



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

恒大概覽 HSUHK Brochure



Liberal + Professional
博雅+專業



Contents 目錄

| | |
|-----------------------------------------------------------------------------------------------------------------------|----|
| Message from the President 校長的話 | 02 |
| About HSUHK 恒大簡介 | 04 |
| • Introduction 簡介 | |
| • Purpose, Vision, Missions, Motto, and Core Values 目的、願景、使命、校訓及核心價值 | |
| • The Unique 'Liberal + Professional' Education Model 獨特「博雅+專業」教育模式 | |
| • Desired Graduate Attributes 'iGPS' 期望的畢業生特質「iGPS」 | |
| • Five-year Strategic Plan (2018-2023) 五年策略發展計劃 (2018-2023) | |
| • Awards and Recognitions 獎項及榮譽 | |
| Schools and Programmes 學院及課程 | 10 |
| • School of Business 商學院 | |
| • School of Communication 傳播學院 | |
| • School of Decision Sciences 決策科學學院 | |
| • School of Humanities and Social Science 人文社會科學學院 | |
| • School of Translation and Foreign Languages 翻譯及外語學院 | |
| • Undergraduate Curriculum Structure 本科課程結構 | |
| Teaching and Learning 教與學 | 51 |
| • Commitments and Strategies on Teaching and Learning 教與學承諾與策略 | |
| • Centre for Teaching and Learning 教與學發展中心 | |
| • Other Teaching and Learning Centres 其他教學中心 | |
| Research 研究 | 56 |
| • Commitments and Strategies on Research 研究承諾與策略 | |
| • Strategic Research Areas 策略性研究領域 | |
| • Externally Funded Research Projects 外界資助研究項目 | |
| • Research Centres and Institutes 研究中心及研究所 | |
| Student Development and Achievements 學生發展及成就 | 61 |
| • Commitments and Strategies on Student Development 學生發展承諾與策略 | |
| • HSUHK Jockey Club Residential Colleges 恒大賽馬會住宿書院 | |
| • Student Exchange Programmes 學生交換計劃 | |
| • Internships 工作實習 | |
| • Service-Learning 服務學習 | |
| • Honours Academy 榮譽學院 | |
| • Career Development and Graduate Employment 事業發展及畢業生就業概況 | |
| • Student Development Centres 學生發展中心 | |
| • Student Achievements and Awards 學生成就及獎項 | |
| • Scholarships and Bursaries 獎學金與助學金 | |
| HSUHK Signature Activities 恒大亮點活動 | 71 |
| • Annual HSUHK Business Journalism Awards 年度「恒大商業新聞獎」 | |
| • Annual Junzi Corporation Project cum HSUHK Hong Kong Business Ethics Index 年度「君子企業計劃」及「恒大商業道德指數」 | |
| • Guangdong - Hong Kong - Macao Greater Bay Area Outstanding Cultural and Creative Industries Awards 粵港澳大灣區傑出文創產業獎 | |
| • Distinguished Lecture Series by Nobel Laureates 諾貝爾獎得主講座系列 | |
| • President's Forum 校長論壇 | |
| • Founders' Day Youth Development Forum 校慶日青年發展講座 | |
| The Award-Winning Campus and Other Special Facilities 獲獎校園與其他特別設施 | 73 |
| • Unique Features of the Campus and Awards Received 校園特色及所獲獎項 | |
| • The HSUHK Campus Map 恒大校園地圖 | |
| Giving to HSUHK and Supporting Its Development 捐獻恒大 共謀發展 | 80 |



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

「我冀望每位恒大同學除追求專業能力及成就外，還會經常思考自身的身分和價值，以及生活和工作的意義，並對社會有更多承擔。」

Professor Simon S M Ho,
President
校長
何順文教授

A Private University with a Difference

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

Our students are outstanding young people with dreams, diligence and passion. They are proactive in driving positive changes in society while upholding principles and beliefs. As the President, I support HSUHK students to pursue their all-round development, explore their own interests and unleash their diverse potentials, and eventually actualise their values and beliefs.

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

Professor Simon S M Ho,
President

不一樣的私立大學

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

恒大的學生是有夢想、勤奮及熱誠的年輕一群。他們積極地為社會帶來正面改變，不人云亦云，不隨波逐流。作為校長，我全力支持同學的全方位學習，讓他們探索志趣和發揮潛能，最終實現自己認同的價值。

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

校長
何順文教授



Introduction 簡介

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university. The roots of HSUHK reach back to 1980 when the Hang Seng School of Commerce (HSSC) was established, with funding from the S H Ho Foundation, the Ho Tim Charitable Foundation, Dah Chong Hong Limited, several Hang Seng Bank founding directors, and Hang Seng Bank Limited. HSSC was then re-structured in 2010 and became Hang Seng Management College (HSMC), a degree-granting institution registered under the Post Secondary Colleges Ordinance (Cap. 320). In late October 2018, after rigorous international institutional reviews, HSMC was granted approval by the Government of the Hong Kong Special Administrative Region (HKSAR) for its renaming as 'The Hang Seng University of Hong Kong'.

Aspiring to be a leading private university of top quality in the region, HSUHK plays a unique and substantial role in the higher education sector in Hong Kong. HSUHK has five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages), with around 6,000 full-time students and over 200 full-time academic staff members at present. Adopting the unique 'Liberal + Professional' education model, HSUHK is a residential institution which puts quality teaching and students' all-round development as its highest priorities.

HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, a unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationships,

RGC-funded impactful research, and excellent student development/support services. Listed among the top 200 universities worldwide for 'Quality Education' and 'Decent Work and Economic Growth' in the *Times Higher Education Impact Rankings 2021*, the University aims to nurture young talents with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

香港恒生大學（恒大）是一所以博雅教育為主導的非牟利私立大學。恒大的歷史可追溯至 1980 年恒生商學書院（恒商）成立之時。恒商由何善衡慈善基金會、何添慈善基金會、大昌貿易行、若干恒生銀行創辦人及恒生銀行慷慨捐資成立，其後於 2010 年根據《專上學院條例》（第 320 章）註冊成為非牟利私立學位頒授學院，並改名為恒生管理學院（恒管）。2018 年 10 月底，恒管經嚴格的國際院校評審後，獲香港特區政府批准正名為「香港恒生大學」。

恒大矢志成為區內具領導地位的優質私立大學，在香港高等教育界扮演獨特和重要的角色。恒大由五個學院組成（包括商學院、傳播學院、決策科學學院、人文社會科學學院和翻譯及外語學院），現有約 6,000 名全日制學生及超過 200 名全職教師。作為一所住宿型院校，恒大採用獨特的「博雅 + 專業」教育模式，以優質教學和學生全方位發展為最優先目標。

恒大以本科教育為主，配合優秀師資、獲獎的綠化校園與設施、創新學位課程、結合生活與學習的獨特住宿式書院制度、互動小班教學、緊密師生關係、獲研究資助局資助的具影響力研究，以及優質學生發展 / 支援服務。恒大在 2021 年英國《泰晤士高等教育》「大學影響力排名 2021」位列「優質教育」及「良好工作和經濟增長」全球首 200 名。大學致力培育年輕人成為具備明辨思維、創新力量、人文關懷、道德價值和社會責任的人才。

Purpose 目的

Creating and transferring knowledge, grooming responsible leaders.

開創和傳授知識，培育負責任的領袖。

Vision 願景

Aspiring to be a leading regional private liberal-arts-oriented university, recognised for excellence in teaching, learning and research, and for contributions to advancing our society and the world.

致力成為區內具領導地位並以博雅教育為主導的私立大學；並以卓越的教學、研究和服務，及推動社會與世界發展的貢獻而獲得認同。

Missions 使命

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

- 透過「博雅 + 專業」教育模式，為學生提供具備轉化及賦權力量的全面教育體驗；
- 促進新知，承諾自由探索及負責任治學；及
- 培養具備明辨思維、創新力量、人文關懷、道德價值和社會責任的全球公民與領袖。

Motto 校訓

Erudition and Perseverance

博學篤行

Core Values 核心價值

Mutual Trust 互信

Value-addedness 增值

Innovativeness 創新

Caring Attitude 關懷

Responsibility 責任



The Unique ‘Liberal + Professional’ Education Model 獨特「博雅 + 專業」教育模式

Adopting the unique ‘Liberal + Professional’ education model which incorporates the iGPS ‘desired graduate attributes’ framework, wherein ‘i’ stands for ‘Intellectual Competence’, ‘G’ stands for ‘Generic Skills’, ‘P’ stands for ‘Personal Development’ and ‘S’ stands for ‘Society Engagement’, HSUHK puts quality teaching and students’ all-round development as its highest priorities, with the aim of nurturing young talents with critical thinking, innovative minds, caring attitudes, moral values and social responsibility. HSUHK believes in the transformative power of this educational model, and its effectiveness in facilitating students’ realisation of their full potential.

‘Liberal’ means a broad-based and cross-disciplinary approach to connect knowledge domains, inspire critical thinking, and solve problems. The University believes that the purpose of undergraduate education is not solely to help students acquire more knowledge and better job prospects after graduation, but also to cultivate their personal values, interests and transferrable core competencies, thus preparing them to become well-rounded responsible individuals who can meet future work and life challenges with confidence.

‘Professional’ means that although HSUHK’s educational approach is broad-based and cross-disciplinary, in view of the fact that most university graduates in Hong Kong tend to seek full-time jobs right after obtaining their first degree, many of HSUHK’s degree programmes also incorporate professional subject elements and professionalism.

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

- A primary focus on undergraduate education;
- Platinum award-winning green campus facilities with extensive bamboo features;
- Innovative degree programmes;
- A cross-disciplinary Common Core Curriculum;
- A Residential College System combining living with learning;
- Interactive small-class teaching;
- Close student-teacher relationships;
- Teachers’ guidance and mentorship for individual students in and outside the classroom;
- The first and only Honours Academy in Hong Kong nurturing future leaders; and
- Extensive outreach and experiential learning opportunities including service-learning, internships, international exchanges and independent research.



恒大以優質教學和學生全方位發展為最優先目標，採用獨特的「博雅 + 專業」教育模式，並配合 iGPS「期望的畢業生特質」框架，即智能 / 思考能力 (i)、共通技能 (G)、個人發展 (P) 及投入社群 (S)，致力培育學生成為具備明辨思維、創新力量、人文關懷、道德價值和社會責任的人才。恒大深信此教育模式之蛻變力量，有助學生充份發揮個人潛能。

「博雅」是指以廣泛及跨學科的方式來連接不同知識領域、啟發思考和解決問題。恒大認為，本科教育的目的不僅是為了讓學生獲得更多知識及在畢業後有更好的工作前景，亦是為了培養其個人價值觀、志趣和可轉移的核心能力，讓他們作好準備，成為多元全面和可靠負責的人，並能自信地面對未來工作和生活中的挑戰。

「專業」是指雖然恒大採取廣泛及跨學科的教育模式，鑒於大多數香港大學畢業生都在取得學士學位後隨即尋找全職工作，因此恒大很多學位課程都包含專業學科元素，以及專業精神。

作為一所博雅型學府，恒大的特色包括：

- 以本科教育為主；
- 獲鉅金獎並廣用竹材料的綠色校園建築；
- 創新學位課程；
- 跨學科共同核心科目；
- 結合生活與學習的住宿書院制度；
- 互動小班教學；
- 緊密師生關係；
- 教師在課堂內外給予個別學生悉心指導；
- 全港首間兼唯一為培養未來領導人才而設的榮譽學院；及
- 廣泛的外展和體驗式學習機會，包括服務學習、實習、國際交流和獨立研究。

Desired Graduate Attributes ‘iGPS’ 期望的畢業生特質「iGPS」

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

1. **Intellectual Competence**: a solid foundation in relevant academic disciplines, and the ability to think critically, to solve problems analytically and proactively, and to engage in lifelong learning.
2. **Generic Skills**: mastery of skills in
 - languages in both English and Chinese (Cantonese and Putonghua);
 - the use of information technology and data analysis tools;
 - interpersonal communication; and
 - teamwork and leadership.
3. **Personal Development**: development of self-awareness, ethical values, emotion management, personal effectiveness, work attitude and character.
4. **Society Engagement**: willingness to serve the community and a commitment to acting for the betterment of society.

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

恒大旨在培養學生具備以下「期望的畢業生特質 iGPS」

1. **i 智能 / 思考能力**：擁有相關學科的堅固知識基礎，具備明辨思考以及分析和主動解決問題的能力，並投入終身學習。
2. **G 共通技能**：掌握以下範疇的技能
 - 語文，包括英文與中文（廣東話及普通話）；
 - 資訊科技和數據分析工具的運用；
 - 人際溝通；及
 - 團隊合作和領導才能。
3. **P 個人發展**：培養自我認知、道德價值、情緒管理、個人效能、工作態度及品格修養。
4. **S 投入社群**：具有服務社群的意願與改進社會的承擔。

iGPS 的 i 也代表學生個人，而 GPS 是全球定位系統的簡稱，寓意恒大的多元學習經歷可引領學生發展成才。



Five-year Strategic Plan (2018-2023)

五年策略發展計劃 (2018-2023)

HSUHK has undergone rapid development and launched its second *Five-year Strategic Plan (2018-2023)*, under which five strategic focus areas are identified: Robust Curriculum and Programmes; Innovative Teaching, Learning and Research; Transformative Student Experiences; Dynamic Public Engagement and Advancement; and Sustainable Campus and Resources Management. Some key initiatives include:

- Establishment of an art and design academic unit that offers new creative disciplines;
- Establishment of the Wu Jieh Yee Centre for Innovation and Entrepreneurship to cultivate students' innovative and entrepreneurial mindset;
- Launch of the 'One Student, One Internship' scheme, allowing every undergraduate student to gain internship experience;
- Further implementation of the Residential College System to engage more non-residential students and faculty members, and to offer credit-bearing Common Core and General Education modules at the Residential Colleges;
- Provision of diverse opportunities to study the languages and cultures of foreign regions, e.g. ASEAN, the Middle East, Latin America and Europe, with a view for HSUHK to be a pioneer among local universities in offering an extensive range of ASEAN language courses;
- Enhancement of the study and application of creative technologies including AI, Big Data Analytics, Blockchain, Cloud Computing, etc.;
- Establishment of a creative cultural hub for planning and organising more creative cultural activities;
- Construction of a new academic building to cater for the needs of new Programmes; and
- Shaping of HSUHK as a smart university that uses smart technologies, develops smart applications and introduces smart practices to empower staff and students, streamline management and operations, and transform teaching and learning.

恒太迅速發展蛻變，並已開展第二個五年「策略發展計劃」(2018 年至 2023 年)，訂下五大策略發展重點領域：完善課程架構、創新教學及研究、具轉化力量的學生體驗、積極的公眾參與及籌款發展，以及可持續校園及資源管理。重點發展項目包括：

- 設立藝術及設計院系，開辦全新創意學科；
- 設立伍潔宜創新和創業中心，培養學生的創新思維及創業精神；
- 推出「一學生一實習」計劃，讓每個本科學生都有實習機會；
- 進一步落實「住宿書院制度」，鼓勵更多非住宿學生及教職員參與住宿書院活動，並在住宿書院內提供帶學分的共同核心與通識科目；
- 提供多元外語及文化的學習機會，涵蓋東南亞、中東、拉丁及歐洲等地區，以期恒太成為本港大學當中開辦多種東南亞語言課程的先驅；
- 加強學習及應用創新科技，如人工智能、大數據分析、區塊鏈和雲端運算等；
- 設立創意文化樞紐，籌辦更多文化創新活動；
- 興建全新教學大樓，以滿足新學科的需求；及
- 將恒太塑造成智能型大學，透過運用智能科技、發展智能應用程式以及引入智能教學方式，強化師生的技能、提升管理及營運效率，並轉化教與學的模式。



Awards and Recognitions

獎項及榮譽

With the concerted efforts of the University community, HSUHK has achieved a number of important accomplishments:

- HSUHK obtained the ISO 9001 Certification in Quality Management System (QMS) on its degree programmes, as well as a full score of 5.0 in the CSR Index assessment on the University, both issued by the Hong Kong Quality Assurance Agency;
- HSUHK clinched the School Corporate Social Responsibility Award (university category) issued by the *Mirror Post* in 2018 and 2019, which affirmed the University's efforts in shouldering social responsibility;
- HSUHK was the first higher education institution in Hong Kong to receive the highest BEAM Plus Platinum recognition from the Hong Kong Green Building Council, with all of its four new buildings having received such recognition, which affirmed the University's commitment to environmental protection and campus sustainability. With its extensive bamboo planting and use of bamboo building materials and furniture, the University is known as 'Junzi University', reflecting its aspiration to realise the virtues that bamboo personifies: integrity, humility, grace and resilience;
- From 2014 to 2021, HSUHK has secured HK\$192.05 million for implementing 192 projects from different external funding schemes or bodies. In the seven-year cumulative period since 2014/15, HSUHK received the highest funding amount and recorded the highest number of awarded research projects under the Research Grants Council's 'Competitive Research Funding Schemes for the Local Self-financing Degree Sector';
- HSUHK was awarded the Asia Excellence Brand Awards 2018, 2019 and 2020 by *Yazhou Zhoukan*, showing that its educational practices and leading position in the Asian region have been recognised;
- HSUHK won the Certificate of Excellence in the Hong Kong Sustainability Award 2018/19 issued by the Hong Kong Management Association in recognition of its continuous efforts in sustainable development;
- HSUHK received the Triple Gold Award under the Web Accessibility Recognition Scheme 2020-2021 co-organised by the Hong Kong Internet Registration Corporation Limited and the Office of the Government Chief Information Officer;
- HSUHK was listed among the top 200 universities globally for 'Quality Education' and 'Decent Work and Economic Growth' in the 2021 *Times Higher Education* Impact Rankings, which reflected that the University was recognised as a pioneer

in responsible management and sustainability education in the region;

- HSUHK received the 'IFPHK Financial Education Leadership Gold Award 2020' for its significant efforts in promoting public awareness of the importance of personal financial planning in Hong Kong and providing financial education to the community on a pro bono basis; and
- Committed to providing a safe, inclusive and harassment-free work environment for staff members, HSUHK garnered the Equal Opportunity Employer Awards in the Gender Equality and Family Status Equality categories organised by the Equal Opportunities Commission.

