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Feature 專題報道

Art and Cultural Development at the HSUHK 恒大藝文發展

University Information 大學訊息

HSUHK Founders' Day 2021
Youth Development Forum
2021 恒大校慶日青年發展講座



HSUHK People 恒大人

Interview with Professor Louis Cheng
鄭子云教授專訪



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

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香港恒生大學通訊

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Art and Cultural Development at the HSUHK 恒大藝文發展

Strengthening Art and Cultural Elements and Exploring Creative Space 加強藝文元素 開拓創意空間



◀ Exhibition on Japanese Pressed Flower Art by Dr Serina Ha Miu Yin
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Seal carving workshop ▶
篆刻工作坊

◀ Lunchtime music concert
午間音樂會



To cater for the all-round development of students and realise the unique 'Liberal + Professional' education model, the HSUHK has been making effort to strengthen humanities programmes in recent years. President Simon S M Ho says, 'As a private university, we value liberal arts education as much as professional training to foster students' balanced growth in every aspect. In view of this, we have added various art and cultural elements on top of the professional programmes, hoping that students and staff would be better engaged in art and cultural activities to enhance the artistic and cultural atmosphere on campus.'

The University opened the BA in Cultural and Creative Industries 4 years ago and launched the Department of Art and Design as well as the BA in Art and Design in 2020. Supported by Dr David Sin, the HSUHK also set up the Sin Wai Kin Chinese Culture Promotion Scheme in 2015 to promote Chinese culture-related activities. More initiatives include Arts@HSUHK which aims to bring art and cultural appreciation to students and widen their horizons by introducing them to international, cross-cultural activities; and the Liberal Arts@HSUHK which strives for propagating Chinese culture and enhancing the humanistic qualities of HSUHK students and staff.

President Ho reckons that art and cultural creations not only allow students to learn cultures and histories of different places, but also help them better appreciate humanity. "We get to know more about individual characters and review traditional values during the course of art and cultural participation and appreciation, which is inspiring to our work, life, management and social services." The HSUHK will further promote the art and cultural development on campus and plan for setting up more related teaching facilities, including the establishment of a purpose-built gallery in the new academic building project, which will feature themed exhibitions such as Shatin's cultural relics. The University will also consider placing more artistic displays in the outdoor space on campus to open up more room for creativity and enrich the campus life of students and staff.

近年恒大致力加強人文學科以配合學生的全面發展，實踐恒大「博雅+專業」的獨特教育模式。何順文校長表示：「作為一所私立大學，除了發展專科，亦著重博雅教育，讓同學在各方面有更平衡的發展。因此在專科課程上，我們亦加入不少藝文元素，希望師生能有更多機會參與藝文活動，增強校內的藝術和文化氛圍。」

恒大在4年前開辦了文化及創意產業文學士，並於2020年新設了藝術設計系及推出了藝術設計文學士。活動方面，恒大在2015年獲冼為堅博士支持成立了「冼為堅中華文化拓展計劃」，以推廣中國文化相關活動；而「文藝在恒大」則旨在讓學生認識及欣賞國際性的、跨文化的活動，開拓他們的藝文視野。另外「博雅恒大」項目亦致力傳揚中華文化，冀提升恒大師生的人文素養。

何校長認為，藝文創作不但令同學認識更多不同的文化和歷史，亦有助他們了解人性。「在參與或欣賞文藝作品的過程中，我們往往可以了解人的個性，及重新審視傳統的價值。這對我們生活、工作，以至管理工作和社會服務等方面均會有所啟發。」恒大將進一步推動校園的藝文發展，未來會籌劃更多相關的教學設施，亦計劃在新教學大樓項目內設立專用展覽館舉辦主題展覽，例如沙田文物展等。同時亦會考慮在校園的室外空間設置更多藝術展品，拓闊校園的創意空間，讓師生能有更多姿多彩的校園生活。



▲ President Simon Ho delivers a speech at a Chinese calligraphy competition.
何順文校長於毛筆揮春創作比賽致辭。

Establishing Cultural and Creative Industries and Art and Design Programmes 開辦文創產業及藝術設計課程

The School of Humanities and Social Science of the HSUHK offered the BA in Cultural and Creative Industries (BA-CCI) in 2017 and established the Department of Art and Design with the launch of the BA in Art and Design (BA-AD) in 2020. Professor Desmond Hui, Head of the Department of Art and Design and Programme Director of both BA-AD and BA-CCI, explains that the two programmes are complementary to each other as they aim to nurture talents in cultural and creative industries from the perspectives of business and management as well as design and artistic creation respectively.

Professor Hui says, “HSUHK’s strength in business management, coupled with the contents of the BA-CCI, provides the edge of the programme with its focus to deliver this unique knowledge to students with an integrative, cross-disciplinary and cross-sector training to become managers or entrepreneurs in the cultural and creative industries. While there are many categories in the cultural and creative industries (CCIs), this curriculum design enables students to acquire knowledge of various areas, cultivating their cross-sector and lateral thinking and capabilities. Students will then be able to apply what they have learnt even when they enter different CCIs in the future. On the other hand, BA-AD is about training creative designers and artists specifically. Students will learn fundamental principles of different types of design in the 4-year programme, and apply them in diverse design environments.” New technology is also an important element of these two programmes. Students are encouraged to use Virtual Reality (VR) or Augmented Reality (AR) to create their work. “Many exhibitions and performances are now held online, especially after the pandemic. With the advancement of VR and AR technologies, we believe better immersive effects will be possible in the future.”

Professor Hui reveals that the Department of Art and Design is planning a Master’s programme in cultural heritage management. “Conservation and revitalisation of cultural heritage, both tangible and intangible, requires knowledge in cultural heritage management for sustainable operation and development. However, there is a severe shortage of talents in this area now.” He thinks that future BA-CCI and BA-AD graduates who are interested in cultural heritage management may enrol in this Master’s programme to apply what they have learnt in their undergraduate studies into practice. “By then, HSUHK will have become a hub of talents and resources in the areas of cultural and creative industries, art and design as well as cultural heritage management, making a greater impact to society.”



▲ Professor Desmond Hui
許焯權教授

恒大人文社會科學學院於 2017 年開辦了文化及創意產業（榮譽）文學士課程（BA-CCI），並於 2020 年成立藝術設計系及推出藝術設計（榮譽）文學士課程（BA-AD）。兼任藝術設計系系主任、BA-AD 及 BA-CCI 課程主任的許焯權教授闡釋，兩個課程分別是從商業與管理和實踐創作的角度去培訓文創產業的人才，起著相輔相成的作用。

「恒大在商管方面的傳統，配合 BA-CCI 在文創產業的內涵，建立課程的優勢，重點在於文創產業結合商管發展的知識，給學生提供綜合性、跨學科及跨界別的培訓，栽培他們成為文創產業的管理人員或創業家。其實文創產業有很多類別，這樣的課程設計能讓學生涉獵多個範疇的東西，培訓跨界別的思維和能力，即使他們日後投身不同的文創行業都可以學以致用。至於 BA-AD 則專門培訓藝術設計創作，學生在四年內會學習各種藝術設計的基本原則，以應用於不同的藝術設計領域。」另外新科技亦是兩個課程的重要元素，同學可運用虛擬實境（VR）及擴增實境（AR）等技術來進行創作。「特別是疫情後，不少展覽和表演都安排網上觀賞，相信日後 VR 和 AR 技術進一步提升，可做到更佳的親歷其境的效果。」

許教授表示，藝術設計系未來計劃籌辦一個與文化遺產管理有關的碩士課程，以培訓管理及營運文化遺產及古蹟的人才。「古蹟保育項目要做到可持續發展，能夠自負盈虧，需要發展相關的商管知識，而目前這方面的人才非常缺乏。」許教授認為，BA-CCI 或 BA-AD 的同學在受過本科訓練後，若有興趣從事管理和營運古蹟保育的工作，可再修讀此碩士課程以實踐所學。「屆時恒大在文創產業、藝術設計和文物保育管理三個範疇，將培育及凝聚更多人才和資源，在社會上發揮更大的影響力。」



◀ BA-CCI students make use of AR technology in an online exhibition in collaboration with Heritage of Mei Ho House. BA-CCI 學生與美荷樓生活館合作，於網上展覽中運用擴增實境技術。

Sin Wai Kin Chinese Culture Promotion Scheme and Arts@HSUHK 「洗為堅中華文化拓展計劃」與「文藝在恒大」

To encourage art and cultural engagement, the HSUHK launched Arts@HSUHK, which aims at promoting arts on campus, and the Sin Wai Kin Chinese Culture Promotion Scheme, which targets to enhance students and staff's interest in Chinese culture, in 2014 and 2015 respectively. Professor Gilbert Fong, Director of Arts@HSUHK and the Chairman of the Management Board of Sin Wai Kin Chinese Culture Promotion Scheme, hopes that these initiatives help enrich the cultural minds of students and staff and enhance the art and cultural atmosphere on campus, thus achieving all-round education by promoting the spiritual growth of HSUHK students in addition to providing practical, professional knowledge.

Supported by Dr David Sin, the Sin Wai Kin Chinese Culture Promotion Scheme receives two rounds of internal applications each year. It aims to support HSUHK academics and related initiatives which encompass the many aspects of Chinese culture, including Chinese history, philosophy, literature, architecture, cuisine, customs and so on. Since its establishment, the scheme has supported about 30 cultural projects, such as Wing Chun class, cultural tours, Chinese calligraphy exhibition, academic seminar and research, which has also included the funding for visiting professorships. On the other hand, Arts@HSUHK brings different forms of art to our campus, which include dance, design, film, music, drama, visual arts and others. With quality art programmes, it is hoped that students' interest in art and their ability to appreciate different forms of art would be enhanced.

Professor Fong reckons that it is very important to nurture students' art and cultural literacy as it helps define their characters. "For example, when you view a painting, you might think why the artist sees the world this way? And how do I see the world? This enlightens you to ponder the meaning of life and enhance your self-perception. We get to think from different angles through art appreciation, which helps strengthen our critical thinking ability, sensitivity, ability of expression and creativity."

With many art and cultural live performances going online under the pandemic, Professor Fong says that they will explore the use of technology in future events. "Interpersonal interaction and a sense of presence are essential to performing arts, yet nowadays we can no longer ignore the use of art technology. We also wish to broaden the audience base and promote our programmes to more students and staff through the internet, so as to enhance their interest and engagement in art and cultural activities."



