



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

HSUHK 恒大概覽 Brochure



Liberal + Professional
博雅 + 專業



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Simon S M HO
President
校長
何順文

"I hope our HSUHK students, apart from professional competencies and achievements, will always think about their own identity and values, the meaning of life and work, and be more socially responsible."

「我冀望每位恒大大學同學除具有專業能力及成就以外，還要經常思考自身的角色和價值、生活和工作的意義，並對社會有更多承擔。」

A Private University with a Difference

HSUHK is a dynamic and promising institution of growing renown which advocates the transformative power of liberal arts education. Adopting the unique "Liberal + Professional" education model, HSUHK puts quality teaching and students' all-round development as its highest priorities. Our undergraduate experience is characterised by top-quality international faculty members, award-winning green campus facilities, small-class teaching, close student-teacher relationships, guidance and mentorship for individual students outside classrooms, innovative programmes and learning methods, residential college experiences, and vast opportunities for internships, international exchange and independent research. We aim to nurture talents with critical thinking, innovative minds, caring attitude, moral values and social responsibilities.

Our students are outstanding ones with dreams, diligence and passion. They are proactive in driving positive changes in society while upholding principles and beliefs. As the President, I support HSUHK students to foster their all-round development, explore their own interests and unleash their diverse potentials, as well as actualise one's own values.

With the concerted efforts of our staff and students, I am confident that HSUHK will shine as a leading private liberal-arts-oriented university in the region, nurturing more responsible professionals and social leaders.

Simon S M HO
President

不一樣的私立大學

恒大是一所有活力、發展迅速和漸具聲名的學府，倡議博雅教育之蛻變力量。我們採用獨特的「博雅 + 專業」教育模式，把優質教學和學生個人全方位發展訂為最優先目標。恒大的特色為優質而國際化的師資、獲獎的綠化校園與設施、小班教學、緊密的師生關係、課堂外對個別學生的關顧指導、創新的課程及學習模式、住宿書院體驗，以及廣泛的實習、國際交流和獨立研究機會，以培養學生成為具備明辨思維、創新、人文關懷、道德價值觀和社會責任的人才。

恒大的學生是有夢想、勤奮及有熱誠的一群。他們積極地為社會帶來正面的改變，不人云亦云，不隨波逐流。作為校長，我全力支持同學的全方位學習，讓他們探索自己的志趣和發揮潛能，實現自己認同的價值。

我很有信心，透過師生共同努力，恒大將成為區內具領導地位並以博雅教育為主導的私立大學，為社會培育更多負責任的專才和社會領袖。

校長
何順文



Purpose 目的

Creating and transferring knowledge, grooming responsible leaders.

開創和傳授知識，培育負責任的領袖。

Vision 願景

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.

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。

Missions 使命

- 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.

- 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。

Motto 校訓

Erudition and Perseverance

博學篤行

Core Values 核心價值

Mutual Trust 互信

Value-addedness 增值

Innovativeness 創新

Caring Attitude 關懷

Responsibility 責任



Introduction 簡介

The roots of The Hang Seng University of Hong Kong (HSUHK) reach back to 1980 when Hang Seng School of Commerce (HSSC) was established, 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. 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, after rigorous institutional assessments, HSMC was granted approval by the Government of the Hong Kong Special Administrative Region (HKSAR) to be renamed as "The Hang Seng University of Hong Kong".

Aspiring to be a top quality and leading private university in the region, HSUHK plays a unique and substantial role in the higher education sector in Hong Kong. HSUHK has five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation) with a student population of around 5,000 and 200 full-time academic staff members.

HSUHK offers a wide range of four-year bachelor's (honours) degree programmes and 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.

香港恒生大學(恒大)的歷史可追溯至1980年,由何善衡慈善基金會、何添慈善基金會、大昌貿易行、若干恒生銀行創辦人及恒生銀行慷慨捐資成立恒生商學書院(恒商)。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,經嚴格的院校評核後,獲香港特區政府批准正名為「香港恒生大學」。

矢志成為一所優質並在區內具領導地位的私立大學,恒大在香港高等教育界扮演著一個獨特和重要的角色。恒大由五個學院組成(包括商學院、傳播學院、決策科學學院、人文社會科學學院和翻譯學院),現有約5,000名全日制學生及約200名全職教師。

恒大提供多個四年制榮譽學士學位課程及碩士學位課程。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。

Unique "Liberal + Professional" Education Model

獨特「博雅 + 專業」教育模式

Adopting the unique "Liberal + Professional" education model which incorporates the iGPS "desired graduate attributes" framework, wherein "I" stands for "Intellectual Competence", "G" stands for "Generic Skills", "P" stands for "Personal Development" and "S" stands for "Society Engagement", 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 critical thinking, and solve problems. 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.

"Professional" means that although HSUHK's educational approach is broad-based and cross-disciplinary, in view of the fact that most university graduates in Hong Kong tend to seek a full-time job right after their first degree, 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.

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 outreach and experiential learning opportunities including service-learning, internships, international exchanges and independent research;



- Scholarships and bursaries amounting to over HK\$20 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「期望的畢業生特質」框架，當中包含智能/思考能力 (i)、共通技能 (G)、個人發展 (P) 及投入社群 (S)，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。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。

「專業」是指雖然恒大的教育模式是廣泛及跨學科，鑒於大多數香港的大學畢業生都在獲得學士學位後尋找全職工作，因此很多恒大的學位課程都是專業導向，裝備學生在未來從事有關的專業知識和技能。

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，包括服務學習、實習、國際交流和獨立研究；
- 獎學金及助學金年度金額超過 2,000 萬港元；及
- 學生畢業後四個月內全職就業率約 80%。

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"**:

1. **I**ntellectual 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.
2. **G**eneric Skills: development of skills in
 - languages in both English and Chinese (Cantonese and Putonghua);
 - the use of information technology and data analysis tools;
 - interpersonal communication; and
 - teamwork and leadership.
3. **P**ersonal Development: development of self-awareness, ethical values, emotion management, personal effectiveness, work attitude and character.
4. **S**ociety 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 experiences at HSUHK.

恒大旨在培養學生具備以下「期望的畢業生特質：iGPS」：

1. **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。
2. **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。
3. **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。
4. **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。



Five-year Strategic Plan (2018-2023)

五年策略發展計劃 (2018-2023)

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 the "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, Blockchain and cloud computing, etc;
- Establishment of a creative culture hub for planning and organising more creative cultural activities;
- Establishment of HSUHK as a smart university, using smart technologies, developing smart applications and introducing smart practices to empower staff and students, streamline management and operations and transform teaching and learning.

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；
- 設立伍潔宜創新和創業中心，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、區塊鏈和雲端運算等；
- 設立文化創意樞紐，籌辦更多文化創新活動；
- 打造恒大為智能型大學，採用智能科技、發展智能應用程式，並引入智能教學方式以強化師生的技能、提升管理及營運效率，及轉化教與學的模式。



Recognition and Awards 認可及獎項

With the concerted efforts of the University community, there have been a number of important achievements.

- 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 issued by the Hong Kong Quality Assurance Agency.
- HSUHK was the first higher education institution in Hong Kong to receive the highest BEAM+ Platinum recognition from the Hong Kong Green Building Council, with all of its four new buildings having received such recognition which affirmed the University's commitment to environmental protection and campus sustainability. With its extensive bamboo planting and use of bamboo building materials and furniture, the University is known as "Junzi University", reflecting its aspiration for the virtues that bamboo personifies: integrity, humility, grace and resilience.
- From 2014 to 2018, HSUHK has secured more than HK\$120 million for 109 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 Social Responsibility Award (university category) issued by *Mirror Post* in 2018, which affirmed the University's efforts made to shoulder 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.

結合大學全人的努力，恒大獲得不少外界的認可及獎項：

- 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，肯定大學在環境保護及推行可持續校園方面所作的努力。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 109 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「社會責任獎」(大學組)，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。



恒大賽馬會住宿書院獲香港綠色建築議會頒發最高級別鉑金級認證

HSUHK Jockey Club Residential Colleges received the highest BEAM+ Platinum recognition from the Hong Kong Green Building Council

HSUHK adopts a four-year curriculum for all bachelor's degree programmes. All students admitted in 2014/15 and after will be under the specified Undergraduate Curriculum Structure.

The Undergraduate Curriculum Structure comprises three components, namely Major Studies, the Common Core Curriculum and Free Electives. The total number of modules to be completed by students varies across different programmes with respective uniqueness.



Apart from Major Studies, students are required to take at least 15 modules under the Common Core Curriculum, including modules on General Education, Languages, Quantitative Methods and IT Skills. This structure aims at enhancing students' generic skills and broadening their intellectual horizons. Students can also choose to pursue a minor programme starting 2017/18.

恆大所有學士學位課程皆為四年制課程，2014/15學年起取錄的學生均須按照指定的本科課程結構學習。

本科課程結構分為三部分，包括主修科目、共同核心課程及自由選修科目。因應各個主修課程性質有別，不同課程對修讀科目單元數量會有所差異。

除主修科目外，學生必須修讀最少 15 個共同核心課程科目單元，涵蓋通識教育、語文、計量方法及資訊科技。本科課程結構旨在提高學生的共通技能，並拓展其學術視野。自 2017/18 年起，學生亦可選修「副修」課程。

For Degree Programmes Offered in 2014 /15 and Thereafter 於 2014/15 年及以後開辦的學士學位課程

Study Areas 學習範圍	Range of No of Modules (Credits) 科目單元數量 (學分)	Range of % of Total Curriculum 佔總課程的百分比
A. Major Studies 主修科目		
(i) Major (core & elective) 主修 (核心科目及選修科目)	19 (57) - 25 (75)	47.5% - 62.5%
(ii) Business (core & elective) 商學 (核心科目及選修科目)		
B. Common Core Requirement 共同核心課程要求		
(i) General Education 通識教育	15 (45) - 16 (48)	37.5% - 40%
(ii) Languages 語文	7 (21)	17.5%
- English 英文	3 (9)	15%
- Chinese 中文	3 (9)	
(iii) Quantitative Methods and IT Skills 計量方法及資訊科技	2 (6) - 3 (9)	5% - 10%
C. Free Electives 自由選修科目	0 (0) - 6 (18)	0% - 15%
Total 總數	Minimum 最少 40 (120)	100%

Students also need to fulfil the following requirements in order to graduate:

- Attained specified scores/Reached the specified level in Language Competency Exit Tests for English and Putonghua
- Took and passed the Information Technology Proficiency Test
- Completed specified hours in Community Services, Extra-curricular Activities and Physical Activities

學生還需達到以下要求，方可畢業：

- 於英語及普通話語文能力測試中獲得指定分數/達致指定水平
- 修讀及通過資訊科技水平測試
- 完成指定的社區服務、課外活動及體育活動時數

School of Business

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

商學院

- 企業管治與合規工商管理 (榮譽) 學士
- 金融及銀行學工商管理 (榮譽) 學士
- 金融分析工商管理 (榮譽) 學士
- 環球商業管理工商管理 (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
- 市場學工商管理 (榮譽) 學士
- 專業會計學工商管理 (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)

School of Business

商學院

As the University's largest School, we are devoted to providing quality business education by our commitment to follow HSUHK's "Liberal + Professional" approach to learning. Liberal, as we aim to nurture innovative young people, through offering a broad base curriculum that provides student exposure both within their discipline and across the liberal arts. Professional, in terms of distilling our strong links with industry, commerce and professions in order for students to become responsible citizens and well-equipped to enter the knowledge-based workplace and society.

As a private University and Business School we aim to offer an elite service and one of the finest student experiences in Hong Kong and beyond. The quality of our programmes is proven by the significant number of awards won by our students in various competitions, as well as the many compliments provided by different employers. To cater for your needs, our School offers a broad range of undergraduate programmes. We have recently successfully launched a Master's degree programme in Entrepreneurial Management and broadened our international scope through offering a new and exciting BBA in Global Business Management, where students can benefit from studying overseas at one or more of our 70+ global partner institutions. We are committed to innovation through providing new and attractive programmes. We will shortly have a portfolio of no fewer than ten BBAs, a new Master's of Business Management,

with pathways in global finance, marketing, global business, and accounting & corporate governance. We will also provide our aspirational students with the opportunity to research for a PhD. These are truly exciting and wonderful times at the School of Business and we look forward to welcoming you aboard.

商學院作為香港恒生大學最大的學院，一直秉持「博雅 + 專業」的教學模式，為同學提供高質素的商學教育。在「博雅」教育方針下，我們旨在培育具創意的年青人，讓學生在廣闊的學習領域下獲取不同範疇的知識。我們亦遵循「專業」教學理念，與工商業界及專業人士緊密聯繫，為學生投身知識型經濟社會作好準備，成為一個負責任的公民。

作為一所私立大學的商學院，本院致力為學生提供最優質的教育及高端的學習體驗。學生在公開比賽中卓越傑出的表現及僱主對畢業生的高度評價，均反映對商學院優質課程的保證及肯定。商學院提供多元化課程，去年更成功開辦創業管理理學碩士學位課程。為了擴闊學生國際視野，今年更新設環球商業管理工商管理（榮譽）學士學位課程。恒大與全球超過 70 間院校合作，帶給學生寶貴的海外交流機會。為提供更多創新課程，商學院正計劃開辦不少於十個工商管理（榮譽）學士學位課程，包括正在籌辦中的商業管理碩士學位課程，此項課程提供四項專修項目包括環球金融學、市場學、環球商業學和專業會計及企業管治學。我們亦為有興趣修讀博士研究生學位課程的學生鋪路。商學院期待您的加入！



Bachelor of Business Administration (Honours) in Corporate Governance and Compliance (BBA-CGC)

企業管治與合規工商管理 (榮譽) 學士

The programme aims at providing students with knowledge in corporate governance and compliance. Graduates are capable of pursuing careers as corporate governance professionals such as company secretaries and compliance officers, and performing advisory roles to the board of directors on corporate governance and compliance issues.

Upon completion of the programme, graduates will have developed an understanding of laws and regulations in corporate governance and recognised the best practices for the purpose of regulatory compliance. Moreover, it is expected that they can identify the roles and responsibilities of corporate officers and perform with a strong sense of ethics and professionalism.

The programme has been accredited by the Hong Kong Institute of Chartered Secretaries (HKICS). Graduates are exempted from four papers (out of eight in total) under the International Qualifying Scheme (IQS) examination.

Moreover, the programme is also accredited by the Association of Chartered Certified Accountants

(ACCA) and CPA Australia. Graduates may choose to pursue the accountancy professional qualification by taking the respective examinations and obtaining exemptions for the relevant papers based on the modules completed in the BBA-CGC programme.

