

HSMC

Newsletter 恒管通訊

06 • 2018



“HSMC FunD Run for U” Promoted Community Engagement and Solicited Public Support

「恒管紛 FunD 跑」推動社區共融 凝聚社會支持



HSMC Business Journalism Awards Recognised Outstanding Journalists
「恒管商業新聞獎」表揚傑出新聞記者



Dr Lee Shau Kee Donated HK\$100 Million to Support HSMC's Strategic Development
李兆基博士捐出港幣一億元 支持恒管長遠策略發展



HSMC People – Interview with Dr Leung Kim Ping, Thomas Associate Professor
Associate Dean of School of Business
恒管人 – 商學院副院長及副教授 梁劍平博士專訪



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

 Hang Seng Management College

www.hsmc.edu.hk

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“HSMC FunD Run for U” Promoted Community Engagement and Solicited Public Support

「恒管紛 FunD 跑」推動社區共融 凝聚社會支持

HSMC organised “HSMC FunD Run for U” on 15 April 2018 in Shatin, the first community engagement cum fundraising run held by local self-financed higher education institutions which attracted over 1,200 participants. The race was divided into two categories: 10 km Challenge Run and 3 km Fun Run. Enthusiastic support was received from the HSMC community, the public, corporations, secondary schools and non-profit organisations.

Dr Moses Cheng, Chairman of HSMC College Council, stressed in his remarks that “HSMC FunD Run for U” was held to raise public awareness of the College and to promote healthy living and positive thinking in the community.

President Simon Ho expressed the College’s gratitude to all the support received, and reiterated that HSMC, a non-profit self-financed higher education institution, needs private donations and public support for its sustainable growth and continuous contribution to society.

The guests of honour who attended the kick-off ceremony at the Hong Kong Sports Institute included: Mr Bernard Chan, Non-official Convenor of the Executive Council, HKSAR; Ms Rose Lee, Chairman of HSMC Board of Governors; Dr Moses Cheng, Chairman of HSMC College Council; Professor Simon Ho, HSMC President; Dr Lam Tai Fai, Chairman of the Hong Kong Sports Institute Board of Directors and Honorary Advisor of “HSMC FunD Run for U” Organising Committee; Dr Patrick Poon, HSMC Governor and Honorary Advisor of “HSMC FunD Run for U” Organising Committee; Professor Roy Chung, Co-Chairman of “HSMC FunD Run for U” Organising Committee; Dr Jacky Cheung, Co-Chairman of “HSMC FunD Run for U” Organising Committee; Mr Ho Hau Cheung, Chairman of Sha Tin District Council; Mr Luke Yuen, Deputy District Commander

恒管於 2018 年 4 月 15 日在沙田舉行「恒管紛 FunD 跑」，這是全港自資高等院校首個社區共融暨籌款跑步活動。賽事設有 10 公里挑戰賽及 3 公里悠遊跑，參加者超過 1,200 人，包括恒管師生及校友、市民大眾、企業代表、中學生及非牟利慈善機構人士。

校務委員會主席鄭慕智博士致詞時表示，希望透過「恒管紛 FunD 跑」讓市民大眾加深認識恒管，凝聚社會力量；同時鼓勵社會各界參與，發放正能量，推動健康生活。

何順文校長衷心感謝各界人士對「恒管紛 FunD 跑」鼎力支持。他指出恒管作為非牟利自資高等院校，需要集結民間資本與支持，才可持續發展，為社會作出更多貢獻。

起步禮於香港體育學院舉行，多名主禮嘉賓參與，包括香港特別行政區行政會議非官守議員召集人陳智思先生、恒管校董會主席李慧敏女士、恒管校務委員會主席鄭慕智博士、恒管校長何順文教授、香港體育學院董事局主席兼「恒管紛 FunD 跑」統籌委員會榮譽顧問林大輝博士、恒管校董兼「恒管紛 FunD 跑」統籌委員會榮譽顧問潘榮昌博士、「恒管紛 FunD 跑」統籌委員會聯席主席鍾志平教授、「恒管紛 FunD 跑」統籌委員會聯席主席張華強博士、沙田區議會主席何厚祥先生、



Guests of honour at the kick-off ceremony (from left): Dr Jacky Cheung, Mr Ho Hau Cheung, Ms Agnes Lo, Dr Lam Tai Fai, Dr Moses Cheng, Mr Bernard Chan, Ms Rose Lee, President Simon Ho, Dr Patrick Poon, Dr Ma Kai Yum, Mr Luke Yuen and Professor Roy Chung.

起步禮主禮嘉賓（左起）：張華強博士、何厚祥先生、盧淑娟女士、林大輝博士、鄭慕智博士、陳智思先生、李慧敏女士、何順文校長、潘榮昌博士、馬介欽博士、阮子健高級警司及鍾志平教授。

(Shatin District) of Hong Kong Police Force; Ms Agnes Lo, Company Secretary of Dr Tzu Leung Ho Charitable Foundation; and Dr Ma Kai Yum, Chairman of Carrianna Group Holdings Co Ltd.

“HSMC FunD Run for U” aimed at promoting healthy living and positive thinking in the community. Non-profit organisations were invited to jointly promote the idea of “Care for All”. Substantial support was rendered by many sponsors who helped make the event a great success. Donations received will be used for HSMC’s strategic development while an application will be filed under the “7th Matching Grant Scheme” for more funds to the College.

香港警務處沙田警區副指揮官阮子健高級警司、何子樑慈善基金有限公司公司秘書盧淑娟女士及佳寧娜集團控股有限公司主席馬介欽博士。

為宣揚關愛共融的訊息，恒管特別邀請非牟利機構參與，建構共融城市。活動得以圓滿舉行，有賴眾多捐贈機構及人士鼎力支持，所籌得捐款將應用於恒管的策略發展，並用以申請「第七輪配對補助金計劃」，進行配對。



Dr Moses Cheng, Chairman of HSMC College Council, gave his remarks at the award presentation ceremony.
校務委員會主席鄭慕智博士於頒獎典禮上致詞。



President Simon Ho expressed his gratitude to all the support given to “HSMC FunD Run for U”.
何順文校長衷心感謝各界人士對「恒管FunD跑」鼎力支持。



(From left) Mr Bernard Chan, Ms Rose Lee, President Simon Ho and Dr Patrick Poon cheered on the participants at the starting point.
(左起) 陳智思先生、李慧敏女士、何順文校長及潘榮昌博士在起點為參賽者打氣。



Mr Kibilo Benard Kiplangat (2nd from left) was Overall Male Champion of 10 km Challenge Run.
Kibilo Benard Kiplangat 先生 (左二) 於 10 公里挑戰賽勝出，榮膺男子全場總冠軍。



Ms Fung Pui Yan, Naomi (2nd from left) was Overall Female Champion of 10 km Challenge Run.
馮珮茵女士 (左二) 於 10 公里挑戰賽勝出，榮膺女子全場總冠軍。



S H Ho College Team 1, The Chinese University of Hong Kong, Champion of 10 km Challenge Run (Corporate/Organisation Team) received its trophy.
10 公里挑戰賽企業 / 團體組冠軍香港中文大學善衡書院 1 隊接過獎盃。



Fanling Kau Yan College Team 1, Champion of 10 km Challenge Run (Secondary School Team), received its trophy.
10 公里挑戰賽中學隊際冠軍粉嶺救恩書院 1 隊接過獎盃。



“HSMC FunD Run for U” attracted over 1,200 participants.
「恒管紛 FunD 跑」吸引逾 1,200 人參加。



Enthusiastic support was received from corporations, organisations and secondary schools.
活動獲得不少企業、團體及中學支持。



Apart from the race, a Fun Carnival was held with exciting game booths, exhibition booths, new sports experience, free consultation with Chinese medicine practitioners and performances.

「恒管紛 FunD 跑」除了跑步競賽，更在恒管校園舉行「奔 FUN 嘉年華」，設有遊戲攤位、展覽攤位、新興運動示範、免費中醫諮詢及表演節目。

Explore the Wonderful World of Marketing

奇妙的市場學世界 無限探索

Dr Leung Kim Ping, Thomas
Associate Professor
Associate Dean of School of Business
Programme Director of BBA Programme
商學院副院長及副教授
工商管理（榮譽）學士課程主任
梁劍平博士



After a nearly two-hour talk with Dr Thomas Leung, *HSMC News/letter* started to wonder how complicated it can be when striving for a perfectly effective marketing plan. Deeply immersed in the marketing field, Dr Leung's observation and thinking in designing a marketing plan span different segments, not only the 4Ps (product, price, promotion and place) which are regarded as the ABCs of marketing theory.

Let's first go back to the early 1980s when Dr Leung, a university fresh graduate returned from Canada, started his career as a sales executive promoting industrial and chemical products. Dr Leung recalled, "Practical experience is very important. During those days, I acquired much commercial knowledge by frequent visits to the customers. Besides, many business owners helped enlighten me on the true spirit of entrepreneurship – proactiveness and the willingness to take risk. Maybe this partly explained why Hong Kong's economic development flourished in the 1980s."

Dr Leung's life focus moved to Australia when he emigrated there in 1984. He joined different consumer product companies and obtained his master degree qualification. The scope and focus of his marketing planning and analysis thus changed, extending to cover institutional marketing. Dr Leung shared, "The client base of one of these companies included hotels, hospitals, swimming pools, government offices and so on. Marketing plans must be tailored to meet their specific needs instead of simply promoting product brand and usefulness."

To the laymen, markets are intangible. Thus, it is hard to define a market and find out its characteristics. As such, how can effective marketing plans be designed? Dr Leung explained, "To me, marketing is not confined to the 4Ps which should be treated as strategic planning elements at a later stage. Marketing professionals would better first consider market analysis, brand positioning, segmentation, consumer behaviour and after-sales services. In the industrial and business sectors, product quality and problem solving are also paramount. But that's not enough!" Dr Leung said he would also examine a corporation's transaction volume, profits, share price and product differentiation. It is necessary to take a macroscopic view instead of a single focus on the products only. Dr Leung thinks that a triangulation approach can help, that is, to examine the same result through different methods.