結合大學全人的努力，恒大獲得不少外界認可及獎項：

- 恒大的學位課程獲香港品質保證局頒發 ISO 9001 品質管理體系認證，恒大亦在該局的「社會企業責任指數」評核獲得滿分「5」的卓越成績；
- 恒大在 2018 及 2019 年獲《鏡報》頒發「學校社會責任獎」（大學組），肯定恒大在履行社會責任方面的努力；
- 恒大校內四座新建築物均獲香港綠色建築議會頒發綠建環評最高級別的鉑金認證，成為本港首間獲得是項殊榮的高等院校，其在保護環境及推行可持續校園方面所作的努力亦因而獲得肯定。校園大量種植竹子，並廣泛採用竹製建材和家具，獲外界形容為「君子大學」，充份體現恒大追求竹子所代表的正直、虛心、氣節與剛毅；
- 由 2014 年至 2021 年，恒大獲不同校外資助計劃或機構撥款 1 億 9,205 萬港元，進行 192 項教研項目。自 2014/15 年度起的七年間，恒大在研究資助局的本地自資學位界別競逐研究資助計劃下的累計撥款金額及獲資助研究項目總數，均為全港自資院校之冠；
- 恒大在 2018、2019 及 2020 年榮獲《亞洲週刊》「亞洲卓越品牌大獎」，反映其教學理念與實踐以及在亞洲地區的領導地位均獲得肯定；
- 恒大獲香港管理專業協會頒發「香港可持續發展獎 2018/19 卓越獎」，表彰其在可持續發展方面的努力；
- 恒大於香港互聯網註冊管理有限公司及政府資訊科技總監辦公室合辦的「2020-2021 年度無障礙網頁嘉許計劃」中獲頒三連金獎；
- 恒大於英國泰晤士高等教育公佈的「2021 世界大學影響力排名」中，在「優質教育」及「良好工作和經濟增長」兩項位列全球首 200 名，肯定了大學作為區內負責任管理及可持續發展教育先鋒的地位；
- 恒大義務協助提高公眾對個人財務策劃重要性的認知，並提升本地市民的金融知識，其貢獻獲「香港財務策劃師學會－理財教育領袖 2020 金獎」嘉許；及
- 恒大致力為僱員提供一個安全、共融及不受騷擾的工作環境，獲平等機會委員會的平等機會僱主嘉許計劃頒發「性別平等」和「家庭崗位平等」獎項。

School of Business

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

School of Communication

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

School of Decision Sciences

- BSc (Hons) in Actuarial Studies and Insurance
- BSc (Hons) in Applied Computing
- BSc (Hons) in Data Science and Business Intelligence
- Bachelor of Management Science and Information Management (Hons)
- BBA (Hons) in Supply Chain Management, with streams in Business Logistics and Air Transport
- EMSc in Insurance
- MSc in Data Science and Artificial Intelligence
- MSc in Global Supply Chain Management

School of Humanities and Social Science

- BA (Hons) in Art and Design
- BSS (Hons) in Asian Studies
- BA (Hons) in Chinese
- BA (Hons) in Cultural and Creative Industries
- BA (Hons) in English
- BSS (Hons) in Philosophy, Politics and Economics
- BA (Hons) in Psychology, with specialisations in Educational and Clinical, Business and Technology, and in Neuroscience and Health
- MA in Global English Literary and Cultural Studies

School of Translation and Foreign Languages

- Bachelor of Translation with Business (Hons), with specialisations in Translation Technology and Interpreting
- MA in Translation (Business and Legal)
- MA in Translation (Computer-Aided Translation)

商學院

- 企業管治與合規工商管理 (榮譽) 學士
- 經濟學工商管理 (榮譽) 學士
- 金融及銀行學工商管理 (榮譽) 學士
- 金融分析工商管理 (榮譽) 學士
- 綜合工商管理 (榮譽) 學士
- 環球商業管理工商管理 (榮譽) 學士
- 人力資源管理工商管理 (榮譽) 學士
- 管理學工商管理 (榮譽) 學士
- 市場學工商管理 (榮譽) 學士
- 專業會計學工商管理 (榮譽) 學士
- 商業管理碩士
- 創業管理理學碩士

傳播學院

- 融合媒體及傳播科技 (榮譽) 文學士
- 新聞及傳播 (榮譽) 學士 (設有兩個專修範疇：商業新聞及企業傳訊)
- 策略傳播文學碩士 (設有兩個專修範疇：公共事務傳播及企業參與傳播)

決策科學學院

- 精算及保險 (榮譽) 理學士
- 計算機應用 (榮譽) 理學士
- 數據科學及商業智能學 (榮譽) 理學士
- 管理科學與資訊管理 (榮譽) 學士
- 供應鏈管理工商管理 (榮譽) 學士 (設有兩個專修組別：商業物流及航空運輸)
- 行政人員保險理學碩士
- 數據科學及人工智能理學碩士
- 環球供應鏈管理理學碩士

人文社會科學學院

- 藝術設計 (榮譽) 文學士
- 亞洲研究 (榮譽) 社會科學學士
- 中文 (榮譽) 文學士
- 文化及創意產業 (榮譽) 文學士
- 英國語文 (榮譽) 學士
- 哲學、政治與經濟 (榮譽) 社會科學學士
- 心理學 (榮譽) 文學士 (設有兩個專修範疇：教育和臨床、商業和科技，以及神經科學和健康)
- 環球英語文學及文化研究文學碩士

翻譯及外語學院

- 商務翻譯 (榮譽) 學士 (設有兩個專業範疇：翻譯科技及傳譯)
- 翻譯文學碩士 (商務與法律)
- 翻譯文學碩士 (電腦輔助翻譯)

School of Business

商學院

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

Over the years, we have actively engaged with business leaders to learn about the industries' developments and needs through our Business Executive Club (BEC), Women in Society Association (WiSA), and Junzi Corporation Awards, etc. Our academic standing and reputation have received international recognition by the Academy of International Business (AIB), for which we hosted its annual conference in December 2020 attracting over 170 delegates from around the world. Starting in 2021/22, our School Dean, Professor Bradley R Barnes, assumes the AIB Asia Pacific Chapter Chairmanship, representing our international standing among world-class academicians in this prestigious Academy.

We aim to offer an elite service and one of the finest student experiences in Hong Kong and beyond. The quality of our programmes is proven by the significant number of awards won by our students in various competitions, as well as the many compliments paid by different employers. To cater for students' needs, the School offers a broad range of undergraduate programmes that cover all major aspects of business.

These programmes are unique in their approach and practicality, including BBA (Hons) in Corporate Government and Compliance, Professional Accountancy, Global Business Management, Management, Human Resources Management, Financial Analysis, Finance and Banking, Economics, Marketing, and General Business. We have recently successfully launched a Master's degree programme in Business Management with four distinct pathways in global business management, global finance, marketing, and accountancy and corporate governance. We provide our enterprising students with the opportunity to research for a PhD. We are also committed to innovation through providing new and attractive programmes to respond to society's fast-

changing needs. These are truly exciting and wonderful times at the School of Business, and we look forward to welcoming new students aboard.

恒大商學院是全港最受歡迎的商學院之一，亦是校內最大的學院，一直秉持「博雅 + 專業」的教學模式，為同學提供高質素的商學教育。在「博雅」的教育方針下，本學院孜孜不倦地培育具創意的年輕人才，透過開辦內容寬廣的課程，讓學生在研習本科的領域之餘，亦能獲取不同範疇的知識。我們竭力培養學生成為具公民責任感的「專業」人才，並與工商業界及專業人士緊密聯繫，為學生投身知識型經濟社會作好準備。

我們近年籌辦 Business Executive Club (BEC)，Women in Society Association (WiSA) 及君子企業大獎，積極與商界領袖接觸，了解業界發展和需求。商學院在 2020 年 12 月舉辦 Academy of International Business (AIB) 年度會議，吸引全球超過 170 位代表參與，可見本學院的學術地位及聲譽備受國際肯定。從 2021/22 學年開始，商學院院長李海東教授接任 AIB 亞太區分會主席，亦反映本學院在此著名學術組織的國際傑出學者心目中，享有卓越學術地位。

商學院致力為學生提供最優質的教育，以及在香港內外數一數二的豐盛學習體驗。本學院的學生在公開比賽中表現傑出，勇奪多個獎項，畢業生亦經常贏得各界僱主讚賞，證明商學院課程質素優良。商學院提供多元化本科課程，內容涵蓋各大商學範疇，採用獨有教學模式，並特別注重實務應用。

學院課程企業管治與合規、專業會計學、環球商業管理、管理學、人力資源管理、金融分析、金融及銀行學、經濟學、綜合工商管理與市場學等工商管理（榮譽）學士課程。今年，學院更成功開辦商業管理碩士課程，提供四個專修項目，包括環球金融學、市場學、環球商業學和專業會計及企業管治學，為有興趣修讀博士研究生課程的學生鋪路。本學院銳意創新，持續開辦豐富多采的嶄新課程，使學生能應對瞬息萬變的社會環境，時刻緊貼業界需求。商學院期待新生加入，一起體驗多姿多采的校園生活。



BBA (Hons) in Corporate Governance and Compliance (BBA-CGC)

企業管治與合規工商管理（榮譽）學士

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

Upon completion of the Programme, graduates will have developed an understanding of laws and regulations in corporate governance and recognised the best practices for the purpose of regulatory compliance. They will be able to master the necessary knowledge and skills to assist enterprises in enhancing governance and implementing compliance measures. Moreover, it is expected that they can identify the roles and responsibilities of corporate officers and perform with a strong sense of ethics and professionalism.

The Programme has been accredited by the Hong Kong Chartered Governance Institute (HKCGI). Graduates are exempted from four papers (out of seven in total) under the Chartered Governance Qualifying Programme (CGQP) examinations, and can therefore become compliance professionals and contribute to the industry sooner.

The Programme is also accredited by the Association of Chartered Certified Accountants (ACCA) and CPA Australia. Graduates may choose to pursue an accountancy professional qualification by taking the respective examinations and obtaining exemptions for the relevant papers based on the modules completed in the BBA-CGC Programme.

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

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

本課程已獲香港公司治理公會（HKCGI）認可，畢業生可於特許公司治理專業資格課程考試（Chartered Governance Qualifying Programme, CGQP）的七份考卷中獲豁免其中四份，有助畢業生更快成為管治專才，貢獻業界。

此外，本課程亦獲特許公認會計師公會（ACCA）及澳洲會計師公會（CPA Australia）認可，畢業生可透過參加考試取得會計師專業資格，並可根據在本院課程下修讀的科目，獲豁免相關考卷。



BBA (Hons) in Economics (BBA-ECON)

經濟學工商管理（榮譽）學士

The BBA (Hons) in Economics Programme aims to equip students with solid economics knowledge and research skills so that they can conduct economic analysis in decision making, evaluate the impacts of economic and public policies and social incidents on businesses, and then formulate strategies in response.

Graduates of this course have great advantages in employment prospects because the services of economics professionals are required in all sectors of society. For example, the government needs to conduct research on policies and evaluate their benefits, financial institutions need to predict the trends of foreign exchanges and interest rates, and international companies also need to analyse changes in the global business environment.

This Programme has the following unique features:

- The curriculum is extremely flexible. Students are free to choose their favourite elective courses. Elective courses account for 40% of all the courses in the third year, and 80% in the fourth year;
- We offer plenty of internship opportunities to help students acquire practical knowledge and related work experience;
- We provide training on professional software specialised for economic analysis (normally offered in overseas master's and doctoral programmes

only) to enhance students' competitiveness in the job market; and

- We also offer training on diverse tools of data analysis to foster students' ability to effectively conduct economic analysis for decision making in a business environment.

恒大的經濟學工商管理（榮譽）學士課程旨在培育學生掌握經濟學知識及研究技能，讓畢業生能在商業決策中應用經濟分析，以及評估各種經濟和公共政策及社會事件對商業活動的影響，並制訂相應策略。社會各界對經濟學專才需求殷切，例如政府須研究政策及評估其效益，金融機構須預測外匯及利率走勢，跨國企業亦須分析全球營商環境的變化，因此本課程畢業生在就業前途方面極具優勢。

本課程有多項特點：

- 課程極具彈性，學生可以自由選擇自己喜愛的選修課程。第三年選修課程佔全部課程40%，第四年佔80%；
- 提供大量實習機會，使學生獲得實務知識和相關工作經驗；
- 提供一般只出現於國外碩士及博士課程的專業經濟分析軟件培訓，以增強學生的競爭力，使其在求職時更能勝人一籌；以及
- 教授學生使用多種數據分析工具，讓其能在商業決策中有效應用經濟分析。



BBA (Hons) in Finance and Banking (BBA-FB)

金融及銀行學工商管理（榮譽）學士

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

The Department of Economics and Finance has established strong relations with local and international professional bodies. Our BBA (Hons) in Finance and Banking has obtained accreditations from the following professional bodies: The Hong Kong Institute of Bankers (HKIB), the Institute of Financial Planners of Hong Kong (IFPHK), the Society of Actuaries (SOA), and the CFA Institute. Our graduates will be granted certain exemptions in some of the professional examinations.



金融及銀行學工商管理（榮譽）學士課程是由前身的工商管理（榮譽）學士（主修銀行及金融學）改組而成，教授核心金融概念及理論與分析技巧，使學生能就金融及銀行業界所遇見的問題，作出恰當判斷及提出解決方案。除提供共同核心單元及商學單元外，本課程亦培育學生的專業知識及定量思維，為他們建立穩固基礎，藉以在工作、研究或升學上取得優越成就。此課程適合有志從事金融及銀行業的學生報讀。

經濟及金融學系與本地和國際專業團體建立了緊密聯繫，金融及銀行學工商管理（榮譽）學士課程已取得多個專業學會認可，包括：香港銀行學會、香港財務策劃師學會、北美精算師協會，以及特許金融分析師協會，我們的畢業生亦因而可獲豁免部分專業考試。



BBA (Hons) in Financial Analysis 金融分析工商管理（榮譽）學士 (BBA-FA)

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

金融分析工商管理（榮譽）學士課程旨在培育學生掌握金融分析知識和技能，協助有志成為投資專才的學生作好準備。課程內容以金融分析師的工作為基礎，參照「特許金融分析師（CFA）課程考生知識體系」設計。課程主要圍繞投資相關內容，讓畢業生得以投身金融服務業，考取特許金融分析師等專業資格，或修讀更高學位課程。此外，隨着金融科技管理和金融監管及合規專業等新興領域的急速發展，本課程亦陸續新增相關內容，提升學生在這些範疇的市場競爭力。此課程的吸引之處，在於學生除可學習一般工商管理知識外，更可獲得CFA課程所包含的金融分析專門知識。本課程適合對金融投資有興趣並有志成為分析師的學生，亦適合有意從事一般商業管理行業的學生。課程為特許金融分析師協會認可。



Career Prospects 就業前景

- ➔ Financial Analyst
金融分析師
- ➔ Investment and Financial Planner
投資和財務策劃師
- ➔ Equity Analyst
股票分析師
- ➔ Banking and Financial Services Professional
銀行及金融服務從業員
- ➔ Financial Compliance Officer
金融合規主任
- ➔ Securities and Fund Manager
證券及基金經理

BBA (Hons) in General Business

綜合工商管理（榮譽）學士 (BBA-GB)

The BBA-GB Programme is designed for students who desire to be well-versed in more than one business discipline. It integrates a broad spectrum of disciplines rather than focusing on a single field of study. The all-round knowledge and skills thus developed offer students a unique advantage in the eyes of employers in today's complex and dynamic business environment. Under the guidance of academic advisors, students can flexibly choose study paths suited to their interests and aspirations.

The employment pathways of BBA-GB graduates are not confined to specific industries or functions, as their multidimensional knowledge and skills are applicable to many positions in government bodies, business corporations, think tanks, educational institutions, and non-governmental organisations (NGOs) in our fast-changing society.

The typical positions for BBA-GB graduates are Management Trainee, Consultant, Policy Analyst, Administrative Officer, Executive Officer, and Project Officer.

綜合工商管理（榮譽）學士課程涵蓋廣泛的商業學科，不側重單一商業範疇，適合有志精通多個商業範疇的學生。在當今複雜多變的商業環境中，擁有全面商業知識及技能的學生，甚得各僱主青睞。學生可參考學術顧問的建議，按興趣和需要靈活選擇適合自己的學習方向。

恒大綜合工商管理畢業生就業出路廣闊，課程的跨學科知識和技能有助畢業生在瞬息萬變的社會上擔任政府部門、企業、智庫、教育機構、非政府組織等機構的不同職位，包括管理實習生、顧問、政策分析主任、政務主任、行政主任、項目主任等角色。



BBA (Hons) in Global Business Management 環球商業管理工商管理（榮譽）學士 (BBA-GBM)

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

- **Overseas Exchange Study:** With more than 80 partners, BBA-GBM students obtain early foreign living experience and cross-cultural training, which are crucial for managing diverse staff in a global business career.
- **Professional Advisory System:** The Programme offers timely academic and professional advice on curriculum attainment and career preparation to students. The BBA-GBM Programme works closely with industry to obtain timely feedback on programme development. Business leaders from prominent multinational corporations share their experience and advice on building a global business career from time to time.
- **Interdisciplinary Curriculum:** The curriculum is designed to enhance students' professional and general knowledge of global businesses. Students study core and elective courses of a multitude of disciplines such as Management, Finance, Marketing, Data Science, Political Economy, Cultural Studies and International Relations.