本課程旨在讓學生掌握企業管治與合規知識。畢業生可成為企業管治專才，如公司秘書或合規專員；能就改善企業管治與合規向公司董事會提供專業意見。

修畢本課程後，畢業生應能全面理解企業管治相關法規，熟悉最佳規管準則，能夠融匯運用各項知識，協助董事會改善管治並有效實施合規制度。此外，畢業生還能清楚釐定管理人員的角色與責任，秉持職業操守，履行專業職責。

本課程已獲香港特許秘書公會 (HKICS) 認可，畢業生可於國際專業知識評審考試 (IQS) 共八份考卷中豁免其中四份考卷，有助畢業生更快成為市場上不可或缺的管治專才。

此外，本課程亦獲特許公認會計師公會 (ACCA) 及澳洲會計師公會 (CPA Australia) 認可，畢業生可獲豁免相關考卷，同時考取會計師專業資格。



Bachelor of Business Administration (Honours) in Finance and Banking (BBA-FB)

金融及銀行學工商管理（榮譽）學士

Transformed from its predecessor BBA (Honours) Programme (with a concentration in Banking and Finance), BBA-FB is designed to provide students with core finance concepts and theories, together with analytical skills such that they are able to make appropriate judgement and find solutions to the problems arising in finance and banking industries. Apart from the Common Core and Business modules in the curriculum, BBA-FB also nurtures students with professional knowledge and quantitative reasoning that lay a solid foundation for them to excel in their workplace, to conduct individual research, or to pursue further studies. The programme is suitable for those who have an interest and want to establish a career in the finance and banking industries.

Our former BBA (Hons) programme was recognized by several professional bodies in the fields of banking and finance, and our graduates were granted exemptions in some of the professional exams, including the Hong Kong Institute of Bankers (HKIB), Institute of Financial Planners of Hong Kong (IFPHK), Society of Actuaries (SOA), GRC Institute, and CFA Institute. Currently, the BBA-FB programme is seeking accreditation again from these professional bodies so that graduates of BBA-FB can receive similar recognition from those bodies in the near future.



金融及銀行學工商管理（榮譽）學士課程是由早前的工商管理（榮譽）學士（主修銀行及金融學）改組而成，為學生提供主要的金融概念及理論與分析技能，使他們能夠為金融及銀行業界所遇見的問題，作出恰當的判斷及提供解決方案。除了一些共同核心單元及商學單元外，本課程以專業知識及定量思維來培育學生，為他們在工作、研究或升學上建立穩固基礎。這課程適合有志從事金融及銀行業的人士報讀。

我們早前的工商管理（榮譽）學士課程（主修銀行及金融學）已獲得一些專業團體認可，包括：香港銀行學會、香港財務策劃師學會、北美精算師協會、治理、風險管理及合規管理學會，以及特許金融分析師協會，使我們的畢業生得以豁免部分專業考試。現在，金融及銀行學工商管理（榮譽）學士課程亦正尋求這些專業學會的認證，使本課程的畢業生，可以獲得考試豁免。



Bachelor of Business Administration (Honours) in Financial Analysis (BBA-FA)

金融分析工商管理(榮譽)學士

The Financial Analysis programme within the BBA (Honours) degree aims to equip students with the core financial analytical skills to become investment professionals. The programme is mainly built on the foundation of a Financial Analyst role, and closely follows the core competencies of the Chartered Financial Analyst (CFA) Programme Candidate Body of Knowledge™. The BBA - FA programme is predominately investment focused, enabling graduates to seek employment in the financial services industry, take professional qualification examinations such as the CFA charter, and to pursue a higher level degree. Together with the emerging areas, like "Fintech" and "Regulation and Compliance" which have been developing rapidly in recent years, related modules are added to enhance students' market competitiveness in these remarkably booming areas. The appeal of this programme is that while the BBA aspect is more of a generalist designation, students also have a specialisation in the financial analysis topics covered in the CFA curriculum. The programme is suitable not only for those who have a keen interest in the finance and investment industry and want to develop a career as an analyst, but also for students who are interested in a general business management career. The programme is recognised by CFA Institute.

本課程旨在培育學生掌握金融分析知識和技能，為有志成為投資專才的學生作準備。課程特點是建立學生在各商業領域所需要的知識和技能，同時發展學生的金融分析能力。課程內容參照「特許金融分析師(CFA)課程考生知識體系」設計，並且與特許金融分析師考試課程相近。課程以投資知識和技能為重點，學生除了可學到工商管理的相關知識，亦可獲得CFA課程所包含有關金融分析的專業知識。此外金融科技管理和金融監管及合規專業近年急速冒起，本課程亦陸續新增相關內容，讓學生可以在發展迅速的金融行業中裝備自己，迎接挑戰。畢業生能夠投身金融服務行業，並能考取專業資格，適合有志從事金融投資、金融分析員或商業管理的學生。課程為特許金融分析師協會認可。

Career Prospects 就業前景

- ➔ Financial Analyst
金融分析師
- ➔ Equity Analyst
股票分析師
- ➔ Investment and Financial Planning
投資和財務策劃



Bachelor of Business Administration (Honours) in Global Business Management (BBA-GBM)

環球商業管理工商管理（榮譽）學士

The BBA-GBM programme aims to develop and foster students' knowledge, skills and abilities for jobs in multinational corporations (MNCs) or global business organisations. Through a stimulating curriculum with practical overseas exposure and experiences, students can build desired global leader attributes such as business insights and analytical mind, and gain international experiences.

- Overseas Exchange Study: With more than 70 partners, BBA-GBM students get early foreign living experience and cross-cultural training, which are crucial for managing diverse staff force in a global business career.
- Advisory System: The programme offers timely academic and professional advice on curriculum attainment and career preparation for students. The BBA-GBM programme works closely with the industry to obtain timely feedback on programme development. Business leaders from prominent multinational corporations are keen to share their experience and advice on building a global business career.
- Interdisciplinary Curriculum: The curriculum is designed to enhance students' professional and general knowledge. Students study core and elective courses from a multitude of disciplines such as Management, Finance, Marketing, Data Science, Political Economy, Cultural Studies and International Relations.

環球商業管理工商管理（榮譽）學士課程旨在培育學生在跨國企業工作所需要的能力，技巧與知識。本課程其中一個特色，是通過在海外學習與生活，來啟發畢業生的環球商業觸覺、分析能力及國際視野。

- 海外交流：香港恒生大學擁有超過70個海外學習合作伙伴。環球商業管理課程的同學能及早取得海外生活經驗及跨文化訓練，以備日後管理不同文化僱員所需。
- 專業指導：課程團隊致力為學生提供嶄新的學術及專業指導，以助學生學習及發展事業。本課程與業界作緊密合作讓課程內容與時並進。跨國公司高層領導亦不時與學生分享建立環球商務事業的心得與經驗。
- 跨學科課程設計：課程結構針對環球商業的專業及基本知識，涵蓋各學術界別的學科，包括管理、金融、營銷、數據科學、政治經濟、文化及國際關係，學生可修讀以上範疇的主修及選修科目。



Bachelor of Business Administration (Honours) in Human Resource Management (BBA-HRM)

人力資源管理工商管理(榮譽)學士

Fully utilising the advantages of a private university, BBA-HRM is a competitive undergraduate programme in Hong Kong. BBA-HRM adopts a state-of-the-art curriculum design to keep pace with the latest findings in the field of HRM. According to HR consultancy reports, HRM has a new role in the digital age. Accordingly, BBA-HRM equips our students with such knowledge as HRIS (HR Information System). Furthermore, an understanding of the legal environment is vital for today's HR professionals, and thus BBA-HRM requires our students to take Employment Law and Business Law as core modules. They are also required to complete an HRM internship, whereby real-life experiences can be accumulated.

BBA-HRM 充分利用私立大學的優勢，是本港具有競爭力的本科課程。BBA-HRM 採用最先進的課程設計，與人力資源管理最新的調查結果保持同步。根據顧問報告，人力資源管理在數位時代扮演著新的角色，因此，BBA-HRM 為學生提供 HRIS (人力資源資訊系統) 等知識。另外，瞭解法律環境對今天的人力資源專業人士至關重要，BBA-HRM 亦因此要求同學必須修讀僱傭法和商業法。他們還需要完成人力資源管理實習，從而積累實戰經驗。



President David Li (fourth from left) and Vice President Lawrence Hung (fourth from right) of the Hong Kong Institute of Human Resource Management (HKIHRM) were sharing their experiences with our students in a seminar.

人力資源管理學會李志明會長(左四)和孔子人副會長(右四)在研討會上與同學們分享心得。

Career Prospects 就業前景

- ➔ HR Manager
人力資源經理
- ➔ Compensation and Benefits Manager
薪酬福利經理
- ➔ Talent Acquisition Manager
人才招募經理
- ➔ HRIS Manager
人力資源資訊系統經理
- ➔ Learning and Development Training Manager
學習和發展培訓經理
- ➔ Global Mobility Manager
全球流動經理

Bachelor of Business Administration (Honours) in Management (BBA-MGT)

管理學工商管理（榮譽）學士

The Bachelor of Business Administration (Honours) in Management programme pledges to provide a first-rate study scheme in management. Designed to offer a broad-based and all-round education to our students, we aim at strengthening their professional business knowledge as well as various soft skills such as analytical skills, leadership skills and inter-personal skills.

The BBA-MGT programme is internationally recognised and accredited by the Chartered Professional in Human Resources Canada and granted exemptions from the CPHR National Knowledge Examination in Canada.

管理學工商管理（榮譽）學士課程矢志為學生提供優良的管理學教育及全人教育；在鞏固商業知識的同時，更著重培育各種軟技能，例如分析能力、領導能力和人際技巧。

管理學工商管理學士課程已獲取國際專業組織加拿大特許人力資源專業學會認可，並豁免加拿大專業知識評審考試。



The students stayed with local families to experience indigenous cultures and lifestyles in the Okinawa study tour. 在沖繩遊學團中，學生們住在當地家庭，體驗土著文化和生活方式。

Career Prospects 就業前景

- ➔ Human Resources Assistant
人力資源助理
- ➔ Starting one's own business
創業
- ➔ Develop managerial career in multinational companies
於跨國公司擔任管理工作
- ➔ Management Trainee
管理見習生
- ➔ Civil Servant
公務員

Bachelor of Business Administration (Honours) in Marketing (BBA-MKT)

市場學工商管理 (榮譽) 學士

The BBA-MKT programme aims to equip aspiring marketing talents with cutting-edge knowledge and skills to address the opportunities and challenges in the global, digital age of the 21st century. Experiential, interactive, project-based, and case-based learning is the cornerstone of this innovative BBA-MKT programme.

Our students have actively applied classroom knowledge to real-life business situations through local and global internship opportunities. They have also made notable achievements in major competitions for university students. Recent BBA-MKT graduates have launched their careers in reputable organisations and have received high praise from their employers. Some graduates have chosen to pursue advanced degrees in top local and overseas universities such as The Chinese University of Hong Kong, The University of Hong Kong, University of Miami, University of Lancaster, and University of Warwick.

市場學工商管理 (榮譽) 學士課程透過以課題為本和個案為本的課堂設計，配合體驗及互動學習，致力培育學生掌握市場學最新的知識和技能，成為優秀的市場營銷專才，以應對21世紀全球數碼時代的各種挑戰及機遇。

恒大市場學學生積極參與實習計劃及海外交流，並在多項大型比賽取得佳績。市場學畢業生出路寬廣，在升學和就業方面均有多元選擇。近年的畢業生多投身知名機構工作，而僱主亦對他們有高度的評價。部分畢業生選擇繼續進修，他們入讀的院校包括香港大學、香港中文大學、邁亞密大學 (University of Miami)、蘭卡斯特大學 (University of Lancaster)、華威大學 (University of Warwick) 等等。

Career Prospects 就業前景

- ➔ Advertising Account Executive
廣告客戶主任
- ➔ Digital / Social Media Marketing Executive
數碼營銷 / 社交媒體市場主任
- ➔ Events and Public Relations Officer
活動統籌及公共關係主任
- ➔ Product Marketing Manager
產品營業經理
- ➔ Brand Manager
品牌經理
- ➔ Marketing Researcher / Analyst
市場研究員 / 分析員

Recent Graduates 近年的畢業生

	Mary TANG 鄧曉彤 Management Trainee Sa Sa International Holdings		Joshua LEUNG 梁世杰 Digital Commerce Officer NIKE Hong Kong Limited		Eva LAU 劉綺華 Assistant Marketing Officer BMW Hong Kong
	Stephanie TSANG 曾慧欣 Assistant Business Insights & Activation Manager Hang Seng Bank		David POON 潘天衛 Senior Project Development Officer Hopewell Holdings Limited		Dorothy YAU 邱文蔚 Partnership & Business Development Executive Asia Miles

Bachelor of Business Administration (Honours) in Professional Accountancy (BBA-PA)

專業會計學工商管理（榮譽）學士課程

The Programme aims to prepare students for pursuing accountancy as a profession. The Programme equips students with theoretical accounting knowledge and practical application skills. The curriculum encompasses a wide range of subject areas including financial reporting, management accounting, financial management, auditing, taxation, law, accounting information system and business ethics. Our graduates receive exemptions from various professional examinations.

Teaching excellence is our priority. To enhance students' learning, the Department of Accountancy has integrated co-curricular initiatives into the curriculum delivery, including guest lectures from renowned practitioners, firm visits and participations in professional competitions. Our teachers coach students in professional competitions and activities, creating a unique learning experience and benefiting students in the long run.

We have excellent connections with the profession and other potential employers who offer internships and graduate employment opportunities to our students. Graduates are open to ample opportunities to become professional accountants, business leaders and entrepreneurs. They are highly recognised by employers. Most of our graduates work in accounting firms and financial institutions, or join management trainee programmes, or pursue studies in graduate schools.

本課程旨在教授學生會計理論和實務知識，裝備學生成為專業會計師和商界的領導人才。課程包括財務匯報、管理會計、財務管理、審計、稅務、法律、會計信息系統和商業道德。課程已獲本地及海外會計專業團體審批，畢業生可豁免部分專業資格考試，以便利畢業生考取專業資格，加快邁向專業會計師之路。

會計學系亦舉辦豐富的課外活動，包括邀請知名業內人士舉辦客席講座和舉辦企業參觀活動。會計學系老師亦悉心指導學生參加各專業會計團體舉辦的比賽及活動，創造獨特的學習體驗。

畢業生發展機會良多，大部分剛畢業的學生會加入會計師事務所及金融機構，或參加管理培訓生計劃。畢業生亦可選擇繼續深造，攻讀本地或海外的碩士課程。



Master of Science in Entrepreneurial Management (MSC-EM)

創業管理理學碩士

The Master of Science in Entrepreneurial Management programme aims to provide students with the essential knowledge and skills for starting and managing new ventures and entrepreneurial organisations. It is designed as an excellent study pathway for those who wish to start and manage their own business, to undertake an entrepreneurial role in large organisations, small to medium-sized enterprises (SMEs) and to support the development of start-ups in the dynamic business environment. The programme also provides students a solid foundation to pursue academic research in the fields of business, management and entrepreneurship. In this programme, students shall complete a range of core and elective modules in creativity and entrepreneurship, accounting and business planning for entrepreneurs, entrepreneurial marketing, entrepreneurial and corporate finance, innovation management, Asian family business, and a capstone module which may involve a company-based project, an extended business start-up plan, or an academic dissertation to fit individual career aspirations.

