

Erudition 博學

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Enriching Student Experience with Exchange and Internship Opportunities
交流及工作實習 讓學習體驗更豐盛



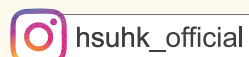
“Trade War, Great Bay Area and Hong Kong” Forum
「貿易戰、大灣區建設與香港」論壇



Interview with Professor Poon Chung Keung
Professor and Head of Department of Computing
電子計算系系主任及教授
潘忠強教授專訪



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



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Enriching Student Experience with Exchange and Internship Opportunities 交流及工作實習 讓學習體驗更豐盛

In the last few years, HSUHK embarked on many new collaborations with external parties to provide more internship and overseas exchange opportunities for its students.

For instance, on 10 January 2019, a Memorandum of Understanding was signed with the Hong Kong International Aviation Academy (the Academy) of the Airport Authority Hong Kong to promote and develop aviation related training initiatives which will assist the development of aviation professionals in Hong Kong and strengthen the local manpower for the industry. The first move of the collaboration will be the sharing of air transport related teaching materials and the development of an interactive aviation learning platform. The aviation professionals will share their experience with students of the University's Bachelor of Business Administration (Honours) in Supply Chain Management programme. The Academy will also help source internship places in the airport community and provide professional training for the students who are eager to pursue their career in the field.

The Student Affairs Office (SAO) of HSUHK has been developing new corporate partnerships to expand the University's global internship scheme. In November 2018, the Walt Disney World Resort in Florida, USA, for the first time selected over 20 HSUHK students as its summer interns under its Cultural Exchange Programme. In December 2018, SAO successfully lined up internship placements designated for HSUHK from reputed professional corporations in both Shanghai and Guangzhou. In January 2019, a new internship partner in Seoul, Korea, offered to host HSUHK students for its marketing and PR related projects. These global internship opportunities are invaluable for enhancing the career preparedness of HSUHK students.

Earlier on 6 December 2018, an exchange agreement was signed between the School of Humanities and Social Science of HSUHK, and the Department of Asian, Middle Eastern and Turkish Studies of Stockholm University. The agreement includes the exchange of undergraduate and graduate students as well as activities such as collaborative research, lectures and symposia. All the participating students and scholars will enjoy the opportunities to internationalise their experience.

過去數年，恒大就學生海外交流及工作實習，不斷拓展與外界機構的合作。

恒大與香港機場管理局轄下香港國際航空學院(航空學院)於2019年1月10日簽訂合作備忘錄，雙方致力提升培訓航空業人才，為本港航空業培訓生力軍。雙方合作的第一步包括分享與航空運輸相關教材，開發互動航空學習平台，以及邀請業界專才與恒大供應鏈管理工商管理(榮譽)學士課程學生分享經驗。航空學院亦會協助向機場同業尋求實習機會及專業培訓，支持恒大學生向航空專業發展。

恒大的學生事務處一直致力拓展全球實習計劃，與更多機構建立夥伴合作關係。2018年11月，美國佛羅里達州沃爾特迪斯尼世界度假村首度挑選20多位恒大學生，參與該公司的暑期文化交流項目，擔任暑期實習生。2018年12月，恒大成功與上海和廣州的知名專業服務公司達成實習合作方案。2019年1月，一家設於韓國首爾的公司成為恒大實習合作夥伴，安排恒大學生參與市務推廣和公關項目。這些境外工作體驗的機會非常寶貴，讓學生就業前作好準備。

較早前，恒大的人文社會科學學院與瑞典斯德哥爾摩大學亞洲、中東及土耳其學系於2018年12月6日簽署交流協議。是次學術協作包括大學本科生及研究生交流活動、研究、講座及研討會，為學生及學者提供國際交流機會。



(From left) Representatives from Hong Kong International Aviation Academy: Dr Kenny Ma, Programme Development Director; Mr Tommy Lai, Director of Marketing and Partnership; Mrs Vivian Cheung, President; and Mr Richard Skinner, Dean. Representative from HSUHK: Professor Lawrence Leung, Dean of School of Decision Sciences; President Simon Ho; Dr Collin Wong, Associate Dean (External) of School of Decision Sciences; and Dr Stephen Ng, Head of Department of Supply Chain and Information Management.

(左起)香港國際航空學院代表：課程規劃及發展總監馬惟健博士、市務推廣及商務合作總監黎健坤先生、校長張李佳蕙女士及院長施健卓先生。恒大代表：決策科學學院院長梁志堅教授、何順文校長、決策科學學院副院長(外務)黃惠虹博士，以及供應鏈及資訊管理學系系主任吳志雄博士。



(From left) Professor Kao Lang, Head of Department of Social Science, HSUHK; Professor Irmy Schweiger, Vice-Director of Department of Asian, Middle Eastern and Turkish Studies of Stockholm University; Professor Kwok-kan Tam, Dean of School of Humanities and Social Science, HSUHK; Professor Alex Cheung, Head of Department of Chinese, HSUHK; and Dr Paul Fung, Acting Head of Department of English, HSUHK.

(左起) 恒大大社會科學系系主任高朗教授；斯德哥爾摩大學亞洲、中東及土耳其學系副主任史艾迷教授；恒大大人文社會科學學院院長譚國根教授、恒大大中文系系主任張光裕教授，以及恒大大英文系署理系主任馮啟陽博士。

President Simon S M Ho believes that these new collaborations will put HSUHK students in a better position in their academic and professional developments. “Overseas exchange and internship programmes are important elements of the University’s transformative student experience. Our students will be able to acquire more knowledge and skills through overseas exchange, training and internship experiences.” He added that these new collaborations tie in with HSUHK’s Strategic Plan 2018-2023, under which the “One Student, One Internship” scheme and the provision of a wide range of studies of foreign languages and cultures are among the distinctive new initiatives.

何順文校長相信這些新協作有助恒大學生的學術及專業發展。「海外交流和工作實習是恒大學生的轉化式學習經驗的重要元素。學生能夠透過海外交流、培訓、實習等經驗，掌握更多知識及技能。」何校長並補充，恒大「2018-2023 策略發展計劃」其中兩項新發展亮點為「一學生一實習」計劃，以及提供多元外語及文化的學習機會，這些新協作項目正好配合發展。

Exchange and Internship Opportunities at HSUHK

恒大提供的交流及實習機會

HSUHK believes that through student exchange programmes with international tertiary institutions, its students can broaden their horizons and gain international exposure. The University has established over 70 partnerships with various educational institutions in Asia, Europe and North America, covering some 25 countries and regions. Many participants found such experience eye-opening and had learned a lot from different cultures.

Meanwhile, internships provide practical work experience for students and are conducive to sharpening their workplace skills, thus enhancing their employability. In academic year 2017/18, more than 1,000 students participated in diverse internship programmes with over 1,100 internships offered by more than 300 companies/internship schemes. The internships took place not only in Hong Kong, but also mainland China and overseas countries such as Australia, Cambodia, Germany, Indonesia, Japan, Singapore, Thailand, Malaysia, USA and the UK. The participating students had a smooth adaptation to the new environment during their internship period while their positive attitude and outstanding performance were highly commended by their employers.

恒大相信與國際高等院校合作舉行交流計劃，學生可藉此獲得寶貴的海外經驗，擴闊視野。恒大與亞洲、歐洲及北美洲超過 70 間大專院校建立合作夥伴關係，遍及約 25 個國家及地區。許多參與計劃的學生認為這些經驗讓他們眼界大開，也可從不同的文化學習，獲益良多。

此外，實習計劃讓學生親身體驗工作情況，有助他們鍛煉工作技能，增強就業競爭力。在 2017/18 學年，1,000 多名恒大大學生參與超過 300 家公司 / 實習項目提供的 1,100 多個實習職位。除了本地實習，學生的實習機會也遍及中國內地及海外國家，例如澳洲、柬埔寨、德國、印尼、日本、新加坡、泰國、馬來西亞、美國、英國等。恒大大學生身處異地也易於適應環境。他們積極的態度和傑出工作表現，備受僱主讚揚。

Sharing by Students

學生分享



Hamza Saghir Aslam (2nd from left in photo)
BSC (Honours) in Data Science and Business Intelligence
數據科學及商業智能學 (榮譽) 理學士課程 Hamza Saghir Aslam (圖中左二)

My host institution, EDC Paris Business School, is one of the oldest business schools in France. My school life there had been a great journey, from getting to know the exchange students, locals, teachers, to building a strong relationship with each other. I took part in a Markstrat Simulation in-class competition. We had many ups and downs in our business company. However, the important element I have learned is the way we have trusted each other and managed to get the second position despite having a bad start.

我前往交流學習的 EDC Paris Business School 是法國其中一家歷史最悠久的商學院。這次學習旅程很精彩，期間認識了許多交流生、當地人和老師，跟他們建立緊密關係。我參加了一項班際商業策略模擬比賽，所成立的公司面對不少高低起伏；然而，期間我領略一個重點，就是如何互相信任。雖然開始時不太順利，我們最終仍可獲得第二名。

Chung Chak Wai, Oscar, BA (Honours) in English
英國語文 (榮譽) 學士課程鍾澤偉



The journey at Concordia University in Canada is memorable and remarkable. Every day I was surrounded by friends with totally different backgrounds and they helped broaden my horizons. We had countless fun and memories which were unique and special. Other than friends, my professors and classmates were all very kind, who embraced every single person.

