

博 學



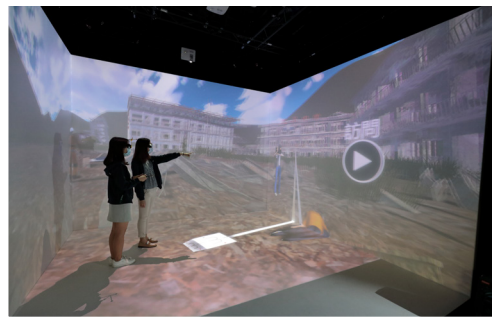
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Feature 專題報道

Nurturing Young Entrepreneurs at the HSUHK 恒大栽培年輕創業家



HSUHK Research 恒大研究

The HSUHK Receives Funding for Developing Hong Kong's First Real-time Cooperative Multi-CAVE Systems and VR Scenes
恒大獲資助構建全港首個實時協作複合性虛擬實境系統及場景



HSUHK People 恒大人

Interview with Dr Muk-yan Wong
黃沐恩博士專訪



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

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Nurturing Young Entrepreneurs at the HSUHK 恒大栽培年輕創業家



▲ The HSUHK organises the Entrepreneurship Challenge in collaboration with SCMP and holds different workshops for students during the event. 恒大與《南華早報》合辦企業挑戰賽，並於活動期間舉辦不同的工作坊給學生參加。

Establishing WUCIE to Promote Entrepreneurship 成立伍潔宜創新及創業中心推動創業精神

With constantly changing economic conditions, business environments and social atmosphere at the regional and global levels, entrepreneurial endeavours become more popular than ever to enhance productivity, advance economy, improve people's work and life, and to a certain extent, provide innovative solutions to social problems. To match the world's trend, the HSUHK set up the Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) in 2018 with a generous donation from the Wu Jieh Yee Charitable Foundation, targeting to cultivate the innovative and entrepreneurial mindset of students of the HSUHK through a range of functions and activities, and raise the awareness of the youth and the business executives in Hong Kong of the importance of entrepreneurship, innovative thinking and creativity.

Dr Thomas Man, Director of WUCIE, states one of the missions of WUCIE is to let students realise that entrepreneurship could be one of their career options, and if they decide to go for it, provide as much support as possible. "It doesn't matter if students don't want to start businesses after they join our activities. But if they do, it's very important for them to have an entrepreneurial mindset and acquire relevant experience and skills in advance. WUCIE is a platform where they can get equipped, empowering them to further pursue their entrepreneurial dreams in the future," he says.



▲ Dr Thomas Man, Director of WUCIE
伍潔宜創新及創業中心主任萬穎恩博士

隨著環球及地區經濟情況、商業環境與社會氣氛不斷轉變，創業亦變得越來越普遍，人們期望藉此能提高生產力、促進經濟發展、改善工作與生活，並在某程度上透過提供創新方案解決一些社會問題。緊貼世界這項發展趨勢，恒大在伍潔宜慈善基金慷慨捐助下，於2018年成立了伍潔宜創新及創業中心（WUCIE），旨在透過一連串活動，培育恒大學生的創新及創業思維，並讓香港年輕人及商業行政人員更關注創業精神、創新思維及創意之重要。

伍潔宜創新及創業中心主任萬穎恩博士表示，WUCIE 其中一個使命，是讓學生了解到創業可以成為他們其中一個事業選項，如果他們決心創業，中心會盡力提供支援。他說：「學生即使在參與 WUCIE 的活動後決定不創業也沒有關係。但如果他們有創業的打算，便需要先具備創業思維及獲取相關經驗及技能，這十分重要。而 WUCIE 正充當一個平台，學生在這裡可以裝備自己，讓他們日後追尋創業夢時更具實力。」

• Organising Various Activities to Nurture Young Entrepreneurs

舉辦不同活動培育年輕創業家

To prepare entrepreneurs-to-be for their future ventures, WUCIE organises various events which help extend students' social network and offers training on the practical knowledge and skills that are necessary for developing their businesses.

為了讓一班準創業家為未來的創業探索作好準備，WUCIE 舉辦不同活動，以協助學生擴闊社交網絡，並會就發展生意所需的實用知識及技能提供培訓。

i) The Pre-incubation Programme

創業前期培訓課程

It is a 9-month programme which aims at supporting aspiring HSUHK's students to realise their innovative business ideas. Participating students will join the programme as teams and submit preliminary proposals to explain their ideas, followed by the guidance of mentors assigned by WUCIE. "Our mentors are all experienced entrepreneurs or distinguished leaders in the commercial field. Students can take this opportunity to learn their valuable experiences and share with them about the difficulties they have encountered in starting the businesses," Dr Man explains.

All students taking part in the pre-incubation programme are required to attend a number of specific training sessions and workshops offered by WUCIE. "For example, we have the Entrepreneurship 101 Workshop in which our mentors would speak on practical issues such as the legal problems that would arise when a business is started, or how to enter the market." There are also pitching activities for students to present their ideas to a group of real investors. Further support by the programme includes allowing students to use the co-working space in WUCIE to work on their business ideas, and recommending outstanding students to join the incubation programme offered by other local or overseas business incubators.



◀ The Entrepreneurship 101 Workshop of the Pre-incubation Programme
創業前期培訓課程的「創業 101 工作坊」

這個為期 9 個月的培訓課程，旨在支援有志創業的恒大大學生實踐他們創新的商業構思。參與課程的學生會以隊伍形式參加，他們需提交初步計劃書以闡述其意念，然後 WUCIE 會委派導師對他們的計劃作出指導。萬博士解釋：「我們的導師均是經驗豐富的創業家或傑出的商界領袖，學生可藉此機會從他們的寶貴經驗中取經，並和他們分享創業中遇到的困難。」

所有參加創業前期培訓課程的學生，均須參與數個由 WUCIE 安排的指定培訓課堂及工作坊。「譬如在『創業 101 工作坊』中，導師會講解一些實際議題，像創業初期的法律問題或如何打入市場等。」學生亦有機會在推銷活動中向一班真實的投資者匯報他們的意念。計劃的其他支援包括讓學生使用中心的共享工作空間，讓他們可在此商討業務意念；亦會推薦表現突出的學生參與其他本地或海外的商業培育計劃。

ii) The HSUHK x SCMP Entrepreneurship Challenge

恒大 x 南華早報企業挑戰賽

WUCIE initiated the Entrepreneurship Challenge (E-Challenge) in 2018 and started collaborating with *South China Morning Post (SCMP)* the next year. Each of the selected teams will be assigned a tutor to help them further develop their business ideas, and the final winning teams will get cash prizes and seed funds to kick-start their entrepreneurial endeavours. They will also be encouraged to participate in the pre-incubation programme to receive further training.

Under support by *SCMP*, various seminars and workshops delivered by external professionals and distinguished trainers will be held during the competition, where participating students will receive training on presentation skills, communication skills and other practical business knowledge.

WUCIE 於 2018 年起舉辦企業挑戰賽 (E-Challenge)，並於翌年開始與《南華早報》合辦此活動。每隊入圍的學生均會獲分派一位導師，協助他們進一步發展其商業構思。而勝出隊伍會得到現金獎及種子基金來開展他們的創業大計。WUCIE 亦會鼓勵勝出隊伍參加創業前期培訓課程，以接受進一步培訓。

在《南華早報》的支持下，挑戰賽期間也會舉辦多個由校外專業人士及優秀培訓人員主講的研討會及工作坊，讓參賽學生接受演講技巧、溝通技巧及其他實用商業知識的培訓。

iii) Talks and Seminars

講座及研討會

WUCIE regularly collaborates with external parties to organise the Guest Speaker Talk Series, which invites young and experienced entrepreneurs from different sectors to share about their entrepreneurial journey, bringing a lot of enlightenment to participants. It also partners with internal units for different activities. In October 2020, it held an online seminar with the HSUHK's Library to introduce to participants how to make use of the resources in the Library to help develop different types of business plans. The Startup Resources Guide, which has been developed by the Library to facilitate young entrepreneurs to conduct market research and business analysis, was also explored during the seminar.

WUCIE 定期與校外組織合作籌辦「嘉賓講座系列」，邀請不同範疇的年輕及有經驗的創業家分享他們的創業之路，為參加者帶來許多啟發。中心亦與校內不同單位合作舉辦活動，2020 年 10 月便和恒大圖書館合辦線上研討會，向參加者介紹如何善用圖書館資源建立不同類型的商業計劃。講座中並講解了圖書館開發的「初創資源指南」，以協助年輕創業家進行市場研究及商業分析。

Opening an Academic Programme and Modules on Entrepreneurship

開辦創業課程及學科

To further promote entrepreneurship, the HSUHK offers a master's programme and academic modules at the undergraduate level to equip students with relevant theoretical knowledge.

為了進一步推廣創業精神，恒大開辦了創業碩士課程，亦在本科課程中設有創業學科，使學生配備相關的理論知識。

• Master of Science in Entrepreneurial Management (MSc-EM)

創業管理理學碩士

The first of its kind in the region that integrates Entrepreneurship and Management in a taught master's degree, the MSc-EM programme aims at providing students with the essential knowledge and skills for starting new ventures or managing entrepreneurial organisations. "It is designed to equip students either to start their own businesses or undertake an entrepreneurial role in large organisations. So it actually targets not only on entrepreneurship but also intrapreneurship, which is about driving and motivating colleagues or creating new ideas as an entrepreneur in an enterprise. We also promote social entrepreneurship, hoping that our graduates will be able to make an impact on society," Dr Kenneth Kwong, Programme Director of the MSc-EM, introduces.

Working closely with WUCIE, the programme organises different experiential learning activities for students to gain business insights and expand their network. It also collaborates with the Sports Federation & Olympic Committee of Hong Kong, China and recruits retired athletes to join the programme. "For example, we have Marco Kwok (former Hong Kong Cycling Team member) and Boyce Lai (former Hong Kong Track and Field Team athlete) who join us to receive training on entrepreneurship for a new chapter of their lives. Many athletes find it difficult to enter the workforce when they make a move, and thus they tend to start their own businesses. Our programme will offer them systematic training so that they can make a change from the sports to the commercial fields," Dr Kwong says.

Dr Susanna Chui, Associate Programme Director, adds, "Athletes possess the qualities that are necessary for an entrepreneur – self-disciplined, perseverant, and they are not afraid of failure. Upon learning new knowledge and gaining practical experience, these qualities could become transferrable skills that will help them set up their businesses or develop other careers." She stressed that for those who possess such qualities or potential, for example, those working in the medical care field, or savvy entrepreneurs and SME owners, this programme will be highly helpful for them to transform or renew their skills and knowledge when they want to make a career move or further their businesses.

作為區內首個結合創業與管理的修課式碩士課程，創業管理理學碩士（MSc-EM）旨在授予學生創立新業務或管理創業組織時所需的知識與技能。課程主任鄺家麒博士介紹時表示：

「MSc-EM 為裝備學生開展個人業務，或在大機構內擔任創業家的角色而設。因此它不僅聚焦創業，亦著重企業內部的創業文化，即在企業中以創業家的姿態帶動和激勵同事，或提出新構思。我們亦提倡社會企業的發展，希望畢業生能為社會帶來影響。」

課程與 WUCIE 緊密合作，舉辦不同的體驗學習活動，讓學生獲取深入的商業知識及擴大網絡；此外亦與中國香港體育協會暨奧林匹克委員會合作，招攬退役運動員入讀課程。鄺博士表示：

「例如郭灝靈（前香港單車代表隊成員）及黎振浩（前香港田徑代表隊成員）已加入課程接受創業培訓，開展人生新篇章。許多運動員投入職場時會感到困難，因此傾向發展自己的生意，而課程中提供的系統性訓練，有助他們轉換跑道，從體育界轉到商界。」

課程副主任徐麗雯博士補充：「運動員本身具有創業家的特質—自律、有毅力、不怕失敗。

當學習到新知識及獲取實際經驗後，這些特質會變成可轉移技能，有助他們建立自己的生意或發展其他事業。」她強調對於同樣具備這些特質或潛力的人，例如從事醫護行業的人員，或富經驗的創業家及中小企老闆，當他們想發展另一門事業或希望業務有所突破時，這個課程可有助轉化、更新他們的技能和知識，對他們非常有幫助。



◀ Dr Kenneth Kwong (left) and Dr Susanna Chui
鄺家麒博士（左）及徐麗雯博士

• Modules

學科

i) Entrepreneurship 創業

Offered by the Department of Supply Chain and Information Management, this module is designed to equip students with essential concepts and techniques to be potential entrepreneurs or corporate entrepreneurs. Students will gain hands-on experience by doing a simulated business plan. They will also have opportunities to visit companies and network with entrepreneurs or business executives.

此學科由供應鏈及資訊管理學系開辦，裝備學生必須的概念及技術，讓他們成為具潛力的創業家或企業中的創業者。學生除了透過進行模擬商業計劃取得實際經驗，亦有機會參訪公司，及與創業家或企業行政人員建立網絡。

ii) Cultural and Creative Entrepreneurship 文化及創意創業

The Department of Art and Design offers this module to contextualise the market specificities and problems of creative economy, and demonstrate how entrepreneurs meet market challenges with business creativity in the cultural and creative fields. Students will acquire mind mapping, process mapping and business model canvas in addition to conventional methods such as SWOT analysis for analysing market environment, evaluating the context of doing cultural/creative business, and practicing the learnt methods in hypothetical situations.

藝術與設計系開設此學科，旨在將創意經濟的市場特性和問題具體化，展示創業家如何在文化創意領域中以商業創意應對市場挑戰。學生除了學習傳統的商業分析法如 SWOT 等，還會學習以思維導圖、流程導圖和商業模式圖來分析市場環境、評估文化/創意商業的環境，並在假設情境中實踐所學到的方法。

Sharing by Young Entrepreneurs at the HSUHK 恒大年輕創業家分享

Ms Vanessa Cheung
張綽嵐女士BBA (Hons) in Corporate Governance, Year 3
Co-Founder of City's Treasure企業管治工商管理（榮譽）學士三年級
小店寶庫聯合創辦人Vanessa (1st from right) with ▲
teammates of City's Treasure
張綽嵐（右一）與小店寶庫的隊友

Vanessa's start-up journey was inspired during a social listening event visiting small stores in Tai Po and the North District in 2016. "I lived in Tai Po and was brought up there, so I am particularly concerned about the development of local small stores in that community." In 2017, she participated in the 'Hong Kong 200' Leadership Project organised by The HKFYG Leadership Institute, winning a seed fund of HK\$3,000 with her proposal 'Market for Hong Kong' to realise her idea of promoting local small stores and helping them sustain. And this was the beginning of the social enterprise 'City's Treasure'.

'We run with an O2O business model. Our online platform provides information about small local stores, while we organise guided tours below the line to share the history and stories of these stores to participants.' Though most of the tours were suspended last year due to the pandemic, Vanessa's team has been planning to launch a mobile app to encourage members of the community to shop in small local stores and enhance their loyalty to these stores. "Our target is to build a network among these small shops through the app. Customers can join a membership and earn points when they shop in any of these stores in the network," Vanessa introduces.

Juggling her business with the undergraduate study and the internship at the Securities and Futures Commission concurrently, Vanessa is thankful for the training and guidance provided by WUCIE and the Department of Marketing during the journey. "We joined and won in the HSUHK x SCMP Entrepreneurship Challenge before with the proposal 'City's Treasure'. After that, WUCIE assigned us mentors who have given us a lot of valuable opinions and our business model became more clear under their guidance. The training provided by WUCIE also helped expand our network. We got to know some outstanding entrepreneurs and professionals through the networking activities, from whom we have learnt treasurable experience and even got practical help," Vanessa says.