環球商業管理工商管理（榮譽）學士課程旨在培育學生在跨國企業工作所需的能力、技巧與知識。本課程充滿啟發性，讓學生實際體驗海外學習與生活，從中發展環球領袖必須具備的特質，包括商業觸覺、分析能力及國際視野。

- **海外學習交流：**環球商業管理課程與超過 80 個海外伙伴攜手合作，讓同學能及早取得海外生活經驗及跨文化訓練，為日後管理多樣化僱員做好準備。
- **專業指導系統：**課程團隊致力為學生提供適時的學術及專業指導，以助學生完成學業及發展事業。本課程與業界緊密合作，讓課程內容與時並進。各大跨國公司高層領導亦不時與學生分享建立環球商務事業的心得與經驗。
- **跨學科課程設計：**課程設計旨在加深學生在環球商業方面的專業及基本知識，主修及選修科目涵蓋各學術範疇，包括管理、金融、營銷、數據科學、政治經濟、文化研究及國際關係等。



BBA (Hons) in Human Resource Management 人力資源管理工商管理（榮譽）學士 (BBA-HRM)

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

人力資源管理工商管理（榮譽）學士課程是本港具有競爭力的本科課程，充分利用私立大學的優勢，採用最先進的設計，與人力資源管理最新發展齊肩並進。根據行業顧問報告，人力資源管理在數碼時代扮演嶄新角色，課程遂教授學生有關 HRIS（人力資源資訊系統）等系統的知識。另外，了解法律環境對今天的人力資源專業人士至關重要，課程亦因此要求同學必須修讀僱傭法和商業法。此外，學生須完成人力資源管理實習，從而積累實戰經驗。



Mr David Li (front, 4th from left), Immediate Past President of the Hong Kong Institute of Human Resource Management (HKIHRM), discusses with HRM Practitioners employees' work productivity and well-being in under-COVID at a seminar.

香港人力資源管理學會前任會長李志明先生（前排左四）在研討會上與業內人士討論後疫情下僱員的工作績效和健康狀態。

Career Prospects 就業前景

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

BBA (Hons) in Management 管理學工商管理（榮譽）學士 (BBA-MGT)

The BBA (Hons) in Management Programme pledges to provide a first-rate study scheme in management. Designed to offer a broad-based and all-round education in management to our students, we aim at strengthening their professional business knowledge as well as various soft skills such as analytical skills, leadership skills and interpersonal skills.

The BBA-MGT Programme is internationally recognised and accredited by the Chartered Professional in Human Resources (CPHR) Canada, and graduates are granted exemptions from the CPHR National Knowledge Examination in Canada.

管理學工商管理（榮譽）學士課程設計優良，矢志為學生提供廣泛而全面的管理學教育，在鞏固其專業商務知識的同時，亦著重培育各種軟技能，例如分析能力、領導才能和人際技巧。

管理學工商管理學士課程資格獲國際承認，並已取得加拿大特許人力資源專業學會認可，畢業生可獲豁免部分加拿大人力資源專業知識評審考試。



Our students actively participate in the Programme's activity - 'Contest for Bonding MGTers'.

同學積極參與課程舉辦的活動——維「系」友誼賽。

Career Prospects 就業前景

- ➔ Human Resources Manager/Assistant
人力資源經理/助理
- ➔ Management Trainee 管理實習生
- ➔ Start-up entrepreneur 初創企業家
- ➔ Civil Servant 公務員
- ➔ Managerial staff in multinational companies
跨國公司管理人員

BBA (Hons) in Marketing

市場學工商管理（榮譽）學士 (BBA-MKT)

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

Our students actively apply classroom knowledge to real-life business situations through local and global internship opportunities. They also make notable achievements in major competitions for university students. BBA-MKT graduates enjoy a wide range of prospects for further studies and career development. Many of our recent graduates have launched their careers in reputable organisations and have received high praise from their employers. Some graduates have chosen to pursue advanced degrees in top local and overseas universities such as The Chinese University of Hong Kong, The University of Hong Kong, the University of Miami, the Lancaster University, and the University of Warwick.

市場學工商管理（榮譽）學士課程透過以專題研習和個案實例為本的課堂設計，配合體驗式互動學習，致力培育學生掌握最新市場學知識和技能，成為優秀的市場營銷專才，以應對 21 世紀全球數碼時代的各種挑戰及機遇。

恒大市場學學生積極參與本地及海外實習計劃，將課堂所學應用於商業實務，並在多項大型專上學屆比賽中取得佳績。市場學畢業生出路寬廣，在升學和就業方面均有多樣選擇。近年的畢業生多投身知名機構工作，而僱主亦給予他們高度評價。部分畢業生選擇繼續進修，入讀本地或海外頂尖院校，包括香港大學、香港中文大學、邁亞密大學、蘭卡斯特大學、華威大學等。

Career Prospects 就業前景

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

Recent Graduates 近年的畢業生

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

BBA (Hons) in Professional Accountancy 專業會計學工商管理（榮譽）學士 (BBA-PA)

The Programme aims to prepare students for pursuing accountancy as a profession. The Programme equips students with theoretical accounting knowledge and practical application skills required of business leaders. The curriculum encompasses a wide range of subject areas including financial reporting, management accounting, financial management, auditing, taxation, law, accounting information systems, and business ethics. The Programme has been accredited by local and overseas professional bodies. Our graduates receive partial exemptions from various professional examinations, and can therefore embark on their career journeys as professional accountants sooner.

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

We have excellent connections with the profession and other potential employers, who offer internships and graduate employment opportunities to our students. Graduates are given access to ample opportunities to become professional accountants, business leaders and entrepreneurs. They are highly recognised by employers. Most of our graduates work in accounting

firms and financial institutions, join management trainee programmes, or pursue further studies in local or overseas graduate schools.

本課程旨在教授學生會計理論和實務知識，裝備學生成為專業會計師和商界領導人才。課程內容廣泛，涵蓋財務匯報、管理會計、財務管理、審計、稅務、法律、會計信息系統和商業道德各範疇。課程已獲本地及海外會計專業團體認可，畢業生可豁免部分專業資格考試，以便加快考取資格，邁向專業會計師之路。

會計學系致力提供優質教學。為豐富學生的學習體驗，學系在課程中融入聯課學習元素，舉辦各類課外活動，包括邀請知名業內人士主持客席講座，以及舉辦企業參觀活動。會計學系老師亦悉心指導學生參加各專業會計團體舉辦的比賽及活動，創造獨特的學習體驗，讓學生長久受益。

業界及準僱主與本學系保持緊密聯繫，為學生提供大量實習及全職工作機會，助其成為專業會計師、商界領袖和企業家。本系畢業生大多加入會計師事務所及金融機構，或參加管理實習生計劃，部分亦選擇繼續深造，攻讀本地或海外的研究院課程。



Master of Business Management 商業管理碩士 (MBM)

The Master of Business Management Programme aims to provide students with the essential business management skills and knowledge to prepare them for a career in global finance, marketing, global business management, or accountancy and corporate governance. It is designed as an excellent study pathway for students who wish to grasp the basic functions of business, before specialising in one of the four streams. The Programme will also provide a solid foundation for those who wish to undertake research, as students must complete a research project or dissertation within their specialised discipline as well. On completion of the Programme, graduates will be equipped with the tools to effectively manage their chosen areas, and will be prepared for the challenges of industry.

Designed for graduates from any background, this unique Master's degree programme is a pioneer as it is the only one that offers enrolled students the opportunity to acquire knowledge and skills in any one of four different managerial subjects. The Programme

therefore enables students to follow a pathway of studies that prepares them for pursuing a managerial career. Students enrolled in this one-year full-time programme can complete it in up to 2.5 years, giving them the flexibility to meet their practical needs arising from their jobs or family commitments.

商業管理碩士課程旨在為學生提供有關商業管理的必要技能和知識，協助其為將來投身環球金融、市場營銷、環球商業管理，或會計及企業管治行業作好準備。課程設計有效讓學生先掌握商業管理的基礎知識，再集中鑽研四大專業範疇的其中一個。學生在畢業前須完成與各自專修範疇有關的研究項目或學術論文，為日後從事研究打好基礎。修畢課程後，學生將能在自己的專業範疇游刃有餘，並能應對行業的挑戰。

商業管理碩士課程獨一無二，採用創新模式，讓學生自由選修四個管理科目下的知識和技能，適合任何背景的畢業生就讀，為將來的商業管理事業作好準備。全日制課程為期一年，學習年期可延長至最多兩年半，學生可以彈性安排學習進度，應付工作或家庭需要。



Career Prospects 就業前景

- | | |
|------------------------------------------------|----------------------------------|
| ➔ Bank Manager 銀行經理 | ➔ Export Manager 出口經理 |
| ➔ Business Executive 企業行政人員 | ➔ Management Consultant 企業管理顧問 |
| ➔ Marketing or Sales Professional 市場推廣或銷售主任 | ➔ Auditor / Accountant 核數師 / 會計師 |
| ➔ Product Development Manager 產品開發經理 | ➔ Company Secretary 公司秘書 |
| ➔ Financial Analyst 金融分析員 | ➔ Researcher 研究員 |

MSc in Entrepreneurial Management 創業管理理學碩士 (MSC-EM)

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

The Programme is available in both one-year full-time (12 months) and two-year part-time (24 months) study modes. Students are required to complete modules totalling 30 credits for graduation.

創業管理理學碩士課程的目標，是為學生提供創辦和管理新企業及創業型機構的必要知識和技巧，並為有志在瞬息多變的商業環境下創立並自行管理企業，擔任大型機構或中小企業的企業發展角色，或輔助初創企業發展的人士，提供一個理想學習平台。本課程為有志從事商業、管理和創業等方面學術研究的人士，建立穩固的基礎。學生必須完成一系列必修及選修課程，內容包括創意與創業學，針對企業家的會計實務、商業企劃、市場營銷和企業融資，創新管理，以及亞洲家族企業研究。最後，學生可按自己的事業志趣，完成一份以公司為本的研習報告、詳細初創企業計劃書或學術論文。

本課程備有一年全日制（12 個月）及兩年兼讀制（24 個月）兩種修讀模式。學生必須修滿 30 個學分的科目，方可畢業。



Career Prospects 就業前景

- ➔ Board Chairman 董事會主席
- ➔ Business President 企業總裁
- ➔ Business Founder 企業創辦人
- ➔ CEO 行政總裁
- ➔ Managing Director 董事總經理
- ➔ General Manager 總經理
- ➔ Business Development Manager 業務發展經理
- ➔ Relationship Manager 客戶關係經理
- ➔ Project Manager 項目經理
- ➔ Insurance Consultant 保險顧問
- ➔ Wealth and Financial Planner 財富及財務規劃師
- ➔ Strategist, Researcher, Trainer and Consultant 策略師、研究員、培訓員和顧問

School of Communication

傳播學院

The School of Communication plays a leading role in providing business communication education. It is a pioneer in that it started offering the unique Bachelor of Journalism and Communication (Hons) Programme in 2011, which combines business and finance with journalism, communication and public relations to meet the industry's increasing demand for professionals in business journalism, corporate communication and communication technology. In 2016, the School further launched the Bachelor of Arts (Hons) in Convergent Media and Communication Technology Programme, which focuses on leveraging technology to serve communication needs. In 2018, the School introduced its first Master's degree programme, Master of Arts in Strategic Communication, which signified a leap forward of the School in providing wide-ranging high-quality degree programmes at different QF levels.

The School of Communication's faculty consists of renowned academic scholars and seasoned media professionals. With strong support from the University, the School invests heavily in many state-of-the-art facilities, including the SCOM Cinema and TV Production Centre, the TV Lab, the Radio Broadcast Studio, the Radio Broadcast Training Centre, the Multimedia Training Centre, the Non-linear Editing Room, and the Media and Communication Lab. With a distinguished academic team and cutting-edge facilities, we seek to nurture students so that they will develop into competent communicators with biliterate and trilingual skills along with global perspectives,

analytical skills, innovative minds and critical thinking. Our mission is not only to actively educate and train students to become media professionals or to become well qualified for further studies at the post-graduate level, but also to strive to heighten students' social awareness and sense of responsibility through broad cross-disciplinary studies and training.

傳播學院一直在商業傳播教育方面擔當領導角色。為配合市場對商業新聞、企業傳訊及傳播科技人才的渴求，學院於 2011 年開辦首個將新聞、傳播、公關與商業、財經結合的新聞及傳播（榮譽）學士學位課程。2016 年，學院進一步開辦融合媒體及傳播科技（榮譽）文學士學位課程，以培訓學生善用科技達到傳訊目的。2018 年，學院開辦首個碩士課程「策略傳播文學碩士課程」，標誌着學院在提供不同資歷級別的多樣化學位課程方面，又邁進了一大步。

傳播學院的教研團隊包括多位著名學者及經驗豐富的專業傳媒人。在大學的強力支持下，學院投放大量資源建設先進教學設施，包括傳播學院影視製作中心、實驗電視廊、電台廣播錄音室、廣播培訓中心、多媒體培訓中心、非線性（影音）剪接室，以及媒體及傳播實驗室。憑藉優秀學術團隊及頂尖先進設施，我們致力培育學生成為具備兩文三語、國際視野、分析能力、創新意念及批判思維的優秀傳播人才。傳播學院的使命不僅是積極教育及培訓學生成為專業傳媒人或取得升學深造資格，亦是致力透過廣泛的跨學科學習及訓練，提高學生對社會認知，並加強他們的責任感。



BA (Hons) in Convergent Media and Communication Technology 融合媒體及傳播科技（榮譽）文學士 (BA-CMCT)

The BA (Hons) in Convergent Media and Communication Technology Programme aims at providing students with a quality inter-disciplinary education, which offers a unique blend of theory and practice in media convergence and communication technology. It is specifically designed to nurture professional and versatile talents with flexibility to cater for the needs of society in the face of the rapid growth in technology, and of the changes in digital media business and the communication industry. The Programme strengthens students' knowledge, enhances their professional level, and provides them with the confidence for facing challenges and opportunities of the digital era.

Based on the unique 'Liberal + Professional' education model, BA-CMCT is a four-year Bachelor's degree programme with a well-balanced curriculum which enables students to master the basics of communication technology, practise a variety of digital multimedia production methods, and understand the fundamentals of communication. Moreover, valuable learning opportunities are provided for students to gain on-the-job training experience in the summer of Year



3, through taking an 'internship' as an elective module that allows them to apply what they have learnt in the classroom and put theory into practice at various media and communication organisations, thereby further brushing up their competency in the workplace.

為配合科技急速發展及數碼媒體和傳播行業的變遷，社會需要具備專業技能及多元才能，並能靈活變通的人才。融合媒體及傳播科技（榮譽）文學士課程旨在結合媒體理論、融合媒體製作及傳播科技的實用技能，提供優質的跨學科教育，提升學生的專業知識水平，讓他們有信心迎接數碼年代的機遇和挑戰。

本課程根據獨特的「博雅 + 專業」教育模式設計，為學生提供全面均衡的四年制本科教育，讓他們能充分掌握傳播科技的基礎技術，應用各種數碼媒體製作方法，以及理解傳播學的基本原理。此外，本課程的「實習」選修科目讓三年級學生有機會在暑假期間到各大傳播媒體機構實習，實踐課堂所學的理论與知識，以汲取寶貴實務經驗，並進一步提高職場競爭力。



Career Prospects 就業前景

- ➔ Media Content Developer 媒體內容發展專員
- ➔ Media Production Officer 多媒體製作主任
- ➔ Media Project Coordinator 媒體項目管理專員
- ➔ Social Media Promotion Specialist 社交媒體推廣專員
- ➔ Multimedia Journalist 多媒體新聞工作者
- ➔ Web and Graphics Designer 網頁及圖像設計師
- ➔ Videographer 攝錄影製作人
- ➔ Media Communication and Technology Professional 媒體傳播及科技專才

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

The Bachelor of Journalism and Communication (Hons) Programme aims to provide students with specialised knowledge in journalism and corporate communication with a strong business orientation. With a foundation of business and general education, and through professional training in journalism and public relations, the Programme aims to prepare students for their personal and career development and for further professional studies, while meeting both local and regional demands in Greater China and in the global context.

The journalism and corporate communication industries are dynamic trendsetters. By offering a broad spectrum of in-depth knowledge and professional training, and by enhancing students' comprehension ability from different perspectives, the four-year degree programme strives to nurture the best media and public relations practitioners who can keep abreast of latest developments and meet the needs of the industries. Students are also given professional internship opportunities during summer holidays



to work in various reputable news agencies, radio stations, commercial institutions, advertising agencies and public relations companies, both local and overseas. Such opportunities enable students to gain practical experience and enhance their competency in their future workplace.

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

新聞傳播及企業傳訊行業走在社會尖端，瞬息萬變。為切合行業需要，四年制的學位課程涵蓋廣博而深入的專業培訓，着重提升學生的多角度思維及理解能力，培育能緊貼時代脈動的媒體及公關行業專才。為了讓學生汲取實際工作經驗，增加日後在職場的競爭力，學生有機會獲安排於暑假期間到本地或海外的著名通訊社、電台、商業機構、廣告代理和公關公司等機構實習。

Career Prospects 就業前景

With a Business Journalism Concentration 專修商業新聞

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

With a Corporate Communication Concentration 專修企業傳訊

- ➔ Public Relations Executive 公關主任
- ➔ Corporate Communication Executive 企業傳訊主任
- ➔ Advertising Consultant 廣告顧問
- ➔ Marketing Executive 市場推廣主任
- ➔ Social Media Marketing Specialist 社交媒體行銷專員
- ➔ Researcher 研究員

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

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

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

The Programme provides further learning opportunities for those who are engaged in corporate communication or in industries related to government policies. Through training offered by industry professionals and academic professors, as well as in-depth exchanges and discussions between teachers and students, students gain an comprehensive understanding of the development trends of the industry, and apply the knowledge they have learnt from the Programme to cope with complex social and political environments and digital media landscape.



策略傳播文學碩士課程專為訓練專業人士及未來專才而設，讓他們能夠應對瞬息萬變的社會環境及傳播行業面貌。課程不但提供全面的傳播理論知識，亦深入介紹媒體的最新發展，以及社會、政治和商業傳播的運作現況。

課程獨特之處在於結合政治和企業策略傳播的內容，當中分為兩個專修範疇：公共事務傳播及企業參與傳播。課程邀請相關領域的優秀專業人士分享經驗和見解，並融合學院老師傳授的理論，藉以在理論與實踐之間取得適切平衡。

課程為從事企業傳播或與政府政策相關行業的人士提供進修機會。透過業界專才與學院教授提供的培訓，以及師生之間的深入交流和討論，學生能全面了解行業的發展趨勢，並運用所學知識應付複雜的社會政治環境和數碼媒體生態。



School of Decision Sciences

決策科學學院

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

In today's fast-changing world, global market demands and resource supplies are integrated. People and businesses are integrated. And decisions are integrated as well. All these elements have an impact on the industries' leading status and overall competency. Our School's programmes address such integrations. With state-of-the-art and professional knowledge and skills, the programmes enhance student's understanding of the world and enables them to put what they have learnt into practice with flexibility to embrace challenges.