在加拿大 Concordia University 作交流生的日子，既難忘，又特別。每天，我跟成長背景截然不同的朋友一起，眼光變得開闊。大家相處時留下不少獨特的歡樂回憶。此外，大學的教授和同學對任何人都很友善，接納每一個人。



Chang Wing Sze, Cilla, BBA (Honours) in Supply Chain Management
供應鏈管理工商管理 (榮譽) 學士課程張詠詩

Rotating through various departments in Orient Overseas Container Line in Singapore, I came to understand the operations throughout the container shipping company. This valuable experience has broadened my horizons and raised my enthusiasm towards the maritime shipping industry. I also got the chance to communicate with people of different races. This internship not only has consolidated what I have learned at HSUHK, but also enhanced my interpersonal skills and shaped me into a well-rounded person.

實習期間在新加坡的東方海外貨櫃航運公司多個部門工作，從中了解公司運作，也獲得加深認識海運行業的寶貴機會，增強興趣；期間更需要跟不同種族的人溝通合作。實習安排不但鞏固在恆大所學，也提升我的人際技巧，讓個人發展更加全面。

Sin Ho Ka, Viola (2nd from left in photo)
Bachelor of Journalism and Communication (Honours)
新聞及傳播 (榮譽) 學士課程冼皓嘉 (圖中左二)



It was a great experience working at the Centre for Innovation in Transport in Spain. As an intern, I helped conduct research and draft the Centre's newsletters. I learned a lot about public transportation around the world – how various systems work and affect people's daily lives. The sunny weather, passionate people, friendly colleagues and tasty tapas there made for a truly unforgettable experience. An extra bonus was that my Spanish had been greatly enhanced.

在西班牙的 Centre for Innovation in Transport 實習，體驗良多。我協助進行調查，為中心草擬通訊稿件。期間，我加深了解全球公共交通，認識各種系統如何運作和影響人們的日常生活。當地陽光普照的天氣、熱情的人們、友善的同事和美味的餐前小吃，都令人難忘。額外得著是我的西班牙語進步不少。



Leung Hok Pang, Stephen (1st from right in photo)
Bachelor of Business Administration (Honours)
工商管理 (榮譽) 學士課程梁學鵬 (圖中右一)

Spending six weeks as an intern at Sydney Harbour Kayaks in Australia was a delightful experience. The company offers kayak rental and touring services. During work, I could enjoy paddling in the beautiful harbour along with the tourists. I also joined the kayaking eco-tour to enrich my knowledge about the history of Australia. To attract more visitors from China, I helped design a Chinese webpage of the company and produced social media posts to promote their services. This internship has offered me an authentic Australian experience.

在澳洲 Sydney Harbour Kayaks 實習六星期是個愉快的體驗。公司提供獨木舟租賃和觀光服務，工作時，我可以沿著風景如畫的海港划獨木舟。我也參加獨木舟生態遊，加深認識澳洲的歷史。我協助設計一個中文網頁，並在社交媒體上載帖文，宣傳公司的服務，希望吸引更多中國遊客。這個實習旅程是真正認識澳洲的良機。

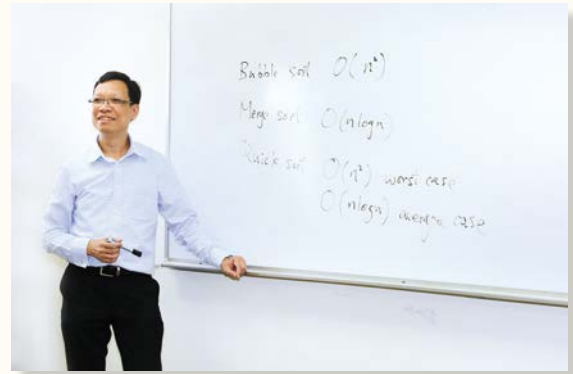
Grow and Advance with Information Technology 與資訊科技同步成長、邁進

Interview with Professor Poon Chung Keung Professor and Head of Department of Computing 電子計算系系主任及教授 潘忠強教授專訪

Professor Poon Chung Keung joined The Hang Seng University of Hong Kong (HSUHK) in August 2018. In an interview, he recalled his interesting and rewarding journey in learning and teaching information technology. Professor Poon's first encounter with information technology can be dated back to his secondary school period, "Computer study was taught when I was a Form 4 student. I was fortunate to have a good teacher who had aroused my interest in this subject. At university, I majored in engineering under which there was a computer engineering stream. I studied many interesting courses such as data structure, analysis of algorithm, etc. Again, I met some inspiring teachers who had helped broaden my horizon in this field."

To the laymen, the world of information technology is full of possibility and creation, and therefore one day one can solve any problem with computers. Is this 100% true? Professor Poon laughed and said, "Information technology is very interesting. When talking about the interaction between computer and human being, I would say the two are linked by a tool called 'programming'. Just like chatting with our friends but in another language, we give instructions and the computer tailor makes what we imagine according to its capacity. Viewed in this way, computer indeed may not be as smart as we suppose. A smart move is to make the best out of information technology."

Information technology is a global subject with its applications continuing to expand. What are the clues to fully utilise this technology in learning? Professor Poon gave his views, "Nowadays, learning is no longer confined to classroom. The widespread use of Internet not only has extended the knowledge boundary to a very great extent, but also makes the transfer of information instant. In the Internet world, we can get access to enormous information. A major issue, however, is an overflow of information which requires more efforts in selection and verification. As a teacher, what we have learned in the past is definitely not sufficient. We have to keep on learning, too."



Interacting with students is both joyful and rewarding.
與學生互動，既開心，也有意義。

潘忠強教授於2018年8月加入恒大。訪問期間，潘教授回憶修讀和教導資訊科技的經歷，既有趣，亦豐盛。他跟資訊科技結緣，始於中學年代。「首次上電腦課是中四學年，慶幸有一位好老師喚起我對學習電腦的興趣。大學階段修讀電機及電子工程，當中包括電腦工程科，我修讀了許多有趣的課程，例如數據結構、演算法分析等。得到老師們啟發，令我眼界大開。」

門外漢眼中的資訊科技世界滿載無限可能，創意無窮；因此，最終可以利用電腦解決任何難題。實情是否如此？潘教授笑說：「資訊科技蠻有趣的。至於電腦跟人類的互動，我認為兩者是透過稱為『程式』的工具聯繫起來；一如跟朋友談話，只是透過另一種語言而已。我們發出指令，電腦便按本身的能力為我們所想像的作出設定。按照這個想法，電腦事實上也許並非大家想像般聰明；反而，能夠善用資訊科技才是明智之舉。」

資訊科技是全球共通的科目，應用範疇不斷擴展。學習時應如何善用這門科技？潘教授抒發己見：「今時今日，學習早已不侷限於課堂。互聯網的廣泛應用不單大大拓闊知識領域，也令資訊流通更加即時。我們在互聯網世界獲取大量資訊，然而，資訊氾濫又成為重大問題，需要懂得選取和查證。身為老師，我們從前所學並不足夠，也必須持續學習。」

潘教授深信喚起學生的學習興趣和熱誠非常重要，可增進學習體驗。教學時，他也不忘檢討和調整，與時並進。「授課完畢後，我會嘗試評估學生吸收多少，能否理解學習重點所在。若要持續提升，需要不時調整教材和教學方法。」

While believing that arousing interest and passion among the students is essential in enhancing their learning experience, Professor Poon also reviews and modifies his teaching to keep up with the times. “After lessons, I will try to assess how far the students have absorbed what had been taught, and whether they can get to the core of the subject. Adjustments to teaching methods and materials are needed for progressive improvement.”

A new joiner to HSUHK, what opportunities and challenges does he find at the University? Professor Poon shared, “I am glad to be a member of the HSUHK family at this important milestone. For the study in information technology, the sky is the limit. Information technology as a major has been available at HSUHK only for a couple of years. There is much room for expansion and development considering that technologies advance every day. Besides, consideration on the inclusion of humanity elements is also essential as the use of computer is not limited to communication, but also for solving problems for human. For instance, the major purpose of STEM (which stands for science, technology, engineering and mathematics, and in which information technology is an important component) education is to teach the four disciplines not as separate and discrete subjects, but to integrate them into a cohesive learning paradigm based on real-world applications. All in all, there’s great development potential for this subject.”

As far as challenges are concerned, Professor Poon thinks that better planning can ensure that our academic programme contents can tie in with the needs of the students and the society as a whole when new technologies emerge from time to time, for example, AI and deep learning. “To enrich students’ learning experiences, greater focus has to be put on internship and overseas exchange,” he added.

Professor Poon remarked that there is a global search for information technology talents. While there is no territorial boundary in headhunting talents, their strengths and edges can be fully demonstrated through different channels, such as taking part in international competitions.

For prospective talents in this field, what pieces of advice would Professor Poon give them? “I would like to recall my experience while studying in Toronto. I was impressed not only by the multi-cultural environment, but also the way students pursued their study. They delved into their areas of interest and needed not compare or compete with others. Learning was definitely for self-fulfilment. I came to conclude that I should focus on what I am interested and talented in. Hope that every student can find out his/her areas of interest and enjoy the satisfaction of knowing more and better every day.”