The programme is available in both 1-year full-time (12 months) and 2-year part-time (24 months) study modes respectively. Students are required to complete modules of 30 credits for graduation.

創業管理理學碩士課程的目標是為學員提供開創和管理新企業及創業型機構的必要知識，並為有志於創業和企業管理、在大型機構或中小企業從事創新活動，或輔助初創企業發展人士，提供一個理想的學習平台。本課程亦適合有志從事研究工作，尤其在商業、管理和創業等課題有興趣的人士修讀。課程除設有創意與創業學，也有針對企業家的會計實務、商業計劃、營銷、企業融資、創新管理、及亞洲家族企業等必修和選修科目。同時學員亦可按自己的工作需要，完成一份以公司為本的研習報告、初創企業計劃書或學術論文。

本課程備有全日及兼讀兩種不同的修讀模式。全日制的學習年期為12個月（1年），兼讀的則為24個月（2年）。學員畢業需完成一共30個學分的科目。



Career Prospects 就業前景

- ➔ Start-up Entrepreneur 初創企業家
- ➔ SME Management Consultant 中小企管理顧問
- ➔ Executive in Venture Capital Firm 創投公司的行政人員
- ➔ Product Development and Innovation Manager 產品開發及創新管理人員
- ➔ Business Executive 企業行政人員
- ➔ Marketing and Sales Executive 市場營銷主任
- ➔ Researcher 研究員
- ➔ Executive in Agency for Supporting Start-ups, SMEs and Innovation 初創企業、中小企及創新支援機構的行政人員

School of Communication

傳播學院

The School of Communication has been playing a leading role in providing business communication education. It was a pioneer in offering the unique Bachelor of Journalism and Communication (Honours) programme in 2011, which combines business and finance with journalism and communication to meet the industry's increasing demand for professionals in business journalism, corporate communication and communication technology. In 2016, the School further launched the Bachelor of Arts (Honours) in the Convergent Media and Communication Technology programme, which focuses on leveraging technology to serve communication needs. In 2018, the School's first master's degree programme, Master of Arts in Strategic Communication, was approved by the Chief Executive-in-Council ExCo, signifying a leap forward of the School in providing wide-ranging high-quality degree programmes at different levels.

The School of Communication's faculty consists of renowned academic scholars and seasoned media professionals. With strong support from the University, the School invests heavily in many state-of-the-art facilities, including the SCOM TV Studio, the TV Lab, the Radio Broadcasting Studio, the Radio Broadcasting Training Centre, the Multimedia Training Centre, the Non-linear Editing Room and the Media and Communication Lab. With the renowned academic team and cutting-edge facilities, we strive to nurture students with biliterate and trilingual skills and global perspectives, analytical skills, innovative

minds and critical thinking. Our mission is not only to educate and train students to be media professionals equipped with necessary knowledge and skills and to pursue further studies at the post-graduate level, but also to heighten students' sense of social awareness and responsibility through broad cross-disciplinary studies and training.

傳播學院一向在商業傳播教育方面擔當領導角色。為配合市場對財經新聞、企業傳訊及傳播科技人才的渴求，學院於 2011 年開辦首項結合新聞及傳播與商業的新聞及傳播（榮譽）學士學位課程；至 2016 年，學院再開辦善用傳播科技的融合媒體及傳播科技（榮譽）文學士學位課程；至 2018 年，學院獲行政長官會同行政會議批准開辦策略傳播文學碩士課程，為學院的首項碩士課程，這一發展正正標誌著學院於提供多元化不同資歷級別課程的道路上又跨進了突破性的一大步。

傳播學院的教研團隊包括多名擁有國內外博士學位的著名學者及業界具前綫工作經驗且擁有碩、博士學歷的資深專家。除專業的教研團隊外，在大學的強大支持下，學院投放價值千萬元最先進完善的教學設施，包括電視錄影廠、實驗電視廊、電台廣播錄音室、廣播培訓中心、多媒體培訓中心、非線性（影音）剪接室及媒體及傳播實驗室。憑藉強大的學術團隊和頂級的設施，我們致力培育學生掌握兩文三語，以及具備國際視野、分析能力、創意思維及批判能力。傳播學院的使命不單是積極裝備及培訓學生投身傳播專業及繼續升讀不同的研究院課程，亦致力透過涉獵廣泛的跨學科教育及訓練提高學生對周遭社會的認識及加強他們的責任感。



Bachelor of Arts (Honours) in Convergent Media and Communication Technology (BA-CMCT)

融合媒體及傳播科技 (榮譽) 文學士

The BA-CMCT programme aims to provide students with a quality inter-disciplinary education that offers a unique blend of theory and practice in media convergence with communication technology, nurturing professional and versatile talents with confidence in facing challenges and opportunities arising from the rapid growth of digital business speedily transforming the media and communication industry.

Based on the unique "Liberal + Professional" education model, BA-CMCT is a four-year bachelor's degree programme with a well-balanced curriculum which enables students to master the basis of communication technology, practise a variety of digital multimedia production methods, and understand the fundamentals of communication. Moreover, valuable learning opportunities are also provided for students to gain on-the-job training in the summer of Year 3, through taking "internships" as an elective module that allows them to apply what they have learnt in the classroom and put theory into practice at the workplace of various media and communication organisations.



為配合日新月異的科技發展及數碼媒體的變遷，社會極需要一批具備專業技能、多元才能及靈活變通的人才。融合媒體及傳播科技 (榮譽) 文學士課程旨在結合媒體理論、新媒體製作及傳播科技的實用技能，提供優質的跨學科教育，增強學生相關知識和專業水平，以應付資訊澎湃的數碼年代，更重要是能夠迎合新媒體及傳播商業模式的迅速發展和轉變。



本課程的設計是以「博雅 + 專業」教育模式為本，提供一個全面的四年制學習範疇。核心科目主要讓學生能充分掌握到傳播科技的基礎技術、運用各種數碼媒體製作方法，以及理解傳播學的基本原理。此外，為了讓學生能學以致用，本課程更包含了「實習」選修科目。三年級學生將有機會在暑期到各大傳播媒體機構實習，將課堂所學的知識實踐在現實工作中，進一步提高其職場上的競爭力。

Career Prospects 就業前景

- ➔ Media Content Production
媒體內容製作
- ➔ Web and Graphics Design
網頁和圖像設計
- ➔ Multimedia and Data Journalism
多媒體和數據新聞
- ➔ Strategic Media, Communication and Technology Engagement
策略媒體、傳播及科技運用
- ➔ Videography
攝錄影製作
- ➔ Media Project Coordination
媒體項目管理
- ➔ Social Media Promotion
社交媒體推廣

Bachelor of Journalism and Communication (Honours) (BJC) 新聞及傳播 (榮譽) 學士

The Bachelor of Journalism and Communication (Honours) programme aims to provide students with specialised knowledge in journalism and corporate communication with a strong business orientation. The programme aims to equip students with professional knowledge for their personal and professional career development, and further studies on a foundation of business and general education to meet both local and regional demands in Greater China and in the global context.

The four-year degree programme strives to make our students the best media and public relations practitioners by providing them with a broad spectrum of knowledge and enhancing their comprehension ability from different perspectives. Students are also given professional internship opportunities during summer holidays to work in various reputable news agencies, radio stations, commercial institutions, advertising agencies and public relations companies, both local and overseas.



新聞及傳播 (榮譽) 學士學位課程旨在培育具備商業傳播知識的新聞和企業傳訊專才，在商業及通識教育基礎上，提供新聞和公關專業訓練，為學生個人和事業發展以及專業進修作好裝備，以迎合本地、大中華地區以至全球的需求。

新聞傳播及企業傳訊行業走在社會尖端，瞬息萬變，為切合行業需要，四年制的學位課程涵蓋廣博而深入的專業培訓，著重提升多角度思維及理解能力，培育能緊貼時代脈動的行業專才。為了讓學生汲取實際工作經驗，增加日後在職場的競爭力，學生於暑假期間有機會獲安排到本地或海外的新聞、商業、廣告和公關等機構實習。



Career Prospects 就業前景

With a Business Journalism Concentration
專修商業新聞

- ➔ Anchor 主播
- ➔ Reporter 記者
- ➔ Editor 編輯
- ➔ Translator 翻譯
- ➔ Media Relations Officer 傳媒關係主任
- ➔ Network Anchor 網絡主播
- ➔ Producer 製作人員
- ➔ Researcher 研究員
- ➔ News Analyst 新聞分析員

With a Corporate Communication Concentration
專修企業傳訊

- ➔ Public Relations Executive 公關主任
- ➔ Corporate Communication Executive 企業傳訊主任
- ➔ Advertising Consultant 廣告策劃專員
- ➔ Marketing Executive 市場推廣主任
- ➔ Social Media Specialist 社媒行銷專員
- ➔ Researcher 研究員

Master of Arts in Strategic Communication (MA-SC) 策略傳播文學碩士

The Master of Arts in Strategic Communication (MA-SC) is designed for working professionals and future-to-be experts who can embrace the rapid-changing social environment and communication landscape, providing comprehensive knowledge in communication theories, the latest development in media, and current practices in social, political and business communication.

The programme offers a unique blend of political and corporate strategic communication. It is structured into two concentrations: Public Affairs Communication and Corporate Engagement Communication. It stresses the balance between theory and practice by inviting top professionals in the field to share their experiences and insights, with integration of theories supported by the School's professors.

The programme provides training opportunities for those who are engaged in corporate communications or in industries related to government politics. Through trainings offered by industry professionals and academic professors, as well as in-depth exchanges and discussions between teachers and students, students gain in-depth understanding of the development trends of the industry and apply the knowledge they have learnt from the programme to cope with the impact of the complex social and political environment and digital media.



策略傳播文學碩士課程專為訓練專業人士及將來的專才而設，目的是讓他們能夠應對快速變化的社會及傳播環境。課程不單提供全面的傳播理論知識，亦深入介紹媒體的最新發展及社會、政治和商業傳播方面的現實情況。

課程獨特之處在於結合政治和企業策略傳播的內容，當中分為兩個專修範疇：公共事務傳播及企業參與傳播。通過邀請相關領域的資深人士分享經驗和見解，並與學院老師傳授理論這種相輔相承的教學方式，課程在理論與實踐之間取得適切的平衡。

課程為從事企業傳播或與政府政治相關行業的人士提供進修機會。透過業界專才與學院教授的培訓及師生深入的交流和討論，學員將能深切了解行業的發展趨勢，並以所學的知識，應付複雜的社會政治環境和數碼媒體帶來的影響。



School of Decision Sciences

決策科學學院

The School of Decision Sciences educates students on how complex business decisions are made using techniques rooted in mathematics and statistics, and on how technology transforms our world to be a global supply network of products and services. Students also learn how to manage and use information in the Internet era, and to solve computing problems with a human-centred focus.

Today, global markets and resource supplies are integrated. People and businesses are integrated. And decisions are integrated as well. Our School's programmes address such integrations.

We emphasise a balance between the breadth of knowledge, the depth of understanding of problems in the curriculum, and the practice to validate these concepts and theories. Our School values innovations, creativity, insightful thinking and the entrepreneurial spirit.

Our goal is to equip students with a solid analytical background and a mindset grounded on contemporary and regional issues. We prepare them for taking on leadership roles in business and managerial decision making.

All undergraduate programmes of our School are eligible to apply for the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP) of the HKSAR Government starting from the 2018/19 academic year. This affirms that our programmes are nurturing talents to meet Hong Kong's social and economic needs.

決策科學學院著重教導學生如何運用數學及統計學的分析技能作出複雜的商業決定，以及認識科技如何為全球提供產品及服務供應網絡。此外，學生亦會學習掌握如何在互聯網時代管理和運用資訊，並且從以人為本的角度解決問題。

現今社會瞬息萬變，在全球化的環境下，市場需求、資源供應和各種商業決策息息相關，對行業的領導地位和整體競爭力有著密切的影響。我們的課程綜合最先進的專業知識和技術，同時加強學生對世界的認識，讓他們能夠靈活實踐所學，迎接挑戰。

我們除了傳授廣博的知識，還教導學生深入理解問題，藉著實踐驗證所學的概念和理論。學院重視創新、創意、具洞察力的思維及企業家精神。

我們致力培養學生具備良好的分析能力、與時並進的思維、對香港及華南地區本土元素的理解，為他們成為具領導能力的決策者作好準備。

由2018/19學年起，學院開辦的所有學士學位課程均被納入香港特別行政區政府的指定專業/界別課程資助計劃，為香港培育切合社會及經濟需要的人才。



Bachelor of Arts (Honours) in Applied and Human-Centred Computing (BA-AHCC)

應用及人本計算學 (榮譽) 文學士

Hong Kong is facing a shortage of software development expertise. Our programme aims to train computing professionals with the following components:

Computing and Computer Science

The programme provides solid training in programming and software development. Students can also learn about the latest trend in computer science, including AI and e-commerce, and other areas in the frontier of computing.

Human-Centred Computing

The programme provides supplementary knowledge of graphic design and Human-Computer Interaction (HCI). Students may learn to develop software that is user-friendly and attractive.

Graduates have a wide range of career options, including software developer, mobile app designer, and graphics designer, etc.

香港現時十分缺乏軟件科技人才。有見及此，本課程專注於培養學生以下的專業知識：

電腦學及電腦科學

本課程提供實用的程式編寫及軟件開發培訓，同時學生可以學到電腦科學的最新發展，包括人工智能，電子商貿及其他電腦學新領域上的知識。

人本計算學

本課程輔以圖像設計及人機互動 (Human-Computer Interaction, HCI)。學生可以學會開發美觀實用並具競爭優勢的軟件。

學生在畢業後可獲得多方面的就業機會，包括軟件開發工程師、手機應用程式設計員、平面設計師等等。



Bachelor of Business Administration (Honours) in Supply Chain Management (BBA-SCM)

供應鏈管理工商管理 (榮譽) 學士

The industry demand for new supply chain talent has been growing rapidly, as advanced supply chain management is crucial for companies to stay competitive in the current complex, dynamic and globalised business environment. To fill the gap between the demand for and the availability of supply chain professionals in Hong Kong, mainland China and Asia, HSUHK has launched the Bachelor of Business Administration (Honours) in Supply Chain Management programme since 2010. BBA-SCM programme students learn solid SCM and transport/logistics, industry practical skills and IT techniques, business and general education knowledge. They also apply advanced concepts and analytic techniques and develop professional skills in SCM. This programme stands out compared to other highly rated programmes for different reasons such as expert professors, state-of-the-art learning resources, recognition by professional bodies, internship opportunities, student overseas exchange opportunities, strong government and industry support, and good career placement.

Our graduates are well received by companies in different sectors and are working in various areas of supply chain management, such as logistics, merchandising, customer services, quality management, retailing and project management.

As the demand for professionals in the field of aviation is also increasing, a new stream in Air Transport has been offered starting from the academic year 2017/18. This new stream fulfils the market needs for university graduates with professional skills in air transport management.