▲ Arts@HSUHK now has the 'Cohabitants of the Urban Jungle — Paintings by Human Ip' exhibition at the ground floor of Lee Quo Wei Academic Building.
「文藝在恒大」現正於利國偉教學大學地下舉辦《咫尺森林你我牠》葉曉文作品展。



▲ Professor Gilbert Fong
方梓勳教授

為鼓勵師生積極參與藝文活動，恒大於 2014 年推出「文藝在恒大」以推廣校園的藝術活動，及於 2015 年推出「洗為堅中華文化拓展計劃」以提升師生對中華文化的興趣。「文藝在恒大」項目總監及「洗為堅中華文化拓展計劃」管理委員會主席方梓勳教授表示，希望這兩個項目能有助豐富師生的文化內涵和增強校園的藝文氛圍，讓恒大大學生在學習實用性的專科知識以外，精神層面亦有所提升，達到更全面的教育。

「洗為堅中華文化拓展計劃」在洗為堅博士的支持下成立。計劃每年接受兩輪內部申請，任何弘揚中華文化的學術或相關方案，無論是中國歷史、哲學、文學、建築、飲食和習俗等，均可向計劃申請撥款資助。自成立以來，計劃已支持約 30 個文化項目，當中包括詠春班、文化遊、中國書法展、學術講座和研究，並贊助訪問教授席。而「文藝在恒大」則把不同形式的藝術帶到校園，包括舞蹈、設計、電影、音樂、戲劇和視覺藝術等，冀以優質的藝術項目，提升學生對藝術的興趣及鑑賞不同藝術形式的能力。

方教授認為，藝術和文化薰陶有助塑造個人品性，因此培育學生的藝文涵養十分重要。「例如你看一幅畫，你會想為何畫家從這個角度看世界？我又是如何看世界？由此可啟發你思考人生意義，及了解自己是一個怎樣的人。透過鑑賞藝術，我們可從多角度思考，有助訓練批判思考的能力，並提升對各種事物的敏感度和表達能力，增強我們的創造性。」

疫情下，不少藝文活動都從現場轉為網上形式，方教授表示未來舉辦活動時亦會多探討科技的運用。「表演藝術講求人與人之間的互動和現場感，但時至今日，藝術科技已是不能忽略的議題。我們也希望透過網絡拓大觀眾群，讓藝文活動可以接觸到更多師生，從而引起他們的興趣，吸引他們參與。」

Liberal Arts@HSUHK: The Chinese Culture Promotion Programme

博雅恒大：中華文化推廣計劃

The Department of Chinese plays a crucial role to art and cultural development at the HSUHK. In charge of the 'Liberal Arts@HSUHK: Chinese Culture Promotion Programme', Professor Alex Cheung, Head of the Department of Chinese, outlines the objectives of the Programme as promoting traditional Chinese culture and enriching the humanistic qualities of students and staff. Through organising cultural experiential activities and workshops, it shares the essence of Chinese culture with students and staff and gives colour to campus life.

Professor Cheung, together with Dr Wing-kin Lam, Dr Cathy Fung and Mr Chak-man So, teachers of the Department of Chinese implementing the Liberal Arts@HSUHK, express their gratitude for the great support from the University and students for the initiative, in which the overwhelming responses have been very encouraging. Dr Wing-kin Lam says that the Liberal Arts@HSUHK tries to promote Chinese culture to all HSUHK students and staff through a more down-to-earth approach to inspire personal exposure and experience, with the hope of removing the 'difficult and boring' label that is often attached to Chinese culture. "For example, we regularly send out e-news which includes games or information about Chinese culture-related exhibitions. We have also launched Whatsapp stickers with Chinese idioms or mottos. Through these promotions, we wish that students and staff could feel the relevance of Chinese culture with our daily lives."

Experiential activities that the Liberal Arts@HSUHK has organised include seal carving and traditional lantern making workshops, visits to cultural and historical architecture such as Che Kung Temple, Tsang Tai Uk, museums and so on. Dr Cathy Fung points out that these activities can help upgrade one's characters and self-cultivation, in addition to promoting skills and knowledge. "For instance, we have held a Zen activity, which is about cultivating a positive mind in our daily lives. This is a kind of advancement in character cultivation or internal self for participants." And character cultivation is an important part in liberal arts education.

Mr Chak-man So adds that the HSUHK lays stress on Junzi culture (gentlemanship) and Junzi qualities can be cultivated through different cultural skills. He hopes that the Liberal Arts@HSUHK could help further the interest of students and staff in Chinese culture gradually through their participation in various art and cultural activities. As Professor Cheung says, "Liberal arts means to be humanity-oriented and emphasises the importance of virtues and ethics. We wish that HSUHK students and staff would be nurtured to become knowledgeable and graceful professionals under liberal arts education."



▲ The Liberal Arts@HSUHK organises a Mid-Autumn lantern making workshop.
「博雅恒大」舉辦中秋花燈製作坊。



▲ (From left) Dr Cathy Fung, Mr Chak-man So, Professor Alex Cheung and Dr Wing-kin Lam.
(左起) 馮慧心博士、蘇澤民先生、張光裕教授及林永堅博士。

中文系在推動恒大藝文發展上擔當了重要角色，「博雅恒大：中華文化推廣計劃」正是由中文系負責。系主任張光裕教授概述，此計劃旨在發揚傳統中華文化，豐富師生的文化素養，透過籌辦文化體驗活動及工作坊等，讓師生共享中華文化的精髓，令校園生活更多姿多彩。

張教授以及負責執行「博雅恒大」的三位中文系老師，包括林永堅博士、馮慧心博士和蘇澤民先生，表示活動一直受到大學及師生大力支持，大家均非常踴躍參與，成績令人鼓舞。林博士稱，「博雅恒大」嘗試將中華文化普及推廣給全校師生，讓大家有親身的體驗和接觸，消除中華文化「高深、沉悶」的標籤。「例如我們會定期發放電郵通訊，內容會包括一些遊戲，或提供與中華文化有關的展覽資訊。早前我們亦推出了 Whatsapp 貼圖，當中有一些常用成語和格言。希望透過這些推廣，大家可以感受到中華文化其實與生活息息相關。」

此外，「博雅恒大」亦舉辦篆刻、傳統花燈製作藝術工作坊等體驗活動，及參觀文化歷史建築如車公廟、曾大屋、博物館等。馮慧心博士指出，這些活動除了技藝及知識層面的推廣，亦有助提升品格和個人修養。「例如我們曾舉辦禪修活動，當中講求在日常生活中培育正念，是一種對參加者品格修養或內在的提升。」而品格修養正是博雅教育中重要一環。

蘇澤民先生補充，恒大著重君子文化，而君子的文化素養可以藉助不同的文化技藝培養出來。他期望師生參與「博雅恒大」中各種文藝活動後，潛移默化下對中華文化的興趣會增加。正如張教授所言：「博雅即是以人文為本，講求道德操守。希望恒大師生在博雅教育的薰陶下，能成為知識廣博、氣質優雅的專業人才。」

Supporting HSUHK Development with International Financial Experience

運用國際化金融經驗配合恒大發展

Interview with Professor Louis Cheng

鄭子云教授專訪

Dr S H Ho Professor of Banking and Finance
Director of Research Institute for Business
何善衡博士銀行及金融學教授
商學研究所主任



With growing focus from the commercial sector on issues about environmental protection and sustainability, the concept of ESG (Environment, Social and Governance) is getting more and more attention from enterprises and organisations. Professor Louis Cheng, a financial expert who joined the HSUHK in January, is seasoned in promoting ESG. He hopes to help the long-term development of the University in this area through research and knowledge transfer.

Professor Cheng served in different higher education institutions and public institutions before joining the HSUHK as Dr S H Ho Professor of Banking and Finance. In addition to local public services, he is a consultant to the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), advising Bhutan on the issue of their first Sovereign Green Bond and the subsequent capital market reform. With regional and global visions in academic research, teaching and community services, Professor Cheng endeavours to make good use of his experiences and network to fight for more resources for the University, so as to advance the achievement of the HSUHK's education mission and the development of the community. "I have engaged in ESG work in another higher education institution for a few years. The HSUHK also puts emphasis on environmental protection and sustainability. In my opinion, Hong Kong genuinely needs to further advocate environmental protection, social responsibility and corporate governance. I believe that my experience in these areas will help the University make a greater impact on society."

To support the development goals of the HSUHK, Professor Cheng reckons that facilitating the growth and development of students as well as fundraising are of equal importance, other than striving for breakthrough in teaching and research. "To my understanding, the key to sustainable development of a private university lies in stable sources of good students, career prospects of graduates, and donations from dedicated parties. Therefore, I attach great importance to these aspects in my teaching and research. For instance, will our work help students get internships or jobs? Or, how can we unveil the potential and impact of our research to interested donors so as to persuade them to make donations to the University? These will be my goals in the long run." Taking on another role as the Director of Research Institute for Business (RIB), Professor Cheng will also utilise the RIB platform to back the HSUHK's new developments and direction from an innovative perspective.

近年環保議題及可持續發展在商界越來越受重視，ESG（環境、社會及公司管理）的概念亦備受企業及機構關注。剛於1月加入恒大的鄭子云教授，除了是金融領域的專家，在推動ESG方面亦擁有豐富經驗。他期望未來透過研究及知識轉移，可幫助恒大相關方面的長遠發展。

鄭教授在加入恒大並擔任何善衡博士銀行及金融學教授前，曾服務於不同的高等院校及公營機構。除了本地的公職，他亦是聯合國亞洲及太平洋經濟社會委員會顧問，並為不丹首次發行主權綠色債券及隨後的資本市場改革提供顧問諮詢。無論在學術研究、教學及社會服務方面，鄭教授均擁有地區性及國際性的視野。他希望憑藉自身的經驗及網絡，能協助大學爭取更多資源，達成恒大的教育使命之餘，亦幫助推動社會發展。「我曾在其他高等院校從事了數年有關ESG的工作；而恒大亦同樣注重環保與可持續發展。其實香港十分需要進一步推動環保、社會責任和公司管治，相信我在這方面的經驗，能幫助大學對社會發揮更大的影響力。」

要配合恒大的發展目標，除了教研上尋求突破，鄭教授認為促進學生的成長和發展，以及籌募資金都非常重要。「據我了解，對私立大學來說，穩定而優秀的學生來源、畢業生的出路，以及有心人的捐款等，都是持續發展的關鍵。所以我在教研上也特別著重這些方面。例如，我們的工作能否幫助學生找到實習與工作呢？或如何能讓有心人士看到我們研究當中的潛力和影響，從而說服他們捐款給大學呢？這些都會是我長遠的目標。」而作為商學研究所主任，鄭教授亦將善用這個平台，以創新的角度去配合恒大的新發展、新方向。

Though having overcome numerous obstacles and challenges during his long years in the financial and higher education sectors, Professor Cheng shares that his most memorable and impressive lesson came from an experience during his study. "I was studying MBA in the US at that time. The teacher of the Strategic Management course was very good but very strict. My English was very poor and I couldn't understand him at all. I couldn't even respond to him when he called my name. Therefore I felt very stressed every time I had that lecture." Later in the month-long Christmas holiday, he stayed in the house watching TV every day while all other fellow students went travelling. "I watched situation comedy (sitcom) TV shows every day. Three weeks later, I started to understand what they were talking about. I could even laugh with those laughter tracks. Since then, I realised that diligence really makes up for deficiency and will lead to success."

Professor Cheng thinks that HSUHK students have great potential and they will have achievements as long as they are hardworking, passionate and are not afraid of being compared with others. He also wishes that graduates from the Hang Seng School of Commerce (HSSC) will come and visit their alma mater more often to learn of its developments and give back. "Many of the HSSC alumni are now senior management and have achieved accomplishments in society. Though a school providing matriculation programmes at the time they graduated, it has already become a university after the renaming as the HSUHK. Therefore, the HSSC graduates are also university alumni now and their alma mater has the need of a university during the course of development. It is my hope that they will come back to feel the dynamics of the school and be a part of it, offering their continued support and contributing to the University. Compared with other institutions with relatively abundant resources, I believe that they will harvest double or even more rewards with much greater satisfaction for every support they provide to the HSUHK."

