



# HSMC REVIEW 2017-2018



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

# Contents

▶ Message from the Chairman of Board of Governors .....	2
▶ Message from the Immediate Past Chairman of Board of Governors .....	4
▶ Message from the Chairman of College Council .....	6
▶ Report from the President .....	8
▶ Vision, Mission, Motto and Core Values .....	14
▶ Governance .....	16
▶ Facts and Figures .....	30
▶ Finance .....	33
▶ Robust Curriculum and Programmes .....	34
▶ Innovative Teaching, Learning and Research .....	38
▶ Transformative Student Experience .....	44
▶ Dynamic Public Engagement and Advancement .....	64
▶ Sustainable Campus and Resources Management .....	72
▶ Event Highlights .....	76



# Message from the Chairman of Board of Governors

I had the honour of becoming Chairman of the Board of Governors of Hang Seng Management College (HSMC) on 1 July 2018. Since taking up my position, I have seen this respected degree-granting institution continue to reach new milestones of success. Leveraging its "Liberal + Professional" education model, HSMC provides students with an all-round learning experience that aims to ensure they reach their potential and are well-equipped to drive sustainable economic growth and enhance social well-being in the future.

The 2017-2018 academic year marked many significant achievements for HSMC. In addition to completing the Institutional Review Exercise for attaining a private university title, the College secured the maximum benefit available under the Government's Seventh Matching Grant Scheme. We also drew up our five-year *Strategic Plan 2018-2023*, which reflects HSMC's

firm commitment to continuously improve teaching, research and service quality standards.

I wish to extend my heartfelt gratitude to Ms Rose Lee, the immediate past Chairman, for her leadership and wise counsel in guiding HSMC to new heights of excellence; and to all Board and Council members, staff, students, alumni, donors, partners and friends for their unwavering support and contributions.

Having developed from its founding as Hang Seng School of Commerce to become HSMC, this institution has flourished over the years by focusing on high educational standards and the importance of nurturing well-rounded future community and business leaders. This focus will remain central to our endeavours as we strive to become a leading private liberal-arts-oriented university in the region.

**Louisa CHEANG Wai-wan**  
Chairman of Board of Governors  
(Since 1 July 2018)





# Message from the Immediate Past Chairman of Board of Governors

As Hang Seng Management College (HSMC) moves forward, we celebrate our achievements, strengthen our ongoing programmes and strive to advance our five-year *Strategic Plan 2018–2023 – Riding on the New Era: Private University with a Difference*, which was released in February 2018.

This is the second five-year *Strategic Plan* since the establishment of HSMC in 2010. It features our concerted efforts towards realising our overarching objective of securing private university title. Our vision to be a leading private liberal-arts-oriented university can be demonstrated through our continuous quest for teaching and academic excellence, as well as initiatives to identify and respond to emerging opportunities from evolving international and regional development.

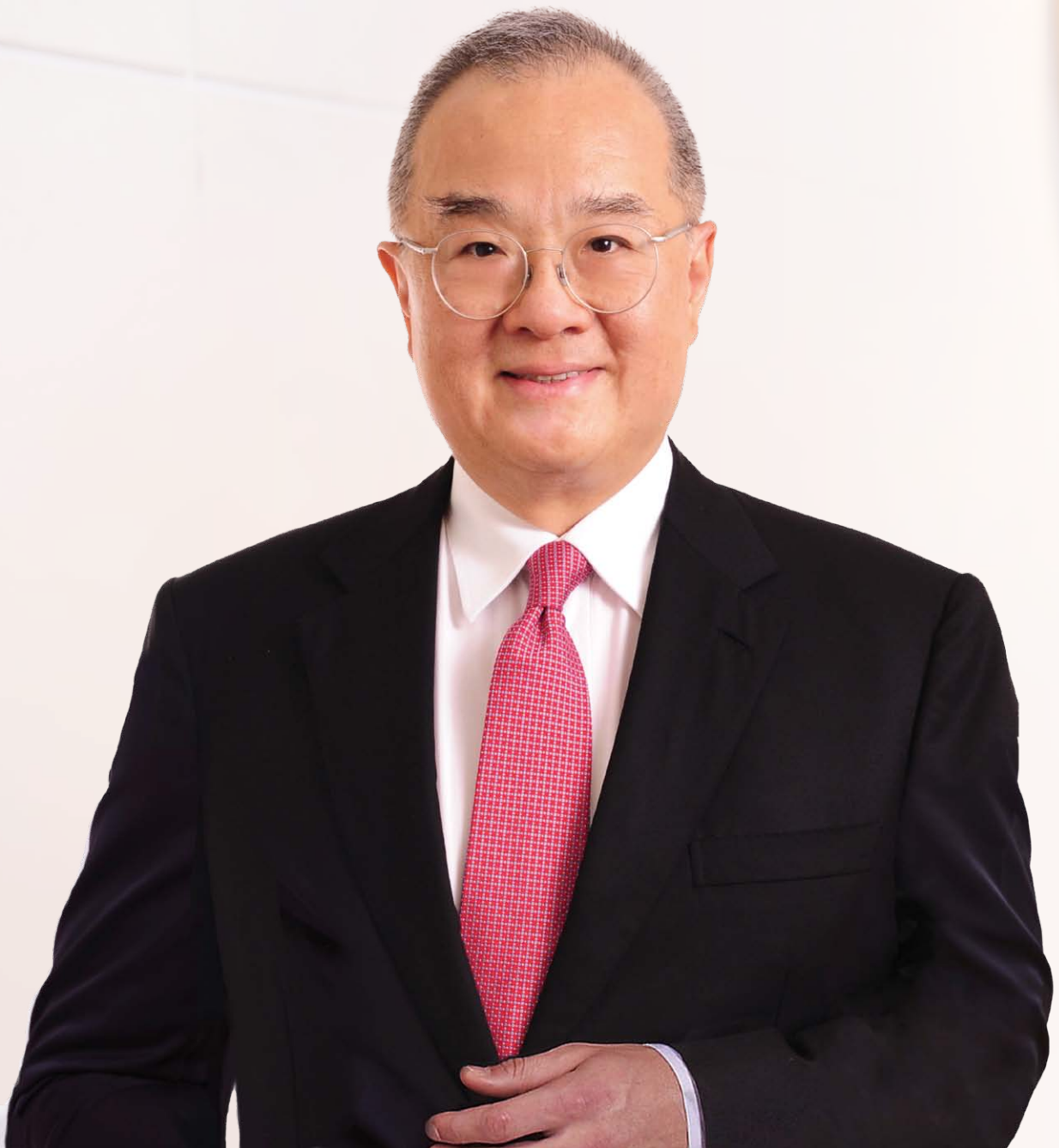
Hong Kong is at the forefront of the global village undergoing technological innovations, as well as the Mainland's social and economic evolution. HSMC is firmly focused on the exciting yet challenging future by "thinking globally, acting locally". With the ardent support of the Board of Governors, College Council and College Management, efforts have been stepped

up to engage with relevant policymakers, government officials, business, education sectors and the local community to share our vision and its commitment to students' edification through quality all-round higher education.

Our Fundraising and Donation Committee spared no efforts in pursuing the support of private and corporate donors. Their donations are, in turn, matched by the Seventh Matching Grant Scheme launched by the Government in August 2017. This two-year scheme is intended to encourage eligible self-financing degree awarding institutions to tap into multiple funding sources. Our sincere gratitude goes to our supporters and sponsors who have, through the years, selflessly given their funding support, time, advice and guidance.

HSMC has made significant progress in securing private university title. We would not have got to where we are without the dedication of our Governors and Members of the College Council, Management, Faculty and Staff. My sincere wish to all for greater accomplishments in the new chapter.

**Rose LEE Wai-mun JP**  
Immediate Past Chairman of Board of Governors  
(Up to 30 June 2018)



# Message from the Chairman of College Council

The year under review was an eventful one filled with excitement and great joy!

In the course of the year, we steered closer to our long sought-after goal – to be recognised as a full-fledged university not only in substance, but also in fact and in name. In 2017-2018, we had completed the Institutional Review in connection with our application for the private university title. And we had fulfilled the requirements of being accredited for the setting up of the third programme area of study and training for “Mass Media and Communication, Journalism and Public Relations”. This is indeed most encouraging to all of us.

As the Chairman of the Steering Group on Strategic Planning, I am delighted to see the unveiling of the *HSMC Strategic Plan 2018-2023* entitled *Riding on the New Era: Private University with a Difference* which lays out the blueprint for the development of our institution in the next five years. Broad based and inclusive, our *Strategic Plan* was formulated with input from Governors, College Council Members, faculty and staff, students, alumni and other stakeholders such as parents, educators and employers. The *Strategic Plan* includes new initiatives such as the establishment of an art and design academic unit, full implementation of the Residential College System and re-development of the Old Hall into a new 9-storey administration and academic building, to name just a few.

In this academic year we continued to be blessed with outstanding achievements in terms of research grants in the Competitive Research Funding Schemes for the Local Self-financing Degree Sector (2018-2019 Exercise) by the Research Grants Council. The College has secured a total funding of HK\$8.5 million for 13 projects, which is the highest number of funded

research projects among all local self-financing degree-granting institutions. Congratulations to our faculty members for the excellent work and achievements. We have further enhanced our research and learning facilities and continued to foster a research culture for faculty members as well as students. Three new research and learning centres, namely the Centre for Greater China Studies, the Institute for Youth Sustainability Leadership and the Wu Jieh Yee Centre for Innovation and Entrepreneurship were established. We expect that our students and faculty members will garner further accolades for our institution in the years to come. Our students have again excelled in various competitions – winning top awards in highly competitive projects involving students from local, the Mainland and Macau universities and higher education institutions.

I would like to take this opportunity to thank and recognise the many friends and supporters who have been supporting us through the years as well as the new ones who have signed on. My sincere thanks also go to the Strategic Planning Group and the five Sub-groups who have rendered their wise counsel with which we can embark on the exciting five-year journey to play our unique role in the higher education sector of Hong Kong.

Last, but by no means least, my heartfelt gratitude and appreciation to our many benefactors, community leaders, staff members, alumni and students who have shared their ideas and thoughts with us – all with the ultimate goal of seeing us through to our next advancement.

**Moses CHENG Mo-chi** GBM, GBS, OBE, JP  
Chairman of College Council





# Report from the President

## Introduction

The year 2017–2018 was a flourishing year for HSMC. Building on the foundations laid, HSMC has grown by leaps and bounds and made impressive strides in different areas over the past 12 months.

This report reflects on HSMC's achievements in 2017–2018 and outlines how we carry the momentum forward to the next phase. Among our accomplishments, I am glad to present to you the following highlights.

## HSMC Five-Year Strategic Plan for 2018-2023

Following the successful implementation of our first five-year *Strategic Plan 2013-2018*, HSMC embarked on a yearlong, comprehensive and collaborative process in April 2017 to formulate our next five-year institutional *Strategic Plan*. The strategic planning process involved extensive consultations among members of the HSMC community and other stakeholders such as parents, educators, employers, etc.

Distilling the collective wisdom of the HSMC Family, the *HSMC Strategic Plan 2018-2023 – Riding on the New Era: Private University with a Difference* was launched in February 2018, which charts the course for HSMC's next phase of development in five strategic focus areas, namely "Robust Curriculum and Programmes", "Innovative Teaching, Learning and Research", "Transformative Student Experience", "Dynamic Public Engagement and Advancement", and "Sustainable Campus and Resources Management". Distinctive new initiatives of the *HSMC Strategic Plan* include:

- ▶ Establishment of an art & design academic unit offering new creative disciplines;
- ▶ Establishment of the Student Innovation & Entrepreneurial Centre;
- ▶ Launching the "One Student, One Internship" scheme allowing every undergraduate student to gain internship experience;

- ▶ Full implementation of the Residential College System engaging more non-residential faculty members and students, and offering credit-bearing common core and general education courses at the Residential Colleges (RCs);
- ▶ Active participation in the UNESCO Global Humanities Chair Project (HSMC is the only invited full collaborative member in Hong Kong, as well as one of the five in the world);
- ▶ Enhancement of the study and application of creative technology including AI, big data analytics, fintech, blockchain, etc; and
- ▶ Establishment of a creative culture hub for planning and organising more creative cultural activities.

## Programme Development

### New Programmes

In the year under review, five new degree programmes across various academic disciplines were accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) and approved by the Chief Executive in Council, including the Bachelor of Business Administration (Honours) in Human Resource Management, the Master of Science in Entrepreneurial Management, the Master of Science in Global Supply Chain Management, the Master of Arts in Strategic Communication and the Master of Arts in Translation (Computer-Aided Translation). This brought the total number of HSMC's accredited bachelor's degree programmes to 17 and accredited master's degree programmes to five. The College will continue to develop innovative academic programmes to nurture talents with professional knowledge and intellectual competencies who are capable of finding solutions to future challenges of society.

### Student Admission

Following the satisfactory student admission exercise for 2017–2018 with a new student intake of 1,425, the College conducted another effective student admission exercise for 2018–2019 with a slight increase when compared to that of 2017–2018. For 2018–2019, we recorded an intake of 937

Year-one students and 508 senior-year students despite a drop in the number of students taking the Hong Kong Diploma of Secondary Education Examination (HKDSE).

With the approval from the Ministry of Education of the People's Republic of China in late March 2018, HSMC was allowed to resume recruiting Mainland students from 19 provinces for its undergraduate programmes starting from the academic year 2018-2019. This will help enhance the multicultural mix of the student body at HSMC and provide stimulation and impetus for local students.

## Teaching and Learning

In the reporting year, the Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) was established with a HK\$5 million donation from Wu Jieh Yee Charitable Foundation. The Centre aims to cultivate an innovative and entrepreneurial mindset in students through a range of functions and activities, such as providing mentorship support to HSMC aspiring entrepreneurs to transform their business ideas into new ventures through pre-incubation programmes and pitching their business ideas to experienced business practitioners.

To promote service learning and community engagement among students, the Institute for Youth Sustainability Leadership was established with a HK\$2.5 million funding support from Dr Lau Ming-wai. The Institute serves as a hub sharing knowledge, expertise, and resources of sustainability development with various stakeholders in the wider community. Through its broad range of educational projects, the Institute empowers youths to identify solutions to attain the United Nations' 17 Sustainable Development Goals (SDGs). The Sustainability Development Grant was also established to support HSMC teachers who wish to promote SDGs via teaching and learning initiatives.

In the 2017-2018 Quality Enhancement Support Scheme, HSMC received a grant of HK\$2.03 million from the Education Bureau (EDB) to support a two-year project "Integrating Service Learning into Classroom Learning". To promote the pedagogy of service learning, a Service Learning Section was established under the Centre for Teaching and Learning.

## Research

In the 2017-2018 Research Grants Council (RGC) Competitive Research Funding exercise for the local self-financing degree sector, HSMC was awarded a total of HK\$21.9 million for 25 research projects, which included one Institutional

Development Scheme (IDS) project, two Inter-institutional Development Scheme (IIDS) projects and 22 Faculty Development Scheme (FDS) projects. HSMC was ranked the highest in terms of both the amount of funding received and the number of awarded projects among the local self-financing degree sector in the year. Also, for the four-year cumulative result since 2014-2015, HSMC was placed the top in terms of the amount of funding and the number of funded research projects. This exceptional outcome has demonstrated HSMC's commitment to undertake impactful research that advances the society and enhances teaching/learning.

With the above IDS funding support, the Centre for Greater China Studies was established in March 2018 to serve as a platform to enhance interdisciplinary research in humanities and social sciences that highlight the dynamic relationships between the growth of China and the transnational exchange of people, technologies, commodities and ideas among China, the Belt and Road countries, and other overseas Chinese societies.

Furthermore, a project titled "Machine Translation of IPO Document" led by a team from the School of Translation was granted a funding amount of HK\$1.4 million from the Innovation and Technology Support Programme under the Innovation and Technology Commission. The project helps to enhance the performance of machine translation from English to Chinese for HKEX documents, such as IPO documents and company annual reports.

## Student Life and Development

HSMC attaches great importance to students' all-round development. To provide a transformative student experience that contributes to their intellectual and personal growth, the College adopted the "Student Learning FIRST" strategy encompassing first-year experience, internship and international exposure, RC life, and service learning and community engagement.