張綽嵐於2016年時參加一個走訪大埔及北區小店的「社區聆聽」計劃，從中得到啟發，由此開展她的創業旅程。「我在大埔居住和長大，因此特別關注該區小店的發展。」2017年，她參加了香港青年協會領袖學院主辦的「香港200」領袖計劃，並憑計劃「港墟一港味」贏得3,000港元的種子基金，實踐她推廣及協助地區小店維持生計的想法。這就是社企「小店寶庫」的開始。

「我們以線上帶動線下（O2O）的模式營運。線上平台以提供本地小店資訊為主，線下我們則會舉辦導賞團，和參加者分享小店的歷史和故事。」雖然去年因為疫情，大部分導賞團均停辦，張綽嵐的團隊卻另有構思，正計劃推出一個手機應用程式，鼓勵街坊多光顧小店，幫助小店培育忠實顧客。她解說：「我們希望透過過程為這些小店建立一個網絡。顧客可以加入成為會員，他們只要在網絡內其中一間小店購物，便能獲得積分。」

除了生意，張綽嵐現時還要兼顧本科學業及證監會的實習，但她感恩 WUCIE 和市場學系在過程中提供了不少培訓和指導。她說：「之前我們以『小店寶庫』的計劃書勝出了恒大大 x 南華早報企業挑戰賽，之後中心給我們委派了導師，為我們的計劃提供了許多寶貴意見。在他們的指導下，我們的生意模式變得更加清晰。WUCIE 的培訓亦有助我們拓展人脈，透過中心的活動，我們認識了一些優秀的創業者和專業人士，從他們的寶貴經驗中學習良多，甚至還得到他們實際的幫助。」

Mr Thomas Lam
林雋楷先生Graduate of BSc (Hons) in Data Science
and Business Intelligence (2020)
Co-Founder of Idea to Business數據科學及商業智能學（榮譽）理學士
畢業生（2020）
理想·點聯合創辦人

Idea to Business, a company providing entrepreneurship training to school students, is Thomas's third attempt to build a business. "My first business started during my secondary six. It was an IG shop selling foreign technology products. After that I partnered with two experienced entrepreneurs and established a social enterprise when I was in year 1. It is still in operation." Having gained the hands-on experience, Thomas recognises the importance of having an entrepreneurial spirit and thus he goes on to make a third call.

"Every industry needs to be innovative. The world is changing and technology is advancing by huge strides everyday. The traditional ways may not work, especially after the pandemic. With an entrepreneurial mindset, we will be able to go further and make innovations more proactively." Thomas thinks it is particularly important for the youth to have such a mindset. "Many parents may think that starting a business is risky. They'd rather their children work in a large corporation. However, what we see is that starting one's own business provides a good opportunity for the young people to climb up the social ladder. And it requires creativity and innovativeness to be an entrepreneur. I hope my company can help bring these qualities to them."

Having received much support from WUCIE during the setting up of his business, Thomas has further collaborated with it to launch the Young Entrepreneur Program, his company's flagship programme. "WUCIE offers us a lot of assistance in terms of academic contents and external network. All these bring a positive impact on our business. We are very grateful for that." Thomas looks forward to continual collaboration with WUCIE in the future for more insights on how to improve his business.

林雋楷創立的「理想·點」主要為學生提供創業培訓。這已是他創辦的第三盤生意。「我第一盤生意在讀中六時創辦，是一所銷售外國科技產品的IG網店。之後我和兩位較有經驗的創業家合伙，在大學一年級時成立了一所社企，目前仍然在運作。」得到實際的經驗後，他認識到擁有創業家精神的重要，因此開展他的第三個嘗試。

「任何行業都需要創新。世界不停轉變，科技一日千里，傳統的做事方式可能已行不通，疫情後更是如此。擁有創業家的思維，我們便可以走得更遠，更積極去創新。」他認為年輕人擁有創業家的思維尤其重要。「許多父母會覺得創業有風險。他們比較希望子女去大公司工作。我們卻看到創業是年輕人上流的一個好機會。但要成為創業家，便需要擁有創意和創新的能力。我希望我的公司能將這些素質帶給他們。」

林雋楷在創業期間得到 WUCIE 許多支援，現在他更進一步與中心合作，推出其公司的旗艦計劃「年輕創業家計劃」。「WUCIE 為計劃的學術內容及對外網絡提供了大量支援，為我們的生意帶來正面影響，我們十分感謝。」他期待日後能與 WUCIE 繼續合作，望從中能獲得更多識見以提升生意。

Ms Jamie Li 李嘉媚女士

Current Student of MSc in Entrepreneurial Management
Co-Founder (Project Development) of Richmind Global Limited

創業管理理學碩士課程學生
Richmind Global Limited 聯合創辦人 (項目發展)



Jamie was inspired by her MBA journey in the US to tap the vast potential of business relating to education. Though having a great passion for implementing the business plan, Jamie at that time found it very challenging to kick start the entrepreneurial venture. "I had a few years' management experience, yet I had no experience starting a business on my own. I had no resources nor network as well." Having known the MSc-EM programme at the HSUHK, she decided to enrol in it to equip herself for the new business endeavour.

"The MSc-EM programme provides us with training on innovative thinking. It also enables me to identify problems through different real-life examples, and helps me prepare for unexpected challenges," she says. Thanks to the guidance and support by WUCIE as well, Jamie has learnt to develop the right entrepreneurial and management mindset, gained insight into exploring business resources and built her commercial network.

With the knowledge acquired at the HSUHK, Jamie has successfully realised her business plan. Her company provides different services varying from product design and marketing to corporate team building, with its focus on providing tailor-made training courses for students and organisations in collaboration with various universities and educational institutions worldwide, including Singapore, Malaysia, Australia, Canada, the US and the UK. It also provides research data on programme syllabuses in Hong Kong and the Greater Bay Area to business partners for course development and better learning experience.

李嘉媚在美國修讀工商管理碩士的時候得到啟發，洞悉到與教育相關的業務擁有巨大的潛力。雖然對這門生意躍躍欲試，當時她卻發現憑一己之力開拓新業務十分具挑戰性。「我雖有數年管理經驗，卻沒試過自己做生意。當時我沒有資源，亦欠缺網絡。」她得悉恒大的創業管理理學碩士課程後，便決定報讀，為開發新業務好好裝備自己。

「這個課程給予我們創新思維的訓練，讓我透過不同的真實案例認清問題所在，裝備我應付突如其來的挑戰。」此外，在 WUCIE 的指導和支援下，李嘉媚亦建立了創業者應有的創業及管理思維，學習到如何為業務開拓資源，建立商業網絡。

透過在恒大學到的知識，李嘉媚已成功實踐她的商業構思。現時她的公司提供不同種類的服務，除了產品設計、市場營銷、企業團隊建立等，她更與全球不同的大學及教育機構合作，包括新加坡、馬來西亞、澳洲、加拿大、美國及英國，為學生和機構提供度身訂造的訓練課程。其公司亦會為業務伙伴提供香港及大灣區課程大綱的研究資訊，以便開發更多課程及建立優質的學習體驗。

Ms Blanche Tsang 曾麗詩女士

Graduate of MSc in Entrepreneurial Management (2020)
Founder & CFO of Sunflower Development Inc.

創業管理理學碩士課程畢業生 (2020)
Sunflower Development Inc. 創辦人及財務總監



With her company based in Canada, Blanche's business idea was triggered when she travelled there with her husband and met a friend who was familiar with the construction industry in Canada. "We found that there were great housing demands in cities in Alberta. We had not had a business overseas and this opportunity happened to come to us. So we decided to give it a try and explore the market there." Blanche then set up the business in 2017, focusing on building and selling condominiums in Edmonton, a city in Alberta.

As a foreign investor, Blanche encountered many difficulties in adapting to the culture and business model. It was also not easy for her to get loans from local banks in the beginning. Fortunately things started to go smoother with the accumulation of experience. And the MSc-EM programme has offered her a lot of help. "After I started the business, I learnt that the HSUHK had such a programme and found that it was very suitable for me. It covers the areas of knowledge that I need to know for my business. I thought it was a good opportunity for me to upgrade myself, and thus I joined the programme in Hong Kong with my colleagues helping me manage the business in Canada." Blanche says that the MSc-EM programme provides a lot of financial and accounting training. She is also able to apply the marketing concepts taught in the programme. "All the knowledge is very practical and useful for my business."

曾麗詩的公司以加拿大為基地，全因一次與丈夫到當地旅行時，認識了一位熟悉加拿大建築業的朋友。「我們發現亞伯達省內的城市對房屋的需求頗大。當時我們沒試過在外國做生意，碰巧又發現這個商機，便決定開拓那邊的市場。」她的公司於 2017 年成立，業務主要在亞伯達省內的愛民頓市興建及銷售公寓大樓。

作為一個外國投資者，曾麗詩在適應當地文化及生意模式上曾遇上許多困難，剛開始時要取得銀行貸款亦不容易。猶幸隨著經驗累積，事情開始順利，而創業管理理學碩士課程亦給予她不少幫助。「我創立了生意後，知道恒大有這個課程，覺得十分適合我。課程涵蓋我營運生意需要知道的知識，我覺得這是一個增值自己的好機會，於是便決定在香港修讀課程，加拿大的生意則交由同事協助管理。」曾麗詩認為創業管理課程給予她許多財務及會計上的訓練，而當中所教授的市場學概念亦能應用於生意上。「所有的知識都非常實用，對我的生意很有幫助。」

The Resource Centre for Start-ups and SMEs 初創及中小企資源中心

Besides nurturing young entrepreneurs, the HSUHK also seeks to connect with the local community and support small businesses, especially during the challenging pandemic period. The Resource Centre for Start-ups and SMEs (RCSS), which will be officially launched in early 2021 under the School of Business, is the University's new initiative to back up start-ups and SMEs through providing consultancy services to their pressing problems.

Dr Lawrence Lei, Co-Project Leader of the RCSS, shares, "Start-ups and SMEs are crucial to Hong Kong's economy. However, under the impact of COVID-19, these businesses are facing great difficulties. Therefore the RCSS has been initiated with the aim of providing appropriate assistance to them." Dr Lei says the RCSS will make use of the University's resources and organise faculty members and students to provide creative and innovative solutions to these businesses. In return, students will get to know more about the actual operations of the business world.



▲ Dr Lawrence Lei,
Co-Project Leader of the RCSS
RCSS 項目聯席負責人李康穎博士

除了培育年輕企業家，恒大亦致力連繫社區及支援小企業，特别是在此充滿挑戰的疫情期間。商學院轄下的初創及中小企資源中心 (RCSS)，正是大學為了支持初創及中小企而發展的最新項目。RCSS 將於 2021 年上旬正式成立，旨在為初創和中小企面對的急切問題提供顧問服務。

RCSS 項目聯席負責人李康穎博士分享：「初創及中小企對香港的經濟十分重要。但在新冠病毒疫情影響下，他們的生意面臨困境。因此我們創辦 RCSS，旨在給他們提供適切的幫助。」他表示，RCSS 會善用大學的資源，組織師生為初創及中小企的業務提供具創意及創新的方案。學生在過程中亦能了解商業世界的真實運作。

Interpreting Sentiment with Philosophy, Flavouring Life with Emotions 用哲學演繹情感 以情緒調味人生

Interview with Dr Muk-yan Wong

黃沐恩博士專訪

Associate Professor of the Department of Social Science
Co-Director of Greater Bay Area Innogration Hub
Associate Director of Centre for Greater China Studies
Associate Director (Common Core Curriculum) of Centre for Teaching and Learning
社會科學系副教授
大灣區融創中心聯合總監
大中華研究中心副總監
教與學發展中心副主任（共同核心課程）



With its stress on rational thinking, philosophy is hardly a discipline that people find easy to understand. Dr Muk-yan Wong, whose research areas include philosophy of emotion and philosophy of mind, makes it more approachable by integrating philosophy into everyday life and sentiments. He fills his teaching with passion and grows together with his students.

Having taught in the HSUHK for eight years and achieved the HSUHK Teaching Excellence Awards twice, Dr Wong thinks the passion for teaching is not something that needs to be intentionally maintained, as interactions with different students each year inspires new thinking naturally. “For instance, one of the modules I teach is about emotions. Each student has their own emotional experience and this often brings me new ideas. I also share my thoughts with them and help them think of life from a philosophical perspective.” To him, teaching is always refreshing, as different topics can be discussed through various formats with his updated teaching content and materials.

In addition to classroom learning, Dr Wong attaches importance to students' out-of-class learning experiences. He once led students to join a service-learning programme, going to Cambodia to learn the social situation there. The trip was eye-opening for both students and teachers. During the journey, they followed the receptive operator to distribute milk powder to the homeless, finding that even after they got the milk powder, they didn't have hot water to dissolve it; and some slum residents lived in so-called 'homes' under a bridge with poor hygiene. The environment there was pitch-dark and filled with ditchwater. Dr Wong thinks that these were valuable experiences for students to learn the multiple aspects of the world. “We would share and discuss with students every day after the tour was finished, and they started to realise the complexity of social problems. I hoped that other than being touched, they would learn to ponder the complicated political and economic reasons behind the problems.”

Also as the Associate Director (Common Core Curriculum) of Centre for Teaching and Learning who is in charge of the curriculum of Liberal Studies, Dr Wong points out that Liberal Studies is crucial to university students. He emphasises that university students should go beyond studying and care about the community as intellectuals. “The HSUHK adopts the ‘Liberal + Professional’ education model, in which the ‘Liberal’ part is what relates to Liberal Studies. University is not a vocational

哲學強調理性思考，予人高深難解的感覺。主要研究範疇包括情緒哲學和心靈哲學的黃沐恩博士，卻擅於將哲學融入日常生活及情感中，讓哲學變得「平易近人」；他亦把情融入教學中，和學生一同成長。

已在恒大執教八年的黃博士，曾兩度獲頒恒大卓越教學獎。對他來說，教學熱誠是不用刻意保持的，因為每年面對不同的學生，自然會有不同的互動和新思維。「例如我任教的其中一科是關於情緒的，每個學生都會有不同的情緒體驗，因此他們經常給我帶來新想法。我也會和他們分享我的想法，幫助他們從哲學角度去思考生活。」此外，黃博士亦會不斷更新教學內容和教材，不同的主題亦會有不同的探討形式，因此教學工作永遠充滿新鮮感。

除了課堂上的學習，黃博士亦十分著重學生在課堂外的學習經歷。他曾帶領學生前赴柬埔寨參與服務學習計劃，了解當地社會實際情況，師生皆大開眼界。旅程中，他們隨接待機構向露宿者派發奶粉，發現露宿者即使得到奶粉，卻仍然面對沒有熱水沖泡的問題；而部分貧民區居民就住在黑漆漆的天橋底，所謂的家滿佈溝渠水，衛生情況惡劣。黃博士覺得這些對學生都是不可多得的體驗，讓同學認識世界的多面向。「每日活動結束後我們都會分享和討論，學生慢慢意識到社會問題的複雜性。我期望能觸動他們的情感之餘，更令他們學會仔細思考問題背後複雜的政治和經濟原因。」

而作為教與學發展中心副主任（共同核心課程）並負責通識課程部分，黃博士指出通識課程對大學生十分重要。他強調，大學生不只是讀書，更應是關心社會的知識份子。「恒大的『博雅+專業』教育模式，『博雅』正是與通識教育有關的部分。大學不是職業訓練所，而是要培養學生的眼界、胸襟和人文關懷，亦是一個可

training centre. It is a place to nurture students' vision, minds, and human caring, allowing free discussions and exchange of opinions. Skills that students learn in school may not be fully applicable in the workplace, but good working conduct and the willingness to shoulder social responsibilities will bring lifelong benefits to them.” He wishes that Liberal Studies can shed light on the development of students' values, so that they will learn to analyse the pros and cons of issues from different angles.

Talking about the emotion-packed society with many young people feeling helpless and anxious in recent years, Dr Wong thinks that their negative emotions are raised because they take some social responsibilities consciously. They are not feeling sad for themselves; rather they are worried about the future of members of society. Their helplessness is a reflection of their honourable spirit. He encourages the young to stay united and believe in each other through adversity. “No effort is ever wasted. It just might take some time for us to reap the rewards. Personal suffering can be a motivation or enlightenment for others. When you feel desperate, trust the power of your fellow partners.” Dr Wong says many happenings in daily life can trigger emotions, what is most important is how we interpret these emotions and thus bestow meanings to life. “Emotion is like the seasoning of our lives, which will otherwise become tasteless. Thus negative and positive emotions are equally important to us.”