鄭教授投身金融及高等教育界多年，克服過不少難關和挑戰，但說到深刻難忘的體會，還是來自讀書時候的經歷。「想當年我到美國讀工商管理碩士，其中有一科是策略管理，那位老師很好卻很嚴格，而當年我英文很差，完全聽不明白老師在說甚麼，連他叫我的名字我也不懂回應，因此每次上課我都很大壓力。」後來聖誕節放一個月長假，其他同學都去旅行了，鄭教授卻留在屋裡每天看電視。「我天天看那些肥皂劇，看了三個星期之後，開始聽得懂內容了，還能跟著那些罐頭笑聲一起笑。從此以後我發現將勤補拙是真的會成功的。」

鄭教授認為恒大同學均深具潛質，勉勵同學們只要勤力、有熱誠，不要怕和別人比較，將來定能創出一番成就。他亦希望從前恒商畢業的校友，能多回來看看學校的發展，回饋母校。「許多恒商的校友，現時已在社會上取得成就，不少都擔任管理層。他們當年畢業時這裡仍是預科學校，但恒大正名後，他們也是大學校友，他們的母校在發展上有大學的需要。希望他們能多回來感受恒大向前發展的活力，繼續支持及貢獻恒大，成為大學的一份子。相比其他資源較充足的院校，我相信他們在恒大投入一分支持，將會得到兩分甚至更多的收穫及滿足感。」



▲ Professor Cheng (left) serves as the presenter in the first virtual IR Annual Symposium organised by the Hong Kong Investor Relations Association (HKIRA). 鄭教授於香港投資者關係協會舉辦的首個線上「投資者關係年度座談會」中擔任頒獎嘉賓。



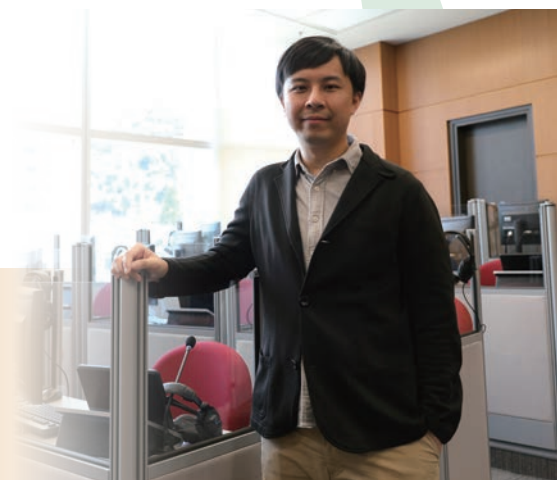
▲ Professor Cheng (standing) has been actively engaging in financial industry events. The photo was taken when he served as a speaker in a financial forum. 鄭教授一直積極參與金融界活動。圖為他於一個金融論壇擔任講者。

Utilising Technology to Enhance Translation Skills 活用科技提升翻譯技能

Interview with Mr Benson Ma

馬溥勳先生專訪

Bachelor of Translation with Business (Honours) Programme (2013)
Assistant Manager, Alpha Financial Press Ltd
商務翻譯（榮譽）學士課程（2013）
阿爾法財經印刷助理經理



Languages have always been the favourite subjects of Mr Benson Ma. When choosing his university major, he reckoned that studying translation could train his bilingual skills and offer more room for development. "At that time, the translation programmes at other universities focused on literature mainly, but the one at the HSUHK combined the elements of translation, technology and commerce. I believed it would be more beneficial for my career prospects." Hence, he decided to take the Bachelor of Translation with Business (Honours) programme of the HSUHK.

Benson says that the programme provided ample and diverse training and knowledge, while small-class teaching helped him build a close relationship with teachers and classmates. "HSUHK professors and instructors have paid great effort in preparing teaching materials. The lectures focused both on theoretical and practical knowledge with a pleasant atmosphere, helping lay a robust learning foundation for us." Under an arrangement by the Department, he also got an opportunity to go to the UK for exchange, which not only enhanced his English communication skills and his understanding of Western culture, but was also enlightening seeing the proactive learning attitude of local students. The internship at the news section of a TV Channel is another unforgettable experience for him. "They treated me as a formal reporter and assigned me other tasks apart from translating international news. I learnt a lot from this."

After 4 years of professional translation training, Benson considered that jobs focusing on text translation would suit him better, and thus he joined a financial press company after graduation. He is responsible for the translation of listed company circulars and IPO documents, which often require the processing of large volumes of text in a short period of time and the use of electronic translation tools. He is grateful that he was introduced to the knowledge of the business field and the computer-aided translation techniques in university, enabling him to fulfill needs in the workplace. "The technology of machine translation is getting more mature, yet when it comes to multiple meanings of words, or when there is a need to change sentence structure, it is still necessary to organise texts manually. The best result can only be achieved when they complement each other."

Lastly, Benson shares with HSUHK schoolmates, "A clear goal is very important. Only when you know what you want to do, what your interests are and what you want to achieve can you live up to your aspirations step by step."



▲ Small-class teaching in the HSUHK helps develop a close relationship between Benson (back row, 3rd from left) and classmates. 恒大的小班教學令馬溥勳（後排左三）與同學建立了緊密的關係。

馬溥勳先生一直較喜歡語言科目，到大學選科時，他認為修讀翻譯能訓練雙語能力，具較大發揮空間。「當時其他大學的翻譯課程以文學為主，但恒大的課程結合翻譯、科技與商業的元素，我相信這對事業發展更為有利。」因此他決定選讀恒大的商務翻譯（榮譽）學士學位課程。

馬溥勳表示，課程提供的訓練與知識十分豐富而多元化，小班教學亦能夠令他和老師及同學建立緊密的關係。「恒大的教授和導師均很用心編寫教材，使課堂理論與實踐並重，上課氣氛愉快，同時還為我們建立穩固的學習基礎。」

在學系的安排下，他曾前往英國交流，旅程不僅提高他的英語溝通能力及對西方文化的認識，當地學生主動學習的態度亦帶給他不少啟發。至於電視台新聞部的實習亦是另一個難忘的體驗：「他們把實習生看待為正式記者，我負責國際新聞翻譯之餘，也獲委派其他任務，令我獲益良多。」

經過四年的專業翻譯訓練，馬溥勳始終認為文字翻譯工作較適合自己，故此畢業後便投身財經印刷公司，負責處理上市公司通告及首次公開招股文件翻譯，工作經常需要在短時間內處理大量文字及使用電子翻譯工具。他慶幸自己早在大學課程裡便涉獵到商業領域及電腦輔助翻譯技術，讓他早日掌握職場需要。「機器翻譯的技術雖然日趨成熟，但遇上一詞多義或需要改變句子結構等情況，仍須依賴人手作出組織整理，兩者相輔相承才能達到最佳效果。」

馬溥勳寄語恒大師弟師妹：「清晰的目標十分重要。只有知道自己想做甚麼、對甚麼有興趣、想達到甚麼目標，才能一步一步向理想邁進。」



◀ Benson (2nd from right) exchanges in the UK and makes friends with students from all over the world. 馬溥勳（右二）前往英國交流，結識了不少來自世界各地的學生。

Grasping Every Learning Opportunity to Move towards Taxation Profession

捉緊每個學習機會 邁進稅務專業之路

Interview with Mr Kenny Ho

何姜俊先生專訪

BBA (Honours) with Accounting Concentration (2019)
Tax Advisor (Transfer Pricing), PwC
工商管理 (榮譽) 學士 (會計學專修) (2019)
羅兵咸永道稅務顧問 (轉讓定價)



Good at business studies when he was in senior secondary school, Mr Kenny Ho discovered that the BBA (Honours) Programme of the HSUHK covered different areas of knowledge that suited his needs when he applied for university. He thus decided to enrol in the programme with a concentration in Accounting.

Kenny had a fantastic learning life at the HSUHK. Apart from participating in various industry talks and alumni sharing activities, he was thankful for the abundant internship opportunities offered by the University. "I once worked in a local small to medium-sized accounting firm, taking care of various auditing tasks from working with clients alone, establishing plans to selecting samples. It enabled me to understand actual operations in the industry and helped me master what I had learnt in class." He then interned at numerous local international accounting firms, which enhanced his understanding of work ethics and broadened his global vision.

Kenny was an active member in extra-curricular activities as well. As the President of the 4th Investment Society of the HSUHK, not only was his investment knowledge boosted during his term of service, but he also gained valuable experience and opportunities in organising events and establishing an interpersonal network. He actively took part in external competitions, one of which was the Tax Debate Competition where his team won the 1st Runner-up and the Best Team Spirit Award, confirming his aspirations to pursue a career in the taxation field. "Senior students who joined the preceding competition provided us with guidance, and we also shared our experience with students joining the next one. We learnt a lot from this kind of passing on and exchange."

With his outstanding performance, Kenny secured an offer from the taxation team of an international accounting firm before graduation. Now he is responsible for transfer pricing projects and needs to keep an eye on updates of the taxation system and relevant regulations in addition to maintaining effective communication with clients. He has also enrolled in the examinations of the Hong Kong Institute of Certified Public Accountants (HKICPA) Qualification Programme with the aim of getting certified as soon as possible. Although the job is challenging, he believes that there will be plenty of room for career development following the formal codification of transfer pricing principles in Mainland China and Hong Kong.

While the hardship in the industry's leading companies may be chilling, Kenny encourages fellow students, "Let's aim high when we are young for better opportunities in the future. Making good use of internship opportunities provided by the University will greatly help us gain experience to adapt to the workplace well."



▲ Kenny (1st from right) and his classmates win the 1st Runner-up and the Best Team Spirit Award in Tax Debate Competition 2018. 何姜俊 (右一) 與同學勇奪「全港大專生稅務辯論比賽 2018」亞軍及最佳團隊精神獎。

何姜俊先生在高中時已發現自己較為擅長商科，到選報大學時，得悉恒大的工商管理 (榮譽) 學士課程涉獵不同範疇的知識，正好切合他的需要，便決定選擇報讀並專修會計學。

何姜俊在恒大的學習生活十分精彩。除了參加不同行業講座及校友分享活動，他亦感恩大學提供豐富的實習機會：「我曾在一間本地中小型會計師樓工作，由於人手有限，縱使我當時只是實習生，已需獨自面對客戶、制定計劃、選擇抽樣等審計工作，使我了解業界的實際工作情況，助我掌握課堂所學。」其後他亦於多間本地國際會計師事務所實習，加深他對行業操守的認識，拓闊他的國際視野。

何姜俊也是課外活動的活躍分子。作為恒大投資學會主席的他，任期內不僅增進了投資方面的知識，更獲得籌辦活動與建立人際網絡的寶貴經驗及機會。此外，他積極參與校外比賽，其隊伍曾在全港大專生稅務辯論比賽中取得亞軍及最佳團隊精神獎，他亦由此奠定從事稅務工作的志向。「賽前上屆的師兄師姐對我們提供意見，而後來我們亦與下屆參賽的師弟師妹分享經驗，這種傳承與交流令我們得著良多。」

由於表現出色，何姜俊在畢業前便獲國際會計師事務所的稅務團隊聘任，目前負責有關轉讓定價的項目，不但要時刻留意稅制與相關條例更新，亦需與客戶保持良好溝通。他亦已報考香港會計師公會的专业資格課程考試，期望盡快取得相關牌照。雖然工作具挑戰性，但他認為隨着中國與香港將轉讓定價規則正式編纂立法，行業發展空間龐大。

對於部分同學怕辛苦而放棄加入龍頭公司，何姜俊勉勵同學：「趁我們還年輕，不妨訂立較高目標，將來才会有更好的機會。善用大學提供的實習機會汲取經驗，對適應職場環境非常有幫助。」



◀ Kenny has also interned at the Museum of Applied Arts and Sciences in Australia. 何姜俊亦曾在澳洲應用藝術與科學博物館實習。

Research on Hybrid Translation Approach to Improve Efficiency of Translating Government Press Releases

研究混合式翻譯法提升翻譯政府新聞公報效率

With Chinese and English as the official languages in Hong Kong, most government documents are bilingual. Yet the demand for translation manpower for handling the huge amount of diverse types of government documents is high, and sometimes only one language version is available. The research 'A Hybrid Approach to the Translation of Government Press Releases: Integration of Translation Memories and Neural Machine Translation', which is conducted by Dr Sai-cheong Siu and Dr Sai-yau Siu from the School of Translation and Foreign Languages, aims at facilitating the translation of government press releases through the use of translation technology.