作為恒大新一員，潘教授認為自己面對哪些機遇和挑戰？他分享道：「很高興在恒大踏入重要里程時加入。資訊科技的學習範圍可以無窮無盡。科技發展一日千里，而恒大開辦以資訊科技作為主修的課程才數年，因此仍有許多發展空間。此外，電腦的應用不限於通訊，也關乎為人類解決問題。舉例說，STEM (包括科學、科技、工程及數學，並以資訊科技為重要元素) 教育旨在讓學生掌握四門學科知識後，懂得融會貫通，應用於實際情況；而並非學習單項科目。總的來說，資訊科技課程發展空間甚大。」

至於挑戰方面，潘教授認為新科技不斷冒起，例如人工智能和深度學習，因此，提升學術課程內容策劃，有助因應學生和社會整體需要。他補充說：「多聚焦實習和海外交流，可以令學生的學習體驗更加豐富。」

潘教授指出全球爭奪資訊科技人才，無分疆界；他們可透過不同渠道，展現本身的長處和優勢，例如參加國際比賽。

若有意成為這門專業的人才，潘教授會給予他們甚麼意見？他說：「想分享在多倫多讀書時的體驗。校園內的多元文化背景固然令人印象深刻，同樣吸引是學生進修的方法。他們全心全意投入感興趣的範疇，無需跟別人比較或競爭，學習在於自我實踐。因此，我也歸納了看法，認為應該專注於我最喜愛及擅長的事。希望每位學生都能找到興趣所在，每天增進知識，獲得滿足感。」



Professor Poon Chung Keung joined HSUHK at a historic moment. 潘忠強教授在歷史時刻加入，成為恒大一員。

Follow One's Being to Pursue Success

了解自己 爭取成就

Mr Steve Cheung

Alumnus of Hang Seng School of Commerce
Partner, Financial Services, KPMG



Talking to Mr Steve Cheung on one of his usual busy work days, one can feel the energy and passion he demonstrated. Graduated from the HKALE Programme at Hang Seng School of Commerce (HSSC) in 1999, Mr Cheung recalled what HSSC had attracted him. "Since my sister was also a graduate of HSSC, I had already known about the freer learning atmosphere before joining. During my study, I experienced the close relationships between teachers and students, and treasured greatly the brotherhood and co-operation among fellow students. Some kinds of competition did exist but they were productive, encouraging us to do better."

Mr Cheung also took part in activities organised by the Students' Union. Some friendships began at HSSC last for a lifetime, and this is also true for certain soft skills such as effective communication, problem solving and time management. He then received a three-year full scholarship and studied in the United Kingdom for a bachelor's degree programme. Accounting is his favourite subject. He managed to achieve a good result in the public examination by self-study, further explored accounting and finance at HSSC, and chose it as his major at university. Now, he is a senior staff member of an international accounting and auditing firm. In his study and career development, Mr Cheung followed his being and chose what he found most exciting and interesting.

Accountancy seems to be a number-oriented profession but indeed it is also a people business. Mr Cheung shared, "Overseas study experience did put me in a favourable position in my career development. In international accounting firms, a multi-national work environment is very common in our profession, not only in handling clients but also working with colleagues. Equally valuable is my secondments in Tokyo and New York. Working with people of different cultures requires more awareness on their ways of thinking and mode of work." When co-operating with colleagues in Hong Kong, Mr Cheung also emphasised the need of people skills. He will try to look from others' perspectives and figure out the strengths and weaknesses of subordinates. The essence is to enable everyone to excel oneself, build mutual trust among teammates and encourage team spirit.

As a career adviser at HSUHK, he strongly encourages the youngsters to grasp the opportunities to reach out, make more friends and gain experiences in different parts of the world. These can help them to broaden their perspectives and think out of the box. About career development direction, remuneration may be a factor for consideration but personal interests and prospects are also important. He believes that to a certain point of one's career, recognition, satisfaction and self-fulfilment are factors for working happily, rather than monetary returns alone. He added, "It may be difficult to make a very long-term plan and see the results. Why not aim at a shorter-term milestone, reach it and move onto the next?" Mr Cheung also believes that no matter in what position or role, a positive attitude is always one of the keys to success.

在一個工作天跟張亦希先生傾談，他忙碌如常，但期間仍感受到他那份活力和熱情。張先生 1999 年於恒生商學書院（恒商）畢業，修讀香港高級程度會考課程。回想恒商吸引他的原因，他說：「我的姐姐也是恒商畢業生，入讀前已知悉那裡較為自由的學習氣氛。期間，我得以體驗師生間的緊密關係，也非常珍惜同學之間的情誼，合作無間。競爭在所難免，但都是良性互動，鼓勵大家更進一步。」

張先生也參與學生會的活動。一些在恒商建立的友誼延續一生，而從中學懂的有效溝通、解決問題、時間管理等技巧，也一生受用。其後，他獲領三年全費獎學金，前赴英國修讀學士課程。會計是他喜愛的科目。他以自修方式報考公開試取得良好成績，在恒商涉獵會計及財務，在大學主修會計，現時晉身國際會計及核數師事務所，擔任高層人員。張先生一直了解

張亦希先生

恒生商學書院校友

畢馬威會計師事務所金融服務合夥人

自己，按照自己的意願選擇最令人興奮、最有趣的東西。

會計專業看似只關乎數字，其實同樣以人為本。張先生分享說：「海外留學經驗讓我在事業發展方面，享有優勢。不同國家的專才匯聚國際會計師事務所，這樣的工作環境在會計專業很常見。無論是客戶抑或同事，都非常國際化。我曾經外派東京和紐約工作，這些經驗同樣非常珍貴。跟不同文化背景的人合作，需要更加留意他們的思維和工作模式。」與香港的同事合作時，他同樣強調與人相處的技巧，會嘗試從別人的角度出發，以及找出下屬的優點及弱點。重點是讓每個人各擅勝長，並且建立互信和團隊精神。

張先生是恒大職業導師計劃的導師，他十分鼓勵年輕人爭取機會向外發展，認識更多朋友，在世界各地親身體驗。這樣有助拓闊視野，突破思考框框。至於事業發展方向，雖然報酬或許是其中考慮因素，個人興趣和前途也同樣重要。他相信事業發展至某個階段，獲得認同和滿足感以及個人成就，都是愉快工作的動力，而非單憑金錢回報。他補充說：「制訂太長遠的計劃，也許難以看到成果。因此，不妨先訂一個較短期的里程碑，達致之後再訂下一個。」他也相信無論在任何崗位或身份，成功關鍵之一在於秉持積極的態度。



Mr Steve Cheung (2nd from right, front row) and his classmates at HSSC

張亦希先生（前排右二）與恒商同學



Mr Cheung shared his experience with HSUHK students.

張先生與恒大大學同學分享經驗。

Find Your Interests and Enjoy

發掘興趣 盡情投入

Mr Li Ho Ting, Kelvin

Bachelor of Science (Honours) in
Data Science and Business Intelligence, HSUHK
Business Analyst, Bank of China (Hong Kong) Limited



Among the first cohort of Bachelor of Science (Honours) in Data Science and Business Intelligence (BSC-DSBI) programme graduates, Mr Li Ho Ting, Kelvin thinks that the programme is relatively innovative when it integrates the studies of two key subjects. Kelvin has been fond of mathematics since childhood, “Mathematics is always my favourite. I had participated in Mathematical Olympiad, a way to test my ability in this subject.” Did the programme

meet his expectations? “Yes but some modules were quite challenging to me. Probability was one of them.” How did he manage to overcome difficulties? He recalled, “Thanks to HSUHK’s small class teaching, we could seek our teachers’ help easily when needed. Study platforms such as peer tutor programme and mentorship programme also helped as we could discuss and found answers to questions. Our teachers are very supportive and could always give valuable advice.”

Apart from academic enhancement, Kelvin also learned transferable and useful skills during his study at HSUHK. “Through the programme, we could enhance our creativity, critical thinking and problem-solving skills which are equally important at the workplace, say, when presenting proposals and reports.” Kelvin appreciates the University’s cross-disciplinary common cores, “For example, the life and death module was very enlightening. It broadened my perspective on life and introduced to me some philosophical theories.”

To enjoy his campus life to the fullest, Kelvin joined the Band Society as a committee member. He had learned classical music before. However, band sound was relatively new to him. Kelvin added, “It’s an effective way to relieve pressure and meet new friends. I think that finding a new hobby is good for mental health and enables further self-development. Through a show held by the Band Society, I gained much useful experience in organising an event from scratch and learned how to sharpen my communication skills.”

Though a new joiner in the job market, he found his previous internships at a bank and the Census and Statistics Department highly valuable, enabling him to adapt to the work environment more easily and acquire the necessary people skills and analytical ability. “Some say that a university is like a miniature society where one has to expose oneself to different situations. I found the actual society much more challenging and interesting. More adaptations and adjustments need to be made from time to time.” Understanding that he is still green at work, Kelvin

prepares to have continuous learning. Last, he encouraged fellow students at HSUHK to pursue their interests during their campus life, a period in which they can enjoy more freedom.