以自由交流、討論意見的地方。學生在學校所學的技能，未必百分百能夠應用在職場上，但良好的工作操守及學會承擔社會責任卻是終身受用。」他期待通識教育能夠在價值觀上給同學一些方向，讓他們學懂透過不同角度去分析事件的好與壞。

談到社會近年充斥不少情緒，尤其不少年輕人對前景感到無力、徬徨，黃博士認為這源於他們自覺地承擔了部分社會責任，並非為一己得失而傷心，而是顧慮到眾人的未來而苦惱，因此這種無力感正反映出他們高尚的情操。在困境中，他鼓勵年輕人們記住「團結」和「信任」：「所有的付出都有意義，只是有些努力並非一時三刻能見到成果。個人的苦難可以成為他人的動力或啟發，感到絕望時，要相信同伴的力量。」黃博士說，生活中發生許多事，都會令我們有各種情緒，最重要是我們如何去理解這些情緒，由此為生活賦予意義。「情緒就如人生的調味料，如果缺少了這一部分，人生便會淡而無味，因此負面與正面的情緒同樣重要。」



▲ Dr Wong (1st from right) has a memorable service-learning trip with students in Cambodia.
黃博士（右一）與學生在柬埔寨度過一個難忘的服務學習旅程。



▲ Dr Wong (back row, 2nd from right) in a gathering with students of the reading club that he hosts.
黃博士（後排右二）與其讀書會的學生聚會。



▲ Group photo of Dr Wong (middle row, 1st from right) with students of the service-learning trip. He hopes the experience would trigger students' reflections on the complexity of social issues.
黃博士（中排右一）和參與服務學習之旅的學生合照。他希望旅程能啟發學生思考社會問題的複雜性。

An Adventurer Exploring Infinite Possibilities

敢於嘗試 發掘無限可能

Interview with Ms Ashley Lee

李雁齊女士專訪

Bachelor of Journalism and Communications (Hons) Programme (with concentration in Business Journalism) (2015)

Senior Account Manager, Aplus Group

新聞及傳播（榮譽）學士課程（專修商業新聞）（2015）

Aplus Group 高級客戶經理

Ms Ashley Lee has had a keen interest in media work. When selecting her university major, she noticed that the Bachelor of Journalism and Communications (Hons) programme, which was offered by the School of Communication of HSUHK, had a unique and innovative positioning. At that time it was the one and only programme in Hong Kong which combined business and finance with journalism and communication. Ashley found it very appealing, and thus she decided to enrol and later concentrated in Business Journalism in Year 3.

“I wanted to be a reporter when I chose this programme.” She says. During her 4-year study in HSUHK, Ashley was grateful for the comprehensive academic training provided by the University, which helped her master the professional knowledge in journalism and communication and laid a sound foundation for her future career development. She was also able to gain latest industry insights and updates through abundant internship opportunities, among which included serving as an intern reporter and anchor at TV Channels in Taiwan and Hong Kong respectively. These experiences allowed her to have a taste of the race-against-time working pace of the profession. “Ad hoc events happened from time to time during reporting, which strengthened my analytical skills and flexibility and sharpened my social sense. The internship experience as a whole was eye-opening for me.” With her outstanding performance, she was awarded the ‘Best Student’ in the Taiwan internship programme.

Having experienced the life as a reporter, Ashley decided to try something new and joined the public relations and communications field after graduation. She first worked in an advertising agency, then turned to a public relations firm where she was responsible for organising different kinds of events for international luxury brands, charity groups and government organisations. Working at Shanghai now for marketing and event projects for listed companies in the Mainland and China divisions of international brands, Ashley says the journalistic knowledge and skills that she acquired in the University are still highly applicable. “The training I received during my study has enabled me to adapt to my job quickly. Whether it’s about media communication, new media application or crisis management, I can handle all flexibly.”

Ashley encourages schoolmates with her own experience. “Try what you are interested in. Don’t set limits on yourselves or wipe out any possibility. University is a place to train your thinking and communication skills. Go and learn to see the world from different perspectives and you will go beyond what you have learned in your undergraduate study.”



▲ Ashley (front row, 4th from right) participates in the Campus Newspaper Awards organised by *China Daily Hong Kong* with classmates and wins the ‘Best News Video’ and ‘Best Feature News Video’ in Chinese category.

李雁齊（前排右四）與同學參與由《中國日報》香港版主辦的校園學報新聞獎比賽，並勇奪中文組「最佳新聞視頻」及「最佳專題視頻」殊榮。

李雁齊女士一直對傳媒工作有濃厚興趣。大學選科時，她留意到恒大傳播學院的新聞及傳播（榮譽）學士課程，定位獨特創新，並為當時本港唯一一個將商業與金融結合新聞傳播的課程。她認為十分吸引，因此決定報讀，並在三年級時專修商業新聞。

「最初修讀這個課程，最想嘗試『跑新聞』。」在恒大四年，李雁齊感恩大學不僅給予她全面的學術訓練，令她掌握新聞及傳

播的專業知識，為日後事業奠下良好基礎，而且提供大量實習機會，讓她洞悉行業最新動態。她曾分別在台灣及香港的電視台實習，有機會出外採訪及擔任主播，體驗分秒必爭的工作節奏。「新聞採訪不時遇上突發事情，提升了我的分析及應變能力，使我的社會觸覺更強，整個實習體驗令我大開眼界。」她還憑其出色的表現，成為當時台灣實習計劃的最佳學員。

嚐過當記者的滋味，李雁齊畢業後決定作出新嘗試，投身公關傳訊行業。她最初於廣告公司工作，其後轉職公關公司，曾為國際奢華品牌、慈善團體和政府部門策劃不同類型的活動。目前身處上海為內地上市集團及國際品牌中國分部作推廣宣傳和活動策劃的她，直言在大學汲取的新聞知識及工作技巧仍大大派用場：「讀書時的訓練讓我很快便適應工作崗位，不論與傳媒溝通、新媒體的應用以至危機管理，我都能靈活處理。」

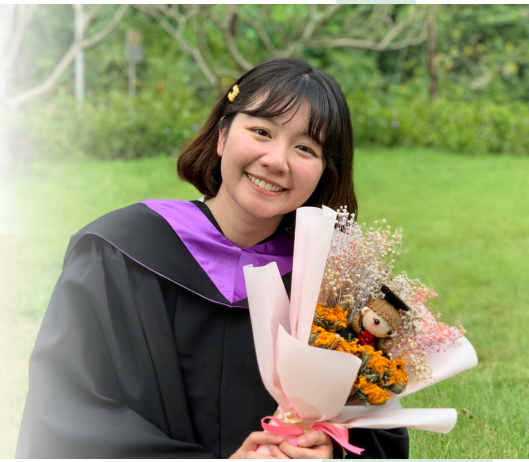


▲ Ashley (1st from right) organises promotion and marketing events for official Korean travel organisations. 李雁齊（右一）為韓國政府旅遊機構籌辦宣傳及推廣活動。

李雁齊以自身經歷勉勵同學：「對於有興趣的事情便去嘗試，不要為自己設下框架，不要抹殺任何可能。大學是訓練思維和溝通技巧的地方，學懂以不同角度看待世界，你的發揮便能超越本科。」

Grasping the Chance and Learning from Practice

捉緊機會 從實踐中學習



Interview with Ms Jessie Poon

潘慧思女士專訪

BBA (Hons) in Supply Chain Management Programme (2019)
Business Intelligence Analyst, foodpanda
供應鏈管理工商管理（榮譽）學士課程（2019）
foodpanda 商業智能資訊分析員

Demonstrating a methodical character during the conversation, Ms Jessie Poon is a good fit for the Supply Chain Management industry which stresses streamlined, accurate and effective production and distribution. "When studying in secondary school, I noticed that e-commerce has become a new commercial trend with great prospects. There was a wide range of career choices covering different areas, which would give me plenty of room for further career development." That was the reason why she chose to take the BBA (Hons) in Supply Chain Management Programme of HSUHK.

During her study at HSUHK, Jessie found that her understanding of the actual operation of supply chain was deepened through the abundant examples quoted in lectures for explicating theories. She also got to widen her horizons through various out-of-class learning opportunities provided by the Department. "The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) Student Day Competition was the most unforgettable for me. We were given a topic on the spot, and then we had to do research on it and present. The whole process was thrilling and exciting. Thanks to the training given by our professors, we finally got the 1st runner-up." She joined a student exchange trip to the Chung-Ang University in South Korea as well, studying International Logistics with students from all around the world. Apart from learning the experiences and views of different regions, the trip also benefited her a lot in terms of personal growth.

In addition, Jessie took part in numerous internship programmes. "I once interned at Hong Kong Air Cargo Terminals Limited (HACTL), and was responsible for conducting analyses and giving suggestions on cargo packaging procedures. After that, I worked for two international brands, taking charge of the administrative duties and the management and analysis of the inventory systems respectively. These were valuable opportunities for me to put knowledge into practice." She gave special thanks to Dr Eugene Wong for inviting her to be a research assistant in her Year 4, enhancing her know-how in Data Analytics and inspiring her to pursue further study after graduation. Having completed the Master of Science in Business Analytics, Jessie is now a Business Intelligence Analyst of an online catering delivery platform, in charge of analysing its financial, marketing and logistics data. She thinks that the programming skills and the time management concepts she learnt in the University, as well as the diverse internship experiences she gained, enabled her to tackle difficulties calmly and get adapted to her role promptly when she entered the workforce.

As a study tip, Jessie suggests HSUHK fellow students to make good use of the University's resources. "Participating more in competitions and exchange activities, expanding your interpersonal network and enriching your knowledge will help a lot in your future career development."



▲ Under the guidance of Dr Eugene Wong (1st from right), Jessie (3rd from left) and her teammates win the 1st runner-up in the CILTHK Student Day Competition. 在黃彥璋博士（右一）的指導下，潘慧思（左三）與組員於香港運輸物流學會學界專題研習比賽奪得亞軍。

供應鏈管理講求精簡、準確而有效的生產與配送，說話有條不紊的潘慧思女士，個性正與行業的特質不謀而合。「就讀中學期間，我留意到電子商貿已成商業新趨勢，具有非常龐大的發展前景，出路甚廣，工作亦涉獵不同範疇，能給我很大的發揮空間。」這正是她選讀恒大供應鏈管理工商管理（榮譽）學士課程的原因。

就讀期間，潘慧思認為恒大的課程採用大量例子去闡釋理論，令她能深入認識供應鏈的實際運作。同時，學系亦提供不少校外學習機會，讓她擴闊視野。「香港運輸物流學會學界專題研習比賽令我最難忘，我們需就即場分配的題目進行研究和報告，過程緊張刺激。結果我們取得亞軍，教授們的培訓功不可沒。」她亦曾赴南韓中央大學當交流生，親身與來自世界各地的學生一同修讀國際物流，不但了解各個地區的經驗與看法，個人成長的得著也很多。

此外，潘慧思亦參與多個工作實習。「我曾在香港空運貨站實習，就貨櫃包裝程序進行分析並給予建議。其後亦於兩個國際品牌工作，分別負責處理行政及倉庫系統管理與分析，是寶貴的實踐機會。」她特別感謝黃彥璋博士在她四年級時邀請她擔任研究助理，加深她對數據分析的認識，啟發她畢業後繼續進修。目前已完成商業分析碩士課程的她，於網上餐飲外送平台任職商業智能資訊分析員，負責分析公司的財務、市場推廣及物流數據。她認為，在學時獲得的電腦程式技巧和時間管理概念非常有用，配合多元化的實習體驗，有助她踏入職場時能冷靜面對困難，更快適應工作崗位。

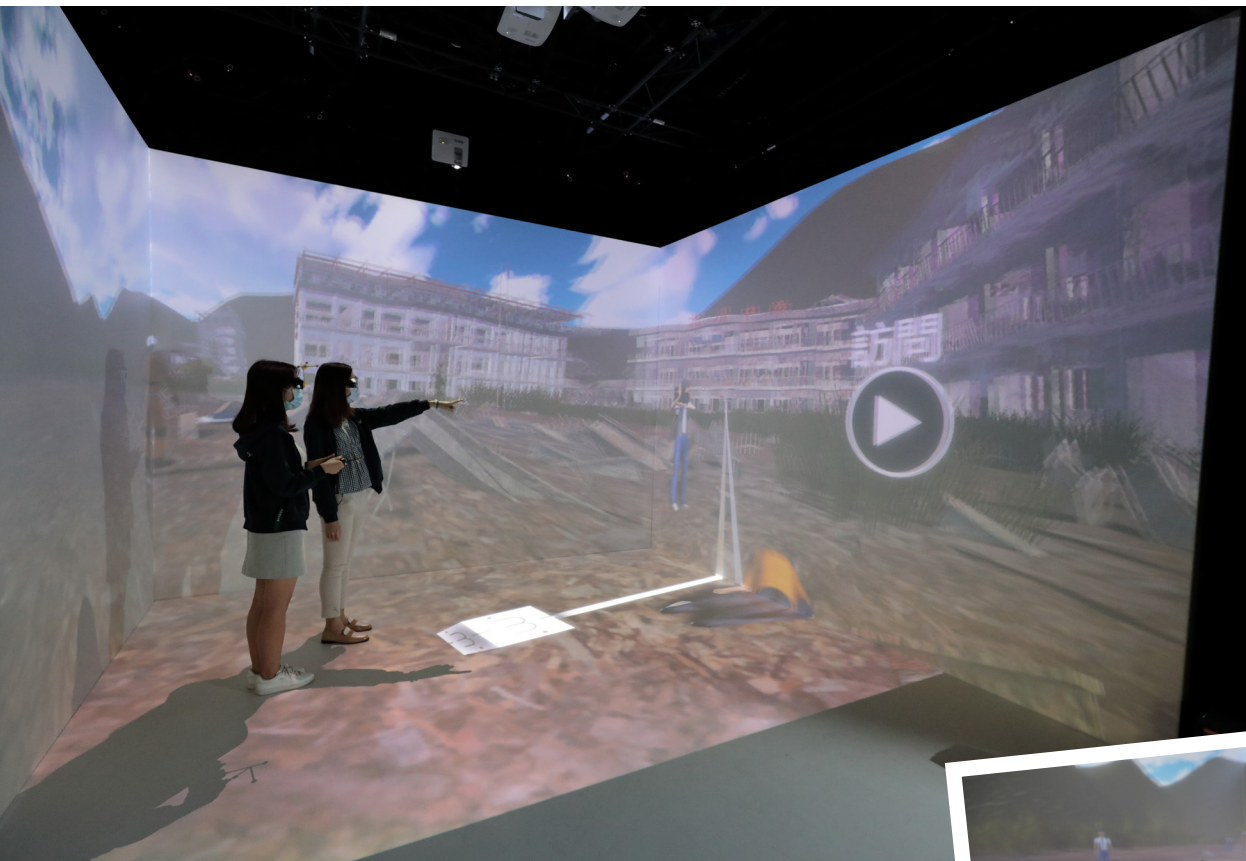
說到學習上的貼士，潘慧思建議恒大同學善用學校資源：「不妨多參與比賽及交流，擴大人際網絡，豐富自己的見聞，對日後的事業發展會大有幫助。」



◀ Jessie (2nd from right) visits Busan with her Taiwanese classmates during her exchange in South Korea. 在南韓交流期間，潘慧思（右二）與台灣同學一同遊覽釜山。

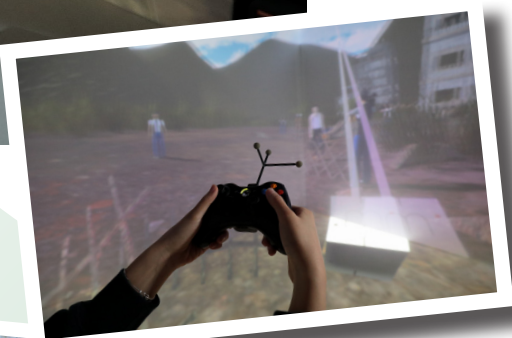
The HSUHK Receives Funding for Developing Hong Kong's First Real-time Cooperative Multi-CAVE Systems and VR Scenes

恒大獲資助構建全港首個實時協作複合性虛擬實境系統及場景



Classroom learning is the main mode of teaching and learning at school, but this is no longer the case under the new normal. As a result of the COVID-19 pandemic, teaching and learning in a virtual format, and consequently how to engage students in such a context, has become in focus. The Virtual Reality Centre (VRC) of the HSUHK, which has been keen on applying VR technology for supporting teaching and learning, discerns the growing importance of virtual learning. Successfully securing a funding of over HK\$8.7 millions from the Quality Enhancement Support Scheme (QESS) under the Self-financing Post-secondary Education Fund, it will work on the research project 'Development of Real-time Cooperative VR Multi-CAVE Systems for Collaborative and Team Learning', in which three VR scenes will be developed to promote students' collaborative, interactive and team learning, with an upgrade of the current Cave Automatic Virtual Environment (CAVE) system.

課室教學一直是學校主要的教學模式，但在新常態下情況不再一樣。受新冠病毒疫情影響，虛擬的教學模式，以致如何促進學生在此教學模式下的參與度，成為大家關注的議題。一直致力於運用虛擬實境技術來支援教學的恒大虛擬實境中心，亦洞悉到虛擬學習將越來越重要。最近中心獲得自資專上教育基金轄下質素提升支援計劃（QESS）逾 870 萬港元的資助，進行「開發及推行用於協作和團隊學習的實時協作複合性虛擬實境系統」研究項目，將開發三個虛擬實境場景，並提升現行虛擬實境系統（CAVE），以推動學生的互動協作及團隊學習。



• Enhancing CAVE and HMD Systems to Allow Real-time Collaborative Learning

提升虛擬實境及頭戴式裝置系統以促進實時協作學習

Upon the successful implementation of the CAVE system since its establishment in 2016, the VRC has supported teaching and learning of over 2,000 students from 50 classes in 12 modules in the past three years, enhancing their learning experience by providing an interactive and immersive VR environment. Yet the current system cannot support multi-CAVE interaction and communication, and multi-head-mounted devices (multi-HMDs) are also not available. These hinder the pedagogical learning development of students.