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

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

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

決策科學學院教導學生如何運用數學及統計學的分析技能作出複雜的商業決定，以及認識科技如何令世界轉變成全球產品及服務供應網絡。此外，學生亦會學習在互聯網時代管理和運用資訊，並從以人為本的角度解決問題。

現今社會瞬息萬變，在全球化的環境下，市場需求、資源供應、企業、大眾和各種商業決策均息息相關，密切影響行業的領導地位和整體競爭力。有見及此，本學院的課程綜合最先進的專業知識和技術，加深學生對世界的認識，讓他們能夠靈活實踐所學，迎接挑戰。

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

我們致力培養學生良好的分析能力、與時並進的思維，以及對香港及華南地區本土議題的了解，協助他們裝備自己，擔任企業領導和決策的角色。

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



BSc (Hons) in Actuarial Studies and Insurance 精算及保險（榮譽）理學士 (BSC-AIN)

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

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



香港作為亞洲區內精算教育樞紐，多年來培養不少精算人才，在本地保險業界擔當重任。保險業迅速發展，對後勤支援專才需求殷切，精算及保險（榮譽）理學士課程旨在協助學生將來投身保險專業，為行業注入新血。

課程糅合理論與實務，教授學生精算技能，包括數學模型應用技術，以及統計、商業與電腦方面的知識，讓他們能支援保險公司設計及評估產品，確保公司財政穩健。此外，學生亦能接觸各類保險產品，包括人壽保險、醫療保險、財產意外保險、旅遊保險、汽車保險等，並學習相關實務知識。這些專業知識和技巧均為保險業後勤工作不可或缺的條件。

Career Prospects 就業前景

- ➔ Product Manager 產品經理
- ➔ Underwriter 核保師
- ➔ Actuary 精算師
- ➔ Risk Analyst 風險分析師
- ➔ Investment and Fund Manager 投資及基金經理
- ➔ Banking and Finance Professional 銀行和金融業專才

BSc (Hons) in Applied Computing 計算機應用（榮譽）理學士 (BSC-AC)

From Artificial Intelligence (AI), machine learning and mobile software to cloud technology, e-commerce, Fintech and user experience design (UXD), a wide variety of new applications derived from computer science have become the enabling technologies for modern society and smart cities in the future. However, Hong Kong and the world at large are facing a shortage of relevant technology experts. Our School has therefore created the Applied Computing degree programme that aims at satisfying the future demand for computing and IT professionals of various sectors.

Programme characteristics are as follows:

- Includes traditional courses of Computer Science as well as hot topics such as AI and Mobile Application development;
- Secondary focus on UXD, graphics and multimedia subjects;
- Supported by the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP), under which eligible students receive government tuition subsidy; and
- Small class teaching: size does not exceed 35 students for lab-based modules in general.



人工智能、機器學習、流動軟件、雲端科技、電子商貿、金融科技、用戶體驗設計……一系列源自計算機科學的嶄新應用，正在帶動未來社會和智慧城市脈搏。然而，本港以至環球相關科技人才卻相對缺乏。有見及此，恒大電子計算系開創了一門面向未來的計算機應用理學士學位課程，以滿足不同界別對電腦及資訊科技人才之渴求。

本課程特色如下：

- 涵蓋傳統計算機科學科目以及近年熱門議題，譬如人工智能和流動應用程式開發等；
- 輔以用戶體驗設計、電腦圖像及多媒體等學科；
- 課程列入「指定專業／界別課程資助計劃」，合資格學生可獲政府學費資助；以及
- 小班教學，技術科目一般不多於每班35人。

Career Prospects 就業前景

| Areas of work 工作範疇 | Roles 職位 |
|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| ➔ Software Development 軟件開發 | ➔ Software Engineer, System Analyst, IT Consultant, Web Developer, Mobile Apps Designer, AI Developer 軟件工程師、系統分析師、資訊科技顧問、網頁開發人員、流動應用程式設計師、人工智能開發人員 |
| ➔ Creative Industry and Multimedia 創意產業及多媒體 | ➔ Interface Designer, Video Game Developer 界面設計師、遊戲開發人員 |
| ➔ IT Architecture 資訊科技 架構 | ➔ IT Architect 資訊科技架構師 |
| ➔ Project Management (IT) 項目管理 (資訊科技) | ➔ IT Project Manager 資訊科技專案經理 |
| ➔ User Experience Design 用戶體驗設計 | ➔ User Experience Designer 用戶體驗設計師 |
| ➔ Software Quality Assurance 軟件質量保證 | ➔ Software Quality Assurance Professional 軟件質量保證人員 |

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

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



處身於數據分析時代，各行各業均須處理大量商業數據。運用高階分析工具、統計學及演算法，作出準確預測及開發創新產品的能力，已變得越來越重要。各行業對「數據科學家」和「商業智能專業人員」需求日甚，依靠他們分析和不斷增長的商業數據。數據科學及商業智能學（榮譽）理學士課程為全港首創，融合「數據科學」及「商業智能學」兩大領域，並提供全面的商學教育，以回應市場需要。



Career Prospects 就業前景

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

Bachelor of Management Science and Information Management (Hons)

管理科學與資訊管理（榮譽）學士 (BMSIM)

Today's increasingly complex and volatile business environment demands more future managers than ever. They make hundreds of choices every day, but lacking time and 'decision-ware', they make decisions with insufficient thought about what really matters. Also, with the arrival of Big Data and the Internet of Things (IoT), using proper ways to analyse and systematically extract information from data is essential. This also applies to data sets that are too large or too complex to be dealt with by traditional ways. To meet the increasing needs in the job market, employees in managerial roles need thorough business knowledge and technical skills for efficient decision making. Our University therefore launched the Bachelor of Management Science and Information Management (Hons) Programme to nurture students who are talented in both management science (MS) and information management (IM).

BMSIM is Hong Kong's first undergraduate programme that integrates three key areas: Business, MS and IM. BMSIM graduates can apply their knowledge of quantitative and qualitative methods and up-to-date specialised technologies to process data, as well as make better use of more detailed information, to make scientific and innovative business decisions professionally. Anyone who is interested in this field

and wishes to develop their decision readiness and confidence is welcomed. Graduates can apply for various professional certifications, such as Certified Associate in Project Management from the Project Management Institute, SAS Joint Certificate in Data Mining, and Six Sigma Quality Management Certification.

現今商業環境複雜多變，對未來管理者的需求之大屬前所未見。管理者每天所做決策不下數百個，卻往往缺乏時間和決策工具，以致未能考慮透徹，看清重點所在。此外，面對大數據和物聯網的出現，妥善分析和有系統地提取信息的能力至關重要；而要應付無法以傳統方法處理的龐大複雜數據群，亦需要同樣的能力。為了滿足就業市場日益增長的需求，管理者必須掌握全面的業務知識和技術，以有效作出決策。恒大因此推出管理科學與資訊管理（榮譽）學士學位課程，培育兼通管理科學與資訊管理的學生。

此課程是香港首個結合商業管理、管理科學及資訊管理三大知識範疇的課程。完成課程後，畢業生將能運用量性和質性分析技巧與嶄新專門技術處理數據，並善用更細緻的資訊，從而專業地作出科學化和創新的商業決定。課程歡迎任何對上述範疇感興趣，並希望發展決策能力和建立決策信心的同學報讀。畢業生可考取專業資格證書，如項目管理協會授予的項目管理證書、SAS Joint Certificate in Data Mining 和六西格瑪質量經理資格證書。

Career Prospects 就業前景

- | | |
|--------------------------------------------------|----------------------------------------------------------------|
| ➔ Business Analyst and Consultant 商業分析師與顧問 | ➔ Product / Software Developer 產品 / 軟件開發員 |
| ➔ Business / IT Project Manager 業務 / 資訊科技項目經理 | ➔ System Management and Coordination Professional 系統管理與協調專員 |
| ➔ E-Commerce Professional 電子商務專才 | ➔ IT Sales and Marketing Practitioner 資訊科技銷售與營銷人員 |
| ➔ Data / System Analyst 數據 / 系統分析師 | ➔ Entrepreneur 企業家 |



BBA (Hons) in Supply Chain Management 供應鏈管理工商管理（榮譽）學士 (BBA-SCM)

In the current complex and dynamic business environment, the industry demand for new supply chain management talents has been growing rapidly for companies to stay competitive. To meet the demand for supply chain professionals in Hong Kong and Asia, HSUHK has launched the BBA (Hons) in Supply Chain Management Programme in 2010. Through the BBA-SCM Programme, students can learn solid practical skills, analytics and IT techniques, as well as integrated professional knowledge of business, SCM and logistics. This Programme stands out compared to other highly rated programmes for various features such as expert professors, internship opportunities, student overseas exchange opportunities, recognition by professional bodies, strong government and industry support, state-of-the-art learning resources, and promising career prospects. It is expected that our graduates would apply advanced knowledge and analytic techniques for their career development in one of the four pillar industries.

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

在當前複雜多變的商業環境中，業界日益渴求新供應鏈管理人才，藉以幫助企業保持競爭力。為滿足香港及亞洲市場對供應鏈人才的需求，學院於 2010 年開辦供應鏈管理工商管理（榮譽）學士課程。通過此課程，學生可學習扎實的實務知識、分析技巧和資訊科技技能，以及有關商業、供應鏈及物流管理的綜合專業知識。供應鏈管理課程憑着專家教授團隊、實習工作機會、學生海外交流機會、專業協會認可、政府與業界大力支持、一流教學資源及良好就業前景等優點，在獲高度評價的同類型課程中脫穎而出。我們期望畢業生應用高階知識和分析技巧，在四大經濟支柱行業中發展其事業。

我們的畢業生廣受業界歡迎，從事不同供應鏈管理領域的工作，範疇涵蓋物流、採購、客戶服務、品質管理、零售及項目管理等。



Career Prospects 就業前景

- ➔ Supply Chain Analyst 供應鏈分析師
- ➔ Logistics Specialist 物流專員
- ➔ Enterprise Resources Planner 企業資源規劃師
- ➔ Entrepreneur 企業家
- ➔ Cargo Services Coordinator 空運服務統籌員
- ➔ Warehouse Manager 倉儲經理
- ➔ Merchandiser 採購員
- ➔ Quality Control Specialist 品質控制專家

EMSc in Insurance

行政人員保險理學碩士 (EMSC-INS)



The Belt and Road Initiative facilitates the development of infrastructure and trade in countries along the routes. It also generates demand for insurance and risk management services for large-scale infrastructure and investment projects. With a mature insurance market and a robust regulatory regime, Hong Kong is well positioned to provide quality services for these projects. The rapid development and promising prospects of the insurance industry have led to a strong demand for talents that exceeds the supply. This Programme is the first and only Executive Master course dedicated to the risk and insurance industry in Asia, aiming to nurture the next generation of leaders in the insurance industry and society.

The curriculum of the Programme includes quantitative models, risk management, regulatory practices, compliance and business ethics. Our teachers are top scholars and senior insurance practitioners, who combine practice knowledge with theories and principles in insurance to provide a challenging and enlightening learning experience. Students from different professional fields can also choose to study advanced topics such as life and health insurance, general insurance, investment and financial analysis, and management and marketing to meet their personal and career development needs. Contemporary insurance industry issues will also be explored and discussed throughout the Programme.

「一帶一路」倡議促進沿線國家的基建和貿易發展，並帶動對大型基建和投資項目的保險和風險管理服務的需求。香港有成熟的保險市場及健全的規管制度，可為這些項目提供優質服務。保險業發展迅速，前景無限，同時導致行業人才求過於供。本課程為亞洲首個及惟一的風險及保險專業行政人員碩士學位課程，旨在培育保險業及社會的新世代領袖。

課程核心內容包括量化模型、風險管理、監管實踐、合規事務和商業道德。教學團隊包括一流學者及資深保險從業員，將保險的實務知識與理論原則互相结合，提供具挑戰性和啟發性的學習體驗。來自不同專業範疇的學生更可選擇修讀人壽和醫療保險、一般保險、投資和財務分析，以及管理和營銷等方面的進階科目，以配合個人及事業發展需要。課程各個部份亦會探索及討論當前的保險業議題。



Career Prospects 就業前景

- ➔ Senior Management in fields related to Risk Management and Insurance 風險管理和保險相關領域的高層管理人員
- ➔ Risk Management Specialist 風險管理專才
- ➔ Risk Management and Insurance Product Developer 保險及風險管理產品開發人員

MSc in Data Science and Artificial Intelligence

數據科學及人工智能理學碩士 (MSC-DSAI)

The convergence of Artificial Intelligence (AI) and Big Data technologies is changing the way we make decisions. Disruptive changes can be seen everywhere. Fuelled by the recent advances in technologies, the global demand for data science and AI talents is increasing exponentially. In this new and comprehensive Master's degree programme, students will learn to master the latest technologies in data science and machine learning, as well as their real-world applications, thereby gaining an edge in various industries of the data science and AI era. MSC-DSAI is designed for students from a wide range of disciplines with interests in next-generation big data and applied AI technologies. The Programme is available in both one-year full-time and two-year part-time study modes.

大數據科技與人工智能技術的結合，正在改寫我們的決策方式。新科技帶來的顛覆性變化比目皆是。隨著近年科技急速發展，香港以至全球對數據科學及人工智能人才的需求正以幾何級數增長。在這個嶄新而全面的碩士課程中，學生將會掌握大數據和機器學習方面的最新知識，以及其應用實踐，以便在數據科學和人工智能時代的各行各業領先一步。課程是為來自不同背景，並對新一代大數據和人工智能應用科技有興趣的學生而設計，並有一年全日制和兩年兼讀制兩種修讀模式可供選擇。

Key features of the Programme are as follows:

- Integrating the latest developments and hot topics in data science and AI;
- Interdisciplinary teaching team consisting of experts from computer science, statistics and information management; and
- Well-known companies in the industry serving as programme consultants and providing strong teaching supports.

課程主要特色如下：

- 課程融合大數據與人工智能的最新發展和熱點議題；
- 由電腦科學、統計學和信息管理學專家組成的跨學科課程團隊；以及
- 業界知名商業機構擔任課程顧問及提供強大課程支援。



Career Prospects 就業前景

- ➔ Data Scientist 數據科學家
- ➔ AI Developer / Architect 人工智能開發人員 / 架構師
- ➔ Big Data Developer 大數據開發人員
- ➔ AI Scientist / Researcher 人工智能科學家 / 研究員
- ➔ Big Data Analyst 大數據分析師

MSc in Global Supply Chain Management

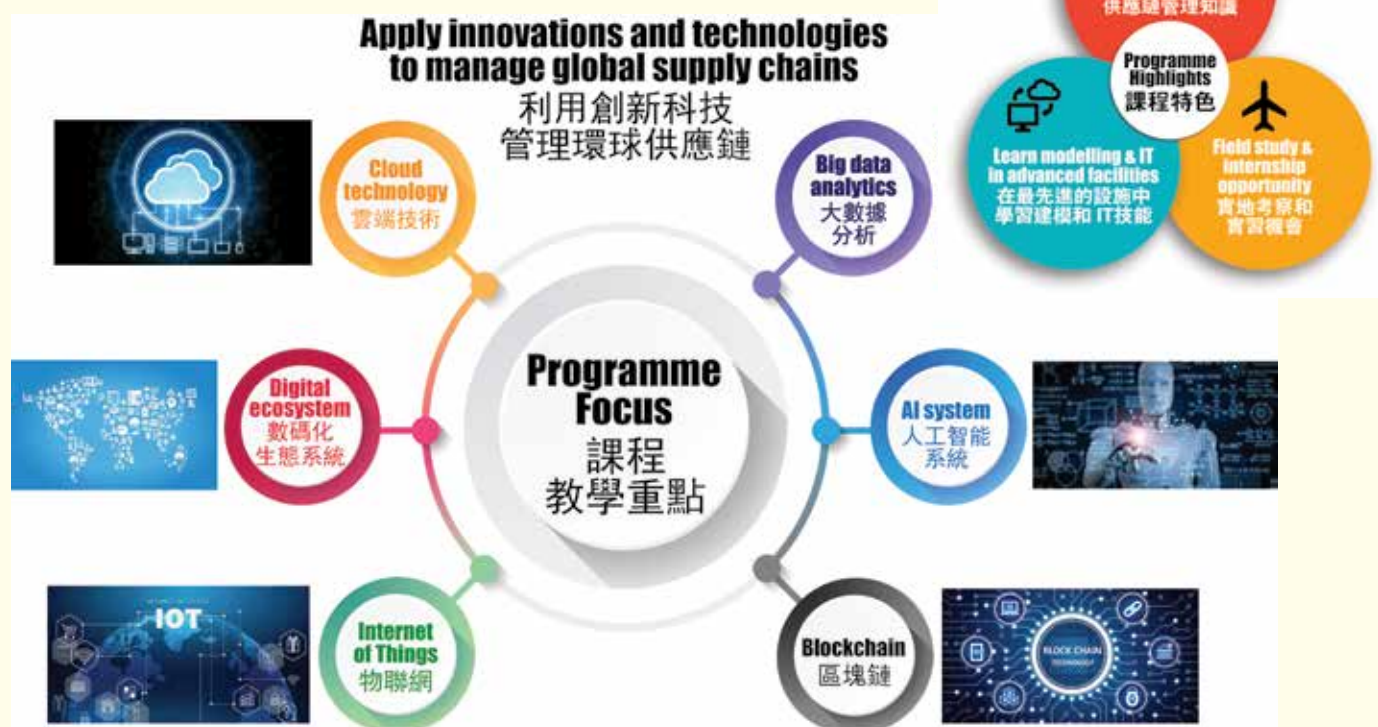
環球供應鏈管理理學碩士 (MSC-GSCM)

Global supply chain and logistics management today pervades all levels of a corporation, from tactics and marketing strategies to mission and vision. Other than e-commerce, innovations such as social media, mobile technology and Artificial Intelligence (AI) all impact global supply chain and logistics management.