To provide better learning support to Year-one students, our First-year Study Centre offers tutoring services for students taking selected first-year foundation modules.

During the year, new partnerships have also been forged with overseas institutions so that more students can widen their horizons through intercultural learning journeys abroad. As of 15 August 2018, HSMC established academic collaborations with 62 institutions in over 21 countries/regions, which was an increase of 17% compared to that of previous year.

Furthermore, HSMC students took up over 1,100 local and overseas internship offers provided by 316 renowned enterprises/organisations to gain hands-on working experience and sharpen their employability skills. According to some employers' feedback, HSMC students in general were highly regarded as responsible and motivated employees, with a strong willingness to learn and a positive working attitude.

The College affirms the educational values inherent in the residential undergraduate experience and is committed to providing a living and learning environment that fosters students' intellectual pursuits and social development. To fully implement our RC System, the College took steps in August 2018 to engage wider support from faculty staff to serve as Fellows of our RCs. These Fellows will provide academic advising, pastoral care and guidance to students, and share with them insights on the development of RC educational programmes, etc. Through meaningful faculty-student interactions in small, diverse communities and a series of enriching educational programmes, students can learn better and have a stronger sense of identity towards their RCs. Starting from 2018-2019, non-residential freshmen will also be invited to be affiliated to one of the RCs as non-residential members.

## Student Achievements

To give recognition to meritorious students with outstanding academic and co-curricular performance, HSMC endeavoured to expand its portfolio of scholarship and award programmes to support students' all-round development. In 2017-2018, a total of 1,200 individual students (an increase of 9.4% compared to 2016-2017) received over HK\$17 million scholarships and awards (an increase of 3% compared to 2016-2017) offered by HSMC. We are grateful for our donors' generous support, which help our students and the future generations cement their path towards realising their full potential and sharing their talent with the society.

Each year, students from across various disciplines of study are recognised and awarded for their outstanding achievements in numerous open competitions, such as:

- ▶ Winner of "Best in Tech News Reporting" and "Best in News Video Reporting" in the Chinese group of China Daily Hong Kong Edition 2017 Campus Newspaper Awards;
- ▶ Gold Award and "Best Advertising Video Award" in 2017-2018 Joint University Outstanding Marketing Award; and
- ▶ Gold Award (Campus Category) in the 18th Consumer Rights Reporting Awards (2018).

## Graduate Employment

As in previous years, the employment rate of HSMC graduates remained at a consistently stable and high level. An annual employment survey focusing on fresh graduates was conducted by the Student Affairs Office during the period from October 2017 to January 2018 on their employment status, remuneration and job-seeking experience. The response rate was 90%, representing a reply from 721 bachelor's degree graduates. The engagement rate of HSMC graduates in full-time employment was close to 80% within four months of graduation.

## Institutional Advancement

As a self-financing institution, donations contribute to HSMC's sustainability and development. Throughout the year, HSMC reached unusual lengths achieving a landmark progress in fundraising. A total of HK\$196 million was raised under the government's Seventh Matching Grant Scheme (MG7). As of July 2018, the College has successfully met the matching grant ceiling of HK\$100 million.

Major donations under MG7 include:

- ▶ HK\$10 million from Dr Patrick Poon to set up the "Dr Patrick Poon's Matching Challenge";
- ▶ HK\$12 million from Ms Rose Lee Wai-mun to support College general development and the corporate governance programme;
- ▶ HK\$18 million from the S H Ho Foundation to set up the "Dr S H Ho Scholarship in Banking and Finance", and another HK\$5.6 million to top up the S H Ho Overseas Scholarship Fund;
- ▶ HK\$20 million from Wei Lun Foundation to support College general development; and
- ▶ HK\$100 million from the Lee Shau Kee Foundation to support College general development.

Our first community engagement cum fundraising event "HSMC FunD Run for U" was concluded with success on 15 April 2018, attracting over 1,200 participants from the public, corporations, secondary schools, non-profit organisations and members of the HSMC community, who supported raising consciousness of healthy living and positive thinking via taking part in the 10 km Challenge Run and 3 km Fun Run.



These fundraising successes are strong affirmations that our benefactors place high levels of trust in HSMC and are willing to help us realise our vision through their philanthropic giving.

## Governance

In the reporting year, following the stepping down of Ms Rose Lee Wai-mun on 30 June 2018, Ms Louisa Cheang Wai-wan, Vice-Chairman and Chief Executive of Hang Seng Bank Limited, was appointed as Chairman of HSMC Board of Governors with effect from 1 July 2018. Four new Governors, Ms Ivy Chan Shuk-pui, Dr Patrick Fung Yuk-bun, Professor Michael Hui King-man and Dr Eric Li Ka-cheung, were also appointed in the year.

Furthermore, Dr Brossa Wong was appointed as College Registrar on 16 August 2017; Dr Tom Fong, former Associate Vice-President (Student Development and Campus Services), took up the Vice-presidentship (Organisational Development) on 1 September 2017; Professor Tam Kwok-kan assumed duty as Dean of School of Humanities and Social Science (SHSS) on 1 August 2018 following the retirement of Professor Thomas Luk in the end of July 2018; and Professor Gilbert Fong was appointed as Dean of School of Translation with effect from 1 July 2019.

## Other College-wide Projects and Achievements

### HSMC Global Humanities Initiative

HSMC established the “HSMC Global Humanities Initiative” programme in association with the Asian New Humanities Network and the UNESCO Chair in Asian Humanities and Global Network. The kick-off ceremony of the programme was held on 12 October 2017, followed by the world premiere of a documentary film “7%”, which was produced by Golden Horse Award-winning Director, Zhou Hao. The event attracted over 100 members of staff, students and media friends to explore the future of artificial intelligence and humanity.

### Partnership with Peter F Drucker Academy on “Management as a Liberal Art”

Subsequent to the partnership agreement between HSMC and Peter F Drucker Academy (DAHK) to promote DAHK’s philosophy of “Management as a Liberal Art” (MLA) through the “HSMC – MLA Initiatives” funded by the

Shao Ming Lo Foundation, HSMC and DAHK co-organised the International Conference on Management as a Liberal Art – Revitalisation and Localisation on 16 October 2017. Over 10 key speakers from different countries and around 300 participants attended the conference.

Furthermore, with the sponsorship from DAHK, two elective modules in MLA namely “Back to the Human Side” and “Toward a Better Society” were developed and offered during the year. Five outstanding students of these two modules were offered scholarship to attend a one-week study tour in the California Institute of Advanced Management.

### 7th Junzi Corporation Survey and Forum on Ethical Entrepreneurship

Entering its 7th year, the Junzi Corporation Survey was an annual event promoting the Confucian concepts of Junzi and business ethics. HSMC announced the results of the 7th Junzi Corporation Survey including the HSMC Hong Kong Business Ethics Index and held the Forum on Ethical Entrepreneurship on 23 November 2017. At the Forum, academics and corporate leaders shared their insights on business ethics and challenges faced by start-ups in Hong Kong.

### QESS-funded JINESS Initiatives

With the funding support from the Quality Enhancement Support Scheme, the Joint-Institution Network for Student Success (JINESS) system and the JINESS Careers Fair were launched on 9 March 2018. Led by HSMC in collaboration with four other institutions, the JINESS system was the first career portal facilitating employers to recruit talents and exposing students and graduates of local self-financing degree-granting institutions to career and experiential learning opportunities.

### HSMC Founders’ Day 2018 and President Forum

To celebrate HSMC’s 8th anniversary, the President Forum cum Founders’ Day Ceremony and Reception was held on 16 March 2018. Centring on the theme “The Future of Liberal Arts Education in a Globalised Context”, Professor Jeffrey S Lehman, Vice-Chancellor of NYU Shanghai and former President of Cornell University, and I shared with academics, teachers, policy makers, employers, students, parents and the general public on the essence of modern liberal arts education as well as the role and future development of private liberal arts institutions in the region.



## 2nd HSMC Business Journalism Awards

The 2nd presentation ceremony of HSMC Business Journalism Awards (BJA) was held on 18 April 2018, with Mr Paul Chan Mo-po, Financial Secretary of the HKSAR Government, as the officiating guest. Featuring the importance of journalist ethics and professionalism in the reporting of business, economic and financial issues, the HSMC BJA was the first of its kind initiated by a tertiary institution in Hong Kong.

## Response to the Consultation Document of the Task Force on Review of Self-financing Post-secondary Education

HSMC submitted its input in response to the Consultation Document released by the Task Force on Review of Self-financing Post-secondary Education set up by EDB in August 2018. The College's views included urging for an overhaul revision of the outdated Post Secondary Colleges Ordinance (CAP320) and Regulations (CAP320A); creating a level-playing field such that a single unified accreditation and quality assurance mechanism should apply to both self-financing units/programmes of publicly-funded institutions and independent self-financing institutions; provision of more policy and resources support to self-financing degree-granting institutions, etc.

## Awards Received by HSMC

The College received several awards in recognition of its commitment to energy saving, corporate social responsibility, and care for the community, employee and environment. These awards included "Hanson Outstanding Award" (2nd top award in the post-secondary education institution category) of the "Energy Saving Championship Scheme 2017"; "Corporate Social Responsibility Award" (university category) which was the first and only local higher education institution receiving such a renown from

the Mirror Post; "Good MPF Employer Award 2016-2017" by the Mandatory Provident Fund Schemes Authority; and "Five Years Plus Caring Organisation Logo" by the Hong Kong Council of Social Service.

## Concluding Remarks

In December 2017, HSMC submitted its Institutional Review Report for application of private university title to HKCAAVQ and an on-site accreditation visit by the HKCAAVQ panel was held smoothly in April 2018. In keeping with our established plan in 2016, the College hopes that it will attain approval of its university title by late 2018.

In 2018-2019, following our *Strategic Plan*, we will delineate the College's three-year Academic Development Plan (2019-2020 to 2021-2022), develop new degree programmes in global business management, economics, politics-philosophy-economics, and art and design; launch various new initiatives of WUCIE and IYSL; fully implement the RC System; install further green features in our campus; and step-up our efforts in developing HSMC into a smart university using smart technologies.

I would like to extend my grateful and heartfelt thanks to members of our Board of Governors and College Council, and in particular, our immediate past Board Chairman Ms Rose Lee Wai-mun for her exceptional leadership over the past five years. The Board and Council have given HSMC the direction and strength as we steer towards our goals. I would also like to thank donors for their generosity and steadfast support which have not only motivated our students, faculty and the College community, but will also benefit many generations of HSMC students in future. Lastly, I would like to thank other members of the HSMC Family for their remarkable work and collaborative efforts, without which, we would not have gone thus far.

While there will definitely be challenges ahead in 2018-2019 and beyond, I have every confidence that with our concerted efforts, HSMC, with its "Liberal + Professional" education model, will grow in prominence and march towards its vision to become a leading private liberal-arts-oriented university in the region, recognised for excellence in teaching, learning and research, serving and advancing our society and the world.

**Simon HO Shun-man**  
President





# Vision, Mission, Motto and Core Values

## About HSMC\*

Hang Seng Management College's (HSMC) roots stretch back 38 years to the establishment of Hang Seng School of Commerce (HSSC) in 1980, with funding from the S H Ho Foundation, the Ho Tim Charitable Foundation, Dah Chong Hong Limited, several Hang Seng Bank founding directors and Hang Seng Bank Limited. From 1980 to 2009, HSSC was a pioneering and leading provider of post-secondary programmes in business and related areas.

HSMC aspires to be a leading non-profit private liberal-arts-oriented university in the region, recognised for excellence in teaching, learning and research, serving and advancing our society and the world. HSMC has five Schools (Business, Communication, Decision Sciences, Humanities & Social Science, and Translation) with a student population of around 5,000 and 200 full-time academic staff members.

## Vision

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

## Mission

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

## Motto

Erudition and Perseverance

## Core Values

- ▶ Mutual Trust
- ▶ Value-addedness
- ▶ Innovativeness
- ▶ Caring Attitude
- ▶ Responsibility

\* On 30 October 2018, Hang Seng Management College was granted approval by the Government of the Hong Kong Special Administrative Region to change its title from "Hang Seng Management College" to "The Hang Seng University of Hong Kong".

# Governance

## Board of Governors

### Chairman

- ▶ **Ms Rose Lee Wai-mun JP**  
*(Up to 30 June 2018)*
- ▶ **Ms Louisa Cheang Wai-wan**  
*(From 1 July 2018)*

### Members

- ▶ **Ms Ivy Chan Shuk-pui**  
*(From 16 March 2018)*
- ▶ **Dr Moses Cheng Mo-chi GBM, GBS, OBE, JP**
- ▶ **Dr Patrick Fung Yuk-bun JP**  
*(From 31 July 2018)*
- ▶ **Dr Ho Tzu-leung**
- ▶ **Professor Michael Hui King-man**  
*(From 31 July 2018)*
- ▶ **Dr Eric Li Ka-cheung GBS, JP**  
*(From 31 July 2018)*
- ▶ **Mr Thomas Liang Cheung-biu**
- ▶ **Mr Roger Luk Koon-hoo BBS, JP**
- ▶ **Dr Patrick Poon Sun-cheong SBS**
- ▶ **Mr Martin Tam Tin-fong**
- ▶ **Mrs Patricia Wong Lam Sze-wan**
- ▶ **Professor Richard Wong Yue-chim SBS, JP**
- ▶ **Mr Silas Yang Siu-shun JP**

### Secretary

- ▶ **Mr Godwin Li Chi-chung**

### Terms of Reference

Without limiting the generality of the powers of the Board of Governors under the Articles of Association, the Board of Governors shall:

1. exercise control of the purposes and functions of the College as the supreme governing body;
2. set out the overall broad direction and policy of the College for management by the College Council;
3. make decisions and exercise control regarding approval and allocation of financial resources to the College, acquisition and disposal of the property and capital assets of the College;
4. make appointments of key officials of the College as it thinks proper; and
5. provide for the custody and use of the College's seal.

## Committees under the Board of Governors

### Audit Committee

#### Chairman

- ▶ Mr Silas Yang Siu-shun JP

#### Members

- ▶ Mr Henry Lai Hin-wing
- ▶ Mr Roger Luk Koon-hoo BBS, JP

#### Secretary

- ▶ Mr Ted Leung Sat-tak

#### Terms of Reference

The Audit Committee shall be subject to the terms of reference as follows:

1. To review the annual audited financial reports and make recommendations before the final reports are tabled for the Board of Governors' approval by the Finance Committee;
2. To make recommendations to the Board of Governors on the appointment of Auditors;
3. To review and define the role, major duties and responsibilities of the Internal Audit Office and provide strategic direction to the Internal Audit Office in formulation and execution of periodic audit plan;
4. To review the scope of works performed and audit reviews completed by the Internal Audit Office to ensure audit works are prioritised based on the risk levels of the auditable areas;
5. To review, consider and approve matters proposed by the Internal Audit Office, including but not limited to the Internal Audit Charter and periodic audit plan;
6. To advise Internal Audit Office in the conduct of special reviews and investigations on matters arising from the Committee or as referred by the Board of Governors;
7. To provide guidance to the Internal Audit Office on the reporting of contentious and sensitive issues that are unable to resolve in the level of the Office;
8. To review performance of the chief audit executive and the Internal Audit Office;
9. To report to the Board of Governors about committee activities, issues and related recommendations; and
10. To consider and approve any other matters relating to audit, internal control, risk management, compliance and matters of similar nature referred to the Committee by the Board of Governors.

## Finance Committee

### Chairman

- ▶ **Ms Suzanne Chan Shet-hung**  
*(Acting Chairman up to 30 June 2018)*
- ▶ **Dr Patrick Fung Yuk-bun JP**  
*(From 31 July 2018)*

### Vice-Chairman

- ▶ **Ms Suzanne Chan Shet-hung**

### Members

- ▶ **Mr Philip Li Wing-kuen**
- ▶ **Professor Simon Ho Shun-man**
- ▶ **Professor Gilbert Fong Chee-fun**

### Secretary

- ▶ **Mr Patrick Lam Man-ho**

### Terms of Reference

The Finance Committee shall be subject to the terms of reference as follows:

1. To advise and recommend to the Board of Governors the long range financial planning for the College and all matters within the jurisdiction of the Board of Governors which have important financial implications;
2. To recommend to the Board of Governors the annual budget of the College including the estimates of the income and expenditure of the College before the beginning of the financial year;
3. To revise the annual budget of the College including the estimates of the income and expenditure of the College during the course of the financial year, if appropriate;
4. To oversee the preparation of the annual year-end financial statements of the College;
5. To oversee the formulation and review the investment policies and strategies, including borrowing of monies for the objects of the College, appointment of fund managers, and monitor the performance of fund managers and investment;
6. To oversee the financial management policies and procedures of the College and to monitor their effectiveness; and
7. To consider and approve any other finance-related matters referred to the Committee by the Board of Governors.