於競爭激烈的全球市場，先進的供應鏈管理對於企業十分重要。為滿足香港、中國內地及亞洲市場對於供應鏈人才的高需求，學院於2010年開辦供應鏈管理工商管理 (榮譽) 學士課程。通過此課程，學生可學習到最新理論、資訊科技技能、分析技巧及行業實用的供應鏈及運輸/物流管理的專業知識。供應鏈管理課程的優點包括專業的教授團隊、一流的實驗室、專業協會認可、實習工作經驗、學界與業界大力支持、學生海外交流機會及良好就業前景。

我們的畢業生廣受業界歡迎，並獲行內不同領域的公司僱用，工作範疇涵蓋物流、採購、客戶服務、品質管理、零售及項目管理。

鑑於對航空界專業人才的需求不斷增加，我們於2017/18學年增設了航空運輸專修組別，培養具備航空運輸管理技能的大學畢業生，以應市場所需。

Career Prospects 就業前景

- ➔ Supply Chain Analyst
供應鏈管理分析師
- ➔ Logistics Specialist
物流專員
- ➔ Entrepreneur
創業家
- ➔ Merchandiser
採購業務員
- ➔ Cargo Services Coordinator
空運服務主任
- ➔ Enterprise Resources Planner
企業資源規劃師
- ➔ Warehouse Manager
倉儲經理
- ➔ Quality Control Specialist
質量控制專家

Bachelor of Management Science and Information Management (Honours) (BMSIM)

管理科學與資訊管理 (榮譽) 學士

Today's increasingly complex business environment demands more future managers than ever. They make hundreds of choices every day, but lack of time and "decision-ware" mean that they make decisions with insufficient thought about what really matters. To fulfil the increasing needs in the job markets, employees in managerial roles need to have thorough business knowledge and technical skills for efficient decision-making. Our Bachelor of Management Science and Information Management (Honours) programme nurtures students who are talented in both management science (MS) and information management (IM).

BMSIM is Hong Kong's first undergraduate programme that integrates three key areas: Business, MS and IM. BMSIM graduates can apply knowledge of quantitative and qualitative methods, as well as specialised and technical skills to business decision-making. Anyone who is interested in this field and wishes to develop their decision readiness and

confidence is welcomed. Graduates may obtain professional certifications, such as Certified Associate in Project Management from the Project Management Institute and Six Sigma Quality Management Certification.

現今商業環境多變，未來對管理者的需求定有增無減。管理者需要每天在缺乏足夠的時間下作出數百個決策。為了滿足就業市場日益增長的需求，管理者需要具備全面的業務知識和技術，才能做出有效的決策。恒大推出管理科學與資訊管理 (榮譽) 學士學位課程，培育精通管理科學與資訊管理的商管學生。

此課程是香港首個結合三大知識範疇的項目，包括商業管理、管理科學及資訊管理。完成課程後，學生能掌握並運用量性和質性分析技巧，來作出專業、科學和創新的商業決策。歡迎任何對上述範疇感興趣並希望發展他們的決策能力和信心的同學報讀。畢業生可考取專業證書，如項目管理協會授予的項目管理證書和六標準差的管理證書。



Career Prospects 就業前景

- ➔ Business Analytics and Consultancy
商業分析與諮詢
- ➔ Data Analytics
數據分析
- ➔ System Management & Coordination
系統管理與協調
- ➔ Entrepreneurship
企業家
- ➔ Business / IT Project Management
業務 / 資訊科技項目管理
- ➔ Product / Software Development
產品 / 軟件開發
- ➔ IT Sales & Marketing
資訊科技銷售與營銷

Bachelor of Science (Honours) in Actuarial Studies and Insurance (BSC-AIN)

精算及保險(榮譽)理學士

As the hub of actuarial science education in Asia, Hong Kong has been a cradle of actuarial talents. They play a vital role in supporting the local insurance industry. In light of the rapid growth of the insurance industry, there is a strong demand for professionals in the back office. The Bachelor of Science (Honours) in Actuarial Studies and Insurance programme is designed to prepare students for their future career, and bring in new blood to the insurance profession.

The programme contains both theoretical and practical elements. Through the programme, students learn actuarial skills including mathematical models, statistics, business and computing knowledge, so that they can render support in the product development process and help ensure the financial stability of insurance companies. In addition, students explore different types of insurance products, such as life, medical and health, property and liability, travel, and motor, and they are equipped with practical knowledge of the industry. Such professional knowledge and skills are indispensable for them to join the back office of the insurance industry.



香港作為區內精算教育樞紐，多年來培養不少人才，他們在保險專業擔當重任。保險業迅速發展，需要大量專才負責後勤支援，精算及保險(榮譽)理學士課程旨在協助學生投身保險專業，為行業注入新血。

課程糅合理論與實務，教授學生精算知識，包括數學模型、統計、商業與電腦等，讓他們懂得如何為保險公司設計及分析產品，確保公司保持財政穩健。此外，學生亦能接觸各類保險產品，包括人壽保險、醫療保險、財產意外險、旅遊保險、汽車保險等，並學習相關實務知識。這些專業知識和技巧均為保險業後勤工作不可或缺的部分。

Career Prospects 就業前景

- ➔ Product Manager
產品經理
- ➔ Actuary
精算師
- ➔ Risk Analyst
風險分析師

- ➔ Claims Officer
理賠主任
- ➔ Underwriter
核保主任
- ➔ Insurance Administrator
保險行政主任

Bachelor of Science (Honours) in Data Science and Business Intelligence (BSC-DSBI) 數據科學及商業智能學 (榮譽) 理學士

In this data-driven world, every organisation needs to deal with a large amount of business data. The ability to generate predictive insights and new product innovations with advanced analytical tools and algorithms is of increasing importance. There is an increasing demand for "data scientists" and "business intelligence professionals" to analyse and manage the ever-growing volume of business data. The Bachelor of Science (Honours) in Data Science and Business Intelligence is the first degree programme in Hong Kong to integrate "Data Science" and "Business Intelligence" with a comprehensive business education to respond to market needs.

現今社會各行各業都需要處理大量商業數據。運用數學、統計學及計算機科學的分析技能，協助機構作出準確的商業預測及生產創新產品，已變得愈來愈重要。各行業對「數據科學家」和「商業智能專業人員」的需求日益增長，期望他們能夠分析和處理不斷增長的商業數據。數據科學及商業智能學(榮譽)理學士課程為全港首創，融合「數據科學」及「商業智能學」兩大領域的知識，並提供全面的商學教育，以回應市場的需求。



Career Prospects 就業前景

- ➔ Data Scientist / Analyst
數據科學家 / 分析師
- ➔ Business Analyst
商業分析師
- ➔ Business Intelligence Professional
商業智能專才
- ➔ Statistician
統計師
- ➔ Financial Analyst
金融分析師

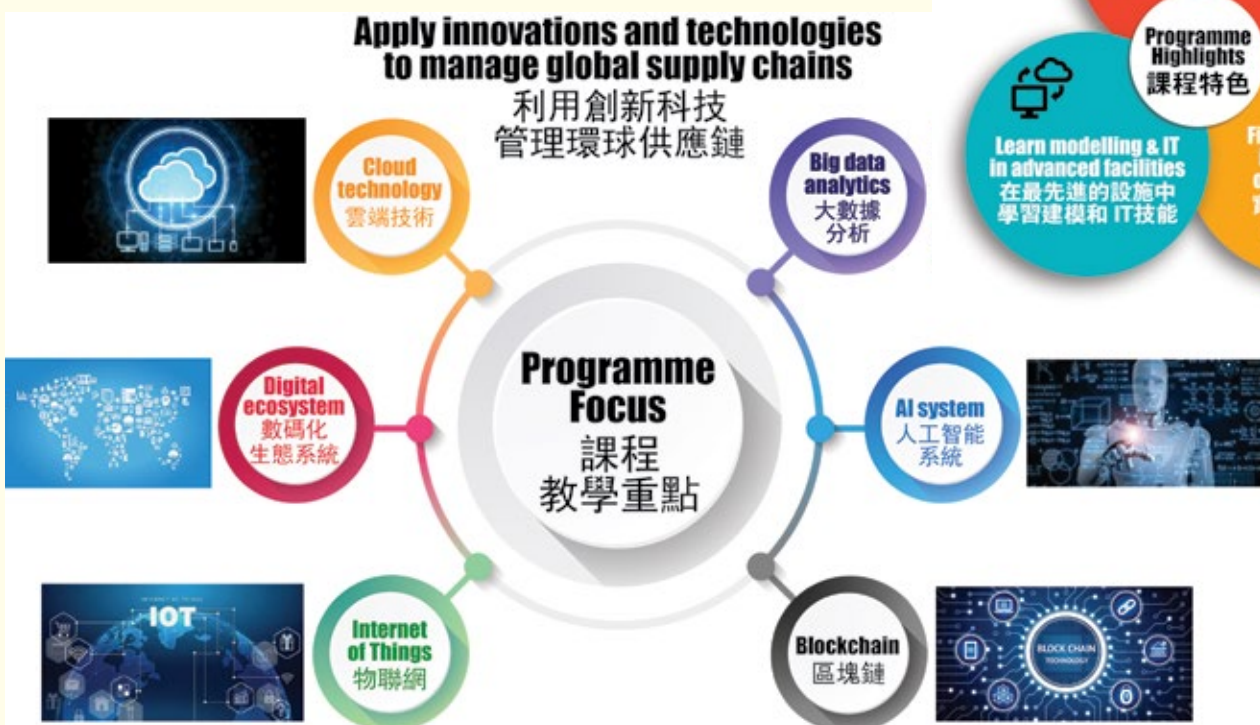
Master of Science in Global Supply Chain Management (MSC-GSCM) 環球供應鏈管理理學碩士課程

Global supply chain and logistics management today pervades all levels of a corporation, from tactics to marketing strategies to mission and vision. Other than e-Commerce, social media, mobile technology, artificial intelligence, etc, all impact global supply chain and logistics management.

This programme develops students to be managers with an analytical mindset who can learn to apply cutting-edge SCM concepts and advanced technologies to pursue business excellence with supply chain innovations and technologies, use digital ecosystems and Internet of Things (IoT) for global supply chain management, perform advanced logistics planning with Big Data Analytics and AI, and integrate the supply chain with Blockchain and Cloud technology.

今天，環球供應鏈及物流管理滲透企業的所有階層，從戰術、行銷戰略到願景與使命，息息相關。除了電子商務，社交媒體、移動技術和人工智慧等等因素，全部都在衝擊著環球供應鏈與物流管理。

本課程旨在培訓學生成為具備分析頭腦的管理專才，學習應用供應鏈管理的前沿概念及先進科技去追求卓越的供應鏈創新科技、以數碼化生態系統和物聯網 (IoT) 管理環球供應鏈、執行大數據分析和人工智能系統輔助先進的物流規劃，以及利用區塊鏈和雲端技術統合供應鏈。



Career Prospects 就業前景

- ➔ Supply Chain and Logistics Executive 供應鏈及物流高級管理人員
- ➔ Supply Chain Management Consultant 供應鏈及物流顧問
- ➔ Supply Chain and Logistics Analyst 供應鏈及物流分析師
- ➔ Operations Executive 運營主管
- ➔ Procurement Executive 採購主管
- ➔ Business Development Executive 業務發展主管

School of Humanities and Social Science

人文社會科學學院

The humanities and social science are the core of the curriculum for higher education, as the humanities deal with issues in human values, ethics, critical thinking, language, literary imagination, art and creativity, while social science disciplines study human relations in psychological, social and cultural dimensions. The *raison d'être* of the School of Humanities and Social Science can be summed up in the Chinese tradition of cultivating the self and bringing benefits to the family and the world, as well as in the Western conception of justice and reason.

The School of Humanities and Social Science currently comprises three Departments, Chinese, English and Social Science, and offers four Bachelor's degree programmes.

Degree programmes in the School of Humanities and Social Science provide students with broad and global views of the world, analytical skills for application in life, and creative visions for career development. Students with a degree in Humanities and Social Science find themselves well equipped for many jobs and well prepared for postgraduate studies in diverse subjects.

Students find teachers in the School a dynamic group who are from different disciplines, but all of them are devoted to teaching and care about students' personal development.

Research is an important component of knowledge creation. In the School of Humanities and Social Science, you will find teachers who are leaders of research in many fields and be proud to be in their classes.

Join our journey of intellectual pursuits and enjoy your life as a student in the humanities and social science. Together we will create a new chapter in life.

人文學科和社會科學是高等教育的核心。人文學科關乎人類價值、道德、批判思考、語言、文學想像、藝術和創新；而社會科學則研究人類關係中的心理、社會及文化層面。人文及社會科學的價值在於結合學術研究與個人修養，達致中國傳統理想中的自我修養，提升能力，造福天下，以及西方文化的公義與理性。

人文社會科學學院現時由中文系、英文系、社會科學系組成，設有四個學士學位課程。

人文社會科學學院的學位課程讓同學擴闊視野，瞭解世界，掌握分析技巧，提升創新能力，為未來事業發展及升學作準備。我們的教學團隊於不同研究領域均表現卓越，而且充滿活力，熱心教學，關顧學生的個人發展。

期待你們能成為人文社會科學學院的一份子，與我們攜手展開追求知識之旅，共同開啟人生新一頁。



Bachelor of Arts (Honours) in Chinese (BA-CHI)

中文(榮譽)文學士

The Bachelor of Arts (Honours) in Chinese programme aims to provide academic and professional training for students to master various areas of Chinese knowledge, including but not limited to literature, cultural knowledge and theories, as well as the use of Chinese. Students are expected to apply such knowledge to the workplace and academic research. The programme has three major distinctive features:

1. It incorporates business modules into a diversified programme that includes not only modules on the major studies, but also modules of general education and Common Core Curriculum modules. Students can broaden their horizons and acquire knowledge of business.
2. It emphasises the training of Putonghua and writing, so that students can pursue a career that requires such skills after graduation.
3. It offers a credit-bearing module on internships that requires skills obtained from other pragmatic modules. Through internships, students can experience the work environment and perform duties of the position they assume in a selected profession. As such, they can be better prepared shall they pursue the same profession after graduation.

The programme particularly emphasises moral education and independent thinking. Its design holds fast to the principle of promoting moral cultivation and lifelong learning, with the hope to nurture students to become responsible citizens and contribute to society.

Upon graduation, students can further their studies or pursue a career related to education, cultural undertaking, public administration, multimedia and public relations.