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

環球供應鏈及物流管理貫穿現今企業的所有層面，包括戰術與行銷策略，以至願景與使命。除了電子商務外，社交媒體、移動技術和人工智慧等發明，都深深影響環球供應鏈與物流管理。

本課程旨在培訓學生成為具備分析頭腦的管理專才，讓其學習應用尖端供應鏈管理概念和先進科技，尋求供應鏈創新，以爭取卓越商業成就；以數碼生態系統和物聯網管理環球供應鏈；運用大數據分析和人工智能作高階物流規劃；以及利用區塊鏈和雲端技術整合供應鏈。



Career Prospects 就業前景

- ➔ Supply Chain and Logistics Executive 供應鏈及物流管理主任
- ➔ Operations Executive 運營主任
- ➔ Supply Chain Management Consultant 供應鏈管理顧問
- ➔ Procurement Executive 採購主任
- ➔ Supply Chain and Logistics Analyst 供應鏈及物流分析師
- ➔ Business Development Executive 業務發展主任

School of Humanities and Social Science

人文社會科學學院

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

The School of Humanities and Social Science currently comprises four Departments, namely Art and Design, Chinese, English, and Social Science, and offers seven Bachelor's degree programmes:

- (1) BA (Hons) in Art and Design
- (2) BA (Hons) in Chinese
- (3) BA (Hons) in Cultural and Creative Industries
- (4) BA (Hons) in English
- (5) BA (Hons) in Psychology
- (6) BSS (Hons) in Asian Studies
- (7) BSS (Hons) in Philosophy, Politics and Economics

The School will offer Postgraduate Programmes in literature, culture and social science in the coming years, including an MA in Global English Literary and Cultural Studies Programme, which has been accredited for launch in September 2022.

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

Students will find teachers in the School to be a dynamic group from different disciplines, all of them devoted to teaching and care about students' personal growth. Furthermore, research is an important

component of knowledge creation. In the School of Humanities and Social Science, students will find that their teachers are leaders in many research fields, and will be proud to be in their classes.

Join our journey of intellectual pursuits and enjoy life as a member of the School of Humanities and Social Science. Together we will create a new chapter in life.

人文及社會科學學院的存在價值，在於達致中國傳統中的修身齊家與造福天下，以及西方思想中的公義與理性。人文學科和社會科學是高等教育的核心學科。人文學科關乎人文價值、道德、批判思考、語言、文學想像、藝術和創新；而社會科學則從心理、社會及文化層面研究人與人的關係。

人文社會科學學院現時由藝術設計系、中文系、英文系及社會科學系組成，設有七個學士學位課程：

- (1) 藝術設計（榮譽）文學士
- (2) 中文（榮譽）文學士
- (3) 文化及創意產業（榮譽）文學士
- (4) 英國語文（榮譽）文學士
- (5) 心理學（榮譽）文學士
- (6) 亞洲研究（榮譽）社會科學學士
- (7) 哲學、政治與經濟（榮譽）社會科學學士

學院將在未來幾年推出文學、文化和社會科學研究生課程，包括環球英語文學及文化研究碩士，該課程已獲准於2022年9月開課。

人文社會科學學院的學位課程讓同學擴闊視野，了解世界，掌握分析技巧，建立創意觸覺，並在生活和工作上學以致用，為未來事業發展作好準備。畢業生將可勝任各類職位，並能在多個學術範疇升學進修。

我們的教學人員來自不同學術領域，而同樣充滿活力，熱心教學，關顧學生的個人成長。此外，研究是開拓知識的重要一環，本學院的教學人員於多個研究領域均表現卓越，令學生引以為傲。

歡迎加入人文社會科學學院，與我們攜手展開追求知識之旅，共同開啟人生新一頁。

BA (Hons) in Art and Design 藝術設計（榮譽）文學士 (BA-AD)

The BA (Hons) in Art and Design Programme is a pioneering attempt to develop a studio-based, multi-disciplinary and cross-faculty programme, which is aligned with the university's vision to nurture innovative and enterprising leaders for a knowledge-based economy. The BA-AD Programme provides not only training in the basics of art and design, but also relevant transferable knowledge and skills in the integration of art and design with other disciplines such as business, management, communication, social science and humanities.

This creative and cross-disciplinary Programme is a unique study of art and design, instilling students with a problem-solving ability and a new way of thinking that promotes value adding and advocates inter-disciplinary collaboration.

Since Hong Kong is a creative nexus of culture and economy that features international art and design exhibitions, art talents with knowledge in state-of-the-art technology and business applications are in great demand. The objective of the Programme is to enhance students' conceptual and practical problem-solving abilities and creative thinking skills that can open doors to a host of rewarding careers in art and design. The Programme attaches great importance to field experience. Students will have the opportunity to participate in exchange programmes and collaborate

with students from overseas programmes, and engage in cultural and creative industry sectors through internships, exhibitions and incubator programmes, where they can practise the knowledge and theories they have learnt from the Programme.

恒大藝術設計（榮譽）文學士課程充滿開創性，是個以工作室教學為基礎的多學科及跨學院學士課程，配合大學的願景，致力為知識型經濟培育具備創新及創業精神的領袖人才。本課程除了提供藝術設計的基礎訓練外，亦教授各種相關的可轉換知識與技術，用以結合藝術設計和其他學科，例如商業、管理、傳播，以及人文和社會科學。

這個跨學科藝術設計課程獨特而新穎，銳意培養學生的解難能力，助其開創新思維，藉以鼓勵改良增值，並倡導跨學科合作。

香港作為文化及經濟的創意樞紐，匯聚國際藝術設計展覽盛會，因此對能掌握先進科技及商業應用的藝術人才需求甚殷。本課程旨在提升學生在概念及實務層面的解難能力，培養其創意思維，為學生開啟藝術設計之門，讓其發展豐盛事業。課程亦強調實務經驗，學生有機會出外交流，與海外學生協作，並透過參加實習、展覽和孵化計劃等活動，接觸文化及創意產業，實踐從課程所學的知識和理論。



BSS (Hons) in Asian Studies 亞洲研究（榮譽）社會科學學士 (BSS-AS)

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

The Programme places great emphasis on overseas learning experiences including exchange programmes, summer field trips, service-learning and internships in Asia. Students also receive Asian language training, which prepares them to work in a multi-cultural environment.

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



亞洲研究（榮譽）社會科學學士課程旨在以多學科方式，讓學生深入了解亞洲地區的轉變，以及隨之出現的複雜議題。

課程期望協助學生發展批判思維和溝通技巧，並拓展國際視野，從而學會欣賞和尊重文化差異。學生也可從社會、政治、經濟、文化及歷史角度，探索和研究亞洲的轉變。課題涵蓋國際關係、亞洲治理、地區經濟融合，以及亞洲社會與文化轉型。

課程注重海外學習體驗，為學生提供亞洲區內的學術交流計劃、暑期考察團、服務學習活動和工作實習機會。課程亦提供亞洲語言培訓，便利學生將來在多元文化環境下工作。

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



BA (Hons) in Chinese 中文（榮譽）文學士 (BA-CHI)

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

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

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

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



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

- 除中文專業主修科目、通識教育及共同核心課程科目外，更包括商學教育科目，以助學生拓展商學知識，擴闊視野；
- 着重普通話及寫作訓練，學生畢業後從事相關行業，皆能揮灑自如，學以致用；以及
- 在帶學分選修實習單元下，學生必須配合其他實務科目的知識，在所選行業內履行職務，汲取經驗，藉以早日了解職場情況，充實學養，為投身社會作好準備。

本課程尤其重視品德教育和獨立思考，貫徹敦品勵學的理念，使學生成為勇於承擔責任的公民，將所學貢獻社會。

學生畢業後可選擇升學，亦能勝任教育、文化事業、公共行政、多元傳播以及公眾關係等行業的工作。



BA (Hons) in Cultural and Creative Industries 文化及創意產業（榮譽）文學士 (BA-CCI)

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

This integrated and multi-disciplinary Cultural and Creative Industries Programme is the first of its kind among tertiary education institutions in Hong Kong. The Programme provides a wide range of courses on specialised knowledge and theories that equip students with the ability to discuss various cognate issues of the cultural and creative sector as a whole rather than focusing on specific industries or individual disciplines. With the knowledge in managing multiple cultural and creative industries, graduates will be able to unleash their potential to tie in with the converging trends between industries in their future careers.

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

The Programme attaches great importance to field experience and interaction. Students have the opportunity to engage in different industries in the cultural and creative sector through exchange, placement and internship programmes. The Programme maintains collaborative partnerships with cultural and creative industry

companies, associations and institutions for more diverse student learning, research and internship opportunities.

文化及創意產業（榮譽）文學士課程採用多元化教學模式，培養學生從本土、大中華和環球角度，了解並分析文化及創意產業。課程鼓勵學生在瞬息萬變的行業營商及管理範疇內，探索文化和創意的意義。學生亦可從中學習商業技巧和專業管理知識，以裝備自己，在創新與知識型經濟時代，擔當業務領導和企業家。

這是香港專上學院中首個跨學科的綜合文化及創意產業課程，廣泛教授專業知識和理論，而非聚焦於個別業界或科目，讓學生能宏觀探討整個文創界別的議題，並在未來職業生涯裏發揮多元文創管理潛能，配合業界融匯發展的趨勢。

課程運用多樣形式和全面培訓，讓學生涉獵不同學科的理論、概念及治學方法。學生亦會接受以商業為基礎的語言能力和溝通技巧培訓，同時以跨學科視角，全面認識文化及創意產業的發展與運作。

課程着重實務經驗與互動，學生可參與各文創行業的交流活動、短期工作和實習計劃，獲得學以致用的機會。課程亦與文化和創意產業界別的企業、協會和機構建立緊密夥伴關係，為學生爭取更多學習、研究和實習機會。



BA (Hons) in English 英國語文（榮譽）學士 (BA-ENG)

The BA (Hons) in English Programme helps students build a sound knowledge base in English literature and linguistics, while developing strong language and cultural awareness essential for an increasingly globalised world and interconnected economy. The Programme covers a rich and diverse range of topics, aiming to broaden students' horizons for long-term intellectual and personal development. The integration of Business Studies modules in the curriculum also makes it unique, with both academic and practical relevance.

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



英國語文（榮譽）學士學位課程致力讓學生建立穩固的英語文學及語言學根基，同時增強語言文化意識，以應對社會及經濟上的全球化融合趨勢。課程設計獨特，涵蓋範疇豐富，並融入商學知識，集實用與學術於一身，讓學生擴闊視野，在知識與個人層面長足發展。

市場日益渴求商業相關人才，兼備英語和商務知識的畢業生自然盡享優勢。畢業生除了在教育領域擁有良好事業前景外，亦可選擇多種其他職業。部分畢業生更受聘於知名機構，例如恒生銀行、牛津出版社和入境事務處。

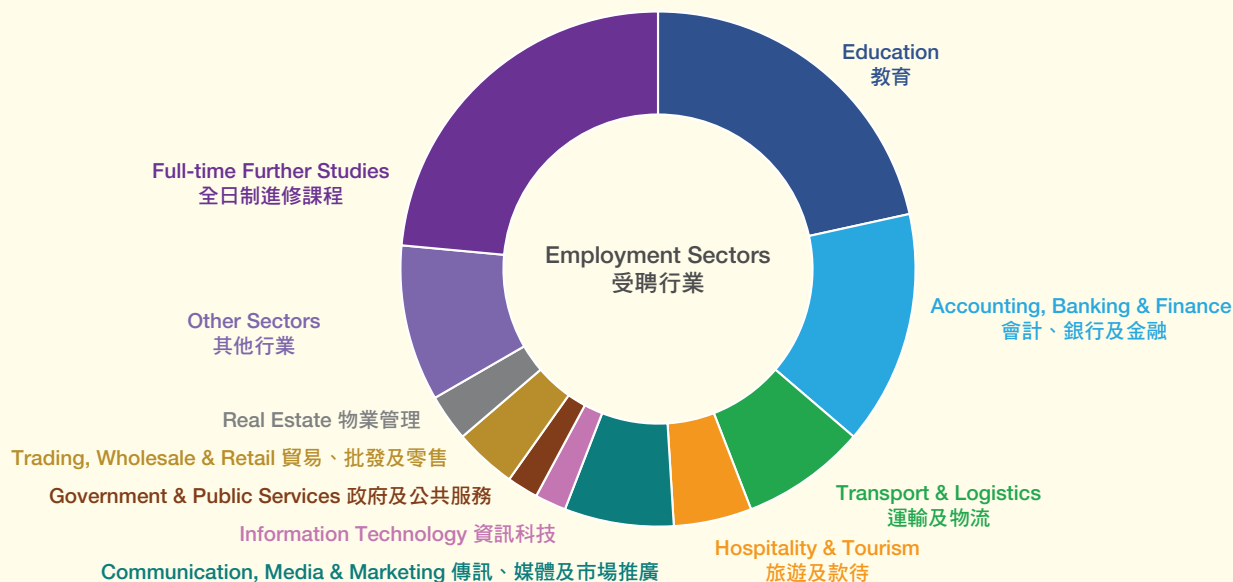


Graduate Employment Survey of BA-ENG Students in 2016-18

(By Full-Time Employment Sector and Further Studies)

畢業生就業調查

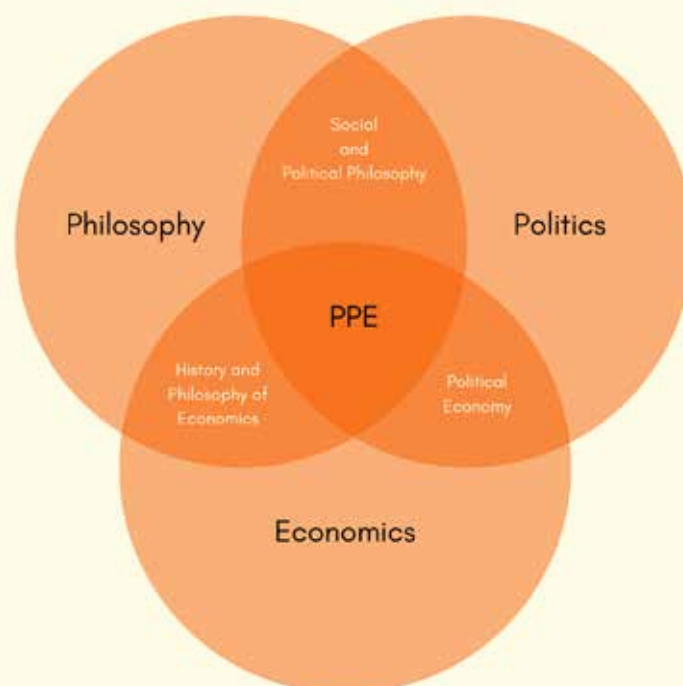
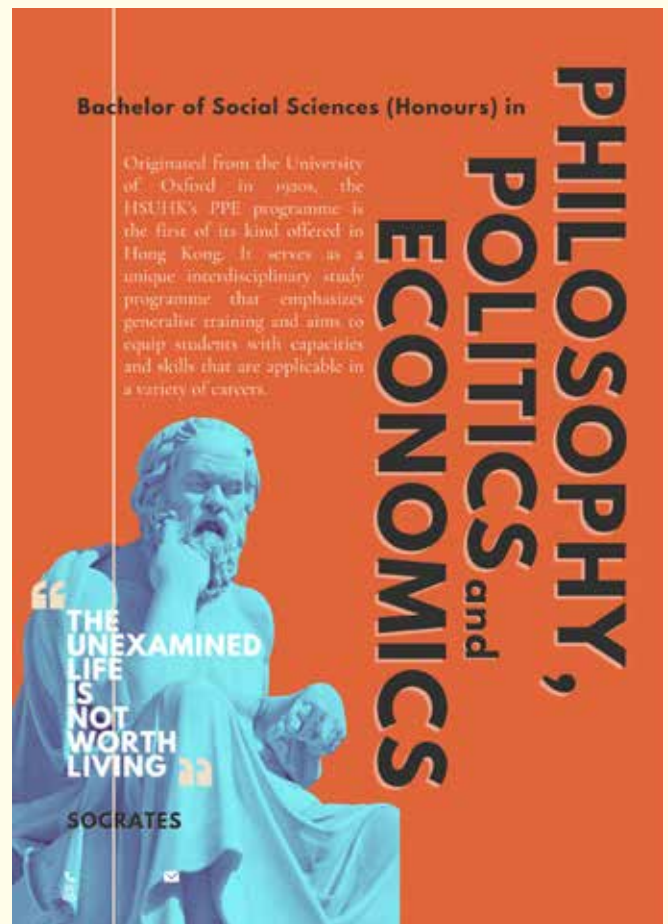
(按全職受聘行業及進修課程分類)



BSS (Hons) in Philosophy, Politics and Economics 哲學、政治與經濟（榮譽）社會科學學士 (BSS-PPE)

The BSS (Hons) in Philosophy, Politics and Economics Programme adopts a Bridge Model that emphasises the interconnection among philosophy, politics and economics. While training in philosophy nurtures students with critical and analytical reasoning and a humanistic concern about social and economic problems, training in politics and economics provides them with an important conceptual and up-to-date awareness that helps them understand and evaluate what happens around the world, and learn to formulate social policies. Based on these foundational concepts and knowledge, students will acquire comprehensive and flexible visions by taking a number of interdisciplinary modules that address how a public issue can be understood, analysed and resolved from these three perspectives. We believe that the Bridge Model can foster open-mindedness among students and provide them with a broad vision to cope with the ever-changing 21st century.

哲學、政治與經濟（榮譽）社會科學學士課程採用的「橋樑模式」，強調哲學、政治與經濟三個學科的聯繫。哲學訓練培養同學的批判分析思維，以及對社會經濟議題的人文關懷；政治及經濟學訓練則加深學生對理論概念與時事發展的認識，藉以了解和分析世界大事，並學習制訂社會政策。在此概念與知識的基礎上，同學將修讀一系列跨學科科目，學習同時運用哲學、政治與經濟的觀點理解和分析公共問題，並提出解決方案，藉以建立更全面和靈活的視野。我們相信「橋樑」教學模式能更有效開闊學生的思維與眼界，協助他們裝備自己應對瞬息萬變的廿一世紀。



BA (Hons) in Psychology 心理學（榮譽）文學士 (BA-PSY)

The BA (Hons) in Psychology Programme adopts the unique 'Liberal + Professional' education model to equip students with comprehensive foundational knowledge and skills in psychology. 'Liberal' means that the Programme adopts a broad-based and cross-disciplinary approach to connect knowledge domains, facilitate thinking, and solve problems. 'Professional' means that while the Programme is broad-based and cross-disciplinary, it also has professional orientation elements which aim at equipping students with the competencies to enter into relevant professions in the future.