Great to be among the first cohort of BSC-DSBI programme graduates

有幸成為數據科學及商業智能學(榮譽)理學士課程首屆畢業生。



李浩霆先生

恒大數據科學及商業智能學(榮譽)理學士
中國銀行(香港)有限公司業務分析師

李浩霆先生是數據科學及商業智能學(榮譽)理學士課程首屆畢業生,他認為課程結合兩門主要學科,較為創新。對數學的熱愛,打從小時候開始:「數學一直是心愛的學科。我也曾參加奧林匹克數學比賽,藉此小試牛刀。」那麼,恒大的課程是否跟期望相符?他說:「跟所思想相若但給一些科目難倒,譬如或然率。」那麼,他怎樣克服困難?他想了想說:「幸好恒大實施小班教學,有需要時可以隨時請教老師。此外,我們又可透過朋輩指導計劃和導師計劃等學習平台討論功課,就問題找答案。老師非常願意協助學生,時常給予寶貴意見。」

除了學術方面有所提升外,李浩霆在恒大也學會可應用於其他地方的實用技能。「課程協助我們發揮創意,培養明辨思維和解難能力。這些技能在職場都很重要,例如計劃書簡介和作出報告,便大派用場。」李浩霆欣賞恒大的跨學系共同核心課程:「例如生死學,這門選修科引發思考,讓我從更寬廣的角度觀看人生,接觸一些哲學理論。」

此外,李浩霆加入樂隊學會成為幹事,讓校園生活更添樂趣。他曾經學習古典音樂,流行樂隊的音樂較為新鮮。他分享說:「夾 band 有助減壓,也可認識新朋友。培養新嗜好既有益身心,也促進個人發展。學會舉辦了一個音樂會,籌備工作由零開始,我參與其中,獲得很多實際經驗,也磨練了溝通技巧。」

踏入職場不久,李浩霆發覺以前在銀行和政府統計處的實習經驗非常受用,令他易於適應工作環境,掌握所需的人際技巧和分析能力。「有人說大學是社會的縮影,我們會遇到各式各樣的情況。我認為實際社會更具挑戰性、更有趣,我們需要不時適應和調節。」李浩霆明白自己年資尚淺,計劃持續進修。最後,他鼓勵恒大同學在求學時期這段較自由的時光,尋找和發展自己的興趣。



Rejoicing at receiving an award in a competition with teammates
參與賽事獲獎,與隊友分享喜悅。

“Trade War, Great Bay Area and Hong Kong” Forum 「貿易戰、大灣區建設與香港」論壇

The School of Business of HSUHK, in conjunction with the Chinese Executives Club of the Hong Kong Management Association, the *Hong Kong Economic Journal Monthly* and the Master & Insight Media, conducted the “Trade War, Great Bay Area and Hong Kong” Forum on 26 January 2019.

President Simon S M Ho; Mr Matthew Cheung Kin Chung, Chief Secretary for Administration of the HKSAR; and Mr Goodwin Gaw, Founder and Managing Principal of Gaw Capital Partners, were invited to give keynote addresses at the event.

President Ho pinpointed in his address that the China-US trade war will not be short-term economic disputes, but long-term struggles on institutional reforms and social-political ideals with far-reaching implications. Hong Kong should be playing a unique position to help mainland China, especially the Greater Bay Area cities, to reform its relevant structures/policies, to open its market to the world and to become much more internationalised.

The Forum is a flagship event of the Chinese Executives Club of the Hong Kong Management Association and has been running annually for over 20 years. The event brings together both professional and academic leaders to share their expertise surrounding topical events and how these can shape Hong Kong’s future.



President Simon Ho gave a keynote address.
何順文校長作專題演講。

恒大商學院與香港管理專業協會工商管理研究社、《信報財經月刊》和灼見名家於2019年1月26日攜手舉辦「貿易戰、大灣區建設與香港」論壇。

何順文校長、香港特別行政區政務司司長張建宗先生以及基匯資本主席兼創辦人吳繼煒先生應邀作專題演講。

何校長演講時指出，中美貿易戰不會是短期經濟紛爭，而是關乎體制改革與社政意識形態的長期爭議，影響深遠。香港應該擔當獨特角色，協助中國內地，特別是大灣區城市，改革相關的結構 / 政策、對全球開放市場以及提升國際化的程度。

論壇是香港管理專業協會工商管理研究社的年度旗艦活動，已舉辦超過20年。論壇匯聚政商和學界翹楚，就宏觀環境的變局以及對香港未來的影響，進行討論。



(From left) Mr Goodwin Gaw; Dr Ben Cheng, Associate Professor of Department of Economics and Finance of HSUHK as forum moderator; and President Simon Ho
(左起) 吳繼煒先生、論壇主持人恒大經濟及金融學系副教授鄭家明博士以及何順文校長



President Simon Ho; Professor Bradley R Barnes, Dean of School of Business, HSUHK; and Dr Ben Cheng (7th, 3rd and 2nd from right) pictured with Mr Matthew Cheung Kin Chung, Chief Secretary for Administration (5th from right) and other guests.

何順文校長、恒大商學院院長李海東教授及鄭家明博士(右七、右三及右二)與政務司司長張建宗先生(右五)及其他嘉賓合照。

7th World Business Ethics Forum 第七屆世界商業倫理論壇



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



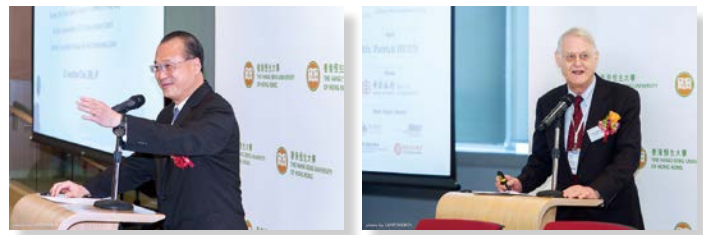
Professor Bradley R Barnes, Dean of School of Business, gave an opening remark.
商學院院長李東海教授致開幕詞。

HSUHK, together with Hong Kong Baptist University and the University of Macau, jointly organised the 7th World Business Ethics Forum on 2 and 3 December 2018 in Macau and 4 December 2018 in Hong Kong, which took the theme “Business Ethics, Leadership and the New Economy”.

Over 50 academics and industry practitioners joined the programmes held at HSUHK in the last day of the Forum on 4 December 2018. Dr Choi Koon Shum, Jonathan, Chairman of Sunwah Group, and Professor Robin Snell, Professor of Management, Lingnan University, attended as keynote speakers. This one-day programme also included a PhD symposium, PhD poster presentations and four concurrent sessions with specific topics, namely, Corporate Social Responsibility, Consumer and Marketing, International Perspectives on Ethics, and the Junzi Corporation Survey.

恒大與香港浸會大學及澳門大學合辦「第七屆世界商業倫理論壇」。活動以「商業倫理、領導能力及新經濟」為主題，於2018年12月2日及3日在澳門以及12月4日在香港舉行。

論壇最後一天的活動於恒大舉行，超過50位學者及業界人士參與。新華集團主席蔡冠深博士及嶺南大學管理學學系Robin Snell教授擔任專題演講嘉賓。當日其他環節包括博士生研討會和博士生作品介紹；並以企業社會責任、消費者與市場推廣、國際倫理觀點及君子企業調查為題，進行四個分組討論。



Keynote speakers: Dr Jonathan Choi (left) and Professor Robin Snell.
專題演講嘉賓：蔡冠深博士（左）及 Robin Snell 教授。



Academics and industry practitioners took part in the last day programmes of the Forum.
學者與業界人士參與論壇最後一天的活動。

President Spoke at 2nd Meeting of Asia-Pacific Family Business 校長於「第二屆亞太家族企業會議」演說



President Simon Ho spoke at Meiji University.
何順文校長於明治大學發表演說。

President Simon S M Ho spoke as keynote speaker at the 2nd Meeting of Asia-Pacific Family Business held on 19 December 2018 at Meiji University in Japan. President Ho presented his research findings on the governance (ownership vs management control) of family businesses in Europe, Hong Kong, Japan and North America. He also discussed with delegates from other institutions possible collaborations on family business education and research.

何順文校長於2018年12月19日出席於日本明治大學舉行的「第二屆亞太家族企業會議」，擔任主講嘉賓。何校長以家族企業管治（股權相對於管轄權）為題，分享研調結果，範圍涵蓋歐洲、香港、日本及北美洲。此外，何校長與來自其他機構的代表，商討就家族企業的教育及研究，進行合作計劃。

HSUHK Enhanced Connections with Mainland Institutions on Innovation and Entrepreneurship

恒大加強與內地機構聯繫 拓展創新及創業項目



Dr Tony Koo, Head of Global Development of HSUHK (2nd from right), attended the co-operation agreement signing ceremony with GHMYEI.

恒大全球發展主管高鎮光博士(右二)出席與粵港澳青年創業孵化器簽訂合作協議的儀式。

HSUHK has stepped up its efforts on exploring new initiatives in innovation and entrepreneurship. At the invitation of the Chairman of the Chinese Academy of Governance (Hong Kong) Industrial and Commercial Professionals Alumni Associations Ltd (CAGAHK), President Simon S M Ho; Mr Dannie Cheung, Council Member; Dr Thomas Man, Director of Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) paid a visit to the Guangzhou Higher Education Mega Centre (the Centre) located in Panyu District of Guangzhou on 3 January 2019, together with a few members of CAGAHK.

