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Feature 專題報道

Community Engagement and Services at HSUHK 恒大聯繫社群，服務社區



HSUHK People 恒大人

Interview with Professor Ronald Chiu
趙應春教授專訪



HSUHK President's Forum
恒大校長論壇
2020. 6. 19

Campus News 校園消息

HSUHK President's Forum 'Society has changed - What about people?'
恒大校長論壇「社會變了一人呢？」



香港恒生大學
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香港恒生大學通訊

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Community Engagement and Services at HSUHK 恒大聯繫社群，服務社區



Allocating Resources to Enhance Community Relationships

投入資源提升社區關係

Nurturing students with human caring and social responsibility is an important part of the liberal-arts education. HSUHK, with its unique 'Liberal + Professional' education model, not only aims at training students to be professional talents, but also emphasises the cultivation of students' humanistic qualities, including care for the community and well-rounded personalities. The University thus encourages students and staff to proactively engage with and serve the community, which helps widen their horizons and fosters their aspiration and sense of responsibility for the betterment of society.

While the definition of 'community' can be broad and even 'virtual' nowadays, in the opinion of President Simon S M Ho, it should be relationship-oriented, with a group of people in a region establishing mutual care and trust, sharing a sense of identity and belonging, and feeling like members of a family. "In this sense, HSUHK campus is a community, in which each of us, whether student, teacher or staff, is a member. We are also members of the communities of Siu Lek Yuen and Shatin respectively where our campus is located."

President Ho further explains that, though the size of a community can be flexible, if it is close to us in terms of physical distance and relationships, we are able to have more opportunities to understand, serve and personally participate in the community affairs. "We always encourage students and staff to devote more to the community. As members, we should care, engage with and contribute more to our community to jointly enhance the interests of its members. It is our responsibility and honour."

As a university, HSUHK strives to use its expertise in teaching and learning, research, service and innovations to interact with the community and enhance its quality and well-being. To further advance community relationships, the University has set up the Institute for Youth Sustainability Leadership and the Service-Learning Section under the Centre for Teaching and Learning to integrate more resources with the aim of driving students' community engagement. President Ho says these units will help HSUHK build closer partnerships within the community. "In the future, we hope to develop more creative ideas and have a more influential impact to enhance the community."



培育學生的人文關懷和社會責任感，是博雅教育的重要一環。恒大秉持獨特的「博雅+專業」教學模式，不單訓練學生成為專業人才，亦著重培養他們的人文素養、社區關懷及豐富完整的人格。因此大學一直積極鼓勵師生投入社群、服務社區，藉此擴闊視野，並培養他們改進社會的志向和承擔。

現今社區的定義可以很廣泛，甚至是虛擬的，但何順文校長認為，社區應是「關係為本」的，在同一個地區的人，建立了一種互相關心和信任的關係，大家有共同的身份認同和歸屬感，在區內感覺像家人一樣。「所以，恒大校園是一個社區，我們當中的每位成員，包括教師、職員和學生，都是這個社區的一份子。而恒大位處小瀝源與沙田，因此我們也是小瀝源和沙田社區的一員。」何校長表示，社區覆蓋的範圍雖然可大可小，但若是和自己距離接近及關係密切，則我們可以了解、服務和親身參與事務的機會就更多。「我們很鼓勵師生多點投入社區。其實社區裡每一位成員，都應盡力去關心、參與及作出貢獻，合力提升社區成員的福祉。這是我們的責任和榮譽。」

作為一所大學，恒大致力運用自身的專長，透過教學、研究、服務、創新等方面與社區互動，提升社區的生活品質。而為了進一步提升學校與社區的關係，恒大分別成立了「青年可持續發展領袖研習所」及「教與學發展中心」轄下的「服務學習部」，以整合更多的資源，鼓勵學生和社區多作聯繫。何校長說，這些單位有助大學與社區建立更緊密的伙伴關係，「未來我們希望能夠提出更多創新的想法，在幫助社區提升方面發揮更大的影響力。」

◀ President Simon Ho
何順文校長

Building Community Partnership to Drive Sustainability 建立社區伙伴關係推動可持續發展

The Institute for Youth Sustainability Leadership (IYSL) has been established to provide a platform for the HSUHK students and staff, together with the community, to implement the 17 Sustainable Development Goals (SDGs) set by the United Nations. Dr Chi-kit Chan, Director of IYSL, expounds, "We carry out the SDGs through various approaches. Firstly, we integrate the SDGs into our teaching and learning activities through subsidised learning projects. We also provide subsidies to students and help them with the liaison work in support of their participation in international exchange programmes. Furthermore, IYSL focuses on the collaboration with different community units, with the goal of raising more private resources to drive the SDGs."

Dr Chan says that IYSL primarily promotes community engagement and sustainability activities through partnerships. One recent example is the Ma Lai Hau Hang ecotour and workshop, which included HSUHK students and staff and residents from the Kwong Yuen Estate together with an invited natural-ecological artist. Dr Chan believes that students' engagement in community activities helps facilitate their understanding of different social issues. "In the beginning, they may think that some of the issues, such as the ecological resources of the community, or the ethnic issues, are irrelevant to them. However, after taking part in the activities in person and through overseas exchange, they will learn that many of these issues are actually closely related to them and that there are other possibilities for sustainability."



▲ IYSL subsidises HSUHK students to take part in an international summit in Bangkok
IYSL 資助恒大學生赴曼谷參與國際峰會

青年可持續發展領袖研習所 (IYSL) 成立的目的是，為恒大師生及社區提供平台，落實執行聯合國 17 個可持續發展目標 (SDGs)。IYSL 主任陳智傑博士闡釋：「我們會從幾個方向落實這些目標。首先我們會透過受資助的學習計劃，將目標融合在教學活動中。我們亦會為學生提供資助和協助聯繫工作，支持他們參與國際交流活動。此外

IYSL 亦著重與社區不同的單位合作，希望募集更多的民間資源去推動可持續發展目標。」

陳博士說，IYSL 主要以合作夥伴模式，推展各項社區聯繫和可持續發展活動。例如最近的馬麗口坑生態導賞工作坊，便邀請了自然生態藝術家，與恒大師生及廣源邨居民一同參與，藉此建立地區伙伴關係，並招攬更多同學參與社區活動。陳博士相信，學生們投入社區活動，有助他們認識及了解社會的不同議題。

「有些議題他們初時可能覺得和自己無關，例如社區的生態資源，或者族裔問題等。但透過親身參與和海外交流，他們會明白到很多事情都有切身關係，亦會認識到可持續發展的更多可能性。」

Nature Journaling: Leaf and Vein Frottage Art 自然筆記：一葉一脈拓印工作坊

IYSL organised an educational eco-art workshop titled 'Nature Journaling: Leaf and Vein Frottage Art' on 17 June 2020 to promote sustainability in the community. The participants of the workshop included HSUHK students and staff and residents from the Kwong Yuen Estate, a public housing estate neighbouring HSUHK.

The first part of the activity was an ecotour of the biodiversity in Ma Lai Hau Hang, a river near HSUHK. Led by well-known natural-ecological artist and writer Ms Human Ip and HSUHK student docents, participants explored the ecology and flora in Ma Lai Hau Hang. It was then followed by the Frottage Art Workshop at the hall of the Residential Colleges, where they documented characteristics of the plants and made their unique nature notes through artwork. IYSL hopes the workshop deepens students' understanding of their community, drives them to better connect with the community and to think more about the initiatives in sustainability.

IYSL 於 2020 年 6 月 17 日舉辦了「自然筆記：一葉一脈拓印工作坊」，透過生態導賞及拓印藝術，連結恒大學生及教職員與附近的廣源邨居民，將可持續發展議題推廣至社區。

活動前半部份為馬麗口坑生態導賞。自然生態畫家及作家葉曉文女士聯同恒大學生導賞員，帶領街坊漫遊馬麗口坑這條位處恒大附近、富含生物多樣性的河流，講解其生態特點及植物特性；後半部份參與者齊聚住宿書院禮堂，一同學習拓印技巧，紀錄植物的特徵，製作獨一無二的自然筆記。IYSL 希望是次活動能加深學生對自己社區的了解、推動他們多與社區聯繫及為可持續發展思考方案。



▲ Eco-artist Ms Human Ip (3rd from left) and HSUHK docents introduce the eco-environment of Ma Lai Hau Hang
自然生態藝術家葉曉文女士 (左三) 與恒大學生導賞員介紹馬麗口坑的自然生態

Service-Learning: Using the Knowledge to Contribute to the Community

服務學習：活用知識貢獻社群

The Service-Learning Section of HSUHK was set up in 2018. Dr Felix Tang, Associate Director (Service-Learning) of the Centre for Teaching and Learning, says the objective of service-learning is to combine volunteer work within the curriculum, encouraging students to make practical use of the knowledge they learn in the classroom to help with some social problems. "When you look at the term 'service-learning', you can see there is a hyphen connecting the two words. It means that we pay equal attention to both elements. In a university, learning is no doubt an essential part, but we also hope that students can apply what they learn. Their learning would be much more meaningful if they can really apply their knowledge to serve the community and take care of its needs."