與梁劍平博士暢談近兩小時後，《恒管通訊》不禁驚嘆策劃一項完美而有效的市場推廣計劃，是何等複雜。梁博士於市場學領域沉浸多年，構思市場推廣計劃時，觀察和思考範疇不會侷限於市場學基本的 4Ps 理論（即產品、價錢、銷售及地點），而是遍及不同層面。

我們先讓時光倒流，回到 1980 年代初，當時梁博士於加拿大完成大學課程返港，擔任銷售行政人員，負責推廣工業及化學產品。梁博士回想那時的情況：「實戰經驗極其重要。那些日子，我需要經常拜訪顧客，卻藉此吸收豐富商業知識。此外，我受到許多企業東主啟發，明白真正的企業家精神——積極主動並敢於冒險。或許這就是香港經濟在八十年代得以蓬勃發展的其中推動因素。」

1984 年，梁博士移民澳洲，生活主場由是改變。在當地他先後加入不同的消費品公司，期間並取得碩士學位資格。他的市場推廣計劃及分析，無論是範圍和焦點也因而轉變，擴展至機構層面的市場推廣。梁博士分享說：「其中一家公司的客戶群包括酒店、醫院、游泳池、政府辦公室等。市場推廣計劃不能只著眼於產品的品牌及用途，而是度身訂做，回應客戶獨特的需要。」

對門外漢而言，市場是無形的，因此難以為市場作出定義並找出它的特性。那麼，如何設計有效的市場推廣計劃？梁博士解釋說：「我認為市場學不侷限於 4Ps，4Ps 理應置於較後期，作為策略規劃元素。市場推廣專才應先著眼於市場分析、品牌定位、市場細分、消費者行為及售後服務。在工商

A seasoned sales and marketing professional, Dr Leung incorporates in his teaching different relevant topics such as sales techniques, market and financial analyses as well as co-relations of markets to provide a relatively full picture of sales and marketing. His teaching profession in Hong Kong began in 1990 with a higher education institution. During that period, he completed his doctorate degree programme. In 2015, Dr Leung joined HSMC to share with students his valuable experience and insights.

Dr Leung loves the interactions with students. He believes that students understand very well marketing theories. The lack of practical experience and exposure, however, may have limited their abilities to design all-round and effective marketing plans. He remembered his sharing with a graduate who came to him for advice when applying for the position of management trainee with a world-renowned car manufacturer. "The student was requested to prepare a marketing plan for electric car. When going through his presentation materials, I noticed that he failed to take into account the nicheness of electric car market in Hong Kong. Supplementary facilities, such as charging stations, are far from sufficient while government support is not crystal clear. I suggested him to focus on the limited number of potential customers such as government units, the Hong Kong Science and Technology Parks and people living in houses in remote areas. It is glad that the student finally got the job!"

While classroom knowledge is a must, field work is equally important. Dr Leung notices that with the extensive use of online information, students may tend to copy whatever they can obtain from the web. He advises that counter-checking and verification are essential when information accuracy is not strictly monitored on the web. He recommends marketing professionals to talk to their customers, if possible, for first-hand information on customer needs and preferences. Dr Leung believes that after all, marketing is about human behaviours and habits.



Dr Leung at the Book Crossing Corner of the School of Business, where teachers and students frequently have discussion.
梁博士身處商學院「漂書閣」，這裡是師生交流討論的熱點。



業界，產品質素和解決問題方法也同樣重要，但這樣並不足夠！」梁博士表示他會一併研究企業的交易額、盈利、股價和產品與別不同之處；不能只聚焦產品，更需要從宏觀角度出發。梁博士認為三角驗證法很有用，即是通過不同檢測方法，達致相同結果。

身為資深銷售及市場學專家，梁博士把各類相關課題融入教學，例如銷售技巧、市場及財務分析，以及市場相互關連等，從而更全面展示銷售與市場推廣的面貌。梁博士在香港從事教育工作始於1990年，於高等教育院校任職。期間他修畢博士學位課程。2015年，梁博士加入恒管，跟學生分享他的寶貴經驗和見解。

梁博士喜歡與學生互動。他相信學生早已熟悉市場學理論，但囿於實戰與接觸所限，令他們未能策劃全面且有效的市場推廣計劃。他記起曾經有位學生前來尋求他的意見。那位學生投考一家世界知名汽車生產商的管理培訓生職位。「他需要準備一份電動車市場推廣計劃。審視他的匯報資料時，發現他沒有考慮到電動車在香港是個小眾市場，配套設施遠不足夠，例如充電站，加上政府支援也不清晰。因此，我建議他把焦點投放於為數不多的潛在顧客，例如政府單位、香港科技園及於偏遠地區獨立屋居住的人士。很高興最終那位學生成功獲聘！」

課堂知識雖不可少，實戰體驗同樣重要。梁博士注意到由於廣泛使用網上資訊，學生或許傾向隨手取用網上所得資料。網上資訊是否正確，沒有任何嚴格檢視程序。有見及此，梁博士提醒採用網上資訊時，反覆查證的工作十分重要。他建議若情況許可，市場推廣專才不妨多與顧客傾談，獲取顧客需要和喜好的第一手資料。梁博士相信市場學歸根究柢就是關乎人們的行為與習慣。

Make Hay While the Sun Shines 抓緊機遇 付諸行動

Mr Yuen Yik Ting, Dicky

Alumnus of Hang Seng School of Commerce

Founder and Managing Consultant of Venturenix Group



Alumni is certainly one of the key stakeholders in the continuous development of a college. Among the graduates of Hang Seng School of Commerce (HSSC), there is an energetic person with strong enthusiasm in and aspiration to alumni affairs. He is Mr Yuen Yik Ting, Dicky, the new Chairman of the Alumni Association of HSMC and HSSC.

Dicky enrolled in the HKALE programme in 2001. He then completed a bachelor's degree programme in business. Though he had spent only two years with HSSC, he still got many impressive

memories. He particularly enjoyed the freedom at school and close relationships with teachers, which made him feel really no longer a secondary school student. He remembered HSSC promoted all-round education by organising various activities. He burst into laughter when recalling an inter-class green fashion design competition, "We put some useless stuff onto the outfit as a kind of reuse. It was very funny when looking back! Still, we learned more about environmental protection through such initiative."

"After studying at HSSC, my mindset had changed," said Dicky, "I began to think about the economic benefits behind every single issue." He constantly thinks out of the box and sometimes takes a leap of faith when making plans. After nearly ten years of experience working in the IT and human resources professions, he grasped the opportunity to establish his own business, specialising in staff recruitment and talent development in the IT profession. What is the motivation behind? He explained, "Hong Kong never lacks IT talents. The problem rests with the fact that we are facing an extremely vibrant market. It may take several years for a university to nurture an IT professional, and even longer if involving a new scope. Sometimes the talent development pace fails to meet market needs." He hopes that his business model could help fill the gap and equip talents with the most advanced skills.

Seeking a suitable job is never easy. As a human resources specialist, Dicky offered some tips, "Recruitment is a matching process – the right person for the right job. While showing their calibre, applicants are advised to let their potential employers know what they are looking for." He suggested candidates to ask more questions during the interview. "Don't miss the opportunity to better understand job duties, working environment and employer expectations simply because of concern about courtesy."

When asked about his plans for alumni affairs at HSMC, Dicky hopes that the role of the Alumni Association could be reinforced, and more updated alumni news and latest development can be publicised to encourage greater engagement by alumni. He believes that it is important to pass the torch to the next generation to ensure sustainability.

Having suffered from two fatal illnesses, Dicky understands the importance of seizing the day. He compares overcoming challenges with climbing up a mountain. Once reaching the peak, there may be magnificent scenery.



Dicky (5th from right, back row) and his HSSC classmates treasured the time together and had gatherings with their family members. 袁益霆 (後排右五) 與昔日恒商同窗偕同家人出席聚會，珍惜共處時光。

袁益霆先生

恒生商學書院校友

Venturenix Group 創辦人及管理顧問

院校得以持續發展，有賴不同持份者支持，當中校友是重要一環。恒生商學書院 (恒商) 畢業生當中有一位有心人，對校友事務充滿熱誠和抱負，他就是恒管暨恒商校友會的新任主席袁益霆先生。

袁益霆於 2001 年入讀恒商高級程度會考課程，其後修畢商學學士學位課程。儘管在恒商只有兩年時間，他仍獲得不少寶貴回憶。他尤其喜愛校園的自由度和緊密師生關係，讓他感到著實脫離中學時代。他還記得恒商不時舉辦各類活動，推動全人教育。回憶起一個班際環保時裝設計比賽，他不禁大笑起來：「為展示重用的概念，我們把很多廢物掛上那套衣服。現在想起真是引人發噱！話雖如此，我們透過活動，加深認識環境保護。」

「在恒商學習後，我的思考模式有所改變。」袁益霆說：「我開始思量每件事情背後的經濟效益。」他努力突破思考框框；制訂計劃時，有時更敢於放手一試。在資訊科技和人力資源範疇累積經驗接近十年後，他把握時機創業，成立公司，專門為資訊科技界招聘和培訓人才。至於背後的原動力，他解釋說：「香港從不缺乏資訊科技人才，問題在於市場變化迅速。要培養一個相關專才，大學往往要用上幾年，如涉及新範疇，時間會更長。有時，人才培訓步伐未能緊貼市場需要。」他希望自己的業務模式可讓業內人才獲取最先進的技術，填補人才市場需求的空隙。

尋找合適的工作絕不容易。身為人力資源專才，袁益霆給予一些提示：「招聘是個配對過程，為合適的人找合適的工作。應徵者除了展示個人才能，也應該讓潛在僱主知道他們追求甚麼。」他建議應徵者面試時多發問：「這是能夠深入了解職責範圍、工作環境和僱主期望的大好機會，千萬不要礙於禮貌上的考慮而錯過。」

提到有關恒管校友事務的計劃，袁益霆希望加強校友會的角色，並發佈更多校友事務發展的最新消息，鼓勵校友積極參與。他亦強調交棒給新一代的重要性，確保持續發展。

袁益霆曾經兩度患上重病，因此明白「珍惜現在，活在當下」是何等重要。面對挑戰，他以攀登高山作比喻，只要到達頂峰，或會見到壯麗的景色。



Staff recruitment and talent development activities are organised by Dicky's company. 袁益霆的公司舉辦員工招聘及人才發展活動。

Learn to Learn and Grow with HSMC

學習求學精神 與恒管一起成長

Mr Mo Yau Yu, Jason

Bachelor of Translation with Business (Honours), HSMC
Flight Attendant, Cathay Pacific Airways

巫優譽先生

恒管商務翻譯（榮譽）學士
國泰航空機艙服務員



To conclude his four-year study at HSMC, Mr Mo Yau Yu, Jason, a graduate of the Bachelor of Translation with Business (Honours) (BTB) programme in 2015, said he was glad to grow with the School of Translation and the College. "HSMC was in its initial development stage when I began my study in 2011, so was the BTB programme.