香港以中文和英文為法定語言，大部份政府文書均為雙語對照。惟政府文書種類繁多且數量龐大，所需的翻譯人手眾多，有時候可能只得一種語言文本。翻譯及外語學院蕭世昌博士和蕭世友博士的研究「政府新聞公報之混合式翻譯法：翻譯記憶庫及神經機器翻譯技術之整合」，便旨在運用翻譯科技促進政府新聞公報的翻譯。



▲ Dr Sai-cheong Siu (right), Principal Investigator and Dr Sai-yau Siu, Co-Investigator of the research project. 此研究項目的首席研究員蕭世昌博士（右）及共同研究員蕭世友博士。

Using Machine Translation to Improve Current Problems

以機器翻譯改善現行問題

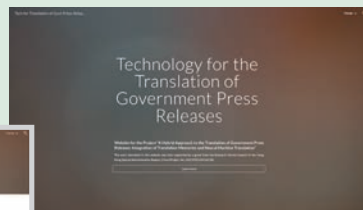
Funded by the Faculty Development Scheme of the Research Grants Council, this research project studies the use of Machine Translation (MT) to reduce the manpower pressure while speeding up the entire translation procedures, improving efficiency and maintaining quality. Dr Sai-cheong Siu explains that while there are various types of MT, this project focuses on Neural Machine Translation (NMT). "NMT started to prevail in 2016. It adopts deep learning methods to simulate the operations of a human brain to process data. We collect numerous sets of Chinese-English bilingual press releases and other documents during the research and then pass all the data to the computer. It then reads and develops translation methods and patterns on its own. There is no need for human to give instructions."

此項目獲得研究資助局「教員發展計劃」資助，研究以機器翻譯減輕人手方面的壓力，加快整個翻譯工序，提升效率並保持質素。蕭世昌博士闡釋，機器翻譯有多種方法，而這個項目會集中研究「神經機器翻譯系統」(NMT)。「NMT自2016年開始盛行，它其實是以深度學習的方法，模擬人腦的運作方式去處理數據。我們在研究中收集了許多中英雙語的新聞公報或其他文件，只要將這些資料交給電腦，它便會自行閱讀及發掘翻譯方法或模式，過程中毋須人類作出指示。」

In the early stages of the research, the team gathered a total of over 10-million characters of press releases over a three years' period using an automatic, collaborative human-machine approach. They then further reviewed and analysed the data manually. "We used online translation software to do automatic translation for the press releases and identified the problems that would occur, discovering that there would be missing translations or misinterpretation. Besides, some wordings appeared not to align with the style of government press releases, and sentence structure needed to be refined." After figuring out these problems, they started to study how to improve the situation by using MT together with Translation Memory.

在研究初期，團隊以人機協作的方式，採用自動化的方法共搜集了三年共千萬字數的新聞公報，再以人手審查和分析當中的數據。「我們首先使用網上翻譯軟件，辨識那些新聞公報在自動翻譯時出現狀況，發現主要會有漏譯或用詞不對等問題。另外亦有部份不似政府新聞公報會使用的用語，句子結構也需要改進。」找出這些問題之後，他們便開始研究以機器翻譯再配合翻譯記憶庫，去改善這些情況。

Year	No. of English Tokens	No. of Chinese Characters	No. of Chinese Tokens
2016	3,277,686	6,757,943	3,066,224
2017	3,002,240	5,917,281	3,353,434
2018	3,186,379	5,581,156	3,175,156
Total	11,879,648	18,655,980	10,494,814



▲ Website of the research project:
▲ 研究項目網站：
<http://govprtranslation.tech/>



▲ Sample entries of Translation Memory. 翻譯記憶庫內的樣本條目。

Machine Translation 機器翻譯

There are 4 types of Machine Translation (MT), including:
機器翻譯 (MT) 有四種方法，包括：

- Rule-based MT: Computer guided by human rules to identify text and translate.
基於規則的機器翻譯：人類需要給予電腦規則，指導電腦認字翻譯。
- Example-based MT: Provide the computer with translated sentences. It will attempt to recognise and pick out those that can be reused and restructure them into a new sentence.
基於實例的機器翻譯：給電腦一些已譯過的句子，電腦會嘗試從中辨認可以再用的句子，抽取出來重新組合。
- Statistical MT: Utilise large and multilingual corpora to compute probabilities and generate translation.
統計機器翻譯：採用大型及多語言的語料庫計算概率，生成翻譯。
- Neural MT: Use deep learning to train artificial neural networks to process translation data. No human instruction is required during the training process.
神經機器翻譯：以深度學習方法，訓練人工神經網絡處理翻譯數據，訓練過程中不需要人類給予指示。

• Hybrid Translation Approach Greatly Boosts Translation Performance

混合式翻譯法可大幅提升翻譯表現

Dr Sai-cheong Siu states that one of the goals of this research is to explore the feasibility of producing a MT system specific for translating government documents, and this will proceed in 3 phases. "We will firstly build artificial neural networks for translation and provide some general documents for the machine to read. In the second phase, we will add a few government documents on top of those general ones. Press releases will then be added in the third phase. We have already completed the first phase and created a prototype for reading general documents using deep learning method. We have also tried to combine the prototype with Translation Memory and found that it would greatly boost the performance."

Translation Memory (TM), which is often utilised in financial translation, is a system which saves materials that are previously translated manually. "Let's assume there are 10 sentences in a passage. If some of them can be found in the Memory, i.e. they are already manually translated before, we can then adopt them directly and the computer will translate the rest by automatic translation." This hybrid translation approach significantly enhances the translation quality. "There is an evaluation method named BLEU in the industry for assessing translation quality. In our preliminary assessment, we translated general documents by MT without TM, the score was 17; however, when TM was added, the marks almost doubled to 33. We believe that the marks will be higher when the research proceeds to the second and third phases."

蕭世昌博士表示，此項研究的其中一個目標，是探討製作一個專門翻譯政府文件的機器翻譯系統是否可行，當中會涉及三個階段。「我們首先設計人工神經網絡，給機器看一般的文件；第二階段是在一般文件之外，加少量的政府文件；第三階段則再加上新聞公報。我們現時已完成第一階段，用深度學習的方法，做了一個看一般文件的機器翻譯模型。我們亦曾嘗試將此模型結合翻譯記憶庫，發現表現更是大幅提升。」

所謂翻譯記憶庫，是一個儲存已人手翻譯過的資訊的系統，在金融翻譯中經常被採用。「假設一篇文章有 10 句句子，當中如果有些句子能在記憶庫裡找到，即之前已人手翻譯過的，我們便可以直接採用，其餘的才叫電腦進行自動化翻譯。」這種混合式翻譯法可大大提升翻譯質素。「業界有一個評估翻譯質素的評分方式，稱為 BLEU。我們做過初步的評估，機器翻譯如沒有配合翻譯記憶庫，在翻譯一般文件時，評分只有 17；但配合記憶庫後，評分可升至 33，足足高出近一倍。相信隨著研究進展至第二及第三階段，分數會再提升更多。」

• Looking to Further Application of the Research Outcome on Other Text Types

冀研究成果可應用於其他文本範疇

With the research framework and prototype established, the team looks to further development and broader application of the research under the existing foundation. Dr Sai-yau Siu says that relevant research will develop in three directions. "Firstly, we hope to extend the application to different text types in the future, as now it is only applied to press releases. The domain of such application can also go beyond government documents. For example, we can try to apply the framework to the translation of ancient texts. The vernacular-ancient translation will help facilitate the cultural diffusion. Lastly, it is about the language types. Apart from Chinese-English translation, it can be adopted in the translation of other languages as well as intersemiotic translation, which is about the translation between text and other media such as image or video-to-text conversion with artificial intelligence. These are the major trends in the future development of translation that we will continue to explore."

現時研究的框架和模型已確立，團隊期望在現有基礎下，項目能有更多元化的發展及應用。蕭世友博士表示，相關的研究將循三個方向發展。「首先是文本的種類，暫時這項研究只應用於新聞公報，我們希望日後可應用於不同的文本。其次應用的範疇也不限於政府公文，例如我們可以看看能否將整個架構套用在翻譯古文上，以白話文和古文對譯，這樣可加強文化傳播。第三是語言的種類，除了中英對譯之外，也可以做其他語言的翻譯；此外還有符際翻譯，實現文字與其他媒體之間的轉換，如透過人工智能將圖像或影片轉成文字。這些都是未來翻譯發展的大趨勢，我們將繼續探討。」

The School of Business's Teacher-Student Collaborative Case Study Research Gets Published

商學院師生合作之個案研究獲刊登

Mr Eric Chee, Associate Head of the Department of Marketing, collaborated with Ms Christy Ng, Ms Sara Wong and Mr Raymond Leung, students from the Department of Economics and Finance, to conduct a case study themed 'How Nintendo Became One of the World's Largest Electronic Game Companies: Secret of Success' which was published in the *Academy of Asian Business Review* (Vol. 6, No. 2, pp. 55-80) in December 2020. Prior to the publication, Mr Chee led the team to participate in the World Asian Business Case Competition 2020 and they were selected as one of the Top Ten Winners out of several hundred teams from all over the world. Mr Chee was also honoured with the Best Advisor Award.

市場學系副系主任池耀輝先生與經濟及金融學系吳思穎同學、黃詩晴同學及梁國策同學共同合作，以「How Nintendo Became One of the World's Largest Electronic Game Companies: Secret of Success (任天堂如何成為世界電子遊戲界巨頭：成功的秘密)」作個案研究，獲期刊《Academy of Asian Business Review》(Vol. 6, No. 2, pp. 55-80) 於 2020 年 12 月刊登。池先生早前亦帶領該三名同學參加 The World Asian Business Case Competition 2020，結果在數百支來自全球的隊伍中脫穎而出，成為最後十強之一。池先生更榮獲「最佳指導教師獎」。



▲ (From left) Ms Sara Wong, Mr Eric Chee, Ms Christy Ng and Mr Raymond Leung.
(左起) 黃詩晴同學、池耀輝先生、吳思穎同學及梁國策同學。

The Department of Management Clinches Outstanding Paper in the 2020 Emerald Literati Awards

管理學系榮獲 2020 年度 Emerald 優秀論文獎

An academic paper by Dr Eko Liao, Dr Victor Lau and Dr Kaylee Kong from the Department of Management was selected as the Outstanding Paper (Career Development International) in the 2020 Emerald Literati Awards. Their paper titled 'A resource-based perspective on work-family conflict: meta-analytical findings' was published in *Career Development International* of Emerald Publishing in 2019.

This meta-analysis quantitatively reviewed the relationships between work-family conflict and three pairs of antecedents as well as the several consequences. Findings show that work and family demands, hours spent at work and overloaded roles at both work and family are found positively related to work-family conflict, while having a control at either work or family, job autonomy and flexible work schedule are negatively related to work-family conflict.

Emerald Literati Awards has been set up for 26 years, celebrating authors and reviewers' remarkable contributions to journals and publications and their dedication to academic research.