## Foundation Management Committee

### Chairman

- ▶ **Dr Patrick Poon Sun-cheong SBS**

### Vice-Chairman and Treasurer

- ▶ **Mr Cheng Kam-por**

### Members

- ▶ **Professor Roy Chung Chi-ping GBS, JP**
- ▶ **Dr Patrick Fung Yuk-bun JP**

- ▶ **Mr Thomas Liang Cheung-biu**
- ▶ **Mr Benedict Sin Nga-yan**
- ▶ **Professor Simon Ho Shun-man**
- ▶ **Mr Patrick Lam Man-ho**

### Secretary

- ▶ **Ms Elisa Chan Man-wai**

### Terms of Reference

The Foundation Management Committee shall be subject to the terms of reference as follows:

1. To safe keep the external donations to the Hang Seng Management College through the Hang Seng Management College – Foundation accounts;
2. To oversee the use of funds of the Hang Seng Management College – Foundation;
3. To maintain an independent income and expenditure statement;
4. To receive the audit report of the Foundation statement;
5. To serve as a platform to engage donors to be connected to the welfare and development of HSMC; and
6. To report to and seek advice or approval from the HSMC Board of Governors any items deemed appropriate.

## Fundraising and Donation Committee

### Chairman

- ▶ Dr Patrick Poon Sun-cheong SBS

### Vice-Chairmen

- ▶ Dr Moses Cheng Mo-chi GBM, GBS, OBE, JP
- ▶ Mrs Patricia Wong Lam Sze-wan

### Members

- ▶ Mr Cheng Kam-por
- ▶ Dr Francis Cheung  
(up to 22 August 2018)
- ▶ Mr Thomas Ching Wing-hong
- ▶ Dr Steven Chow Chi-man  
(up to 13 March 2018)
- ▶ Dr Alex Chui Chuen-shun
- ▶ Dr George Lam Lee
- ▶ Dr Lam Tai-fai SBS, JP

- ▶ Dr Alan Lee Yuk-lun JP  
(From 28 May 2018)
- ▶ Mr Kenneth Leung Ka-keung
- ▶ Dr Lewis Luk Tei JP
- ▶ Dr Dennis Ng Wang-pun BBS
- ▶ Mr Raphael Tong Tai-wai
- ▶ Dr Yip Kit-chuen
- ▶ Ms Helen Zee  
(From 28 May 2018)
- ▶ Professor Simon Ho Shun-man

### Secretary

- ▶ Ms Elisa Chan Man-wai

### Terms of Reference

The Fundraising and Donation Committee shall be subject to the terms of reference as follows:

1. To formulate fundraising strategies for the College and to advise on fundraising plans, campaigns and activities;
2. To solicit donations from individuals, charitable trusts and organisations;
3. To consider policy guidelines and procedures on the solicitation and use of donations as well as the appropriate form of recognition for the donors;
4. To report to the HSMC Board of Governors on donation matters; and
5. To co-opt additional members to the Committee as necessary.

## Nomination Committee for Appointment of Council Members

### Chairman

- ▶ Ms Rose Lee Wai-mun JP  
(Up to 30 June 2018)
- ▶ Ms Louisa Cheang Wai-wan  
(From 1 July 2018)

- ▶ Mr Roger Luk Koon-hoo BBS, JP
- ▶ Dr Patrick Poon Sun-cheong SBS
- ▶ Professor Simon Ho Shun-man

### Secretary

- ▶ Dr Tom Fong Wing-ho

### Members

- ▶ Dr Moses Cheng Mo-chi GBM, GBS, OBE, JP

### Terms of Reference

The Nomination Committee for Appointment of Council Members shall be subject to the terms of reference as follows:

1. To recommend candidates to the Board for appointment as Members of the College Council, when vacancy arises;
2. To recommend to the Board for re-appointment of existing Members of the College Council;
3. To plan for the succession of Members of College Council; and
4. In making the recommendations, the Nomination Committee shall seek to achieve a balance of membership in terms of expertise and experience in order to meet the stipulated membership composition of the College Council as spelt out in the Constitution of HSMC and with due regard to the development needs of the College.



## Nomination Committee for Appointment of Governors and Chairmen/Members to Board Committees

### Chairman

- ▶ Ms Rose Lee Wai-mun JP  
*(Up to 30 June 2018)*
- ▶ Ms Louisa Cheang Wai-wan  
*(From 1 July 2018)*

- ▶ Dr Ho Tzu-leung
- ▶ Mr Thomas Liang Cheung-biu
- ▶ Professor Simon Ho Shun-man

### Secretary

- ▶ Mr Godwin Li Chi-chung

### Members

- ▶ Dr Moses Cheng Mo-chi GBM, GBS, OBE, JP

### Terms of Reference

The Nomination Committee for Appointment of Governors and Chairmen/Members to Board Committees shall be subject to the terms of reference as follows:

1. To recommend candidates to the Board for appointment as Governors;
2. To recommend to the Board the re-appointment of existing Governors;
3. To plan for the succession of Governors;
4. To recommend candidates to the Board for appointment as Chairman/Members to Board Committees; and
5. In making the recommendations, the Nomination Committee shall seek to achieve a balance of membership in terms of expertise and experience in order to meet the stipulated composition of the Board as spelt out in the Constitution and with regard to the development needs of the College.

## Strategic Planning Group

### Chairman

- ▶ Dr Moses Cheng Mo-chi GBM, GBS, OBE, JP

### Secretary

- ▶ Dr Tom Fong Wing-ho

### Members

- ▶ Ms Suzanne Chan Shet-hung
- ▶ Dr Jacky Cheung Wah-keung
- ▶ Dr Ho Tzu-leung
- ▶ Mr Thomas Liang Cheung-biu
- ▶ Dr Patrick Poon Sun-cheong SBS
- ▶ Mr Martin Tam Tin-fong
- ▶ Professor Simon Ho Shun-man
- ▶ Professor Gilbert Fong Chee-fun
- ▶ Professor Hui Yer-van
- ▶ Dr Tom Fong Wing-ho

## College Council

### Chairman

- ▶ Dr Moses Cheng Mo-chi GBM, GBS, OBE, JP

### Members

- ▶ Professor Andrew Chan Chi-fai SBS, JP
- ▶ Ms Suzanne Chan Shet-hung
- ▶ Mr Cheng Kam-por
- ▶ Mr Dannie Cheung Kong-ting
- ▶ Dr Jacky Cheung Wah-keung
- ▶ Mr William Junior Guilherme Doo JP
- ▶ Professor Nyaw Mee-kau BBS
- ▶ Ms Tong Hing-min
- ▶ Mr James S. Tsien

### Ex-officio Members

- ▶ Professor Simon Ho Shun-man
- ▶ Professor Gilbert Fong Chee-fun
- ▶ Professor Hui Yer-van
- ▶ Dr Tom Fong Wing-ho

### Staff Representative of Hang Seng Management College

- ▶ Dr Brossa Wong Yeuk-ha

### Secretary

- ▶ Dr Tom Fong Wing-ho

### Terms of Reference

The College Council shall be subject to the terms of reference as follows:

1. To perform as the executive body of the College in managing and administering the College affairs according to the directions set out by the Board of Governors;
2. To ensure that the College is managed effectively and that the quality of its work is assured;
3. To ensure that the education of the students is pursued in an appropriate manner and leads to the outcomes desired;
4. To ensure that the Ordinance under which the College is operating is complied with; and
5. To discuss, amend as judged appropriate, and decide on the various academic and resource plans and proposals put forward by the College according to the financial resources approved and allocated by the Board of Governors.

## Committees under College Council

### Honorary Fellowship Selection Committee

#### Chairman

- ▶ Dr Moses Cheng Mo-chi GBM, GBS, OBE, JP

#### Secretary

- ▶ Dr Tom Fong Wing-ho

#### Members

- ▶ Ms Suzanne Chan Shet-hung
- ▶ Mr Cheng Kam-por
- ▶ Professor Simon Ho Shun-man
- ▶ Professor Gilbert Fong Chee-fun
- ▶ Professor Paul Lee Siu-nam

#### Terms of Reference

The Honorary Fellowship Selection Committee shall be subject to the terms of reference as follows:

1. To review and propose changes to the conferment criteria as appropriate, for approval by the College Council; and
2. To make recommendations to the College Council for the conferment of the "Honorary Fellow" title on distinguished individuals based on the selection criteria approved by the College Council.

### Human Resources Committee

#### Chairman

- ▶ Dr Moses Cheng Mo-chi GBM, GBS, OBE, JP

#### Secretary

- ▶ Ms Mary Yeung Mi-lan

#### Members

- ▶ Mr Lai Kam-tong  
*(From 21 March 2018)*
- ▶ Ms Helen Leung Lai-wa
- ▶ Ms Tong Hing-min
- ▶ Dr Felix Yip Wai-kwong  
*(From 21 March 2018)*
- ▶ Professor Simon Ho Shun-man
- ▶ Professor Gilbert Fong Chee-fun

#### Terms of Reference

The Human Resources Committee shall be subject to the terms of reference as follows:

1. To recommend to the College Council the manpower planning policies of the College;
2. To recommend to the College Council the annual salary review principles, the conditions of services and remuneration packages for the various categories of staff in the College;
3. To approve the appointment of new academic staff of the College under the delegated authority of the Board of Governors;
4. To approve the procedures for the appointment and promotion of employees of the College;
5. To approve procedures and policies for the evaluation of staff performance;
6. To approve the complaints and grievances procedures and the disciplinary procedures of the College, for persons other than students;
7. To recommend to the College Council procedures for termination of employment, redundancy and voluntary departure schemes; and
8. To consider and approve any other human resources-related matters referred to the Committee by the College Council.

## Nomination Committee for Appointment of Council Committee Chairmen/Members

### **Chairman**

- ▶ Dr Moses Cheng Mo-chi GBM, GBS, OBE, JP

### **Members**

- ▶ Ms Suzanne Chan Shet-hung
- ▶ Professor Simon Ho Shun-man
- ▶ Dr Tom Fong Wing-ho

### **Secretary**

- ▶ Dr Tom Fong Wing-ho

### **Terms of Reference**

The Nomination Committee for Appointment of Council Committee Chairmen/Members shall be subject to the terms of reference as follows:

1. To recommend candidates to the College Council for appointment as Chairman/Members of the Council Committees, when vacancy arises;
2. To recommend to the College Council for re-appointment of existing Chairman/Members of the Council Committees; and
3. To achieve a balance of membership for such Committees in terms of diversity and expertise in order to meet the stipulated membership composition of the Council Committees and with due regard to the development needs of the College.

# Academic Board

## Chairman

### President

- ▶ Professor Simon Ho Shun-man

## Vice-Chairman

### Provost

- ▶ Professor Gilbert Fong Chee-fun

## Ex-officio Members

### Vice-President (Academic and Research)

- ▶ Professor Hui Yer-van

### Vice-President (Organisational Development)

- ▶ Dr Tom Fong Wing-ho

### Associate Vice-President (Communications and Public Affairs), and Dean, School of Communication

- ▶ Professor Scarlet Tso Hung

### Dean, School of Business

- ▶ Professor Bradley Barnes

### Dean, School of Decision Sciences

- ▶ Professor Lawrence Leung Chi-kin

### Dean, School of Humanities and Social Science, and Head, Department of English

- ▶ Professor Thomas Luk Yun-tong  
(Up to 31 July 2018)

### Dean, School of Humanities and Social Science

- ▶ Professor Tam Kwok-kan  
(From 1 August 2018)

### Acting Dean, School of Translation

- ▶ Dr Shelby Chan Kar-yan

### Head, Department of Accountancy

- ▶ Professor Kevin Lam Chee-keung

### Head, Department of Chinese

- ▶ Professor Alex Cheung Kwong-yue

### Head, Department of Computing

- ▶ Dr Wong Wai-kit

### Head, Department of Economics and Finance

- ▶ Dr David Chui Kam-hung

### Head, Department of Management

- ▶ Professor Irene Chow Hau-siu

### Head, Department of Marketing

- ▶ Dr Haksin Chan Hak-sin

### Head, Department of Mathematics and Statistics

- ▶ Professor Tang Man-lai

### Head, Department of Social Science

- ▶ Professor Kao Lang

### Head, Department of Supply Chain and Information Management

- ▶ Dr Collin Wong Wai-hung

### College Registrar

- ▶ Dr Brossa Wong Yeuk-ha

### College Librarian

- ▶ Ms Sarena Law Yuk-lin

### Director of Student Affairs

- ▶ Ms Rebecca Chan Po-yu

### Professor, School of Communication

- ▶ Professor Paul Lee Siu-nam

### Professor, School of Communication

- ▶ Professor Trevor Siu Yuk-tai

### Professor, Department of Computing

- ▶ Professor Francis Chin Yuk-lun  
(Up to 31 July 2018)

### Professor, Department of Social Science

- ▶ Professor Desmond Hui Cheuk-kuen

### President, HSMC Students' Union

- ▶ Mr Wong Chun-lam  
(Up to 15 April 2018)

### President, HSMC Students' Union

- ▶ Mr Li Cheung-kuk  
(From 16 April 2018)

## Appointed Members

### Associate Director (Common Core Curriculum)

#### Centre for Teaching and Learning

- ▶ Dr Victor Chan Chi-ming

### Associate Director (Teaching and Learning Enhancement)

#### Centre for Teaching and Learning

- ▶ Dr Ben Cheng Ka-ming

### Director of Information Technology

- ▶ Professor Wong Po-choi

### School of Decision Sciences

- ▶ Dr Choy Siu-kai

### School of Humanities and Social Science

- ▶ Dr Wong Muk-yan

### School of Translation

- ▶ Dr Siu Sai-cheong

## Secretary

### College Registrar

- ▶ Dr Brossa Wong Yeuk-ha

## Elected Members

### School of Business

- ▶ Dr Felix Tang Tzu-lung

### School of Communication

- ▶ Mr James Chang Chih-yu

## Terms of Reference

The Academic Board shall be subject to the terms of reference as follows:

- a. to approve the development and offering of all degree/sub-degree programmes and courses proposed by Schools or other Units;
- b. to draw up a framework of guidelines and principles to guide the development, validation, operation, evaluation and review of programmes and courses;
- c. to plan, promote and regulate the teaching, learning and research activities in the College;
- d. to approve examination results, student graduation and the conferment of academic awards of the College with the Statutes and all relevant College regulations currently in force;
- e. to report to the College Council on any academic matters, where appropriate;
- f. to approve, monitor and review the academic standards for quality assurance of all programmes and courses regularly with particular reference to the following aspects:
  - i. student admissions and academic regulations;
  - ii. programme management and review;
  - iii. teaching and learning;
  - iv. assessment and examinations;
  - v. research and scholarly work;
  - vi. library and learning resources;
  - vii. student services and activities;
  - viii. staff student consultation; and
  - ix. any other academic aspects as deemed appropriate; and
- g. to exercise any other responsibilities and functions of academic governance as assigned to it by the College Council.