That's why the Service-Learning Section endeavours to integrate service-learning into the curriculum. There are so far 10 modules with service-learning elements at HSUHK, ranging from Human-Computer Interaction offered by the Department of Computing, Advanced English from the Department of English, Advanced Leadership from the Department of Management, Individual and Society from the Department of Social Science, Quality Management and Process Analysis from the Department of Supply Chain and Information Management, Computer and Business Translation 1 from the School of Translation, and others. At the same time, the Service-Learning Section proactively collaborates with community institutions. "We contact the teachers and institutions to set up appropriate matches. For instance, our previously launched credit-bearing service-learning modules had cooperation with a Caritas Elderly Centre, helping them with resource allocation and other problems. Under the guidance of teachers, students in the Marketing Research and Consumer Behaviour modules of the Department of Marketing were asked to design questionnaires, learn consumer behaviour to formulate marketing strategies, and have in-depth interviews with users to collect and consolidate their opinions and preference. This was a valuable learning opportunity for marketing students, as they could study and practice in a NGO context, thinking about how to enhance the service of the Elderly Centre. During the process, they not only needed to apply the corresponding marketing knowledge and skills, but also had the opportunity to gain exposure to social issues and reflect on them."

Dr Tang points out that, the key point of service-learning is to give students a real problem, and ask them to practically solve it under the guidance of teachers while applying the theories and knowledge they have learnt. It is a mutually beneficial practice – students gain satisfaction and sense of authenticity; at the same time, the community institutions are able to get professional advice from teachers and voluntary help from students. Thanks to the concerted efforts of a group of HSUHK's passionate colleagues driving the initiative, there was a lot of positive feedback towards the service-learning projects with nearly 400 students participating in them so far. The Service-Learning Section is now planning to launch more projects, one of which is a collaboration with The Lutheran Church Hong Kong Synod to revitalise Luen Wo Hui Market at Fanling. "The project, still under preparation, will invite various departments of HSUHK to join and collaborate in different areas and stages. In fact, our students have many creative ideas. Through service-learning, they will be able to transform their ideas and put them in practice."



▲ Students conduct interviews to collect users' opinions on the service of the elderly home
學生進行訪問，收集用家對長者中心的意見。

恒大於 2018 年成立了「服務學習部」，教與學發展中心副總監（服務學習）鄧子龍博士表示，服務學習（service-learning）旨在將義工服務結合課程內容，鼓勵同學善用在課堂上學到的知識與技能貢獻社群，協助解決一些社會問題。「在 service 與 learning 之間，有一個連接號，代表兩者我們都同樣重視。作為大學，學習當然是必要的，但同時我們希望學生能夠學以致用。他們學到的知識若能真正服務社區、照顧社會需要，這樣學習便更有意義。」

因此，「服務學習部」將服務學習融入課程中，現時恒大共有 10 個科目包含服務學習元素，例如電子計算系的「人機互動」、英文系的「高階英語」、管理學系的「進階領導」、社會科學系的「個人與社會」、供應鏈及資訊管理學系的「質量管理與流程分析」、翻譯學院的「電腦與商務翻譯（一）」等。另一方面，「服務學習部」亦積極與社區機構合作。「我們會聯絡老師及機構，並進行配對。例如我們早前推出的帶學分服務學習課程，便嘗試與明愛長者中心合作，協助中心分配資源、解決問題。當時市場學系的「市場研究」及「消費者行為學」兩個科目的學生在老師的帶領下，負責設計問卷，認識消費者的行為從而制定營銷策略，並與用家作深度訪談，藉此收集與歸納他們的意見和取向。對市場學的學生來說，這是一個很好的學習機會，他們能夠在一個非牟利機構的環境下研習，思考如何提升長者中心的服務。過程中他們除了需要應用相關的市場學知識和技巧，亦能親身接觸及認識社會問題，並進行反思。」

鄧博士指出，服務學習計劃最重要的一點，是給予學生一個真實存在的問題，然後讓他們在老師的指導下，運用學習到的理論及知識，切實地解決問題。這樣既能為學生帶來真實感和滿足感，社區機構又能得到老師的專業意見和學生的義務協助，多方均有得著。而全賴恒大一班有心的同事合力推動，服務學習計劃得到許多正面迴響，自計劃推出以來，已有近 400 名學生參與。「服務學習部」現正計劃推出更多項目，包括與香港路德會合作的粉嶺聯和墟街市活化計劃。「計劃現正在籌備階段，將邀請恒大多個學系參與不同範疇及階段的合作。其實我們的同學有很多創新的意念，透過服務學習，他們就可以將自己的意念轉化並應用於現實中。」

HSUHK Volunteer Works 恒大義工活動

Beyond the regular community engagement projects, HSUHK organises a number of volunteer services to provide assistance for those with urgent or temporary needs, and express our care for the community.

除了恒常的聯繫社區計劃，恒大亦舉辦不少義工活動，幫助有需要的人士解決急切或暫時的生活需要，並表達對社群的關懷。



HSUHK Care Packs 恒大抗疫愛心包

As face masks and pandemic preventive supplies have become daily necessities due to the outbreak of COVID-19, the Student Affairs Office, the HSUHK Students' Union and the HSUSU Art Society co-organised the 'Cloth Mask & Mask Cover DIY Workshop + Sharing Scheme' from April to June 2020, in which over 250 HSUHK students participated in the production of the cloth masks and mask covers. The hand-made cloth masks and mask covers, together with preventive supplies such as surgical masks and hand sanitisers, were then packaged into HSUHK Care Packs with the drinks donated by the HSUHK Students' Union. Over 300 Care Packs were produced and presented to the HSUHK housekeeping staff and security guards, as well as community members in need through various charitable organisations.

疫情持續，口罩及防疫產品變成了香港人生活必需品。有見及此，2020年4月至6月期間，學生事務處與恒大大學生會及藝術學會合辦「布口罩套DIY工作坊+共享計劃」，與超過250名恒大大學生親自參與製作布口罩及布口罩套，並將製成品連同外科口罩及潔手液等防疫用品，及學生會捐出的飲品，製成超過300個「抗疫愛心包」，贈予恒大工友及保安人員，及透過多個慈善機構捐贈予有需要人士。



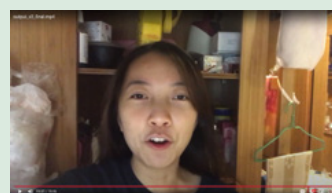
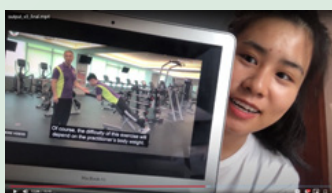
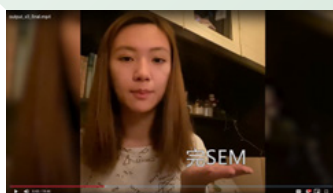
▲ Students are conducting the quality control practices for the hand-made face masks
義工同學正檢查自製口罩的品質

◀ Students are packing the HSUHK Care Packs
同學在安排「抗疫愛心包」

Sentimental Grandparent Scheme 情誼祖父母計劃

The Sentimental Grandparent Scheme, organised by The Hong Kong Society for the Aged (SAGE) and sponsored by The S H Ho Foundation, was implemented in an unconventional way as a result of the pandemic this year. Student residents of HSUHK Residential Colleges (RCs) produced video clips of 3 to 5 minutes each sharing their daily lives in RCs, extending their care to the elderly at the SAGE Madam Ho Sin Hang Home for the Elderly. Having received overwhelming responses from students, the first video clip produced by the S H Ho Wellness College in May 2020 was passed to SAGE social workers and screened at the Elderly Home. The second video, produced by the Patrick S C Poon Amity College, was also sent to SAGE in June 2020.