“Most of the training contents, for instance, the air cargo building and screening, and news reporting in a disaster environment, require real-time synchronised multi-CAVE systems to achieve collaborative, interactive and team learning. To solve these problems, HSUHK initiated this research project to enhance the current CAVE systems so that there will be new advanced multiple CAVE and HMD systems for students' collaborative learning and interactions in multiple environments,” Dr Eugene Wong, Director of the VRC and the Principal Investigator of the project explains.

自 2016 年成立起，虛擬實境中心成功運用 CAVE 系統，為學生提供沉浸式的互動虛擬實境場景，提升他們的學習體驗。過去三年，中心已透過該系統支援了 12 個科目、50 班課堂共超過 2,000 名學生的教學。惟現行 CAVE 系統無法支援複合性的互動和溝通，複合性的頭戴式裝置 (multi-HMDs) 亦缺乏。這些均對學生的學習發展構成阻礙。

虛擬實境中心總監及此研究項目的首席研究員黃彥璋博士解釋：「大部份的訓練內容，例如空運站的建設及貨物檢測、災難環境下的新聞報道等，都需要實時、同步的複合性 CAVE 系統，才能做到協作、互動和團隊學習。為了解決問題，恒大啟動這個研究項目以提升現行的 CAVE 系統，將來學生便可使用升級的複合性 CAVE 及 HMD 新系統，在不同的環境中進行協作互動學習。」

• Developing Disaster, Air Cargo Screening and Heritage Interactive Scenes

建立災難、空運站貨物檢測及古蹟建築互動場景

Together with the development of the new systems, real-time collaborative VR scenes will be created under three major themes, namely (i) Logistics – Air Cargo Screening and Warehousing, (ii) Journalism and News Reporting, and (iii) Heritage – Art and Architecture. Targeting to carry out the project in three phases in three years, the HSUHK will take the lead and collaborate with the University of Hong Kong (HKU), the HKU School of Professional and Continuing Education (HKU Space) and Chu Hai College of Higher Education (CHCHE), with its focus on the part of Journalism and News Reporting while supporting its partners on the Logistics and Heritage themes.

“We decided to focus on these three themes in consideration of the current academic modules and the academic strengths of the partnering institutions respectively, as well as the potential deliverable values on teaching and research, the industry's needs, and the number of beneficial parties,” Dr Wong says. The prototype of the Journalism theme has already been rolled out for testing. Working with the School of Communication (SCOM) of the HSUHK, the VRC has created a simulated earthquake environment for news reporting, which has been adopted in SCOM's modules this semester. The prototype will then be further enhanced and optimised after the VRC receives feedback from the School.

除了建立新系統，項目亦會圍繞三大範疇來打造實時協作虛擬實境場景，包括 (i) 物流—空運站貨物檢測及倉儲；(ii) 新聞業及新聞報道；及 (iii) 古蹟—藝術及建築。項目計劃於三年內分三階段完成，恒大將擔任項目的總指揮，與其他合作機構包括香港大學、香港大學專業進修學院，以及珠海書院等共同研究。屆時恒大將集中開發新聞業及新聞報道的場景，同時亦會支援合作夥伴建立物流及古蹟的場景。

黃博士說：「我們決定集中建構這三種場景，主要是考慮過各合作院校現有的學術科目、學術強項，以及成果對教學與研究的潛在價值、市場需要、受惠單位的數量等。」現時以新聞業為主題的場景原型已推出並進入試驗階段。此場景為虛擬實境中心與恒大傳播學院聯合製作的模擬地震採訪教學場景，已率先於今個學期應用於傳播學院授課。中心將會收集傳播學院的意見，繼續提升及優化場景原型。



▲ The VRC collaborates with the SCOM to develop Hong Kong's first VR scene specified for the teaching of disaster reporting. In the photo are Dr James Chang, Associate Dean of the SCOM (left) and Dr Clio Wu, Assistant Professor of the SCOM (right).

虛擬實境中心與傳播學院合作，開發全港首個以災難採訪教學為主題的虛擬實境互動場景。圖為傳播學院副院長張志宇博士（左）及助理教授吳靜博士（右）。

● Popularisation of VR Teaching Requires More Support for VR Development

虛擬實境教學的開發與普及需更多支持

Dr Wong points out that the development of VR teaching around the world is vigorous. Hence, Hong Kong needs to keep abreast of the global trends. "VR teaching is very popular in Korea, Europe and the US. Now it has become an even more important way of teaching and learning given the current pandemic situation when most on-site teaching and learning activities are suspended, for it allows remote control. It is well worth the effort that Hong Kong further explores the development and application of VR technology."

While the popularisation of VR application depends on many factors, including the availability of teaching content, users' acceptance and their attitude towards technology-supported learning platforms, Dr Wong tells us that under this project, a VR platform will be developed to facilitate instructors to share VR content created by the HSUHK and the partnering institutions, allowing the retrieval of the content through designated CAVE systems and HMD devices for efficient teaching and learning. A comprehensive study with survey and analysis will also be conducted to evaluate users' acceptance and attitude towards the advanced CAVE technology, as well as the learning effectiveness. "The data and information we get will facilitate the further enhancement of the VR teaching and learning platform. We believe the development of Hong Kong's first-ever multi-CAVE systems will be an excellent practice for local higher education institutions to achieve teaching excellence and provide valuable learning experience to students."

Last but not least, Dr Wong would like to give his sincere thanks to the project team, which comprises around 20 members from different Departments of the HSUHK as well as the partnering institutions. He would also like to express his gratitude to the University's management. "Management support is very important. Otherwise we would not be able to overcome the challenges during the process and the development and administrative work would become very difficult. We wish to have the continued support from the management as the project goes on," Dr Wong concludes.



▲ Dr Eugene Wong, Associate Professor of the Department of Supply Chain and Information Management and Director of the VRC, is the Principal Investigator of the project.

供應鏈及資訊管理學系副教授兼虛擬實境中心總監黃彥璋博士，為此研究項目的首席研究員。

黃博士指出，虛擬教學在全球各地蓬勃發展，香港亦需緊隨世界趨勢。「虛擬教學在南韓、歐洲及美國都很普及。鑑於現時疫情，大部份現場的教學活動均需暫停，能夠遙距操控的虛擬教學變得更為重要。虛擬實境技術的開發和應用，實在值得香港詳加研究。」

虛擬實境應用的普及取決於多項因素，包括是否有可用的教學內容，以及使用者對科技性學習平台的接受程度及取態等。黃博士表示，此項目會發展一個虛擬實境平台，以便恒大以及合作院校的指導員，能夠透過指定的 CAVE 系統及 HMD 設備，分享各自創建的虛擬實境內容，從而令教學便得更有效率。此外，項目亦會進行全面的調查、分析和研究，以評估使用者對升級的 CAVE 系統之接受程度及態度，以及其學習成效。「所得的數據和資訊，可

幫助我們進一步提升虛擬實境教學平台。我們相信，這個全港首個複合性 CAVE 系統的開發，能有助本地高等院校達致卓越教學，並為學生提供寶貴的學習體驗，絕對是一件好事。」

整個項目團隊約有 20 位來自恒大及其他合作院校不同學系的成員，黃博士不忘對團隊表示衷心感謝。他亦對恒大管理層表示謝意。「管理層的支持十分重要。沒有他們的支持，我們便無法克服過程中的種種挑戰，開發及行政工作亦會變得十分困難。我們期望管理層能繼續支持這項研究工作。」

Other Co-Investigators of the Project from the HSUHK (in alphabetical order of English surnames):

恒大其他參與項目的共同研究員（按英文姓氏字母順序排列）：

Dr James Chang 張志宇博士	Associate Professor (Practice), School of Communication 傳播學院副教授（實務）
Professor Ronald Chiu 趙應春教授	Professor (Practice), School of Communication 傳播學院教授（實務）
Professor Desmond Hui 許焯權教授	Professor, Department of Art and Design 藝術設計系教授
Dr Kaylee Kong 孔穎博士	Assistant Professor, Department of Management 管理學系助理教授
Mr Vincent Lam 林秉謙先生	Lecturer, Department of Supply Chain and Information Management 供應鏈及資訊管理學系講師
Dr Daniel Mo 巫耀榮博士	Associate Professor, Department of Supply Chain and Information Management 供應鏈及資訊管理學系副教授
Dr Patrick Mok 莫健偉博士	Assistant Professor, Department of Art and Design 藝術設計系助理教授
Professor Trevor Siu 蕭旭泰教授	Professor, School of Communication 傳播學院教授
Dr Clio Wu 吳靜博士	Assistant Professor, School of Communication 傳播學院助理教授

President Ho Spoke at the 40th Anniversary Ceremony of Shun Tak Fraternal Association Tam Pak Yu College

何校長於順德聯誼總會譚伯羽中學四十周年校慶典禮致辭

On 19 November 2020, President Simon S M Ho spoke at the 40th Anniversary Ceremony of Shun Tak Fraternal Association Tam Pak Yu College cum the Opening Ceremony of Ho Sik Nam Museum of Chinese Culture and Supervisor Ho Tak Sum Scholar House. He served as the Guest of Honour together with Dr Louis Ng, Museum Director of the Hong Kong Palace Museum.

In his speech, President Ho congratulated Tam Pak Yu College on its 40th anniversary and mentioned that the College and the HSUHK, which also celebrated the 40th anniversary of its founding, shared several things in common. He said that the developments of both institutions relied on visionary founders with strong education beliefs; the dedication and contributions of former board members, staff, alumni and supporters, who laid the solid foundation for the achievements of each respective institution; and a strong culture bonding all members. He stressed that profound gratitude should go to those who have contributed to the accomplishments of each of the two institutions.

President Ho further pointed out that despite the pandemic and other challenges in 2020 and 2021, both institutions shared the same belief that grit and team spirit will unite our community together to tackle difficulties and seize new opportunities. In the prolonged fight against the coronavirus, he encouraged the participants to stay alert and cautious while remaining positive and perseverant.



▲ President Simon Ho speaks at the ceremony.
何順文校長在典禮中致辭。

何順文校長於 2020 年 11 月 19 日，在順德聯誼總會譚伯羽中學的四十周年校慶典禮暨「何式南紀念中華文化館」及「何德心校監鴻儒館」開幕儀式上，與香港故宮文化博物館館長吳志華博士一同擔任主禮嘉賓並致辭。

何校長在致辭中祝賀譚伯羽中學四十周年校慶，並提到該校與同樣慶祝建校四十周年的恒大大，有著一些共通點。何校長表示，兩所院校的發展，都有賴創辦人的卓識遠見及堅定的教育理念；歷屆董事會成員、員工、校友和支持者的投入與貢獻，為院校的成就奠定穩固的基礎；以及濃厚的院校文化，令成員間擁有強大的凝聚力。他強調，對於曾為院校成就作出貢獻的人，我們都應該心懷感恩。

何校長又指出，縱然 2020 及 2021 年面對疫情及其他挑戰，兩所院校均抱著同樣的信念，只要憑著毅力、勇氣和團隊精神，就能打造一個團結的社區，一起克服困難並掌握新契機。他鼓勵大家在長期應對新冠病毒時，除了維持警覺及小心謹慎，更要保持正面及堅持不懈的精神。

IYSL-funded Project 'Embracing the Differences' is Granted the Social Capital Builder Logo Award

青年可持續發展領袖研習所資助項目「Embracing the Differences」榮獲「社會資本動力標誌獎」

'Embracing the Differences', a project funded by the Sustainability Development Grants of the Institute for Youth Sustainability Leadership in AY2018/19, is granted the Social Capital Builder Logo Award by the Community Investment and Inclusion Fund (CIIF) of the Labour and Welfare Bureau. Collaborating with local NGOs, the project allowed the HSUHK's students to understand the living conditions of local ethnic minorities at a deeper level through different activities, promoting social diversity and inclusion.

The CIIF Forum cum Social Capital Builder (SCB) Awards Presentation Ceremony was conducted in a webinar format on 15 December 2020. The SCB Awards are organised biennially to accord recognition to individuals, corporates and organisations who have contributed to the development of social capital, including community engagement, information and communication, social cohesion and inclusion, and so on.

青年可持續發展領袖研習所於 2018/19 學年資助的可持續發展教學資助項目「Embracing the Differences」，榮獲由勞工及福利局社區投資共享基金頒發的「社會資本動力標誌獎」。項目與本地非牟利機構合作，讓恒大大同學透過不同活動深入了解本地少數族裔的生活狀況，促進社會多元共融。

本年度的「社區投資共享基金論壇暨社會資本動力獎頒獎禮」已於 2020 年 12 月 15 日以網上講座形式舉行。「社會資本動力獎」嘉許計劃每兩年舉辦一次，以表揚對香港社會資本發展，包括社會參與、資訊和溝通、社會凝聚和包容等有貢獻的個人、企業及機構。



▲ 'Embracing the Differences' allows the HSUHK's students to understand the living conditions of local ethnic minorities at a deeper level through various activities. 「Embracing the Differences」讓恒大大同學透過不同活動，深入了解本地少數族裔的生活狀況。

◀ Social Capital Builder Logo Award
社會資本動力標誌獎



President Ho Talks at 'Green Recovery Webinar - Green Career, Here I Come!'

何校長於「綠色復甦網上研討會——綠色行業，Here I Come!」主講

President Simon S M Ho delivered a sharing at 'Green Recovery Webinar - Green Career, Here I Come!' organised by CarbonCare InnoLab (CCIL) on 6 January 2021 as the guest speaker, together with Dr Jeanne Ng, Chair of the Hong Kong Institute of Qualified Environmental Professionals Limited and Director of the CLP Research Institute.

In the webinar, President Ho first introduced the University's implementation of sustainability on campus development, youth education and community engagement. He mentioned that the HSUHK established the Institute for Youth Sustainability Leadership (IYSL), the first and only in the local higher education sector in 2016, for empowering young people to address many of the United Nations' Sustainability Development Goals. He also briefed on some green recovery activities that IYSL organised during the COVID-19 period in 2020. President Ho then pointed out that the 'Green Employment Scheme' and green project funding launched by the Government are not only related to specific green industries such as construction, energy and transportation, but other sectors are also able to integrate green elements into their businesses and create green job opportunities. Even graduates in fields other than natural sciences, technology and engineering can find a green job in traditional sectors. However, they are encouraged to first gain more knowledge in environment management and sustainability.

Founded in 2014, CCIL encourages the youth and students in Hong Kong to mitigate climate change and develop a sustainable low-carbon lifestyle through innovation, education and action. In the Green Recovery Webinars series, guests from different fields are invited to share green recovery opportunities and challenges under the new normal.

President Ho Shares HSUHK's Recent Developments on RTHK's Programme *Heart to Class*

何校長於港台節目「教學有心人」分享恒大最近發展

On 9 January 2021, President Simon S M Ho shared some of the recent developments of the HSUHK and the unique role of self-financing universities in the tertiary education sector on Radio Television Hong Kong's (RTHK) programme *Heart to Class*, which was hosted by Mr Kit-leung Chung and Dr Esther Ho.

During the interview, President Ho introduced the establishment of the HSUHK's Honours Academy, which is the first of its kind among local higher education institutions providing more resources to nurture high-achieving students to become future leaders in a 3-year focused programme. He also presented the new special Principal Recommended Admission Scheme (Direct Admission), stressing that early firm offers will be made to selected Form 6 students who have made distinguished achievements in academic or non-academic areas such as sports, music, community services or leadership, regardless of their DSE examination results. President Ho further mentioned that self-financing universities enjoy greater autonomy and flexibility for innovation and taking better care of the whole-person development of individual students, going beyond simply pursuing indicators such as funding, size, vocational orientation and ranking. He hoped that the HSUHK will lead to enhance the public recognition of private universities and play a unique role in the local tertiary education, thereby bringing changes in the education ecosystem.