The College has been moving fast, not only its academic strengths but also its facilities and learning opportunities for students."

Jason chose the BTB programme because of its unique focus on business translation. What has the programme brought him? Jason shared, "Enhanced language abilities and business know-how, plus the opportunities to admire different art forms such as film, painting, music and dancing when we learned about different types of translation. That's more than I expected. More important, I suppose, is the experience of learning to learn – the learning process and attitude. At university, students can learn proactively instead of being spoon-fed." Jason is deeply impressed by one of his teachers who demonstrated how to enrich one's learning experience with a continuous pursuit of knowledge.

Jason is glad that in the development of the School and the College, he found his footprint. "I made some sharing as a student during a programme audit exercise. I joined the Catering Services Committee and worked hand in hand with other members to enhance catering services on campus." After graduation, he keeps connected with the School of Translation, eg preparing photos for the School's promotion.

Soon after graduation, Jason joined an airline as flight attendant. Very often, people wonder why he has chosen a career not related to his study. Jason smiled, "Once acquired, knowledge can be life-long. I believe that my study should broaden my choices, instead of limiting them. In fact, what I have learned at HSMC can always be applied in my work. A good command of language and a better understanding of different cultures enable me to meet work challenges with greater ease. For instance, when handling customer complaints, appropriate choice of words and manner of communication are critical." Jason pointed out that through his study, he not only enhanced his language abilities, but also critical thinking and attention to details.

Jason loves his job as a cabin crew member. Unlike office workers who may often have to work overtime, Jason has a better control of his leisure hours. This allows him to pursue his personal interests such as photography and reading



Jason enjoys his job as a cabin crew member.
巫優譽喜愛機艙服務員的工作。

novels. He remarked, "Work is important. However, it is also true for work-life balance. Let's explore different possibilities and look into other life aspects in our personal development."

總結在恒管的四年學習生活，商務翻譯（榮譽）學士課程2015年畢業生巫優譽先生表示，很高興能與翻譯學院及恒管一起成長：「2011年入讀時，恒管和商務翻譯課程的發展處於起步階段。其後，恒管無論是學術，抑或為學生提供的學習設施和機會，都迅速拓展。」

當初巫優譽選擇這項課程，在於商務翻譯這個獨特之處。那麼，課程為他帶來甚麼？他分享說：「得著較預期為多。除了提升語文能力和商務知識外，也由於學習不同範疇的翻譯技巧，從中了解如何欣賞不同形式的藝術，例如電影、繪畫、音樂和舞蹈。在我而言，更重要的體會是學習求學精神——關乎學習過程及態度。步入大學，學生理應主動學習，而非被動地讓別人灌輸知識。」猶記得有一位老師一直孜孜不倦追求知識，累積學習經驗，這種認真求學的精神，令他印象深刻。

能夠在恒管與翻譯學院的發展進程找到自己的足跡，巫優譽感到欣喜：「我曾於課程評審活動以學生身份分享意見。此外，我是膳食管理委員會其中一員，與其他成員攜手合作，努力提升校園膳食質素。」畢業後，他跟翻譯學院保持聯繫，例如為學院的宣傳活動拍攝相片。

畢業不久，巫優譽隨即加入一家航空公司，任職機艙服務員。人們經常出於好奇，想知道他為何選擇跟學科無關的職業。巫優譽笑說：「我們吸收的知識可伴隨一生。我相信求學在於開拓而非限制我的選擇。事實上，從恒管所學經常可應用在工作上。良好的語言能力加上對不同文化深入了解，讓我能夠從容應對工作挑戰。舉例說，處理顧客投訴時，用詞和溝通方式恰當與否，往往是關鍵所在。」巫優譽指出在學習過程，他不但增強了語文能力，還有明辨思維，也懂得留心細節。

巫優譽熱愛機艙服務員的工作。這份工作跟或需常常加班的辦公室職員不一樣，因此更可善用餘暇，發展個人興趣，例如攝影及閱讀。他說：「工作固然重要，但必須在工作與生活之間取得平衡。尋求個人發展時，大家不妨看看生活不同範疇，探索各種可能性。」



Admiring the magnificent scenery on the snow mountain
觀賞瑰麗的雪山美景

HSMC Business Journalism Awards Recognised Outstanding Journalists 「恒管商業新聞獎」表揚傑出新聞記者



Awardees and HSMC representatives pictured at the ceremony.
得獎者與恒管代表合照。

The HSMC Business Journalism Awards programme, launched by the School of Communication of HSMC, held its second award presentation ceremony on 18 April 2018. The Honourable Chan Mo Po, Paul, Financial Secretary of the Hong Kong Special Administrative Region, attended as the officiating guest and presented two awards: Young Business Reporter of the Year and Business Reporter of the Year. Some 600 guests, including awardees, judges, senior management of media organisations, as well as guests from the political, business and academic fields, joined to share the joy with winners.

This year, the awards programme received an overwhelming response with more than 300 entries. The winning entries were selected by a panel of judges comprised of about 70 professionals from different sectors, based on various judging criteria including news value and impact, originality and exclusivity, reportorial quality, storytelling and writing skills, analytical value and visual impact. A total of 33 awards were presented.



The Honourable Chan Mo Po, Paul, Financial Secretary, delivered a speech.
財政司司長陳茂波先生致詞。

The Financial Secretary said in his speech, “Professional, balanced, objective and reliable in-depth analysis and reporting always carry weight. Comprehensive and all-round news coverage can arouse public awareness and discussion, thus promoting social changes and progress, as well as bringing considerable influence and positive effects on government policies and planning.” He hoped that the journalist profession can keep up its good work and bring more excellent business news reports.

Ms Rose Lee, Chairman of HSMC Board of Governors, stated that business journalists are at the forefront playing a pivotal role in the

由恒管傳播學院舉辦的「恒管商業新聞獎」踏入第二屆，於2018年4月18日舉行「2017 恒管商業新聞獎頒獎典禮」。香港特別行政區財政司司長陳茂波先生擔任主禮嘉賓，並頒發「年度新晉商業新聞記者」及「年度商業新聞記者」兩大獎項。得獎者、評審委員、傳媒機構管理層，以及來自政界、商界及學術界接近600名嘉賓出席典禮，一起分享得獎者的喜悅。

今年，參賽作品超過300份，競爭激烈。約70位來自不同界別的評審按照評審準則，選出得獎佳作，包括新聞價值及影響力、原創及獨家、報道質素、報道及寫作技巧、分析能力及視覺表達。本年度共頒發33個獎項。

財政司司長陳茂波先生致詞時表示：「專業持平、客觀可靠的深入分析報道永遠有市場，深入全面的新聞報道能夠引起大眾的討論與反思，以致推動社會的改變與進步，對政府施政和政策的制訂有相當大的影響，具積極作用。」他期望業界精益求精，為香港帶來更多高水平的商業新聞報道。

恒管校董會主席李慧敏女士致詞時說，商業新聞記者走在市場最前線，能及時提供環球市場及金融訊息，對投資決策至為關鍵。「恒管商業新聞獎」正是為了表揚他們對香港商業發展的貢獻而設。

timely delivery of financial and market intelligence for investment decisions. The awards programme is held to recognise business journalists for their contribution to local business development.

Dr Moses Cheng, Chairman of HSMC College Council, appreciated the devotedness and efforts of journalists in transmitting enormous business information through various media in the fast-moving business world, thus maximising communication effectiveness.

President Simon S M Ho thanked everyone who had rendered support to the HSMC Business Journalism Awards programme. He was delighted to see the awards programme has enhanced its influence and become a major recognition event among business and financial journalists. President Ho encouraged journalists who are HSMC graduates to strictly uphold their journalist ethics.

Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication, said that HSMC strikes to create an innovative education model which combines business and finance with journalism and communication. She hoped that the awards programme can feature the importance of business journalism and encourage both the academia and the profession to nurture more outstanding business journalists.

恒管校務委員會主席鄭慕智博士讚揚新聞從業員悉力以赴，在商業資訊瞬息萬變的時代，將海量經濟訊息通過不同平台發放，發揮最大的傳播效力。

何順文校長感謝各界對「恒管商業新聞獎」鼎力支持。對於獎項的影響力與日俱增，成為金融及新聞界的重要獎勵活動，感到欣喜。他寄語恒管培育的新聞人才堅守新聞道德操守。

協理副校長（傳訊及公共事務）暨傳播學院院長曹虹教授表示，恒管矢志建立一個以商業金融為基礎，融入新聞與傳播的教育新模式，期望透過舉辦「恒管商業新聞獎」，突顯財經新聞的重要性，鼓勵學界與業界積極培養更多優秀商業新聞人才。



Ms Rose Lee, Chairman of the Board of Governors, emphasised the crucial role of business journalists in local business development. 校董會主席李慧敏女士強調商業新聞記者在本地商業發展擔當關鍵角色。



Dr Moses Cheng, Chairman of the College Council, appreciated the journalists for their devotedness and efforts in transmitting enormous business information. 校務委員會主席鄭慕智博士讚揚新聞從業員悉力以赴，致力發放大量商業訊息。



President Simon Ho was grateful to the support rendered to the awards programme and encouraged journalists who are HSMC graduates to strictly uphold their journalist ethics. 何順文校長感謝各界對「恒管商業新聞獎」支持，並寄語恒管培育的新聞人才堅守新聞道德操守。



Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication, hoped that the awards programme can help nurture more outstanding business journalists. 協理副校長（傳訊及公共事務）暨傳播學院院長曹虹教授期望透過舉辦「恒管商業新聞獎」，培養更多優秀商業新聞人才。



Young Business Reporter of the Year: Choi Yui Foon (iMoney Magazine) 「年度新晉商業新聞記者」蔡璿驩 (iMoney 智富雜誌)



Two awardees of Business Reporter of the Year: Tse Hak Tik (iMoney Magazine) (left) and Chou Chi Yuan (Business Today) 兩位「年度商業新聞記者」得獎者：謝克迪 (iMoney 智富雜誌) (左) 及周岐原 (今周刊)。



The School of Communication organised its first Student Exhibition. The Honourable Chan Mo Po, Paul, HSMC management, faculty members and students of the School pictured at the exhibition. 傳播學院舉行第一屆學生作品展。陳茂波司長與恒管管理層及傳播學院師生合照。

Dr Lee Shau Kee Donated HK\$100 Million to Support HSMC's Strategic Development

李兆基博士捐出一億港元 支持恒管長遠策略發展

Dr the Honourable Lee Shau Kee, GBM, Chairman of Henderson Land Development Co Ltd, donated HK\$100 million to support HSMC's strategic development through the Lee Shau Kee Foundation.