## **Committees under Academic Board**

1. Academic Exchange Committee
2. Academic Planning and Development Committee
3. Admissions Committee
4. College Examinations and Assessment Committee
5. College Student Disciplinary Committee
6. Common Core Curriculum Committee
7. Graduate Studies Committee
8. Library & Learning Resources Committee
9. Research Committee
10. Scholarship and Awards Committee
11. Staff-Student Consultative Committee
12. Student Affairs Committee
13. Teaching and Learning Quality Committee

# Senior Management Committee

## Chairman

### President

- ▶ Professor Simon Ho Shun-man

## Ex-officio Members

### Provost

- ▶ Professor Gilbert Fong Chee-fun

### Vice-President (Academic and Research)

- ▶ Professor Hui Yer-van

### Vice-President (Organisational Development)

- ▶ Dr Tom Fong Wing-ho

### Associate Vice-President (Communications and Public Affairs) and Dean, School of Communication

- ▶ Professor Scarlet Tso Hung

### Dean, School of Business

- ▶ Professor Bradley Barnes

### Dean, School of Decision Sciences

- ▶ Professor Lawrence Leung Chi-kin

### Dean, School of Humanities and Social Science

- ▶ Professor Thomas Luk Yun-tong  
(up to 31 July 2018)
- ▶ Professor Tam Kwok-kan  
(From August 2018)

### Acting Dean, School of Translation

- ▶ Dr Shelby Chan Kar-yan

### Director of Finance

- ▶ Mr Patrick Lam Man-ho

### Head of Human Resources Office

- ▶ Ms Mary Yeung Mi-lan

### College Registrar

- ▶ Dr Brossa Wong Yeuk-ha

### College Librarian

- ▶ Ms Sarena Law Yuk-lin

### Director of Student Affairs

- ▶ Ms Rebecca Chan Po-yu

## Appointed Members

### Director, Advancement and Alumni Affairs Office

- ▶ Ms Elisa Chan Man-wai

### Head of Campus Development and Management Office

- ▶ Dr Hackman Lee Hon-yin

### Director of Information Technology

- ▶ Professor Wong Po-choi

## Secretary

### Head of College Secretariat

- ▶ Ms Tammy Chan Ka-mei

## Terms of Reference

The Senior Management Committee (SMC) advises the President on matters relating to the strategic planning and development as well as management of the College. When deemed appropriate and necessary by the President, the Committee will act collectively on such matters,

- To act collectively in ensuring the effective leadership and management of the College;
- To develop overall long-term and short-term strategic plans and associated financial plans for the College;
- To consider and develop College policies and associated procedures in financial planning and control, resource allocation and staffing matters;
- To consider and endorse all financial proposals including adjustment to remuneration package and tuition fee level, and to make appropriate recommendations to the Finance Committee and/or College Council;
- To oversee the quality assurance of individual academic support and administrative units and the College as a whole;
- To consider and advise on all aspects of campus facilities relating to development, maintenance, renovation, and utilisation from a policy perspective;
- To receive annual reports from its Standing Committees, Administrative and Academic Support Offices as requested by the President; and
- To provide advice on any matters as referred by the President and undertake any other tasks as requested by the President.



## **Committees under Senior Management Committee**

1. Alumni Affairs Committee
2. Catering Services Committee
3. IT Advisory Committee
4. Professional Support Services Committee
5. Residential Colleges Management Committee
6. Resources Allocation Committee
7. Risk Management Committee
8. Space Allocation and Facilities Management Committee
9. Committee on Sports and Physical Education
10. Staff Development Committee

## Key Academic and Administrative Officers

### President

- ▶ Professor Simon Ho Shun-man

### Provost

- ▶ Professor Gilbert Fong Chee-fun

### Vice-President (Academic and Research)

- ▶ Professor Hui Yer-van

### Vice-President (Organisational Development)

- ▶ Dr Tom Fong Wing-ho  
*(From 1 September 2017)*

### Acting Vice-President (Organisational Development) and Associate Vice-President (Student Development and Campus Services)

- ▶ Dr Tom Fong Wing-ho  
*(Up to 31 August 2017)*

### Associate Vice-President (Communications and Public Affairs), and Dean, School of Communication

- ▶ Professor Scarlet Tso Hung

### Dean, School of Business

- ▶ Professor Bradley Barnes

### Dean, School of Decision Sciences

- ▶ Professor Lawrence Leung Chi-kin

### Dean, School of Humanities and Social Science

- ▶ Professor Thomas Luk Yun-tong  
*(up to 31 July 2018)*
- ▶ Professor Tam Kwok-kan  
*(From 1 August 2018)*

### Acting Dean, School of Translation

- ▶ Dr Shelby Chan Kar-yan

### College Librarian

- ▶ Ms Sarena Law Yuk-lin

### College Registrar

- ▶ Dr Brossa Wong Yeuk-ha

### Director of Student Affairs

- ▶ Ms Rebecca Chan Po-yu

### Director of Finance

- ▶ Mr Patrick Lam Man-ho

# Facts and Figures

As at 15 August 2018

## 1. Students (Undergraduates)

### a) Enrolment

School*	Total Number		%	
Business (SBUS)	2,916		63.1	
Communication (SCOM)	429		9.3	
Decision Sciences (SDSC)	755		16.3	
Humanities and Social Science (SHSS)	311		6.7	
Translation (STRA)	211		4.6	
<b>Total</b>	<b>4,622</b>		<b>100</b>	
	<b>Male 1,985</b>	<b>Female 2,637</b>	<b>Male 42.9</b>	<b>Female 57.1</b>

### b) Admissions

Student Admission Statistics	
Total Number of Programme Applications for Year 1	12,848
Total Number of Student Admission for Year 1	1,086
Total Number of Programme Applications for All Years	14,556
Total Number of Student Admission for All Years	1,415
Average HKDSE Score of Year-1 Students (Core 5 Average)	17

### \* Programmes Offered

SBUS	Bachelor of Business Administration (Honours) - with concentrations in Accounting, Banking and Finance, and Marketing Bachelor of Business Administration (Honours) in Corporate Governance Bachelor of Business Administration (Honours) in Financial Analysis Bachelor of Business Administration (Honours) in Management
SCOM	Bachelor of Arts (Honours) in Convergent Media and Communication Technology Bachelor of Journalism and Communication (Honours) - with concentrations in Business Journalism, and corporate Communication
SDSC	Bachelor of Arts (Honours) in Applied and Human-Centred Computing Bachelor of Business Administration (Honours) in Supply Chain Management Bachelor of Management Science and Information Management (Honours) Bachelor of Science (Honours) in Actuarial Studies and Insurance Bachelor of Science (Honours) in Data Science and Business Intelligence
SHSS	Bachelor of Arts (Honours) in Chinese Bachelor of Arts (Honours) in Cultural and Creative Industries Bachelor of Arts in English (Honours) Bachelor of Social Sciences (Honours) in Asian Studies
STRA	Bachelor of Translation with Business (Honours) Master of Arts in Translation (Business and Legal)

## 2. Graduates

### a) Number of Graduates of All Schools 2017-18

School	Number of Graduates
School of Business	867
School of Communication	115
School of Decision Sciences	200
School of Humanities and Social Science	55
School of Translation	63
<b>Total</b>	<b>1,300</b>

### b) Cumulative Number of Graduates

Graduates	Total Number
HSC Graduates (1982-2012)	11,952
HSMC Graduates (2012-2018)	5,512
<b>Total</b>	<b>17,464</b>

## 3. Staff

### a) Number of Staff

Category of Staff	Total Number
Academic Staff	181
Management and Support Staff	377
<b>Total</b>	<b>558</b>

### b) Professorial Staff Qualification

<b>Doctoral Degree</b>	<b>99%</b>
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## 4. Teacher-Student Ratio

<b>Teacher-Student Ratio</b>	<b>1 : 21.5</b>
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## 5. Scholarships and Awards

Item	Amount (HK\$)/Number
Total Amount of Scholarships Awarded in 2017/2018	\$17,559,767
Total Number of Scholarships Awarded in 2017/2018	1,477

## 6. External Research and Other Funding Sources

### Approved Number of Projects and Amount in 2017/2018

Funding Source	Number of Projects	Amount (HK\$)
Competitive Research Funding Schemes for the Local Self-financing Degree Sector by Research Grants Council (2018/2019 Exercise)	13	\$8,482,723
Quality Enhancement Support Scheme by Education Bureau	1	\$2,027,165
Other External Funding Sources	3	\$1,954,500
<b>Total</b>	<b>17</b>	<b>\$12,464,388</b>

## 7. Campus and Facilities

### a) Campus Area

Sites/Buildings	Site Area (m <sup>2</sup> )	Gross Floor Area (m <sup>2</sup> )
S H Ho Academic Building (A)	5,650	11,595
Sports and Amenities Centre (Lee Shau Kee Complex) (B)	26,659	6,679
Wei Lun Square (C)		1,199
Lee Quo Wei Academic Building (D)		14,310
Academic and Administration Building, Old Hall, Staff Quarters, College Hall and Canteen (M)		14,695
Academic and Administration Building (N)		3,305
HSMC Jockey Club Residential Colleges (F)	7,721	14,525
<b>All Sites/Buildings</b>	<b>40,030</b>	<b>66,308</b>

### b) Student Residence

<b>Number of Residential Places</b>	<b>1,200</b>
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### c) Library Resources and Facilities

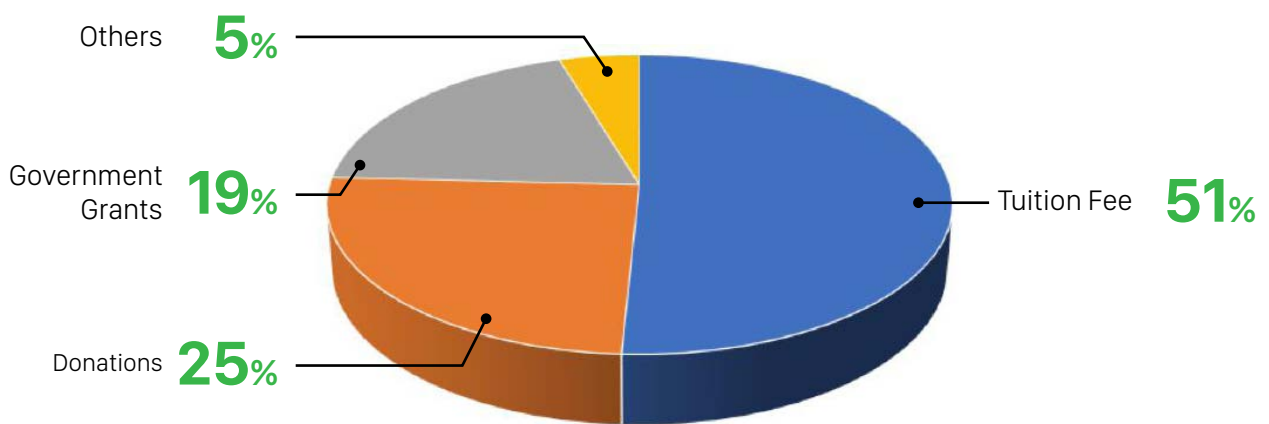
Item	Quantity
Books (Printed and Electronic) (titles)	538,114
Journals (Printed and Electronic) (titles)	94,559
Multi-media Resources (volumes)	12,719
Electronic Databases (titles)	147
Total Number of Seats	672

Note: Some percentages do not add up to 100% owing to rounding.

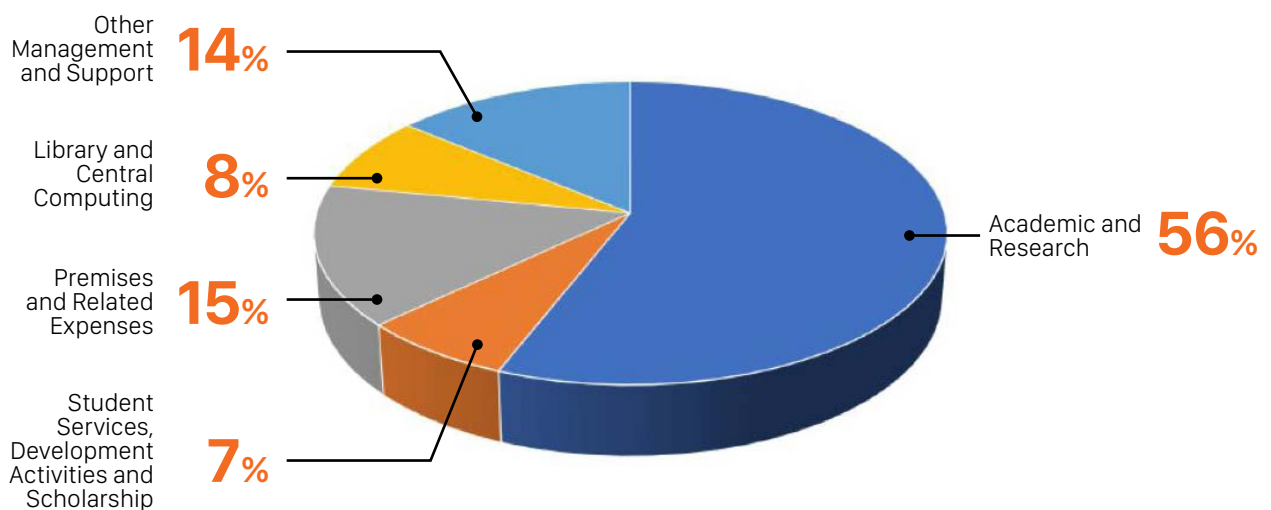
# Finance

The following charts illustrated a summary of the operating income and expenditure of Hang Seng Management College in 2017-18.

## Analysis of Income



## Analysis of Expenditure



\* Excluded depreciation and campus development costs.





COLLEGES

# HSMC

恒生管理學院賽馬會住宿書院  
HSMC Jockey Club Residential Colleges



# Robust Curriculum and Programmes

## Programme Area Accreditation (PAA) for English Language and English Literature Subject Matters

In July 2018, HKCAAVQ conducted the on-site visit of the fourth Programme Area Accreditation (PAA) for the subject matters of “English Language and English Literature” under the area of study and training of “Languages and Related Studies”.

During the two-day visit, the Panel met with the College Management, key personnel and academic staff of the School of Humanities and Social Science and the Department of English, external stakeholders, as well as students and graduates of the Bachelor of Arts (Honours) in English programme. With the attainment of the new programme areas, the College may offer any new bachelor’s degree programmes within the approved programme areas through its own quality assurance process without having to undergo the Learning Accreditation process of HKCAAVQ.



PAA for English Language and English Literature Subject Matters



## Successful Accreditation of Four New Postgraduate Programmes

Upon the successful accreditation of the four new master’s degree programmes, namely Master of Arts in Strategic Communication (MA-SC), Master of Arts in Translation (Computer-Aided Translation) (MA-TCAT), Master of Science in Entrepreneurial Management (MSC-EM) and Master of Science in Global Supply Chain Management (MSC-GSCM), conducted by the HKCAAVQ, the Chief Executive in Council (CE-in-Council) granted the approval for the College to award degrees for these four programmes with effect from 2018-2019.



LPA for MSC-EM



LPA for MA-TCAT



LPA for MSC-GSCM



LPA for MA-SC

## Self-accreditation of One New Undergraduate Programme and Independent Re-accreditation Panel (IRP) Review of Two Existing Undergraduate Programmes

With the acquisition of the PAA status under the area of study and training of “Business and Management”, HSMC’s first self-accredited undergraduate programme, ie, Bachelor of Business Administration (Honours) in Human Resource Management, was approved by CE-in-Council in July 2018 for launching in 2018-2019. The number of undergraduate programmes offered by the College reached 17. In addition, two IRP Reviews were conducted for two existing undergraduate programmes, namely Bachelor of Management Science and Information Management (Honours) (BMSIM) and Bachelor of Science (Honours) in Data Science and Business Intelligence (BSC-DSBI) in July and August 2018 respectively. The on-site visit to HSMC for the Learning Programme Re-Accreditation (Re-LPA) for these two programmes conducted by HKCAAVQ will take place in January 2019.



IRP Review for BMSIM



IRP Review for BSC-DSBI

## Full Implementation of Minor Study Scheme

The College implemented a pilot launch of Minor Study Scheme in 2017-2018 for Year-one students opting for a Minor study in selected programmes. After a year of implementation, the College expands the Scheme from the seven selected programmes to all students of HSMC undergraduate programmes in all years with effect from 2018-2019. Currently, a total of 16 Minors are offered by Schools and Departments and more will be offered in 2018-2019.

## Establishment of a Science Team under the Common Core Curriculum

The College stepped up its efforts to strengthen the science component in the common core curriculum by establishing a Science Team under the Common Core Curriculum to develop, deliver and monitor modules on science-related disciplines in 2017-2018. The team is also responsible for organising co-curricular activities in science, such as field trips, seminars and science fairs, to complement the formal curriculum, and to further increase students’ awareness of the importance of science and its relevance to their everyday life.