管理學系廖逸博士、劉柏能博士和孔穎博士共同撰寫的論文「A resource-based perspective on work-family conflict: meta-analytical findings (從資源角度看工作與家庭衝突：元分析結果)」榮獲 2020 年度 Emerald 優秀論文獎(國際職業發展)。論文於 2019 年經由 Emerald Publishing 的《Career Development International》發表。

此篇元分析定量審視了工作—家庭衝突與三組自變量之間的關係。結果發現工作與家庭的需求、工作時長及工作和家庭角色的超負荷，與工作—家庭衝突呈正相關；而對工作或家庭的控制、工作自主性，以及靈活的工作時間表則與工作—家庭衝突呈負相關。

Emerald Literati Awards 成立 26 年來致力表揚論文作者與審稿人在期刊及書籍出版上的傑出貢獻，亦表彰他們在學術研究中不遺餘力的付出。



▲ (From left) Dr Victor Lau, Dr Eko Liao and Dr Kaylee Kong
(左起) 劉柏能博士、廖逸博士和孔穎博士

HSUHK Founders' Day 2021 Youth Development Forum on 'Youth Engagement in Sustainable Development: Ways and Challenges'

恒大「2021 校慶日青年發展講座」 探討青年在可持續發展的參與及挑戰

The HSUHK hosted its Founders' Day 2021 Youth Development Forum on 16 March 2021. We are honoured to have Mr Eugene Fong, Chairman of the Committee on Home-School Co-operation and Member of the Education Commission, HKSAR, as guest speaker and President Simon S M Ho as moderator to share about the topic 'Youth Engagement in Sustainable Development: Ways and Challenges'. The on-site forum with live broadcast was well-attended by around 300 representatives from a wide range of sectors in society.

The United Nations has adopted the 17 Sustainable Development Goals (SDGs) in late 2015. This Forum focused on youth participation and challenges that young people are facing in environmental protection and social inclusion. President Ho remarked that although the biggest public concerns now are the fight against the COVID-19 pandemic and the relevant relief measures and economic reconstruction issues, all sectors of society should continue to pursue sustainable development. He hoped to bring insight and inspiration in this aspect through this Forum.

Chairman Fong reckoned that we can engage meaningfully in sustainable development in our everyday lives. "I suggest that young people may choose a topic of sustainable development that arouses their interest most, and then contribute gradually to it by learning and gaining deep understanding." He also encouraged parents to play a key role in facilitating youth exploration and participation in sustainable development, being the companions and supporters of their children and enhancing themselves by keeping abreast of trends in social development.

President Ho mentioned that there are multiple ways for young people to take part in and promote sustainable development. He hoped that society and young people would build resilience and cultivate humility, mutual respect and inclusiveness. "Each generation faces their own challenges and opportunities. I believe that by maintaining a good communicative relationship, different stakeholders will come to find shared values."

恒大在 2021 年 3 月 16 日舉辦「2021 校慶日青年發展講座」，由香港特區政府家庭與學校合作事宜委員會主席及教育統籌委員會委員方奕展擔任主講嘉賓，並由何順文校長主持講座及與嘉賓對談，分享題目為「青年在可持續發展的參與及挑戰」。講座吸引約 300 名來自社會各界代表現場或網上參與。

聯合國在 2015 年底推動 17 個可持續發展目標 (Sustainable Development Goals, SDGs)，而是次講座集中探討年輕人在環境保護與社會共融的參與及挑戰。何校長表示，雖然抗疫、紓困及重建經濟是現今社會最受關注的議題，但社會各界亦應繼續推動可持續發展，希望是次講座提供一些新見與啟示。

方主席認為可持續發展與日常生活息息相關：「我建議年輕人選擇一個觸動你、令你感興趣的可持續發展議題，長時間深入了解和學習，逐漸發揮貢獻。」他亦鼓勵家長成為年輕人的同行者和輔助者，建議他們不斷自我增值，緊貼社會發展趨勢，協助年輕人探索和參與可持續發展。

何校長坦言，年輕人參與及推動可持續發展有不同途徑，寄語社會和年輕人都要學懂建立抗逆力，也要培養虛心聆聽、互相尊重和包容共融的態度。他說：「每一代都有其面對的挑戰和機遇，但我深信保持良好的溝通關係有助各方找出共同的價值。」



▲ President Simon Ho (right) presents a souvenir to Mr Eugene Fong.
何順文校長（右）致送紀念品予方奕展主席。



▲ Mr Eugene Fong encourages parents to be companions and supporters of their children.
方奕展主席鼓勵家長成為年輕人的同行者和輔助者。



▲ President Simon Ho reckons that each generation faces their own challenges and opportunities. He stresses that keeping a good communicative relationship will help different stakeholders find shared values.
何順文校長認為，每一代都有其面對的挑戰和機遇，強調保持良好的溝通關係有助找出共同的價值。

The HSUHK Hosts a Media Spring Gathering 恒大與傳媒新春聚會

The HSUHK held a media spring gathering on 23 February 2021 in which President Simon S M Ho, together with Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication, celebrated the Lunar New Year with media friends. As in previous years, President Ho announced the HSUHK Word of the Year during the gathering. He also presented the latest developments and admissions strategies of the University.



▲ HSUHK Word of the Year is '機' (Opportunity).
恒大今年的年度字為「機」字。

Revealing '機' (Opportunity) as this year's Word of the Year, President Ho elaborated that the pandemic not only gave opportunity to HSUHK students and teachers to reflect on how to respond to the needs of society, but also brought other opportunities such as the application of innovative teaching software and methods. President Ho then shared the latest developments of the HSUHK with the media, including new academic programmes, student admissions, the new special 'Principal Recommended Admission Scheme' and the Honours Academy. He further introduced the launch of the Resource Centre for Start-ups and SMEs which aims to offer students with diverse and all-round learning experience and provide advice to SMEs suffering from the impact of the pandemic.

▲ President Simon Ho and Professor Scarlet Tso take the opportunity to express their Lunar New Year's blessings to media friends.
何順文校長與曹虹教授向出席的傳媒代表拜年，共慶新春。

恒大於 2021 年 2 月 23 日舉行傳媒新春聚會，何順文校長與協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授，向出席的傳媒代表拜年，共慶新春。一如以往，何校長即場揭曉本年的恒大年度字，並介紹大學最新發展及收生策略。

今年的恒大年度字為「機」字。何校長表示，疫情讓恒大師生有機會反思如何呼應社會需求，同時帶來其他契機，例如應用創新的教學軟件和方法。校長接著向傳媒分享恒大最新課程發展、收生情況、最新特別版「校長推薦入學計劃」及榮譽學院活動等。校長亦介紹了恒大新成立的初創企業及中小企資源中心，該中心一方面為同學提供多元化及全面的學習體驗，另一方面期望為受疫情影響的中小企出謀獻策。

The HSUHK Professional Mentorship Scheme 2021 – the First-ever Online Kick-off and Welcome Session 恒大專業師友計劃 2021 一 首次網上啟動禮

To kick-start the HSUHK Professional Mentorship Scheme 2021, the first-ever Online Kick-off and Welcome Session was held via Zoom on 23 January 2021, which was well-attended by over 50 mentors and 115 mentees. In the welcome speech by Dr Tom Fong, Vice-President (Organisational Development) and the opening remarks by Ms Esther Lee, Acting Director of Student Affairs, special gratitude was shown to all mentors for their continued support to the Scheme amid the pandemic. They also encouraged mentees to step out of their comfort zones and actively participate in the Scheme activities.

To bestow a special meaning to the occasion, a 'virtual HSUHK campus' was designed, in which a small plant would grow when all mentors and mentees typed hashtags '#PMS2021' in the Zoom chatbox. With enthusiastic input from all participants, the small plant eventually grew into a towering tree that connected mentors and mentees virtually, marking the start of this year's Scheme. Two experienced mentors and two mentees then shared their fruitful mentorship experiences, and 170 mentors and mentees also e-met each other via mentorship groups in virtual breakout rooms. The Student Affairs Office hoped that the launching ceremony could inspire mentors and mentees to foster a flourishing mentoring relationship through active engagement.



▲ Dr Tom Fong (top) and Ms Esther Lee (left) deliver the welcome speech and opening remarks respectively.
方永豪博士（上）和李德芬女士（左）分別致歡迎辭及開幕辭。



▲ Mentors and mentees enjoy the small-group chit-chat session in a virtual breakout room.
導師和學員在分組討論室中作小組交流，氣氛輕鬆愉快。

「恒大專業師友計劃 2021」啟動禮於 2021 年 1 月 23 日首次在網上平台舉行，獲超過 50 位導師和 115 名學員出席。副校長（機構發展）方永豪博士及署理學生事務總監李德芬女士，分別於歡迎辭及開幕辭中特別感謝所有導師在疫情下仍繼續支持計劃，並鼓勵學員走出舒適區，積極參加計劃中的各種活動。

為令是次啟動禮更具意義，學生事務處特別創建了「恒大虛擬校園」，隨著導師和學員在實時聊天室中熱烈地輸入「#PMS2021」，虛擬校園中的小樹苗得以長成大樹，並成功把大家連繫起來，為本年度師友計劃揭開序幕。其後兩位經驗豐富的導師及兩名學員分享了他們在師友計劃中的得著，170 位導師和學員亦透過網上分組討論室正式與自己的組員進行會面。學生事務處希望透過這個啟動儀式，能鼓勵導師和學員積極交流，共同灌溉一段難能可貴的師友關係。

HSUHK Master's Students Share their Learning from Programmes

恒大碩士生分享學習得著

The Master's programmes offered by the HSUHK cover different professional areas to provide graduates and working people with continuous education opportunities. With curricula focusing on both theoretical and practical knowledge, the programmes equip students with the latest industry information and technology for better competitiveness and career prospects. The Communications and Public Affairs Office has invited some of our Master's students to share about their learning from the programmes.

恒大的碩士課程涵蓋不同專業範疇，為畢業生及在職人士提供持續進修的機會。課程內容理論與實踐並重，並為學生提供行業最新資訊和科技，增強學生的競爭力，為他們的事業作更好準備。傳訊及公共事務處邀請了幾位碩士課程學生，為大家分享課程中的得著。



Ms Christie Lam
林敏婷女士

**Master of Arts in Translation
(Business and Legal) (MA-TBL)**
翻譯文學碩士（商務與法律）

Working in the accounting field, Ms Christie Lam often needs to translate different documents for her clients' reference. She thinks that the MA-TBL programme has advanced her language proficiency as well as promotion opportunities. "We get to gain hands-on translation experience during our studies, enabling us to learn by doing."

從事會計行業的林敏婷女士經常要翻譯文件供客戶參考。她認為翻譯文學碩士（商務與法律）課程提升了她的語文能力和晉升機會。「在學期間，我們還有機會獲得不少翻譯實戰經驗，讓我們能實踐所學。」



Ms Jamie Li
李嘉媚女士

**Master of Science in
Entrepreneurial Management
(MSC-EM)**
創業管理學碩士

Ms Jamie Li, who aims at developing her educational business, says, "The programme helps me identify my business problems clearly and figure out solutions through case studies. And the training in innovative thinking enables me to face unexpected challenges in my business."

李嘉媚女士一直有志發展教育業務，她分享說：「創業管理學碩士課程透過真實案例，助我認清業務問題所在及制定解決方案，加上創新思維的訓練，有助我應付突如其來的業務挑戰。」



Ms Chloe Ling
凌穎兒女士

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

Recommended by her professor, Ms Chloe Ling was offered a scholarship to study the MS-SC programme. "I think the academic staff team is like a 'dream team'. They are experienced in the industry and often cite examples of real-life social situations and crises to explain the implementation of communication concepts."