Ms Rose Lee, Chairman of HSMC Board of Governors, expressed her heartfelt gratitude, "Dr Lee is an outstanding business leader and a model of society. His donation affirms the unique education philosophy of HSMC and its important role in the local higher education sector. We hope that the College's efforts would serve to exemplify Dr Lee's philanthropic approach by benefiting society at large through nurturing more young talents for Hong Kong. With Dr Lee's donation, HSMC will receive additional resources from the government's Matching Grant Scheme to more effectively implement forward-looking strategic plans and become a leading private liberal-arts-oriented institution in the region."

恒基兆業地產集團主席李兆基博士大紫荊勳賢以李兆基基金名義，捐出一億港元給恒管，支持學院長遠策略發展。

恒管校董會主席李慧敏女士表示：「恒管由衷感謝李博士。李博士是商界翹楚及社會楷模，是次捐獻肯定了恒管的獨特教育理念以及在高等教育界的重要角色。我們期望恒管的教育工作能夠發揮李博士的慈善理念，『一傳十，十傳百』，惠世澤群，為香港培育更多優秀人才。憑藉李博士的慷慨捐獻，恒管可從政府的『配對補助金計劃』獲得額外資源，更有效開展具前瞻性的策略發展計劃，邁向成為地區內具領導地位的私立博雅型大學。」



Guests at the donation agreement signing ceremony (from left): the Honourable Abraham Shek, former Chairman of HSMC Fundraising and Donation Committee; Professor Simon Ho, HSMC President; Dr Patrick Poon, Chairman of HSMC – Foundation and HSMC Fundraising and Donation Committee; Ms Rose Lee, Chairman of HSMC Board of Governors; Dr Lee Shau Kee, Chairman of Henderson Land Development Co Ltd; Dr Peter Lee, Mr Martin Lee and Dr Colin Lam, Vice-Chairmen of Henderson Land Development Co Ltd.

出席捐款協議簽訂儀式的嘉賓（左起）：恒管籌募及捐款委員會前主席石禮謙議員、恒管校長何順文教授、恒管 – 基金管理委員會主席暨籌募及捐款委員會主席潘榮昌博士、恒管校董會主席李慧敏女士、恒基兆業地產集團主席李兆基博士、副主席李家傑博士、副主席李家誠先生及副主席林高演博士。

Entrepreneurship Day Promoted Innovative and Entrepreneurial Spirit

「創業日」培育創新及創業精神

The newly established Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) organised its first Entrepreneurship Day on 13 April 2018 to promote innovative and entrepreneurial spirit among HSMC students.

After President Simon Ho's welcome remarks, Dr George Lam, Chairman of Hong Kong Cyberport Management Company Limited, gave a keynote speech on the topic "Entrepreneurship: the Driver of Hong Kong's New Economy". This was followed by an interactive and insightful dialogue between Dr Lam and some HSMC students who aspire to start their own business. They exchanged views on topics such as resources for supporting entrepreneurship, sharing economy, difficulties in starting a business and so on.

WUCIE launched earlier the first HSMC Entrepreneurship Challenge 2018, an entrepreneurial idea competition which encouraged HSMC students to transform their innovative ideas into entrepreneurial start-up actions. At the Entrepreneurship Day, six finalist teams of the competition presented their business plans to a panel of adjudicators. The three winning teams will join the pre-incubation programme organised by WUCIE so that they can further develop their business ideas into real practice.

The Entrepreneurship Day attracted some 70 participants including students, Council Members, industry practitioners, alumni and staff members. Together they witnessed how HSMC students made efforts to turn their start-up ideas into new ventures.

新成立的伍潔宜創新及創業中心於2018年4月13日舉行首屆「創業日」，藉此培育恒管學生的創新和創業精神。

何順文校長致歡迎詞後，香港數碼港管理有限公司主席林家禮博士應邀擔任主講嘉賓，以「創業家精神：香港邁進新經濟的引擎」為主題，深入淺出，講解創業家精神對香港持續發展如何重要。此外，林博士跟有志創業的恒管同學對談，就資助創業、共享經濟、創業困難等議題，交換意見。

伍潔宜創新及創業中心早前開展恒管創業挑戰賽，鼓勵同學把創新構思化為創業行動。挑戰賽決賽於「創業日」當天舉行，六隊決賽隊伍向評判團介紹他們的創業計劃，爭持激烈。三隊獲獎隊伍將會加入由伍潔宜創新及創業中心推出的創業前期培育計劃，把經營理念進一步拓展成為初創企業。

「創業日」吸引近70人出席參與，包括學生、校務委員會成員、本地企業家、校友和教職員。他們一同見證恒管同學怎樣努力地把創業想法轉化為初創企業。



Dr George Lam was the keynote speaker.
林家禮博士擔任主講嘉賓。



Miracle Force, champion of HSMC Entrepreneurship Challenge 2018, presented its business plan to the panel of judges.
恒管創業挑戰賽冠軍隊伍 Miracle Force 向評判團講解他們的創業計劃。



Pictured at the award presentation ceremony of HSMC Entrepreneurship Challenge 2018
恒管創業挑戰賽頒獎典禮上合照

President Spoke at Global Humanities Festival 校長於世界人文學術會議擔任演講嘉賓



President Simon Ho was a keynote speaker.
何順文校長擔任主旨演講嘉賓。

President Simon S M Ho was invited to give a keynote speech at the Global Humanities Festival held at Xiamen University from 17 to 19 April 2018 with the theme “Challenges and Duties of Humanities: Asian and Global Commitments”. Organised jointly by Xiamen University, UNESCO, the International Council for the Philosophy and Human Sciences, and the Asian New Humanities Net, the event was attended by over 100 distinguished scholars and institutional leaders who exchanged their insights.

In his keynote speech titled “Humanity Qualities and the Role of Liberal Arts Institutions in the Region”, President Ho elaborated on how liberal arts institutions could enhance students’ humanity qualities, as well as the opportunities and challenges ahead. He used HSMC as a reference example to illustrate how the traditional US-type liberal arts institution model can be adapted to integrate the cultural values of the East and the West.

President Simon Ho (right) and Professor Desmond Hui from the Department of Social Science attended the Global Humanities Festival.
何順文校長 (右) 與社會科學系許焯權教授出席世界人文學術會議。

何順文校長應邀出席世界人文學術會議，擔任主旨演講嘉賓。會議由廈門大學、聯合國教科文組織、國際哲學與人文科學聯合會及亞洲新人文聯網合辦，以「人文的挑戰與責任：亞洲與全球的承諾」為主題，於2018年4月17日至19日在廈門大學舉行。

何校長以「人文素質與地區內博雅院校的角色」為題，闡述博雅院校能如何提升學生的人文素質，以及未來面對的機遇及挑戰。何校長以恒管為例，展示如何能修正美國博雅院校的傳統模式，以融合東方與西方的文化價值。



President Invited to be Judge of Hong Kong News Awards 2017 校長應邀為「2017年香港最佳新聞獎」擔任評審

President Simon S M Ho took part in the Hong Kong News Awards 2017 as one of the judges for the Best Business News Reporting section. Organised by the Newspaper Society of Hong Kong, the awards programme honours the achievements of journalists from different sectors and inspires industry players to strive for excellence and uphold professional ethics. This year, a total of 75 awards were presented under four sections at the award presentation ceremony officiated by the Chief Executive of the HKSAR on 30 April 2018. Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication, was also one of the judges for the Best Art and Culture News Reporting section.

The Hong Kong News Awards programme has been receiving wide recognition from the profession and the community. In reviewing the entries, President Ho was impressed by the newspaper journalists’ dedication which helped enhance the professional standard of news reporting. He believes that the journalist profession will continue to scale new heights.

何順文校長參與「2017年香港最佳新聞獎」，是當中「最佳經濟新聞報道」組別評審之一。獎項活動由香港報業公會舉行，旨在表揚不同領域新聞工作者的卓越成就，並鼓勵業界精益求精，恪守專業道德。頒獎典禮於2018年4月30日舉行，香港特別行政區行政長官擔任主禮嘉賓。今年在四個組別共頒發75個獎項。協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授亦為「最佳文化藝術新聞報道」組別評審之一。

「香港最佳新聞獎」獲得業界和社會廣泛認同。審視參賽作品時，何校長看到報媒新聞從業員一直努力不懈，協助提升新聞報道的專業水平。他相信新聞專業定可繼續邁向高峰。



President Simon Ho and Professor Scarlet Tso (5th and 3rd from right, 2nd row from top) attended the Hong Kong News Awards 2017 presentation ceremony.
何順文校長與曹虹教授（最後排起第二行右五及右三）出席「2017年香港最佳新聞獎」頒獎典禮。

TEDxHSMC: Local Leaders Standing on International Platform

TEDxHSMC：國際演講平台 地區領袖分享

TED made its debut at HSMC. A non-profit organisation, TED is devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics – from science to business to global issues – in more than 100 languages.