中文(榮譽)文學士課程旨在為學生提供學術及實務專業訓練，讓學生掌握文學及文化知識和理論，培養優秀的語文能力，並將有關知識應用於工作實務或學術研究。本課程有三大特色：

1. 除中文專業單元、通識教育及共同核心課程單元外，更包括商學教育單元，期望有助學生拓展商學知識，擴闊視野。
2. 著重普通話及寫作訓練，學生畢業後從事相關行業，皆能揮灑自如，學以致用。
3. 帶學分選修實習單元，配合實務單元，讓學生早日了解職場情況，充實學養，為投身社會作好準備。

本課程尤其重視品德教育，啟發及培養學生獨立思考能力，貫徹敦品勵學的理念，使學生勇於承擔社會責任，將所學貢獻社會。

學生畢業後可選擇升學，亦能勝任教育、文化事業、公共行政、傳播媒介以及公關等行業的工作。



Bachelor of Arts (Honours) in Cultural and Creative Industries (BA-CCI)

文化及創意產業 (榮譽) 文學士

The Bachelor of Arts (Honours) in Cultural and Creative Industries programme adopts a diverse range of approaches towards understanding and analysing the industries with local, Greater China and global perspectives. The programme encourages students to explore the meaning of culture and creativity in the ever-changing business and management contexts of industries. It equips students with the business skills and management expertise required of business leaders and entrepreneurs in the era of the creative and knowledge-based economy.

The integrative and multi-disciplinary program is one of its first kind among tertiary education institutions in Hong Kong. The program provides a wide range of courses that equip students with the capability to discuss various cognate issues of the cultural and creative sector as a whole rather than focusing on specific industries or individual disciplines. With the knowledge in managing multiple cultural and creative industries in their future career, graduates will be able to unleash their potentials to tie in with the converging trends between industries.

With a variety of approaches and comprehensive training, students have exposure to different subjects, methodologies and concepts in their study. They receive training for language proficiency and communication competence based on a business foundation, and acquire comprehensive knowledge in the development and operation of cultural and creative industries from inter-disciplinary perspectives.

The programme attaches great importance to field experience and interaction. Students have the opportunity to engage in different industries in the cultural and creative sector through exchange, placement and internship programmes. The

programme maintains collaborative partnerships with cultural and creative industry companies, associations and institutions for more diverse student learning, research and practice opportunities.



文化及創意產業 (榮譽) 文學士課程採用多元化教學模式，培養學生本土、大中華和世界視野，了解並分析文化及創意產業。課程鼓勵學生於瞬息萬變的商業環境和行業管理範圍，探索文化和創意的意義。學生亦可從中學學習商業技巧和管理專門知識，讓他們在創新與知識型經濟年代，擔當業務領導和企業家。

這是香港專上學院中首個以文化及創意產業作為綜合性及跨學科的課程，教授可應用於各個文創界別的專業知識和理論，而非聚焦於個別業界或科目，藉此培養學生多方面的潛能，配合業界融匯發展的趨勢。

課程利用多樣形式和全面培訓，讓學生涉獵不同學科的理論、概念及治學方法；同時以商業知識為基礎，接受語言能力和溝通技巧培訓。他們更可從跨學科視野，加深認識文化及創意產業的發展及運作。

課程著重實踐與互動，學生有機會通過行業不同界別的交流活動及實習計劃，學以致用。課程亦會透過跟文化和創意產業相關機構和協會建立的緊密夥伴關係，促進學生的學習、研究和實習機會。



Bachelor of Arts (Honours) in English (BA-ENG) 英國語文 (榮譽) 學士

The Bachelor of Arts (Honours) in English programme helps students build a sound knowledge base in English literature and linguistics as well as develop strong language and cultural awareness essential for an increasingly globalised world and economy. The programme covers a rich and diverse range of topics aiming to broaden students' horizons intellectually and personally. The integration of Business Studies modules in the curriculum also makes it unique with both academic and practical relevance.

Graduates with knowledge of English and Business would be extremely well placed to take advantage of the huge increases in demand for graduates in business and related fields. Besides having good career prospects in the education field, graduates also have a wide range of career options. Some of them were employed by reputable organisations such as Hang Seng Bank Limited, the Oxford University Press and the Immigration Department.



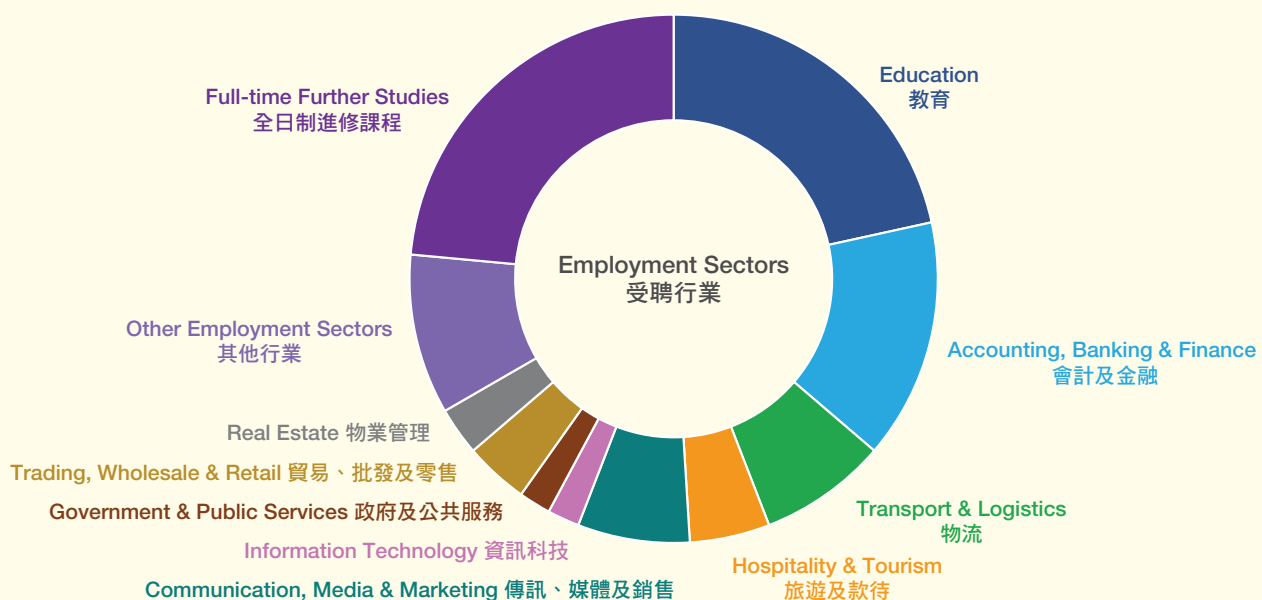
英國語文 (榮譽) 學士學位課程致力為學生建立穩健的英國文學及語言學根基，以應對全球化大趨勢。課程涵蓋範疇豐富，學習單元亦包括企業概論等商學知識，實用與學術集於一身，讓學生擴闊視野。

擁有英語和商務知識的畢業生，工作上可享優勢。畢業生除了在教育領域擁有良好的事業前景，職業選擇也多元化。知名機構如恒生銀行、牛津出版社和入境事務處均有聘請恒生大學英文系畢業生。



Graduate Employment Survey of BA-ENG Students in 2016-18 (By Full-time Employment Sector and Further Studies)

畢業生就業調查
(按全職受聘行業及進修課程分類)



Bachelor of Social Sciences (Honours) in Asian Studies (BSS-AS)

亞洲研究 (榮譽) 社會科學學士

The Bachelor of Social Sciences (Honours) in Asian Studies programme is designed to provide students with a solid understanding of the transformation of Asia and the associated complexities through a multi-disciplinary approach. It also seeks to develop students' critical thinking and communication skills, and to foster their appreciation of and respect for cultural diversity. Students learn to explore and examine Asia's transformation from social, political, economic, cultural and historical perspectives. Topics include International Relations, Governance in Asia, Regional Economy Integration, Transformation of Asian Societies and Cultures.

The programme also emphasises overseas learning experience including exchange programmes, summer field trips, service learning and internship in Asia. Students receive Asian language training in Korean and Japanese, which prepares them to work in a multi-cultural environment.

With the growing importance of the Asian region in the international context, BSS-AS graduates will be well-placed for employment in a wide range of fields, including business, social services, culture, corporate management, administration in public and private sectors, media and education (the Postgraduate Diploma in Education is required).



亞洲研究 (榮譽) 社會科學學士課程旨在以多學科模式培訓對亞洲及周邊地區有深入認識，並具國際視野的亞洲研究專才。

課程有助學生發展批判思維和溝通技巧，從而欣賞及尊重文化差異。學生也可從社會、政治、經濟、文化及歷史角度，發掘和研究亞洲的轉變。科目包括國際關係、亞洲管治狀況、地區經濟融合，以及亞洲的社會及文化轉型。

課程亦為學生提供學術交流計劃、暑期考察團、服務學習活動、工作實習等在亞洲區的海外交流機會。課程提供韓語及日語培訓，以便為他們將來在多元文化環境下工作做好準備。

隨着亞洲地區在國際社會的角色日趨重要，本課程的畢業生可於不同範疇發展所長，例如商業、社會服務、文化事業、企業管理、公私營機構行政、傳媒工作及教育界 (須修讀學位教師教育文憑課程)。



School of Translation

翻譯學院

Now almost ten years in the running, the School has become increasingly confident of our curriculum, teachers and students. We train not only translators and business executives, but also thoughtful individuals and high-calibre professionals. We can envision our students, after four years of intensive and all-around training, becoming successful translators, interpreters, editors, business executives and public relations officers of the highest calibre.

The School has a new simultaneous interpreting classroom housed in the S H Ho Academic Building. It is set up as a real-life conference room equipped with state-of-the-art interpreting facilities.

學院已有近十年歷史，我們對師生及課程充滿自信。學院栽培翻譯及商務行政精英，使他們不但掌握專業知識，而且富有思考力，更能發揮關懷社會、服務大眾之精神。我們深信同學經過四年深入和全面的學習，定必可成為筆譯、口譯、編輯、商務行政及公共關係各領域的頂尖人才，成就自我。

何善衡教學大樓特設即時傳譯教室，配有先進的口譯設備，為同學提供模擬真實的會議環境，口譯教學更上一層樓。



Bachelor of Translation with Business (Honours) (BTB) 商務翻譯 (榮譽) 學士

The Bachelor of Translation with Business (Honours) programme is the first of its kind in Hong Kong. It is new, exciting, and keeps pace with market developments.

The curriculum provides our students with four years of intensive training in translation and interpreting, as well as in business skills, general education and Chinese and English languages (the so-called bi-literacy and tri-lingualism).

We offer quality teaching. We have experienced professors and we also have young professors. Most of them have PhD degrees. Our teaching is lively and interesting. We are committed to small-class instruction, with no more than 25 students in a

class. As each student is given individual attention, we are able to create an unparalleled environment of intimacy, interaction and participation in our classrooms.

商務翻譯 (榮譽) 學士學位課程開創本港商務翻譯教育先河，提供四年筆譯及口譯的深入培訓，兼重中英兩文三語、商務技能及通識教育。課程新穎吸引，緊貼市場脈搏，啟發學生思維，編排嚴謹靈活，堪稱全港較為完善的翻譯學位課程。

本課程提供優質教學，各科由經驗豐富的教授及年輕學者執教，教師大多擁有博士學位。授課生動有趣，實行小班教學，每班25人為限，師生關係密切，充份照顧每位同學的需要。課堂互動多變，同學積極投入，一般的翻譯課程無法比擬。



Career Prospects 就業前景

- ➔ Media Work (Radio, Television Broadcasts and Print Media)
傳媒 (電台、電視及印刷媒體)
- ➔ Corporate and Managerial Positions
企業及行政管理
- ➔ Civil Service
公務員
- ➔ Translation Work Related to Business, Finance and Commerce
財經、金融及商貿翻譯
- ➔ Public Relations
公共關係
- ➔ Business Publishing
商業出版

Master of Arts in Translation (Business and Legal) (MATBL) 翻譯文學碩士 (商務與法律)

The first of its kind in Hong Kong, the Master of Arts in Translation (Business and Legal) is meticulously designed to combine "business" and "law" in an advanced programme to meet the growing demand for language services professionals in the business and legal sectors in Hong Kong and the Greater China region. Through core modules, comprehensive electives and practical training in our state-of-the-art laboratories, students will be taught to master the theories and skills of the subject and grasp the essential knowledge of the language services industry in major Chinese-speaking communities.

The programme covers four major areas of study:

1. Knowledge in Business and Law
2. Language and Linguistics in Business and Law
3. Translation in Business and Law, and
4. Professionalism

The core modules are designed to provide students with essential knowledge and skills for reviewing and translating business and legal texts. The elective modules provide students with specific knowledge and skills in writing, translating and interpreting in business and legal contexts. Students should take four core modules and four to five elective modules (a total of 27 credits) to complete the programme.

翻譯文學碩士 (商務與法律) 課程為全港首個結合商務、法律及翻譯三大元素的碩士課程。內容涵蓋商務與法律寫作、口筆譯理論與技巧，亦包含商業與法律知識、電腦翻譯工具運用和華語區翻譯產業知識等。

課程內容涵蓋四個主要學習範疇：

1. 商務與法律知識
2. 商務與法律語言
3. 商務與法律翻譯，及
4. 翻譯專業知識

主修科目教授審閱及翻譯商務與法律文本的知識與技巧；選修科目進一步提升同學撰寫、翻譯及傳譯商務與法律文本的專業知識與技巧。同學須修畢四個主修科目及四至五個選修科目 (合共 27 學分) 以完成課程。



Master of Arts in Translation (Computer-Aided Translation) (MA-TCAT) 翻譯文學碩士 (電腦輔助翻譯)

Entering a new era of artificial intelligence and big data, we have recently witnessed growing demand for language professionals with excellent skills in both translation and technology. In the light of this trend, the Master of Arts in Translation (Computer-aided Translation) programme aims to provide you with systematic training in computer-aided translation (CAT) and help you work professionally with the flexible and selective use of state-of-the-art translation technology. Linking the curriculum to real-world challenges, the Programme is designed to equip you with the knowledge you need to excel in your career in the language and translation industries.

We put emphasis on both translation technology and professional language services. You will:

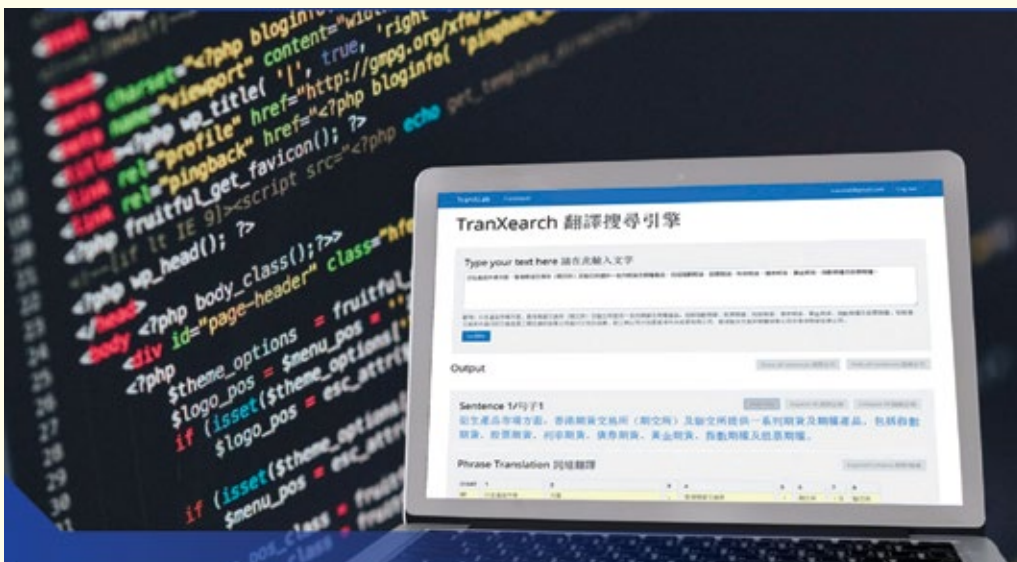
1. Acquire specialist knowledge and skills in the translation industry;
2. Get first-hand experience in a wide range of professional tools, including automatic translation systems, translation memories, terminology databases, and project management platforms;
3. Learn how to apply your CAT skills to specialised translation projects across domains (such as science, business, and law); and
4. Keep abreast of the latest developments in professional language services (including web localisation, bilingual copywriting, editing, and digital marketing).