The delegation visited some key developments in the Centre, including the National Supercomputer Centre in Guangzhou, the College of Innovation and Entrepreneurship of Guangzhou University of Technology, and Guangdong Hong Kong and Macau Young Entrepreneurship Incubator (GHMYEI). In addition, they joined a tour to the factory plant of GAC Fiat Chrysler Automobiles Co Ltd. During the visit, the delegation met with senior government officials

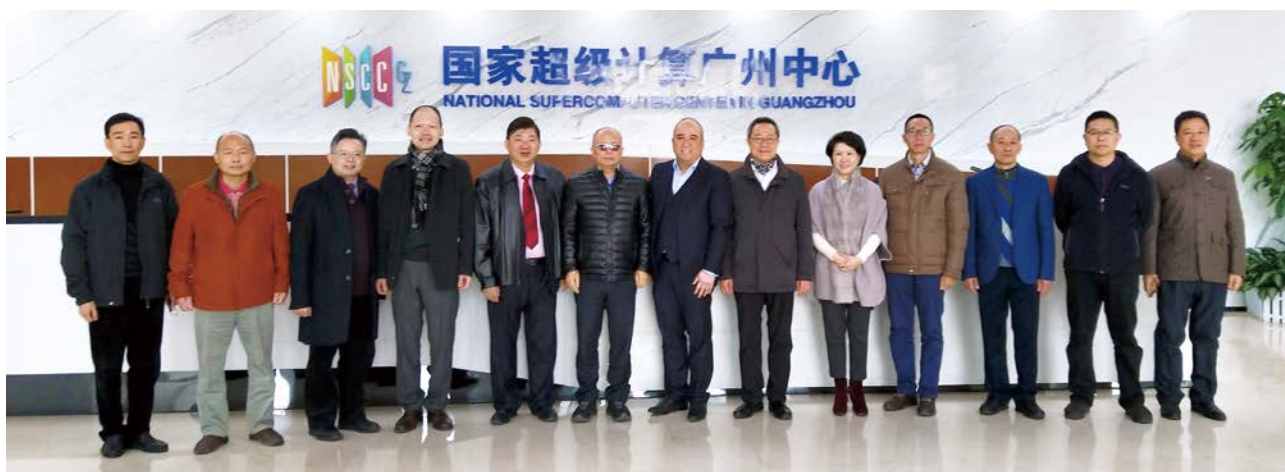
of Panyu District including Mr Chen Dejun, Director General, as well as senior officers of the universities located in the Centre including Professor Zhang Hong, Vice-President of Jinan University for exchanging views on the promotion of innovation and entrepreneurship activities in the respective universities.

On 18 January 2019, a strategic co-operation agreement was signed between HSUHK and GHMYEI. Under this agreement, both HSUHK and GHMYEI will work together to nurture young talents for innovation and entrepreneurship activities in the Greater Bay Area. Both institutions will collaborate in research and development for the transformation of traditional industries and the development of new ones with the full support by WUCIE.

恒大致力發掘創新和創業相關事宜。應中國國家行政學院(香港)工商專業同學會邀請,何順文校長、校務委員張江亭先生及伍黎宜創新及創業中心主任萬穎恩博士聯同該會會員,於2019年1月3日前往廣州大學城參觀。

廣州大學城設於番禺區,代表團先後參觀多項重要發展項目,包括國家超級計算中心、廣州工業大學創新創業學院以及粵港澳青年創業孵化器。此外,他們走訪了廣汽菲亞特克萊斯勒汽車有限公司廠房,並與番禺區區長陳德俊先生在內的番禺區高級政府官員會面。代表團又跟廣州大學城內的大學高層洽談,包括暨南大學副校長張宏教授,就相關大學的創新及創業活動,交換意見。

2019年1月18日,恒大與粵港澳青年創業孵化器簽署策略合作協定,雙方將透過大灣區的創新及創業活動,合作培育年輕人才。此外,雙方並會在研究和發展方面合作,推動傳統行業轉型以及發掘新興產業。伍黎宜創新及創業中心將全力支持是次合作。



A visit was paid to the National Supercomputer Centre in Guangzhou to learn more about the latest development in computing technology. 參觀國家超級計算中心,了解計算科技最新發展。

Public Lecture by Dr Oh Ei Sun on the Belt and Road Initiative 胡逸山博士主持「一帶一路」講座



Dr Oh Ei Sun (6th from left), hosted a public lecture on the Belt and Road Initiative.
胡逸山博士(左六),主持以「一帶一路」為題的講座。

On 20 December 2018, Dr Oh Ei Sun, Principal Adviser for Pacific Research Centre of Malaysia, together with guests from Malaysia and local business corporations, paid a visit to HSUHK to learn more about its latest development after acquiring the university title.

After a campus visit and a luncheon organised by HSUHK for the guests, Dr Oh hosted a public lecture titled “The Belt and Road Initiative and Southeast Asia: Opportunities and Challenges” to elaborate on how to capitalise on the development of the Belt and Road. The event was organised by the Centre for Greater China Studies.

馬來西亞太平洋研究中心首席顧問胡逸山博士與來自馬來西亞及本港企業的嘉賓，於2018年12月20日來訪恒大，藉此了解恒大獲得大學正名後的最新發展。

經恒大安排參觀校園及出席午宴後，來賓參與由胡博士主持的「『一帶一路』在東南亞的機遇與挑戰」講座。胡博士介紹如何善用「一帶一路」的發展機遇。是項活動由大中華研究中心主辦。

President Spoke at Tuen Mun Chamber of Commerce 校長擔任屯門商會主講嘉賓

At the invitation of the Tuen Mun Chamber of Commerce, President Simon S M Ho attended its regular meeting on 22 January 2019 and shared with the attendees on the topic “Needed Competencies of Youth of the New Generation”. President Ho pointed out that in the information era, industry structures, business models and job categories have been changed rapidly. In order to handle future work and life challenges confidently with fulfilment, besides professional knowledge, young graduates should be equipped with five core transferrable competencies (5Cs): critical thinking, creativity, communication/collaborations, caring attitude and character.



President Simon Ho shared on the needed competencies of young people.
何順文校長以年輕人應具備的能力素養為題作分享。

何順文校長應屯門商會邀請，出席2019年1月22日的商會例會並以「新世代下年青人應具備的能力素養」為題，闡述觀點。他指出在資訊年代，行業結構、營運模式及工種莫不迅速改變。如要有信心及滿足地應對工作與生活的挑戰，年輕畢業生需要擁有專業知識之外，更要具備五種可轉移的能力(5Cs)：明辨思維、創造力、溝通/協作能力、人文關懷及品格。

Exchange with Beijing Normal University – Hong Kong Baptist University United International College 參觀北京師範大學 – 浸會大學聯合國際學院



President Simon Ho and President Ng Ching Fai (left) pictured at the MoU signing ceremony.
何順文校長與吳清輝校長(左)於合作備忘錄簽署儀式上合照。

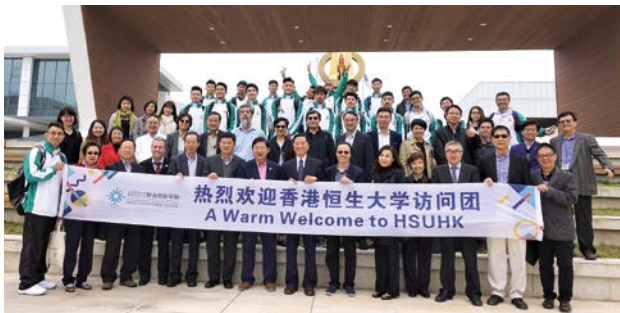
A 41-member HSUHK delegation formed by senior management, teachers and students visited Beijing Normal University - Hong Kong Baptist University United International College (UIC) in Zhuhai on 27 November 2018 and was warmly received by Professor Ng Ching Fai, President of UIC who updated on UIC's latest campus development and the model of whole-person and liberal education.

President Simon S M Ho introduced HSUHK's "Liberal + Professional" education model and emphasised that the two tertiary institutions, which share similar educational philosophy, could foster a deeper collaboration across all levels. HSUHK and UIC signed a Memorandum of Understanding (MoU) to cement academic collaboration between the two institutions, in pursuit

of common interests in teaching, research and exchange activities. During the visit, the Basketball Team and Table Tennis Team of HSUHK had friendly matches with the host teams.

由41名管理層成員和師生組成的恒大代表團於2018年11月27日到訪位於珠海市的北京師範大學 – 浸會大學聯合國際學院(聯合國際學院)，該院校長吳清輝教授歡迎代表團並向他們介紹校園最新發展、博雅教育和全人教育的辦學理念。

何順文校長介紹恒大的「博雅 + 專業」教育模式，並表示兩校教育理念相似，具備良好的合作基礎。恒大與聯合國際學院簽署合作備忘錄，確立多個範疇的協作關係，涵蓋教學、研究、交流活動等。訪問期間，恒大籃球隊和乒乓球隊獲邀與聯合國際學院的同學進行友誼賽。



HSUHK delegation and representatives of UIC
恒大代表團與聯合國際學院代表



Table tennis teams of the two institutions exchanged souvenirs.
兩校乒乓球隊員交換紀念品。



President Simon Ho and President Ng Ching Fai hosted the jump ball ceremony.
何順文校長與吳清輝校長主持開球禮。

President Promoted HSUHK to Tung Foundation 校長向董氏基金會介紹恒大

President Simon S M Ho, together with Ms Elisa Chan, Director, and Ms Alice Chan, Senior Manager of the Advancement and Alumni Affairs Office, paid a courtesy visit to the Tung Foundation on 3 December 2018. They met with Mr C C Tung and Ms Connie Lee.