At TEDxHSMC held on 19 May 2018 at HSMC with the theme “inter-VIEW”, speakers from all walks of life shared with the audience their innovative ideas. They included Mr Jasper Tsang (former President of the Legislative Council and Honorary Professor), Mr Tommy Leung (executive producer, director, YouTuber and columnist), Ms Brenda Alegre (LGBT advocate and registered psychologist), Ms Simona Baciú (international educator and author), Mr Ben Bland (*Financial Times* correspondent and author), Dr Alfie Bown (HSMC Assistant Professor, journalist and author), Mr Khalid Khan (retired civil servant and communications coach) and Mr Vivek Mahbubani (English and Cantonese stand-up comedian).



TED 首次登陸恒管。這家非牟利組織致力推動以簡短有力的演講形式 (18 分鐘或以下)，分享見解。TED 以會議形式於 1984 年創立，主題環繞科技、娛樂及設計。時至今日，演講主題由科學、商業以至全球關注議題，遍及不同範疇，並以超過 100 種語言進行。

TEDxHSMC 於 2018 年 5 月 19 日在恒管舉行，以「inter-VIEW」為主題。多位來自不同領域的嘉賓分享創新觀點，他們包括：曾鈺成先生（前立法會主席及榮譽教授）、Tommy Leung 先生（監製、導演、YouTuber 及專欄作家）、Brenda Alegre 女士（同志文化倡導者及註冊心理學家）、Simona Baciú 女士（國際教育家及作家）、Ben Bland 先生（《金融時報》記者及作家）、Alfie Bown 博士（恒管英文系助理教授、記者及作家）、Khalid Khan 先生（退休公務員及溝通技巧教練）以及 Vivek Mahbubani 先生（英粵語棟篤笑演員）。

HSMC Computing Cup 2018

恒管 Computing Cup 2018 比賽

The HSMC Computing Cup 2018, which aimed at promoting technology education among local secondary schools, enhancing students' problem-solving skills using programming and advocating the concept of human-centred computing, concluded with its final held on 26 May 2018. The competition was co-organised by the Department of Computing of HSMC, Broad Learning Education (Asia) Limited and the Hong Kong Association of Computer Education; sponsored by ICO Group Limited and supported by various related professional bodies.

Forty teams from secondary schools in Hong Kong and Macau joined the competition with participation by students from Macau for the first time. Each team was required to write a mobile app to introduce interesting features of Hong Kong and to help visitors to plan a one-day trip. After two rounds of selection, five finalist teams presented their work to the panel of judges formed by experts from the local IT sector. In his closing remarks, President Simon Ho pointed out that the making of a successful mobile app requires not just good programming skills, but also consideration of important aspects including social culture, user psychology, humanities and arts. This ties in with the “Liberal + Professional” education model of HSMC.



「恒管 Computing Cup 2018」決賽於 2018 年 5 月 26 日舉行後，活動圓滿結束。比賽旨在推廣中學資訊科技教育，讓學生透過編寫程式提高解決問題的能力，同時宣揚人本計算學的概念。活動由恒管電子計算系、博文教育（亞洲）有限公司與香港電腦教育學會合辦，獲楊科集團有限公司贊助；多個相關專業團體予以支持。

來自香港和澳門中學共 40 支隊伍參與本屆賽事，並首次有來自澳門的隊伍。每支參賽隊伍需要編寫一個手機應用程式，介紹香港的有趣特色，協助旅客計劃一日行程。經過兩輪選拔後，五支表現出色的隊伍晉身決賽，向資訊科技專家組成的評判團，介紹作品。何順文校長致閉幕詞時表示，成功研發手機應用程式，除了技術層面外，還要兼顧社會文化、用戶心理學、藝術人文等不同範疇的知識，這個方面與恒管的「博雅 + 專業」教育模式不謀而合。

Ho Fung College (Sponsored by Sik Sik Yuen) received the Gold Award. The winning teams pictured with the panel of judges.
可風中學（舊色園主辦）榮獲金獎。得獎隊伍與評判團合照。

HSMC Consul General Series – Iran and Indonesia

「恒管總領事講座系列」 – 伊朗及印尼

Two talks were held in April 2018 under the newly launched HSMC Consul General Series.

On 11 April, the Provost's Office, together with the Department of Social Science, presented a talk hosted by Dr Mehdi Fakheri, Consul General of the Islamic Republic of Iran in Hong Kong and Macau. Dr Fakheri introduced the socio-economic development of Iran, covering political system, economic structure, economy and trade, energy policies, international relations and Iranian culture. He also shed light on the current development in the Middle East.

On 18 April, the Provost's Office and the School of Translation co-organised a talk by Mr Tri Tharyat, Consul General of the Republic of Indonesia (HKSAR & Macao SAR). Indonesia's population comprises over 300 ethnicities who speak more than 700 dialects. Mr Tharyat introduced to the audience Bahasa Indonesia, the official language of the country, and encouraged them to learn it since its pronunciation and grammar are simple and easy to follow. Mr Tharyat also pinpointed different opportunities offered by Indonesia and encouraged students to nurture a creative mindset, to innovate and to contribute to the global community.

全新的「恒管總領事講座系列」於2018年4月舉行了兩場講座。

首場講座於4月11日舉行，由常務副校長室與社會科學系合辦，伊朗駐香港及澳門總領事 Mehdi Fakheri 博士應邀擔任講座嘉賓，介紹伊朗的社會及經濟發展，包括政治體制、經濟結構、經貿、能源政策、國際關係及伊朗文化。Fakheri 博士亦分享中東地區最新發展情況。

常務副校長室與翻譯學院於4月18日合辦第二場講座，邀請印尼共和國駐香港及澳門特別行政區總領事 Tri Tharyat 先生擔任講座嘉賓。印尼人口由300多個族群組成，共有700多種方言。Tharyat 先生介紹該國的官方語言 – 印尼語，並指出印尼語的發音和文法簡單易學，鼓勵與會者學習。Tharyat 先生另介紹印尼提供的種種機遇，同時勉勵同學培養創新思維，回饋社會。



President Simon Ho presented a souvenir to Dr Mehdi Fakheri (left). 何順文校長致送紀念品予 Mehdi Fakheri 博士 (左)。



Mr Tri Tharyat (2nd from left, front row), wearing a hoodie received from the Students' Association of Translation with Business, pictured with teachers and students. Tri Tharyat 先生 (前排左二) 穿上商務翻譯系會致送的衛衣，與師生留影。

Talk on Key Measures to Sustain Economic Growth of Hong Kong

香港持續發展方略座談會

The Department of Accountancy, together with the Executive Development Centre (EDC), invited Mr Franklin Lam, Adjunct Professor of the Department and Founder of HKGolden50, to conduct a seminar on 12 April 2018, entitled "Rising City in a Sinking World: Why We Must Build Capacity for Hong Kong to Realise Our Outsized Future?". President Simon Ho delivered an opening remark to welcome Mr Lam and the participating guests from various businesses and professions.

In his presentation, Mr Lam stated that the global economy would deteriorate due to ageing population and debt overburden. He shared how Hong Kong could be able to

overcome the problems ahead and become one of the few cities with sustained economic growth.

會計學系聯同企管發展中心於2018年4月12日合辦座談會。會計學系兼任教授暨香港黃金五十創辦人林奮強先生擔任主講嘉賓，以「未來五年香港盛衰關鍵：迎好而上，擴充容量，實現『超額未來』」為題。何順文校長致歡迎詞，感謝林先生以及商界和專業人士蒞臨支持。

林先生於座談會上指出，環球經濟會因為人口老化及債務問題而惡化。至於香港可如何克服困難，成為少數保持經濟穩健增長的城市，林先生也予以分享。



(From left) Ms Joanna Kwok, Director of EDC, President Simon Ho, Mr Franklin Lam and Professor Kevin Lam, Head of Department of Accountancy.

(左起) 企管發展中心總監郭美德女士、何順文校長、林奮強先生及會計學系系主任林自強教授。

Research Grants Council On-site Visit 研究資助局實地考察

Members of the Research Grants Council (RGC) Monitoring and Assessment Panel conducted a Panel Visit to HSMC on 12 April 2018. The Panel met with College senior management, core team members of the Deep Learning Research and Application Centre (DLC), Principal Investigators (PIs) of selected projects funded by the Faculty Development Scheme (FDS) and the Inter-Institutional Development Scheme (IIDS) and some academic staff members. The Panel also inspected the RGC-funded server of the DLC. A poster session was arranged for PIs of selected FDS and IIDS projects to showcase their research progress and results.

研究資助局(研資局)監察及評核委員會成員於2018年4月12日蒞臨恒管,與校方管理層、深度學習研究與應用中心核心成員、獲教員發展計劃及跨院校發展計劃資助的部分首席研究員以及校內教員會面。委員會成員並實地視察由研資局資助深度學習研究與應用中心購置的伺服器。此外,獲教員發展計劃及跨院校發展計劃資助的首席研究員以海報形式,向委員會成員闡述研究進度及成果。



PIs of selected FDS and IIDS projects introduced their research progress and results to members of the RGC Monitoring and Assessment Panel. 獲教員發展計劃及跨院校發展計劃資助的首席研究員向研資局監察及評核委員會成員介紹其研究進度及成果。



Members of the RGC Monitoring and Assessment Panel inspected the RGC-funded server of the DLC. 研資局監察及評核委員會成員視察由該局資助深度學習研究與應用中心購置的伺服器。

eClassDay 2018

eClassDay 2018, organised by Broadlearning Education (Asia) and co-organised by HSMC, was held on 24 March 2018 at HSMC. This year, "Big Data and AI Technologies" was the event theme. Through a series of e-learning experience sharing and demonstration as well as seminars, the event provided a platform for more than 300 principals and teachers from Hong Kong and Macau to communicate and exchange views. The event enabled teachers to explore the latest trends in IT education and helped them to select and adopt the most suitable e-learning technologies when facing the new challenges. It also promoted the use of technology in both teaching and administration in the education sector, thus speeding up the development pace of digital campus.

eClassDay 2018 在2018年3月24日於恒管舉行,以「建構教育大數據 邁進AI學習世代」為主題,由博文教育主辦,恒管協辦,吸引來自香港及澳門超過300位校長和教師參加。活動內容包括電子教學經驗分享、專題講座、電子教學示範等,讓參加者交流觀摩。出席的教師也可探討如何因應資訊科技教育最新趨勢,為學校制訂推行策略,採用最合適的電子教學配套,迎接新挑戰。活動並且推廣在課堂及行政層面應用科技,從而加快校園數碼化的步伐。



Dr Charles Cheng (right), CEO and Founder of Broadlearning Education (Asia), presented a trophy to President Simon Ho as a token of thanks to HSMC in co-organising the event.