因疫情關係，由何善衡慈善基金會贊助，並由香港耆康老人福利會舉辦的「情誼祖父母計劃」，今年採用非一般的方式，繼續表達對老人的關懷。恒大住宿書院邀請宿生自拍了一些3至5分鐘的短片，向何善衡夫人敬老院的長者介紹自己在疫情下的日常舍堂生活，並為老友記們打打氣。在同學的踴躍參與下，第一條由善衡康活書院製作的20分鐘短片已於2020年5月轉交予耆康會社工，並於院舍的放映會上播放。第二條由潘樂昌樂群書院製作的短片，亦已於2020年6月轉交耆康會。



▲ HSUHK students show their care to the elderly through video sharing
恒大學生拍攝短片與老友記分享，並送上關懷。

Residential Colleges Move-out Freecycling Campaign 退宿回收計劃

Although the number of residents in RCs has decreased under the impact of COVID-19, this has led to the formation of closer ties within the RC community with new and creative initiatives being implemented by the RCs to connect everyone despite social distancing.

With the support of the Evergreen College's Student Residents' Association, the Move-out Freecycling Campaign was carried out during the mass move-out period from 27 to 31 May 2020 to encourage students to make good use of everything and treasure resources. The organising committee of the campaign collected and sorted the donated items from the RC residents, before inviting HSUHK students to pick any reusable items for free on the Pick-up Day on 8 June 2020. After the activity, the remaining items were collected by the Shatin Community Green Station for recycling.

疫情影響下，雖然宿生人數減少，但彼此之間的關係更見緊密，住宿書院亦在嚴守社交距離的同時，積極舉辦了許多新穎、創新的活動來保持大家的聯繫。

在綠延書院宿生會的大力支持下，住宿書院在2020年5月27至31日舉辦了「退宿回收計劃」，以鼓勵同學物盡其用、珍惜資源。活動籌辦單位收集了宿生所捐出林林總總的物品並加以分類，然後在2020年6月8日開放給恒大同學免費領取物資，隨後剩下的物資則交由「綠在沙田計劃」回收。



▲ The organising committee sorts the give-away items
活動籌辦單位整理物品並進行分類



▲ HSUHK students can take the second-hand resources for free
恒大同學可以免費領取二手物資

Other Volunteer Works 其他義工活動



▲ Stay Learning! Online Tutorial Class for Primary Students (March to August 2020)
停課不停學！小學生網上學習服務（2020年3至8月）



▲ Volunteer Service for the Skills for Tomorrow Expo and The HKFYG Leadership Institute Open Day (27 to 28 June 2020)
未來技能博覽暨青協領袖學院開放日義工服務（2020年6月27日至28日）



▲ Mountain Scavenger (May to June 2020)
行山清道夫（2020年5至6月）

Witness the Turn of Eras while Inheriting Journalistic Professionalism

見證大時代 傳承新聞專業

Interview with Professor Ronald Chiu

趙應春教授專訪

Professor (Practice), School of Communication
傳播學院教授（實務）

Professor Ronald Chiu, a name familiar to those attentive to current affairs, has dedicated himself to the journalism industry for over 40 years. Throughout his career, he witnessed many historic incidents in Hong Kong, China and the world. To cite a few, he reported on the rebuilding of war-torn Vietnam after its reunification; the regional conflicts in the Middle East; and covered the Handover of Hong Kong. He has always charged towards the front lines as news was being made and watched eras as they changed.

Though sometimes circumstances can be adverse while reporting, Professor Chiu is grateful that he has had a rich career with opportunities to report on incidents which had significant impacts for the world. Of these, the Handover of Hong Kong was one of his most memorable. “We had a comprehensive and in-depth coverage on the Handover. We had live broadcast for 48 hours non-stop, recording Hong Kong’s last 24 hours under the British rule, and its first 24 hours as a Special Administrative Region of China. The coverage included the official ceremony, public sentiment, and the garrison of PLA military forces. We witnessed the whole handover process, which was truly historic.” As a journalist and at the same time a member of the community, Professor Chiu’s thoughts are always with the public during the reporting, “my heart beats with the impulse of society.”

Beyond the changes of society, over the years Professor Chiu has also experienced the rapid transformation of the media landscape. The emergence of the internet has subverted the traditional operation mode of media, enabling the delivery of information through diverse platforms, leading to the ‘de-professionalism’ of the news media. This has produced a flood of information in which ‘true’ and ‘fake’ are hard to distinguish, and the boundary between news reports and commentaries gets blurred. “The professionalism of journalism is controversial, as there is no consensus on the requisite qualifications for journalists. There are not assessment or licensing systems like in other professions. The public recognition for the professionalism of the news industry and its practitioners is largely based on trust. If the trust is lost, the professional image of journalism would be greatly affected.”



趙應春教授——留意時事新聞的人必定熟悉這個名字。趙教授從事新聞行業40多年，採訪過香港、中國，以至世界各地許多歷史性的事件，當中包括南北越戰後重建的情況、中東地區的衝突等；香港主權移交時，趙教授亦曾作出詳盡的報道。他總是走在新聞最前線，親歷其境見證大時代變遷。

趙教授坦言，有時候採訪環境會頗惡劣，但他感恩有機會報道一些對全世界有重要影響的事件，豐富了他的新聞事業，例如當年報道香港回歸，便令他印象難忘。「當時整個香港回歸的報道，是很廣泛、很深入的，我們連續48小時直播，報道香港在英國殖民統治下的最後24小時，以及成為中國特別行政區的最初24小時，當中包括官方儀式、民間感受，以及解放軍駐防等，見證著整個演變過程，是一個很歷史性的時刻。」作為新聞從業員，同時也是社會的一份子，趙教授採訪時往往是和大眾同悲同喜，「我的心情是和社會脈搏一同跳動的。」

多年來，趙教授不只見證社會變遷，也親歷傳播生態的急劇改變。互聯網的出現顛覆了傳統新聞操作模式，資訊輸送的平台變得多樣化，令新聞媒體趨向「非專業化」，訊息泛濫且真假難辨，報道與評論之間的界線亦日見模糊。「新聞的專業本身很富爭議性，因為社會對新聞從業員所需要的基本資歷並沒有共識，也不像其他專業般有考核、牌照制度。公眾對新聞行業及從業員專業的認同，基本上建基於信任。一旦這份信任瓦解，對新聞的專業形象便會有很大的影響。」



▲ Professor Chiu (right) goes to the conflict zone in the Middle East region alone to prepare for the reporting
趙教授（右）隻身前往中東衝突地區為採訪作準備工作



◀ In 1982, Professor Chiu (right) leads the reporting crew to the Arab region occupied by Israel. The photo is taken at an Israeli observation post.
1982年，趙教授帶著採訪隊走訪以色列佔領的阿拉伯地區。圖為趙教授（右）於以色列一個哨站。

On the other hand, although the 'de-professionalism' has posed a challenge to traditional news reporting, Professor Chiu thinks that there is no need to be overly pessimistic as the public will eventually realise the value and significance of factual, objective and fair news coverage. However, to sustain the trust of the public in journalistic professionalism, it is still essential for the practitioners in the media industry to receive fundamental media education. In this regard, proper learning and guidance are very important, and this is the main reason why Professor Chiu commits to media education after withdrawing from frontline reporting. "In today's rapidly developed social environment, many institutions, or even the Government, need outstanding communicators who have formal media and communication education background and have acquired fundamental news and media experience, as this will help institutions a lot in engaging and bridging with the community. I think the Journalism and Communication Programme at HSUHK enjoys a key benefit in this aspect, as it incorporates business elements and thus caters to the demand of the commercial sector for communication talents."

Apart from imparting professional knowledge, Professor Chiu also wishes to share with youngsters his experience over the decades and inspires them to have a deeper thinking on the news industry, especially on the relation between journalism and the community, and how they mutually affect each other. As Professor Chiu says, while the news media is often referred as 'The Fourth Estate' alongside the administration, the legislation and the judiciary of a government, it possesses great power and correspondingly its shoulders heavy social responsibility. He advises students who aspires to join the news industry, "it is because of the values, including the objectiveness and the adherence to truth in news reporting, which the profession stands fast that journalism work can win the trust of the public. The practitioners in the news industry should treasure these values and bear the social responsibility so as to sustain this trust."