Scan the QR code to listen to
the radio programme:
掃描二維碼重溫電台節目：



何順文校長於 2021 年 1 月 6 日為低碳想創坊舉辦的「綠色復甦網上研討會——綠色行業，Here I Come!」擔任主講嘉賓，與香港合資格環保專業人員學會主席及中電科技研究院董事吳芷茵博士一同作出分享。

研討會中，何校長首先介紹了恒大如何在校園發展、青年教育及社區參與中實踐可持續發展。他表示恒大於 2016 年特別設立了本港高校界唯一的「青年可持續發展領袖研習所」，以賦權年輕人落實一些聯合國可持續發展目標。何校長並簡介了該研習所在 2020 年疫情期間舉行的多項綠色復甦活動。他隨後指出政府的「綠色就業計劃」及環保項目的資助計劃，並非只與個別綠色行業如建築、能源或運輸有關，其他行業亦可將綠色元素帶入其中，創造綠色就業機會。即使畢業生沒有自然科學、科技及工程背景，也可以申請傳統行業中的綠色職位，但他鼓勵有意者先提升他們在環境管理和可持續發展方面的知識。

低碳想創坊於 2014 年成立，鼓勵香港年輕人及學生通過創意、教育和行動來緩和氣候變化和發展可持續的低碳生活。而「綠色復甦網上研討會」系列則邀請不同界別人士，分享新常態下的綠色復甦機遇與挑戰。

(From left) Mr Kit-leung Chung, President Simon Ho and Dr Esther Ho take a photo after the programme.

(左起) 鍾傑良先生、何順文校長及何玉芬博士於節目後拍照留念。



何順文校長於 2021 年 1 月 9 日在香港電台節目「教學有心人」中，和主持鍾傑良先生及何玉芬博士分享恒大的最近發展及自資大學在高等教育的獨特角色。

訪問中，何校長介紹了恒大新成立的榮譽學院，表示榮譽學院為香港高等院校界首創，期望為高潛質的同學提供更多資源，以為期三年的重點計劃培育他們成為未來領袖。他亦講解了新推出的特別版「校長推薦入學計劃」（直接錄取），強調在學術或非學術範疇如體育或音樂、社區服務或領導才能方面有卓越表現的中六同學，經遴選後可提早直接獲得取錄，而不受香港中學文憑試的成績影響。何校長並表示，自資大學在教學上有更大自主空間和靈活性推陳出新，及更佳個別照顧學生的全人發展，而非單追求外間的經費、規模、職業導向和排名等指標。他期望恒大能帶領提升大眾對私立大學的認受並在本地高等院校中扮演獨特角色，從而為教育生態帶來改變。

HSUHK Information Day 2020 2020 年恒大資訊日

HSUHK Information Day was held successfully on 21 November 2020, providing visitors with the latest information on admissions, the Principal Recommended Admission Scheme, programme development, scholarship opportunities and student life enrichment. Conducted in dual mode, students and their parents could participate in the event on campus or join talks via the event webpage and raise instant enquiries through live chat.

During the feature talk, President Simon S M Ho introduced the characteristics of HSUHK while the honourable guest Mr Po-shing Ng, Student Guidance Consultant of Hok Yau Club, shared his insights on preparing for university study and selection strategies of undergraduate programmes. The event was enriched with a number of admissions briefings, programme exhibitions and seminars, workshops and taster activities. On-site application and assessment were available for interested applicants, and campus tours were tailored in small groups for guests to learn more about our campus environment and the state-of-the-art teaching facilities.



▲ Participants get the latest programme information on the spot.
參加者即場取得最新課程資訊。



▲ President Simon Ho introduces the uniqueness of the HSUHK.
何順文校長介紹恒大的獨有特色。

恒大於 2020 年 11 月 21 日舉行資訊日，公佈最新的入學資訊和「校長推薦入學計劃」，並介紹課程發展概況、獎學金資訊和恒大豐富的學生生活。活動以雙軌模式進行，學生及家長可親臨現場參與或透過活動網頁參與講座及進行即時網上諮詢。

在主題講座環節中，何順文校長介紹了恒大的特色，而學友社學生輔導顧問吳寶城先生則分享了升讀大學的準備及選科策略。此外，資訊日亦安排了入學簡介、課程展覽和講座、工作坊及各項入學相關活動，有興趣的同學可即時報讀課程及參加面試。同時，參加者亦可透過校園導賞活動，以小組形式參觀恒大校園環境及其先進的教學設施。

Industry Leaders' Chatroom Series: Reform, Breakthrough, CFO's New Milestone

「領袖開 LIVE」系列：銳變改革 超越傳統 CFO 新里程

Organised by the Advancement and Alumni Affairs Office, the fourth episode of the Industry Leaders' Chatroom Series was held on 1 December 2020. Mr Ellis Cheng, Chief Financial Officer of Kerry Logistics Network Limited, and Mr Francis Cheung, Finance Director of Octopus Holdings Limited, were invited to be the panel speakers to share about how to plan corporate operation strategies amid the pandemic and new business environment, and related contingency measures from the perspective of corporate financial management. Professor Eugene Liu, HSUHK's Adjunct Professor and Managing Partner of RSM Hong Kong, served as the moderator.

Both panel speakers analysed the industry trends and future opportunities in the event, which attracted more than 100 HSUHK alumni, staff members, students as well as business executives from partnering institutions to join. Participants found the sharing informative and inspiring. The full event is now available for viewing on the HSUHK's YouTube Channel.



▲ (From left) Dr Tom Fong, Mr Ellis Cheng, President Simon Ho, Mr Francis Cheung and Professor Eugene Liu take a group photo.
(左起) 方永豪博士、鄭志偉先生、何順文校長、張文祺先生及廖於勤教授合照留念。

發展及校友事務處舉辦的「領袖開 Live」系列第四集，邀得嘉里物流聯網有限公司首席財務主管鄭志偉先生及八達通控股有限公司財務總監張文祺先生，於 2020 年 12 月 1 日「開 Live」，暢談企業在疫情及新營商環境下如何規劃經營策略，以及企業財務管理上之應變措施。恒大客席教授、羅申美會計師事務所主管合夥人廖於勤教授為活動擔任主持人。

兩位主講嘉賓於活動中分析行業未來趨勢，探討如何迎接機遇，吸引超過 100 位恒大校友、教職員、學生，以及夥伴機構之行政人員一同參與。參加者均從中得到許多資訊和啟發，獲益良多。活動內容現可於恒大 YouTube 頻道重溫。

Scan the QR code to view the event's video:
掃描二維碼收看活動影片：



The HSUHK Hosts the 2020 Academy of International Business Southeast Asia Regional Conference

恒大主持 2020 國際商學會東南亞分區會議

The 2020 Academy of International Business Southeast Asia Regional (AIBSEAR) Conference, with the theme 'The Future of IB in Turbulent Times', was held from 3 to 5 December 2020 on the HSUHK's campus and online via Zoom Meetings simultaneously. It was the first time that the Research Institute for Business and the School of Business of the HSUHK hosted the conference.

Professor Bradley R Barnes, the AIBSEAR Chapter Vice Chair and Dean of the School of Business, hosted the Opening Ceremony on 3 December 2020. Professor Jeremy Clegg, President of the Academy of International Business; Professor Yingyot Chiaravutthi, the AIBSEAR Chapter Chair; and President Simon S M Ho then delivered speeches at the conference. The conference assembled over 130 scholars and guests from Australia, Chile, China, France, Hong Kong, Israel, Japan, Macau, Malaysia, the Philippines, Taiwan, Thailand, the UAE, the UK and the USA. A total of 114 papers were presented in 28 concurrent sessions.

「2020 國際商學會東南亞分區會議」於 2020 年 12 月 3 至 5 日，以「亂流中的未來國際商業環境」為主題，在恒大校園及透過 Zoom 於線上同步舉行。是次為恒大商學研究所及商學院首次主持會議。

大會開幕典禮由國際商學會東南亞分會副會長及商學院院長李海東教授擔任主持，而國際商學會會長 Jeremy Clegg 教授、國際商學會東南亞分會會長 Yingyot Chiaravutthi 教授及何順文校長隨後於會上致辭。是次會議集合超過 130 名來自澳洲、智利、中國、法國、香港、以色列、日本、澳門、馬來西亞、菲律賓、台灣、泰國、阿聯酋、英國及美國的學者和嘉賓，並在 28 節同時進行的活動中共發表了 114 篇研究報告。



▲ Professor Bradley R Barnes (left) presents a souvenir to one of the keynote speakers, Mr Stephen Phillips, Director-General of Investment Promotion, Invest Hong Kong. 李海東教授（左）向其中一位演講嘉賓、投資推廣署署長傅仲森先生贈送紀念品。

The HSUHK and the HKTDC Co-organise the 10th ALMAC's International Plenary Forum: 'Leading through New Paradigm of Global Logistics Risks under Uncertain Trading Landscape and Cyber Disruptions'

恒大與香港貿易發展局合辦第十屆亞洲物流航運及空運會議 2020 國際主題論壇： 「制衡營商環境不穩和網絡破壞的物流風險管理」

Supported by the Research Grants Council, the HSUHK and the Hong Kong Trade Development Council (HKTDC) jointly organised the international plenary forum at the 10th Asian Logistics, Maritime and Aviation Conference (ALMAC) on 18 November 2020. The international plenary forum titled 'Leading through New Paradigm of Global Logistics Risks under Uncertain Trading Landscape and Cyber Disruptions' gave insights on how the logistics industry, impacted by trading policy changes, the outbreak of COVID-19 and the increase in cyber-attack could rebuild the supply chain resilience under the new normal.

Dr Eugene Wong, Associate Professor of the Department of Supply Chain and Information Management, gave an opening remarks at the forum. He stressed that despite the pandemic lockdown, technology and innovation has connected people together. He hoped that the same would apply to the logistics and transport business as well. Moderated by Mr Fox Chu, Partner of McKinsey, six distinguished leaders from various spectrums then shared their views in two panels. They were Dr Yonov Frederick Agah, Deputy Director – General of the World Trade Organisation; Mr Mathieu Renard Biron, Managing Director, Global Freight Forwarding of Kerry Logistics; Mr Stone Ho, Group Vice President of Apex Logistics International; Dr Jan Hoffmann, Chief of Trade Logistics Branch of the United Nations Conference on Trade and Development; Mr Kenny Ye, COO of Orient Overseas Container Line; and Mr Christopher Chan, Partner and Hong Kong Head of Shipping, Offshore and Logistics of Holman Fenwick Willan.

在研究資助局的支持下，恒大與香港貿易發展局於 2020 年 11 月 18 日，聯合主辦了「第十屆亞洲物流航運及空運會議 2020」之國際主題論壇。論壇以「制衡營商環境不穩和網絡破壞的物流風險管理」為題，探討在貿易政策改變、新冠病毒疫情爆發及網絡攻擊增加的衝擊下，物流業如何在新常態中重建供應鏈的穩定性。

供應鏈及資訊管理學系副教授黃彥璋博士在主題論壇中致開幕辭。他強調即使在疫情封城下，人與人之間仍能靠科技和創新保持緊密聯繫。他期望這亦能應用到物流與運輸行業。隨後在麥肯錫公司全球董事合夥人朱景豐先生擔任主持下，六位來自不同領域的傑出領袖於兩個小組討論中作出分享。六位嘉賓包括世界貿易組織副總幹事尤努夫·阿加博士、嘉里物流聯網有限公司環球貨代總裁 Mathieu Renard Biron 先生、愛派克斯國際物流有限公司副總裁 Stone Ho 先生、聯合國貿易和發展會議貿易物流主管揚·霍夫曼博士、東方海外貨櫃航運公司營運總裁葉建平先生，以及夏禮文律師行合夥人兼香港航運、離岸及物流主管陳天朗先生。



▲ Dr Eugene Wong delivers an opening remarks at the forum. 黃彥璋博士在論壇中致開幕辭。

President Ho Shares His Expectation on the Youth in SCOM Talk Show 何順文校長於「恒傳感言」分享對年青人的期望

President Simon S M Ho spoke in the finale of this season's SCOM Talk Show on 23 December 2020, sharing his education philosophy and expectation on the youth. He mentioned that a university president has to hold onto core values such as academic freedom and university autonomy, and stressed the need for complying with laws and respect in pursuit of freedom. He also recalled his learning journey in the US and the UK and encouraged youngsters to open their minds, explore opportunities beyond Hong Kong, and be open to changes as one will never know how well they can cope with adversities and resolve problems. Drawing an analogy to the characteristics of bamboo, he wished that the young generation will grow and learn with a modest heart and be able to stand firm in face of adversities.

SCOM Talk Show has been co-hosted by Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication (SCOM), and Professor Ronald Chiu, Professor (Practice) of the SCOM. Previous guests for the show included Professor Gabriel Leung, Dean of Medicine of The University of Hong Kong; Ms Quince Chong, Chief Corporate Development Officer of CLP Power Hong Kong Limited; Professor Joseph Sung, former President of The Chinese University of Hong Kong; Ms Alison Yu, Hong Kong's wheelchair fencer; Professor Frederick Ma, Chairman of the Council of The Education University of Hong Kong; Mr Woon-kwong Lam, former Convenor of the Executive Council; Mr Wing-ching Shih, Founder of Centaline Group; and Dr Tai-fai Lam, Chairman of the Council of the Hong Kong Polytechnic University and Chairman of the Hong Kong Sports Institute Limited.



何順文校長於 2020 年 12 月 23 日擔任傳播學院訪談節目「恒傳感言」今季的壓軸嘉賓，分享他的辦學理念及對年青人的期望。他表示，大學校長應守護大學的核心價值，維護學術自由及院校自主，並強調追求自由時必須合法及尊重別人。他並於節目中憶述赴英美留學的經歷，鼓勵年輕人放遠目光，尋找香港以外的發展機會，以及要勇於改變，否則便永遠不會知道自己面對逆境和解決困難的能力。他又以竹的特性為喻，寄語年輕人虛心學習，不斷成長，面對逆境都屹立不倒。

「恒傳感言」由協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授，與及傳播學院趙應春教授（實務）聯合主持，受訪嘉賓包括香港大學醫學院院長梁卓偉教授、中華電力企業發展總裁莊偉茵女士、香港中文大學前校長沈祖堯教授、香港輪椅劍擊運動員余翠怡女士、香港教育大學校董會主席馬時亨教授、前行政會議召集人林煥光先生、中原集團創辦人施永青先生，以及香港理工大學校董會主席及香港體育學院主席林天輝博士。

◀ President Simon Ho (right) shares in SCOM Talk Show with Professor Scarlet Tso (middle) and Professor (Practice) Ronald Chiu. 何順文校長（右）與曹虹教授（中）及趙應春教授（實務）於「恒傳感言」中分享。

SCOM Talk Series 恒傳匯談講座

The School of Communication (SCOM) organised seminars for SCOM Talk Series on 29 October 2020 and 26 November 2020. Mr Benny Lau, acclaimed Hong Kong director; and Ms Elaine Chan, Co-founder and General Manager of iGen6, an innovation and digital marketing communications consultancy, were invited to be the guest speakers respectively.

In the former seminar, Mr Benny Lau shared his film-making experience and talked about the current challenges that Hong Kong's film industry is facing. He said he stayed optimistic about the future development of Hong Kong film, and reminded students who would like to pursue a career in the field to be well prepared as early as possible so that they could grasp the chance when they meet their potential investors.

Having worked in public relations (PR) departments of various leading corporations, Ms Elaine Chan in the latter talk gave an overview of the current challenges faced by the PR industry amid the pandemic. She also examined the crisis management approaches of PR departments of different institutions. Although there are unprecedented hurdles under the epidemic, she encouraged students to work harder to equip themselves because in the midst of every difficulty lies opportunity.



▲ Mr Benny Lau shares his insights about the future development of Hong Kong's film industry. 劉偉恒先生分享他對香港電影業未來發展的看法。



▲ Ms Elaine Chan talks about crisis management in the seminar. 陳燕玲女士在講座中談及危機管理。

傳播學院於 2020 年 10 月 29 日及 11 月 26 日舉行了「恒傳匯談」講座，分別由香港導演劉偉恒先生及越世代創新媒體聯合創辦人及總經理陳燕玲女士擔任主講嘉賓。

在 10 月份的講座中，劉偉恒先生與師生分享他的電影製作經驗及探討香港電影界現時面對的挑戰。他表示對香港電影的未來發展仍然樂觀，並提醒同學若有志投身電影行業，便應儘早開始準備，將來遇到願意投資的人士，便可把握機會一拍即合。

而在 11 月份的講座中，曾任職於不同大企業公關部門的陳燕玲女士，向參加者概述了現時疫情下公關行業所面對的種種挑戰，並探討不同機構公關部門的危機管理手法。她寄語同學儘管面臨著前所未有的難關，但有危便有機，在疫情下更要把握機會努力裝備自己。

Art and Design Public Lectures: 'Daily Lives and Art - The Ceramic Figures of Rosanna Li' and 'Tradition: Heritage - In Search of Another mountainman for 40 Years'

藝術設計系公開講座系列：「日常生活與藝術——李慧嫻的陶塑人像」及「傳統：傳承 尋找又一山人四十年」

The Department of Art and Design has organised a series of Art and Design Public Lectures to arouse interest in art and design among the public community as well as students and staff at the HSUHK. The first two lectures were delivered on 29 October and 27 November 2020 respectively at the University's Library.