A distinctive feature of the Programme is that, in addition to covering and integrating all major areas of psychology and their cognate disciplines in a balanced manner, it provides three specialisations, namely Educational and Clinical, Business and Technology, and Neuroscience and Health. These specialisations not only develop students' interests and capacities in psychological applications, but also enhance their employability and readiness for further professional training.

Graduates with good honours will be eligible to apply for Graduate Membership in local and overseas psychological societies.

心理學（榮譽）文學士課程採用獨特的「博雅 + 專業」教育模式，教授學生全面的心理學基礎知識和實用技能。「博雅」是指本課程以廣泛及跨學科的方式來連接不同知識領域、啟發思考和解決問題。「專業」是指本課程雖然廣泛而跨學科，但亦包含專業導向元素，以助學生獲得特定行業所需的專業知識和技能，為未來就業做好準備。

本課程的特色之一，在於除了均衡地涵蓋和整合各個主要心理學範疇及其相關學科之外，亦提供三個專修範疇供學生選讀，包括「教育和臨床」、「商業和科技」，以及「神經科學和健康」。這三個專修範疇不但能培養學生在心理學應用範疇的興趣和能力，更能幫助他們提升就業競爭力，並為專業深造做好準備。

成績良好的畢業生有資格申請成為本港及海外心理學會學位會員。



MA in Global English Literary and Cultural Studies 環球英語文學及文化研究文學碩士 (MA-GELCS)

MA-GELCS is an English degree programme that breaks free from the constraints of time and geography. In this Programme, students study English in a global cultural context. GELCS teaches students how to read across cultures so that they can speak to the world. It is also a cultural studies degree programme that teaches both classic literature and popular culture, so that its graduates can communicate effectively across boundaries of class and background.

We know that excellent communicators innovate and create. Our Programme does not limit students to narrow thinking or vocational training, but equips them to understand, speak, write and think better. We offer modules on World Literature, World Englishes, literary and cultural theories, and research methods. GELCS also offers unique elective modules that address the great issues of our age, including digitisation, global warming, and the impact of economics on our lives and cultures.

The MA in Global English Literary and Cultural Studies Programme appeals to a wide variety of potential students, including graduates of English, Literature and Cultural Studies, teachers looking for professional development, or anyone with a passion for literature and culture. It is also desirable for professionals working in creative and cultural industries, marketing, and advertising, who want to expand the scope and depth of their communication.

環球英語文學及文化研究文學碩士課程，突破時間和地域限制，讓學生在環球文化框架下研習英語，並透過閱讀認識不同文化，從中學會面對全球，向世界表達自我。課程同時涉獵經典文學及流行文化，讓畢業生能跨越階級和背景，有效與不同群體交流。

我們深知優秀的交流者，必須擁有創新意念和創造能力。故此，課程並不局限學生於狹隘思維和職業培訓，而是加強其理解、說話、寫作和思考能力。課程主修科目涵蓋世界文學、世界英語、文學與文化理論，以及研究方法。課程的獨特選修科目則探討新時代的重大議題，如數碼化、全球暖化，以及經濟對生活和文化的影響。

此課程適合不同人士，包括英語、文學和文化研究畢業生，尋求專業發展的教師，或任何熱愛文學和文化的人。課程亦能幫助從事創意和文化產業、市場營銷和廣告工作的專業人士，擴展交流與溝通的領域與深度。



School of Translation and Foreign Languages

翻譯及外語學院

Over ten years in the running, the School has become the premier school of translation in the region. We are highly confident of our curriculum, teachers and students. We train not only translators and business executives, but also thoughtful individuals and high-calibre professionals with a caring spirit and the willingness to serve our community. We can envision our students, after four years of intensive and all-around training, becoming successful translators, interpreters, editors, business executives and public relations officers of the highest calibre.

The School's purpose-built teaching and learning facilities are cutting-edge, and are among the best in the region. These facilities, aiming at connecting classroom training with actual workplace environments, include Fung Yiu King Hall, which is designed for major conferences and interpretation training with over 200 seats and state-of-the-art interpretation facilities; a translation and interpreting laboratory, which is set up as a real-life conference room equipped with

advanced simultaneous interpretation devices; and a new translation technology workshop equipped with 31 iMac computers, providing state-of-the-art tools for professional translation and language services and further enhancing the quality of our teaching and learning.

學院有超過十年歷史，已成為區內優秀的翻譯學院，對師生及課程充滿自信。學院栽培翻譯及商務行政精英，使他們不但掌握專業知識，而且富有思考力，並能發揮關懷社會、服務大眾的精神。我們深信同學經過四年深入和全面的培訓，定必可成為筆譯、口譯、編輯、商務行政及公共關係各領域的頂尖人才，成就自我。

學院提供區內數一數二的尖端教學設施，專為教授專業翻譯而設，務求讓課堂與實際工作情況接軌。馮堯敬堂為可容納超過二百人的會議廳，配備尖端的即時傳譯設備，可供會議及傳譯訓練之用；翻譯及傳譯實驗室配有先進即時傳譯設備，提供模擬真實的會議環境；剛竣工的翻譯科技工作室設有31台iMac電腦，提供最先進的專業翻譯和語言服務工具，令教學質素更上一層樓。



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

The Bachelor of Translation with Business (Hons) Programme is the first of its kind in Hong Kong. It is new and exciting, and keeps pace with market developments. Arranged with both precision and flexibility, the Programme inspires students and opens their minds, and is one of the most comprehensive degree programmes in translation in Hong Kong.

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

We have newly introduced a second foreign language requirement to help students develop a better understanding of different cultures and ideas through foreign language learning. In addition, to provide students with systematic in-depth training in designated areas of translation, we offer two specialisations, namely Translation Technology and Interpreting, from academic year 2021/22 onwards.

We offer quality teaching. We have experienced professors, young scholars and industry specialists on our teaching team. Most of them have PhD degrees. Our teaching is lively and interesting. We are committed to small-class instruction, with no more than 25 students in a class. As each student is given individual attention, we are able to create an unparalleled environment of intimacy, interaction and participation in our classrooms.

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

課程現已新增第二外語要求，鼓勵同學透過學習外語，進一步了解不同文化與思想。此外，由2021/22學年開始，課程增設兩個翻譯專修範疇，分別為翻譯科技和傳譯，供同學集中選修相關科目，深入專門的翻譯領域。

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



Career Prospects 就業前景

- ➔ Media Practitioner (Radio, Television Broadcasts and Print Media)
傳媒工作者（電台、電視及印刷媒體）
- ➔ Business, Financial and Commercial Translator
財經、金融及商貿翻譯
- ➔ Corporate Manager 企業行政管理人員
- ➔ Public Relations Professional
公共關係專才
- ➔ Civil Servant 公務員
- ➔ Business Publishing Professional 商業出版專才

MA in Translation (Business and Legal)

翻譯文學碩士（商務與法律）(MA-TBL)

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

The Programme covers four major areas of study:

- Knowledge in Business and Law
- Language and Linguistics in Business and Law
- Translation in Business and Law
- Professionalism

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

翻譯文學碩士（商務與法律）課程為全港首個結合商務、法律及翻譯三大元素的先進碩士課程，設計別出心裁，以照顧香港和大中華地區商業及法律界別對語文服務專才與日俱增的需求。透過修讀必修科目和多元選修科目，以及於先進實驗室內接受實務訓練，學生將能掌握各學科的理論和技巧，並了解各大華語區語文服務產業的基本知識。

課程內容涵蓋四個主要學習範疇：

- 商務與法律知識
- 商務與法律語言
- 商務與法律翻譯
- 翻譯專業知識

主修科目教授審閱及翻譯商務與法律文本的必要知識與技巧；選修科目進一步提升同學撰寫、翻譯及傳譯商務與法律文本的專業知識與技巧。同學須修畢五個主修科目及三至四個選修科目（合共 27 學分），方可完成課程。



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

Entering a new era of Artificial Intelligence and Big Data, the translation and language services industry has recently witnessed growing demand for language professionals with excellent skills in both translation and technology. In light of this trend, the MA in Translation (Computer-Aided Translation) Programme aims to provide students with systematic training in computer-aided translation (CAT) and help them work professionally with the flexible and selective use of state-of-the-art translation technology. Linking the curriculum to real-world challenges, the Programme is designed to equip students with the knowledge and practical skills they need to excel in their careers in the language services and translation industries.

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

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



隨着翻譯及語言服務行業踏進人工智能和大數據的新時代，市場對於兼通翻譯和科技的語文服務專才，需求日益增長。有見及此，翻譯文學碩士（電腦輔助翻譯）課程致力為學生提供有系統的電腦輔助翻譯（Computer-Aided Translation，簡稱CAT）培訓，使其能靈活選用各種尖端翻譯科技，在工作上發揮專業表現。本課程緊貼時代脈搏，理論實踐並重，以助學生在翻譯及語言服務事業上大展拳腳，傲視同儕。

本課程翻譯科技及專業語言服務並重，學生可以：

- 掌握翻譯行業的專業知識與技能；
- 親身體驗運用各種專業工具，包括自動翻譯系統、翻譯記憶庫、術語庫和項目管理平台等；
- 學習如何將CAT技能應用於跨領域（如科技、商業及法律）專業翻譯項目；以及
- 緊貼專業語言服務的最新發展（包括網頁本地化、雙語文案撰寫、編輯及數碼營銷）。



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

The Undergraduate Curriculum Structure comprises three components, namely Major Studies, the Common Core Curriculum and Free Electives. The total number of modules and credits to be completed by students



varies across the different programmes, depending on their respective nature.

Apart from Major Studies, students are required to take at least 16 modules under the Common Core Curriculum, including modules on General Education, Languages, Quantitative Methods and IT Skills. This structure aims at enhancing students' generic skills and broadening their intellectual horizons. Students can also choose to pursue a minor programme.

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

本科課程結構分為三部分，包括主修科目、共同核心課程及自由選修科目。因應各個主修課程的性質，不同課程對修讀科目及學分數量會有所差異。

除主修科目外，學生必須修讀最少16個共同核心課程科目，內容涵蓋通識教育、語文、計量方法及資訊科技。此課程結構旨在提高學生的共通技能，並拓展其學術視野。學生亦可選讀副修課程。

Undergraduate Curriculum Structure 本科課程結構

| Study Area 學習範圍 | No of Modules (Credits) 科目數量 (學分) | % of Total Curriculum 佔總課程的百分比 |
|-------------------------------------------------------|--------------------------------------|-----------------------------------|
| A. Major Studies 主修科目 | | |
| (i) Major (core & elective) 主修 (核心科目及選修科目) | 10 (30) - 23 (69) | 24.4% - 56.1% |
| (ii) Business (core & elective) 商學 (核心科目及選修科目) | 2 (6) - 12 (36) | 4.9% - 29.3% |
| B. Common Core Curriculum Requirements 共同核心課程要求 | | |
| (i) General Education 通識教育 | 16 (45) - 17 (48) 7 (21) | 39% - 41.5% 17.1% |
| (ii) Languages 語文 | | |
| • English 英文 | 4 (9) | 17.1% |
| • Chinese 中文 | 3 (9) | |
| (iii) Quantitative Methods and IT Skills 計量方法及資訊科技 | 2 (6) - 3 (9) | 4.9% - 7.3% |
| C. Free Electives 自由選修科目 | 0 (0) - 6 (18) | 0% - 15% |
| Total 總數 | Minimum 最少 41 (120) | 100% |

Students are also required to have fulfilled the following requirements in order to graduate:

- Attained specified scores/reached the specified level in the Language Competency Exit Tests for English and Putonghua;
- Passed the Information Technology Proficiency Test (unless exempted otherwise); and
- Completed specified hours in Community Services, Extra-curricular Activities and Physical Activities (for students admitted before AY2019/20); or completed the required number of iGPS Units and attended

the required number of College Assemblies (for students admitted in or after AY2019/20).

學生須同時達到以下要求，方可畢業：

- 於英語及普通話語文能力測試中獲得指定分數 / 達到指定水平；
- 通過資訊科技能力測驗 (除非另獲豁免)；及
- 完成指定的社區服務、課外活動及體育活動時數 (2019/20 學年之前入學之學生)；或完成所需的 iGPS 單元及出席指定次數的月會 (2019/20 學年或之後入學之學生)。

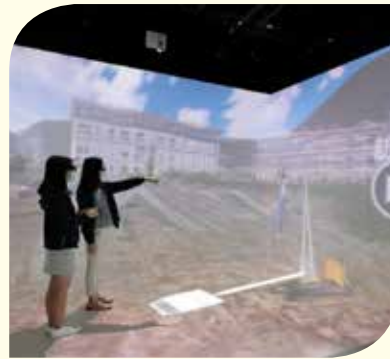
Commitments and Strategies on Teaching and Learning 教與學承諾與策略

HSUHK is committed to excellence in teaching and learning, echoing its unique 'Liberal + Professional' education model. As a liberal-arts-oriented educational institution, HSUHK features interactive small-class teaching, close student-teacher relationships, and extensive outreach and experiential learning opportunities.

HSUHK adopts Outcome-based Teaching and Learning, a student-centred education approach, to articulate the 'Liberal + Professional' education model and to cultivate the desired graduate attributes. Programmes' intended learning outcomes are explicitly defined, for which the teaching and learning activities are carefully designed. Periodic reviews of students' assessment results and learning experiences will lead to continuous improvement in programme quality and learning effectiveness.

A cross-disciplinary Common Core Curriculum, constituting up to 40% of the total curriculum, lays the foundation of Chinese, English, Quantitative Methods and IT Skills, and General Education for our undergraduate students, with the aim of providing them with common learning experiences.

HSUHK strives for teaching and learning enhancement of our teachers and students. Seminars, workshops, forums, and training are regularly organised for its teachers to share best practices and the most up-to-date teaching and learning experiences, and to promote teaching excellence. An Induction Programme for new academic staff also prepares them for teaching at the University. Outstanding teachers have been recognised by the HSUHK Teaching Excellence Awards since 2014/15; plenty of platforms, including a series of Teaching Excellence Awards Sharing Seminars, My Teaching Story, and the HSUHK Teaching and Learning Forum, are on hand for their sharing and passing on the experience, passion, devotion, and aspiration of being a good teacher. Financial support is offered to staff members for pursuing their own professional advancement. An in-house Teaching Development Grant also encourages enthusiastic teachers to try out new ideas for teaching and learning enhancement. On top of classroom learning, student engagement activities are organised to promote experiential learning experiences, such as the annual events of the HSUHK Innovation Project Competition, TEDxHSUHK seminar, 'My Learning Stories' Series, Model G20 Leadership Summit, etc.



恒大呼應其獨特「博雅+專業」教育模式，致力追求卓越的教與學表現。作為一所以博雅教育為主導的學府，恒大在教與學方面的特色包括小班教學、緊密師生關係，以及廣泛的外展及體驗式學習機會。

恒大採用以學生為本的「成果為本教學」方法，突顯「博雅+專業」教育模式和培養期望的畢業生特質。此教學法明確定義課程的目標學習成果，並為達到效果而精心設計教學活動，配合定期檢討學生的評核結果和學習體驗，以持續改良課程質素與學習效益。

跨學科的共同核心課程所佔比例達至課程總學分的40%，旨在為本科生提供共同學習體驗，並為他們的中文、英文、計量方法及資訊科技、通識教育打下堅實基礎。

恒大一直致力提升師生的教與學質素。大學定期為現職教師舉辦講座、工作坊、論壇、培訓活動，分享最佳教學方法及最新教與學經驗，推廣卓越教學，亦為新加入的教學人員提供啟導課程，為他們在恒大開課作好準備。由2014/15年度開始，大學透過「恒大卓越教學獎」表揚優秀教員，並邀請他們在卓越教學獎講座系列、《我的教學故事》小冊子、恒大教與學論壇等平台分享教學心得，講述他們對教學的熱誠和付出，並回顧立志成為好老師的初衷。大學資助教員作個人專業進修，校內亦提供教學發展資助，鼓勵熱心教師試行新方法以提升



Various emerging technologies are widely explored and adopted for better teaching and learning experiences. Our e-learning initiatives include Massive Open Online Courses (MOOC), online courses, blended learning, and smart learning projects involving artificial intelligence, Cloud platforms, 5G, robotics, etc. HSUHK has been prompt in adopting different online teaching and learning tools to support online or mixed mode teaching during the suspension of face-to-face classes, along with providing technical support to and sharing online teaching pedagogies with teachers. The outcomes of our successful e-learning projects are made available to the local public to offer more lifelong learning opportunities. HSUHK is also a pioneer among self-financing higher education institutions in implementing virtual reality (VR) in teaching and learning. Cross-institutional studies and collaborations with UGC-funded and private institutions are expected to bring about more advanced real-time cooperative VR systems in the near future.

HSUHK advocates innovative pedagogies and experiential learning beyond the traditional classroom. Credit-bearing modules with Service-Learning components were introduced in Semester 2, AY 2018/19. They enrich students' learning experiences through community engagement, and nurture students' caring attitudes and social responsibility. The development and enhancement of Service-Learning continue to be a focus of teaching and learning strategies at HSUHK.

教學質素。在傳統課室教學以外，大學也經常舉辦學生活動，如恒大創新比賽、TEDxHSUHK 講座、「恒學集」系列、模擬 G20 領袖峰會等等年度活動，推廣體驗式學習。

恒大廣泛嘗試和應用各種新興科技，務求為師生帶來更佳的教與學體驗。本校的電子學習倡議包括大型開放式網絡課程 (MOOC)、網上課堂、混合模式課堂，以及採用人工智能、雲端平台、5G、機械人等新科技的智慧學習項目。在暫停面授課堂期間，恒大迅速採用不同的網上教學工具，支援師生進行網上課堂或混合模式課堂，亦為教師提供技術支援和網上教學法的技巧和心得。恒大也會將校內實測成功的電子學習項目成果公開予本地公眾人士，帶來更多終身學習的選項。恒大更是自資高等教育院校中應用虛擬實境 (VR) 於教學的先驅，我們正與多所教資會資助院校及私立院校進行跨校研究合作，在不久的將來共同開發更進階的實時協作虛擬實境系統。

恒大致力推廣傳統課堂以外的各種創新教學法及體驗式學習，在 2018/19 學年下學期開始推行加入服務學習元素的計算學分科目，使學生透過參與社會服務獲得更充實的學習體驗，並培養人文關懷和社會責任。發展及改良服務學習科目，是恒大今後的教與學策略焦點之一。



Centre for Teaching and Learning

教與學發展中心

Established in 2015, the Centre for Teaching and Learning (CTL) aims at enhancing teaching and learning quality at HSUHK. It coordinates and consolidates staff's efforts in the planning, review, promotion and implementation in the following four areas of work:

1. Enhancement of excellence and innovation in teaching and learning

- Organising seminars, workshops, forums, and training on best practices, most up-to-date teaching pedagogies and learning experiences, outcome-based teaching, and criterion-referenced assessment for staff;
- Collaborating with the recipients of the HSUHK Teaching Excellence Awards for organising annual sharing seminars and open forums;
- Coordinating student learning experience surveys for quality assurance; and
- Organising University-wide student engagement activities for promoting a culture of innovation and creativity at HSUHK.