趙教授認為，雖然「非專業化」的情況對傳統新聞報道的價值造成很大的挑戰，但長遠下去，大眾終會發現真實、客觀、持平報道的價值和重要性，因此毋須過於悲觀。不過要維持公眾對新聞專業的信任，從業員受過基本傳媒教育、獲得適當的培訓和指導是非常重要的，這也是趙教授從新聞前線退下來後，決定轉投新聞教育工作的主因。「在現時急速發展的社會環境，很多機構以至政府，都很需要受過正統新聞和傳播教育、有新聞知識基礎的優秀傳播人才，這對機構與社會聯繫和溝通的工作，起著很大的作用。正好恒大的新聞傳播課程結合了商業元素，貼合商界對傳播人才的需求，我認為這是課程一個很大的優勢。」

在教授專業知識之餘，趙教授亦希望能將自己數十年的經驗和年青人分享，藉此啟發他們對新聞行業有更深層的思考，尤其是新聞工作與社會的關係，兩者是如何互相影響。趙教授說，新聞界常被稱為行政、立法、司法以外的「第四權」，權力很大，相對地社會責任也大，因此他忠告有志加入新聞行業的同學：「新聞工作能夠贏取公眾的信任，是基於這個專業一直信守的價值，包括報道客觀、忠於事實。新聞從業員須恪守這些價值，並肩負起對社會的責任，才能維持這份信任。」

Heading to the Dream with Clear Goals 認清目標 向理想進發

Interview with Ms Ella Cheng

鄭雅雯女士專訪

Bachelor of Business Administration (Honours) in Financial Analysis Programme
Senior Analyst, Nomura International (Hong Kong) Limited
金融分析工商管理（榮譽）學士課程
野村國際（香港）有限公司高級分析員

With clear goals and the courage to try new things, Ms Ella Cheng has been decisive in her study plan and career planning. "I aspired to develop my career in the financial field. Once I knew that the design of the BBA-FA Programme at HSUHK is specialised for the Chartered Financial Analyst Examination, I decided to give up my JUPAS offer and join HSUHK."

Ella entered a Japanese investment bank after graduation. She thinks the programme at HSUHK not only enriched her financial knowledge, but it also advanced her communication and leadership skills, enabling her to make continual progress. "Professors used to divide us into different groups randomly for projects and research, which provided me opportunities to learn to get along and cooperate with people of different characters. Also, through being a group leader, I understood the importance of the division of labour."

She actively participated in various competitions, internships and exchange activities as well, which broadened her horizons and enhanced her knowledge in different aspects. The most memorable one for her is the Public Speaking Competition held by the Department of English in her Year 1, in which she formed a team with her classmates and got the championship. "After the competition, we had free trips to Singapore and China for academic and cultural exchange and to promote the University. It greatly boosted my self-confidence."

Ella is thankful to have met a group of supportive teachers and friends at HSUHK. Even now, they continue to gather together regularly to share the interesting moments in their daily lives, exchange the latest industry information and expand their networks. She thinks the 4-year study at HSUHK also helped lay a solid foundation for her career. With her hard work, her achievements were recognised by the company and she was promoted to Senior Analyst last year.

Facing the global economic downturn, Ella encourages fellow HSUHK students with this: "Chance favours the prepared mind. We should act proactively and be brave to grasp every opportunity. Just try and don't worry about the outcome."



▲ Ella (3rd from left) and her classmates win the champion in the Public Speaking Competition held by the Department of English in her Year 1
鄭雅雯（左三）一年級時與同學贏得英文系公開演講比賽冠軍

鄭雅雯女士是一個目標清晰、敢於嘗試的人，無論在學業或事業規劃上，其果斷的個性均表露無遺。「我一向期望在金融界發展，在了解到恒大金融分析工商管理課程的編排，是為特許金融分析師考試而設後，便決定放棄大學聯招學位，轉為入讀恒大。」

畢業後，鄭雅雯順利投身日本投資銀行。她認為，恒大的課程不僅豐富了她的金融知識，更提升她的溝通技巧與領導才能，令她逐步成長。「教授經常隨機分組進行報告及研究，令我學會如何與不同個性的人相處及合作。透過擔任團隊領袖，更讓我認識到分工的重要。」她亦積極參與各項比賽、實習及交流活動，擴闊眼界及豐富各方面的知識，當中最令她印象深刻的，就是一年級時與同學自行組隊參加英文系的公開演講比賽，結果成功奪冠。「比賽過後我們還能免費到新加坡及中國進行學術及文化交流，協助學校進行宣傳，大大提高我的自信心。」

鄭雅雯說，非常感恩在恒大能夠遇上一班可以互相扶持的良師益友，直至目前他們仍定期相約見面，分享生活趣事之餘，也順道交流行業資訊，擴展人脈網絡。恒大四年的學習亦為她的事業發展打下了穩固的根基，加上她自身的努力，工作成績獲得公司認可，上年度獲擢升為高級分析員。



▲ Ella actively participates in different departmental activities
鄭雅雯積極參與不同的系內活動

面對目前環球市道不景氣，鄭雅雯鼓勵恒大師弟師妹：「機會只留給有準備的人，我們應該更主動和勇敢去捉緊每個機會。不要理會結果，先豁出去嘗試吧。」

Master the Data, Open up the Future

掌握數據 開拓未來

恒生銀行
HANG SENG BANK



Interview with Mr Alex Ng

伍均陽先生專訪

Bachelor of Science (Honours) in Data Science and Business Intelligence
Data Analyst
數據科學及商業智能學（榮譽）理學士課程
數據分析師

Mr Alex Ng was introduced the BSc-DSBI programme by a HSUHK professor after completing the Hong Kong Diploma of Secondary Education (DSE), from which he learnt the broad applications of data analysis to daily life, such as in product classification and displays in supermarkets, as well as in the design of receipts. The scientific principles of data analysis behind these things interested him. With a good result in mathematics, he decided to join the programme.

Looking back, Alex thinks that his biggest lesson from teachers during his university life was the rigorous learning spirit to get to the bottom of a matter, and the earnest and responsible attitude towards life and work. He says, "Professors and teachers at HSUHK are very friendly. They share learning tips and their daily lives with students after class. They also encourage us to participate in various kinds of competitions to gain more experience." Therefore, Alex took part in different competitions, including the Maritime and Logistics Hackathon 2017 and the Honourable Mention in Smart City Datathon 2018, in both of which he achieved good results.

During his studies at HSUHK, Alex had the opportunity to apply what he had learnt in a 11-month long internship at Hang Seng Bank, where he assisted with the stock trading and the credit card services in the online banking section, and supported the business expansion through data analysis. Currently working in another bank as Data Analyst responsible for analysing and designing products, Alex thinks his internship experiences come in handy in helping him design financial and investment products to clients' satisfactions.

Though graduated, Alex's memories of university life are still vivid. "HSUHK has state-of-the-art teaching and recreational facilities. We can appreciate the beautiful green mountain scenery while working out at the Lee Shau Kee Complex. It's so cosy!" The making of a bamboo bicycle under the guidance of a foreign instructor from Beijing is also an unforgettable event for him. In two weeks' after-class time, he successfully produced the bicycle made of bamboo which could even be taken out on the road. Since bamboo is one of the signature symbols of HSUHK, this bicycle became a charity auction item for the University.

Alex believes that data analysis is a subject offering great prospects, with ample opportunities and options for career developments and further studies. "The programme offered by HSUHK is very professional. Graduates can enjoy promising career pathways."



▲ Alex (1st from right) and his teammates win the 2nd runner up in the Maritime & Logistics Hackathon 2017 competition
伍均陽（右一）與隊友在「海事與物流編程馬拉松 2017」比賽中榮獲季軍

伍均陽先生完成中學文憑試後，聽到恒大教授介紹數據科學及商業智能學（榮譽）理學士課程，提及數據科學在日常生活中的廣泛運用，像超市的貨品分類和擺放，及單據設計所涉及數據分析的科學原理，引起了他的興趣，加上數學成績不俗，遂決定選擇這一課程。

回顧大學生活，伍均陽的最大得著是從老師身上學到「打破沙鍋問到底」的嚴謹治學精神，以及認真負責的生活和工作態度。他說：「恒

大的教授、老師很友善，課餘會與學生交流學習心得和生活點滴。老師也鼓勵我們參與各種競賽，吸取經驗。」故他積極參加不同比賽，包括「海事與物流編程馬拉松 2017」及「智慧城市數據運籌馬拉松 2018」，並取得優異成績。

在學期間，伍均陽更獲得恒生銀行提供 11 個月的實習機會，在網上銀行協助股票交易、信用卡服務及利用數據拓展業務，讓他實踐所學。他目前在另一間銀行擔任數據分析師，負責利用數據進行產品分析與設計，而實習經驗正好大派用場，有助他設計出讓客戶滿意的金融投資產品。

即使已經離開校園，但大學生活點滴仍歷歷在目。「恒大有一流的教學、康樂設施，在李兆基綜合大樓健身時，還可以欣賞窗外美麗、翠綠的山景，非常寫意！」伍均陽最難忘的是參加「單車莊」竹單車製作活動，在來自北京的外籍導師指導下，他利用兩個星期的課餘時間，用竹材製作一輛可以在馬路行駛的單車。由於竹是恒大的標誌之一，這輛竹單車更成為學校的慈善拍賣物品。

伍均陽深信，數據科學是具發展前景的學科，不論就業和升學的選擇均十分廣闊，機會非常多。「恒大課程十分專業，故畢業生絕不愁出路。」

The Naming of S H Ho Wellness College, HSUHK Jockey Club Residential Colleges

為香港恒生大學賽馬會住宿書院善衡康活書院命名

HSUHK is deeply honoured to have received a magnanimous donation of HK\$50 million from The S H Ho Foundation (The Foundation) in support of the University's strategic development. The late Dr Ho Sin Hang and The Foundation have been offering unflinching support to the School and its students in the pursuit of teaching and learning excellence. In heartfelt appreciation of the continuous support from The Foundation, one of the HSUHK Jockey Club Residential Colleges (RCs) has been named as S H Ho Wellness College.