The first lecture was given by the renowned sculptor and ceramic artist Ms Rosanna Li, who presented four sets of her thematic works and shared the development of ideas for her creative projects. She revealed that her works were often closely related to the everyday life of common folks. The second lecture was delivered by the famed designer Mr Stanley Wong (alias Another mountainman). He outlined his sources of inspiration and how his creative works in the past 40 years were influenced by 12 Japanese artists and designers.

The Public Lecture Series will feature more outstanding professionals in Semester 2, including art administrator Mr Louis Yu, architect Mr Tim Li and designer Mr Freeman Lau.



▲ Ms Rosanna Li explains the ideas of her artwork.
李慧嫻女士講解其創作意念。

為提高公眾以及校內學生和職員對藝術設計的興趣，藝術設計系籌辦了一系列公開講座。首兩場講座已分別於2020年10月29日及11月27日在恒生大學圖書館順利舉行。

首場講座由著名雕塑家和陶藝家李慧嫻女士主講，她介紹了其四組主題作品及分享創作歷程，並表示其創作通常源於普羅大眾的日常生活。第二場講座則由著名設計師黃炳培先生（另名又一山人）擔任嘉賓。他於講座中分享靈感來源，以及近40年的創作如何受到12位日本藝術家及設計師影響。

藝術設計系公開講座系列於第二學期將邀請更多傑出專業人士擔任講者，包括藝術行政總監茹國烈先生、建築師李民偉先生及設計師劉小康先生。



▲ Mr Stanley Wong shares his art creation journey.
黃炳培先生分享其藝術創作旅程。

Art and Design Term-end Exhibition and Catwalk Show

藝術設計系學期末展覽及時裝表演

The Department of Art and Design organised its first-ever Art and Design Term-end Exhibition and Catwalk Show on 4 December 2020 to showcase the works of students in the first semester. President Simon S M Ho; Professor Y V Hui, Vice-President (Academic and Research); Dr Tom Fong, Vice-President (Organisational Development); and members of the University's senior management team attended the event to share the joy and celebrate the achievements of the students. In the event, which was inspired by a famous novel *Invisible Cities* written by an Italian writer Italo Calvino, students demonstrated their reading of cities to the audience by combining various elements through fashion design, and putting on their self-made wearable art in the fashion show.

The BA (Hons) in Art and Design programme adopts small-group teaching in its design module, in which all students were well engaged with good interactions benefiting both students and teachers. In the second semester, the study focus will be on art creation by computer and the application of new technology. Students and teachers all look forward to it.



▲ Participants take a group photo after the completion of the fashion show.
參加者在時裝表演後合照留念。

藝術設計系於2020年12月4日舉行首次學期末展覽及時裝表演，展出學生首學期的作品。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）方永豪博士及多位大學管理層亦一同出席，與同學們欣賞並慶祝創作成果。是次作品展的創作靈感源自意大利作家伊塔羅·卡爾維諾的經典小說《看不見的城市》，同學透過時裝設計串聯不同元素，並於時裝表演中穿上親自設計及製作的服飾，向觀眾展現他們對城市的想像。

藝術設計文學士課程以小組模式教授設計課程，學生均積極參與課堂，當中的良好互動令師生得著更多。第二學期的學習及設計重點將放於電腦藝術創作及新科技應用，師生對此都殷切期待。

The Centre for Asian Languages and Cultures Organises the Asian Fest 2020 亞洲語言文化中心舉辦「亞洲節 2020」

The Asian Fest 2020 was co-organised by the Centre for Asian Languages and Cultures (CALC) and the Department of Social Science of the HSUHK, together with The Conservancy Association Centre for Heritage (CACHe) from 18 to 20 November 2020 on campus. It aimed at promoting Asian culture, tradition and heritage through seminars, sharing sessions and workshops introducing rituals, riddles, tailor art and festive craft.

The event was kicked off by a sharing session on Thai culture, followed by the programme highlight, the Lion Dance for the Grand Opening of the Asian Fest 2020, where Professor Kwok-kan Tam, Dean of the School of Humanities and Social Science, awakened the lion by dotting its eyes, traditionally meant to send good luck, health and prosperity to everyone present. Workshops such as 'Solving Riddles of the Walled Villages', 'Tying Traditional Chinese Button Knots' and 'Making Traditional Chinese Flower Banners' were also held to give students and teachers a chance to understand intangible Chinese cultural heritage, including rituals of events, tradition of the walled villages and the development of traditional clothing and workmanship. The Asian Fest was wrapped up by an educational book talk for the new release of a Japanese learning book written by Mr Chau Chan, Associate Director of CALC.



◀ Group photo of all guests and students after the Lion Dance for the Grand Opening of the Asian Fest 2020. 「亞洲節 2020 醒獅開幕禮」全體嘉賓與師生大合照。

恒大亞洲語言文化中心、社會科學系和長春社文化古蹟資源中心於 2020 年 11 月 18 日至 20 日於恒大聯合舉辦「亞洲節 2020」。活動旨在透過各種講座和分享會，及禮儀習俗、謎語、縫紉工藝及節慶手工藝等工作坊，以推廣亞洲文化及遺產。

活動以泰國文化專題講座揭開序幕，而節目亮點「亞洲節 2020 醒獅開幕禮」則邀請了人文社會科學學院院長譚國根教授主持點睛儀式，祝願各位來賓身體健康、一切順利。大會亦進行了「圍頭話猜謎語工作坊」、「花鈕工作坊」以及「花牌工作坊」，使一眾師生有機會了解中國的活動禮儀、圍村傳統，及傳統衣飾與工藝發展等非物質文化遺產。亞洲語言文化中心副主任陳洲先生所撰寫的日本語教學書新書分享會，則為活動劃上圓滿句號。

The HSUHK Social Innovation Competition 2021 Attracts Nearly a Thousand Students and Staff to the Talk Series

「香港恒生大學社會創新比賽 2021」吸引近千師生參與講座系列

Organised by the Centre for Teaching and Learning (CTL) and co-organised by the Institute for Youth Sustainability Leadership (IYSL) and the Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE), the HSUHK Social Innovation Competition 2021 aims at promoting a culture of innovation and creativity at HSUHK and raising students' awareness of critical local and global social issues. To kick off the event, a tailor-made Talk Series for the Competition was arranged from 11 to 25 November 2020, altogether attracting more than 900 student and staff participants.

Guest speakers for the Talk Series included Mr Tony Chan, Co-founder of the social enterprise 'Craving Good'; Ms Queenie Man, Founder and CEO of the social enterprise 'The Project Futurus'; Ms Sita Ng, Assistant Programmes Manager of the NGO 'Habitat for Humanity Hong Kong'; and Dr CA Tse, Founder of Social Entrepreneurship School Education (SEnSE) Programme and Programme Architect of Innovator Farm. Speakers delivered their talks with different themes on United Nations' Sustainable Development Goals (SDGs) and social innovations, sharing with students their operation beliefs as well as knowledge and examples of social innovations. And Dr Holly Chung, Associate Director (Teaching and Learning Enhancement) of CTL, explained the competition details to students in the last session.

The Competition will conduct a Skill-based Workshop Series early next semester, while the Pitching Competition cum Awards Ceremony will be held on 25 February 2021.



▲ Dr CA Tse (left) shares stories of social innovations and social enterprises during the talk, and Dr Holly Chung (right) delivers a competition briefing session for students. 謝思熹博士（左）在講座中分享社創及社企故事，而鍾可盈博士（右）則為同學進行比賽簡介會。

由教與學發展中心主辦，青年可持續發展領袖研習所及伍潔宜創新及創業中心協辦的「香港恒生大學社會創新比賽 2021」，旨在推廣創新及創意文化，以及提高同學對本地和全球社會議題的認知。活動以 2020 年 11 月 11 至 25 日的講座系列打響頭炮，四場講座合共吸引超過 900 名師生參與。

是次講座的嘉賓包括社企 Craving Good 聯合創辦人陳文軒先生、社企 The Project Futurus 創辦人兼行政總裁文慧妍女士、非政府組織香港仁人家園助理項目經理伍詩琪女士，以及社創校園創辦人及創新園項目架構師謝思熹博士。講者分別以不同可持續發展目標及社會創新為題，與同學分享他們的營運理念和社會創新的知識與例子。教與學發展中心副主任（教與學發展）鍾可盈博士則在最後一場講座講解比賽資訊。

比賽將於下學期初舉辦「比賽技能工作坊」系列，並於 2021 年 2 月 25 日舉行提案匯報比賽暨頒獎典禮。

IYSL's Project 'ECF Community Eco-citizens - Together We Share, We Learn, We Enjoy' Gets the Environment and Conservation Fund

青年可持續發展領袖研習所獲環境及自然保育基金撥款資助 「環保基金 社區生態公民 — 共享共學共樂」項目

The Institute for Youth Sustainability Leadership (IYSL) has successfully applied for funding from the Environment and Conservation Fund to conduct the project 'ECF Community Eco-citizens - Together We Share, We Learn, We Enjoy' from 2021 to 2022. The two-year project is under the funding category of Environmental Education and Community Action Project (General Theme).

The conservation area of the project is Ma Lai Hau Hang, a river near the HSUHK which is rich in ecological diversity. Dr Pui-sze Cheung, Associate Director (Youth Empowerment) of the IYSL, considers the geographical advantages of the area highly conducive to the development of the project. With Ma Lai Hau Hang as a starting point, she expects the project will promote eco-citizenship among students and members of the community through talks, workshops, tours, competitions and so on, developing a sustainable network in the community to protect the biodiversity in Ma Lai Hau Hang.



青年可持續發展領袖研習所（研習所）獲環境及自然保育基金撥款資助，於 2021 至 2022 年舉行「環保基金 社區生態公民 — 共享共學共樂」項目。項目屬該基金下設的環保教育和社區參與項目（一般主題）類別，為期兩年。

項目的保育地帶是位處恒大附近、富含生物多樣性的河流 — 馬麗口坑。研習所副主任（青年賦權）張佩思博士認為此處的地理優勢十分適合發展這個項目，期望以馬麗口坑作起點，透過講座、工作坊、導賞活動及比賽等，培育學生和社區人士成為生態公民，在社區建立一個可持續發展的網絡，保育馬麗口坑的生物多樣性。

◀ The IYSL holds an ecotour in Ma Lai Hau Hang for students and staff of the HSUHK and residents from Kwong Yuen Estate. 研習所為恒大學生及教職員與廣源邨居民舉辦馬麗口坑生態導賞團。

Alumni Connection: 'One Alum, One Job' and the Establishment of a New Alumni Task Force

校友網絡：「一校友 · 一份工」及新校友專責小組成立

The Advancement and Alumni Affairs Office (AAAO) engages in uniting HSUHK alumni by launching various online and offline programmes and activities under the pandemic, in the hope of providing them with diverse networking opportunities and practical support.

Facing the current challenges in business operation, talent matching is of utmost importance. To assist employers in building a talent pool and to offer more employment opportunities for graduates of the HSUHK, AAAO promotes the 'One Alum, One Job' initiative which encourages alumni to join the Career Nomination Scheme (the Scheme) launched by the Student Affairs Office. Aiming at matching suitable graduates and employers, the Scheme will provide free referrals according to the business development needs of the employers. The feedback so far has been positive, with around 140 employers across 15 industries having registered for the Scheme.

Meanwhile, to further foster a close-knit alumni community and enhance the development of the HSUHK, The Task Force on Alumni Engagement, chaired by Council Chairman Dr Moses Cheng, has been established. It is committed to fostering long-term collaborative relationships between alumni and their alma mater and providing different perspectives on the development strategies of the University.

疫情下，發展及校友事務處繼續積極凝聚恒大校友力量，線上線下均推出不同計劃及活動，期望為校友提供多元化的交流機會及實際支援。

面對當下的營商挑戰，人才配對最為重要。為協助僱主建立人才庫及為恒大畢業生連繫更多就業機會，發展及校友事務處推動「一校友 · 一份工」以鼓勵校友參與學生事務處推出之職業配對計劃，期望在就業發展方面加強校友與大學之間的聯繫。計劃會因應僱主的業務發展需要免費推薦人才，期望為畢業生及僱主作出合適配對。目前已有來自 15 個行業、約 140 位僱主參與這個計劃，反應十分正面。

而為了進一步凝聚校友社群並推動恒大發展，恒大最近亦特意成立了專責工作小組，由校務委員會主席鄭慕智博士出任主席，致力促進校友與母校長遠協作關係，祈為大學發展策略給予不同角度的意見。

Scan the QR code to join the
'One Alum, One Job' :
掃描二維碼參與「一校友 · 一份工」:



HSUHK Wofoo Leaders' Network Wins the Wofoo Leaders' Network Best Award 2019 – Best Chapter (Gold Award) and Best President (Silver Award) 恒大和富領袖網絡榮獲「2019 年度和富領袖網絡 Best 獎勵計劃」 —「最佳分會」金獎及「最佳會長」銀獎

The Wofoo Leaders' Network Best Awards 2019 were presented in the Wofoo Leaders' Network Annual Conference 2020 cum the 10th Integrated Wofoo Leaders' Network Inauguration Ceremony on 28 November 2020. 'The Flying HSUHK', the 3rd HSUHK Wofoo Leaders' Network (HSUHKWLN), was awarded the Best Chapter (Gold Award) and the Best President (Silver Award).

Under the guidance of Mr Mickey Tong, Mr Eric Hui and Mr Vincent Ng, who were advisors in the professional sector, Student Executive Committee Members of HSUHKWLN, including Mr Kelson Chan, President; Mr Ricky Yan, Internal Vice President; Ms Yaffa Chui, External Vice President; Ms Shining Sun, Treasurer; and Ms Keira Fang, Secretary, held different activities to connect members and co-organised joint activities with other Chapters for HSUHK students. The award of the Best Chapter (Gold Award) was in recognition of their proactiveness and efforts. Mr Kelson Chan also won the Best President (Silver Award) for his outstanding performance in the areas of Active Participation, Personal Growth, Commitment and Leadership Skills. In addition, Mr Ricky Yan has taken up the role of President for the 10th Integrated Wofoo Leaders' Network. In the Inauguration Ceremony, he shared that the theme of the Network for this year is 'Connect' and he hoped to reinforce the connections between Chapters in the coming year.



▲ HSUHKWLN wins the Best Chapter (Gold Award).
恒大和富獲得「最佳分會」金獎。

「和富領袖網絡周年大會 2020 暨第十屆和富領袖網絡大專院校總會就職典禮」於 2020 年 11 月 28 日舉行。第三屆恒大和富領袖網絡—「飛恒棋」獲頒「2019 年度和富領袖網絡 Best 獎勵計劃」中的「最佳分會」金獎及「最佳會長」獎項。

在專業界別顧問唐慶華先生、許文傑先生及吳偉明先生的指導下，飛恒棋成員包括會長陳浩均同學、內務副會長甄庭軒同學、外務副會長徐尚琳同學、司庫孫詩凝同學及秘書房碧晴同學，於過去一年以不同形式凝聚會員，並與不同分會合作舉辦活動。他們的積極參與及努力成果獲評審團充分肯定，最終榮獲「最佳分會」金獎。而陳浩均同學在參與積極度、個人成長、承擔、領導才能等範疇均表現傑出，獲頒「最佳會長」銀獎。此外，甄庭軒同學將擔任第十屆和富領袖網絡大專院校總會會長一職。他於就職典禮上分享和富總會今年的主題為「聯繫」，期望未來一年能加強各分會交流。



◀ Mr Kelson Chan (middle) receives the Best President (Silver Award) from Mr Keen-man Tai (left), Chairman of Wofoo Leaders' Network Advisory Board and Dr Joseph Lee, GBS, OStJ, JP, President of Wofoo Social Enterprises.
恒大和富會長陳浩均同學（中）獲和富領袖網絡顧問委員會主席戴健文先生（左）及和富社會企業會長李宗德博士 GBS, OStJ, JP 頒發「最佳會長」銀獎。

The HSUHK's Students are Awarded in MonsoonSIM Enterprise Resource Management Competition 2020 恒大學生於 MonsoonSIM 企業資源管理國際比賽 2020 獲獎

On 3 October 2020, students from the School of Business (SBUS) and the School of Decision Sciences (SDSC) of the HSUHK formed four teams and participated in the MonsoonSIM Enterprise Resource Management Competition 2020. After competing with 26 teams from other universities in Hong Kong, two of the teams received 2nd runner-up and one entered the top 10 finalists.

