

Desired Graduate Attributes: iGPS 期望的畢業生特質：iGPS

HSUHK aims to nurture students to possess the following “desired graduate attributes: **iGPS**”:

Intellectual Competence: solid foundation in relevant academic disciplines, and the acquisition of the ability to think critically, to solve problems analytically and proactively, and to engage in life-long learning.

Generic Skills: development of skills in

- languages in both English and Chinese (Cantonese and Putonghua);
- use of information technology and data analysis tools;
- interpersonal communication; and
- teamwork and leadership.

Personal Development: development of self-awareness, ethical values, emotion management, personal effectiveness, work attitude and character.

Social Engagement: willingness to serve the community and a commitment to acting for the betterment of society.

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

恒大旨在培養學生具備以下「期望的畢業生特質：**iGPS**」：

i 智能/思考能力：在相關學科上建構堅固的知識基礎，具備能力作明辨思考，善於分析及主動解決問題，並投入終身學習。

G 共通技能：具備以下範疇的共通技能

- 語文，包括英語與中文（廣東話及普通話）；
- 資訊科技和數據分析；
- 人際溝通；
- 團隊合作和領導才能。

P 個人發展：具備自我認知、道德價值觀、情緒管理、個人效能、工作態度及品格。

S 投入社群：具有服務社群的意願，有改進社會的承擔。

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



Recognitions and Awards 認可及獎項

• HSUHK obtained the ISO 9001 Certification in Quality Management System (QMS) on its degree programmes, as well as a full score of 5.0 in the CSR Index assessment on the University, both by the Hong Kong Quality Assurance Agency.

• HSUHK was the first higher education institution in Hong Kong to receive the highest BEAM+ Platinum recognition for all its new buildings from the Hong Kong Green Building Council. With its extensive bamboo planting and use of bamboo building materials and furniture, the University is known as “Junzi University”, reflecting its aspiration to the virtues that bamboo symbolises: integrity, humility, honour and resoluteness.

• From 2014 to 2018, HSUHK has secured more than HK\$ 120 million for 105 projects from different external funding schemes/bodies. In the five-year cumulative period since 2014/15, HSUHK received the highest funding amount and the highest number of research projects awarded by the Research Grants Council’s Competitive Research Funding Schemes for the Local Self-financing Degree Sector.

• HSUHK clinched the “School Social Responsibility Award” organised by *Mirror Post* in 2018, which affirmed the University’s efforts made in social responsibilities.

• HSUHK was awarded the “Asia Excellence Brand Award 2018” by *Yazhou Zhoukan*, showing that its education practice and leading position in the Asian region have been recognised.

• 恒大的學位課程獲香港品質保證局頒發ISO 9001 品質管理體系認證，恒大亦在該局的「社會企業責任指數」評核獲得滿分「5」的卓越成績。

• 恒大的四座新建築物均獲香港綠色建築議會頒發最高級別的鉑金認證，恒大為本港首間高等院校獲得是項殊榮。校園大量種植竹子和使用竹的建築材料與傢具，獲外界形容為「君子大學」，充份體現恒大追求竹子所表現的正直、虛心、心懷氣節與剛毅的精神。

• 由2014年至2018年，學院獲不同外資計劃或機構撥款超過1億2千萬港元，資助進行105項教研項目。自2014/15年度起，恒大在研究資助局的本地自資學位界別競逐研究資助計劃所獲的五年累計撥款及研究項目總數為全港自資院校之冠。

