教授於 2018 年 3 月再度加入恒管；發展及校友事務處經理杜家如女士於 2018 年 4 月正式加入恒管大家庭。

### Forthcoming Events 活動預告



#### Executive Development Centre 企管發展中心

##### Certificate in Financial Consulting (Executive Programme)

##### 資深財務策劃顧問證書課程

3 May 2018 (Thu) 2018 年 5 月 3 日 (星期四)	9:00 am – 6:00 pm 上午 9 時至下午 6 時	HSMC Campus 恒管校園
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4 May 2018 (Fri) 2018 年 5 月 4 日 (星期五)	9:00 am – 4:00 pm 上午 9 時至下午 4 時	HSMC Campus 恒管校園
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##### Sharpening Your Workplace Communication

25 May 2018 (Fri) 2018 年 5 月 25 日 (星期五)	10:00 am – 5:30 pm 上午 10 時至下午 5 時 30 分	HSMC Campus 恒管校園
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##### HR & Talent Dialogues: Multi-Generations in the Workplace

22 June 2018 (Fri) 2018 年 6 月 22 日 (星期五)	2:00 pm – 5:30 pm 下午 2 時至 5 時 30 分	HSMC Campus 恒管校園
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#### School of Humanities and Social Science 人文社會科學學院

##### TEDxHSMC: Inter-VIEW

19 May 2018 (Sat) 2018 年 5 月 19 日 (星期六)	1:00 pm – 4:30 pm 下午 1 時至 4 時 30 分	Fung Yiu King Hall, 4/F, S H Ho Academic Building, HSMC 恒管何善衡教學大樓 4 樓馮堯敬堂
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#### Registry 教務處

##### HSMC Summer Academy 2018

##### 恒管暑期體驗 2018

4 and 5 July 2018 (Wed and Thu) 2018 年 7 月 4 日至 5 日 (星期三至四)		HSMC Campus 恒管校園
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# HSMC Founders' Day 2018 – President Forum cum Founders' Day Ceremony and Reception

## 2018 恒管校慶日 – 校長論壇暨校慶日儀式及茶聚

### 16.3.2018



Souvenir for President Forum guest speaker President Jeffrey Lehman (middle), presented by Dr Moses Cheng, Chairman of College Council, and President Simon Ho (left).  
校務委員會主席鄭慕智博士聯同何順文校長（左）致送紀念品予校長論壇嘉賓講者雷蒙校長（中）。



HSMC's first official mascot Handa was launched. (From left) Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs); President Simon Ho; Ms Rose Lee, Chairman of the Board of Governors; Dr Moses Cheng; and Mr Kenneth Leung, Chairman of the Alumni Association of HSMC and HSSC 恒管啟動首個官方吉祥物「恒恒」。(左起) 協理副校長（傳訊及公共事務）曹虹教授、何順文校長、校董會主席李慧敏女士、鄭慕智博士與恒管暨恒商校友會主席梁家強先生



Souvenirs were presented to scholarship donors for their support to students.  
致送紀念品予獎學金捐助人，感謝他們對學生給予支持。

Singing by student  
學生演唱



Performance by student  
sinfonietta  
恒管小交響樂團演奏



Professor Y V Hui, Vice-President (Academic and Research) introduced the three new research/learning centres.  
副校長（學術及研究）許溢宏教授介紹三所新研習中心。



Information as of 25 March 2018. *HSMC Newsletter* is published by the Communications and Public Affairs Office in every even month. If you have any materials for publication, please send your submission in both English and Chinese (not more than 250 words each) and 1-2 photos (>1MB, if any) to cpao@hsmc.edu.hk via your HSMC email account.

資料截至 2018 年 3 月 25 日。《恒管通訊》逢雙數月由傳訊及公共事務處出版，如欲投稿，請以恒管電郵帳戶發送至 cpao@hsmc.edu.hk。稿件中英文內容各不超過 250 字並附上 1-2 張 1MB 以上的照片（如有）。