## Diversification of the Study of Foreign Languages and Cultures

One of the distinctive new initiatives of *HSMC Strategic Plan 2018-2023* is to “diversify the study of foreign languages and culture in order to meet students’ and society’s needs”. To carry through this initiative, the College has shifted the domain of European languages, including French, German and Spanish, from the Department of Social Science to the School of Translation in 2017-2018. This change will facilitate creation of added synergy among the teaching, learning and research on languages as well as the socio-cultural phenomena behind linguistic transfer. On top of all existing European language modules, modules related to the language and culture of Association of Southeast Asian Nations (ASEAN) will be launched in the coming years.







# Innovative Teaching, Learning and Research

## Teaching and Learning

The College, in 2017-2018, established two centres, namely the Institute for Youth Sustainability Leadership of HSMC and the Wu Jieh Yee Centre for Innovation and Entrepreneurship, to support students' learning and provide resources and learning space to facilitate their studies.

### Establishment of Institute for Youth Sustainability Leadership (IYSL)

The IYSL aspires to be one of Hong Kong's major initiatives for mobilising young people to achieve the United Nations' Sustainable Development Goals (SDGs) through youth education and empowerment. Its vision is to nurture the youth to be problem-solvers and shapers of the future, and guide them to acquire the knowledge and skills needed to promote sustainable development. The Institute also aims to be a hub sharing knowledge, expertise, and resources of sustainability development with various stakeholders in the wider community, and to explore collaboration opportunities with non-governmental organisations for joint events and projects.



### Set up of Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE)

The WUCIE was established in the same year with its primary aim to cultivate the innovative and entrepreneurial mindset of the students through a range of functions and activities. It also targets on raising the awareness of the youth and the business executives in Hong Kong for the importance of entrepreneurship, innovative thinking and creativity; as well as sharing and disseminating the best practices of entrepreneurship and creativity education to the wider community.



## Promotion of Science Education

With an aim to promote science education in HSMC, a Science Team under the Common Core Curriculum was set up to build students' awareness of the importance of science and its relevance to their everyday life; to enhance the quality of teaching and learning of science education; and to develop co-curriculum of science education including field trips, seminars and science fairs.

## Set up of Service Learning Section

To strive to develop pedagogy of service-learning, ie, a combination of community service and academic learning that allows students to gain a holistic educational experience and to develop as a responsible citizen, the College would set up a new unit, the Service Learning Section under the Centre for Teaching and Learning (CTL) with the funding support by the Quality Enhancement Support Scheme (QESS). The Section is planned to be established in 2018-2019 to facilitate students to develop sustainable and inclusive values for business and society at large.

## Launch of Sustainable Development Grants and Teaching Development Grants

Sustainable Development Grants and Teaching Development Grants (TDG) were newly-launched in 2017-2018. The Sustainable Development Grants was introduced to support teachers to develop teaching and learning initiatives to pursue the SDGs spearheaded by the United Nations in their module learning delivery. It aims at supporting teaching development projects and activities which promote the SDGs in the module learning outcomes and/or pedagogical delivery. The TDG, another funding support, was launched to enhance the quality of teaching and learning as well as enriching students' learning experience and enhancing language proficiency.

## Organisation of Teaching Excellence Awards and Induction Programme for New Academic Staff

Since 2014-2015, the Teaching Excellence Awards (TEA) has been organised annually to honour distinguished academic staff members. A total number of six teachers were presented the awards at the Graduation Ceremony 2017. Throughout the year, three sharing sessions were conducted by the award recipients to share their valuable experience and tactics on teaching and learning with other teaching colleagues. The TEA Sharing Seminar Series and seminars/workshops relating to teaching trends and promoting culture of innovation and creativity were organised each month for academic staff members and students to keep abreast of educational knowledge and developments.

The first Induction Programme for New Academic Staff in teaching and learning was organised in August 2018. The programme, with one forum and three workshops conducted by the College's experienced teaching staff and external experts, aims to help participants to get familiar with the teaching environment and facilitate them to have a better preparation of teaching.



## Development of Online Courses

To promote e-learning and the effective use of technology in support of teaching and learning, the pilot run of the first HSMC online course, ie, Japanese, was launched in the Summer Term of 2017-2018. Evaluation on students' feedback was completed with enhancement of the course content for its official launch in the next academic year. Several more online courses would be explored to further extend the frontiers of e-learning.

## Revamp of Outcome-based Teaching and Learning (OBTL) Webpage

During the year, the OBTL webpage was revamped not solely for the use by the College's academic/teaching staff members, but to provide more useful and informative details to both staff and students. Professor Lilian Kwan, the Vice-President of Beijing Normal University-Hong Kong Baptist University, was invited to create a new section "Student Corner" to be presented from student perspectives. Useful explanation of terminologies, eg, PILO, MILO, Alignment, Rubrics, etc, were incorporated to introduce the notions and concept of OBTL and to facilitate students to understand how OBTL be related to teaching and learning.

## Research

### External and Internal Research Funding Support

HSMC's academic staff's commitment to research excellence is proved by the encouraging results of external funding secured in 2017-2018. For the Competitive Research Funding Schemes for the Local Self-financing Degree Sector (2018-2019 Exercise) released by the Research Grants Council (RGC), the College secured a total funding of HK\$8.5 million for 13 projects, the highest number of funded research projects among all local self-financing degree-granting institutions. The funding was granted to 11 projects under the Faculty Development Scheme (FDS) and two projects under the Inter-Institutional Development Scheme (IIDS).

In addition to two established internal funding to staff members, ie, the College Research Start-up Fund and the Strategic Development Grant, a new student-oriented funding, the Student Independent Research Grant was introduced under the reporting year with the objective to develop students' innovation, research and problem-solving capability as well as to support them to conduct independent interdisciplinary research projects.

### Set up of Centre for Greater China Studies

Funded by the RGC under the Institutional Development Scheme, the Centre for Greater China Studies was established in 2017-2018 aiming at enhancing interdisciplinary research that highlights the rise of China and its impact on the rest of the world with two major objectives, ie, to serve as a research platform to formulate and promote Greater China studies at HSMC, and to facilitate academic exchange and co-operation between local and international scholars.





## Scholarly Activities

During the year, a wide range of scholarly activities, research-related seminars and experience-sharing sessions were organised targeting academic staff, students, industries and the general public, such as, the HSMC Global Humanities Initiative and Workshop; and the International Conference on Management as a Liberal Art – Revitalisation and Localisation, both in October 2017; the Seminar on Challenges and Opportunities in Maritime Disputes in November 2017; Greater Bay Area Symposium – Logistics and Trade Facilitation in December 2017; 6th INFORMS Transportation Science and Logistics Society Workshop on E-Commerce and Urban Logistics in January 2018; Augmented Reality Public Art Initiative Events in March 2018; Talk on Socio-economic Development in Iran in April 2018; TED X HSMC: INTERVIEW in May 2018; the 27th World Business Congress in June 2018; Managing People in Times of Social Transformation: An International and Cross Regional Border Perspective Workshop in July 2018; HSMC Fintech Symposium – Disruptive Innovation in Financial Services in August 2018, to name but a few.



Managing People in Times of Social Transformation: An International and Cross Regional Border Perspective Workshop



6th INFORMS Transportation Science and Logistics Society Workshop on E-Commerce and Urban Logistics



The 27th World Business Congress



Augmented Reality Public Art Initiative Events



HSMC Global Humanities Initiative and Workshop



Greater Bay Area Symposium – Logistics and Trade Facilitation

## RGC Funded Projects

RGC's Competitive Research Funding Schemes for the Local Self-financing Degree Sector (2018-2019 Exercise)  
– List of Funded Projects

Project Title	Principal Investigator	School/Department
<b>Faculty Development Scheme (FDS)</b>		
Too Busy to Help? Recent Evidence on Multiple Directorships and Firm Performance in Hong Kong	Dr Julia LIU	Accountancy
Doubts on Natural Rate of Unemployment: Evidence from Asian and OECD Countries	Dr Ben CHENG	Economics and Finance
Do Insiders Exploit the Market Expectation Errors in Value/Growth Stocks?	Dr Jeff SHEN	Economics and Finance
Destined for Conflict? An Implicit Theory Approach to Relational Motive and Dispute Resolution Practices	Dr Jeanne FU	Management
Longitudinal Item Response Techniques with Applications to Education and Psychosocial Interventions	Dr Amanda CHU	Mathematics and Statistics
Model Selection with High Dimensional Incomplete Data	Professor TANG Man-lai	Mathematics and Statistics
Trajectories, Strategies, Practices of Second-generation Hong Kong Transnational Families	Dr Lucille NGAN	Social Science
The Impacts of Heterogeneous Maintenance Actions on Aircraft Routing Problems in regard to Airline Operations Reliability and Profitability	Dr Helen MA	Supply Chain and Information Management
Generalised Needs-based Product Configurator Design	Dr WANG Yue	Supply Chain and Information Management
Three-echelon Collaborative Slot Allocation Planning for Liner Shipping Revenue Management Under Uncertain Demand	Dr Eugene WONG	Supply Chain and Information Management
A Hybrid Approach to the Translation of Government Press Releases: Integration of Translation Memories and Neural Machine Translation	Dr SIU Sai-cheong	Translation
<b>Inter-Institutional Development Scheme (IIDS)</b>		
A Symposium on Electronic Word-of-Mouth in China: Cultural and Linguistic Perspectives	Dr Morgan YANG	Marketing
Symposium in Reliability Theory and Industrial Statistics	Ms Elaine MO	Mathematics and Statistics





# Transformative Student Experience

## Career and Internship Opportunities

Riding on the College's extensive connection with the employment sector across industries, the Student Affairs Office successfully lined up over 1,100 internship opportunities offered by more than 300 companies/internship programmes for students to attain valuable and practical work experiences in 2017-2018.

With the concerted efforts across different Schools and Departments, HSMC students actively participated in over 1,000 internships locally and outside Hong Kong. Among the confirmed offers, around 100 were global internships which took place in East and Southeast Asia, Australia, Europe, as well as North and South America. It was remarkable to have students joining internships in Brazil, Hungary, India, Slovakia and South Korea for the first time since the launch of Global Internship Programme in 2014-2015.

Diversified career development activities were organised throughout the year to enhance students' preparedness for employment and connect them with prospective employers across industries. Signature joint-institutional events, including the launch of JINESS portal, JINESS Careers Fair and Career Summit, essentially promoted a strong image of quality students and graduates of the self-financing higher education institutions to the employment sector. Through joining the in-house recruitment talks, career seminars and workshops, alumni sharing sessions, Careers Mentorship Programme and Career Leap Club, students were enlightened and encouraged to explore the industries and job functions they were interested in, for landing a satisfying career upon graduation.

HSMC students won high praise from employers for their initiatives to learn and take on responsibilities, and their eager-to-work attitude.

*"The student intern from HSMC possesses excellent communication and language skills. She is exceptionally good and talented in terms of copy-writing and translation."*

**Hong Kong Arts Centre  
Hong Kong**

*"Hoffman is an incredible asset to the team. He has displayed great passion, enthusiasm, diligence, professionalism and initiative during the internship. Hoffman's pleasant attitude, humility and eagerness to learn will assure him of future success."*

**Hong Kong Tourism Board  
Singapore**

*"We found Jasmine to be a bright and friendly student with excellent communication and interpersonal skills. With great analytical power, she was able to grasp quickly the tasks assigned to her and organise her work in an orderly manner. She was capable to work independently, with minimal supervision, and yet deliver great results."*

**Hong Kong Economic and Trade Office (Berlin)  
Germany**



## Students Joining Internship Programme



*"Rotating through various departments in OOCL, I came to understand the operations throughout the container shipping company. For me, the most exciting experience was a visit to the OOCL in Egypt, one of their container ships. This valuable experience has broadened my horizons and raised my enthusiasm towards the maritime shipping industry. Interning in Singapore, I also got the chance to communicate with people of different races. This internship has not only consolidated what I learnt in the College; it has also enhanced my interpersonal skills and shaped me into a well-rounded person."*

**Cilla, CHANG Wing-sze**

BBA-Supply-Chain Management  
Orient Overseas Container Line, Singapore

*"Spending six weeks as an intern at Sydney Harbour Kayaks was a delightful experience. The company offers kayak rental and touring services to visitors. To attract more visitors from China, I helped design a Chinese webpage of the company, produced social media posts to promote their services, and kept a close monitor on these platforms. As part of my work, I could enjoy paddling in the beautiful harbour along with the tourists. Also, by joining the kayaking eco-tour, I got the opportunity to enrich my knowledge about the Australian history. All in all, I think this internship has offered me an authentic Australian experience."*

**Stephen, LEUNG Hok-pang** (First right)

BBA  
Sydney Harbour Kayaks, Australia



*"It was a great experience working at CENIT, a research institute and think tank oriented around finding sustainable and innovative solutions for urban transportation. As an intern, my job responsibilities were to conduct research and draft CENIT's newsletters. I learnt a lot about public transportation around the world - about how various systems worked and how they could affect people's daily lives. The sunny weather, passionate people, friendly colleagues and tasty tapas that I encountered in Spain made for a truly unforgettable experience. An extra bonus was that my Spanish was greatly enhanced after staying in the country for two months."*

**Viola, SIN Ho-ka** (Second left)

Journalism and Communication  
Centre for Innovation in Transport (CENIT), Spain

## Students Joining Careers Mentorship Programme and Career Leap Club



*"Apart from sharing his profound working experience with me, my Mentor always cheered me up and answered professionally on whatever questions I raised. Through joining various events with him, I found my communication skill and self-confidence improved a lot. He was a great Mentor and truly a role model to me."*

Career Mentor:  
**Mr K F KWAN**  
Maggie's Cancer Caring  
Centre

**Tiffany, IP Wing-lam**  
(Second left)  
BA-English



*"The Careers Mentorship Programme allowed me to interact with Mentors who were very knowledgeable and experienced in the corporate field. I had a chance to observe the daily work routine and challenges faced by a corporate senior management. My Mentor was a very kind and diligent person who always encouraged me to try my best and be a better person. It was my honour to be his mentee."*

Career Mentor:  
**Mr Vincent TAM**  
New World Development  
Company Limited

**Connie, MA Hong-yi**  
(Right)  
BBA-Management



*"The Career Leap Club (CLC) was a great platform which enabled me to learn and to improve. The CLC workshops on various topics, eg, interview skills and business etiquettes, were informative and practical. By engaging in different activities, my job searching, interviewing and social skills were enhanced. Also, from the sharing of different advisors, I realised that all roads led to Rome. There would be no direct and straight path for career success but we would have to try and work hard for it. CLC motivated me to strive for the best."*

Industry Advisor:  
**Mr Envel LEUNG**  
OOCL Logistics

**Simon, KAN Shing-yui**  
(Second left)  
BBA



*"I am glad to be a member of the CLC, which has provided me with great insight on different career fields. Through the CLC programme, I was introduced to my advisor, an accounting professional, and he gave me thoughtful advice on my career pathway. By interacting with different advisors, I learnt more about the essential networking skills in both casual and business settings, and had a clearer mind about my future goals."*

Industry Advisor:  
**Mr Steve CHEUNG**  
KPMG

**Beatrice, WONG Hiu-lam**  
(Second left, front row)  
BBA



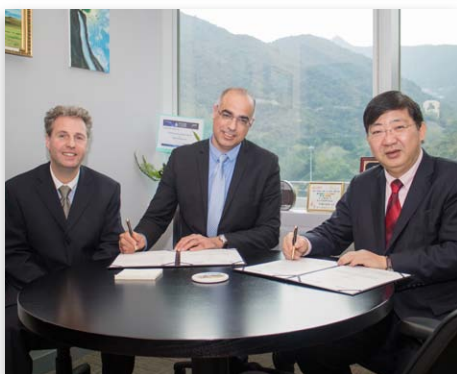
## Global Connections and Exchange Programmes

To embrace internationalisation, the College has been active in engaging in a wide spectrum of activities including building new relationships and consolidating old ones with international tertiary institutions, promoting exchange programmes with students and Departments alike, as well as implementing cultural diversity on campus.