Residential life is a crucial part of whole-personal education at HSUHK. Comprising four Colleges - Evergreen College, Mosaic College, Patrick S C Poon Amity College, and S H Ho Wellness College, the RCs offer around 1,200 student accommodations in three blocks of residential buildings. Each RC has a distinctive theme. For S H Ho Wellness College this is 'healthy living'. Various physical and spiritual care programmes, as well as art and cultural appreciation activities are organised on a regular basis at the College to raise students' awareness of the importance of good physical and psychological health and to enhance their wellness quotient.



恒大榮獲何善衡慈善基金會慷慨捐贈港幣五百萬元，支持本校策略發展。已故何善衡博士及其基金會一直不遺餘力支持學院發展，優化教與學及相關設施。為答謝基金會一直以來的支持，恒大特將其中一所住宿書院命名為「賽馬會住宿書院善衡康活書院」。

住宿書院為恒大推行全人教育的重要部分。恒生大學賽馬會住宿書院由三幢建築羣組成，當中包括四所書院——綠延書院、博文書院、潘樂昌樂群書院及善衡康活書院，共可容納約1,200名宿生。每所書院均設有其專屬主題，

而「健康生活」為善衡康活書院的主題。書院透過定期舉辦各種強健身心的活動和文化藝術活動，使學生更關注身心健康的重要性，提升他們的健康指數。

Campus News

校園消息

The E-forum on Smart Breakthrough: Multiple Pathways for Senior Secondary Graduates

敢創前路 · 高中多元升學專題講座

The E-forum titled 'Smart Breakthrough: Multiple Pathways for Senior Secondary Graduates' was held on 29 May 2020. President Simon S M Ho; Dr Esther Ho, Vice-Chairperson of Hong Kong Association of Careers Masters and Guidance Masters; and Mr Simon Tsang, Year 1 student of the BBA (Hons) in Financial Analysis programme, shared their views on the multiple pathways for further studies and the university selection strategies from the perspectives of a university president, a career planning expert and a past HKDSE candidate respectively.

In the E-forum, the speakers encouraged students to make good use of their time for different endeavours before the release of the DSE results, so that they will have better understanding of their strengths and interests to plan for their futures. They also pointed out that keen family support and in-depth communication between family members are of utmost importance for DSE candidates at this critical moment.



恒大於2020年5月29日舉辦網上「敢創前路·高中多元升學專題講座」，由何順文校長、香港輔導教師協會副主席何玉芬博士及恒大金融分析工商管理（榮譽）學士課程一年級學生曾啟航先生三位講者，分別從大學校長、升學規劃專家及去屆中學文憑試考生的角度，分享對多元升學出路的見解及如何選擇大學的策略。

在講座中，講者們鼓勵考生善用放榜前的時間作多方面嘗試，以瞭解自己真正的專長及興趣，積極計劃未來。他們亦指出，在這重要的時刻，家人的支持，以及互相真誠、深入的溝通，對考生來說尤為重要。

◀ (From 2nd left) Dr Esther Ho, President Simon Ho and Mr Simon Tsang share in the E-forum.

(左二起) 何玉芬博士、何順文校長及曾啟航先生在講座中作出分享。

HSUHK Programme Consultation Day 2020 恒大課程諮詢日 2020

The HSUHK Programme Consultation Day 2020 was successfully conducted on 13 June 2020 via online and on campus simultaneously for the first time amid the pandemic. To get information about our programmes, graduates' career prospects, the admission arrangements after the release of public examination results, as well as scholarships and subsidies, some students and parents chose to pay a visit to the HSUHK campus to have direct dialogues with our professors and attend programme and admission seminars. Other participants joined the seminars via the event webpage and made instant enquiries via live-chat. In addition, a virtual tour was specially arranged this year for those who could not visit the HSUHK campus in person to learn more about our campus environment and the state-of-the-art teaching facilities.

恒大課程諮詢日已於 2020 年 6 月 13 日順利舉行。因應疫情需要，課程諮詢日首次於網上及校園同步進行。部份學生及家長選擇親臨恒大校園，與教授們進行交流及參加課程與入學講座，瞭解課程內容、畢業生就業前景、放榜後取錄安排、獎學金與資助等資訊；亦有不少人透過活動網頁收看各個講座，並於網上進行即時諮詢。今年恒大特設虛擬校園導覽，讓未能親臨恒大的參加者瀏覽恒大的校園環境及先進教學設施。



▲ Participants have dialogues with the professor on-site
參加者與在場教授交流



◀ Participants attend a programme seminar
參加者出席課程講座

HSUHK President's Forum 'Society has changed – What about people?' 恒大校長論壇「社會變了一人呢？」

Organised by the President's Office, the 'HSUHK President's Forum: Society has changed – What about people?' was held on 19 June 2020 via a live webinar. President Simon S M Ho and the guest speaker Professor Kai-ming Cheng, Professor Emeritus, The University of Hong Kong exchanged insights on how paradigm shifts in society such as changes in production, consumption, organisation and the nature of jobs, were catalysed by the advancements in technology and the global pandemic, leading to impacts on human lives and driving changes in education. Educators need to ponder what society needs and what people want.

Professor Cheng and President Ho thought that in a fragmented society with characteristics of virtual communities and echo chambers, people's values and views were often strengthened by their use of technology. They observed that young people were simultaneously pursuing the values of both sides - personal financial stability, career advancement and life enjoyment, as well as their beliefs in social justice and equality. They considered what happened in Hong Kong over the past year as an extreme period filled with uncertainties and conflicts. However, with Hong Kong people upholding their core values, humanistic spirit and cultural identities, this adversity can hopefully be resolved, and young people can seek advancement in a more just society.

HSUHK President's Forum is a platform for intellectual exchange and experience sharing among members of the HSUHK community as well as the public. President Ho personally invites distinguished guest speakers and hosts the Forum at HSUHK to share their views and beliefs. Forums will be held on campus or online at regular intervals.



Please scan the QR code to watch the full webinar.
請掃描二維碼，觀看完整的線上研討會影片：



恒大校長室主辦的「恒大校長論壇：社會變了一人呢？」於 2020 年 6 月 19 日以線上研討會形式進行，何順文校長與嘉賓講者—香港大學教育學院榮休教授程介明教授，交流社會中各個形態如生產、消費、機構和職業性質的轉變，如何在科技發展和全球疫情的催化下影響人類的生活和推動教育變革。而教育工作者需思考社會所需與人們所求。

程教授和何校長相信，目前社會變得碎片化，虛擬社群和圍爐取暖已成常態，使用科技往往進一步牢固人們已有的價值觀和觀點。他們亦觀察到年輕人爭取社會正義和平等的信念，同時也追求個人財務穩定、事業發展和生活享受。兩人認為過去一年是香港一個非常時期，社會滿載懷疑與對立點；然而，期望港人秉持核心價值、人文精神與文化認同，困境可被化解，讓年輕人能在更公義的環境中求進。

「恒大校長論壇」由何順文校長親自邀請嘉賓講者並擔任主持，與各方友好分享真知灼見，為恒大成員及公眾人士提供交流知識和分享經驗的平台。論壇將定期在校內或在線舉行。

◀ Professor Kai-ming Cheng, Professor Emeritus of The University of Hong Kong (left), and President Simon Ho share their views on the changes in societies across the globe. 香港大學教育學院榮休教授程介明教授（左）與何順文校長分享他們對全球社會改變的見解



▲ Over 60 participants join the Retreat this year
逾 60 位同事參與本年度集思會

Retreat for Heads and Senior Staff of Administrative and Academic Support Offices 2020 管理及行政人員集思會 2020

To promote team building, staff development and elevation of on-going practices and procedures, the Retreat for Heads and Senior Staff of Administrative and Academic Support Offices 2020 was held on 23 June 2020 and welcomed over 60 participants. In face of the unprecedented situation arising from social incidents and the COVID-19 pandemic, the Retreat was themed 'Innovate through Adversity; Equip for Changes'. Actively engaging in the full-day activities, participants got acquainted with one another across offices, shared ways to deal with adversities, and contributed constructive ideas in the discussions of how to modify everyday work practices and make good uses of campus facilities, so as to enhance work effectiveness and staff morale.