翻譯及語言服務行業進入了人工智能和大數據的新時代，市場對於兼通翻譯和科技的專業人才，需求日益增長。為此，翻譯文學碩士（電腦輔助翻譯）課程旨在提供電腦輔助翻譯（Computer-aided translation，簡稱CAT）的專業培訓。本課程緊貼時代脈搏，理論實踐並重，培養學員運用最新技術，讓他們為未來語言服務行業的發展做好準備。

本課程翻譯科技及專業語言服務並重，學員可以：

1. 掌握翻譯行業的專業知識與技能；
2. 熟悉各種專業工具，包括自動翻譯系統、翻譯記憶庫、術語庫和項目管理平台等，獲得第一手經驗；
3. 學習如何將CAT技能應用於跨領域的專業翻譯項目（如科技、商業及法律）；
4. 了解專業語言服務的最新發展（如網頁本地化、雙語文案撰寫、編輯及數碼營銷）。



Research is one of the central components in enhancing our teaching and learning quality. High impact applied research also benefits society while elevating our reputation. At HSUHK, we value a research culture that is collaborative, interdisciplinary and with outreach to the community. Our research mission is to generate applicable knowledge that contributes to teaching enhancement and the development of society.

學術研究是優化教學質素不可或缺的一環，而具影響力的應用研究亦可造福社會及提升恒大的聲譽，因此，恒大一直著重培養校內的合作、跨學科及延伸的研究文化。恒大的研究使命是希望藉著學術研究，開拓嶄新應用知識，從而促進教學發展及社會進步。



HSUHK University-wide Research Theme 恒大研究主題

The University has adopted "Corporate Sustainability, Social Responsibility and Innovations" as one of the University-wide research themes. The University has been actively involved in research and projects related to such a theme. At the School level, each School, based on its own academic discipline, has also identified its strategic research areas.

恒大以「企業可持續發展、社會責任及創新」作為大學的一項主題研究領域。恒大以及學術人員積極從事有關研究項目。另外，各學院亦按照其學術範疇，制訂學院的策略研究領域。

Funded Research Projects

The University has been awarded HK\$8.48 million from the Research Grants Council (RGC) for 13 projects under the RGC's Faculty Development Scheme and Inter-institutional Development Scheme in 2018/19. With the RGC funding support, the University has established three research institutes or centres between 2016 and 2018 to promote and support research conducted across the University: The Deep Learning Research and Application Centre, Research Institute for Business and Centre for Greater China Studies.

受資助研究項目

恒大於2018/19年度，獲得研究資助局（研資局）撥款848萬港元，資助進行13項研究項目。透過研資局的資助，恒大於2016年至2018年期間成立了三間研究所或中心，包括深度學習研究與應用中心、商學研究所及大中華研究中心，協助推動及支持學院的研究工作。

恒大學術人員積極參與校外資助研究項目。截至2019年5月共五年內，學院獲不同資助計劃或機構撥款約共8,880萬港元，資助進行103項研究項目，亦同時獲教育局撥款約共3,470萬港元，資助進行6項教學發展項目。

Our academic faculties have participated in a wide range of externally funded research projects. As of May 2019, HSUHK has secured HK\$88.8 million from different external funding schemes or bodies for 103 research projects and HK\$34.7 million from the Education Bureau for 6 teaching development projects over the past five years.

Research Centres and Institutes at HSUHK 恒大研究中心及研究所

Deep Learning Research and Application Centre

The Deep Learning Research and Application Centre provides a computing environment for deep learning which can be applied to different fields like commerce, communication technology, translation, decision-making, and humanities and social science.

Centre for Greater China Studies

The Centre for Greater China Studies (CGCS) aims to enhance interdisciplinary research that highlights the rise of China and its impact on the rest of the world. The CGCS has two major objectives – to serve as a research platform to formulate and promote Greater China studies at HSUHK; and to facilitate academic exchange and cooperation between local and international scholars.

The CGCS focuses on four key areas: to facilitate research on the Belt and Road Initiative and the Greater Bay Area Development; to encourage research on interactions between China and the rest of the world and the accompanying problems that may occur; to promote digital research methods and apply related knowledge to the field of Greater China studies; and to set up a "Greater China Network" website which would be used to promote various types of academic activities and online publications.

Policy Research Institute of Global Supply Chain

The Policy Research Institute of Global Supply Chain conducts in-depth researches on supply chain and logistics management related issues, provides a platform for information and experience exchanges among the government, different sectors and stakeholders, and submits policy proposals to the government in response to market changes.

Research Institute for Business

The Research Institute for Business aims to provide support and coordinate research efforts in business research so that HSUHK can advance the understanding of business practice with a focus of local relevance. It targets to enhance HSUHK's research capability in business. The Institute has established two facilities: the Computer-Assisted Telephone Interviewing Centre and Behavioural Laboratory.

深度學習研究與應用中心

深度學習研究與應用中心提供及推廣深度學習計算平台，從而應用到商業、傳播科技、翻譯、決策以至人文學科範疇。

大中華研究中心

大中華研究中心旨在增強有關中國崛起及其對世界影響的跨領域研究。中心的兩大目標是－作為研究平台以規劃及促進恒大的大中華研究；同時推動國內外學者的學術交流與合作。

中心的四大領域重點分別為：推動一帶一路與大灣區發展的研究；鼓勵探討中國與其他國家互動及相關問題研究；倡導數碼研究法，並將相關知識應用於大中華研究；以及建立「大中華網絡」，以推展各種學術活動與網路出版事宜。



全球供應鏈管理政策研究所

全球供應鏈管理政策研究所就供應鏈和物流管理相關議題，進行深入分析研究，為政府、業界和持份者提供互相交流資訊和經驗的平台，並因應市場環境轉變，向政府提出政策建議。

商學研究所

商學研究所致力支援及協調恒大的商學研究工作，推進對本地商業運作的認識，並提升恒大在商學的研究能力。商學研究所成立了電腦輔助電話調查中心和行為實驗室，支援學院的商學研究工作。

At HSUHK, a wide range of facilities are established to enhance teaching and learning quality and to support students' learning with diversified resources.

Library

The Library, spanning across three floors with a total floor area of 4,000 square metres, was built with the concept of "learning commons". It serves as a hub of knowledge offering a multitude of information resources, facilities and services to support the teaching, learning and research needs of the University community.

In the digital age, the Library embraces the idea of underpinning the changing needs of University's blended learning programmes. Apart from physical collaborative learning space and IT facilities provision, electronic resources are being acquired to support faculties and students' activities. Via the Library homepage, users can access a multitude of electronic titles including e-books, full-text e-journals, databases, newspapers, as well as a variety of self-directed learning resources.

Centre for Teaching and Learning

Established in 2015, the Centre for Teaching and Learning aims at enhancing teaching and learning quality at HSUHK. It serves with the purpose of better coordination and concentration of efforts in planning, reviewing, promoting and implementing four areas of work:

1. Enhancement of excellence and innovation in teaching and learning;
2. HSUHK's common core curriculum;
3. E-learning, i.e. with the effective use of technology in support of teaching and learning and the development of Massive Open Online Courses; and
4. Develop the pedagogy of service-learning that allows students to gain a holistic educational experience and to develop into a responsible citizen.

Virtual Reality Centre

The Virtual Reality Centre (VRC) aims to support teaching, research and community services through virtual reality and related technologies for the university, industry and the society. The Centre is equipped with interactive and immersive Cave Automatic Virtual Environment (CAVE)-based virtual reality system, Head-Mounted Devices (HMD) and other related equipment in its Virtual Reality and Big Data Analytics Laboratory (VRBD Lab). The Centre applies virtual reality, augmented reality, mixed reality, big data analytics, and data visualisation to various disciplines for teaching and learning through the centre's systems and simulation tools.

IT Learning Centre

The IT Learning Centre aims at providing students with the knowledge and practical skills needed to solve problems using information technology. To ensure that all students are equipped with basic competencies in information technology before graduation, they are required to join and pass the IT Proficiency Programme provided by the Centre. The Centre also provides various intermediate and advanced IT workshops for students who are interested in uplifting their IT knowledge and ability.

Institute for Chinese Language and Culture

The Institute for Chinese Language and Culture (ICLC) is devoted to the promotion of business ethics and Chinese culture, and scholarship, moral excellence, and academic exchanges. The ICLC consists of three centres:

1. The Putonghua Education and Assessment Centre implements the National Putonghua Proficiency Test (PSC) in collaboration with the State Language and Writing Commission. It helps students enhance their Putonghua abilities to meet international standard, and prepares them for taking the PSC to fulfil the graduation requirement;
2. The Centre for Business Ethics and Culture organises the Seminar Series by Renowned Scholars and Celebrities, international academic conferences and various kinds of cultural activities to nurture students' interest in Chinese culture; and
3. The Chinese Language Centre promotes a high level of Chinese language proficiency by providing multi-media learning resources and academic support.

English Language Centre

The English Language Centre (ELC) provides a cultural and inspiring environment for students to engage in English language learning. Through specialised workshops, subject study groups, various learning materials and user-friendly online resources, as well as professional consultations, the ELC helps students improve their English proficiency, so that they are well-equipped with integrated English skills in reading, writing, listening and speaking. The Centre also encourages engagement with other cultures through on and off-campus events.

Greater Bay Area Innogration Hub

The Greater Bay Area Innogration Hub strives for providing entrepreneurs and leaders with platforms and opportunities for international exchange. A series of programmes and professional training courses are offered to visionary entrepreneurs and leaders for their better understanding of Hong Kong's and international corporate culture. Besides, the Hub co-operates with other institutions to provide ample research and teaching opportunities for the youth in the hope of facilitating the development of the Greater Bay Area and integration of society, as well as driving the collaboration between the academia and the commercial sector in the region.

Wu Jieh Yee Centre for Innovation and Entrepreneurship

The Wu Jieh Yee Centre for Innovation and Entrepreneurship is established through the generous donation of the Wu Jieh Yee Charitable Foundation. Its primary aim is to cultivate the innovative and entrepreneurial mindset of the HSUHK students through a range of functions and activities. It also targets on raising the awareness of the youth and the general public in Hong Kong of the importance of entrepreneurship, innovative thinking and creativity. The Centre also strives to serve in the domains of entrepreneurial development, innovative thinking and creativity enhancement; and to share and disseminate the best practices of entrepreneurship and creativity education.

Institute for Youth Sustainability Leadership

The Institute for Youth Sustainability Leadership aspires to be one of Hong Kong's major initiatives for mobilising young people to achieve the United Nations' Sustainability Development Goals (SDGs) through youth education and empowerment. We encourage teachers to blend the goals and concepts of sustainability into teaching and learning activities. We also cooperate with various non-governmental organisations to develop the youth as problem-solvers and shapers of the sustainable future, who acquire the knowledge and skills needed to promote sustainable development.

Behavioural Laboratory

The Behavioural Laboratory (B-Lab) provides a well-controlled setting for studying human behaviour. As such, it is of great value to business and social scientific researchers. In particular, its state-of-the-art facility facilitates data collection for research on consumer psychology, behavioural economics, and organisational behaviour. The B-Lab comprises four distinct areas: a group-behaviour study area, an individual-behaviour study area, a reception area, and a control room. It comes fully equipped with a one-way mirror and advanced audio-visual monitoring and recording technology. A versatile resource that supports a variety of research initiatives, the B-Lab serves all faculty and students of HSUHK.

Financial Trading Laboratory

The Financial Trading Laboratory is designed to bring the activity of the financial markets into the classroom. By creating the dynamic bridge between business theory and practice, it replicates the characteristics of a professional trading room and allows students to gain access to the same market data, analysis, news and real-time resources available to professional traders in financial institutions all over the world.

Decision Sciences Technology Laboratory

The Decision Sciences Technology Laboratory aims to facilitate in-class discussions and promote collaborative learning. It is equipped with high performance personal computers, high definition resolution projectors and the latest and most popular SCM-related software that is commonly used by the industries. Student seats are arranged in a group of four to facilitate effective discussion and promote co-operative learning in group work. Teachers can change the environment settings of the classroom to different modes to satisfy different needs.