### Global Partnerships

In 2017-2018, the number of overseas partners reached 62 with new partnerships established with Western Sydney University (Australia), Université Saint-Louis-Bruxelles (Belgium), College of Law and Business (Israel), Seinan Gakuin University (Japan), Korea University Sejong Campus (South Korea), Vilnius University (Lithuania), The Hague University of Applied Sciences (the Netherlands), University of Adger (Norway) and Kristianstad University (Sweden) respectively.

### Close Ties with Overseas Partners and Institutions



In the reporting period, HSMC was delighted to have received delegations from Australia, Belgium, Israel, Japan, the Netherlands, New Zealand, South Korea, Sweden, the UK, the US and Vietnam. At the same time, the College had sent delegations to Australia, New Zealand, Singapore, Spain, Thailand, the UK, the US and Vietnam for collaboration enhancement and attended overseas expositions to keep abreast of new developments in international education.

## Enjoy Cross-Cultural Learning Experience in Summer

Around 300 students gained valuable overseas learning experiences by participating in a variety of short-term exchange programmes. Some gained language training through attending courses in China, Oxford University and University of British Columbia. Others applied classroom knowledge in practical settings to develop civic engagement skills outside Hong Kong when conducting service-learning trips to Cambodia and Taiwan. The HSMC Badminton team took part in the 22nd China University Badminton Championship in Wuhan. Many students also enjoyed summer cultural exchange programmes offered by HSMC's partners in Japan, South Korea and Taiwan. HSMC also sent students to University of California, Los Angeles to broaden their knowledge during the Summer Sessions.





## Grow and Glow through Exchange Programmes

In this academic year, the College received its first batch of exchange students from Austria and Sweden while sending for the first time students to Latvia, Sweden and Switzerland. For incoming students, the College offered them Lion Dance classes, among other integration activities, to provide them an opportunity to understand traditional Chinese celebrations. Those who completed the classes put on a well-received performance with local students at the International Day held on 25 October 2017. All in all, inbound exchange students have actively participated in various activities and one of them won the female student champion of the “HSMC FunD Run for U” Challenge Run on 15 April 2018. For HSMC exchange students headed to institutions in 14 different locations around the globe, they gained much international exposure and returned with loads of good memories and learning experiences.





## Students Joining Exchange Programme



*"My experience at HSMC has been beyond amazing. I felt so welcomed from the very beginning with my local buddies helping me get adjusted every step of the way! I ran for my School's cross-country team and so I was delighted to be connected with HSMC's cross-country team here and to join a road relay race team with some local HSMC students, as well as "HSMC FunD Run for U" race. The whole event was so much fun and had such a wonderful and supportive atmosphere!"*

**Brittany JACKSON** (Right)  
Concordia University, Canada



*"I decided to participate in the lion dance because I thought it would be fun to learn more about the roots of the Chinese culture. The dance seemed difficult on the first lesson, but we soon came to find out that once you get the hang of it, it is really fun and easy to do. The fact that the exchange students were also allowed to make the music for our final performance was the cherry on the pie. This really made it OUR dance and it made us feel even more proud. I think that the best part was to give something back to the locals. We enjoyed being here so much, so it was an honour to be able to give something back and to show respect to the Chinese culture."*

**Nanne UFFEN** (Second left)  
Amsterdam University of Applied Sciences, the Netherlands



*"My host institution is one of the oldest business schools in France. The fact that it is in Paris based in the major business district of Europe makes me believe that no one would want to miss it. My school life has 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 one of the Markstrat Simulation in-class competition in which each team was asked to manage their own product portfolio, R&D projects, positioning, pricing and distribution channels. I believed this competition summed up the friendship with the local students as I was the only exchange student to be grouped with them. We had many ups and downs in our business company. However, the important element I have learnt is the way we have trusted each other and managed to get the 2nd position despite having a bad start."*

**Hamza Saghir ASLAM**  
BSC-Data Science and Business Intelligence (Second left)  
To EDC Paris Business School, France



*"Canada is a multicultural country where contains a lot of varieties. It congregates different cultures and races but still it is to me the most peaceful country in the world. Because of this, it is already a good reason to get a closer contact with those cultures just in one place. The journey is memorable and remarkable for me. Every day I was surrounded by friends with totally different backgrounds and they completely broadened my horizons. We had countless fun and memories which were unique and special. Other than friends, my professors and classmates were all very kind that they embraced every single person."*

**Oscar, CHUNG Chak-wai**  
BA-English  
To Concordia University, Canada

# Student Development and Residential College (RC) Programmes

## Service-learning Programmes

### VolTrekkers Service-learning Award and Training Scheme

With the unfailing support from Hong Kong Shun Lung Yan Chak Foundation, VolTrekkers Service-learning Award and Training Scheme has come to its second year, offering local and overseas service-learning opportunities to HSMC students.



### Award Scheme

The award scheme was joined by a total of 33 participants throughout January to June 2018. In the first part of the programme, participants initiated and designed their local service projects between January and March 2018, targeting service recipients including the elderly, ethnic minority, patients with mental illnesses and secondary school students.

With the criteria on the impact and students' learning reflection of the local service projects, 15 students were selected to participate in the second part of the programme, the overseas service-learning trip to Cambodia held from 17 to 24 June 2018. Prior to the trip, participants were fully engaged in the preparation including programme design to cater for the needs of service recipients in Cambodia.

In addition to serving the community, the trip also enabled participants to experience the local way of life through living with villagers as well as to understand the local culture and social structure through cultural exploration.





### *Training Scheme*

The training scheme offered students opportunities to reach out to the underprivileged, with hands-on experience in itinerary planning, service design and coordination. Students engaged not only as participants but as volunteer leaders, working closely with NGOs to initiate local services.

In collaboration with Asia University, Taiwan, the “Hong Kong x Taiwan Service-learning Exchange Programme” ran from 2 to 14 July 2018. Fifteen HSMC students and 15 Taiwan students joined together as a team to serve both communities. In Hong Kong, students paid visits to the homeless and residents in subdivided flats, and interacted with children of low-income families. The reciprocal trip to Taiwan also gave students valuable chances to serve the elderly and children suffering from spinocerebellar ataxia and mentally handicapped.

Apart from services, students engaged actively in sharing sessions and had fruitful discussions to review support services for the disadvantaged groups and reflect on the social responsibilities of youths.

## HSMC Volunteer Team Served a Children Eye Care Programme



In 2017-2018, the HSMC Volunteer Team was invited to provide volunteer support to a three-year service programme which aimed to improve local eye care services for children. This programme, organised by The Chinese University of Hong Kong and sponsored by The Hong Kong Jockey Club, provided free and comprehensive eye examinations to children aged six to eight and their families.

Over 80 students participated in the service programme and were offered a wide range of experimental learning opportunities. In addition to supporting the programme which included assisting doctors to perform eye screening, compiling survey, and providing guidance and support to the participating parents and their children, students also acted as leaders and mentors to supervise a group of secondary school students to perform the volunteer duties. It was encouraging to learn that over 30 volunteering students completed at least six service sessions on Saturday/Sunday and contributed over 1,100 service hours in this programme.



## Student Ambassadors Programme

The Student Ambassadors Programme has come to its seventh year, with 31 outstanding students from nine different programmes selected in the reporting year.

To demonstrate and spread the “To Learn and To Serve” spirit, Student Ambassadors actively participated in different training to equip themselves with various soft skills. Through providing support at major College events, eg, President Forum cum Founders’ Day Ceremony and Reception, Programme Consultation Day and Summer Academy, etc, they demonstrated their professionalism as the ambassadors of the College.

Besides training and services, Student Ambassadors went on an exchange trip to Chaoshan between 28 and 31 May 2018. During the trip, they had the opportunities to communicate and share experience of their campus life with students from Shantao University. The exchange trip not only consolidated what they had learnt throughout the year, but also strengthened their team bonding and sense of belonging to the College.



## RC Programme - The Council Chairman Bowl

With the generous support from the Council Chairman, Dr Moses Cheng, the Council Chairman Bowl was instituted this year and awarded to the overall champion of the inter-RC competitions, to foster the inter-RC interactions and sportsmanship.

The Council Chairman Bowl consisted of five inter-RC competitions which were organised throughout the year of 2017-2018: Tug of War, Badminton, 4 x 100 Relay, Dodgeball and Basketball. Besides, to encourage and enhance the participation of female residents, sports events with less physical strength required were introduced and a certain proportion of female players was made obligatory this year.



A prize presentation ceremony was held for the Council Chairman Bowl after the final game of the Inter-RC Basketball Competition. Before announcing the results, Dr Cheng shared with students his belief and insights on the importance of organising and participating in inter-RC events. The first Council Chairman Bowl went to Evergreen College with two championships achieved among all inter-RC competitions.

## RC Programme - Theme-based Education Programmes



### Live Green Together

With an aim to promote life education and sustainability in the community, Evergreen College had organised “Live Green Together” with the funding sponsored by the Board of Management of the Chinese Permanent Cemeteries. Since September 2017, an organic farming activity at the RC was launched to engage students to promote the environmental awareness. To achieve the goal of education through environment and to embrace sustainability as worldview, several programmes were organised including Life Garden x Visit to Elderly Centre; eco-and-cultural tour to Lai Chi Wo in the exploration of Hakka villages; a campfire party in the hope of having a taste of green living; and a talk about the wild flowers by Ms Ip Hiu-man, the author of “尋花”.





### Wing Chun Class

Sponsored by Sin Wai Kin Chinese Culture Promotion Scheme, the weekly Wing Chun Class was organised by Wellness College throughout the year 2017-2018. The Chinese martial arts not only attracted students to follow the Master of Wing Chun for practice, but also appealed to staff and faculty members to experience this treasure of Chinese culture.



### Exploring Hakka@Evergreen College

To learn about Hakka culture in Hong Kong, a project “Exploring Hakka@Evergreen College” was launched with the funding sponsored by Sin Wai Kin Chinese Culture Promotion Scheme. Outing activities, including visits to the feng-shui forest in Sha Tau Kok and the area of Chinese Eaglewood to understand the existing trees related to the Hakka culture; and a visit to local Hakka Villages to interact with Hakka descendants, were organised for students to explore the journey of the 300 years of Hakka history and appreciate its culture in Hong Kong.



### The Art of Tea

The Project, initiated by Amity College and funded by Sin Wai Kin Chinese Culture Promotion Scheme, comprised of a series of workshops on the art of tea. Students were invited to learn about the history, theory and professional knowledge of the appreciation of tea, as well as the techniques of making tea with the guidance of professional instructors. Participants were also excited for being offered a set of professional tools and equipment to experience the tea culture.

### Sentimental Grandparent Scheme Sponsored by the S H Ho Foundation

With the support from the S H Ho Foundation Limited, the Sentimental Grandparent Scheme continued to be held in 2017-2018. Participants were required to attend a pre-visit training workshop in which they could try to experience similar obstacles faced by the elderly via some simulation games. Afterwards, they were paired up with the elderly from SAGE Madam Ho Sin Hang Home for the Elderly to produce a tailor-made "life-story book" for the elderly through several visits to listen to their life journeys.

### Joint RCs and Old Hall Chinese New Year Fair

A Chinese New Year Fair was jointly organised by the four RCs and the Old Hall on the Chinese Valentine's Day, 2 March 2018, which attracted the participation of both local and non-local exchange students. The Fair was kicked off by a traditional lion dance performance by members from Yiu On Integrated Rehabilitation Services Centre and followed by band and singing performances by students. Participants had an enjoyable evening shuttling among booths with games and festive food.





# Student Achievements

## Scholarships and Awards

### HSBC Hong Kong Scholarship Awards Programme

The HSBC Scholars Day, an annual celebration of HSBC Scholarship recipients' outstanding achievements, was held on 15 June 2018. Ella Cheng Nga-man, (BBA-FA), Rind Liang Chi-shun (BBA-MGT) and Alice Tam Pui-kei (BBA-CG) received the prestigious HSBC Hong Kong Scholarship with a total amount of HK\$150,000 under the HSBC Scholarships Scheme 2017-2018.



### Self-financing Post-secondary Scholarship Scheme

A record-high number of 252 HSMC students received scholarships or awards totalling HK\$5 million under the Self-financing Post-secondary Scholarship Scheme (SPSS), namely Outstanding Performance Scholarship, Best Progress Award, Talent Development Scholarship, Reaching Out Award and Endeavour Scholarship, with amounts ranging from HK\$10,000 to HK\$80,000.

### Academic Achievements

Competition/Event	Awardee(s)	Award
27th Chinese Poetry Writing Competition in 2017	SHUM Kwan-lun (BA-Chinese)	Merit Award, Student Category
Campus Newspaper Awards	LEUNG Hoi-ling, LEE Ka-wan, TANG Yin-kwan, KO Ching-lam, CHIU Chun-yin and LAI Sze-kui (Journalism and Communication)	Winner, Best in Tech News Reporting, Chinese Category
	TANG Wing-yiu and HO Hing-wah (Journalism and Communication)	Second Runner-up, Best in Tech News Reporting, Chinese Category
	KWOK Che-kwun, IP Yan-tung, CHOW Ming-shing, CHEUNG Jung-yeung, CHAN Tsz-ting, KEUNG Ka-yin and MUNG I-shan (Journalism and Communication)	Winner, Best in News Video Reporting, Chinese Category
	YUEN Nok-hei, KWONG Yuet-ting, LIN Kit-fong, LEE Tsz-him, LI Yin-wai and CHAN Tsz-ching (Journalism and Communication)	Second Runner-up, Best in News Video Reporting, Chinese Category

Competition/Event	Awardee(s)	Award
Young Marketer of Tomorrow Contest	WONG Ho-lam and CHAN Wing-yu (BSC-Data Science and Business Intelligence), TANG Ngai-man (BBA, Banking & Finance concentration) and HO Wing-chiu (BBA, Marketing concentration)	Certificate of Achievement
Joint-Tertiary Institution Putonghua Debate Competition 2017, Preliminary	RAN Xinmeng (BBA)	Outstanding Debater
Hong Kong Undergraduate Financial Planners of the Year Award 2017	CHAN Yat-hei, HEUNG Mun-wa, LI Ka-lok and SUEN Yuk-ching (BBA, Banking & Finance concentration)	First Runner-up
	CHEUNG Tsz-kwan, CHEUNG Yan-ting, CHIU Sung-hei (BBA, Accounting concentration) and MO Man-ching (BA-English)	Certificate of Merits
Maritime and Logistics Hackathon 2017	LAM Wing-yan (BBA-Supply Chain Management), NG Hei-yeung (BBA) and NG Kwan-yeung (BSC-Data Science and Business Intelligence)	Second Runner-up
Chartered Institute of Procurement & Supply Best Student Awards 2017	TAM Wing-yan (BBA-Supply Chain Management)	Certificate of Credit
	YIP Wing-sze and CHANG Yau-shing (BBA-Supply Chain Management)	Certificate of Appreciation
CMA & Donors Scholarship	CHAN Ho-cheong (BBA), LAI Suet-ying and WONG Wai-han (Journalism and Communication)	CMA & Donors Scholarship
DataDevelop 2018 Student Case Competition	LAW Shu-kai, LEUNG Chi-woon, LI Sing-yin, LO Ying-pui and TUNG Chi-ho (Management Science and Information Management)	Second Runner-up
Joint University Outstanding Marketing Award (JUOMA) 2017/2018	CHAN Ho-yi (BBA-Management), CHAN Pak-hang (BBA, Marketing concentration), CHEUNG Ching-hei, (BBA-Corporate Governance) and TSANG Pui-man (BBA-Management)	Gold Award and Best Advertising Video Award
Joint University Forex Investment Simulation Contest 2018	CHAN Chin-hong (BBA, Banking & Finance concentration), HO Lap-yeung and Quentin LUK (BBA) and NG Shang-him (BBA, Accounting concentration)	First Runner-up
TIHK Tax Debate Competition 2018	HO Keung-chun, POON Yuk-sheung, SO Wing-yan and TAM Ka-chun (BBA, Accounting concentration)	First Runner-up and Best Team Spirit Award