博文教育創辦人及行政總裁鄭賢義博士(右)致送紀念座給何順文校長,感謝恒管協辦活動。



An exhibition was held to promote new materials for STEM (science, technology, engineering and mathematics) education.

活動設有展覽,展示各種新式STEM(科學、科技、工程及數學)教學用具。

“Chances to Possibilities” Exhibition on Japanese Pressed Flower Art 《花的世界 無限可能》日本押花藝術作品展



Introductions and exhibits
簡介及展品

Arts at HSMC organised the “Chances to Possibilities” Exhibition on Japanese Pressed Flower Art by Dr Ha Miu Yin, Serina from 9 to 30 April 2018. Flower pressing involves the use of leaves and flower petals to flatten as a decorative piece. The process is done to remove any moisture and preserve the colours. An artist takes meticulous care in the placement of these preserved pieces to create a delicate and striking work of art.

At the opening reception of the exhibition held on 10 April 2018, some 80 HSMC staff members and students as well as Dr Ha's friends and supporters attended to congratulate her on her accomplishments. The opening reception was kicked off with Provost Gilbert Fong's welcome remarks, followed by Dr Ha's introduction of her floral art. Hong Kong explorer, Dr Lee Lok Sze, Rebecca gave a congratulatory speech.

「文藝在恒管」於2018年4月9日至30日舉行《花的世界 無限可能》日本押花藝術 — 夏妙然博士作品展。押花藝術是摘選樹葉和花卉，運用特殊工藝進行脫水乾燥處理，保持其原有姿彩。通過藝術家縝密構思、創新設計、精心加工，創作成為藝術品。

作品展開幕禮於2018年4月10日舉行，約80位恒管師生及夏博士的良師益友出席。方梓勳常務副校長致歡迎詞，接著由夏博士簡介展品及分享感受。探險家李樂詩博士更應邀致賀詞。



(From left) Mr Edwin Cheung, MC of the opening reception; Dr Rebecca Lee; Provost Gilbert Fong; Mr Cheng Kok Kong, renowned Hong Kong lyricist; and Dr Serina Ha showing a piece of work created by HSMC students at a workshop hosted by Dr Ha.

(左起) 開幕禮主持張偉基先生、李樂詩博士、方梓勳常務副校長、著名填詞人鄭國江老師及夏妙然博士。他們展示恒管學生於夏博士主持的「日本押花工作坊」所創作的藝術品。

Lunchtime Live Jazz 午間爵士音樂會

Arts at HSMC presented Lunchtime Live Jazz on 24 and 26 April 2018. Jazz Roaster (comprising Mr Barry Lam, double bass player; Mr Mark Leung, guitarist and Mr Felix Leung, drummer) featuring Ms Maggie Wong (vocalist) brought all-time favourites to the audience in two groovy afternoons before the examination period. The musicians injected a new spark of life into the timeless pieces with their improvisations. The audience enjoyed the music as well as Barry's amusing brief of the style and story of each song.



Enjoying the Jazz band's performance
欣賞爵士樂團的表演

「文藝在恒管」於2018年4月24日及26日舉行午間爵士音樂會。三人爵士樂團 Jazz Roaster (低音大提琴手林澤龍先生、結他手梁震宇先生及鼓手梁家進先生) 聯同主音黃靜虹女士，獻上多首百聽不厭的經典名曲，在考試前夕帶來兩個輕鬆悠閒的下午。樂團表演時加入精彩的即興演奏，為歌曲注入新元素。觀眾不僅盡情享受爵士樂，亦從樂團的歌曲簡介，了解更多歌曲的風格和歷史。

“Flora and Fauna in the Urban Jungle” Painting Exhibition 「城市森林中的花與牠」作品展

Arts at HSMC presented “Flora and Fauna in the Urban Jungle – Paintings by Human Ip” from 6 to 28 March 2018. Ms Human Ip is a writer and painter who also engages herself in nature-oriented work. Her water colour and lacquer paintings of Hong Kong native plants and animals were on exhibit. These flora and fauna, some recorded in ancient literatures, form an integral part of the Hong Kong ecosystem.

Ms Ip's favourite plant was Hong Kong Dogwood which was mentioned in ancient literatures as a guiding light to people who went astray. At the “Meet the Artist” sessions held on 19 and 20 March 2018, Ms Ip shared with the audience her aspirations for literature and art, creative ideas and experiences in nature-oriented work.

「文藝在恒管」於2018年3月6日至28日舉辦「城市森林中的花與牠——葉曉文作品展」。葉曉文女士為作家及畫家，也從事自然相關工作。展品包括葉女士繪畫香港原生動植物的水彩及漆畫；通過畫家細膩的筆觸，「花」與「牠」訴說獨特而悠久的香港故事。

葉女士最喜愛的植物為「香港四照花」，「四照」一詞早見於先秦《山海經》。傳說開花時，花兒光華四照，猶如慈航普渡的明燈，旅人只要佩戴這種花，就不會迷路。「Meet the Artist」時段於2018年3月19日和20日舉行，葉女士與參觀者會面，分享她在文學、繪畫、創作以及從事自然相關工作的心得和體會。



Ms Human Ip (right) introduced her paintings of Hong Kong native plants and animals.
葉曉文女士(右)介紹她筆下的原生動植物。



Lacquer paintings: *Lost Butterfly* and *Flowering Dogwood*; and *Birdwing* and *Aristolochia*
漆畫《四照花與迷蝶》及《裳鳳蝶與馬兜鈴》

HSMC Innovation Project Competition 2018

2018 恒生管理學院創意計劃比賽



To promote a culture of innovation and creativity at HSMC, the Centre for Teaching and Learning organised the third HSMC Innovation Project Competition. The competition was divided into three categories: business innovation, humanities innovation and social innovation. A total of 13 project proposals were received.

The award presentation ceremony was held on 23 May 2018, during which a poster presentation was held for the contestants to introduce their projects. At the ceremony, Professor Y V Hui, Vice-President (Academic and Research), and Mr K P Cheng, HSMC College Council member, delivered speeches and presented the awards to all selected teams.

為推動恒管的創新及創意文化，教與學發展中心舉辦第三屆「恒生管理學院創意計劃比賽」。比賽分為三大組別：商業創意組、人文創意組及社會創意組，今年共收到 13 份計劃書。

頒獎典禮在 2018 年 5 月 23 日舉行，期間，參賽隊伍在海報環節介紹自己的作品。副校長（學術及研究）許溢宏教授及校務委員會成員鄭錦波先生出席典禮及致詞，並頒發獎項予各得獎隊伍。

Lectures by World-renowned Sinologist Professor John Minford

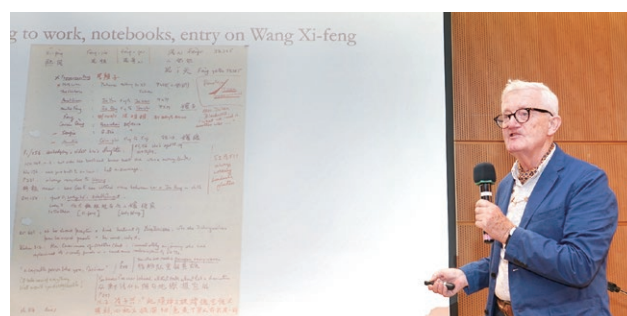
世界知名漢學家閔福德教授講課

Professor John Minford, Sin Wai Kin Distinguished Professor of Chinese Culture and Translation, made his third visit to HSMC to deliver public lectures in the culture and translation series – *The Stone's Journey to the West: A Translator's View*. Professor Minford has translated various Chinese classics such as *The Story of the Stone* (with Professor David Hawkes), *The Art of War*, *Strange Tales from a Chinese Studio*, *The Deer and the Cauldron* and *I Ching* (his latest work).

The lectures, taken place on four Saturdays in April 2018, each attracted a large audience of his former students, his followers and the general public. Professor Minford started the series with a presentation of the cultural and historical ambience of the East and the West when *The Story of the Stone* was written. He shared many little stories of his life from adolescence to early adulthood and illustrated how those experiences facilitated his understanding of *The Story of the Stone*. The lecture series ended with a showcase of Professor Hawkes's ingenuity in using various expressions in the translation, all originating from his profound readings of western literature.

洗為堅卓越教授（中國文化與翻譯）閔福德教授於 2018 年 4 月第三度來訪恒管，並連續四個星期六主講文化與翻譯系列「紅樓夢西遊記」。閔福德教授的譯作包括《紅樓夢》（與霍克思教授合譯）、《孫子兵法》、《聊齋誌異》、《鹿鼎記》和最新作品《易經》。

閔福德教授介紹曹雪芹創作《紅樓夢》時的文化氛圍，並憶述年輕時的生活。他主張譯員要感受生活，「知音」才能轉化文學經典的神韻。壓軸一講探討霍克思教授如何巧施「文化戲法」，從自己深厚的西學根基取用各種典故妙譯《紅樓夢》。



Professor John Minford hosted public lectures in the culture and translation series.

閔福德教授主講文化與翻譯系列。

Inter-Residential Colleges Basketball Competition cum Council Chairman Bowl Prize Presentation 住宿書院院際籃球比賽暨校委會主席碗頒獎典禮



A happy together after the award presentation ceremony
頒獎典禮完結後大合照

The Inter-Residential Colleges (RC) Basketball Competition, the last game in the Council Chairman Bowl, was held on 15 April 2018. Four RCs each formed a team of five to 15 players with no restriction on the combination of male and female players. Points earned by female players were doubled.