恒大設有各式各樣教學設施，協助提升教與學質素，並提供各類資源供學生進修之用，支援他們的學習。

圖書館

圖書館提供豐富資源以及多種資訊、設施和服務，以支援大學教學和研究需要。館內空間橫跨教學大樓三層，總面積達4,000平方米。圖書館秉持「共享學習空間」的理念而建成，是大學裡匯聚知識的重要樞紐。

在現今數碼化時代，圖書館除了為讀者提供協作學習空間及各種資訊科技設施之外，同時亦搜羅各類電子資源，以支援在大學混合教與學模式下，教學人員及學生的研習活動。讀者到訪圖書館網頁，可以搜尋多種電子書、全文電子期刊、電子數據庫、報紙，以及各種自主學習資源。

教與學發展中心

教與學發展中心於2015年成立，旨在提升恒大的教與學素質。中心在策劃、檢討、促進和推行以下方面工作時，致力協調和結合力量：

1. 教與學素質和創意提升；
2. 恒大共同核心課程；
3. 網上學習，即善用科技於教與學，並發展大規模網路公開課程；及
4. 發展服務研習教學法，使學生裨益於全人學習並發展成為負責任的公民。

虛擬實境中心

虛擬實境中心旨在透過將虛擬實境及相關技術應用於大學、業界及社會，以支持教學、研究和社會服務。中心的「虛擬實境及大數據分析研究實驗室」所建構的沉浸式虛擬實境模擬系統，可以把虛擬實境、擴增實境和混合實境技術應用到不同領域的教與學項目，同時可進行精密的多維度大數據研究，提供卓越的三維互動學習平台。

資訊科技學習中心

資訊科技學習中心致力協助學生認識資訊科技知識和實務，並用以解決問題。為確保學生具備相關基本知識，所有學生畢業前必須參與中心所提供的資訊科技水平課程並通過考核。中心亦為有興趣提升資訊科技知識及其運用能力的學生，提供各類中級及進階工作坊。

中國語言及文化研習所

中國語言及文化研習所以宣揚商道與中國文化為主體，旨在培育學生敦品勵學精神及推動學術文化交流。研習所轄下設有三個中心：

1. 普通話培訓測試中心為中國國家語言文字工作委員會認可的普通話水平測試中心，協助學生提升普通話能力至國際認可水平，測試達標以符合本校畢業要求；
2. 商道與文化中心舉辦「名人學者講座」、國際學術研討會及各類文化活動，培養學生對中國文化的興趣；
3. 中文研習中心提供豐富多媒體資訊設施與學習支援，協助學生提高中文水平。

英語研習中心

英語研習中心讓學生在充滿文化氣息和啟發性的環境學習英語。中心舉辦特色工作坊和主題研習小組，製作各式各樣學習材料和簡便易用的網上資源，並提供專業諮詢，藉此協助學生提升英語水平，增強他們讀、寫、聽、講各方面的能力和技巧。中心也透過校園內外的活動，鼓勵學生認識其他文化。

大灣區融創中心

大灣區融創中心致力為企業家及領袖提供與國際交流的平台，所舉辦的一系列課程和專業訓練，旨在幫助有願景的企業家及領袖能夠更快掌控香港以及國際的企業文化。此外，中心亦會與其他機構合作，為年青人提供豐富的研究與教學機會，以促進大灣區的發展及社會的融合，及推動區內學術和商業協作。

伍黎宜創新及創業中心

伍黎宜創新及創業中心獲伍黎宜慈善基金慷慨捐助成立，致力透過一系列活動，協助恒大學生培養創新思維及創業精神；同時提升香港年輕人及社會大眾對創業、創新及創意的關注。中心致力推動創業、引發創新思維和提升創意；並會分享最佳創業守則和推動創意教育。

青年可持續發展領袖研習所

青年可持續發展領袖研習所致力讓青年學子盡展所長，推動聯合國制定的可持續發展目標。我們鼓勵教師把可持續發展的目標和理念融入教學活動，並跟非政府組織等民間團體合作，致力讓青年人掌握可持續發展的知識和技能，嘗試解決社會面臨的種種挑戰。

行為實驗室

恒大的行為實驗室配備各種專屬行為學的研究設施，以便於蒐集數據進行消費心理學、行為經濟學和組織行為學等研究。實驗室劃分了4大區域，分別是小組實驗室、個人實驗室、接待處和控制室。控制室備有單向鏡和嶄新的影音科技，有助研究者觀察和記錄研究對象的行為。實驗室用途廣泛，能支援恒大各項研究，推動學術發展。

金融交易實驗室

金融交易實驗室的設施仿照真實的專業交易室，把金融市場運作帶進課堂。學生可取得全球金融機構專業交易員所應用的市場數據、分析報告、訊息和實時資源，從而把業務理論和實際情況結合起來，加深了解。

決策科學科技實驗室

決策科學科技實驗室提供一個模擬應用、教學及研究環境，促進小組討論和學習。實驗室配備高性能個人電腦、高清投影機以及最新和最流行的供應鏈管理相關軟件。學生的座位設計為四座位圓桌模式，方便同學課堂上討論和小組學習。教師可以採用不同模式改變教室的教學環境，滿足不同需要。

Experimental Development Opportunities

體驗式發展機會

Service-Learning 服務學習



HSUHK strives to build relationships with various community service partners and develop the pedagogy of service-learning which allows students to gain a holistic educational experience and develop into a responsible citizen. Service-learning, which integrates academic learning with community services, can not only enrich the curriculum and teaching methods, but also provide students with opportunities to apply their classroom knowledge in a realistic environment and serve the community practically. Through service provision, students can demonstrate a strong commitment to the community and develop a sense of citizenship. Their understanding of the module content would also be enhanced.

恒大致力與不同的社福機構建立聯繫，為同學提供「服務學習」機會，讓他們獲得更全面的學習體驗，藉此培養他們成為一個負責任的公民。「服務學習」旨在將學習與社會服務結合，既令課程內容及教學模式更充實，亦讓學生們有機會將課堂上學到的知識應用於真實環境中，實在地幫助社群。透過提供服務，學生對課程內容的了解有所提升，同時回饋社會，建立公民意識。



Student Exchange Programmes 學生交換計劃

HSUHK offers student exchange programmes with different international tertiary institutions. Students can take these valuable opportunities to broaden their horizons and gain international exposure. HSUHK has established over 70 partnerships with various educational institutions in Asia, Australia, Europe, the Middle East and North America, such as Fudan University (School of Journalism), Mainland China; Aichi Shukutoku University, Japan; Hanyang University, Republic of Korea; National Taiwan University, Taiwan; Australian Catholic University, Australia; HAAGA HELIA University of Applied Sciences, Finland; University of Rouen, France; SRH University Heidelberg, Germany; Amsterdam University of Applied Sciences, the Netherlands; University of Adger, Norway; Stockholm University, Sweden; ZHAW School of Management and Law, Switzerland; College of Law & Business, Israel; Concordia University, Canada; and Gordon College and Whittier College, USA.

恒大與多間國際高等院校合作，為同學提供不少交換生機會。同學能藉此獲得寶貴經驗，擴闊視野。現時，學院與亞洲、澳洲、歐洲、中東及北美洲超過70間大學及專上學府建立合作伙伴關係，包括上海復旦大學新聞學院、日本愛知淑德大學、韓國漢陽大學、國立臺灣大學、澳洲天主教大學、芬蘭哈格赫利爾應用科學大學、法國魯昂大學、德國海德堡SRH大學、荷蘭阿姆斯特丹應用科學大學、挪威阿格德爾大學、瑞典斯德哥爾摩大學、瑞士蘇黎世應用科學大學管理與法律學院、以色列法律及商業學院、加拿大協和大學、美國高登大學及美國惠蒂爾大學等。





Internship Opportunities 實習機會

Internships provide practical work experience for students and are conducive to sharpening students' workplace skills, increasing their employability. The Career Planning & Development Team of Student Affairs Office (SAO) works closely with employers in an array of sectors to create internship opportunities for HSUHK students. In 2018/19, HSUHK students participated in diverse internship programmes with over 1,100 internships offered by more than 400 companies or internship schemes. The internships took place not only locally but also overseas, covering countries in Australia, Europe, East and Southeast Asia, as well as North and South America. It was remarkable to have students joining internships in Cyprus, Egypt and Ukraine for the first time. All the participating students adapted to the new environment readily during their internship period. Their positive attitude and outstanding work performance were highly commended by their employers.

實習計劃讓學生親身體驗工作情況，有利於磨練學生的工作技能，增強他們的就業競爭力。恒大的學生事務處（事業策劃與發展）與不同業界保持密切連繫，為學生開拓實習機會。在2018/19學年，恒大大學生參與超過400家公司或實習項目所提供的1,100多個實習職位。除了本地實習，同學亦有機會到海外國家擔任暑期實習生，例如澳洲、歐洲、東亞及東南亞地區，以及北美和南美等，其中塞浦路斯、埃及和烏克蘭更是今個學年新增設實習職位的地區。即使在異地實習及生活，恒大大學生也易於適應環境。他們的良好態度和出色工作表現，備受僱主讚揚。



HSUHK Jockey Club Residential Colleges 恒大賽馬會住宿書院

The HSUHK Jockey Club Residential Colleges (RCs) were completed in September 2015 with the generous support from the Hong Kong Jockey Club Charities Trust. We are the first private university in Hong Kong to adopt a full residential college system. Combining living and learning, the residential college system echoes the University's "Liberal + Professional" education model.

In our unique education model, residential life experience complements the formal curriculum. The RC experience allows students to expand their intellectual breadth and empowers them to be multifaceted persons. Through active participation in residential life education programmes, students have ample opportunities to learn from members of the RC, build up their social networks, appreciate cultural diversity, enhance self-discipline skills, and cultivate leadership and develop problem-solving skills for dealing with real-life problems.

Each RC has a distinctive theme:

Mosaic College – "Cultural Diversity"

Wellness College – "Healthy Living"

Amity College – "Community Engagement"

Evergreen College – "Sustainability"

Each RC is managed by an RC Management Team that consists of an RC Master, an Associate Master, and three Resident Tutors. The Teams plan the overall residential life education of their RCs and provide pastoral care to our residents.

To further implement the RC System strategically, the four residential colleges have worked hand-in-hand with the Student Affairs Office (SAO) to launch a series of new initiatives and education programmes in 2018/19:

- **Affiliated Fellowship Scheme** enables our faculty members to support the RC development in various ways. The Scheme has recruited more than 60 faculty members to serve as a Fellow in an individual RC;
- **Non-residential Membership Scheme** engages students who live off-campus and enhances their interaction with other members of the RCs;



香港恒生大學賽馬會住宿書院（住宿書院）由香港賽馬會慈善信託基金慷慨捐助興建，於2015年9月落成啟用。恒大是香港第一間實行住宿書院制度的私立大學，旨在配合恒大的「博雅 + 專業」教育模式，營造一個共住共學的社區。

書院生活增潤了學術課程，令學習更有深度，從而幫助學生作多元發展。透過參與一連串的教育活動，學生能從住宿書院其他成員身上學習，並能建立社交網絡、欣賞多元文化、掌握自律能力、發展領導才能及解決現實生活各種問題的能力。

四個住宿書院主題鮮明，各具特色：

博文書院 – 「多元文化」

康活書院 – 「健康生活」

樂群書院 – 「參與社群」

綠延書院 – 「可持續發展」

每所住宿書院均由一位書院院長、一位副院長及三位導師所組成的團隊管理，他們除了推行全體的舍堂教育，亦關顧每位宿生的各項發展。

為更有策略地推行住宿書院制度，四所住宿學院與學生事務處通力合作，於2018/19學年推行一系列新計劃：

- 超過60位恒大老師透過**住宿書院夥伴計劃**參與各個書院活動及支持書院發展；
- **非住宿會員計劃**鼓勵非住宿學生參與書院多采多姿的活動，並促進非宿生與各書院成員之間的交流；

- **Residential Colleges Student Leaders Scholarships** develop student residents' leadership and cultivate their sense of commitment to supporting the development of the RCs;
- **Credit-bearing course featuring RCs** was implemented by Evergreen College in 2018/19. We are committed to expanding the Common Core Modules to all individual residential colleges in 2019/20;
- **Young Leaders in Residence** introduces to the residents a young leader who excels in a certain field. The leader resides on campus and facilitates a range of events; and
- **Study Tour** includes visits to other residential colleges or residence halls. It enriches students' understanding of the value of residential education and the higher education system in other regions or countries.
- **住宿書院學生領袖獎學金**旨在培育支持書院發展的宿生領袖；
- 綠延書院在2018/19學年以先導形式舉辦了以**住宿書院為基礎的學分課程**，而我們亦計劃於下學年推行學分課程至所有書院；
- **年青領袖在恒大**藉著一連串的活動促進學生與世界各地的年青領袖的交流；及
- **文化交流團**藉著參觀不同的住宿書院，提昇同學們對舍堂教育及各地高校發展的理念及認識。

其他活動包括聯宿高桌晚宴、聯宿盆菜宴、校委會主席碗，一如往年致力提升課外學習體驗。

為了令住宿書院制度及四所住宿學院有更鮮明的形象，學生事務處更新了住宿書院主網頁 (rc.hsu.edu.hk)，並為每所書院各自開設網站。

住宿書院榮獲香港綠色建築議會頒發「綠建環評鉑金級」認證。竹的生長週期較樹木快，相對減少碳排放，因此被住宿書院廣泛使用。我們致力宣揚環境保育，並鼓勵學生實踐綠色及可持續發展的生活方式。

恒大深信住宿書院的生活體驗是聯課學習的重要部分，用以培養創造性，協作性和包容性的教學和生活文化，讓學生共住共學，為未來投身社會作好準備。

The existing events and programmes, such as The Joint-RC High Table Dinner, The Joint-RC Poon Choi Dinner, The Council Chairman Bowl, continue to extend students' learning experience outside classrooms.

SAO initiated two projects to enhance the identity of the RC System, as well as that of each RC. Four new individual websites for the RCs, each having their own subdomain, were launched in early June 2019. These websites illustrate the individuality of each RC. The main website of the RCs (rc.hsu.edu.hk) was revamped to serve as a one-stop solution for students, staff, visitors and other stakeholders to access.

RCs have received the BEAM Plus New Buildings (V1.2) Award with the grading "Final Platinum". Bamboos, with a faster growth cycle than trees and relatively smaller carbon footprint, are widely used in the RCs. We strive to promote environmental conservation and encourage students to develop a green and sustainable living style.

HSUHK upholds the belief that residential life experience constitutes an important part of co-curricular learning to foster a creative, collaborative and inclusive teaching and living culture, which would help students prepare themselves for the future.



Student Achievements and Awards 學生成就及獎項

Through different competitions, HSUHK students take the opportunities to broaden their horizons and sharpen their competencies. Excellent results have been achieved in recent years with various awards received. Some of the achievements are highlighted below:

TIHK Tax Debate Competition 2019 全港大專學生稅務辯論比賽 2019



Champion, Best Team Spirit Award and Best Debater Award
冠軍、最佳團隊精神獎及最佳辯論員。

Hong Kong Logistics Case Competition 2019 2019 香港物流案例大賽



Champion and First Runner-up
冠軍及亞軍

Symposium on Service-Learning 2019 – Service-Learning Expo 服務學習計劃研討會 2019–服務學習計劃博覽



Gold Award - Tertiary Education Institutes Group
大專組金獎

HKICPA Qualification Programme Scholarships 2019 香港會計師公會專業資格課程獎學金 2019

Winner
得獎人

恒大學生積極參加不同賽事，藉此擴寬視野，提升能力。同學們近年亦屢獲殊榮，表現驕人，部分優異成績簡錄如下：

HKICS Corporate Governance Paper Competition 2018 香港特許秘書公會企業管治論文比賽 2018



Champion
冠軍

JobsDB Amazing Journey Competition



Grand Championship and Best Marketing Team
全場總冠軍及最強營銷組別

HSUHK X SCMP Entrepreneurship Challenge 2019 HSUHK X SCMP 企業挑戰賽 2019



Champion, First Runner-up and Second Runner-up
冠軍、亞軍及季軍

CILTHK Kerry Logistics Scholarship 2018/19 香港運輸物流協會嘉里物流獎學金 2018/19

Winner – Bachelor Degree Category
學士學位組別得獎人

Jockey Club UNESCO HK Association Global Citizenship Education Project Script Writing Competition 賽馬會香港聯合國教科文組織協會 「世界公民教育」計劃劇本創作比賽



First Runner-up - Tertiary Section
大專組亞軍

WeCare Fund 2017 for Student-Initiated Youth Suicide Prevention Projects 《與你同行》資助計劃 2017- 由學生主導的 防止青年自殺計劃



Best Practice Award
最佳執行計劃

CILTHK Student Day 2019 Competition 香港運輸物流學會學界專題研習比賽 2019



First Runner-up
亞軍

2018 China Daily Campus Newspaper Awards 2018 中國日報校園學報新聞獎



Chinese 中文組

Best in News Video Reporting - First Runner-up
最佳新聞視頻亞軍

Best in Tech News Reporting - Second Runner-up
最佳科技新聞報導季軍

English 英文組

Best in News Video Reporting - First Runner-up
最佳新聞視頻亞軍

Best in Features Video Reporting - First Runner-up
最佳專題視頻亞軍

Best in News Writing - First Runner-up
最佳新聞寫作亞軍

Best in Feature Writing - Second Runner-up
最佳新聞特寫季軍

DataDevelop 2019 Student Case Competition 2019 DataDevelop 2019 學生案例分析比賽



Second Runner-up
季軍

Cross-Straits, Hong Kong and Macau Accounting Business Case Competition 2019 2019 年海峽兩岸與港澳地區大學生會計與商 業管理案例競賽

Second Prize
二等獎

Every year, signature activities are organised to demonstrate the academic and research strengths of HSUHK, to enhance professional development, to serve the community, and to build closer ties with industries, professions and the public, thus extending its networks for furthering its advancement.