During the visit, the latest development and achievements of HSUHK were featured. Mr Tung, who learned about the University's vision, mission and the "Liberal + Professional" education model, appreciated HSUHK's educational philosophy and continuous efforts in nurturing young leaders for the society.

2018年12月3日，何順文校長聯同發展及校友事務處總監陳雯慧女士以及高級經理陳少英女士，走訪董氏基金會，與該會董建成先生及李耀珍女士會面。

會面期間，董先生了解恒大的最新發展及成就，也認識大學的願景、使命和「博雅 + 專業」教育模式，對於恒大的辦學理念以及持續為社會培育年輕領袖的努力，深表認同。



(From left) Ms Connie Lee, President Simon Ho, Mr C C Tung, Ms Elisa Chan and Ms Alice Chan
(左起)李耀珍女士、何順文校長、董建成先生、陳雯慧女士及陳少英女士

President Spoke at Graduation Ceremony of Hong Kong Buddhist Association Secondary Schools 校長於香港佛教聯合會畢業典禮致詞



President Simon Ho encouraged the graduates to pursue life-long learning.
何順文校長鼓勵畢業生終生學習。

On 10 December 2018, President Simon S M Ho was invited by the Hong Kong Buddhist Association to officiate at the Graduation Ceremony of its 13 affiliated secondary schools. In academic year 2017/18, there were more than 1,200 graduates. While congratulating the Association on its success in nurturing the next generation of talents, President Ho, in his speech, encouraged the graduates to pursue life-long learning in the fast-changing society and to blend technology with humanities. He stressed that in the Internet and AI age, one should be able to filter the large amount of data received from various sources and to analyse them critically and holistically before making a judgement.

何順文校長應香港佛教聯合會邀請，出席會屬中學聯合畢業典禮，擔任主禮人。該會屬下共有 13 所中學，2017/18 年度的畢業生超過 1,200 人。何校長致詞時恭賀該會成功培養新一代人才，並勉勵畢業生在日新月異的社會致力終生學習，把科技和人文學科融會貫通。他強調在互聯網和人工智能年代，大量資訊來源廣泛，大家必須懂得過濾所接收的資訊，明辨思考並全面分析後，才作出判斷。

Professor Kwok-kan Tam Received Award from Home Affairs Bureau for Contributions in Arts and Culture 譚國根教授獲民政事務局長頒發藝術及文化發展嘉許獎 表揚貢獻

Professor Kwok-kan Tam, Dean of the School of Humanities and Social Science, has received an award for Outstanding Contribution to Public Service in Arts and Culture, under the Secretary for Home Affairs' Commendation Scheme. Mr Lau Kong Wah, Secretary for Home Affairs, presented the award to Professor Tam on 11 December 2018.

The Scheme, introduced in 2002, honours individuals who have made significant and distinguished contributions in the areas of arts and culture, community building, social services, and sports and recreation.



Professor Kwok-kan Tam (right) received the award from Mr Lau Kong Wah, Secretary for Home Affairs.

譚國根教授(右)從民政事務局長劉江華先生手中接過獎狀。

人文社會科學學院院長譚國根教授於 2018 年 12 月 11 日獲民政事務局長劉江華先生頒發藝術及文化發展嘉許獎章及獎狀，表揚他的貢獻。「民政事務局長嘉許計劃」於 2002 年起舉辦，表揚在藝術及文化、社區建設、社會服務、以及體育和康樂事務作出重大貢獻的傑出人士。

Students Gained Valuable Experiences at HSUHK-Whittier Social Innovation Competition

參加恒大 – 惠蒂爾社會創新比賽 學生獲益良多

Led by Dr Eden Chow, Senior Lecturer of the Department of Accountancy, a group of HSUHK students participated in the HSUHK-Whittier College Social Innovation Competition held at Whittier College in Los Angeles, USA from late January to early February 2019. Organised jointly by Whittier College and the Wu Jieh Yee Centre for Innovation and Entrepreneurship, the Institute of Youth Sustainability Leadership, and the Centre for Teaching and Learning of HSUHK, the competition aimed at increasing the awareness about critical social and environmental issues locally and across the globe pursuant to selected United Nations Sustainable Development Goals.

During the competition, the teams formed by the students of HSUHK and Whittier College formulated innovative proposals on addressing social issues and presented their final reports on 1 February 2019. In addition, the students had the opportunity to participate in various academic and cultural exchange activities including lesson observations, sports, music and other cultural activities. Apart from receiving the cash prizes for them to put their social innovation ideas in real practice, the students benefited a lot from joining such inspiring activities.

恒大學生由會計學系高級講師周懿行博士帶領，於2019年1月底至2月初，參與在美國洛杉磯惠蒂爾學院舉行的兩校社會創新比賽。比賽由恒大伍黎宜創新及創業中心、青年可持續發展領袖研習所及教與學發展中心與惠蒂爾學院合辦，旨在參考聯合國可持續發展目標，就本地及全球的社會和環境事務，提高關注。

比賽期間，由恒大及惠蒂爾學院學生組成的團隊提出社會創新方案，並在2019年2月1日決賽當天提呈報告。此外，學生還進行觀課、體育及音樂等學術及文化交流活動。學生除獲頒現金獎以實踐他們的社會創新方案外，也在是次活動得到啟發，獲益良多。



Orientation for Exchange Students

交換生迎新活動

In January 2019, HSUHK received a new group of inbound exchange students including the first batch of students from Israel, alongside those from Canada, Finland, France, Germany, mainland China, Norway, the Netherlands, Switzerland and Taiwan. Integration activities were held for them including an Orientation and Tea Reception, a Hong Kong Tour and Cantonese Classes. These exchange students also experienced the fun and joy during the Chinese New Year and got a glimpse of Chinese culture and traditions in Hong Kong.



恒大於2019年1月迎接新一批交換生，他們來自加拿大、芬蘭、法國、德國、中國、挪威、荷蘭、瑞士、台灣等，以色列學生則是首度參與。恒大為他們舉行多項迎新活動，包括迎新會、香港深度遊和廣東話班。交換生在香港渡過農曆新年，從中認識這裡的中國文化與傳統習俗。

Leaving their footprints in Central during the Hong Kong Tour 香港深度遊期間，在中環留下足跡。

Chinese New Year Couplet Workshop 春聯工作坊

The Centre of Business Ethics and Culture under the Institute of Chinese Language and Culture held a Chinese New Year Couplet Workshop on 24 January 2019. Dr Yim Chi Shing, a young Chinese calligraphy artist, was invited to be the tutor. He introduced to the participants the cultural background of New Year couplet and different styles of calligraphy scripts. Under the guidance of Dr Yim, participants tailored their own couplets which demonstrated their personal styles and preferences.



Dr Yim Chi Shing (1st from left, back row) pictured with the participants who showed their own couplets.
參加者展示自己的作品，與嚴至誠博士（後排左一）留影。

中國語言及文化研習所商道與文化中心於2019年1月24日舉行「春聯工作坊」。本港青年書法家嚴至誠博士應邀擔任主持，向參加者講解「春聯」、「揮春」等中國傳統文化，介紹各種書體及書寫原理，再指導他們製作具有個人風格的春聯。

HSUHK Sinfonietta Reached out to Community 恒大小交響樂團投入社區

The HSUHK Sinfonietta had their first two community outreach performances at two shopping centres on 21 and 22 December 2018 respectively under the baton of the conductor Ms Viola Yuen. They brought seasonal joy to the community in celebrating Christmas, attracting many visitors, tourists and families.

The HSUHK Sinfonietta was founded in 2012 by a group of students with a strong passion for music, aiming to engage music talents in the University, encouraging students, staff and alumni to participate in music appreciation and sharing the joy of music with the community. Since its establishment, the team have performed at various events of tertiary institutions.

恒大小交響樂團首次參與社區推廣演出，在指揮阮慧玲女士帶領下，於2018年12月21日及22日聖誕節期間分別在兩大商場演奏聖誕樂曲，吸引不少途人、遊客及家庭欣賞，一起分享節日歡樂。

恒大小交響樂團由一群對音樂充滿熱誠的同學組成，旨在凝聚校內熱衷音樂的學生，讓他們展示才華；並藉此鼓勵學生、教職員及校友積極參與音樂活動，也透過表演與社區分享音樂。自2012年成立以來，樂團先後參與多家大專院校的表演活動。



Outdoor and Sports Activities for Students 學生戶外及體育活動



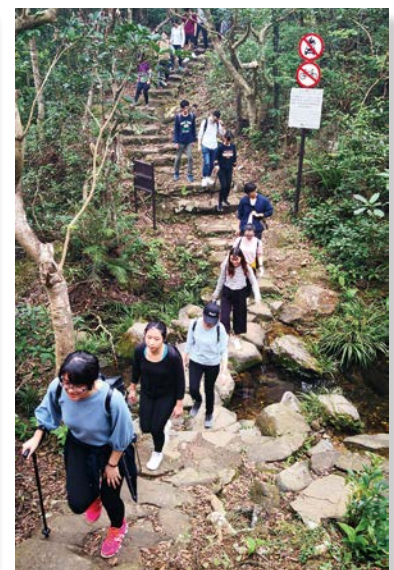
Learning to play Petanque
學習法式滾球。

The PE Unit of Student Affairs Office arranged different outdoor and sports activities for students, encouraging them to have a balanced lifestyle amid their hectic study routines. A Petanque Workshop was held on 17 January 2019 at the Kowloon Cricket Club, providing the participants with an opportunity to learn the history, rules, skills and techniques of Petanque.