凌穎兒女士得到教授推薦，獲取獎學金修讀策略傳播文學碩士課程。「我覺得導師團隊有如一隊夢幻組合，除了實戰經驗非常豐富，更經常引用社會現況及真實危機例子去闡述如何實踐傳播概念。」



Mr Kelvin Poon

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

Experienced in the aviation and logistics industries, Kelvin thinks that the MSC-GSCM programme helps advance his career prospects. "Teachers have extensive industry experience and the programme provides students with both theoretical and practical knowledge in a wide range of areas, including strategic procurement, sustainable supply chain, e-systems and more."

Kelvin 擁有豐富航空及物流業經驗，他認為修讀環球供應鏈管理學碩士課程對將來事業發展有莫大幫助。「老師在行內經驗豐富，無論教授戰略採購、可持續供應鏈管理、電子系統應用等，均理論與實例兼備。」



Ms Meggie Tan
譚夢捷女士

**Executive Master of Science in
Insurance (EMSC-INS)**
行政人員保險理學碩士

Working in the insurance industry for years, Ms Meggie Tan decided to enrol in the EMSC-INS programme to grasp the latest in insurance knowledge and techniques. "The programme curriculum keeps abreast of the industry development with seasoned insurance practitioners coming to share their practical experience with us, helping me manage my insurance business more efficiently."

從事保險工作多年的譚夢捷女士為了掌握最新的保險知識和技能而修讀行政人員保險理學碩士課程。「課程內容緊貼業界，又會安排資深保險從業人士分享實戰經驗，有助我更有效管理保險業務。」



Ms Wing-ki Tsai
蔡穎琪女士

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

Ms Wing-ki Tsai believes that digitalisation of translation technology is a major trend, and the MA-TCAT programme covers the knowledge of electronic translation tools. "I think the programme design meets the market needs. Apart from digital marketing, I have the opportunity to use free online translation tools that are specifically designed for translators."

蔡穎琪女士認為翻譯技術電子化是大趨勢，而翻譯文學碩士（電腦輔助翻譯）課程正涵蓋翻譯電子工具的知識。「我覺得課程內容緊貼市場需要，除了學習數位行銷，我還有機會使用專為翻譯員而設的免費線上翻譯工具。」



President Ho Serves as Judge of the 01 Gold Medal Awards 何校長擔任「01 企業金勳大獎 2020」評審

At the invitation of HK01, President Simon S M Ho served as one of the Judges for the 01 Gold Medal Awards 2020.

With the theme 'Forging Ahead in Quest for Excellence', the Awards aim to recognise corporations' outstanding performance during the pandemic in 2020. At the awards presentation ceremony held on 25 January 2021, President Ho commended that many participating organisations had stepped up measures maximising the interests and values of different stakeholder groups during the pandemic period, such as providing extra care for employees and customers, support for the community, treating suppliers fairly, protecting the environment, etc. Many corporations have reflected and embraced a more stakeholder-based governance approach seeking sustainability and long-term values, all contributing towards a more inclusive society at large.

何順文校長應《香港01》邀請，為「01 企業金勳大獎 2020」擔任評審。是屆大獎以「砥礪前行 締造非凡」為主題，旨在表揚企業在 2020 年疫情期間的卓越表現。於 2021 年 1 月 25 日的頒獎典禮上，何校長讚揚許多參與機構在疫情期間引入或加強措施，例如為員工及顧客提供額外照顧、加強社區支援、公平對待供應商，和更著重保護環境等，以優化不同持份者的利益和價值。不少企業亦反思推動更以持份者為本的管治模式，以追求可持續發展及長遠價值，為社會共融作出貢獻。



▲ (From left) Mr Ernest Chi, Executive Editor-in-Chief of HK01; President Simon Ho; Ms Gilly Wong, Chief Executive of the Consumer Council; Mr Jeffery Lam, Member of the Executive Council and Legislative Council; Mr Christopher Hui, Secretary for Financial Services and the Treasury; Mr Pun-hoi Yu, Founder of HK01; Dr Peter Lam, Chairman of the Hong Kong Trade Development Council; Mr Laurence Li, Chairman of the Financial Services Development Council; Ms Andrea So, Chief Executive Officer of HK01 and Ms Angie Leung, Chief Commercial Officer of HK01 take a group photo at the Awards Presentation Ceremony.

(左起)《香港01》執行總編輯戚本業先生、何順文校長、消費者委員會總幹事黃鳳嫻女士、行政會議成員及立法會議員林健鋒先生、財經事務及庫務局局長許正宇先生、《香港01》創辦人于品海先生、貿易發展局主席林建岳博士、金融發展局主席李律仁先生、《香港01》行政總裁蘇曉婷女士及《香港01》首席商業總監梁樂怡女士於頒獎典禮上合照。

Campus Express

校園快訊

International Conference on Misinformation and Fake News 錯誤資訊與虛假新聞國際會議

Jointly organised by the Centre for Greater China Studies (CGCS) and the School of Communication (SCOM), the International Conference on Misinformation and Fake News was successfully held online on 6 February 2021.

With the advancement of the internet, information technologies as well as social media, misinformation and fake news appear in our daily lives and spread widely in a moment. The Conference aims to exchange findings of the latest research on misinformation and fake news in the international academic community and to provide a common platform for interdisciplinary dialogue on relevant regulations in Greater China. Themes included Susceptibility to Misinformation and Fake News, Politics of Misinformation, How Fake is Fake, and Misinformation in China, Taiwan and Hong Kong.

The Conference was well-attended online by around 80 participants, and 14 panel speakers from Asia, Canada and the United States had an open and constructive dialogue about the subject area from a multi-disciplinary perspective. They also delivered insightful presentations and shared their expertise with the participants.



▲ Professor Paul Lee, Chairman of the Conference Organising Committee, discusses with panel speakers. 會議籌委會主席李少南教授與講者進行討論。

由大中華研究中心與傳播學院合辦的「錯誤資訊與虛假新聞國際會議」於 2021 年 2 月 6 日順利於網上舉行。

隨着互聯網、資訊科技與社交媒體日益進步，錯誤資訊與虛假新聞不時在我們的日常生活中出現並迅速廣傳。會議旨在讓與會者交流國際學術界對錯誤資訊與虛假新聞的最新研究成果，並為大中華區的相關條例提供一個跨學科的共同對話平台。

是次主題包括「對錯誤資訊與虛假新聞的敏感度」、「錯誤資訊的政治學」、「何為虛假」，以及「中國、台灣及香港的錯誤資訊」。

大約 80 名參加者透過網上平台參與會議，而來自亞洲、加拿大和美國的 14 位講者，亦從跨學科角度就議題展開公開與具建設性的對話，並發表了精闢的演說及與參加者分享了他們的專業知識。

Online Talks and Public Lecture Organised by the School of Translation and Foreign Languages

翻譯及外語學院舉行網上及公開講座

The School of Translation and Foreign Languages (STFL) conducted 2 online talks and a public lecture in January and February 2021 to share the knowledge of translation and foreign culture.

The first online talk 'A Brief Introduction to the Procedure for Buddhist Scripture Translation in Ancient China' was held on 7 January 2021, with Dr Sai-yau Siu, STFL Assistant Professor, explaining how Buddhist translators in ancient China translated Buddhist scriptures from Sanskrit into Chinese without the aid of electronic tools. The second online talk 'Financial + Translation' was presented by Dr King-man Cheung, STFL Lecturer, on 8 February 2021. He illustrated the importance of adopting accurate technical terms and proper nouns in financial translation with a number of real-life examples. And Dr Daniela Cecutti, STFL Lecturer, took us back to the era of Botticelli and introduced many of his classic paintings in the public lecture 'Sandro Botticelli: A Master of Italian Renaissance' on 18 February 2021.

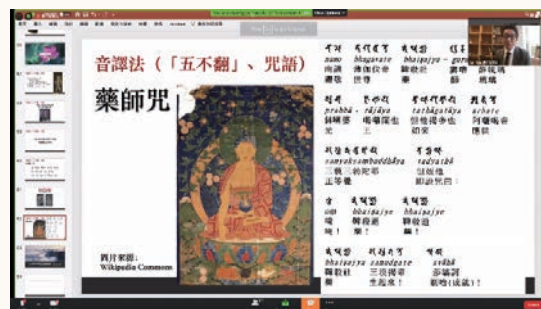
The events successfully aroused interest among participants and deepened their understanding of different aspects of languages and cultures.

翻譯及外語學院在 2021 年 1 月及 2 月舉辦了兩場網上講座及一場公開講座，分享關於翻譯及外國文化的知識。

第一場網上講座「唐僧無得上網點譯經？古代佛經翻譯流程略論」於 2021 年 1 月 7 日舉行，由學院助理教授蕭世友博士闡釋古代譯經師在沒有電子工具的輔助下，如何把經文從梵文譯成漢文。而學院講師張敬文博士於 2021 年 2 月 8 日主講第二場網上講座「財經 + 翻譯」，透過不少實例說明財經翻譯中使用準確術語及專有名詞的重要性。學院講師

Dr Daniela Cecutti 則在 2021 年 2 月 18 日的公開講座「文藝復興名畫家一波提切利」中帶我們回到波提切利時代，介紹他的多幅經典名作。

活動成功引起參加者的興趣，並加深了他們對語言及文化不同層面的了解。



▲ Dr Sai-yau Siu explains how Buddhist translators in ancient China translated Buddhist scriptures in the first online talk.
蕭世友博士在第一場網上講座中，闡釋古代譯經師如何翻譯經文。



▲ Dr King-man Cheung reiterates the parallel importance of good command of language and extra-linguistic knowledge in the second online talk.
在第二場網上講座中，張敬文博士重申良好的語文能力及「譯外功」同樣重要。

◀ Dr Daniela Cecutti shares how to appreciate *Adoration of the Magi* by Sandro Botticelli in the public lecture.
Dr Daniela Cecutti 於公開講座中分享如何賞析桑德羅·波提切利的《三王朝聖》。

SG SaniGetic Donates Epidemic Prevention Supplies to the HSUHK SG SaniGetic 捐贈防疫用品予恒大

SG SaniGetic has recently donated 800 bottles of 'SaniGetic Sanitizing Spray (30ml)' and 40 bottles of 'SaniGetic Sanitizing Spray (400ml)' to the HSUHK Jockey Club Residential Colleges to help in the battle against the fourth wave of COVID-19 pandemic after the Chinese New Year.

The HSUHK expressed sincere thanks to SG SaniGetic for their timely donation and promised to make good use of the epidemic prevention supplies to safeguard the health of students and staff members.

SG SaniGetic 最近向恒大賽馬會住宿書院捐贈 800 瓶「SG Sanitizer C01 (30 毫升) 戶外隨身消毒殺菌噴霧」與 40 瓶「SG Sanitizer C01 (400 毫升) 消毒殺菌噴霧」與師生攜手抗疫，應對農曆新年後的第四波疫情。

恒大衷心感謝 SG SaniGetic 的適時捐助，並承諾善用捐贈的防疫物品，保障學生及教職員的健康。

BA-AHCC Students Rank 1st in Hong Kong in IEEEExtreme 14.0 Programming Competition

應用及人本計算學同學於 IEEEExtreme 14.0 編程競賽中全港排名第一

Organised by the Institute of Electrical and Electronics Engineers (IEEE), IEEEExtreme Programming Competition is one of the largest events of its kind in the world. On 24 October 2020, 9,494 students representing 4,132 teams from universities across 73 countries took part in the IEEEExtreme Competition 14.0, in which all teams were required to solve a set of programming problems within 24 hours.

Year-2 students from the Bachelor of Arts (Hons) in Applied and Human-Centred Computing Programme (BA-AHCC), namely Mr Man-to Ma, Mr Chun-hung Ng and Mr Chi-lam Wong, formed the programming team 'HSUHK' and finished the competition with flying colours. The team was ranked 1st in the Hong Kong region and 151st worldwide in the competition.