每年，恒大舉行多項亮點活動，從中展示學院的學術及研究優勢、提升專業發展、服務社會，並藉此與不同行業、專業及公眾加強聯繫，拓展網絡，協助大學進一步發展。

Annual HSUHK Business Journalism Awards 年度「恒大商業新聞獎」



The HSUHK Business Journalism Awards programme, launched in 2017, is the first of its kind initiated by a tertiary institution in Hong Kong to recognise professional journalists who have produced outstanding reporting in business, economic and financial issues. Award-winning entries are selected based on news impact and value, originality and reportorial quality.

「恒大商業新聞獎」是首項由本地大專院校舉辦，藉此表揚在商業、經濟及金融課題製作出色報道的優秀新聞從業員。評選從報道的影響力、新聞性、原創性、質素等多方面予以評分。

Annual Junzi Corporation Project cum HSUHK Hong Kong Business Ethics Index 年度「君子企業計劃」及「恒大商業道德指數」



The Junzi Corporation Project, first launched in 2011, is an annual event to gauge the genuine perception of the general public towards business ethics of corporations in Hong Kong, based on the Confucian concept of Junzi (gentlemen) and five virtues, namely benevolence, righteousness, courtesy, wisdom and trust. Organisations which fulfil the selection criteria are awarded as "Junzi Corporations". The HSUHK Business Ethics Index are announced annually to gauge the overall level of business ethics in Hong Kong.

一年一度的「君子企業計劃」於2011年首次進行。調查根據中國儒家的君子概念，並融合「仁、義、禮、智、信」五德，收集市民對香港企業營商手法的意見。大會按照不同評分準則，給予獲選機構君子企業的名銜。每年亦會公佈「恒大商業道德指數」以衡量香港的整體商業道德水平。

HSUHK Global Humanities Initiatives 恒大全球人文學啟動



The Global Humanities Initiative is an interdisciplinary locus promoting scholarship and research which examine human culture in its various manifestations, including literature, language, philosophy, history, religion, anthropology, sociology, the media, visual and performing arts and other related fields. It is dedicated to advancing knowledge by providing opportunities and facilitating partnerships centred on humanities issues for the campus community and society at large.

全球人文學啟動是一個促進學術和研究的跨學科場所，以各種表現形式審視人類文化，包括文學、語言、哲學、歷史、宗教、人類學、社會學、媒體、視覺和表演藝術以及其他相關領域。它致力於通過提供機會促進以人文問題為中心的伙伴關係來推進知識，確保可及校園和整個人類社會。

Distinguished Lecture Series by Nobel Laureates 諾貝爾獎得主講座系列

The Hang Seng University of Hong Kong regularly organises academic conferences, seminars and Distinguished Lecture Series, inviting outstanding scholars and business and political leaders from around the world. They share and exchange academic and cultural insights with academic staff and students. HSUHK is honoured to have had three Nobel Prize laureates among these distinguished speakers. They were Professor Yuan-Tseh Lee, Winner of Nobel Prize in Chemistry 1986, Dr Gao Xingjian, Winner of Nobel Prize in Literature 2000 and Professor Ei-ichi Negishi, Winner of Nobel Prize in Chemistry 2010.

恒大定期舉行學術會議、研討會和傑出學人講座，邀請各地學者、政商領袖蒞臨與師生進行文化及學術交流。眾多傑出講者當中，恒大非常榮幸三位諾貝爾得獎者曾應邀先後到訪校園並作出分享，他們是1986年諾貝爾化學獎得主李遠哲教授，2000年諾貝爾文學獎得主高行健博士及2010年諾貝爾化學獎得主根岸英一教授。



(Top) Professor Yuan-Tseh Lee, (lower left) Professor Ei-ichi Negishi and (lower right) Dr Gao Xingjian.

(上) 李遠哲教授、(左下) 根岸英一教授及(右下) 高行健博士。

President Forum 校長論壇



Gathering liberal education and institution leaders from around the world, the President Forum provides an excellent opportunity for academia, teachers, policymakers, employers, students, parents and the general public to learn more about the essence of modern liberal arts education as well as the role and future development of universities in the region. In the 2018 Forum themed "The Future of Liberal Arts Education in a Globalised Context", Professor Jeffrey S Lehman, former President of Cornell University and the inaugural Vice Chancellor of NYU Shanghai, was invited to have dialogue with President Simon S M Ho of HSUHK on the development of university education.

校長論壇匯聚各地博雅教育及學院領袖，為學界、政策制訂者、僱主、學生、家長及社會大眾提供一個認識現代博雅教育精髓的良好機會，並了解大學在地區的角色及未來發展。2018年的論壇主題為「全球化環境下博雅教育的未來」，演講嘉賓雷蒙教授為康乃爾大學前任校長及上海紐約大學常務副校長暨美方校長。於論壇上，雷蒙教授與恒大何順文校長就大學教育的發展進行探討。

Management as a Liberal Art Initiative 「博雅管理」倡議



HSUHK aims at developing students to become well-rounded young professionals who are self-reflective, soulful, caring, and satisfied. To nurture our students to become responsible and compassionate future leaders, HSUHK has implemented the Management as a Liberal Art Initiative (MLAI) and organised a series of seminars, conferences and research workshops for exchange of ideas among experts in the field and the industry. The MLAI has been led by the Department of Management, with the support by the Executive Development Centre (EDC).

恒大致力培養具自省、靈性、關愛和具滿足感的全方位年輕專業人才。而為了培育學生成為負責任及以人為本的未來領袖，恒大推行「博雅管理」倡議，並舉辦了一系列研討會、會議和工作坊，讓相關專業領域的專家作意見交流。「博雅管理」倡議由恒大管理學系牽頭，並由企管發展中心(EDC)支援。

HSUHK is the only higher education institution to use bamboo material extensively in all its new buildings. S H Ho Academic Building, Lee Shau Kee Complex, Lee Quo Wei Academic Building and HSUHK Jockey Club Residential Colleges achieved the Platinum rating, the highest standard awarded by the BEAM Plus Assessment Scheme of the Hong Kong Green Building Council (HKGBC). HSUHK is the first among the higher education institutions in Hong Kong to receive such recognition for its commitment

to adopting environmental measures in academic buildings, residential halls and other facilities.

恒大是唯一在新大樓廣泛採用竹材料的香港高等教育機構，何善衡教學大樓、李兆基綜合大樓、利國偉教學大樓及香港恒生大學賽馬會住宿書院均獲得香港綠色建築議會「綠建環評」「新建建築最終評估鉑金級」的最高級別認證。恒大是本港首間高等院校獲取是項殊榮；學院在教學大樓、住宿書院和其他設施上推行環保措施的理念獲得肯定。

- A** S H Ho Academic Building
何善衡教學大樓
- B** Lee Shau Kee Complex
李兆基綜合大樓
- C** Wei Lun Plaza
偉倫廣場
- D** Lee Quo Wei Academic Building
利國偉教學大樓
- E** Campus Entrance at Hang Shin Link
行善里校園入口
- F** HSUHK Jockey Club Residential Colleges
香港恒生大學賽馬會住宿書院
- M** Academic and Administration Building (Block M)
教學行政大樓 (M座)
- N** Academic and Administration Building (Block N)
教學行政大樓 (N座)



A S H Ho Academic Building 何善衡教學大樓

- Café 咖啡閣
- Decision Sciences Technology Laboratory
決策科學科技實驗室
- Financial Trading Laboratory 金融交易實驗室
- Fung Yiu King Hall (a conference hall with simultaneous interpretation facilities)
馮堯敬堂 (會議廳配備即時傳譯設施)
- Institute for Chinese Language and Culture
中國語言及文化研習所
- Language Centres 語言學習中心
- Library 圖書館
- Student Co-op Shop 學生福利合作社
- Virtual Reality and Big Data Analytics Laboratory
虛擬實境及大數據分析研究實驗室
- Translation and Interpretation Laboratory
翻譯與傳譯實驗室



B Lee Shau Kee Complex 李兆基綜合大樓

- Six-lane Indoor Swimming Pool 六條線道全天候室內恆溫泳池
- Dance Studio 舞蹈室
- Fitness Centre 健身室
- Roof Garden and Organic Farmland 屋頂花園和有機蔬菜種植場
- Multi-purpose Indoor Sports Hall 多功能室內體育館
- Catering Outlet 餐膳設施



C Wei Lun Plaza 偉倫廣場

- Lam Tai Fai Clock Tower 林大輝鐘樓
- Green Courtyard 綠色露天庭院
- Water Cascade 流水瀑布



D Lee Quo Wei Academic Building 利國偉教學大樓

- 400+ seats Auditorium with extendable facilities for international conferences, exhibitions and performances
一級演藝廳，可容納400多人，供國際會議、展覽及演藝活動之用
- Art Gallery and Exhibition 藝術廊
- Multi-media Training Centre 多媒體培訓中心
- Radio Broadcasting Training Centre 廣播培訓中心



M Academic and Administration Building (Block M) 教學行政大樓 (M座)

- College Hall 學院禮堂
- SCOM TV Studio 傳播學院電視錄影廠
- SCOM TV Lab 傳播學院實驗電視廊
- Computer Laboratories and Lecture Theatre 電腦室和演講廳



N Academic and Administration Building (Block N) 教學行政大樓 (N座)

- Multi-media Laboratory 多媒體教室
- Radio Broadcasting Studio 電台廣播錄音室
- Wu Jieh Yee Centre for Innovation and Entrepreneurship 伍潔宜創新及創業中心
- Computer Laboratories and Lecture Room 電腦室和演講室

Playing a unique and crucial role in the local and regional higher education landscape, The Hang Seng University of Hong Kong (HSUHK) has been dedicated to cultivating transferable core competencies in our students. The University needs the support and donation from the community to relieve students' financial burden and to realise its strategic development goals.

The Hang Seng University of Hong Kong – Foundation is established by the University to serve as a platform to engage our donors, connecting them to the advancement of its teaching, learning, and research priorities. Embracing the unique "Liberal + Professional" education model, HSUHK aspires to excel as a leading private liberal-arts-oriented university in the region.

The Foundation reports to the HSUHK Board of Governors and is managed by the Foundation Management Committee. With a view to strengthening connection with members of the corporate community, individuals, and alumni, the Committee is charged with the duties to ensure safe custody of and decide usage of the funds of the Foundation.

Donors are eligible to become members of the Foundation. Membership is categorised according to the cumulative sum of donations and will be upgraded as per the cumulative amount.

How donations are used

- **Campus Development** – to support our campus expansion programme and enhance students' campus life;
- **Student All-round Development** – to help students put their ideas into action via a wide range of student activities and internship opportunities, facilitating their personal growth and contributing to the wider community;
- **Scholarships / Bursaries** – to reward outstanding students' all-round performance, give financial support to needy students, and help attract talented young people to join HSUHK;
- **Academic Research** – to provide resources to conduct impactful research projects with social impact.

Stronger Support Base

Recent years have seen HSUHK progress in leaps and bounds on both teaching and research fronts. To maintain its growth momentum, HSUHK is looking to enlist the support and help of reliable and generous benefactors. In the light of HSUHK's self-financing nature, their generosity is sure to go a long way towards laying a solid foundation for its future development.

Donation can be made by cheque payable to "The Hang Seng University of Hong Kong – Foundation". With your kind help, HSUHK will be able to grow faster, do better, and make a real difference.

香港恒生大學(恒大)在本地及區內高等教育界扮演獨特而重要的角色，為學生建立可轉移的核心能力。恒大的發展有賴社會人士鼎力支持及熱心捐助，從而減輕學生的經濟負擔，並且推動本校的策略發展。

香港恒生大學–基金由恒大創立，旨在凝聚所有捐贈者的力量，藉以推動恒大教學與研究發展，貫徹本校獨有的「博雅+專業」教育模式，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。

基金由基金管理委員會管理，並直接向恒大校董會負責。該委員會負責監察基金資產及決定其用途，以加強恒大與企業界、各界人士及本校校友聯繫為目標。

會員類別按累計捐助款額而定，可因應款額增加而提升會員類別。

Membership of the Foundation 基金會員	Cumulative Donation (HK\$) 累計捐款金額(港幣)
Life Honorary Chairman 永遠榮譽主席	10,000,000
Honorary Chairman 榮譽主席	5,000,000
Honorary Vice-Chairman 榮譽副主席	1,000,000
Honorary Director 榮譽董事	200,000
Associate Director 聯席董事	100,000
Senior Member 資深會員	50,000
Member 會員	20,000

The Hang Seng University of Hong Kong is listed as one of the charitable institutions exempt from tax under Section 88 of the Inland Revenue Ordinance. We will issue receipts for donations of HK\$100 or above which are eligible to claim for tax deduction in Hong Kong.

香港恒生大學屬於《稅務條例》第 88 條獲豁免繳稅的慈善機構，並會就每項港幣一百元或以上的捐款發出收據。捐款收據可供捐贈者於香港境內申請稅務扣除。

所得捐款用途

- **校園建設** – 支持校園擴建計劃，同時使學生的校園生活更豐盛；
- **學生全人發展** – 資助學生活動或提供實習機會，讓他們把理想付諸實行而獲益之餘，更可造福社群；
- **獎/助學金** – 嘉許表現傑出或資助有經濟困難的學生，並吸引更多優秀人才入讀恒大；
- **學術研究** – 提供資源發展具影響力的學術研究項目，為社會作出貢獻。

誠邀支持 集腋成裘

恒大近年在教學與研究兩方面發展迅速，有目共睹。為確保今後持續發展的動力，恒大積極聯繫各界有心人支持本校的長遠發展，為恒大未來更上層樓打下穩固基礎。

捐款支票抬頭請書「香港恒生大學 – 基金」。您的支持將有助本校加速發展，精益求精。

Further Information on Giving 查詢捐助詳情

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

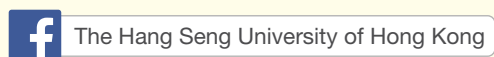
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