A hiking to Tate's Cairn was held on 8 January 2019 for the students to relax after the examination period. With the Lee Shau Kee Complex as the starting point, the participants walked along Kowloon Peak Viewing Point and Tiu Shau Ngam, and then returned to HSUHK campus to complete their 10-kilometre journey.

學生事務處體育部安排各式各樣的戶外和體育活動，希望學生在繁重的學習生活取得平衡。法式滾球工作坊於2019年1月17日在九龍木球會舉行。同學從中認識這項球類活動的歷史、規例和技巧。

「試後鬆一鬆：暢遊大老山」於2019年1月8日舉行，讓學生在緊張的考試季節後，放鬆心情。參加者從李兆基綜合大樓出發，途經飛鵝山觀景台和吊手岩，之後返回恒大大校園，完成10公里的遠足旅程。



Enjoying the tranquility at the hiking trail
享受遠足徑寧靜的環境。

Cultural Tour to Meizhou and Shanghai 梅州及上海文化之旅



Visiting key cultural and architectural sites in Meizhou
探訪梅州的客家文化遺跡。



During the period 2 to 10 January 2019, HSUHK students from different disciplines visited Dabu County, Meizhou and Shanghai under the project Footprint from Afar: The Story of Hakka People which was funded by the Tin Ka Ping Foundation and organised by the Department of English.

Aside from visiting key cultural and architectural sites such as Calyx House and Taian Building in Meizhou, the students also experienced cultural exchange with teachers and senior secondary students of Dabu Tin Ka Ping Experimental High School and taught them how to present Hakka culture in English. In Shanghai, HSUHK students visited Shanghai Hakka Association and outstanding local enterprises to learn how Hakka people survive and thrive in a metropolis by embracing Hakka virtues.

After the trip, the participating students will produce videocasts on Hakka culture and stories of Hakka people in Shanghai. They will also help conduct a five-day Intercultural English Summer Camp in July to promote Hakka culture based on the experiences and knowledge they have gained during the cultural tour.

在2019年1月2日至10日期間，來自不同學院的恒大大學生參與「他鄉足跡：客家人的故事」，走訪中國梅州大埔縣及上海，探索客家文化。活動由田家炳基金會贊助，英文系主辦。

學生首先前往梅州探訪當地客家文化遺跡，包括花萼樓和泰安樓，之後與田家炳實驗中學的師生交流，並教導中學生如何利用英語介紹客家文化。恒大大學生其後前往上海，拜訪上海客家聯誼會及當地客家企業，並與企業代表會面，了解客家文化如何融入這個國際大都會並持續發展。

旅程結束後，參與的學生將會製作宣傳影片，介紹客家文化和客家人在上海的故事。此外，他們將於7月協助舉辦為期五天的夏令營，希望憑藉梅州和上海之行所獲得的知識和經驗，介紹客家文化。



Exchanging with secondary school students
與中學生交流。



Paying visits to corporations in Shanghai
走訪上海的企業。

HSUHK Students First Runner-up in Script Writing Competition 恒大大學生榮獲「劇本創作比賽」大專組亞軍

A team formed by six students from different disciplines was first runner-up of the tertiary section in the “Global Citizenship Education” Project Script Writing Competition organised by the Jockey Club – UNESCO HK Association, with mental health and well-being as the theme for this section. This echoed the United Nations’ Sustainable Development Goal 3 – good health and well-being. Team members, including Chan Ying Chun, Leung Tsz Ping, Tsui Nok Yin, Wong Sze Ching, Wong Tsoi Ni and Wu Ching Nam were guided by lecturer Mr Yeung Lok Ping. They then participated in drama training workshops provided by the Hong Kong Repertory Theatre and performed their winning drama at the Global Citizenship Education Festival held on 24 February 2019.

由六位修讀不同學科學生組成的隊伍，以劇本《枷鎖 家鎖》於「世界公民教育計劃」劇本創作比賽勇奪大專組亞軍。賽事由賽馬會香港聯合國教科文組織協會舉辦，以心理精神健康為大專組主題，配合聯合國可持續發展目標3 – 良好的健康環境。得獎隊員包括：陳英俊、梁子萍、徐諾賢、黃詩晴、王采妮及胡菁嵐，他們獲得講師楊樂平先生從旁指導。之後，



他們參與香港話劇團的戲劇培訓工作坊，並於2019年2月24日「世界公民」節慶日表演得獎劇目。

Team members performed at class.
組員在課堂演出。

Campus News – Visits to HSUHK 校園消息 – 到訪恒大大

FTLife Insurance Company Limited 富通保險有限公司



A delegation from FTLife Insurance Company Limited, led by its Chairman Mr Fang Lin, visited HSUHK on 28 January 2019. After a campus tour, the delegation joined a luncheon hosted by President Simon S M Ho. Views were exchanged on the developments of the University and future collaborations.

富通保險有限公司董事會主席方林先生率領代表團於2019年1月28日到訪恒大大，參觀校園後由何順文校長設午宴款待。雙方就恒大的發展及日後合作，交流分享。

Dashun Foundation of Hong Kong and Shunde District Government 香港大舜基金及順德區政府

President Simon S M Ho and other senior management received guests from Dashun Foundation of Hong Kong and Shunde District Government on 23 January 2019. They introduced to the guests the latest developments and directions of HSUHK and discussed joint research about Shunde District’s business environment. A campus visit was arranged for the guests to learn more about the teaching facilities of the University.

何順文校長與其他高層於2019年1月23日接待來自香港大舜基金及順德區政府的嘉賓，向他們介紹恒大的最新發展及未來動向，並洽談三方合作有關順德區營商環境的調研。來賓之後參觀校園，認識各式各樣的教學設施。



Luk Ka International Ltd 力嘉國際有限公司



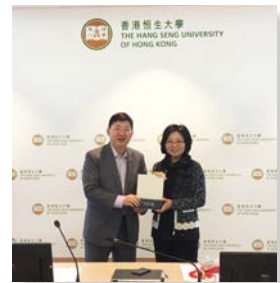
Dr Ma Wai Mo, Chairman, and Mr Alex Ma, Deputy General Manager of Luk Ka International Ltd, visited HSUHK on 21 January 2019. They joined a luncheon hosted by President Simon S M Ho and Professor Desmond Hui after a campus tour. The guests learned more about the University and explored opportunities for future co-operation on cultural and creative industry.

力嘉國際有限公司董事長馬偉武博士及副總經理馬楚力先生於2019年1月21日到訪恒大，參觀校園後由何順文校長及許焯權教授設午宴款待。來賓藉此加深認識恒大並探討未來在文創產業的合作機會。

National Changhua University of Education 國立彰化師範大學

On 21 December 2018, a delegation from the National Changhua University of Education led by Professor Kaili Yieh, Dean of the College of Management paid a visit to HSUHK to explore future collaborations between the two partnering institutions. They met with President Simon S M Ho and Dr Thomas Leung, Associate Dean of the School of Business. After a tour of HSUHK campus, they joined a luncheon hosted by President Ho.

彰化師範大學代表團由管理學院院長葉凱莉教授帶領，於2018年12月21日到訪恒大，探討兩間夥伴院校的進一步合作機會。代表團與何順文校長及商學院副院長梁劍平博士會面，並於參觀恒大校園後，由何校長設午宴款待。



Foshan University 佛山科學技術學院



A delegation from Foshan University, led by Dr George So, Council member, and President Hao Zhifeng, had a meeting with President Simon S M Ho, Professor Y V Hui, Vice-President (Academic and Research), and academic leaders from the School of Business and the School of Decision Sciences on 14 December 2018 to discuss joint projects and possible exchange activities. The meeting was followed by a campus tour to introduce the teaching and learning facilities of HSUHK.

佛山科學技術學院校董蘇祖耀博士及郝志峰校長率領代表團於2018年12月14日到訪恒大，與何順文校長、副校長（學術及研究）許溢宏教授、商學院及決策科學學院的教學及管理團隊會面，商討兩校合作項目及交流活動等事宜。代表團其後參觀校園的教學設施。

Sun Life Hong Kong Limited 香港永明金融有限公司

Mrs Belinda Au, General Manager, Distribution and Marketing, and Ms Flora Wong, Chief Partnership Distribution Officer, Partnership Distribution of Sun Life Hong Kong Limited visited HSUHK on 14 December 2018. President Simon S M Ho introduced to the guests HSUHK's recent development and looked forward to closer collaborations with the insurance sector.