為推動團隊凝聚力、促進員工發展及提升現行工作方式及程序，管理及行政人員集思會 2020 於 2020 年 6 月 23 日舉行，並得到六十多位同事的支持和參與。因應過去一年的社會事件及冠狀病毒疫情引致的前所未見之局面，本年度的集思會主題為「逆境求新·裝備迎變」。全日活動中，來自不同部門的同事互相認識及交流，並分享大家應對逆境的方法。團隊在探討如何改變日常工作方式和善用校園設施方面，提出不少富建設性的意見，務求提升工作效能及員工士氣。

'Industry Leaders' Chatroom' Series: Generalist vs Specialist – The Creation of Opportunities

「領袖開 Live」系列：「通才、專才大決鬥」之如何創造契機

The 'Industry Leaders' Chatroom' series provides an open live broadcast online platform for industry leaders, alumni and students to share their personal experience and management and leadership tips. Moderated by Dr Tom Fong, Vice-President (Organisational Development), the series was first launched on 30 June 2020, where panel speakers Dr Jacky Cheung and Mr Paul Tai, both HSUHK alumni and the recipients of the Young Industrialist Awards, gave an account of the ways of creating opportunities from the perspectives of a 'specialist' and a 'generalist'. Over 100 HSUHK alumni, students, staff and members of the Hong Kong Youth Industrialist Council (HKYIC) participated in the robust dialogue with the speakers. They exchanged ideas and raised questions enthusiastically throughout the discussion. The HKYIC President Dr Bobby Liu also attended the event in person to show his support.



▲ (From left) Dr Tom Fong, Dr Jacky Cheung, Dr Bobby Liu, Mr Paul Tai, and President Simon Ho.
(左起) 方永豪博士、張華強博士、廖錦興博士、戴麟先生及何順文校長

「領袖開 Live」系列提供公開的直播網上平台，邀請工商界領袖、校友及學生分享個人經歷和管理領導心得。兩位恒大大校友兼傑出青年工業家獎得主張華強博士與戴麟先生，於 2020 年 6 月 30 日擔任首次「領袖開 Live」的主講嘉賓，從「專才」及「通才」角度看如何能創造契機，副校長（機構發展）方永豪博士則擔任主持人。過百位恒大大校友、學生、教職員及香港青年工業家協會會員參與活動，並積極與講者進行交流及踴躍發問，各抒己見。香港青年工業家協會會長廖錦興博士更親臨校園出席活動以示支持。

The President Shares HSUHK's Latest Developments with the Media 校長與傳媒分享恒大最新發展

President Simon S M Ho held a video meeting with the media on 14 July 2020 to introduce the new programmes of HSUHK and update the latest developments and admissions of the University.

President Ho said that four new programmes will be launched in the academic year 2020/21, namely BA (Hons) in Art and Design, BBA (Hons) in Economics, BBA (Hons) in General Business, and Executive Master of Science in Insurance. More elements about innovative technology will also be integrated in different programmes. In addition, the HSUHK's Honours Academy will be set up in the coming academic year with the aim to nurture more influential and talented leaders for society by providing extra focused training and exchange opportunities for as many as 20 high-achieving year-2 students. What's more, the recently established Centre for Asian Languages and Cultures will provide preparatory courses for the international tests of Japanese and Korean proficiency (JLPT/TOPIK), while beginner courses for other Asian languages, such as Vietnamese and Thai, will also be held to enhance students' proficiency in these Asian languages.

President Ho estimated that there will be a drop in Year-1 undergraduate admissions following the decrease in the number of Form-6 students; however a substantial increase in senior year students' application had been noted, therefore he was positive about this year's in-take of new students.

何順文校長於 2020 年 7 月 14 日與傳媒進行網上視像會議，講解恒大的新課程、最新發展及招生情況。

何校長表示，恒大於 2020/21 學年將推出四個新課程，包括藝術設計（榮譽）文學士、經濟學工商管理（榮譽）學士、綜合工商管理（榮譽）學士及行政人員保險理學碩士課程，並會在不同課程中加入更多創新科技元素。而新學年設立的恒大榮譽學院，將取錄不多於 20 名升讀二年級的優秀學生，為他們提供額外重點培訓及交流機會，為社會培育更多具影響力的領袖人才。此外，最近成立的亞洲語言文化中心將開辦日語及韓語水平國際測試 (JLPT/TOPIK) 試前輔導班及其他亞洲語言入門班，例如越南文和泰文等，以提升學生的亞洲語言能力。

招生方面，何校長預計，隨著中六生減少，雖然大學一年級收生人數會下跌，但高年級入學的報名人數有大幅增長，故對今年收生情況仍感樂觀。

BBA-SCM Student Wins HKIE LTD Best Students Papers Awards 2019 供應鏈管理學生榮獲香港工程師學會最佳學生論文獎 2019

Ms Joyce Wong, Year 4 student of the BBA (Hons) in Supply Chain Management programme (BBA-SCM) 2018/19, won the HKIE LTD Best Students Papers Awards 2019 on 15 May 2020 after several rounds of selection, including documentary assessment and video presentation. Members of the judging panel were impressed by her outstanding performance across the many assessment areas, which enabled her to take the prize among numerous participants from other tertiary institutions.

The Hong Kong Institution of Engineers - Logistics and Transportation Division (HKIE LTD) organised the HKIE LTD Best Students Papers Awards 2019 to recognise outstanding students studying degree programmes in logistics, engineering, supply chain management or relevant fields in Hong Kong, with the aim to drive innovative ideas and research in the design and implementation of sustainable logistics and transportation systems in the territory. This was the first time that HSUHK's BBA-SCM student participated in this event.



▲ (From left) Dr Stephen Ng, Head of Department of SCM; Dr Daniel Mo, BBA-SCM Programme Director; Ms Joyce Wong; Ir Prof Patrick Lee, Chairman of the HKIE Logistics and Transportation Division; Dr Yiu-man Wong, Senior Lecturer of Department of SCM; and Dr Eugene Wong, BBA-SCM Associate Programme Director (Air Transport Stream).

(左起) 供應鏈及資訊管理學系系主任吳志雄博士、供應鏈管理工商管理(榮譽)學士課程主任巫耀榮博士、王可欣同學、香港工程師學會物流與運輸分部主席李寶祥教授工程師、供應鏈及資訊管理學系高級講師王耀文博士及供應鏈管理工商管理(榮譽)學士課程副主任(航空運輸專修組別)黃彥璋博士。

2018/19 年度供應鏈管理工商管理(榮譽)學士課程四年級學生王可欣, 憑著在論文及影片簡報中的出色表現, 於 2020 年 5 月 15 日獲頒「香港工程師學會最佳學生論文獎 2019」。王可欣在各個範疇的表現優異, 使各評審員留下深刻印象; 經過多輪評選後, 她從眾多專院校的參選者中脫穎而出, 成功獲獎。

香港工程師學會物流與運輸分部舉辦了最佳學生論文獎, 以表揚在本地大學就讀物流、工程或供應鏈管理等相關學位課程並表現傑出的學生, 藉此推動本地可持續物流及運輸系統, 在設計和執行方面的創新意念和研究。今年是恒大供應鏈管理課程學生首次參與此項活動。

BBA-GBM Students Receive Hong Kong Young Chief Officers' Association's Scholarship

環球商業管理學生榮獲香港青年總裁協會獎學金

Hong Kong Young Chief Officers' Association (HKYCOA) has generously donated a scholarship to the BBA (Hons) in Global Business Management programme (BBA-GBM) of HSUHK to encourage students with excellent achievements in academics, leadership development and community services. The award presentation ceremony was held on 26 June 2020 at the GBM High Table Dinner 2020. This year, three BBA-GBM students, namely Ms Crystal Lim, Mr Man-yau Ng and Mr Cheuk-lam Wu, were awarded the certificates and received a scholarship of HK\$13,000 each for their accomplishments in community engagement and leadership development.