由電機電子工程師學會 (IEEE) 舉辦的 IEEEExtreme 編程競賽是全球規模最大的編程競賽之一。來自世界各地 73 個國家的大學，合共 4,132 支隊伍及 9,494 名學生於 2020 年 10 月 24 日一同參與 IEEEExtreme 14.0 競賽。所有隊伍均須在 24 小時內解決一系列的編程難題。

應用及人本計算學 (榮譽) 文學士二年級的馬文韜同學、吳震鴻同學和黃智霖同學組成編程隊伍「HSUHK」參與競賽，並在賽事中取得香港地區排名第一及全球排名第 151 位的佳績。



Student Development Activities

學生發展活動

College Assembly – HSUHK Liberal Agora in January and February

1 月份及 2 月份月會 — 恒大博雅講場

The College Assembly – HSUHK Liberal Agora in January and February has taken music and etiquette as the theme respectively to boost students' cultural knowledge.

The January session was held online through live broadcast on 21 January 2021. Mr Tsang-hei Chiu, a renowned music producer, served as guest speaker to share the ups and downs of the local music industry in the last 30 years. The response was overwhelming with more than 800 students and staff attending the event. Students were actively engaged in the interaction and Q&A sessions. Mr Chiu and participating musicians answered students' enquiries about the music industry and music production and encouraged them to pursue their dreams.

In the February session on 25 February 2021, Mr Desmond So, Founder and Chief Consultant of East-West Institution of Applied Etiquette, shared about the importance of etiquette with over 680 students and staff participating in the event on-site and online. Mr So explained that etiquette is an expression of self-respect and respect for others. It is also a recognised behavioural standard. He reminded students, "You will never be too polite when it comes from your heart, but being impolite will cost you a lot of chances."



▲ Mr Desmond So (right) answers students' questions.
蘇頌輝先生 (右) 解答同學疑問。

1 月份及 2 月份的「月會—恒大博雅講場」分別以音樂及禮儀為主題，以增加學生的文化知識。

1 月份月會在 2021 年 1 月 21 日於網上舉行，由著名音樂監製趙增熹先生擔任嘉賓講者，分享本地樂壇三十年來的起伏，吸引逾 800 位師生一同參與，反應熱烈。同學們在互動及問答環節反應踴躍，而趙先生及各音樂人都一一解答同學有關音樂行業及創作等問題，並鼓勵同學追尋及擁抱自己的夢想。

而中西禮儀培訓中心的創辦人及首席顧問蘇頌輝先生，則在 2021 年 2 月 25 日舉行的 2 月份月會中，與超過 680 位線上及現場參與的師生分享禮儀的重要性。蘇先生表示，禮儀體現了對自己和別人的尊重，亦是大家共同認可的行為標準。他提醒同學：「從心而發的禮儀不會嫌多，相反無禮會讓你失去不少機會。」



▲ Mr Tsang-hei Chiu shares about the changes in the local music industry in the last 30 years.
趙增熹先生分享樂壇三十年來的轉變。

Student Ambassadors Programme

學生大使計劃

The HSUHK Student Ambassadors (SAs) Programme 2020/21 has officially started. In this academic year, 30 students from 10 different programmes have been selected as SAs. After receiving a series of training including a Personal Dimension Workshop, Business Etiquette Workshop, public presentation and emcee training, SAs will strengthen the skills they have learnt and fulfil the 'To Learn and To Serve' spirit of SA by representing the University to take part in different functions and services.

The Personal Dimension Workshop was held in November 2020 to let the SAs know more about their own strengths and weaknesses. The Online Team Building Workshop was then held in January 2021, in which the mutual understanding between SAs and their team spirit were enhanced through various games and sharing of personal stories.



▲ Student Ambassadors undergo a campus coaching tour.
學生大使進行校園導賞訓練。

「恒大大學生大使計劃」2020/21 已正式展開。今年有 30 位來自 10 個不同學科的學生被挑選成為學生大使並接受一系列培訓，包括「性格透視工作坊」、「商務禮儀工作坊」、公開演說及司儀培訓等。學生大使們亦會代表恒大參與不同的活動及服務，以強化所學到的技巧及實踐學生大使「服務與學習並行」的精神。

「性格透視工作坊」於 2020 年 11 月舉行，讓學生大使更了解自己的長處與不足。其後「團隊建立網上工作坊」亦於

2021 年 1 月進行，學生大使透過各個遊戲環節及分享自己的小故事，增進了彼此間的認識，並加強了團隊精神。

HSUHK Social Innovation Competition 2021

恒大社會創新比賽 2021

The HSUHK Social Innovation Competition, hosted by the Centre for Teaching and Learning (CTL), has marched into its 6th year. This year, the Institute for Youth Sustainability Leadership (IYSL) and the Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) joined CTL and organised a series of talks and workshops, with the real-time online Pitching Competition and Awards Presentation Ceremony successfully concluded on 25 February 2021.

Themed upon the three chosen Sustainable Development Goals (SDGs), namely SDG3 'Good Health and Well-being', SDG11 'Sustainable Cities and Communities' and SDG12 'Responsible Consumption and Production', the Competition enlightened students on innovative ways to sustain and develop our city. The Competition also held four theme-based talks and three skill-based workshops since November 2020, in addition to sharing with students a resource guide on the Sustainable Development Goals (SDGs) that was tailor-made for the Competition by the Research and Learning Support Team of the University's Library in February 2021. These activities and initiatives were well received by over a thousand participants.

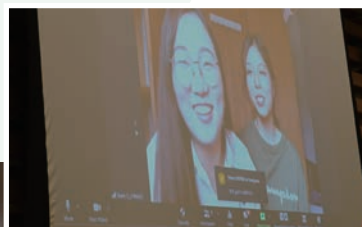
There were also overwhelming responses from students submitting their social innovative proposals. The judging panel finally selected 6 award winners out of 12 shortlisted teams. The winning teams will be recommended to join the HSUHK x SCMP Entrepreneurship Challenge 2021 as well as other inter-university social innovation competitions, where they can exchange ideas with peers and seed funds and incubation training are up for grabs to realise their plans.



▲ Mr Douglas Cheng, Project Manager of Innovator Farm Program, gives a guest talk for the Competition.
創新園計劃項目經理鄭健成先生為比賽作客演講。

由教與學發展中心主辦的「香港恒生大學社會創新比賽」已經踏入第六個年頭，本年度活動更與青年可持續發展領袖研習所及伍潔宜創新及創業中心聯手舉辦了一系列講座和工作坊，並於 2021 年 2 月 25 日順利舉行網上實時「簡短提案比賽暨頒獎典禮」。

比賽以三項聯合國可持續發展目標 (SDGs) 為主題，分別為 SDG3「良好健康與福祉」、SDG11「可持續的城市和社區」和 SDG12「負責任消費與生產」，啟發同學以創新意念來持續發展城市。比賽自 2020 年 11 月起舉辦了四場主題講座及三個技能工作坊，大學圖書館的研究及學習支援組亦在 2021 年 2 月與同學分享特別為比賽研製的「可持續發展目標資料庫」，合共逾千師生參與了比賽中不同的活動。



▲ The awardees are so excited when hearing the results.
得獎者聽到比賽結果時心情非常興奮。

比賽亦收到同學踴躍提交的社會創新建議書，評審團最終在 12 組入選隊伍中挑選出六個獎項的優勝者。得獎隊伍將獲推薦參加「恒大 X 南華早報企業挑戰賽 2021」及其他大專界的社會創新比賽，與同儕交流切磋，並有機會贏取種子獎金及獲得培訓，以進一步實踐計劃。

Scan the QR code to view the competition results:
掃描二維碼查看比賽結果：



Bingo Challenge

Bingo 挑戰

The Student Affairs Office has initiated the 'Bingo Challenge' activity since mid-November 2020 and around 150 students have accepted the challenge. Unlike traditional Bingo, students could not just sit and wait for good fortune, instead they needed to set goals to challenge themselves.

To get a 'Bingo' in a row, participants were required to complete 4 selected tasks one by one and submit a video to share their challenge process after completion. Tasks included a workout at home, no food waste, upcycling and so on, to be accomplished by students to meet the targets in different categories such as fitness, green life and healthy diet. The activity not only helped students develop good habits in daily life and benefited their personal growth, but also brought positive impact to the environment.

自 2020 年 11 月中起，學生事務處發起了「Bingo 挑戰」活動，得到約 150 名同學響應。與傳統「Bingo」遊戲不同，參加者不可單憑運氣，反而要自行訂立目標作出挑戰。

要在圖上連成一線取得「Bingo」，參加者需挑選四個項目逐一完成，例如在家運動、不浪費食物、升級再造等，以達成不同類別包括健體、綠色生活及健康飲食的目標。參加者並需於完成後提交影片分享挑戰過程。活動不但有助同學建立良好的日常生活習慣，對自我成長帶來裨益，亦為保護環境帶來正面影響。



▲ Students need to complete 4 tasks to get a 'Bingo'. 同學需挑選四個項目取得「Bingo」。



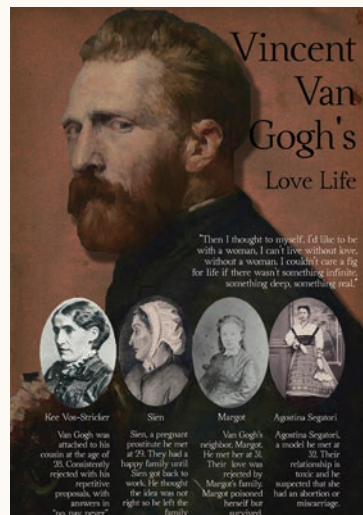
▲ A student reuses the milk bottles as a vase and a pen holder. 學生將牛奶樽循環再用，變成花樽及筆座。

Visit a Museum Online

網上參觀博物館

Many overseas museums have launched online guided tours and virtual exhibitions amid the pandemic, enabling the public to enjoy valuable exhibits with just one click at home. In view of this, the Student Affairs Office organised the 'Visit a Museum Online' activity to encourage students to tap into online resources to participate in art and cultural activities when staying at home. After strolling through the exhibitions, students could share their visit experience with peers via submitting their self-designed creative posters or infographics to an online platform.

疫情下，多個海外博物館均推出網上導賞計劃及舉辦虛擬展覽，令大眾安坐家中便能欣賞世界各地的珍貴展品。有見及此，學生事務處亦推出「網上參觀博物館」活動，鼓勵同學善用網上資源學習，在足不出戶的情況繼續參與文化藝術活動。參觀展覽後，同學可在網上提交自己設計的海報或資訊圖表，與其他同學分享所見所聞。



▲ Two posters designed by students after they visit the Van Gogh Museum (left) and the British Museum (right) online. 兩位同學在網上參觀梵高博物館（左）及大英博物館（右）後的海報設計。

Please scan the QR code to browse the selected submissions to the above two activities at the Facebook page of the SAO (Student Development & Campus Life). 請掃描二維碼到學生事務處（學生發展及校園生活）的 Facebook 專頁瀏覽以上兩個活動的精選作品。



Wu Zhi Qiao Countryside Conservation Campaign

無止橋鄉郊保育活動

The HSUHK Wu Zhi Qiao Team took part in the local rural villages conservation campaign organised by Wu Zhi Qiao (Bridge to China) Charitable Foundation in January 2021, assisting with the cleaning, excavation, logging and restoration work for building structures at Mui Tsz Lam Village in Sai Kung and at Nam Chung in North East New Territories. It was not only a brand-new experience for the participants, but also an opportunity for them to realise the historical value and importance of Hong Kong rural villages.