• 在2018年榮獲由《鏡報》主辦的「學校社會責任獎」，肯定恒大在履行社會責任方面的努力。

• 在2019年榮獲《亞洲週刊》「2018亞洲卓越品牌大獎」，肯定了恒大的教學理念與實踐，以及在亞洲地區的領導地位。



HSUHK's Signature Public Engagement Activities

• Annual Junzi Corporation Project cum HSUHK Hong Kong Business Ethics Index

• Distinguished Lecture Series by Nobel Laureates

• President Forum

• Annual HSUHK Business Journalism Awards

• Management as a Liberal Art Initiative

• HSUHK Global Humanities Initiatives

恒大的公眾參與亮點活動

• 年度「君子企業計劃」及「恒大商業道德指數」

• 諾貝爾獎得主講座系列

• 校長論壇

• 年度「恒大商業新聞獎」

• 「博雅管理」倡議

• 恒大環球人文學倡導計劃



Lectures by Nobel Prize laureates at HSUHK (from left): Dr Gao Xingjian (Literature), Professor Yuan-Tseh Lee (Chemistry) and Professor Ei-ichi Negishi (Chemistry)
諾貝爾獎者在恒大主持講座（左起）：
高行健博士（文學獎）、李遠哲教授（化學獎）及根岸英一教授（化學獎）

Strategic Plan 2018-2023 - Riding on the New Era: Private University with a Difference 2018-2023 策略發展計劃 — 邁向新時代：不一樣的私立大學

Aspiring to be a leading private liberal-arts-oriented university in the region, HSUHK has undergone rapid development and launched its second five-year *Strategic Plan 2018-2023*, under which five strategic focus areas are identified: Robust Curriculum and Programmes; Innovative Teaching, Learning and Research; Transformative Student Experience; Dynamic Public Engagement and Advancement; and Sustainable Campus and Resources Management. Some key initiatives include:

- Establishment of an art and design academic unit that offers new creative disciplines;
- Establishment of the Wu Jieh Yee Centre for Innovation and Entrepreneurship to cultivate the innovative and entrepreneurial mindset of HSUHK students;
- Launch of “One Student, One Internship” scheme allowing every undergraduate student to gain internship experience;
- Further implementation of the Residential College System to engage more non-residential students and faculty members, and to offer credit-bearing Common Core and General Education modules at the Residential Colleges;
- Provision of the studies of foreign languages and cultures, e.g. ASEAN, Middle Eastern, Latin and European, being a pioneer university in Hong Kong offering an extensive range of ASEAN language courses;
- Enhancement of the study and application of creative technology including AI, big data analytics, Fintech, Blockchain, e-commerce, etc; and
- Establishment of a creative culture hub for planning and organising more creative cultural activities.

恒大矢志成為區內具領導地位並以博雅教育為主導的私立大學，正迅速發展並已落實第二個五年「策略發展計劃」（2018年至2023年）。計劃訂出五大策略發展重點領域：完善的課程架構、創新教學及研究、轉化式學生體驗、積極的公眾參與及籌款發展，以及可持續校園及資源管理。新發展亮點包括：

- 設立藝術及設計院系，開辦全新的創意學科；
- 設立伍聚宜創新和創業中心，培養學生的創新思維及創業精神；
- 推出「一學生一實習」計劃，讓每個本科學生都有實習機會；
- 進一步落實「住宿書院制度」，讓更多非住宿學生及教職員參與住宿書院活動，並在住宿書院內提供帶學分的共同核心與通識科目；
- 提供多元外語及文化的學習機會，包括：東南亞、中東、拉丁及歐洲地區，成為本港大學當中開辦多種東南亞語言課程的先驅院校；
- 加強學習及應用創新科技，如人工智能、大數據分析、金融科技、區塊鏈、電子商貿等；及
- 設立文化創意樞紐，籌辦更多文化創新活動。



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

Vision

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

Missions

- 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

願景

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

使命

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

校訓

博學篤行

核心價值

- 互信
- 增值
- 創新
- 關懷
- 責任

Positioning and Features 定位與優勢

The roots of The Hang Seng University of Hong Kong (HSUHK) reach back to 1980 when Hang Seng School of Commerce (HSSC) was established. HSSC was then re-structured in 2010 and became Hang Seng Management College (HSMC), a degree-granting institution registered under the Post Secondary Colleges Ordinance (Cap 320). In late October 2018, HSMC was granted approval by the Government of the Hong Kong Special Administrative Region (HKSAR) to change its title to "The Hang Seng University of Hong Kong". HSUHK has five Schools, a student population of over 5,000 and 200 full-time academic staff members.