After the first round of competition, the teams 'MedicPro' and 'LivLig', both comprising students from the SBUS, were shortlisted as two of the top 10 teams for the Grand Final competition, while the team 'Honest Pharmacy' formed by students from the SDSC entered the Adventure Group competition. Finally, 'LivLig' and 'Honest Pharmacy' both won 2nd runner-up in the Grand Final and the Adventure Group competitions respectively. 'LivLig' and 4 other teams then represented Hong Kong to attend the MonsoonSIM International Grand Final Competition in November and December 2020, which gave them valuable experience.

The competition is an annual inter-varsity event with the objective of exposing students to the concept of enterprise resource management through interesting and exciting simulation games. Students in teams of five players each will be asked to run virtual companies to compete for the highest business KPI target set for the day to win the competition.

2020 年 10 月 3 日，恒大商學院及決策科學學院學生分別組成四隊，參與 MonsoonSIM 企業資源管理國際比賽 2020。他們與其餘 26 支來自本地不同大學的隊伍競逐後，其中兩支隊伍奪得季軍，另外一支隊伍亦打入前十名。

在初賽後，由商學院學生組成的隊伍「MedicPro」及「LivLig」躋身十強晉身決賽，而由決策科學學院學生組成的隊伍「Honest Pharmacy」則入圍歷奇組比賽。最後「LivLig」及「Honest Pharmacy」分別於決賽及歷奇組取得季軍。「LivLig」其後更與另外 4 支隊伍代表香港參加 11 月至 12 月舉行的世界賽，獲得寶貴經驗。

是次比賽為年度大學校際活動，旨在透過有趣刺激的模擬遊戲，讓學生認識企業資源管理的概念。學生以五人一組作賽，在營運虛擬公司中達到當日最高商業關鍵績效指標（KPI）者為勝出比賽。

The HSUHK's SCOM Students Win 4 Prizes in *China Daily's* 2020 Campus News Awards

恒大傳播學院學生勇奪「《中國日報》2020 大學新聞獎」4 個大獎

Students from the School of Communication (SCOM) of the HSUHK won a total of 4 awards in the 2020 Campus News Awards (CNA) organised by *China Daily*. More than 700 submissions by over 2,000 students from various higher education institutions in the cross-strait four regions were received in this year's competition. The awarded entries were selected by a panel of around 90 judges which comprised political leaders, business elites, academics and veteran journalists from the regions.

The SCOM students received the 1st runner-up in 'Best in Tech News Reporting (English)' and 'Best in News Video Reporting (English)', and 2nd runner-up in 'Best in Headline Writing (Chinese)' and 'Best in Headline Writing (English)'. Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication, said that the awards were a recognition for students' efforts from the industry and the public, for they were able to produce many outstanding works despite the prolonged and complicated pandemic environment.

The SCOM students have been participating in the CNA since 2014 and they have won a total of 36 awards over the years. This is a demonstration of their outstanding performance and high academic levels in the journalism and communication field in the cross-strait four regions.



恒大傳播學院學生於《中國日報》舉辦的「2020 大學新聞獎」榮獲四個大獎，成績驕人。是次比賽收到來自兩岸四地 2,000 多位高等院校學生逾 700 份作品，再由近 90 位區內政界、商界、學界及傳媒界組成的專業評委選出優勝作品。

傳播學院學生分別奪得最佳科技新聞報道（英文組）亞軍、最佳新聞視頻（英文組）亞軍、最佳標題（中文組）季軍及最佳標題（英文組）季軍。協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授表示，同學能夠在疫情持續的複雜情況下完成多個出色作品，獲獎是業界及社會大眾對他們努力付出的肯定。

自 2014 年至今，傳播學院學生獲獎累計 36 項，充分反映他們在兩岸四地的新聞傳播領域上出色的表現和學術水平。

Student Development Activities

學生發展活動

The BA-CMCT Students Visit the K11 Art House

融合媒體及傳播科技 (榮譽) 文學士課程學生參訪 K11 Art House

To promote further understanding of the developments and challenges brought about by social media and communication technology to digital content, the communication and the entertainment industries, Professor Trevor Siu, Programme Director of the BA (Hons) in Convergent Media and Communication Technology Programme (BA-CMCT), and Mr Rex Ma, iGen6 Managing Director and Part-time Lecturer, led a group of Year 3 students of the Programme to visit the K11 Art House on 23 November 2020, providing them with an opportunity to learn directly from the valuable sharing by Mr Ivan Wong, the UA Cinemas Managing Director.

After introducing the high-end facilities of the cinema, Mr Wong gave an informative presentation regarding the impact of the pandemic on cinemas, the status quo for Hong Kong's film industry chain, and the influence of social media and communication technology on the development of the creative industry. He also explained how the digital transformation process is continuously shaping a world of changing customer needs, with people looking for new experiences of media consumption and entertainment. The sharing inspired students to better prepare for their future career development.



▲ Group photo with Mr Ivan Wong (middle) 與黃嗣輝先生 (中) 合照

為了讓學生更了解社交媒體和傳播科技對數碼內容、通訊及娛樂等相關行業帶來的發展和挑戰，融合媒體及傳播科技課程主任蕭旭泰教授，與越世代 iGen6 總經理、兼任講師馬維業先生特於 2020 年 11 月 23 日帶領課程的三年級同學參訪 K11 Art House，並獲 UA 戲院總經理黃嗣輝先生分享寶貴經驗。



▲ Mr Ivan Wong (on stage) shares and discusses the industry's development with students. 黃嗣輝先生 (台上) 與同學分享及討論行業發展。

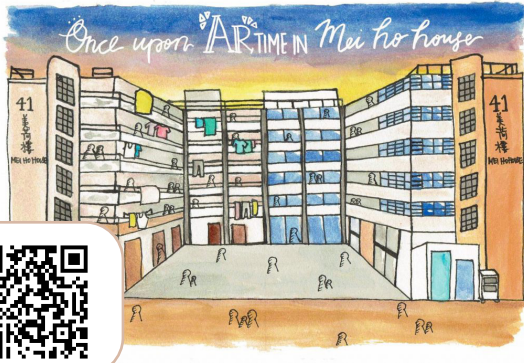
黃先生向同學介紹電影院的高端設施後，便與一眾師生探討疫情對影院之衝擊、香港電影產業鏈的現況及社交媒體與傳播科技對創意產業發展的影響等，並解釋數碼轉型的過程，如何持續地塑造出客戶需求不斷變化、人們追求嶄新的媒體消費及娛樂體驗的社會模式，啟發同學為日後事業發展路向作好準備。

The HSUHK Students Craft an AR Tour at Mei Ho House

玩賞美荷樓：恒大生策劃 AR 展覽

With great support from the Hong Kong Youth Hostels Association, students from BA (Hons) in Cultural and Creative Industries (BA-CCI) have collaborated with Heritage of Mei Ho House to curate an online exhibition 'Once Upon AR Time in Mei Ho House'. Having conducted onsite research at Mei Ho House, students' creations were inspired by the daily lives of the residents in the 1950s. They adopted the Augmented Reality (AR) technology to recreate and visualise the then people's livelihood in public housing estates in an interesting way, recalling the collective memory of Hong Kong people. Other printed works such as students' hand-drawn paintings were adapted for the production of maps and postcards which served as guiding tools and souvenirs.

The exhibition has been available online since 16 December 2020. Please scan the QR code to view the project.



Scan to view the project:
掃描此碼瀏覽：



▲ BA-CCI students incorporate the interactive AR technology into the artwork.
文化創意產業學士課程學生把擴增實境技術加入作品中。

在香港青年旅舍協會大力支持下，恒大文化創意產業學士課程學生與美荷樓生活館合作，策劃了「AR！從前有個美荷樓」網上展覽。學生先於美荷樓進行實地研究，然後以 50 年代居民的日常生活為靈感去創作。同學運用擴增實境技術，以有趣的方式重現昔日屋邨生活的面貌，喚醒香港人的集體回憶。其他印刷作品如學生的手繪畫作則製成地圖及明信片，作為導覽及紀念品之用。

展覽由 2020 年 12 月 16 日起於網上展出，掃描二維碼即可觀賞。

College Assembly – HSUHK Liberal Agora in November

11 月份月會 — 恒大博雅講場

The 3rd College Assembly - HSUHK Liberal Agora in this academic year was held on 12 November 2020, in which seven students from global internship programmes and exchange programmes were invited to present their last year's learning experiences.

The inbound students from Switzerland and outbound students in South Korea talked about their unique exchange experiences under the outbreak of COVID-19, while participants of global internship programmes shared how they engaged with overseas companies and got along with colleagues through the internet during the internship. Over 680 students and staff joined the College Assembly online and all participants benefited a lot from the rich content.



▲ Students staying in South Korea share their exchange experiences online.
身處南韓的同學於線上分享他們的交流經驗。

本學年的第三次月會於 2020 年 11 月 12 日舉行，學生事務處邀請了七位同學，講述他們過往一年參與國際交流及實習的學習經驗。

從瑞士來港的交換生及正在南韓參與交流計劃的同學，介紹他們在疫情下的獨特交流體驗；而參與海外實習的同學則分享了如何透過互聯網參與海外公司實習及與當地同事相處。是次月會共有超過 680 位師生透過網上參與，分享内容豐富，參加者均獲益良多。



▲ Students from Switzerland talk about their exchange experiences in Hong Kong under the pandemic.
來自瑞士的同學分享他們在疫情下交流的經驗。

Heart-to-Heart Sharing Voluntary Service

心連心樂分享義工服務

Under the continuous threat of the pandemic, many of the elderly keep staying at home to reduce the risk of infection, leading to a lack of social activities and support that may cause depression and anxiety. In view of this, the Student Affairs Office co-organised the 'Heart-to-Heart Sharing Voluntary Service' activity with The Salvation Army Tai Wo Hau Centre for Senior Citizens in September and October 2020, in which students were invited to produce interesting short video clips to share love and care with the elderly.

Over 100 students engaged in this meaningful event and produced videos with diverse content, including sharing of internship and travel experiences, life with pets, Japanese and Korean tutorials, aerobics workshop and cooking class. These provided a lot of fun to the elderly when fighting against the COVID-19 at home.

疫情威脅持續，為減低感染風險，不少長者經常留在家中，導致缺乏社交活動及支援，或會引起焦慮不安。有見及此，學生事務處與救世軍大窩口長者中心合作，於 2020 年 9 月至 10 月期間推出了「心連心樂分享義工服務」，邀請同學親自製作有趣影片，讓長者感受到關愛及支持。

是次有意義的活動有逾 100 位同學參與，影片內容多元化，除了與長者分享實習與旅行經歷、與寵物一起的生活，還有教授日文、韓文、健體操及烹飪等，為長者在居家抗逆的生活帶來許多樂趣。



▲ Students produce over a hundred videos with diverse content.
學生製作了超過 100 段內容多元化的影片。

Promoting Inclusive Society through Creative Arts

透過藝術創作推動共融社區

Art creation is a powerful platform for self-expression, which helps people break language barriers, psychological constraints and physical limits to establish effective communication. To encourage the disabled to demonstrate their artistic talents, the Student Affairs Office and the Art Society of HSUHK Students' Union jointly organised a drawing workshop for Ma On Shan Rehabilitation Centre of the Salvation Army Heng On Integrated Service for Rehabilitation on 26 November 2020, teaching people with intellectual disability to draw.

Some of the outstanding drawings were submitted to a social inclusion campaign 'Passing Love and Care to the Community' launched by the Sha Tin District Coordinating Committee on Rehabilitation Services under the Social Welfare Department. They will be used for the production of stickers, greeting cards and postcards, which will be distributed to the public to arouse their awareness and understanding of people with disabilities. Ms Wing-ching Cheung, President of the Art Society, shared, "People with intellectual disability are just like us, except that their mental maturity is childlike. Through the workshop, we can see that each of them has their unique personalities and thoughts, and they are friendly and easy to communicate with."

藝術能讓人透過創作表達自我，突破人與人之間在語言、心理及生理上的限制，搭建有效的溝通橋樑。為鼓勵殘疾人士勇於展示藝術才能，學生事務處聯同恒大大學生會轄下的藝術學會，於 2020 年 11 月 26 日到救世軍恆安綜合復康服務的馬鞍山復康工場舉辦繪畫工作坊，教導有智力障礙的學員繪畫。

當中部份優秀作品被挑選參與社會福利署沙田區康復服務協調委員會舉辦的「全心傳意 社區共融行動」，並製作成貼紙、心意卡及明信片等分發予公眾，加深大眾對殘疾人士的了解。

藝術學會主席張詠晴同學分享當中體會：「智障人士其實與我們無異，只是心智年齡與小孩相似。透過工作坊，我們發現他們也有自己獨特的個性及想法，並且十分平易近人。」



▲ A member of the Art Society is teaching a participant to draw.
藝術學會成員正教導一名參與者繪畫。

The Council Chairman Bowl 20/21 – Fitness Challenge 20-21 年度校委會主席碗院際比賽 — 體能挑戰

The second event of the Council Chairman Bowl, Fitness Challenge, was held for student residents and staff of the Residential Colleges (RC) from 19 to 23 November 2020 to encourage regular exercising and promote the awareness of keeping fit. Apart from the active participation from students, RC Masters, Resident Tutors and RC Fellows also took part in the Challenge to fight for the glory of their respective RCs.

To maintain social distancing, the event format was shifted from the previous physical fitness competition, to the one that uses a mobile app to calculate and log the total number of steps of individual participants. After calculating the accumulative activity figures of all participants, Mosaic College won the competition with more than 700,000 steps in total. The first runner-up went to S H Ho Wellness College, followed by Patrick S C Poon Amity College and Evergreen College. Mr Sze-yuen Chan from Mosaic College, who contributed a total of 250,000 steps, was the participant with the highest number of individual steps, while Ms Ying-tong Wei from S H Ho Wellness College ranked the second with a total of 220,000 steps.



▲ Professor Kevin Lam, Master of Mosaic College, goes hiking with residents.
博文書院院長林自強教授與宿生們遠足。

本年度校委會主席碗院際比賽的第二項活動「體能挑戰」，於2020年11月19至23日舉辦，以鼓勵宿生保持運動習慣並提高健身意識。除了同學積極參與，院長、導師及 RC Fellow 亦有參賽，一起為所屬書院爭取殊榮。

為了保持社交距離，是次活動由過往體能競技的比賽模式，改以個別參賽者透過手機應用程式計算步數總和的方式進行。在統計各參賽者的累積活動量後，比賽最終由總步數超過 70 萬步的博文書院勝出，其後分別是善衡康活書院、潘樂昌樂群書院以及綠延書院。當中個人步數總和最多的參賽者是來自博文書院的陳思遠同學，達 25 萬步，而緊隨其後的參賽者為達到 22 萬步、來自善衡康活書院的韦映同同學。



▲ Dr Paul Fung, Master of S H HO Wellness College, goes for a walk with student residents.
善衡康活書院院長馮啟陽博士與宿生們一起散步。

Cantonese Debate Friendly Match 粵語辯論友誼賽

The HSUHK Cantonese Debating Team and the CUHK Cantonese Debating Team co-organised a friendly match on 22 November 2020 with the topic 'Radio Television Hong Kong (RTHK) should be detached from the Government'. Dr Wai Fu, Associate Professor of the Department of Counselling and Psychology of Hong Kong Shue Yan University; Dr Chi-kit Chan, Associate Professor of the School of Communication of HSUHK; and Dr Rami Chan, Senior Lecturer of the Department of Social Science of HSUHK, were invited to be the judges. Finally the CUHK Cantonese Debating Team won the match. With the valuable experience gained this time, the HSUHK Cantonese Debating Team will attempt for a better result in the debate competition in the coming semester.



恒大粵語辯論隊與中大粵語辯論隊於 2020 年 11 月 22 日舉行友誼賽，題目為「香港電台應脫離政府架構」。活動當天邀請到香港樹仁大學輔導及心理學系副教授符璋博士、恒大傳播學院副教授陳智傑博士及社會科學系高級講師陳顯揚博士擔任比賽評判，結果由中大粵語辯論隊勝出。恒大粵語辯論隊將汲取是次經驗，期望在下學期的辯論比賽獲取更佳成績。

◀ The Cantonese Debating Teams of the HSUHK and the CUHK co-organise a friendly match.
恒大與中大的粵語辯論隊舉行友誼賽。

The Athlete Sharing Session - The Courage of Reaching the Limit 運動員分享會 — 挑戰極限的勇氣

Organised by the PE unit of the Student Affairs Office, the Athlete Sharing Session - The Courage of Reaching the Limit was held on 19 November 2020. Mr Ka-sing Cheng, an ultramarathon athlete, was invited to be the guest speaker.