Both Mosaic College and Amity College assigned female players to participate in the game. After rounds of plays, Wellness College won the championship. The first runner-up went to Evergreen College while Mosaic College was second runner-up. Choi Ming Hin, resident of Mosaic College, was Best Shooter.

A prize presentation ceremony was held for the Council Chairman Bowl after all competitions completed. With generous support from College Council Chairman, Dr Moses Cheng, the Council Chairman Bowl was instituted this year to award the overall champion of the inter-RC competitions and to foster inter-RC interactions and sportsmanship. The Council Chairman Bowl consisted of five inter-RC competitions: tug of war, badminton, 4 x 100 relay, dodgeball and basketball. To attract more female residents to join, a certain number of female players was required for most competitions; and the Dodgeball Competition, which required relatively less physical strength, was also organised this year.

Before announcing the results of the Council Chairman Bowl, Dr Cheng elaborated on his belief and insight into the importance of organising and participating in inter-RC events. He encouraged residents to take part in residential life by sharing his own experience

when living in residential college. Student representatives from each RC presented a souvenir to Dr Cheng, expressing their gratitude to his donation and unfailing support to the Bowl.

The first Council Chairman Bowl went to Evergreen College with a total of 420 points with two championships achieved in the inter-RC competitions.

最後一項校委會主席碗賽事－住宿書院院際籃球比賽於2018年4月15日舉行。四所住宿書院均派出由五至15名宿生組成的隊伍參賽，男女隊員比例沒有任何限制。女隊員於比賽中得分，分數雙倍計算。

博文書院和樂群書院都派出女隊員上陣。一番激烈對戰後，康活書院勇奪冠軍，綠延書院得亞軍，博文書院得季軍。博文書院蔡銘軒同學榮膺最高「得分王」。

連場激戰後，校委會主席碗的結果亦揭曉。住宿書院獲校委會主席鄭慕智博士捐贈，舉行校委會主席碗院際比賽，獎項頒發予取得院際比賽總冠軍的住宿書院，藉此推動住宿書院之間的互動及體育精神。校委會主席碗院際比賽共有五項賽事：拔河比賽、羽毛球比賽、4 x 100 接力比賽、閃避球比賽及籃球比賽。為鼓勵更多女宿生參與，大多數比賽都要求書院派出一定比例的女健兒參賽。今年更新增對體能要求相對較低的閃避球比賽。

宣佈校委會主席碗結果前，鄭博士就籌辦和參與院際活動如何重要，闡述自己的信念及見解，並與在場宿生分享自己求學時在住宿書院參加院際比賽的點滴，藉此鼓勵宿生積極投入住宿生活。各所書院的學生代表向鄭博士致送紀念品，答謝他捐款支持舉行校委會主席碗賽事。

最終綠延書院勇奪第一屆校委會主席碗，總得分為420並於兩項院際比賽奪冠。



Evergreen College was winner of the Council Chairman Bowl.
綠延書院奪得校委會主席碗。



Wellness College was champion of the Inter-RC Basketball Competition.
康活書院勝出成為住宿書院院際籃球比賽冠軍。

Chinese Calligraphy Competition 中文硬筆書法比賽

A Chinese Calligraphy Competition was held in April 2018 under the Liberal Arts at HSMC – Chinese Culture Promotion Programme organised by the Department of Chinese to arouse interest in Chinese calligraphy. An excerpt from the Chinese classic book *The Great Learning* was used as the script. Over 200 entries were received from students and staff members. Chau Hiu Yee (BBA-SCM, Year 1) was winner of the student section while Dr Chew Seen Meng from the Department of Economics and Finance won in the staff section.

At the award presentation ceremony held on 8 June 2018, President Simon Ho thanked the Department of Chinese for organising a series of Chinese cultural activities in the past few months to tie in with the College's promotion

of liberal arts education. President Ho shared that liberal arts education is not confined to classroom teaching but also through different aspects of life. He looked forward to seeing all of the students and staff to participate in Chinese culture promotion activities in the future.

為提升校內師生對書法的興趣，由恒管中文系策劃的「博雅•恒管」中國文化推廣計劃於2018年4月舉辦中文硬筆書法比賽，寫材為儒家經典《大學》節錄。逾200名恒管師生參加，反應熱烈。周曉儀（供應鏈管理工商管理學一年級生）贏得學生組冠軍，經濟及金融學系趙善銘博士於教職員組勝出。

頒獎典禮於2018年6月8日舉行，何順文校長致詞時感謝中文系過去數月舉行一連串中國文化活動，配合恒管推動博雅教育。他強調博雅教育不止於課堂講授，而是從生活不同範疇學習，並鼓勵同學及教職員繼續踴躍參與各類中國文化推廣活動。



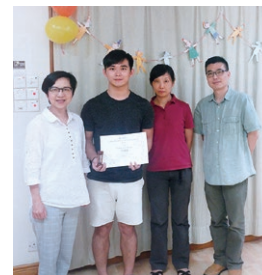
President Simon Ho (middle, back row) and Professor Alex Cheung (4th from right, back row), Chair Professor and Head of Department of Chinese pictured with winners of the Chinese Calligraphy Competition.

何順文校長（後排中間）和中文系講座教授及系主任張光裕教授（後排右四）與中文硬筆書法比賽得獎者合照。

Closing of Peer Mentor Scheme 2017/18 朋輩導師計劃 2017/18 閉幕

The Peer Mentor Scheme 2017/18 concluded after a series of activities held on 18 May 2018, including Life Garden Workshop, Recognition Ceremony and poolside BBQ gathering.

A horticultural therapist from Greenlab was invited to host the Life Garden Workshop and talk about the features of plants. A Recognition Ceremony was held after the workshop to recognise the contributions of Peer Mentors. Ms Rebecca Chan, Director of Student Affairs, thanked the Peer Mentors in her speech and presented certificates of appreciation. A poolside BBQ gathering followed to give the scheme a delightful close.



Ms Rebecca Chan (1st from left), Director of Student Affairs, presented certificates of appreciation to Peer Mentors.

學生事務總監陳寶瑜女士（左一）頒發嘉許證書給朋輩導師。



Life Garden Workshop
生命花園工作坊



Poolside BBQ gathering
池畔燒烤聚會

朋輩導師計劃2017/18於2018年5月18日舉行生命花園工作坊、嘉許禮及池畔燒烤聚會後，圓滿結束。

綠色機構營綠的園藝治療師應邀主持生命花園工作坊，並介紹植物的特性。嘉許禮緊接工作坊舉行，向朋輩導師所作的貢獻致意。學生事務總監陳寶瑜女士致詞時感謝朋輩導師，並頒發嘉許證書。當日最後一項活動是池畔燒烤聚會，為本年度的計劃畫上完美句號。

College Assembly – Life and Death Education 學院月會 – 生死教育

At the College Assembly held on 12 April 2018, Mr Pasu Ng, Registered Embalmer, Founding Chairman of Hong Kong Life and Death Studies Association, attended as guest speaker to share with the students the meaning of life, and encouraged them to ponder life and death with a positive perspective.

註冊遺體防腐師兼香港生死學協會創會會長伍桂麟先生應邀出席於2018年4月12日舉行的學院月會。伍先生打開生死教育的一課，讓大家坦然面對死亡，審視生命，體會愛與珍惜，活在當下。



Mr Pasu Ng enlightened the audience on life and death education.
伍桂麟先生引領聽眾思考生死教育。

“We Are Hear” Volunteer Training and Service 恒義 x 龍耳「We Are Hear 聲聲相惜」義工訓練及服務

In collaboration with “Silence” – an organisation supporting hearing-impaired persons, HSMC Volunteer Team Student Organising Committee organised a volunteer training workshop and a service day on 14 and 21 April 2018 respectively. A social worker from “Silence” explained the difficulties the hearing-impaired encounter and the frustration they may face, and shared some tips on effective communication with them. Through a sharing session hosted by a hearing-impaired volunteer, students better understood the obstacles the hearing-impaired have to overcome and learned some basic sign language. On the service day, the students put what they had learned into practice, spending an enjoyable afternoon with the hearing-impaired and their families.

恒管義工隊學生籌委會與支援聽障人士的機構「龍耳」合作，分別於2018年4月14日及21日舉辦義工訓練工作坊及服務日。訓練當日，「龍耳」的社工講解聽障人士日常生活遇到的困難及挫折，同時傳授與聽障人士有效溝通的錦囊。在聽障義工主持的分享環節，學生加深了解聽障人士要克服的障礙，並學習簡單手語。同學把訓練所學在服務日予以運用，與聽障人士及其家人渡過充滿歡樂的下午。



A hearing-impaired volunteer taught the students how to introduce themselves using sign language.
聽障義工教導如何用手語自我介紹。



HSMC students prepared handicrafts together with the hearing-impaired and their families.
恒管同學與聽障人士及其家人一起做手工。

HSMC Career Week 恒管就業週

The Career Planning and Development Team of the Student Affairs Office organised the HSMC Career Week in the second week of April 2018. It was a new initiative which aimed at enhancing students' awareness of career preparation and employability.

HSMC Career Week was supported by many employers from a variety of industries. More than 250 students from different disciplines took part in some 20 career activities including recruitment talks, training workshops, job interviews, company visits, industry exhibitions and so on.

學生事務處的事業策劃及發展小組在今年4月第二個星期首次舉辦「恒管就業週」，讓同學作好職前準備，提升就業競爭力。

「恒管就業週」獲得眾多不同行業的僱主支持。超過250名來自不同學系的同學參與約20場各式各樣的活動，包括：職業講座、求職工作坊、校園面試、企業考察、行業介紹展覽等。



HSMC Wofoo Leaders' Network Inauguration Ceremony 「恒管和富領袖網絡」就職典禮

The HSMC Wofoo Leaders' Network (WLN) Inauguration Ceremony 2018/19 was held on 29 March 2018. A core project of Wofoo Social Enterprises dedicated to promoting youth development, WLN aims to promote the idea of "responsible citizenship" and to build a harmonious and caring society.