香港恒生大學（恒大）的歷史可追溯至1980年恒生商學書院（恒商）成立。恒商於2010年根據《專上學院條例》（第320章）註冊成為非牟利私立學位頒授學院，並改名為恒生管理學院（恒管）。其後於2018年10月底，獲香港特區政府批准正名為「香港恒生大學」。恒大現有五個學院，超過5,000名全日制學生及約200名全職教師。

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

Adopting the unique “Liberal + Professional” education model which incorporates the iGPS “desired graduate attributes” framework, HSUHK puts quality teaching and students’ all-round development as its highest priorities, with the aim to nurture young talents with critical thinking, innovative minds, caring attitude, moral values and social responsibility. HSUHK is committed to the transformative power of this educational model that facilitates realisation of the individual’s full potentials.

“Liberal” means a broad-based and cross-disciplinary approach to connect knowledge domains, facilitate thinking, and solve problems. “Professional” means that many HSUHK’s degree programmes also have a professional orientation which aims at equipping students with the competencies to enter into particular professions in the future.

The University believes that the purpose of undergraduate education is not solely for acquiring more knowledge and a better job prospect after graduation, but also for cultivating student’s personal values, interests and transferrable core competencies, preparing them to become well-rounded responsible individuals who can handle future work and life challenges confidently.

As a liberal-arts-oriented education institution, HSUHK’s distinctive features include:

- A primary focus on undergraduate education;
- Innovative degree programmes;
- A cross-disciplinary Common Core Curriculum;
- Platinum award-winning campus facilities with extensive bamboo features;

- Residential College System combining living with learning;
- Interactive small-class teaching;
- Close student-teacher relationships;
- Teachers’ guidance and mentorship for individual students in and outside classrooms;
- Extensive outreaching and experiential learning opportunities including community services, internships, international exchanges and independent research;
- Scholarships and bursaries amounting to over HK\$19 million per year; and
- A full-time employment rate of about 80% within four months after graduation.



恒大把優質教學和學生全方位發展作為最優先目標，採用獨特的「博雅 + 專業」教育模式，並配合 iGPS 「期望畢業生特質」框架，致力培育學生成為具備明辨思維、創新思考、人文關懷、道德價值和社會責任的人才。恒大深信此教育模式之蛻變力量，有助充份發揮個人潛能。

「博雅」是指以廣泛及跨學科的方式來連接不同知識領域、啟發思考和解決問題。「專業」是指很多恒大的學位課程都是專業導向，以裝備學生在未來從事有關的專業知識和技能。

恒大認為，本科教育的目的不僅是為了獲得更多知識以及在畢業後有更好的工作前景，亦是為了培養學生的個人價值觀、志趣和可轉移的核心能力，讓他們作好裝備，成為全面和負責任的人，能夠自信地處理未來工作和生活中的挑戰。

作為一所博雅型學府，恒大的特色包括：

- 以本科教育為主；
- 創新的學位課程；
- 跨學科共同核心科目；
- 獲鉑金獎並廣用竹材料的環保校園建築；
- 住宿式書院制度，結合生活與學習；
- 互動小班教學；
- 緊密的師生關係；
- 教師在課堂內外予以個別學生悉心指導；
- 廣泛的外展和體驗式學習機會，包括社區服務、實習、國際交流和獨立研究；
- 獎學金及助學金每年金額超過 1,900 萬港元；及
- 學生畢業後四個月內全職就業率約 80%。

Schools and Programmes 學院及課程

HSUHK offers a wide range of four-year bachelor’s (honours) degree programmes and several master’s degree programmes. Many of these programmes are unique and the first of its kind in the region. All programmes were accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), and recognised by the governments of the Hong Kong Special Administrative Region, mainland China and Taiwan.