The HKYCOA aims at nurturing future leaders for Hong Kong to sustain its competitiveness as an international commercial and financial centre.



香港青年總裁協會慷慨捐贈獎學金予恒大環球商業管理工商管理(榮譽)學士課程, 鼓勵在學業、領導才能及服務社會各方面表現卓越的同學。頒獎儀式於 2020 年 6 月 26 日的環球商業管理高桌晚宴 2020 中舉行, 本學年三位獲獎的同學分別是林凱盈同學、吳旻祐同學和胡卓琳同學, 他們各獲得獎狀及獎金港幣 \$13,000, 以肯定他們在社群服務及領導能力方面的努力成果。

協會的成立旨在為香港培養未來領袖, 令香港作為國際商貿及金融中心的競爭力得以傳承和延續。

◀ Ms Crystal Lim, Mr Man-yau Ng and Mr Cheuk-lam Wu (5th to 7th from left) are presented the award certificates by the HKYCOA directors. 香港青年總裁協會一眾創會理事頒發獎狀予林凱盈同學、吳旻祐同學和胡卓琳同學(左五至左七)。

Three Students of the School of Communication Garner the Rotary Club of Mandarin Hong Kong Scholarships

傳播學院三位同學榮獲香港華語扶輪社獎學金

The Rotary Club of Mandarin Hong Kong established three scholarships of HK\$10,000 each for the School of Communication in the academic year 2019/20 to recognise students with outstanding academic performance and distinguished service records.

Among all impressive applicants, Ms Ka-hei Chan and Ms Chloe Ling, both Year 4 students from the Bachelor of Journalism and Communication (Hons) (BJC) programme, and Ms Hong-ting Chan, Year 3 student from the BA (Hons) in Convergent Media and Communication Technology (BA-CMCT) programme, stood out and were selected as the awardees of the scholarships. They attended the celebration dinner hosted by the Rotary Club of Mandarin Hong Kong on 8 June 2020 where they delivered a thank-you note.

The School of Communication highly appreciates the continuous support by the Rotary Club of Mandarin Hong Kong. The School believes that the scholarships will encourage the awardees to strive for excellence in academic pursuits and at the same time give back to society by offering help to the people in need.



▲ (From left) Mr Kelvin Huang, President-Elect of the Rotary Club of Mandarin Hong Kong; Ms Hong-ting Chan; Ms Chloe Ling; Mr Raymond Fong, President of the Rotary Club of Mandarin Hong Kong; Ms Ka-hei Chan; Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of SCOM, HSUHK; Mr Kenny Chue, Vice President of the Rotary Club of Mandarin Hong Kong.

(左起) 香港華語扶輪社候任社長黃殷先生、陳康婷同學、凌穎兒同學、香港華語扶輪社社長方文振先生、陳嘉希同學、恒太協理副校長(傳訊及公共事務)及傳播學院院長曹虹教授和香港華語扶輪社副社長褚肇淇先生。

香港華語扶輪社於 2019/20 學年為傳播學院設立了三個各港幣一萬元的獎學金，以表揚學業成績優異及社會服務紀錄傑出的同學。

在眾多優秀的申請人當中，新聞及傳播(榮譽)學士課程四年級的陳嘉希同學及凌穎兒同學，與及融合媒體及傳播科技(榮譽)文學士三年級的陳康婷同學，脫穎而出獲頒獎學金。獲獎同學於 2020 年 6 月 8 日出席由香港華語扶輪社舉辦的慶祝晚宴，並於晚宴中致謝辭。

傳播學院非常感謝香港華語扶輪社一直以來對學院的支持，並相信是次頒授的獎學金能鼓勵同學們繼續努力，在學業上全力以赴，同時不忘積極回饋社會，幫助社會上有需要的人士。

Campus News - Student Development Activities

校園消息—學生發展活動

Social Distancing Fun – Vlogger & Blogger 社交「零」距離？— Vlogger & Blogger

Staying connected while practicing social distancing is easier than one might think. Since April 2020, over 200 students have reached out to their fellow HSUHKers through the 'Social Distancing Fun - Vlogger & Blogger' activity organised by the Student Affairs Office, in which they share topics about well-being, self enhancement, social interaction and academic activities with fellow students through writing and video clips. Contents of the vlogs are rich and diverse, varying from teaching foreign languages and working out at home, to egg tart making and poetry writing. This shows that students have made good use of their time during the pandemic to learn new skills, spent quality time with family, and cultivated good habits.

Please visit the SAO website to view the selected vlogs and blogs.

雖然大家在疫情下需要保持社交距離，但其實仍可與他人保持緊密聯繫。自 2020 年 4 月起，逾 200 位同學透過學生事務處舉辦的「社交『零』距離？— Vlogger & Blogger」活動，以文字和短片分享，與恒大人保持聯繫。活動中，同學們圍繞身心健康、自我提升、社交及學術活動四個範疇，製作內容豐富而多元化的短片，當中包括教授語言、在家運動、蛋撻製作以至詩詞創作等，充分反映他們善用這段時間充實自己，學習新技能、珍惜與家人相處的時間及養成良好習慣。

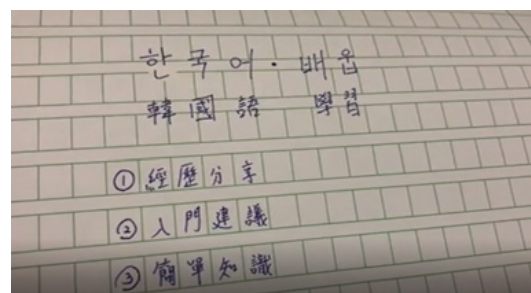
獲選作品已分享至學生事務處的網頁，歡迎各位瀏覽。



Selected Vlogs and Blogs
獲選作品



▲ A student shares how to make egg tarts
同學分享如何自製蛋撻



▲ A student shares her experience in learning Korean
同學分享學習韓文的經驗

Creating Space for Self 建立內在的空間

Many students feel very stressed before the semester ends as they are loaded down with impending assignment deadlines, assessments and examinations. To help students manage and reduce stress level, two mindfulness teachers from the Plum Village Mindfulness Academy, Ms Jo Ng and Ms Vivien Lee, were invited by the Student Affairs Office to host an online workshop 'Creating Space for Self' on 29 April 2020. Around 30 students participated in this workshop via Microsoft Teams, learning to alleviate stress and relax through mindfulness exercises to help them focus on different moments in daily life.

學期完結前，很多同學都忙於應付各科功課和預備考試，面對不少壓力。有見及此，學生事務處於 2020 年 4 月 29 日特意邀請了兩位來自梅村正念學院的導師：吳文潔女士及李懿筠女士，為同學主持「建立內在的空間」網上工作坊。當日約 30 位同學透過 Microsoft Teams，學習如何以正念察覺來紓緩壓力並進行修習，幫助他們專注生活的不同時刻。

建立內在的空間 Creating Space for Self

以正念紓緩壓力
To alleviate stress by Mindfulness

DATE: 29 APRIL 2020 (WED)
TIME: 11AM-12NN
FORMAT: ONLINE BY MS TEAMS
HOUR: 1 ECA HOUR/ IGPS UNIT
(MUST ATTEND THE WHOLE ACTIVITY)

FACILITATORS:
MS JO NG & MS VIVIEN LEE
(MINDFULNESS TEACHER,
GRADUATE OF PLUM VILLAGE
MINDFULNESS ACADEMY)

**LIMITED QUOTA, PRIORITY FOR
YEAR 4 STUDENTS**



HSUHK ICAC Ambassadors Promote Probity and Integrity on Campus 恒大廉政大使共建誠信校園

To promote probity and integrity on campus, the HSUHK ICAC Ambassadors have launched different activities on social media platforms since April 2020. Encouraging students to build a fair and honest campus together, the ICAC Ambassadors designed and shared a series of lively illustrations about campus life, which alerts students to beware of the misconduct on campus against personal integrity or probity. The ICAC Ambassadors also organised the Online Quiz on Campus Probity and Integrity in June 2020 to further enhance students' awareness of anti-corruption and establishing personal integrity. All participants who completed the quiz were presented a set of souvenirs.