香港永明金融有限公司分銷及市務總經理區張明儀女士及首席業務夥伴分銷總監黃展勝女士於2018年12月14日到訪恒大。何順文校長向來賓介紹恒大的最新發展，並期望與保險業界加強合作。



China Life Insurance (Overseas) Company Limited 中國人壽保險 (海外) 股份有限公司

Ms Bear Yip, Head of Brokerage Distribution Department, and Ms Beverly Yu, Senior Business Manager of China Life Insurance (Overseas) Company Limited visited HSUHK on 10 December 2018. A campus tour and a luncheon were arranged for the guests. Through this visit, they learned about HSUHK's forthcoming master's programme in insurance, as well as academic-industry collaborations.

中國人壽保險 (海外) 股份有限公司中介業務部部門主管葉麗芳女士及高級業務經理余藹玲女士於2018年12月10日到訪恒大，期間參觀校園並出席午餐會。來賓從中了解籌備中的保險碩士課程，以及商校合作事宜。



Pak Hing Loong Company Limited 百興隆有限公司



On 7 December 2018, Mr Michael Lau, Chairman, and Mr Bernard Lau, Managing Director of Pak Hing Loong Company Limited paid a visit to HSUHK. They joined a luncheon hosted by President Simon S M Ho after a campus tour. Opportunities for future co-operation were explored.

百興隆有限公司董事長劉永剛先生與董事經理劉志偉先生於2018年12月7日到訪恒大，參觀校園後由何順文校長設午宴款待。期間雙方探討未來合作機會。

Pacific Air Limited 太平洋航空總代理有限公司

President Simon S M Ho and academic leaders of the School of Decision Sciences met with Dr Anthony Lau, Chairman of Pacific Air Limited on 4 December 2018. During a luncheon hosted by President Ho, Dr Lau expressed his appreciation for HSUHK's contributions and achievements over the years and wished the University every success in its future endeavours.

何順文校長與決策科學學院領導於2018年12月4日與來訪嘉賓太平洋航空總代理有限公司主席劉少榮博士會面，並安排午宴款待。席間劉博士讚揚恒大多年來的發展及貢獻，並祝願恒大百尺竿頭，更進一步。



University of Hull, United Kingdom 英國赫爾大學



A delegation from the University of Hull, including Professor Andrew Abbott, Director of Academic Partnerships; Ms Lynne Braham, Deputy Director of Academic Partnerships; Ms Lynne Barrow, Associate Dean (International), Faculty of Business, Law and Politics and Dr Julia Holdsworth, Associate Dean (International), Faculty of Arts, Cultures and Education visited HSUHK on 29 November 2018. In a meeting with senior academic staff members of HSUHK, possible collaborations between the two institutions were discussed.

英國赫爾大學代表團於2018年11月29日到訪恒大，團員包括學術合作部部長 Andrew Abbott 教授、學術合作部副部長 Lynne Braham 女士、商業與法律及政治國際學院副院長 Lynne Barrow 女士、文學與文化及教育國際學院副院長 Julia Holdsworth 博士。來賓與恒大高層會面，討論兩家院校的未來合作機會。

We would like to extend our warmest welcome to new full-time academic and senior executive staff who joined the HSUHK family from January to February 2019 and congratulate colleagues who have taken up new positions starting from January 2019. 衷心歡迎於2019年1月至2月加入恒大的全職教學及高級行政人員，並恭賀於2019年1月調任新職位的同事。

Newly Joined Academic/Senior Executive Staff 新加入教學 / 高級行政人員	Position 職位
Department of Management 管理學系	
Dr Wong Yuen Shan, Noel 黃婉珊博士	Assistant Professor 助理教授
School of Communication 傳播學院	
Dr Gordon Thomas Gray Gordon Thomas Gray 博士	Visiting Scholar 訪問學人
School of Decision Sciences 決策科學學院	
Ms Wan Wai Nga, Doris 溫慧雅女士	Academic Manager 教務經理
Communications and Public Affairs Office 傳訊及公共事務處	
Ms Lai Nga Sze, Emily 黎雅思女士	English Writer 資深編譯
Academic/Senior Executive Staff New Appointments 教學 / 高級行政人員新聘任	
Department of Computing 電子計算系	
Dr Ma Yu Tak, Chris 馬裕得博士	Assistant Professor 助理教授
Department of Mathematics and Statistics 數學及統計學系	
Dr Siu Chi Chung 蕭志中博士	Assistant Professor 助理教授
Department of Supply Chain and Information Management 供應鏈及資訊管理學系	
Dr Wu Chun Ho, Jack 胡鎮浩博士	Assistant Professor 助理教授
Information Technology Services Centre 資訊科技服務中心	
Mr Tsui Chun Man, Joe 徐鎮文先生	Application Development Manager 應用研發經理
Senior Executive Staff Promoted 獲晉升高級行政人員	
Advancement and Alumni Affairs Office 發展及校友事務處	
Ms Chan Siu Ying, Alice 陳少英女士	Senior Manager 高級經理
Communications and Public Affairs Office 傳訊及公共事務處	
Ms Tam Wing Sze, Rebecca 譚詠詩女士	Manager 經理

Forthcoming Events

活動預告

Executive Development Centre 企管發展中心		
FinTech & Blockchain Series: FinTech and Its Application in Banking and Insurance Industries		
8 March 2019 (Fri) 2019年3月8日(星期五)	9:45 am – 5:30 pm 上午9時45分至下午5時30分	The Hong Kong Society of Financial Analysts Office 香港財經分析師學會辦公室
Effective Presentation Skills		
15 March 2019 (Fri) 2019年3月15日(星期五)	10:00 am – 5:30 pm 上午10時至下午5時30分	HSUHK Campus 恒大校園
職場調解證書課程 (2019年3月課程)		
16 and 23 March 2019 (Sat) 2019年3月16日及23日(星期六)	9:15 am – 5:45 pm 上午9時15分至下午5時45分	HSUHK Campus 恒大校園
FinTech & Blockchain Series: The New ABCD of Smart City		
28 March 2019 (Thu) 2019年3月28日(星期四)	9:45 am – 5:30 pm 上午9時45分至下午5時30分	The Hong Kong Society of Financial Analysts Office 香港財經分析師學會辦公室
School of Translation 翻譯學院		
Sin Wai Kin Distinguished Professor of Chinese Culture and Translation John Minford on Culture and Translation Series Public Lectures: Translating Chinese Poetry 冼為堅卓越教授 (中國文化與翻譯) 閔福德：文化與翻譯系列 公開講座：中國詩詞翻譯		
9, 16, 23 and 30 March 2019 (Sat) 2019年3月9日、16日、23日及30日(星期六)	2:00 pm 下午2時	Fung Yiu King Hall (A401), 4/F, S H Ho Academic Building, HSUHK 恒大小何善衡教學大樓4樓馮堯敬堂 (A401)
Communications and Public Affairs Office 傳訊及公共事務處		
2019 HSUHK Founders' Day cum University Naming Dinner 2019 恒大校慶日暨大學正名晚宴		
16 March 2019 (Sat) 2019年3月16日(星期六)	6:30 pm 晚上6時30分	Ballroom, JW Marriott Hotel Hong Kong 香港 JW 萬豪酒店宴會廳
School of Communication 傳播學院		
The 3rd Business Journalism Awards of HSUHK Presentation Ceremony 第三屆恒大商業新聞獎頒獎典禮		
15 April 2019 (Mon) 2019年4月15日(星期一)	3:00 pm 下午3時	Auditorium, 2/F, Lee Quo Wei Academic Building, HSUHK 恒大利國偉教學大樓2樓演藝廳

HSUHK Celebrated Chinese New Year

恒大迎新歲 歡樂喜洋洋

2.2019

HSUHK campus was again filled with fun and joy after the Chinese New Year holidays. Staff members and students took part in various activities. On the seventh day of the Lunar New Year (birthday for everyone), HSUHK senior management greeted friends of the media and introduced to them latest development and future directions of the University. On Valentine's Day, staff members joined a party to celebrate the Chinese New Year. For students, they returned to school with energy and enthusiasm, looking forward to their studies and new activities in the new semester.

農曆新年假期過後，恒大校園再次瀰漫歡樂熱鬧氣氛。教職員和學生參與不同活動，各適其適。在年初七(人日)，恒大管理層跟傳媒朋友拜年，並介紹恒大最新發展和動向。教職員在情人節當天，出席派對，共慶新春。學生迎接新學期，再闖知識天地，也期待參與新活動。



HSUHK management wished friends of the media a prosperous year ahead. (From left) Dr Tom Fong, Vice-President (Organisational Development); Provost Gilbert Fong; President Simon Ho; Professor Y V Hui, Vice-President (Academic and Research); and Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication
 恒大管理層恭祝傳媒朋友新年事事順利。(左起) 副校長(機構發展)方永豪博士、方梓勳常務副校長、何順文校長、副校長(學術及研究)許溢宏教授和協理副校長(傳訊及公共事務)及傳播學院院長曹虹教授。



Party time for staff members!
教職員享受派對時光!



Student took part in various activities.
學生參與各式各樣的活動。



Chinese New Year greeting with HSUHK mascot Handa
與恒大吉祥物「恒恒」恭賀新禧。

Information as of 14 February 2019. *Erudition (The Hang Seng University of Hong Kong 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@hsu.edu.hk via your HSUHK email account.

資料截至2019年2月14日。《博學》(香港恒生大學通訊)逢雙數月由傳訊及公共事務處出版，如欲投稿，請以恒大電郵帳戶發送至cpao@hsu.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)。