2. Common Core Curriculum

- Assisting in the development of the Common Core Curriculum (CCC);
- Coordinating the provision of sufficient and balanced General Education (GE) modules for enhancing the learning experiences related to CCC; and
- Organising GE-related co-curricular events such as the GE Salon and science education activities.

3. E-learning

- Supporting teaching and learning with the effective use of emerging technologies;
- Developing Massive Open Online Courses (MOOCs), online courses, blended learning, and Smart Learning initiatives; and
- Supporting the application of virtual reality (VR) and augmented reality technologies in teaching and learning.

4. Pedagogy of Service-Learning

- Providing opportunities, support and resources for the full Service-Learning experience of students and teachers;

- Allowing students to gain a holistic educational experience and to develop into responsible citizens; and
- Expanding the network of community partners including non-profit organisations, social enterprises, and government offices for more service project ventures for students and teachers.

教與學發展中心於 2015 年成立，旨在提升恒大的教與學品質。中心協調和集合教職員的努力，策劃、檢討、促進、推行以下四大類工作：

1. 提升教與學品質和創新

- 為職員舉辦講座、工作坊、論壇和訓練活動，介紹最佳教學方法及最新教與學經驗、成果為本教學，以及標準參照評估方法；
- 與「恒大卓越教學獎」得主合作舉辦年度座談會及公開論壇；
- 統籌學生學習經驗問卷調查，作質素保證之用；及
- 舉辦全校性學生活動，推廣恒大的創新及創意文化。

2. 共同核心課程

- 協助發展共同核心課程；
- 統籌通識科目，確保其供應充足及內容均衡，使學生有更好的共同核心課程學習體驗；及
- 在課程以外舉辦與通識相關的活動項目，如通識沙龍、科學教育活動等。

3. 電子學習

- 活用新興科技支援教與學；
- 發展大型開放式網絡課程、網上課堂、混合模式課堂，以及智慧學習倡議；及
- 支援在教與學應用虛擬實境及擴增實境技術。

4. 服務學習教學法

- 為師生的完整服務學習體驗提供機會、支援及資源；
- 使學生得益於全人教育體驗，成為負責任的公民；及
- 擴展社區協作伙伴的網絡，包括聯繫非牟利機構、社會企業和政府機構，為師生帶來更多服務社會的機會。

Other Teaching and Learning Centres 其他教學中心

• Virtual Reality Centre 虛擬實境中心

The Virtual Reality Centre (VRC) aims to support teaching, learning, research and community services through applying virtual reality and related technologies in universities, industries and society. The Centre is equipped with an immersive Cave Automatic Virtual Environment (CAVE)-based virtual reality system, Head-Mounted Devices (HMD) and other related equipment in its Virtual Reality and Big Data Analytics Laboratory (VRBD Lab). With these facilities, the Centre applies virtual reality, augmented reality and mixed reality to teaching and learning in various disciplines, and processes multi-dimensional Big Data Analytics and data visualisation with precision, thus providing an excellent platform for 3D interactive learning.

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

• IT Learning Centre 資訊科技學習中心

The IT Learning Centre endeavours to provide students with the knowledge and practical skills needed to solve problems using information technology. The Centre provides various IT workshops for students who are interested in upgrading their IT knowledge and relevant application skills.

資訊科技學習中心致力協助學生認識資訊科技知識和實務技巧，並用以解決問題。中心為有興趣提升資訊科技知識及其運用能力的學生，提供各類工作坊。

• English Learning Centre 英語研習中心

The English Language Centre (ELC) provides all graduates with Common Core English language courses, including the newly-implemented modules of University English I and University English II, English for Academic Purposes and English for Professional Communication.

The ELC also fosters an inspiring cultural environment for students to engage in English language learning. Through specialised workshops (e.g. IELTS test-taking skills workshops), various learning materials and user-friendly online resources, and professional consultations, the ELC helps students improve their English proficiency by strengthening their skills and abilities in reading, writing, listening and speaking. The Centre also encourages students' engagement with other cultures through on- and off-campus events.

英語研習中心為全校本科生提供英語課程，包括新辦的大學英語（一）、大學英語（二）、專業英語傳意及學術英語。

中心亦致力為學生營造充滿文化氣息和啟發性的英語學習環境。中心舉辦特色工作坊（如IELTS考試技巧工作坊）和主題研習小組，製作各式學習材料和簡便易用的網上資源，並提供專業諮詢，藉此協助學生提升英語水平，增強他們讀、寫、聽、講各方面的能力和技巧。中心也透過校園內外的活動，鼓勵學生認識其他文化。

• Institute for Chinese Language and Culture 中國語言及文化研習所

The Institute for Chinese Language and Culture (ICLC) aims at cultivating students' spirit of pursuing integrity alongside knowledge, as well as encouraging intellectual and cultural exchange. The ICLC consists of three centres:

1. The Putonghua Education and Assessment Centre, which administers the National Putonghua Proficiency Test (PSC) in collaboration with the State Language and Writing Commission. It helps students enhance their Putonghua abilities to meet the internationally recognised standard and prepares them for taking the PSC to fulfil the graduation requirement;
2. The Centre for Business Ethics and Culture, which organises the Seminar Series by renowned scholars and celebrities, international academic conferences, and various kinds of cultural activities to cultivate students' interest in Chinese culture; and
3. The Chinese Language Centre, which provides various multi-media resources and learning support to help students improve their Chinese proficiency.

中國語言及文化研習所旨在培育學生的敦品勵學精神及推動學術文化交流。研習所轄下設有三個中心：

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

• Centre for Asian Languages and Cultures 亞洲語言文化中心

The Centre for Asian Languages and Cultures is the first of its kind among all higher education institutions in Hong Kong. It endeavours to encourage young people to appreciate Asian languages and cultures, with a vision to equip students with the knowledge and language skills required for capturing the development opportunities in the Belt and Road region. The Centre also works towards enhancing students' proficiency in Asian languages and arousing their interest in Asian cultures.

亞洲語言文化中心為香港高等院校中首個同類型中心，致力鼓勵年輕人欣賞亞洲語言及文化。中心教授學生相關知識及語言技能，裝備他們抓緊一帶一路發展機遇，並期望提升學生的亞洲語言能力及對亞洲文化的興趣。

• Greater Bay Area Innogration Hub 大灣區融創中心

The Greater Bay Area Innogration Hub strives to provide entrepreneurs and business leaders with a platform for international exchanges. A series of programmes and professional training courses are offered to visionary business talents to help them better understand local and international corporate cultures. Besides, the Hub co-operates with other institutions to provide young people with ample research and teaching opportunities in the hope of facilitating the development and social integration of the Greater Bay Area, while driving collaboration between academia and the commercial sector in the region.

大灣區融創中心致力為企業家及商界領袖提供國際交流平台。中心舉辦一系列課程和專業訓練，以幫助懷抱願景的商業長才更快掌控本地以及國際企業文化。此外，中心亦與其他機構合作，為年輕人提供豐富研究及教學機會，促進大灣區發展及社會融合，推動區內學術和商業協作。

• The Start-up and SME Resource Centre 初創及中小企資源中心

The Start-up and SME Resource Centre aims to contribute to the sustainability of start-ups and SMEs in Hong Kong, and cultivate our students' skills in communication, creative problem-solving and professional English report writing, so as to enhance their employability. The Centre instils work ethics and a sense of teamwork in students, nurtures their leadership skills, and provides them with ample opportunities to gain practical experience in real-life business contexts.

初創及中小企資源中心旨在促進香港初創企業及中小企業的可持續發展，並訓練學生的溝通技巧、創意解難能力和專業英語報告寫作技巧，以增加他們的就業機會。中心亦會向學生灌輸職業操守及團隊合作精神，培養他們的領導才能，並為他們提供大量在現實商業環境裏汲取實戰經驗的機會。

• The Centre for Humanistic Buddhism 人間佛教應用研習中心

The Centre for Humanistic Buddhism is a teaching and research platform co-established by a team of HSUHK staff members and Fo Guang Vihara HK. It is the second study centre in the world that Fo Guang Vihara set up in partnership with a university. With the spirit of Erudition and Perseverance, the Centre is committed to becoming a platform to promote the application and practice of 'Humanistic Buddhism' in the Greater Bay Area, and embraces the mission to promote world peace, social harmony, family solidarity, self and mutual respect, and self-awareness.

人間佛教應用研習中心是由一群恒大教職員與佛光山香港佛光道場共同設立的教學與研究平台，也是佛光山在全球第二個與大學合作的研習中心。中心致力以博學篤行的精神，成為在大灣區中推動「人間佛教」應用與實踐的平台，並以促進世界和平、社會和諧、家庭和順、人我和敬、自心和悅為任務。

Commitments and Strategies on Research

研究承諾與策略



The research mission of HSUHK is to generate new applicable knowledge that contributes to academic enhancement and the development of society. We aspire to use our research outcomes to inform teaching in relevant disciplines. At HSUHK, research is one of the central components in enhancing teaching and learning quality; moreover, impactful applied research benefits society while elevating our reputation. We have therefore always emphasised on fostering a research culture that is collaborative and interdisciplinary, with outreach to the community.

With this mission in mind, the University endeavours to promote and drive innovative research that can generate new knowledge and in turn provide solutions to the various problems of local industries and the community through knowledge transfer. On the education front, using our research as a basis, we strive to enrich our programme design and develop our students' research abilities and problem-solving skills.

HSUHK encourages academic staff and researchers to conduct impactful research that can address the needs of the University, industry, the community and academia through adopting proactive measures. The University offers internal funding to support various kinds of research activities ranging from paper presentations, data collection, pilot studies and research publications. Comprehensive guidance and support measures are in place to facilitate academic staff and researchers to apply for external research funding. At the strategic level, the University has established University-wide research themes to promote collaborative and interdisciplinary research, and has identified promising School-level strategic research areas as the foci of development. Quality research works with a demonstrated impact within or beyond academia are well recognised and awarded by the University.

恒大致力藉著學術研究，開拓嶄新應用知識，並以促進學術發展及社會進步為使命。恒大大期望以研究成果作為相關學科的教學基礎。學術研究除了是提升恒大教學質素不可或缺的一環外，具影響力的應用研究更可造福社會，以及提高大學的聲譽。因此，恒大一直著重培養互動合作、跨越學科及延伸社群的研究文化。

本着大學的研究使命，恒大積極促進及發展創新研究，以開拓嶄新知識，並透過知識轉移，為本地業界及社會的各種問題，提供解決方案。在教學方面，恒大以研究作為基礎，豐富課程設計，並培養學生的研究能力及解難技巧。

恒大採取積極措施，鼓勵學術及研究人員發展具影響力的研究，以回應大學、業界、社會及學術界的需要。恒大提供內部資助，支援論文發表、數據收集、試點研究及研究出版等各項研究活動。大學亦設有完善的指導及支援服務，協助學術及研究人員申請校外研究資助。在策略層面上，恒大訂立適用於大學的研究主題，推動互動合作及跨越學科的研究項目；同時確立適用於個別學院的策略性研究領域，重點拓展有潛力的研究範疇。此外，恒大亦會大力表揚及獎勵各項為學術界或其他界別帶來積極影響的優質研究。



Strategic Research Areas

策略性研究領域

The University has adopted 'Corporate Sustainability, Social Responsibility and Innovation' as the major University-wide research theme. The University has been actively involved in research and projects related to this theme. At the School level, each School, based on its own academic discipline and areas of strength, has also identified its strategic research areas.

Research at HSUHK can be categorised into six domains, namely 'Big Data and Artificial Intelligence', 'Business', 'Greater China Studies', 'Language, Literature and Translation Technology', 'Public Policy and Communication' and 'Supply Chain Management and E-applications'. These research domains bring together researchers from various disciplines, and serve as a focus for attracting research funding and collaboration opportunities with industry and academia.

The six HSUHK research domains summarising the University-wide research themes and the School-level strategic research areas also provide strategic coordination across the university and a platform for collaborative interdisciplinary research.

恒大以「企業可持續發展、社會責任及創新」作為大學的主題研究領域，並積極從事有關研究項目。另外，各學院亦按照其學術範疇及強項，制訂專屬策略性研究領域。

恒大的研究一般可歸納為六大範疇，分別為「大數據及人工智能」、「商務」、「大中華研究」、「語言、文學及翻譯科技」、「公共政策及傳播」以及「供應鏈及電子應用程式」。這些研究範疇匯聚不同學科的研究人員，更是吸引研究經費及與業界及學界合作機會的焦點所在。

六大研究範疇歸納出恒大的主題研究領域及各學院的策略性研究領域，有助統籌大學的研究策略，並為跨學科的研究工作提供一個合作平台。

| School 學院 | Strategic Research Areas 策略性研究領域 | Research Domains 研究範疇 |
|---------------------------------------|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| School of Business 商學院 | Contemporary Issues in Capital Markets 當代資本市場議題 | Business 商務 Greater China Studies 大中華研究 |
| | Consumer and Organisational Behaviour 消費者及組織行為 | |
| | Cross-Cultural Management and International Markets 跨文化管理及國際市場 | |
| | Ethics and Sustainability (including the Junzi Corporation Project) 倫理及可持續發展（包括君子企業計劃） | |
| | Pedagogy, Teaching and Case Research 教育、教學及個案研究 | |
| School of Communication 傳播學院 | New Media and Social Changes in Hong Kong 香港的新媒體及社會變遷 | Greater China Studies 大中華研究 Public Policy and Communication 公共政策及傳播 |
| School of Decision Sciences 決策科學學院 | Artificial Intelligence and Cloud Networking 人工智能及雲端網絡 | Big Data and Artificial Intelligence 大數據及人工智能 Greater China Studies 大中華研究 Supply Chain Management and E-applications 供應鏈及電子應用程式 |
| | Business Analytics and Supply Chain Excellence 商務分析及卓越供應鏈 | |
| | Data Mining and Quantitative Risk Management 數據採集及量化風險評估 | |

| School 學院 | Strategic Research Areas 策略性研究領域 | Research Domains 研究範疇 |
|--------------------------------------------------------|-------------------------------------|---------------------------------------------------------------|
| School of Humanities and Social Science 人文社會科學學院 | Digital Humanities 數位人文 | Greater China Studies 大中華研究 |
| | Identity Studies 認同研究 | Language, Literature and Translation Technology 語言、文學及翻譯科技 |
| | Transnationalism 跨國主義 | Public Policy and Communication 公共政策及傳播 |
| School of Translation and Foreign Languages 翻譯及外語學院 | Translation Technology 翻譯科技 | Greater China Studies 大中華研究 |
| | Business Law Translation 商務法律翻譯 | Language, Literature and Translation Technology 語言、文學及翻譯科技 |
| | Translation and Culture 翻譯與文化 | Public Policy and Communication 公共政策及傳播 |

Externally Funded Research Projects 外界資助研究項目

The University has been awarded HK\$18.16 million from the Research Grants Council (RGC) for implementing 18 projects under its Faculty Development Scheme, Institutional Development Scheme Research Infrastructure Grant, and Inter-institutional Development Scheme in 2021/22. With the RGC funding support, the University established between 2016 and 2018 three research institutes or centres, namely the Deep Learning Research and Application Centre (renamed as Deep Learning and Cognitive Computing Centre in August 2020), the Research Institute for Business, and the Centre for Greater China Studies, to promote and support research conducted across the University. In 2021/22, a new RGC-funded research centre for ESG (Environmental, Social and Governance) and sustainability will also be established.

Our academic faculties actively participate in a wide range of externally funded research projects. As of September 2021, HSUHK had secured HK\$192.05 million from different external funding schemes or bodies for 192 research projects, and HK\$51.24 million from the Education Bureau for 11 teaching development projects over the past several years.

恒大於2021/22年度，獲研究資助局（研資局）轄下的「教員發展計劃」、「院校發展計劃研究基礎設施撥款」和「跨院校發展計劃」撥款共 1,816 萬港元，資助進行 18 個研究項目。透過研資局的資助，恒大於 2016 年至 2018 年間成立了三間研究所或中心，包括深度學習研究與應用中心（於 2020 年 8 月更名為深度學習與認知計算中心）、商學研究所和大中華研究中心，以推動及支持大學的研究工作。在 2021/22 年度，一個由研資局資助的「環境、社會、管治及可持續性」研究中心亦將成立。

恒大學術人員積極參與多個校外資助研究項目。截至 2021 年 9 月，學院獲不同資助計劃或機構撥款約共 1 億 9,205 萬港元，在過去數年間進行 192 個研究項目，亦同時獲教育局撥款約共 5,124 萬港元，以進行 11 個教學發展項目。

Research Centres and Institutes 研究中心及研究所

• Big Data Intelligence Centre 大數據智能中心

The Big Data Intelligence Centre undertakes high-quality applied research in Big Data, Artificial Intelligence and Business Analytics. It addresses the growing demand of industry for a fuller understanding of Big Data, while disseminating Big Data-related knowledge to academics, industry and governmental organisations in Hong Kong.

大數據智能中心從事有關大數據、人工智能及商業分析的高質量應用研究，以回應業界與日俱增的對全面了解大數據的需求，並向本地學術界、業界及政府組織提供大數據的相關知識。

• Research Institute for Business 商學研究所

The Research Institute for Business (RIB) was established in AY 2015/16 with the financial support of the Institutional Development Scheme of the Research Grants Council (RGC) of Hong Kong.