School of Business

- Bachelor of Business Administration (Honours) in Professional Accountancy
- Bachelor of Business Administration (Honours) in Finance and Banking
- Bachelor of Business Administration (Honours) in Marketing
- Bachelor of Business Administration (Honours) in Corporate Governance and Compliance
- Bachelor of Business Administration (Honours) in Financial Analysis
- Bachelor of Business Administration (Honours) in Human Resource Management
- Bachelor of Business Administration (Honours) in Management
- Bachelor of Business Administration (Honours) in Global Business Management
- Master of Science in Entrepreneurial Management

School of Communication

- Bachelor of Arts (Honours) in Convergent Media and Communication Technology
- Bachelor of Journalism and Communication (Honours) with concentrations in Business Journalism and Corporate Communication
- Master of Arts in Strategic Communication

School of Decision Sciences

- 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
- Master of Science in Global Supply Chain Management

School of Humanities and Social Science

- Bachelor of Arts (Honours) in Chinese
- Bachelor of Arts (Honours) in Cultural and Creative Industries
- Bachelor of Arts (Honours) in English
- Bachelor of Social Sciences (Honours) in Asian Studies

School of Translation

- Bachelor of Translation with Business (Honours)
- Master of Arts in Translation (Business and Legal)
- Master of Arts in Translation (Computer-aided Translation)

恒大提供多個四年制榮譽學士學位課程及數個碩士學位課程。部分課程為全港首創。所有課程均獲香港學術及職業資歷評審局審批認可，並獲得香港特別行政區政府、內地政府及台灣政府認可。

商學院

- 專業會計學工商管理（榮譽）學士
- 金融及銀行學工商管理（榮譽）學士
- 市場學工商管理（榮譽）學士
- 企業管治與合規工商管理（榮譽）學士
- 金融分析工商管理（榮譽）學士
- 人力資源管理工商管理（榮譽）學士
- 管理學工商管理（榮譽）學士
- 環球商業管理工商管理（榮譽）學士
- 創業管理理學碩士

傳播學院

- 融合媒體及傳播科技（榮譽）文學士
- 新聞及傳播（榮譽）學士（設有兩項專修範疇：商業新聞及企業傳訊）
- 策略傳播文學碩士

決策科學學院

- 應用及人本計算學（榮譽）文學士
- 供應鏈管理工商管理（榮譽）學士
- 管理科學與資訊管理（榮譽）學士
- 精算及保險（榮譽）理學士
- 數據科學及商業智能學（榮譽）理學士
- 環球供應鏈管理理學碩士

人文社會科學學院

- 中文（榮譽）文學士
- 文化及創意產業（榮譽）文學士
- 英國語文（榮譽）學士
- 亞洲研究（榮譽）社會科學學士

翻譯學院

- 商務翻譯（榮譽）學士
- 翻譯文學碩士（商務與法律）
- 翻譯文學碩士（電腦輔助翻譯）



Giving to HSUHK 捐獻恒大 共謀發展

As a non-profit private university, HSUHK’s education system is more flexible than publicly-funded institutions, allowing its programmes and teaching models to be more innovative and responsive to societal needs. The University needs support and donation from the community to relieve the financial burden of many students and to realise its strategic development. Donations will be used for projects such as campus development, Erudition Professorships, students’ all-round development, scholarships/bursaries, and applied research, etc.

作為一所非牟利私立大學，恒大的制度及模式較政府資助院校自由靈活，可採用較創新的課程和教學模式，以回應社會的需求。恒大的發展有賴社會人士鼎力支持及熱心捐助，用以減輕許多學生的經濟負擔，推動大學的策略發展。所得捐款將應用於校園建設、博文教授席、學生全人發展、獎/助學金及應用研究等項目。

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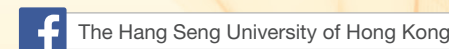
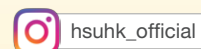
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