Academic Achievements





Sports Achievements

Event	Awardee(s)	Award
USFK Squash Competition <i>March 2018</i>	Squash Team	Seventh Place
PUMA Hong Kong Youth Road Relay 2018 <i>March 2018</i>	AU YEUNG Ho-cheung (BBA-Financial Analysis), LAI Sheng-wen and WONG Yip-tung (BBA), TSANG King-man (Journalism and Communication)	First Runner-up, University Team
HK Team Challenge 2018 (Hong Kong) <i>April 2018</i>	Women's Fencing Foil Team	Second Runner-up
HSMC Sports Invitation Games 2018 - Badminton <i>July 2018</i>	HUI Hoi-ki (BBA-Financial Analysis)	Champion, Women's Singles
	TO Cheuk-ying (BBA)	First Runner-up, Women's Singles
	LI Siu-ho (BSC-Data Science and Business Intelligence)	Champion, Men's Singles
HSMC Sports Invitation Games 2018 - Badminton <i>July 2018</i>	HUI Chi-hang and LAM Chu-hin (BBA-Corporate Governance)	Champion, Men's Double
	Women's Volleyball Team	Second Runner-up
HSMC Sports Invitation Games 2018 - Basketball <i>July 2018</i>	Women's Basketball Team	Second Runner-up
	Men's Basketball Team	Second Runner-up
Dw-SporT.HK 3rd Women Basketball League <i>July 2018</i>	Women's Basketball Team	Second Runner-up





## Graduates of 2017-2018

### Bachelor's Degree Programmes

*"My potential in arts apart from science was successfully realised in my college life. Except grabbing knowledge in normal classes, there were also opportunities in writing such as joining poetry and review writing competitions which I enjoyed a lot during my studies.*

*I had an impressive journey for my career development. Summer internship was one of the memorable parts to share and such experience provided me cues to create my future career plan. Individual career advisory sessions were very useful and practical as well.*

*The College also encouraged our personal development through different means. The Peer Mentor Scheme I joined in my second year shaped me as a more caring and sociable person. I was glad to be there!*

*To sum up the above by one phrase, "various and sundry" would be fair enough to describe my colourful four-year college life at HSMC."*



#### CHAN Yin-shing

(Left)

Bachelor of Arts (Honours) in English



*"Four years come to an end in a snap of finger.*

*I used to long for my graduation so that I can kiss goodbye to school and studies as well as being called a student. However, when all these happened, I started to realise how much I would be missing HSMC. All my best memories of my studies lie in this school, such as all the friendship and hard efforts paid in studies.*

*I could not be thankful enough for all the knowledge and experience I acquired in my four-year undergraduate education. All these equipped me sufficiently to start my career in journalism. I learnt from the studies how important the duty of a journalist could be and the significant impact we could exert. I could also exploit my potential in design. In the future, I wish to pursue further studies in a more advanced level of journalism. School time will always be missed."*

#### CHEUNG Jung-yeung

Bachelor of Journalism and Communication (Honours)

*"Looking back to the past four years, I am so grateful for studying at HSMC. The Programme left me with an in-depth understanding of statistics and business knowledge, which provided me with the foundations for my proficiency in these two areas. Besides, I have built up relationships with friends and teachers at HSMC. They helped me a lot through the journey of my degree studies. I really appreciate their kindness and guidance, which helped improve and develop myself. HSMC provided me with a great environment for self-development with diversified opportunities, which served as a landmark for my future."*

#### KONG Man-chung

(Right)

Bachelor of Science (Honours)  
in Data Science and Business Intelligence





*"Time flies! Though it's time to say goodbye to the campus life at HSMC, I would never forget every precious moment and the people whom I met here.*

*I am grateful to be one of the graduates of the BBA-Corporate Governance programme. Apart from the professional knowledge that the professors taught me, I was also encouraged to participate in various activities/competitions to fully equip myself for the future. I am honoured to be one of the executive committee members of the 1st SACG in which I met a group of good teammates, as did in my exchange and internship in CNU and DOJ respectively. All these have enriched my four-year life at HSMC.*

*I would like to take this opportunity to express my sincere thanks to all professors, friends and my family for their endless support. Dear friends and classmates, congratulations and wish you every success in your future."*

**TAM Pui-kei**

Bachelor of Business Administration (Honours)  
in Corporate Governance

*"We are all sailors on this great voyage. We met our peers and captains leading us through every thrilling adventure.*

*Spared no efforts in making every second count, we accomplished the unimaginable in the past four years. Meeting people and managing deadlines and part-time jobs at the same time, we grew strong and seasoned. Though the storms kept smashing our lifeboats, we clung to the lifeline and rode out. Every semester was completed with joy and passion towards study and future.*

*Storms can always be weathered. With no maps or compasses of life, it is our time to cast our anchor, make ourselves the captain and translate every challenge into an opportunity. Aye, welcome aboard."*

**Gallant, WONG Kwok-lun**

*(Third left, front row)*

Bachelor of Translation with Business (Honours)



**Master's Degree Programme**

*"Seeking a good college and good professors are much more difficult than finding the fittest target text matching the source text. In HSMC, we TRUST! Our MA-TBL professional teachers tailor-made the greatest learning experience fitting each student. No matter you are layman or expert, you will be one of the professionals at the end of the lecture or in the near future! I found my perfect match, and you?"*

**Christie, LAM Man-ting**

Master of Arts in Translation (Business and Legal)









# Dynamic Public Engagement and Advancement

## Advancement

| 1 September 2017

### Presentation of Dr S H Ho Scholarship in Banking and Finance

The Convocation for New Students 2017/2018 marked the establishment of the Dr S H Ho Scholarship in Banking and Finance with a generous donation of HK\$18 million from the S H Ho Foundation as an endowment fund. The scholarship covers the awardees' tuition and residential fees in the four-year studies, which is the highest amount of a single scholarship offered at HSMC.



| 10 October 2017

### “Dr Patrick Poon’s Matching Challenge” Campaign

Dr Patrick Poon's (HSMC Governor, Chairman of HSMC-Foundation Management Committee and Chairman of Fundraising and Donation Committee) generous donation of HK\$10 million was transformed into a donation campaign launched at 2017-2018 Joint High Table Dinner cum Donors Appreciation Dinner. To encourage more donations from benefactors to HSMC, the amount of each donation to HSMC would be matched with the same amount from Dr Poon's Matching Challenge fund until 31 July 2019. Any donations up to HK\$500,000 to various HSMC fundraising activities and student financial aids would be greatly welcome for matching.



| 4 December 2017

### Naming Ceremony of CMA Knowledge Base

In appreciation of the genuine gift and staunch support of The Chinese Manufacturers' Association of Hong Kong (CMA), four Discussion Rooms at the College Library were named in honour of CMA. Tailored to knowledge accumulation purposes, the Discussion Rooms were to be designated as a “knowledge base” for students. The cluster of rooms was fully equipped with computer facilities and prominently located to serve as an ideal venue for small-group learning and discussion.



9 December 2017

## Naming Ceremony of Mr & Mrs Tsang Wing Wah Classroom

A classroom at Lee Quo Wei Academic Building was named in honour of Mr and Mrs Tsang Wing-wah for their donation in support of HSMC's long-term development. Mr and Mrs Tsang Wing-wah; Dr Moses Cheng, Chairman of College Council; and President Ho officiated at the ceremony with the presence of the College's representatives, and members of Mr and Mrs Tsang's family.



21 December 2017

## Naming Ceremony of B Action Classroom

In recognition of Mr Dannie Cheung Kong-ting, Member of the College Council and HSMC alumnus, and his family's generous gift, a classroom at S H Ho Academic Building was named as "B Action Classroom". Mr Cheung shared his personal motto and the philosophy of "B Action". He wished all guests every success in their future endeavours and called for their support to HSMC in its ongoing efforts to groom talents to foster the prosperity of Hong Kong in accordance with the College's motto "Erudition and Perseverance".



25 January 2018

## Naming Luncheon of Dr Ho Wai Kuen Discussion Room

A discussion room at the College Library was named "Dr Ho Wai Kuen Discussion Room" in recognition of the donation from Dr Ken Ho Wai-kuen, Founder and Chairman of Artical Printing Group. A Naming Luncheon to mark the occasion was attended by friends of Dr Ho, representatives of the Chinese Manufacturers' Association of Hong Kong and the College Management.



15 April 2018

## “HSMC FunD Run for U”

HSMC FunD Run for U, organised by the College, was the first community engagement cum fundraising run held by a local self-financing higher education institution. The event took place in Shatin with over 1,200 participants joining the 10 km Challenge Run and 3 km Fun Run. The College was delighted to have received enthusiastic support not only from the HSMC community including staff, alumni and students, but also the general public, corporations, secondary schools and non-profit organisations. HSMC was also indebted to the substantial support from all the sponsors who helped make the event a great success. Apart from the run, a Fun Carnival was held on campus with exciting game booths, exhibition booths, new sports experience, free Chinese medical consultation, portrait sketch, etc.

7 May 2018

## Signing Ceremony of Donation from Dr Lee Shau Kee Foundation

Through his Foundation, Dr Lee Shau-kee donated HK\$100 million to support the College’s strategic development. Dr Lee’s donation affirmed the unique education philosophy of HSMC and its important role in the local higher education sector. It was hoped 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 received additional resources from the government’s matching grant scheme to more effectively implement forward-looking strategic plans to become a leading private liberal-arts-oriented university in the region.



1 June 2018

## Naming Ceremony of Mr & Mrs Wong Siu Hung Classroom

A classroom at Lee Quo Wei Academic Building was named in honour of Mr and Mrs Wong Siu-hung for their generous support for HSMC’s long-term development. Mr and Mrs Wong and President Ho officiated at the ceremony and President Ho highlighted in his remarks that various HSMC’s initiatives had been run under the auspices of Mr Wong.



24 July 2018

## Naming Ceremony of Build King Classroom

Held on 24 July 2018, the naming ceremony took place at Lee Quo Wei Academic Building in appreciation of the donation from Build King Holdings Limited (Build King). Mr Derek Zen, Chairman of Build King, remarked the company shared the same core values with that of HSMC — professionalism, innovation and integrity. Mr Zen also looked forward to further collaboration and exchange between Build King and HSMC in nurturing more young talents for the community in the years to come.





## With Gratitude to Our Supporters

The Hang Seng Management College – Foundation was established to serve as a platform to engage donors to be connected to advance the institution's teaching, learning and research priorities. The membership of the Foundation is categorised according to the cumulative sum of donations.

We wish to express our sincere gratitude to all the generous Foundation Members who have helped HSMC advance to be a leading non-profit, private, liberal-arts-oriented university:

### Life Honorary Chairmen (Donation of HK\$10,000,000 or above)

- ▶ Fung Yiu King Charitable Foundation Ltd.
- ▶ Lee Shau Kee Foundation Ltd.
- ▶ Sin Wai Kin Foundation Ltd.
- ▶ Ms Rose Lee Wai Mun
- ▶ Dr Patrick Poon Sun Cheong
- ▶ Wei Lun Foundation Ltd.
- ▶ The S. H. Ho Foundation Ltd.

### Honorary Chairmen (Donation of HK\$5,000,000 or above)

- ▶ Dr Alice Lam
- ▶ Wu Jieh Yee Charitable Foundation Ltd.
- ▶ Mr & Mrs Xiao Tan Ping

### Honorary Vice-Chairmen (Donation of HK\$1,000,000 or above)

- ▶ Build King Holdings Ltd.
- ▶ Dr Ho Cheuk Fai
- ▶ Mr Lai Shu Chi
- ▶ Mr Dannie Cheung Kong Ting
- ▶ Mr Ho Tak Sum
- ▶ Lam Tai Fai Charitable Foundation Ltd.
- ▶ Dr Jacky Cheung Wah Keung
- ▶ Hong Kong Shun Lung Yan Chak Foundation Ltd.
- ▶ Mr Lau Ming Wai
- ▶ The Chinese Manufacturers' Association of Hong Kong
- ▶ Hui Hoy & Chow Sin Lan Charity Fund Ltd.
- ▶ The Hon. Abraham Shek Lai Him
- ▶ CMG International Charity Fund Ltd.
- ▶ The Incorporated Trustees Of Ryoden Development Charitable Trust
- ▶ Mr & Mrs Tsang Wing Wah
- ▶ Ms Stella Fung Siu Wan
- ▶ Mr Alex Yeung
- ▶ Hang Seng Bank Ltd.
- ▶ Dr Charles Yeung

### Honorary Directors (Donation of HK\$200,000 or above)

- ▶ Bright Future Charitable Foundation
- ▶ Dr Tzu Leung Ho Charitable Foundation
- ▶ Mr Kevin Poon To Leung
- ▶ Carrianna Group Holdings Co. Ltd.
- ▶ Guangdong-Hong Kong-Macao-Bay Area Economic And Trade Association
- ▶ Shao Ming Lo Foundation
- ▶ Ms Chen Yuen Ming
- ▶ Dr Ho Hing Lan
- ▶ Shun Hing Education and Charity Fund
- ▶ Dr Francis Cheung
- ▶ Dr Ho Wai Kuen
- ▶ Mrs Lynette Tiong
- ▶ China Star Light Charity Fund Association
- ▶ The Hong Kong Seagull Scholarship Ltd.
- ▶ Mr Wong Siu Hung
- ▶ Chino Glory Foundation
- ▶ Katherine & George Fan Foundation
- ▶ Zheng Ge Ru Foundation
- ▶ Chung Shing Taxi Ltd.
- ▶ Anonymous
- ▶ Anonymous

### Associate Directors (Donation of HK\$100,000 or above)

- ▶ Alltronics Tech. Mftg. Ltd.
- ▶ Deutsche Asset Management S.A.
- ▶ The Hong Kong and China Gas Co. Ltd.
- ▶ Mr Cheng Kam Por
- ▶ Professor Gilbert Fong Chee Fun
- ▶ Hong Kong Institute of Certified Public Accountants
- ▶ Dr Alex Chui Chuen Shun

- ▶ ICO Group Ltd.
- ▶ Mr Lam King Lung
- ▶ Dr Adam Lee Yat Keung
- ▶ Dr Alan Lee Yuk Lun
- ▶ Leung Chun Woon Kee (Service Consultant) Co. Ltd.
- ▶ Lucky Creation Corporation Ltd.
- ▶ Main Power Electrical Factory Ltd.
- ▶ Ms Stefanie Ngai
- ▶ Mr Michael Poon Chun Wai
- ▶ Mr Tang Yam Man
- ▶ Professor Alice Tsang Suk Yee
- ▶ Wang On Properties Ltd.
- ▶ Professor & Mrs Wong Po Choi
- ▶ Professor Wong Yiu Kwan
- ▶ Dr Yip Kit Chuen
- ▶ Anonymous

### Senior Members (Donation of HK\$50,000 or above)

- ▶ The Board of Management of the Chinese Permanent Cemeteries
- ▶ BroadLearning Education (Asia) Ltd.
- ▶ Dr John Chan
- ▶ Dr Karen Chan
- ▶ Mr Chik Wing Keung
- ▶ China Life Insurance (Overseas) Co. Ltd.
- ▶ China South City Holdings Ltd.
- ▶ Dr. Kong Footcare Ltd.
- ▶ Mr Eddie Chung Shun Fong
- ▶ Fuji Xerox (Hong Kong) Ltd.
- ▶ G.M.P. Industrial Co. Ltd.
- ▶ Professor Simon Ho Shun Man
- ▶ Hong Kong Chiu Chow Chamber of Commerce
- ▶ Hong Kong Quality Assurance Agency
- ▶ The Hongkong Electric Co., Ltd.
- ▶ K&K Charity Ltd.
- ▶ Kowloon Chamber of Commerce
- ▶ Dr Joseph Lee Chung Tak
- ▶ Luk Ka International Ltd.
- ▶ Mr Martin Tam Tin Fong
- ▶ Ms Fian Tse Pui Yan
- ▶ The Tung Foundation
- ▶ Dr Vincent Woo Wing Fai
- ▶ Mr Charles Yuk Kwok Cheung

