

## Desired Graduate Attributes: iGPS

HSUHK aims to nurture students to possess the following ‘desired graduate attributes: **iGPS**’:

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

**Generic Skills:** development of skills in

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

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

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

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



## Recognition and Awards

- 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 for all four new buildings.
- From 2014-15 to 2019-20, HSUHK has secured nearly HK\$100 million for 115 RGC-funded research projects and over HK\$50 million for 11 QESS-funded teaching development projects. Regarding the funding amount and the number of research projects awarded by the RGC’s ‘Competitive Research Funding Schemes for the Local Self-financing Degree Sector’, HSUHK tops other local higher education institutions in the six-year cumulative period since 2014/15.
- HSUHK has clinched the School Corporate Social Responsibility Award (university category) issued by *Mirror Post* for two consecutive years (2018 and 2019).
- HSUHK was awarded the Asia Excellence Brand Award 2018 and 2019 issued by *Yazhou Zhoukan*.



- HSUHK won the Certificate of Excellence in the Hong Kong Sustainability Award 2018/19 issued by the Hong Kong Management Association.
- Triple Gold Award (2015, 2016 and 2018) under the Web Accessibility Recognition Scheme co-organised by Hong Kong Internet Registration Corporation Limited and the Office of the Government Chief Information Officer.

## HSUHK’s Signature Public Engagement Activities



Annual HSUHK Business Journalism Awards



Annual Junzi Corporation Project cum HSUHK Hong Kong Business Ethics Index



Distinguished Lecture Series by Nobel Laureates (From left) Dr Gao Xingjian (Literature), Professor Yuan-Tseh Lee (Chemistry) and Professor Ei-ichi Negishi (Chemistry)



HSUHK President's Forum

## Strategic Plan 2018-2023 - Riding on the New Era: Private University with a Difference

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

- Establishment of an art and design academic unit that offers new creative disciplines;
- Establishment of the Wu Jieh Yee Centre for Innovation and Entrepreneurship to cultivate the innovative and entrepreneurial mindset of HSUHK students;
- Launch of ‘One Student, One Internship’ scheme allowing every undergraduate student to gain internship experience;
- Full 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 artificial intelligence (AI), big data analytics, blockchain and cloud computing; and
- Establishment of a creative culture hub for planning and organising more creative cultural activities.



HSUHK Jockey Club Residential Colleges



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

## Vision

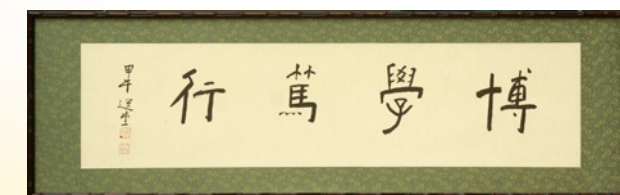
*Aspire to be a leading private liberal-arts-oriented university in the region, recognised for excellence in teaching, learning and research, serving and advancing our society and the world.*

## Missions

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

## Motto

*Erudition and Perseverance*



*Calligraphy by Professor Jao Tsung-i*

## Core Values

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



## About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and around 5,800 full-time students. Adopting the unique ‘Liberal + Professional’ education model, HSUHK is a residential institution which puts quality teaching and students’ all-round development as its highest priorities.



Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. The University aims to nurture young talents with critical thinking, innovative minds, human caring, moral values and social responsibility.



## The ‘Liberal + Professional’ Education Model

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

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

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

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

- A primary focus on undergraduate education;
- Innovative degree programmes;
- A cross-disciplinary Common Core Curriculum;
- Platinum award-winning campus facilities with extensive bamboo features;
- Residential College System combining living with learning;
- Interactive small-class teaching;
- Close student-teacher relationships;
- Teachers’ guidance and mentorship for individual students in and outside classrooms;
- Extensive outreaching and experiential learning opportunities including service-learning, internships, international exchanges and independent research;
- The first and only Honours Academy in Hong Kong’s higher education sector, providing extra focused leadership and policy training opportunities to high calibre students;
- Scholarships and bursaries amounting to over HK\$21 million per year; and
- A full-time employment rate of about 80% within four months after graduation.

## Schools and Programmes

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

### School of Business

- BBA (Hons) in Corporate Governance and Compliance
- BBA (Hons) in Economics
- BBA (Hons) in Finance and Banking
- BBA (Hons) in Financial Analysis
- BBA (Hons) in General Business
- BBA (Hons) in Global Business Management
- BBA (Hons) in Human Resource Management
- BBA (Hons) in Management
- BBA (Hons) in Marketing
- BBA (Hons) in Professional Accountancy
- MSc in Entrepreneurial Management

### School of Communication

- Bachelor of Journalism and Communication (Hons) with concentrations in Business Journalism and Corporate Communication
- BA (Hons) in Convergent Media and Communication Technology
- MA in Strategic Communication

### School of Decision Sciences

- BSc (Hons) in Actuarial Studies and Insurance
- BA (Hons) in Applied and Human-Centred Computing
- BSc (Hons) in Data Science and Business Intelligence
- Bachelor of Management Science and Information Management (Hons)
- BBA (Hons) in Supply Chain Management
- EMSc in Insurance
- MSc in Global Supply Chain Management

### School of Humanities and Social Science

- BA (Hons) in Art and Design
- BSocSc (Hons) in Asian Studies
- BA (Hons) in Chinese
- BA (Hons) in Cultural and Creative Industries
- BA (Hons) in English

### School of Translation and Foreign Languages

- Bachelor of Translation with Business (Hons)
- MA in Translation (Business and Legal)
- MA in Translation (Computer-Aided Translation)

## The Honours Academy

The Honours Academy (HA) of The Hang Seng University of Hong Kong is the first of its kind initiated by a Hong Kong higher education institution. With the aim to nurture future leaders with academic excellence, caring for local and global communities, an international perspective and civic engagement, the HA admits no more than 20 high-achieving year-2 undergraduates each year and provides them 3 years’ extra focused leadership and policy training.



## Research and Teaching Centres/Institutes

### Research Centres

- Big Data Intelligence Centre
- Centre for Asian Languages and Cultures
- Centre for Greater China Studies
- Chinese Family Succession Research Centre
- Deep Learning and Cognitive Computing Centre
- HSUHK Greater Bay Area Innogration Hub
- Policy Research Institute of Global Supply Chain
- Research Institute for Business

### Teaching Centres/Institutes

- Institute for Youth Sustainability Leadership
- Service-Learning Section (under Centre for Teaching and Learning)
- Virtual Reality Centre
- Wu Jieh Yee Centre for Innovation and Entrepreneurship

## Giving to HSUHK

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



## Contact Us

- Hang Shin Link, Siu Lek Yuen, Shatin, NT, Hong Kong
- [www.hsu.edu.hk](http://www.hsu.edu.hk)
- [contact@hsu.edu.hk](mailto:contact@hsu.edu.hk)
- (852) 3963 5000
- (852) 3963 5332

- The Hang Seng University of Hong Kong
- [hsuhk\\_official](https://www.instagram.com/hsuhk_official)
- [hsuhkofficial](https://www.linkedin.com/company/hsuhkofficial)
- 香港恒生大学 HSUHK

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.

Information updated as of August 2020.