Following an introduction of ultramarathon, Mr Cheng shared his ups and downs during previous competitions and his story of personal growth. He hoped that his sharing could inspire students to stay true to their original aspirations and not to give up easily when encountering obstacles.

學生事務處體育部於 2020 年 11 月 19 日舉行了「運動員分享會 — 挑戰極限的勇氣」，邀請到超級越野馬拉松運動員鄭家盛先生擔任講者。

鄭先生在分享會中向同學介紹超級越野馬拉松，並分享過往比賽的高低起伏，以及個人成長經歷。鄭先生希望藉著自己的分享，能啟發同學在遇到困難挫折時都能堅持初衷，不要輕言放棄。



▲ Mr Ka-sing Cheng (standing) shares his story as an athlete with the audience.
鄭家盛先生（站立者）分享他的運動員故事。

Kinesio Tape Workshop 物理治療貼布工作坊

The Kinesio Tape Workshop was successfully held on 13 November 2020 by the PE unit of the Student Affairs Office. In the workshop, an experienced physiotherapist demonstrated how to use Kinesio Tape properly to avoid sports injuries, enhance joint support and develop muscle strength. Over 50 students joined the workshop on-site and online. Participants reflected that the workshop enhanced their understanding of the correct use of the tape. They hoped it would help them develop muscle strength and alleviate muscle soreness in the future.

學生事務處體育部於 2020 年 11 月 13 日順利舉行「物理治療貼布工作坊」。活動中，經驗豐富的物理治療師詳細示範正確使用肌內效貼布的方法，讓同學可以利用貼布去避免運動時受傷、加強對關節的支撐和強化肌肉。是次工作坊共吸引逾 50 位同學親臨現場或透過網上參與。參加者都表示對如何正確使用貼布加深認識，希望這樣有助他們日後提升肌力及紓緩痠痛。



▲ On-site participants practise how to use Kinesio Tape.
在場參加者實習如何使用肌內效貼布。

◀ The physiotherapist explains the proper use of Kinesio Tape.
物理治療師講解如何正確使用肌內效貼布。

Patrick S C Poon Amity College's Thanksteaching Day 潘樂昌樂群書院謝師日

Residents of Patrick S C Poon Amity College sent their greetings and blessings to all teachers on 26 November 2020 to show appreciation of teacher's hard work and dedication in the last semester.

The resident representative said, "Amidst the pandemic, our teachers still stand firm in their positions to pass on knowledge to students. Although challenges and problems arose from time to time when adapting to the new teaching and learning mode, they spared no effort in their work. As students, we truly feel their care and love for us." To show thanks for the dedication of teachers, residents of Patrick S C Poon Amity College toured around the campus and visited various offices on the day of the event, expressing their gratitude and giving small gifts to teachers in person. The College hopes that this caring spirit will become the culture of the HSUHK which will be passed on from generation to generation.

潘樂昌樂群書院的宿生於 2020 年 11 月 26 日為老師們送上問候和祝福，以感謝他們在過去一個學期的辛勞和付出。

宿生代表表示：「老師們在疫情持續期間仍謹守崗位，教授我們知識，雖然在適應新教學模式的過程中遇到不少挑戰和問題，但他們繼續用心教學，作為學生，我們由衷地感受到他們對學生的關心和愛心。」故此，潘樂昌樂群書院全體宿生於活動當日走訪校園各個辦公室，親自向老師們致謝並送上小禮物。書院盼望這份關愛的精神，能成為恒火薪火相傳的校園文化。

Professor Y V Hui, Vice-President (Academic & Research) and students cheer each other on.
副校長（學術及研究）許溢宏教授與學生們互相打氣。



▲ President Simon Ho receives a small gift from students.
何順文校長收到學生的小禮物。



▲ Students send a small gift to Dr Tom Fong, Vice-President (Organisational Development).
學生向副校長（機構發展）方永豪博士贈送小禮物。

Peer Mentor Scheme - 'Cheering Station' 朋輩導師計劃 — 「考試加油站」

Sponsored by the 'WeCare Fund' from the Hong Kong Jockey Club Centre for Suicide Research and Prevention of The University of Hong Kong, Peer Mentors organised the 'Cheering Station' event in late November 2020 to promote a caring atmosphere on campus and cheer up students who might feel much more stressed during the exam period.

During the event, Cheering Packs with snacks and power bars were available at various spots on campus to back up students who were busy with studying. To strengthen interactions with peers, the Peer Mentors also shared tips via social media platforms on how to enhance study efficiency and relieve stress. A lucky draw was held as well to share happiness.

在香港大學香港賽馬會防止自殺研究中心的「與你同行」資助計劃贊助下，朋輩導師計劃成員於 2020 年 11 月下旬舉辦「考試加油站」，推廣校園關愛氣氛，並為考試期間壓力驟增的同學打打氣。

活動期間，計劃成員在校園多個位置，擺放內有零食與能量棒的打氣小福袋，為忙於溫習的同學加油。為了增強與同學的互動，他們亦透過社交平台，分享提高溫習效率和放鬆心情的方法，並設幸運抽獎和大家分享快樂。



朋輩導師計劃
考試加油站
2020年11月26至27日, 30日, 12月1日

打氣小福袋
A build 近A cafe櫃位
M build 池邊櫃位
D build 近扶手電梯櫃位
RC learning common room內
自行領取

IG 分享
密切留意我們
Peer Mentor的IG
分享多個
休息好去處

Lucky Draw
在Peer Mentor的IG Story
回答有關溫書方法及
休息好去處即有機會獲得
豐富小禮物

THE HONG KONG JOCKEY CLUB
Centre for Suicide Research
and Prevention
THE UNIVERSITY OF HONG KONG
香港大學香港賽馬會防止自殺研究中心

THE HONG KONG JOCKEY CLUB
PEER MENTOR SCHEME
SUPPORTED BY
THE HKJC CENTRE FOR SUICIDE RESEARCH AND PREVENTION, THE
UNIVERSITY OF HONG KONG AND COMMUNITY PARTNER FOUNDATION

◀ Cheering Packs are put around campus by Peer Mentors to cheer up students.
朋輩導師計劃的成員在校園各處擺放打氣小福袋，為同學打氣。

Visit from Dr Kin-chung Lam 林健忠博士到訪恒大

Dr Kin-chung Lam, Chairman of Lam Kin Chung Morning Sun Charity Fund (the Fund) and a Senior Member of The Hang Seng University of Hong Kong – Foundation, visited the HSUHK on 10 November 2020. He was warmly received by President Simon S M Ho; Dr Tom Fong, Vice-President (Organisational Development); Ms Antonia Yeung, Associate Vice-President (Development and Campus Services); and Ms Elisa Chan, Director of Advancement and Alumni Affairs.

The Fund donated the Morning Sun Scholarship and the Lam Kin Chung – Ikeda Scholarship to the HSUHK in 2012 and 2020 respectively. During his visit, apart from thanking Dr Lam for the scholarship donations to the University, President Ho presented him a comprehensive introduction covering the vision and missions of the HSUHK and its unique 'Liberal + Professional' education model. A guided campus tour to the academic buildings and the HSUHK Jockey Club Residential Colleges was also arranged, providing Dr Lam a better understanding of the University.

林健忠曉陽慈善基金會主席、香港恒生大學－基金資深會員林健忠博士，於2020年11月10日到訪恒大，得到何順文校長、副校長（機構發展）方永豪博士、協理副校長（校園發展服務）楊如虹女士及發展及校友事務處總監陳雯慧女士熱情接待。

林健忠曉陽慈善基金會分別於2012及2020年，向恒大捐贈了曉陽獎學金及林健忠池田恩師獎學金。林博士到訪期間，何校長感謝他捐獻獎學金予恒大，並為他詳細介紹恒大的願景和使命，以及獨特的「博雅+專業」教育模式。大學亦為林博士安排導賞教學大樓及恒大賽馬會住宿書院，加深他對恒大的認識。



▲ (From left) Dr Tom Fong, Dr Kin-chung Lam and President Simon Ho take a photo after the presentation of the souvenir.
(左起) 方永豪博士、林健忠博士及何順文校長於致送紀念品後合照留念。

Visit from Mr Alex Law, Mr Charles Law and Mr Edward Law 羅守弘先生、羅秉業先生及羅秉晉先生到訪恒大

On 25 November 2020, Mr Alex Law, Chairman of Culture Technology Group, together with his sons, Mr Charles Law and Mr Edward Law, Managing Directors of Culture Technology Group, set foot on the HSUHK's campus. The guests were warmly welcomed by President Simon S M Ho; Dr Tom Fong, Vice-President (Organisational Development); Professor Kwok-kan Tam, Dean of the School of Humanities and Social Science and Chair Professor; and Ms Elisa Chan and Ms Alice Chan, Director and Senior Manager of Advancement and Alumni Affairs.

The guests were treated with a delightful luncheon hosted by President Ho at 'The Always' on campus. Representatives from the HSUHK updated the Law family on the latest developments of the University, introduced the newly established Department of Art and Design, and conveyed their wishes to have mutual collaboration opportunities in the future. Afterwards, the guests went to a campus tour covering Auditorium at the Lee Quo Wei Academic Building, the Lee Shau Kee Complex and the SCOM TV Studio. The tour furnished them with a better understanding of the dynamic campus life.

2020年11月25日，文化科技集團主席羅守弘先生及其兩位公子：文化科技集團董事總經理羅秉業先生及羅秉晉先生，蒞臨恒大參觀，獲何順文校長、副校長（機構發展）方永豪博士、人文社會科學學院院長及講座教授譚國根教授、發展及校友事務處總監陳雯慧女士及高級經理陳少英女士熱烈歡迎。

何校長於校園內的「有恒軒」設宴款待三位來賓，席間恒大代表向羅氏父子闡述恒大的最新發展及介紹最新成立的藝術設計系，並表示期望雙方日後能進一步合作。來賓隨後參觀校園各項設施，包括利國偉教學大樓演藝廳、李兆基綜合大樓及傳播學院電視錄影廠，了解充滿活力的校園生活。



▲ (From left) Dr Tom Fong, Mr Charles Law, Mr Alex Law, President Simon Ho, Mr Edward Law and Professor Kwok-kan Tam
(左起) 方永豪博士、羅秉業先生、羅守弘先生、何順文校長、羅秉晉先生與譚國根教授

Visit from Mr Yuk-fat Lee 李銜發先生到訪恒大

Mr Yuk-fat Lee, Managing Director of Allshopping (Global) Group Limited, visited the HSUHK on 26 November 2020 to offer his expertise and explore supporting the HSUHK in its solar energy development, being part of the University's green moves. He was warmly received by President Simon S M Ho; Dr Tom Fong, Vice-President (Organisational Development); Ms Antonia Yeung, Associate Vice-President (Development and Campus Services); and Ms Alice Chan, Senior Manager of Advancement and Alumni Affairs.

Mr Lee was pleased to witness the prominent growth of the HSUHK and its contribution to higher education. He looked forward to cooperating with the HSUHK in the future and driving the University to achieve another new height together.

購物節（環球）集團有限公司董事長李銜發先生於2020年11月26日到訪恒大，為恒大的其中一項綠色行動—太陽能發展提供專業意見，並探討可給予的支援。當日李先生獲得何順文校長、副校長（機構發展）方永豪博士、協理副校長（校園發展服務）楊如虹女士和發展及校友事務處高級經理陳少英女士懇切招待。

李先生喜見恒大發展一日千里，對香港高等教育貢獻良多，期望日後與恒大合作，攜手推動恒大邁向另一新高峰。



▲ Mr Yuk-fat Lee (front row, 2nd from right) takes a photo with representatives from the HSUHK.
李銜發先生（前排右二）與恒大代表合照留念。

Visit from Professor Joseph Ting 丁新豹教授到訪

With the upcoming launch of the HSUHK's Hong Kong Notes and Coins Gallery (the Gallery), Professor Joseph Ting, Supervisor of the Centre of National History Education (Hong Kong), visited the HSUHK on 10 December 2020 to advise on the selection of notes and coins that will be exhibited in the Gallery. He also had a meeting with President Simon S M Ho; Professor Desmond Hui, Head of the Department of Art and Design; and Dr Fred Luk, Senior Lecturer of the School of Communication, to give a thorough illustration of the background and development of Hong Kong's notes and coins. All participants benefited a lot from the sharing.

恒大的香港錢幣展覽廊（展覽廊）即將開幕，國史教育中心（香港）校監丁新豹教授於2020年12月10日蒞臨恒大，為展覽廊的錢幣選擇給予寶貴意見，並與何順文校長、藝術設計系系主任許焯權教授及傳播學院高級講師陸觀勇博士會面，分享香港紙鈔及錢幣的發展歷史及背景。與會者均獲益良多。



▲ President Simon Ho (left) and Professor Joseph Ting
何順文校長（左）與丁新豹教授

Visit from Impact Partners HK Limited 仁人行動到訪恒大

Led by Mr Gilbert Lee, Ms Phoebe Lam and Ms Vickie Yip, Co-Founders of Impact Partners HK Limited, 15 directors and members visited the HSUHK on 18 December 2020 and met Mr Martin Tam, Board Member of the HSUHK and President Simon S M Ho to learn about the latest development of the sustainable campus at the University. After an in-depth discussion, the guests joined a campus tour to further understand the application of bamboo to various facilities on campus and the implementation of different kinds of green policies.

Founded by Dr K K Tse and a group of passionate professionals, Impact Partners HK Limited is a social enterprise which commits to nurturing and empowering future responsible leaders for society. It proactively reaches out to engage with and mobilise organisations, groups and enterprises to join forces to reset a sustainable way of living and working.



▲ Impact Partners HK visits the HSUHK to learn about the application of bamboo on campus.
仁人行動到訪恒大認識校園「竹」跡。

仁人行動在聯合創辦人李國華先生、林欣濤女士及葉慧嫻女士率領下，共15名董事與成員於2020年12月18日到訪恒大，與恒大校董譚天放先生及何順文校長會面，了解恒大可持續

發展校園的最新發展。經過一輪深入討論後，一眾嘉賓參觀校園，進一步認識竹在校園各項設施上的應用，以及各項綠色政策的實踐情況。

仁人行動由謝家駒博士及一群熱心的專業人士創立，為致力培育及賦權未來負責任領袖的社企，一直積極聯繫並推動不同機構、團體及企業團結力量，重塑可持續的生活和工作方式。

We would like to extend our warmest welcome to new full-time academic staff who joined the HSUHK family in January 2021 and congratulate colleagues who have taken up new positions starting from January 2021.

衷心歡迎於 2021 年 1 月加入恒大的全職教學人員，並恭賀於 2021 年 1 月調任新職位的同事。

Newly Joined Academic Staff 新加入教學人員

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
Department of Economics and Finance 經濟及金融學系	Prof Louis Cheng 鄭子云教授	Dr S H Ho Professor of Banking and Finance 何善衡博士銀行及金融學教授
Department of Computing 電子計算系	Dr Carlin Chu 朱振輝博士	Assistant Professor 助理教授
Department of Economics and Finance 經濟及金融學系	Dr Wilson Koh 許汶偉博士	Senior Lecturer 高級講師
Department of Management 管理學系	Dr Salina Lee 李小微博士	Senior Lecturer 高級講師
Department of Management 管理學系	Dr Yui-woon Wong 王銳桓博士	Senior Lecturer 高級講師
School of Communication 傳播學院	Ms Doris Law 羅淑儀女士	Senior Lecturer 高級講師
Department of Economics and Finance 經濟及金融學系	Dr Shuaiyi Liu 劉帥跽博士	Lecturer 講師
Department of Marketing 市場學系	Dr Winnie Chan 陳詠賢博士	Lecturer 講師
Department of Art and Design 藝術設計系	Ms Tiffany Fong 方慧敏女士	Lecturer 講師
Department of English 英文系	Dr Annise Lam 林家欣博士	Lecturer 講師

Current Academic Staff with New Appointments 教學人員新聘任

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
Department of Marketing 市場學系	Dr Man-lai Cheung 張文禮博士	Assistant Professor 助理教授
Department of Economics and Finance 經濟及金融學系	Dr Michal Wojewodzki	Assistant Professor 助理教授
Department of Art and Design 藝術設計系	Dr Christine Choy 蔡曉瑩博士	Assistant Professor 助理教授

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資料截至 2021 年 1 月 9 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 Mr Kyle Thorson 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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