為推廣誠信校園，恒大廉政大使於 2020 年 4 月起於社交平台，以不同活動推廣廉潔訊息。他們分享了一系列與校園生活有關的有趣插圖，介紹違反個人誠信或破壞校園廉潔的錯誤行為，希望同學提高警惕，並鼓勵同學一起在校園建立廉潔文化。除此之外，廉政大使亦在 2020 年 6 月舉行了「校園誠信網上有獎問答遊戲」，以加深同學對防止貪污及建立個人誠信的意識，完成問答遊戲的同學均可獲贈一套精美紀念品。





▲ Participants who complete the online quiz are presented a set of souvenirs by ICAC Ambassadors
廉政大使向完成網上問答遊戲的同學派發紀念品



▲ An illustration demonstrating an example of misconduct which undermines integrity on campus
利用插圖介紹違反誠信的例子

For more details about the activities, please visit the HSUHK ICAC Ambassadors' social media platforms:
若想獲知更多活動資訊，請瀏覽恒大廉政大使的社交平台：

 HSUHK ICAC Ambassador
 hsuhk_icac

The 'Feel the body, Feel the beat!' Series 「舞動節拍工作坊」系列

The PE Unit of the Student Affairs Office organised a series of 'Feel the body, Feel the beat!' physical training workshops during lunch sessions in June 2020. A wide variety of videos, including aerobic boxing, cardio dance and HIIT exercises, were played to inspire everybody to keep moving. With the newly installed projector and portable audio system in the dancing room at the Lee Shau Kee Complex, an energetic environment was created with dynamic lighting and strong beat music, bringing the vibrant sporting atmosphere in the videos into the dance room. Many students and staff were drawn to join the exercises to stay healthy.

學生事務處體育部於 2020 年 6 月份舉辦了一系列「舞動節拍工作坊」，於午膳時間播放多款影片，包括拳擊、帶氧舞蹈及高強度間歇訓練，鼓勵大家跟著熒幕動起來！影片配合李兆基綜合大樓舞蹈室最近新添置的投影機和可攜式音響系統，營造了更富動感的燈光及音樂節拍強勁的運動場景，把影片中的運動氣氛帶到舞蹈室之中，吸引了不少同學和教職員前來參與，一起揮灑汗水，迎接更健康的體魄。



▲ Keep moving to stay healthy!
為健康動起來！

The Summer PE Classes 暑期體育班

The PE Unit of the Student Affairs Office has launched various summer PE classes in early June 2020 to encourage students to exercise more. The classes received overwhelming responses, attracting over 190 students to enroll. Apart from the usual classes such as table tennis, yoga, cardio boxing, juggling diabolo and K-pop dance, hydro fitness training was first launched where participants did stretching and aerobic exercises in water, to improve their muscle strength and balance against the water resistance and buoyancy. The University hopes that these diverse and interesting physical activities can help students cultivate the habit of exercising regularly.



▲ Juggling diabolo class
雜藝班



▲ Table tennis class
乒乓球班



▲ Hydro fitness training
水中健體班

學生事務處體育部於 2020 年 6 月上旬推出多個暑期體育班，鼓勵同學多做運動。同學反應踴躍，活動共吸引了超過 190 位同學報名參加。除了一貫的乒乓球、瑜伽、有氧拳擊班、雜藝及韓國流行舞蹈班外，更首次特設水中健體班，讓參加者在水中進行拉筋及帶氧運動，利用水中的浮力和水阻，改善肌肉力量及訓練平衡。學校希望透過這些豐富有趣的體育活動，幫助同學建立定期運動的習慣。

Visit by Renowned Media Veterans 著名資深傳媒人到訪恒大

A group of renowned media veterans, including former TV news anchors Ms Ida Chan, Ms Anite Ip, Ms Mimi Yeung, Mr Tom Chan, Ms Betty Liu and Ms Diana Lin, visited HSUHK on 19 May 2020. The guests joined a campus tour led by Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication; and Professor Ronald Chiu, Professor (Practice) of School of Communication. Among various campus facilities, the guests were most interested in the SCOM TV Studio, which evoked their memories of the past.



一眾著名資深傳媒人於2020年5月19日到訪恒大，包括前電視新聞主播陳潤芝女士、葉雅媛女士、楊玉珍女士、陳立志先生、劉家馨女士及林達瑩女士。當日由協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授，及傳播學院趙應春教授（實務）帶領來賓參觀校園。眾多校園設施中，來賓對傳播學院的電視錄影廠最感興趣，紛紛表示勾起他們的昔日回憶。

◀ (From left) Ms Ida Chan, Professor Scarlet Tso, Ms Anite Ip, Professor Ronald Chiu, Ms Mimi Yeung, Mr Tom Chan, Ms Betty Liu and Ms Diana Lin.
(左起) 陳潤芝女士、曹虹教授、葉雅媛女士、趙應春教授、楊玉珍女士、陳立志先生、劉家馨女士及林達瑩女士。

Representatives of DBS Bank Visit HSUHK 星展銀行代表到訪香港恒生大學

Three representatives of DBS Bank (HK) Limited, including Ms Brit Blakeney, Head of Innovation & Ecosystems; Ms Susanna Lam, Group Team Head of Talent Acquisition; and Mr Samuel Law, Vice-President of Strategic Planning (also a HSSC alumnus), visited HSUHK on 9 July 2020. Accompanied by Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication, they visited the teaching and learning facilities on campus.



▲ HSUHK senior management welcomes the representatives of DBS Bank
恒大管理層歡迎星展銀行代表到訪

After the campus tour, the DBS guests had a meeting with President Simon S M Ho; Professor Y V Hui, Vice-President (Academic and Research); Dr Tom Fong, Vice-President (Organisational Development); Professor Scarlet Tso; Professor Lawrence Leung, Dean of School of Decision Sciences; Ms Esther Lee, Acting Director of Student Affairs; and Professor Samuel Chan of the Department of Supply Chain and Information Management, to learn about the latest developments of the University and explore collaboration opportunities in innovative technology research projects and provisions for internships and job placement opportunities to HSUHK students and alumni.

星展銀行（香港）三位代表，包括創新及科技生態系統主管柏嘉鳳女士、集團人力資源主管林楊碧女士及副總裁（策略規劃）羅修慧先生（亦為恒商校友），於2020年7月9日到訪恒大，並在協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授陪同下參觀恒大教學設施。

星展銀行代表隨後與何順文校長、副校長（學術及研究）許溢宏教授、副校長（機構發展）方永豪博士、曹虹教授、決策科學學院院長梁志堅教授、署理學生事務總監李德芬女士及供應鏈及資訊管理學系陳偉光教授會面，了解恒大的最新發展，並探討未來合作機會，包括創新科技研究項目，以及為恒大大學生和畢業生提供實習及就業機會等。



▲ President Simon Ho introduces the latest developments of HSUHK
何順文校長介紹恒大最新發展



▲ Accompanied by Professor Scarlet Tso (1st from left), representatives of DBS Bank visit HSUHK campus
曹虹教授（左一）陪同星展銀行代表參觀恒大校園

Personnel Updates 人事快訊

We would like to extend our warmest welcome to new senior executive staff who joined the HSUHK family in June and July 2020.
衷心歡迎於 2020 年 6 月至 7 月加入恒大的高級行政人員。

Newly Joined Staff 新加入職員

School/Department/Office 學院 / 學系 / 部門	Academic Staff/Senior Executive Staff 學術人員 / 高級行政人員	Position 職位
Office of Vice-President (Organisational Development) 行政辦公室 副校長 (機構發展)	Ms Antonia Yeung 楊如虹女士	Associate Vice-President (Development and Campus Services) 協理副校長 (校園發展服務)
Student Affairs Office 學生事務處	Dr Stephen Mann 萬家輝博士	Assistant Director of Student Affairs 學生事務助理總監

Information as of 14 July 2020. *Erudition (The Hang Seng University of Hong Kong Newsletter)* is published by the Communications and Public Affairs Office every odd month with the editorial support of Dr Donovan Grose of the English Department. If you have any materials for publication, please send your submission in both English and Chinese (about 200 words each) and 1-2 photos (>1MB, if any) to cpao@hsu.edu.hk via your HSUHK email account.

資料截至 2020 年 7 月 14 日。《博學》(香港恒生大學通訊)逢單數月由傳訊及公共事務處出版,英文系 Dr Donovan Grose 協助英文內容編校。如欲投稿,請以恒大電郵帳戶發送至 cpao@hsu.edu.hk。稿件中英文內容各約 200 字並附上 1-2 張 1MB 以上的照片(如有)。

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