### Members (Donation of HK\$20,000 or above)

- ▶ B Action Co. Ltd.
- ▶ Cargotec Asia Ltd.
- ▶ Dr Moses Cheng Mo Chi
- ▶ Mr Ricky Cheng Sze Tsan
- ▶ Ms Cheung Lai Hing
- ▶ Mr Michael Cheung Kar Lok & Brothers
- ▶ Mr Dominicus Chim Che Kong
- ▶ China Construction Bank (Asia)
- ▶ Mr Chu Chi Chiu Alaric
- ▶ Education Connect
- ▶ Dr Tom Fong Wing Ho
- ▶ Goldlion Holdings Ltd.
- ▶ Hang Seng Management College and Hang Seng School of Commerce Alumni Association Ltd.
- ▶ The Hong Kong Institute of Chartered Secretaries Foundation Ltd.
- ▶ Professor Hui Yer Van
- ▶ Joint Faith Assets Ltd.
- ▶ Dr Kan Che Kin Billy Albert
- ▶ Dr Willie Lai Kwok Wai
- ▶ Mr Patrick Lam Man Ho
- ▶ Mr Michael Lau Wing Kong
- ▶ Ms Annie Leung Yee Mei
- ▶ Mr Philip Leung Chu Kwong
- ▶ Mr Li Pau Cheung
- ▶ Liebherr (HKG) Ltd.
- ▶ Mr Liu Yim Hung
- ▶ Dr Ken Loh Swee Peng
- ▶ Monogram Products (H.K.) Ltd.
- ▶ Dr Eugenia Ng Mee Wah
- ▶ Ms Jessica Ng Wai Ling
- ▶ Ms Sindy Ng Wai Chu
- ▶ Qatar Airways
- ▶ Red Box Toy Factory Ltd.
- ▶ Renley Watch Mfg Co. Ltd.
- ▶ Rotary Club of Mandarin Hong Kong
- ▶ RSM Hong Kong
- ▶ Shing Hing Industrial Ltd.
- ▶ Silk Road Travel Management Ltd.
- ▶ Dr Teresa So Yuen May
- ▶ The Society of Chinese Accountants & Auditors Charitable Trust
- ▶ South China Morning Post - Education Post
- ▶ Mr Paul L. Tai
- ▶ The Taxation Institute of Hong Kong
- ▶ Mr Raphael Tong Tai Wai
- ▶ Dr Maurice Tse Kwok Sang
- ▶ Ir Professor Tsui Tack Kong
- ▶ Mr Edwin Tye
- ▶ Mr Eric Tye Sze Yiu
- ▶ Wing & Kwong Steel Engineering Co. Ltd.
- ▶ WKF Charity and Education Foundation
- ▶ Mr Addy Wong Wai Hung
- ▶ Dr Brossa Wong Yeuk Ha
- ▶ Mr Wong Kim Ching
- ▶ World Green Organisation
- ▶ Mr Solomon Yung Sze Hon

*Listing in alphabetical order (Foundation Members by 2017/18)*

# Alumni Affairs

19 November 2017

## Chinachem Eco-Walk 2.0

A total number close to 140 participants, comprising President Ho, alumni and friends, students and staff of HSMC joined the HSMC team for a charitable walk with the mission “Walk for Tomorrow”. Along the walk to Aberdeen Country Park and Aberdeen Reservoir, participants explored and enjoyed the beautiful scenery and the cultural heritage.



14 January 2018

## President Hiking with Friends of HSMC

At the invitation of President Ho, experienced hiker Dr Jacky Cheung Wah-keung, Member of College Council and HSMC alumnus; Mr Thomas Ching Wing-hong, Member of Fundraising and Donation Committee and Managing Director of Consolidated Marketing Group International Wealth Management Limited, with his family and friends from different industries; alumni and staff of HSMC; went hiking at Tate's Cairn, to enjoy the nature and a relaxing time together.





20 January 2018

## Fourth Annual General Meeting (AGM) of HSMC/HSSC Alumni Association Ltd cum Dr Simon Kwok's Sharing Session



The AGM was an annual assembly to have alumni members reunited and informed of the College's latest development. This year, the guest speaker Dr Simon Kwok Siu-ming, Chairman & CEO of Sa Sa International Holdings Limited, shared his story of brand building, business success and challenges encountered.

10 March 2018

## Hiking Tour to Train up for the "HSMC FunD Run for U"

To help participants prepare for the running race, Dr Jacky Cheung Wah-keung, who serves as the Co-Chairperson of the Organising Committee of the Run, led a hiking tour a month before the "HSMC FunD Run for U" took place. Dr Patrick Poon, HSMC Governor and Mrs Patrick Poon, together with participants including friends from different industries, HSMC alumni, staff and students took part in the outing.









# Sustainable Campus and Resources Management

## Building for Sustainability

HSMC upholds the principle of sustainability in its campus development and endeavours to provide staff members and students with a quality working and learning environment. In this respect, its building and landscape design has incorporated innovative environmental ideas to promote campus sustainability with features including:

- ▶ Building a green campus and a healthy environment with quality interior spatial design, landscape design and acoustic design, eg, rooftop gardens, vertical planting, etc;
- ▶ Extensively using environmentally-friendly bamboo and sustainable forest products in the building design and as construction materials, eg, floor, wall panels, furniture, etc;
- ▶ Building staircases in the lobby area for promoting stair use to walk between floors and reducing reliance on lifts/escalators;
- ▶ Building with full-height windows for maximising the penetration of daylight;
- ▶ Adopting a district cooling system and a chilled ceiling air conditioning system for reduction of electricity consumption;
- ▶ Installing building management system to optimise the operational energy use;
- ▶ Setting up solar photovoltaic panels on the rooftops of HSMC Jockey Club Residential Colleges (RCs) for providing renewable energy and offsetting part of energy use; and
- ▶ Recycling rainwater and greywater for irrigation purposes, etc.





## Distinguished Achievements

HSMC's commitment to environmental protection and campus sustainability is manifested with all new buildings on campus having received notable recognitions and awards by the Hong Kong Green Building Council. The certification of BEAM Plus is rated for a building's overall environmental performance, in terms of its energy efficiency, water economy, waste minimisation, heritage and visual impacts, ecological enhancement, and air, noise and water pollution, during building design and construction processes.

Between the years 2014 and 2016, three Final Platinum ratings of BEAM Plus New Buildings V1.1 were awarded to HSMC's S H Ho Academic Building (Block A), Sports and Amenities Centre (Block B) (Lee Shau Kee Complex) and Lee Quo Wei Academic Building (Block D) respectively. In addition, the College also received the Final Platinum rating of BEAM Plus New Buildings V1.2 for the HSMC Jockey Club Residential Colleges (Site F), and was selected as a "Finalist" for the Green Building Awards 2016 under the New Buildings Category (Completed Projects - Institutional Building) in 2016.

HSMC was the only higher education institution in Hong Kong recognised as the "Organisation with the most BEAM Plus Final Platinum Projects" in 2017 for its commitment to applying environmental measures in academic buildings, student hostel and facilities. These achievements affirm the College's leading role in promoting green initiatives in the region.

During the reporting year, HSMC received a number of awards in recognition of its outstanding performance in energy conservation and environmental sustainability:

- ▶ GreenPlus Award 2017, by China Light and Power;
- ▶ Hanson Outstanding Award 2017, by Environment Bureau;
- ▶ "Class of Base Level" Energywi\$e Certificate, by the Hong Kong Green Organisation Certification under Environmental Campaign Committee;
- ▶ "Excellent Class" IAQ Certification Scheme, by Environmental Protection Department; and
- ▶ Certification of Compliance Registration for Code of Practice for Energy Efficiency of Building Services Installations 2012 Edition.

## Activities and Campaigns for Promoting Green

The College implemented an array of green practices/educational initiatives with an aim to engage more staff members and students in supporting green on campus/in their daily lives:

- ▶ Signed up for the World Wide Fund for Nature's "Earth Hour" and joined Green Sense's "No Air Con Night";
- ▶ Launched "HSMC Quarterly Hour" to minimise unnecessary energy consumption;
- ▶ Joined the scheme of CLP Renewable Energy Feed-in Tariff;

- ▶ Participated in “Energy Saving Charter 2017/4Ts” by Environment Bureau and Electrical and Mechanical Services Department;
- ▶ Participated in “Don’t be a Big Waster” by Environmental Protection Department;
- ▶ Applied bulk tariff at Block B and Block D;
- ▶ Launched the organic-farm lease to staff members and students for planting on the rooftop of Block B and used the coffee grounds collected from campus caterers as fertilizer;
- ▶ Launched hibernation mode for inactive public computers on campus for saving energy;
- ▶ Organised a field visit to CLP Black Point Power Station for raising environmental awareness outside classroom;
- ▶ Organised “Barter Event”, a recycling campaign for reducing wastage; and
- ▶ Organised a talk on “Sustainable Campus – Innovation Green Building”.







恒生管理學院  
HANG SENG MANAGEMENT COLLEGE



偉倫廣場  
WEI LUN SQUARE



# Event Highlights

## September 2017

### Convocation for New Students 2017/2018

HSMC welcomed over 1,400 freshmen and around 40 exchange students at the Convocation Ceremony held on 1 September 2017, which marked the beginning of a new academic year. The newly-launched Dr S H Ho Scholarship in Banking and Finance, which covered the awardee's tuition and residential fees at HSMC Jockey Club Residential Colleges (RC) in the four-year studies, was presented by Dr Ho Tzu-leung, Governor, to the recipient. Dr Ho, in his speech encouraged students to strive to pursue dreams. President Ho also enlightened students on the importance of opportunities, attitude and transformation.



## October 2017

### Joint High Table Dinner cum Donors Appreciation Dinner

The annual Joint High Table Dinner, which provided an opportunity for student residents, Masters, Associate Masters, Tutors of the four RCs, and the College Management to get to know one another and establish the RC culture of communal dining, was organised on 10 October 2017 and attended by over 550 participants. Dr Patrick Poon Sun-cheong, Governor, Chairman of the HSMC – Foundation Management Committee and the Fundraising and Donation Committee, was invited as the honourable guest speaker to officiate at the launch of the “Dr Patrick Poon’s Matching Challenge” campaign. Dr Poon also gave a speech to encourage students to have passion, embrace opportunities, capitalise on their own talents and make contributions to family and society.



## October 2017

### President's Reception for Parents, Teachers and Students

To enhance parents' understanding of the College and student campus life, the fifth President's Reception for Parents, Teachers and Students was held on 14 October 2017, attracting over 250 guests to join. In addition to the introduction of the College's latest development and the draft *Strategic Plan 2018-2023*, there were sharing sessions conducted by Ms Connie Ma, a student representative and Professor P C Wong, the College's Director of Information Technology. Parents also met with professors and students to get to know more about the learning opportunities and student support at HSMC, as well as the RCs, and a wide range of residential life activities offered for students.



## November 2017

### HSMC Graduation Ceremony 2017

The HSMC Graduation Ceremony 2017 was held on 15 November 2017, in which over 800 bachelor's degrees were conferred. It was a joyous gathering with memorable moments of graduates, their families, as well as friends and supporters of the College. On the occasion of the ceremony, six distinguished teachers were awarded the HSMC Teaching Excellence Awards for their outstanding performance in teaching, dedication to continuous improvement in pedagogy and distinguished contribution to teaching.





November 2017

## HSMC Information Day 2017

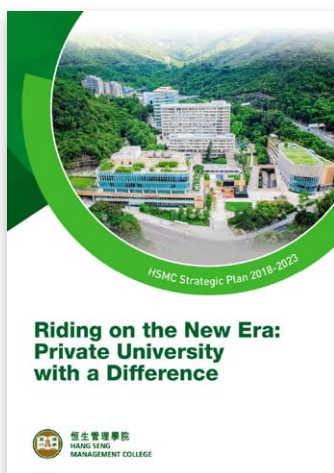
The HSMC Information Day 2017, one of the many significant annual events of the College, was held on 18 November 2017. The event attracted over 1,000 parents, students, and secondary school career teachers to visit the campus and participate in a variety of activities, including programme exhibition and consultation, seminars and workshops, programme demonstrations, campus tour and on-site application and assessment, etc.



## Junzi Corporation Survey 2017 Results Announcement and Forum on Ethical Entrepreneurship

With an aim to promote the Confucian concepts of Junzi and business ethics, the Junzi Corporation Survey was conducted annually. On 23 November 2017, the Commendation List of Junzi Corporations 2017 consisting of 18 corporations was released and five corporate leaders from various business fields exchanged their insights on ethical entrepreneurship at the panel discussion.

February 2018



## Release of HSMC's Strategic Plan 2018-2023

In early 2018, the year-long exercise to formulate the College's Five-year *Strategic Plan 2018-2023 - Riding on the New Era: Private University with a Difference* had been accomplished with the support from various stakeholders such as staff members, students, alumni, Governors, College Council Members, as well as parents and employers. The launch of the *Strategic Plan 2018-2023* charted the course for the College's next phase of development - transforming into a private university in five strategic focus areas encompassing curriculum, research, students, public engagement, and campus sustainability.





March 2018

## HSMC Founders' Day 2018 – President Forum cum Founders' Day Ceremony and Reception

Celebrating HSMC's eighth anniversary, the President Forum cum Founders' Day Ceremony and Reception were held on 16 March 2018. Professor Jeffrey S Lehman, Vice Chancellor of NYU Shanghai and former President of Cornell University, and President Ho shared their views on the theme "The Future of Liberal Arts Education in a Globalised Context" with over 400 participants.

At the Founders' Day Ceremony and Reception, a launching ceremony was held for three new research/learning centres, namely Centre for Greater China Studies, Institute for Youth Sustainability Leadership and Wu Jieh Yee Centre for Innovation and Entrepreneurship. The establishment of these centres demonstrated the College's dedication to cultivating a collaborative, interdisciplinary and outreach research culture.



## March 2018

### JINESS Careers Fair cum Official Launching Ceremony

Since the launch of the Joint-Institution Network for Student Success (JINESS) project funded by the Education Bureau (EDB)'s Quality Enhancement Support Scheme, students of HSMC and other four participating self-financing institutions have been offered solutions to searching career opportunities through various activities and platforms through JINESS. Mr Kevin Yeung Yun-hung, Secretary for Education officiated at the signature event, the JINESS Careers Fair cum Official Launching Ceremony, which was held at Hong Kong Convention and Exhibition Centre in March 2018. Secretary Yeung joined a dialogue session with student representatives from the five institutions which jointly developed JINESS. At the same occasion, distinguished speakers were invited to give talks on attitude leading to success in studying and job seeking, and analyse future trends of digital technology. The event gathered over 100 organisations from diverse industries which recruited on-site, and attracted around 2,600 visitors.



## April 2018

### Institutional Review for Private University Title

Upon the College's formal application after meeting the key criteria issued in *Roadmap for Becoming a Private University* by the EDB, the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) conducted an Institutional Review for the Private University Title in April 2018, at which an international panel met with various groups of HSMC's stakeholders.





| April 2018

## HSMC FunD Run for U

The College's first community engagement cum fundraising run, the "HSMC FunD Run for U", was successfully held on 15 April 2018 with over 1,200 participants joining the 10km/3km run. The guests of honour who attended the kick-off ceremony included Mr Bernard Chan, Non-official Convenor of the Executive Council, HKSAR; Ms Rose Lee, immediate past Chairman of HSMC Board of Governors; Dr Moses Cheng, Chairman of HSMC College Council; Professor 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 (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 Company Limited.

After the run, an award presentation ceremony and a Fun Carnival, featuring specialty coffee, game booths, free Chinese medical consultation, portrait sketch, cotton candy, popcorn and pop quiz with prizes, took place on campus.





| April 2018

## HSMC Business Journalism Awards Presentation Ceremony 2017

With an aim to recognise professional journalists who produced outstanding reports on business, economic and financial issues, HSMC launched the Business Journalism Awards in 2016–2017. In the reporting year, the second awards presentation ceremony took place in April 2018, attended by officiating guest Mr Paul Chan Mo-po, Financial Secretary of the HKSAR Government and some 600 guests. A panel of judges comprised of about 70 professionals from various sectors reviewed more than 300 entries to select a total number of 33 awards. Secretary Chan and guests also visited the First HSMC School of Communication Student Exhibition and exchanged ideas on news and reporting with students.



| July 2018

## HSMC Summer Academy 2018

With an aim to allow senior secondary school students to have a taste of the student life at HSMC, the annual Academy was held on 4 and 5 July 2018 on campus. The event attracted the participation of around 100 senior secondary school students who were nominated by their schools. During the two-day-one-night experimental campaign, participants enthusiastically attended demo lectures, games, competitions and workshops with the theme “Smart City makes the City Small”. Awards and certificates were presented to recognise the participants’ engagement after the group presentations, in which they made use of the knowledge and skills learnt from the two-day programme.







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