Guests from the steering committee and different branches of WLN, as well as HSMC staff and students attended the ceremony to congratulate the Student Executive Committee. After taking an oath in front of the honourable guests, the 2nd HSMC WLN officially commenced. A wide range of activities will be organised for HSMC students in order to enhance their generic skills and enable them to gain social service experiences.



「恒管和富領袖網絡」2018/19就職典禮於2018年3月29日舉行。「和富領袖網絡」是和富社會企業一項核心青年發展項目，旨在培育青年領袖，推廣「負責任公民」理念並建立和諧及關愛的社會。

來自「和富領袖網絡」督導委員會及其他分會的嘉賓，以及恒管職員和學生出席典禮，祝賀新上任的學生籌委會成員。在一眾嘉賓見證宣誓後，第二屆「恒管和富領袖網絡」正式展開，為恒管學生舉行各式各樣活動，協助他們提升技能並獲取社會服務的經驗。

HSMC Team First Runner-up in Joint University Forex Investment Simulation Contest 2018

恒管隊伍榮獲「2018 年度聯校大學大專生外匯投資比賽」亞軍



(From left) Kelvin Ng, Edward Ho, Luk Quentin and Brooklyn Chan
(左起) 吳尚謙、何立揚、陸鈞霆及陳展康

A team formed by four BBA programme students was first runner-up in the Joint University Forex Investment Simulation Contest held in April 2018. Members of the winning team are: Chan Chin Hong, Brooklyn; Ho Lap Yeung, Edward; Luk Quentin and Ng Shang Him, Kelvin.

The contest, an investment competition in Hong Kong which had been held for 11 years, aims to enhance students' understanding of the foreign exchange (forex) market and to provide the participants an opportunity to gain experience in investment decisions. The competition was divided into two rounds. In the first round, each

contestant was required to submit a two-page summary proposing measures to boost forex trading in Hong Kong. In the final round, each of the 12 finalists had to devise an investment plan of HK\$30 million and presented their plans to the judging panel.

由四位恒管工商管理(榮譽)學士課程學生組成的隊伍，於2018年4月在「2018年度聯校大學大專生外匯投資比賽」喜獲亞軍。得獎隊伍成員包括：陳展康、何立揚、陸鈞霆及吳尚謙。

「聯校大學大專生外匯投資比賽」是一項本地投資比賽，已有11年歷史。比賽旨在讓學生加深認識外匯投資市場，同時體驗投資決策過程。賽事分兩輪進行。在首輪比賽，參賽者需要撰寫一份共兩頁的概要，闡述如何促進本港外匯交易。成功進入決賽的12名參賽者需擬定金額為3,000萬港元的投資計劃，並向評審匯報計劃細節。

HSMC Students Received Government Scholarships and Awards 恒管學生獲頒政府獎學金及獎項

At the Joint Scholarship Presentation Ceremony for HKSAR Government Scholarship Fund and Self-financing Post-secondary Education Fund held on 24 April 2018, 252 HSMC students received scholarships or awards under the Self-financing Post-secondary Scholarship Scheme, namely Outstanding Performance Scholarship, Best Progress Award, Talent Development Scholarship, Reaching Out Award and Endeavour Scholarship, with a total amount of HK\$5 million.

香港特別行政區政府獎學基金及自資專上教育基金獎學金頒獎典禮於2018年4月24日舉行，恒管共有252名同學獲頒「自資專上獎學金計劃」獎學金或獎項，包括「卓越表現獎學金」、「最佳進步獎」、「才藝發展獎學金」及「外展體驗獎」，合共500萬港元。



HSMC awardee representatives with Professor Cheung Bing Leung, Anthony, Chairman of Committee on Self-financing Post-secondary Education (middle)
恒管得獎者代表與自資專上教育委員會主席張炳良教授(中)

Mr David Lee, Chairman of Lee Kum Kee Family Foundation 李錦記家族基金主席李惠雄先生



Mr David Lee, Chairman of Lee Kum Kee Family Foundation, visited HSMC on 28 May 2018. Mr Lee met with President Simon Ho; Professor Y V Hui, Vice-President (Academic and Research); and Dr Thomas Man, Director of Wu Jieh Yee Centre for Innovation and Entrepreneurship to explore potential collaborative opportunities on promoting harmonious value in family business. Mr Lee's visit was accompanied by Dr Susanna Lo of the Department of Management of the Hong Kong Baptist University.

李錦記家族基金主席李惠雄先生於 2018 年 5 月 28 日到訪恒管，與何順文校長、副校長（學術及研究）許溢宏教授，以及伍黎宜創新及創業中心主任萬穎恩博士會面，探討合作機會，希望透過不同活動宣揚家族企業內和諧價值的重要性。香港浸會大學管理學系羅容芳博士與李先生一同來訪。

University of Economics Ho Chi Minh City, Vietnam 越南胡志明市經濟大學

More than 40 students and teachers from the International School of Business of the University of Economics Ho Chi Minh City in Vietnam visited HSMC on 14 May 2018. During their visit, Professor Bradley Barnes, Dean of the School of Business and Co-Chairman of the Academic Exchange Committee, hosted a seminar on "Investigating International Marketing Relationship" for them.

越南胡志明市經濟大學國際商學院 40 多位師生於 2018 年 5 月 14 日到訪恒管，商學院院長暨學術交流委員會聯席主席李海東教授為他們主持講座，探討國際市場的關係。



The University of Queensland, Australia 澳洲昆士蘭大學

Mr Michael Chen, Regional Manager (Greater China) from the Faculty of Business, Economics and Law of the University of Queensland, Australia, visited HSMC on 10 May 2018 and met with Professor Bradley Barnes, Co-Chairman of the Academic Exchange Committee (AEC); and Ms Mary Ip, Secretary to AEC to discuss collaboration opportunities.

澳洲昆士蘭大學商學、經濟及法律學院大中華區經理陳健榮先生於 2018 年 5 月 10 日到訪恒管，與學術交流委員會聯席主席李海東教授及秘書葉美華女士會面，討論交流合作機會。



St James' Settlement 聖雅各福群會

A delegation from St James' Settlement, led by Ms Josephine Lee, Chief Executive Officer; Mr David Fung, Senior Manager (Corporate Venture-Services, Community Centre Services) and Pastor Stephen Lee visited HSMC on 3 May 2018. President Simon Ho hosted a sharing session which covered leadership, innovation, talent development and strategic thinking.

聖雅各福群會代表團於 2018 年 5 月 3 日到訪恒管，代表團由總幹事李玉芝女士、高級經理（企業拓展－服務；及社區中心服務）馮啟民先生與李志剛牧師帶領。何順文校長為來賓主持分享會，探討領導才能、創新、人才發展及策略思維等課題。



Forthcoming Events 活動預告

HSMC

School of Business and Research Institute for Business in association with the Management of Social Transformations (MOST) Programme of UNESCO
商學院、商學研究所與聯合國教科文組織社會變革管理 (MOST) 計劃

MOST School at HSMC "Managing People in Times of Social Transformation: An International and Cross Regional Border Perspective"

3 – 6 July 2018 (Tue to Fri)	9:00 am – 5:00 pm	Room 315, S H Ho Academic Building, HSMC
2018 年 7 月 3 日至 6 日 (星期二至五)	上午 9 時至下午 5 時	恒管何善衡教學大樓 3 樓 315 室

Registry 教務處

HSMC Summer Academy 2018
恒管暑期體驗 2018

4 – 5 July 2018 (Wed to Thu)	HSMC Campus
2018 年 7 月 4 日至 5 日 (星期三至四)	恒管校園

Executive Development Centre 企管發展中心

Executive Certificate Course in Effective Crisis Communication and Media Handling

10 July 2018 (Tue)	10:00 am – 5:30 pm	HSMC Campus
2018 年 7 月 10 日 (星期二)	上午 10 時至下午 5 時 30 分	恒管校園

Certificate in Financial Consulting (Executive Programme)

資深財務策劃顧問證書課程

12 July 2018 (Thu)	9:00 am – 6:00 pm	HSMC Campus
2018 年 7 月 12 日 (星期四)	上午 9 時至下午 6 時	恒管校園

13 July 2018 (Fri)	9:00 am – 6:00 pm	HSMC Campus
2018 年 7 月 13 日 (星期五)	上午 9 時至下午 6 時	恒管校園

19 July 2018 (Thu)	9:00 am – 6:00 pm	HSMC Campus
2018 年 7 月 19 日 (星期四)	上午 9 時至下午 6 時	恒管校園

20 July 2018 (Fri)	9:00 am – 4:00 pm	HSMC Campus
2018 年 7 月 20 日 (星期五)	上午 9 時至下午 4 時	恒管校園

Executive Certificate Course in Successful Negotiation Skills

「成功商業談判技巧」證書課程

6 September 2018 (Thu)	9:30 pm – 5:00 pm	HSMC Campus
2018 年 9 月 6 日 (星期四)	上午 9 時 30 分至下午 5 時	恒管校園

HSMC, HSMC Students' Union and Alumni Association of HSMC and HSSC

恒管、恒管學生會及恒管暨恒商校友會

HSMC's Get-Together for World Cup Final 2018

2018 世界盃決賽 – 恒管齊齊睇 FUN FUN 玩

15 July 2018 (Sun)	9:30 pm	Sports Hall, 2/F, Sports and Amenities Centre (Lee Shau Kee Complex), HSMC
2018 年 7 月 15 日 (星期日)	晚上 9 時 30 分	恒管康樂活動中心 (李兆基綜合大樓) 2 樓室內運動場

Graduation Photo Day 2018

2018年度畢業生拍照日

26.4.2018

On 26 April 2018, over 1,500 graduating students from 10 bachelor's degree and one master's degree programmes enjoyed the togetherness at the Graduation Photo Day with fellow students, teachers, families and friends. We wish the graduating students every success in their future endeavours!

恒管畢業生拍照日於2018年4月26日舉行，超過1,500名準畢業生參加，他們來自10個學士學位課程及一個碩士學位課程。準畢業生跟同學、老師、家人和朋友分享喜悅並合照。祝他們前程錦繡！



Information as of 8 June 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6月8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）。