Ms Kerri Chan, Mr King-san Leung and Mr Sen Liu shared, "We seldom have opportunity to experience countryside conservation work. We are glad to have joined this activity to gain a new learning experience outside the classroom. Aside from enhancing our understanding of Hong Kong rural villages, the activity has also strengthened our team spirit."



恒大無止橋團隊於2021年1月參與無止橋慈善基金舉辦的本地鄉村保育活動，成員到訪位於西貢的梅子林村及新界東北的南涌協助復修工作，包括為建築物進行清理及挖掘、砍樹及修復。成員對這次體驗感到新奇，並體會到香港鄉村的歷史價值及重要性。

陳梓慧同學、梁境樂同學及劉森同學分享道：「我們很少機會接觸鄉郊保育工作，慶幸參加了是次活動，令我們獲得課堂以外的新穎學習體驗。活動除了使我們對香港農村有更多認識，亦能加強我們的團隊合作。」

▲ HSUHK Wu Zhi Qiao Team members help with village restoration.
▲ 恒大無止橋團隊成員幫忙進行鄉村復修工作。

The HSUHK Cantonese Debating Team Wins in a Friendly Match

恒大粵語辯論隊勝出友誼賽

The HSUHK Cantonese Debating Team actively co-organises friendly matches with other higher education institutions this academic year, aiming at enhancing the team's capability and members' debating skills through practical experience.

Following a friendly match against the CUHK Cantonese Debating Team in November last year, the Team co-hosted another friendly match with the CUHK Chung Chi College Debating Team on 29 January 2021 with the topic 'April Fools' Day is more suitable for a love confession than Valentine's Day'. Led by Captain Ms Joyce Yiu, Year-2 student of BBA (Hons) in Supply Chain Management, the HSUHK Cantonese Debating Team scored 3-0 as the opposition team and won the friendly match, with its fourth debater Ms Emily Yang, Year-2 student of BA (Hons) in Cultural and Creative Industries, being selected as the Best Debater. Other members of the Team included Ms Vivian Choi, Year-4 student of Bachelor of Journalism and Communication (Hons); Mr Gary Lui, Year-4 student of Bachelor of Translation with Business (Hons); and Ms Bobo Chan, Year-3 student of BBA (Hons). They are determined to strive for better results in coming competitions!



▲ The HSUHK Cantonese Debating Team defeats the CUHK Chung Chi College Debating Team in a friendly match.
▲ 恒大粵語辯論隊於友誼賽擊敗中大崇基學院辯論隊。

恒大粵語辯論隊（粵辯）本年度積極與各大專院校合辦友誼賽，期望能透過實戰經驗，提升團隊實力，提升隊員的辯論技巧。

繼去年11月與香港中文大學粵語辯論隊舉行友誼賽後，粵辯於2021年1月29日再與中大崇基學院辯論隊舉行友誼賽，辯題為「愚人節比情人節更適合表白」。反方恒大粵辯由供應鏈管理工商管理（榮譽）學士二年級姚慧慈同學擔任隊長，帶領隊員以三比零勝出，最佳辯論員則為擔任結辯的文化及創意產業（榮譽）文學士二年級楊依晴同學。其他成員包括新聞及傳播（榮譽）學士四年級蔡金伶同學、商務翻譯（榮譽）學士四年級雷俊朗同學及工商管理（榮譽）學士三年級陳學心同學。粵辯隊努力不懈，決心創造更多佳績！

Orientation and Activities for Inbound Exchange Students in the Spring Semester 2020/21

2020/21 春季交換生迎新會及活動

An online orientation was held on 13 January 2021 to welcome a group of 13 exchange students from Austria, Canada, France, Germany, South Korea and Taiwan in the spring semester. Online Cantonese classes and an online Chinese New Year celebration were then arranged to introduce them with local cultures and customs. During the period when the pandemic subsided slightly, the Student Affairs Office also organised a 'DIY Hand Sanitiser Workshop' on 19 February 2021, inviting the students to demonstrate their creativity by designing their own unique sanitiser bottles with Liberal Arts@HSUHK's stickers. Prizes were awarded to three selected outstanding designs. We wish all exchange students stay well and healthy and enjoy the campus life in the HSUHK.

Sanitiser bottles designed by exchange students with stickers from Liberal Arts@HSUHK 交換生運用「博雅恒大」貼圖所設計的搓手液樽。



為歡迎 13 位來自奧地利、加拿大、法國、德國、南韓及台灣的春季交換生，恒大于 2021 年 1 月 13 日舉辦了線上迎新會，其後更安排了線上廣東話班及線上新春慶祝活動，讓他們認識本地文化及習俗。而在疫情稍為緩和期間，學生事務處於 2021 年 2 月 19 日舉辦了「搓手液 DIY 工作坊」，讓交換生發揮創意，運用「博雅恒大」貼圖設計出獨一無二的搓手液樽，並從中選出 3 份傑出作品頒發獎項。我們祝願各位交換生身心健康，在恒大享受愉快的校園生活。

Lunar New Year Festive Fitness Gym

賀年健體操

To show love and care to the elderly who live in the elderly homes during Lunar New Year, the PE Unit of the Student Affairs Office produced a Lunar New Year Festive Fitness Gym video by combining simple aerobic exercises with Lunar New Year festive music in January 2021. Students were invited to take part in the video by following the demonstration and recording their own workout songs with festive blessings or positive messages. With over 200 students showing support for the activity, videos were selected and combined into one which was delivered to the elderly through social workers, conveying them our best wishes and encouraging them to dance with the music to stay healthy.

學生事務處體育部於 2021 年 1 月份特意製作了一首賀年健體操影片，以簡單健體運動配上賀年音樂，邀請恒大同學跟隨示範動作，親自錄製影片並加上祝賀說話或正面訊息，於農曆新年期間為居住在安老院舍的長者送上愛心和關懷。超過 200 位同學參與是次活動，經細心挑選後，獲選作品被剪輯成一條短片，並透過社工轉交各位長者，藉此傳遞我們的祝福，並鼓勵他們聞歌起舞，保持身體健康。



▲ Students send Lunar New Year's blessings to the elderly through videos. 學生透過影片向長者拜年。

Visits to HSUHK

到訪恒大

Exchange with Representatives of Peter F Drucker Academy

彼得·德魯克管理學院代表蒞臨校園交流

The HSUHK invited three members from Peter F Drucker Academy (DA) to have a meeting to exchange ideas on 23 February 2021.

Dr Ricky Szeto, DA Executive Director, visited the HSUHK in person while Dr Darwin Chen, DA Board Chairman and Ms Julia Wang, DA President joined the meeting online. Dr Szeto was greeted warmly by President Simon S M Ho; Professor Bradley R Barnes, Dean of the School of Business; Professor Louis Cheng, Dr S H Ho Professor of Banking and Finance; and Ms Alice Chan, Senior Manager of Advancement and Alumni Affairs. President Ho highlighted the latest developments of the HSUHK during the meeting. The guests praised the contributions and achievements the HSUHK has made in recent years and both sides, based on previous joint projects, discussed further strategic collaborations.



▲ (From left) Professor Bradley R Barnes, President Simon Ho, Dr Ricky Szeto and Professor Louis Cheng (左起) 李海東教授、何順文校長、司徒永富博士及鄭子云教授

恒大于 2021 年 2 月 23 日邀請彼得·德魯克管理學院（學院）三位代表進行交流會議。

學院執行董事司徒永富博士親訪恒大，獲何順文校長、商學院院長李海東教授、何善衡博士銀行及金融學教授鄭子云教授，以及發展及校友事務高級經理陳少英女士熱情接待。而學院董事會主席陳達文博士和院長王光麗博士亦透過網上平台參與會議。會議中，何校長

重點解說恒大的最新發展，嘉賓們均讚揚恒大近年的貢獻及成就，彼此並按之前共辦項目，討論更多未來策略性合作。

Visit to The University of Chicago Francis and Rose Yuen Campus

恒大代表團到訪芝加哥大學袁天凡、慧敏校園

A delegation of the HSUHK was invited by Mr Francis Yuen, University Trustee of The University of Chicago (UChicago), and Dr Rose Lee, Mr Yuen's spouse and former Chairman of the Board of Governors (2013-2018) of the Hang Seng Management College (predecessor of the HSUHK), to visit UChicago Francis and Rose Yuen Campus (UChicago Hong Kong Campus) on 24 February 2021. Led by President Simon S M Ho, delegation members included Professor Y V Hui, Vice-President (Academic and Research); Dr Tom Fong, Vice-President (Organisational Development); Ms Elisa Chan, Director of Advancement and Alumni Affairs; and Mr Kingston Sun, Associate Head of Campus Development and Management Office.

During the visit, Mr Francis Yuen introduced UChicago's development in Asia and the design concept of the campus 'Treehouse of Knowledge'. Mr Mark Barnekow, Executive Director of UChicago Hong Kong Campus, also shared the EMBA programme running in Hong Kong and different activities which have brought over 6,000 visitors to the campus since its opening. The group then had a general tour of the campus facilities and heritage management to understand the infrastructure and design with reference to the architectural aspects. This experience would be useful for the HSUHK to design its new academic building and improve its landscape and public art displays on campus.



▲ (From left) Ms Kitty Chong, Senior Director of UChicago Hong Kong; President Simon Ho; Dr Rose Lee; Mr Francis Yuen; Professor Y V Hui; Dr Tom Fong and Mr Mark Barnekow
(左起) 芝大高級總監莊潔儀女士、何順文校長、李慧敏博士、袁天凡先生、許溢宏教授、方永豪博士及馬克巴乃軻先生。

恒大代表團應芝加哥大學（芝大）校董袁天凡先生及其夫人李慧敏博士（恒大前身－恒生管理學院校董會主席（2013-2018））邀請，於2021年2月24日參觀芝大袁天凡、慧敏校園（芝大香港校園）。代表團由何順文校長率領，成員包括副校長（學術及研究）許溢宏教授、副校長（機構發展）方永豪博士、發展及校友事務總監陳雯慧女士與校園發展及管理處副主管辛建生先生。

訪問期間，袁天凡先生介紹了芝大在亞洲的發展，以及

分享以「知識的樹屋」為意念的校園設計。芝大香港校園行政總監馬克巴乃軻先生亦簡介芝大在香港開辦的行政人員工商管理碩士課程，並分享校園自開放後共吸引逾六千名訪客人次參加的各類活動。其後代表團參觀了校園的設施及文物管理，從建築層面了解其基建及設計。是次經驗對恒大設計新建築大樓、改善校園景觀及公眾藝術品的設置均有莫大幫助。

Personnel Updates

人事快訊

We would like to extend our warmest welcome to new full-time senior executive staff who joined the HSUHK family in March 2021.

衷心歡迎以下於2021年3月加入恒大的高級行政人員。

Newly Joined Staff 新加入職員

School/Department/Office 學院 / 學系 / 部門	Senior Executive Staff 高級行政人員	Position 職位
Campus Development and Management Office 校園發展及管理處	Ms Venus Yau 邱佩儀女士	Project Manager 項目經理

Information as of 16 March 2021. *Erudition (The Hang Seng University of Hong Kong Newsletter)* is published by the Communications and Public Affairs Office every odd month with the editorial support of Mr Kyle Thorson of the English Department. If you have any materials for publication, please send your submission in both English and Chinese (about 200 words each) and 1-2 photos (>1MB, if any) to cpao@hsu.edu.hk via your HSUHK email account.

資料截至2021年3月16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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