The Institute strives to provide support to HSUHK colleagues in conducting relevant research in their own areas according to their respective research themes. It also serves as a bridge between industry and the School of Business (SBUS) to facilitate information dissemination and knowledge transfer.

恒大商學研究所在大學教育資助委員會院校發展計劃的資助下，於2015/16學年成立。商學研究所致力支援恒大商學院同事根據其相關主題所進行的研究工作。同時，商學研究所擔當業界和恒大商學院之間的信息傳播橋樑角色，不斷推動知識轉移。

• Centre for Greater China Studies 大中華研究中心

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

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

大中華研究中心旨在增強有關中國崛起及其對世界的影響的跨領域研究。中心的兩大目標包括作為規劃及促進恒大的大中華研究的平台，以及推動國內外學者的學術交流與合作。

中心的四大重點領域為：推動有關一帶一路與大灣區發展的研究；鼓勵探討中國與其他國家互動及相關問題的研究；倡導數碼研究法，並將相關知識應用於大中華研究；以及建立「大中華網絡」網站，以推展各種學術活動與網路出版事宜。

• Chinese Family Succession Research Centre 華人家族傳承研究中心

The Chinese Family Succession Research Centre aspires to be the leading research platform for generating and disseminating new knowledge on family succession in the Greater China region. The Centre undertakes research on Chinese culture and family succession, family business, family governance, family wealth and estate management, as well as the family as a brand. It also provides consultation services to family businesses and organises seminars, training, and workshops to promote best practices on family wealth management.

華人家族傳承研究中心致力成為大中華地區開拓及發放有關家族傳承新知識的頂尖研究平台。中心從事有關中國文化與家族傳承、家族企業、家族管治、家族財富和遺產管理，以及家族品牌化的研究，同時亦為家族企業提供諮詢服務，並舉辦研討會、培訓及工作坊，以推廣家族財富管理的最佳模式。

• Deep Learning and Cognitive Computing Centre 深度學習與認知計算中心

Formerly known as the Deep Learning Research and Application Centre, the Deep Learning and Cognitive Computing Centre aims at undertaking quality research in Deep Learning and Cognitive Computing, as well as serving as a hub for collaboration with external parties from industry, academia and government.

深度學習與認知計算中心前身為深度學習研究與應用中心，旨在開展與深度學習與認知計算相關的高質素研究，作為與來自業界、學術界及政府的校外人士的合作中樞。

• Policy Research Institute of Global Supply Chain 全球供應鏈政策研究所

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

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

• Centre for Public Policy Research 公共政策研究中心

The Centre for Public Policy Research (CPPR) aims to provide a platform for faculty members from multidisciplinary backgrounds across the University to carry out public policy research as well as to share their ideas and findings in this area. Through disseminating the findings to the general public and the academic community, CPPR hopes to raise public awareness of policy issues and relevant debates. CPPR also acts as a bridge between the University and the wider community to facilitate them in understanding and examining policy issues.

公共政策研究中心旨在為擁有不同學科背景的恒大大教員提供平台，進行各種公共政策研究，並分享他們的想法和研究結果。藉着向普羅大眾及學術界分享研究成果，中心希望提高公眾對政策問題及相關討論的關注，並發揮橋樑作用，推動恒大及社會各界了解及探討各政策議題。



Commitments and Strategies on Student Development 學生發展承諾與策略

In support of HSUHK education goals, SAO strives to create a supportive and challenging learning environment by providing a full range of co-curricular programmes and residential life experience, engaging students in campus life; enabling their total development and wellness; empowering teamwork and leadership; promoting civic participation; cultivating diversity and global citizenship; and enhancing employability. Our ultimate aims are to foster student success and to equip our students to contribute to society.

學生事務處秉承恒大的教育理念，時刻與同學並肩同行，矢志透過多元聯課學習計劃及住宿書院的體驗，讓同學在充滿挑戰與支援的學習環境下，投入校園生活，全面茁壯成長，培養團隊精神及領導才能，積極為社羣出力，並具備國際視野和文化共融的胸襟，提升職場競爭力，最終學有所成，回饋社會。

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

The HSUHK Jockey Club Residential Colleges (RCs) were completed and inaugurated in September 2015 with the generous support of the Hong Kong Jockey Club Charities Trust. We adopt a full Residential College System. Creating a community that combines living and learning, the Residential College System echoes the University's 'Liberal + Professional' education model.

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

Each RC has a distinctive theme and its own character:

Lee Yick Hoi Lun Mosaic College – 'Cultural Diversity'

S H Ho Wellness College – 'Healthy Living'

Patrick S C Poon Amity College – 'Community Engagement and Service'

Fung Yiu King Evergreen College – 'Sustainability'

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

Each RC is also governed by an Advisory Board that provides advice and makes recommendations on the overall direction and long-term development of the RC. It also steers the strategies to enhance the RC's efforts in establishing effective networks and expanding ties and engagement with community leaders and RC alumni.

The four residential colleges work hand-in-hand with the Student Affairs Office (SAO) to implement a series of educational programmes and initiatives that develop the RC System strategically:

恒大賽馬會住宿書院（住宿書院）由香港賽馬會慈善信託基金慷慨捐助興建，於 2015 年 9 月落成啟用。恒大實行住宿書院制度，配合「博雅 + 專業」教育模式，營造一個共住共學的社區。

在此獨特的教育模式下，書院生活增潤了正規學術課程，令學習更有深度，有助學生作多元發展。透過積極參與舍堂教育活動，學生能獲得大量機會向其他住宿書院成員學習，建立社交網絡，欣賞多元文化，增強自律管理，發展領導才能，並建立解難能力，以應付現實生活的各種挑戰。

四個住宿書院主題鮮明，各具特色：

利易海倫博文書院 - 「多元文化」

善衡康活書院 - 「健康生活」

潘樂昌樂群書院 - 「社區聯繫及服務」

馮堯敬綠延書院 - 「可持續發展」

每所住宿書院均由一位書院院長、一位副院長及三位導師所組成的團隊管理，他們策劃及推行整體舍堂教育，同時給予宿生指導與關顧。

每個住宿書院亦設立了董事會。董事會就住宿書院的總體方向和長期發展表達意見及提出建議。同時，董事會制訂各項策略，帶領書院拓展人際網絡，以及加強與社區領袖和校友的聯繫，爭取各界參與支持。

四所住宿書院與學生事務處通力合作，推行各式教育項目和計劃，以更有策略地完善住宿書院制度：



- **Affiliated Fellowship Scheme** enables our faculty members to support RC development in various ways. More than 60 faculty members serve as RC Fellows;
- Each of the four RCs has its own **credit-bearing course featuring the RC Theme** that allows students to explore and learn about their respective RC theme in depth;
- **Non-residential Membership Scheme** engages students who live off-campus to participate in the RCs' wide variety of activities and enhances their interaction with other members of the RCs;
- **Residential Student Leaders Scholarships** recognise students who contribute to the RC community. The RCs continue to nurture these students to become leaders in the RCs by providing them with training opportunities; and
- **Student Leadership Programmes and Initiatives**, such as the RC Sustainability Leader Programme, RC Fun Working Programme, and Residents' Associations, nurture students to become leaders in different fields.
- **住宿書院夥伴計劃**獲超過60位恒大大老師參與，擔任各書院的夥伴，在多方面支持其發展；
- 四個書院各有一個**以住宿書院主題為基礎的學分課程**，讓同學深入探索和認識所屬住宿書院的主題；
- **非住宿會員計劃**鼓勵非住宿學生參與書院多采多姿的活動，並促進他們與各書院成員之間的交流；
- **住宿書院學生領袖獎學金**嘉許為書院社區作出貢獻的同學。住宿書院持續提供訓練機會，培育他們成為宿生領袖；及
- 各項**學生領袖計劃及項目**，包括「永續發展宿生領袖計劃」、「住宿書院實習計劃」及宿生會，均有助培育同學成為不同領域的領袖。

住宿書院榮獲香港綠色建築議會頒發綠環評鉑金級認證。竹的生長週期較樹木快，碳排放量亦相對較低，因此為住宿書院廣泛採用。我們致力宣揚環境保育，並鼓勵學生實踐有利可持續發展的綠色生活方式。

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

The RCs have received the Hong Kong Green Building Council's BEAM Plus New Buildings Award with Platinum grading. Bamboo, with a faster growth cycle than trees and a relatively smaller carbon footprint, is widely used in the RCs. We strive to promote environmental conservation and encourage students to develop a green and sustainable lifestyle.

HSUHK upholds the belief that residential life experience constitutes an important part of co-curricular learning and fosters a creative, collaborative and inclusive teaching and living culture, which enables students to live and learn together and prepare themselves for their future careers.



Student Exchange Programmes 學生交換計劃

HSUHK offers student exchange programmes with different international tertiary institutions. Students can take these valuable opportunities to broaden their horizons and gain international exposure. The University has currently established over 80 partnerships with various higher education institutions in Asia, Australia, Europe, the Middle East and North America, such as Tsinghua University, Mainland China; Aichi Shukutoku University, Japan; Korea University (Sejong Campus), Republic of Korea; Australian Catholic University, Australia; HAAGA HELIA University of Applied Sciences, Finland; University of Rouen Normandie, France; SRH University Heidelberg, Germany; Vilnius University, Lithuania; Amsterdam University of Applied Sciences, the Netherlands; University of Oslo, Norway; Universidad San Pablo-

CEU, Spain; Stockholm University, Sweden; ZHAW School of Management and Law, Switzerland; College of Law and Business, Israel; Concordia University, Canada; and Whittier College, the US.

恒大與多間國際高等院校合作，為同學提供不少交換生機會。同學能藉此獲得寶貴經驗，擴闊視野。現時，恒大與亞洲、澳洲、歐洲、中東及北美洲超過 80 間專上學府建立合作伙伴關係，包括內地清華大學、日本愛知淑德大學、韓國高麗大學世宗校區、澳洲天主教大學、芬蘭哈格赫利爾應用科學大學、法國諾曼底魯昂大學、德國海德堡 SRH 大學、立陶宛維爾紐斯大學、荷蘭阿姆斯特丹應用科學大學、挪威奧斯陸大學、西班牙聖保羅 CEU 大學、瑞典斯德哥爾摩大學、瑞士蘇黎世應用科學大學管理與法律學院、以色列法律及商業學院、加拿大協和大學，以及美國惠蒂爾大學等。



Internships 工作實習

Internships equip students with practical work experience, and are conducive to sharpening students' workplace skills, therefore increasing their employability. The Career Planning and Development Team of the Student Affairs Office (SAO) works closely with employers in an array of sectors to create internship opportunities for our students. HSUHK students participate in diverse internship programmes with over 1,100 internships offered by more than 400 companies or internship schemes every year. The internships take place not only locally, but also in the Mainland and overseas, covering countries in Oceania, Europe, East and Southeast Asia, as well as North and South America. In recent years, some overseas employers have also offered virtual internship opportunities to HSUHK students, allowing students to work remotely in Hong Kong with their overseas colleagues. The positive attitude and outstanding work performance of HSUHK students have been highly commended by employers worldwide.

實習計劃讓學生親身體驗工作實況，有利磨練學生的工作技能，增強他們的就業競爭力。恒大學生事務處事業策劃與發展組與不同業界保持密切連繫，為學生開拓實習機會。恒大學生每年參與超過 400 家公司或實習項目所提供的 1,100 多個實習職位。除了本地實習，同學亦有機會到國內及海外擔任實習生，包括前往大洋洲、歐洲、東亞、東南亞、北美和南美的國家。近年，部分海外僱主亦為恒大學生提供虛擬實習機會，讓他們能留港與海外同事合作。恒大學生的正面積極態度和出色工作表現，備受世界各地僱主讚賞。



Service-Learning 服務學習



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

恒大致力與各個社會服務機構建立聯繫，為同學提供「服務學習」機會，讓他們獲得更全面的學習體驗，藉此培養他們成為負責任的公民。「服務學習」結合學習與社會服務，在充實課程內容及教學模式的同時，亦給予學生機會在真實環境中應用課堂所學知識，並造福社群。透過參與社會服務，學生不但能深入了解課程內容，亦能學會心繫社會，建立公民意識。

Honours Academy 榮譽學院

Established in 2020, HSUHK's Honours Academy (HA) is a first-of-its-kind initiative in Hong Kong's higher education sector. Built upon HSUHK's unique 'Liberal + Professional' education model, the HA aims to nurture students with academic excellence, an international perspective and civic engagement into impactful young leaders. Every academic year, no more than 20 high-calibre Year 1 undergraduates will be competitively selected to embark on a unique three-year journey of vibrant training and fruitful undergraduate experience in the HA.

The HA programme is designed to complement and broaden our HA elites' horizons and all-round experience beyond the classroom. A customised interdisciplinary curriculum and experiential learning opportunities will shape a transformative university experience for our HA students. With the staunch support of prestigious leaders from various industries to serve as Professional Fellows, HA students can gain industry insights, deepen their knowledge and expand their professional network through mentorship and job-shadowing. HA students also enjoy exclusive benefits including leadership development, personalised coaching, guaranteed Residential College living and learning, scholarships for overseas exchange, and outstanding graduate awards.

恒大大於2020年創立本港高等教育界首間榮譽學院。榮譽學院建基於恒大獨特的「博雅+專業」教育模式，致力培育具備豐富學識、國際視野及社會承擔的恒大同學成為有影響力的年輕領袖。榮譽學院收生過程嚴謹，每學年錄取不多於二十位傑出本科一年級學生，開展為期三年的獨特重點培訓之旅，體驗豐盛本科生活。

榮譽學院的培育計劃設計，旨在為菁英學生提供課堂以外的多元學習機會，擴闊其視野和體驗。學生將修讀特別制訂的專屬跨學科課程，參與體驗式學習，獲取具轉化力量的大學體驗。榮譽學院有幸邀得各界成就超卓的領袖鼎力支持，擔任學院專業院使，透過師友計劃和影子實習，讓學生洞悉行業形勢，加深專業知識，並擴闊專業人際網絡。榮譽學院學生更可受益於其專享的額外領袖訓練、個人輔導、住宿書院入住保證與學習體驗、海外交流獎學金及傑出畢業生獎學金等。



The HA provides innovatively-designed interdisciplinary modules to enrich students' learning beyond their degree programmes. Starting by strengthening self-understanding and communication skills, the core modules will proceed to hold HA Seminars to deepen students' insights in service leadership and public policy analysis, paired with real-world experiential learning insights. In their senior years, HA students will initiate and pursue independent research projects under the supervision of Academic Fellows who are our seasoned faculty members, on topics across disciplines to promote intellectual growth and to encourage excellence in scholarship.

Capitalising on the extensive resources at HSUHK and beyond, the HA serves as an incubator for future global leaders to be equipped with cross-cultural

competencies and civic leadership to proactively bring about positive impact on the local and international communities.

榮譽學院亦提供設計新穎的跨學科課程，以充實學生在本科課程以外的學習經歷。在核心課程下，學生首先會學習自我探索及溝通技巧，然後通過參加榮譽學院講座，深入了解服務領導理論及公共政策分析，同時透過體驗式學習建構各種見解。就讀高年級時，榮譽學院同學將在由本校資深教員擔任的學術院使的指導下，構思並開展跨學科獨立專題研習，以推動知識發展及卓越學術研究。

榮譽學院善用大學及外界的豐富資源，致力培育同學成為具跨文化能力及公民領導力的未來全球領袖，積極為本地及國際社會帶來更多正面影響。

Career Development and Graduate Employment 事業發展及畢業生就業概況

Apart from nurturing students' humanistic qualities, HSUHK is committed to developing their professional skills, so that they can unleash their potential in the workplace. To equip students with essential skills and better support graduates' employment, the Career Planning and Development Team of the Student Affairs Office (SAO) coordinates a wide variety of activities and campaigns, as well as offers professional career advice and assistance to students.

To provide career support for graduates during the global economic downturn in recent years, the SAO has initiated an exclusive collaboration with well-known external job portals and launched a job matching scheme that has successfully received support from over 180 employers in more than 30 industries. The annual signature event, the Careers Fair, was also remodelled into a hybrid mode in view of global market developments, and was able to bring in over 120 employers offering more than 2,000 internships and full-time job opportunities to our students and graduates. Collaboration was also established with external large-scale recruitment programmes to offer nominations to organisers or employers proactively, in the hope of increasing the potential of matching suitable employment for HSUHK graduates with opportunities in Hong Kong and the Greater Bay Area. In addition, the SAO works with the Advancement and Alumni Affairs Office (AAAO) to engage alumni to provide more support to the HSUHK community in graduate recruitment and students' career development.

Among the class of 2020 bachelor's degree graduates of HSUHK, around 90% of survey respondents are engaged in employment or full-time further studies. A large proportion of graduates taking full-time employment have entered the Banking, Finance and Insurance sector; the Accounting, Auditing and Business Services sector; the Transport and Logistics

sector; or the Trading, Wholesale and Retail sector (figures from the Graduate Employment Survey 2020 conducted by HSUHK).

恒大除了注重培養學生的人文素質外，亦致力培育學生的專業技能，好讓他們能在職場上一展所長。為裝備學生掌握必備的技能，以及加強對畢業生的就業支援，學生事務處事業策劃及發展組籌辦各式各樣的活動與計劃，並為學生提供專業就業意見及輔助。

近年環球經濟疲弱，學生事務處為加強對畢業生的就業支援，與知名校外求職平台開展獨家合作，推出了職業配對計劃，成功獲得超過30個行業逾180位僱主的支持。因應全球市場發展，學生事務處將年度重點項目就業博覽轉型為以虛擬結合實體的混合模式舉行，並吸引了120多家企業參與，共為學生和畢業生提供逾2,000個實習或全職就業機會。學生事務處亦與校外大型招聘項目合作，積極向主辦單位及僱主提名人才，以期增加恒大畢業生獲得合適工作配對的機會，助其抓緊香港及大灣區的機遇。此外，在畢業生招聘及學生事業發展方面，學生事務處亦與發展及校友事務處攜手，推動校友為恒大學生提供更多支援。

2020年度的恒大本科畢業生中，接近九成受訪畢業生已投入職場或繼續進修。不少全職就業的畢業生均加入了銀行、金融與保險業；會計、審計與商業服務業；運輸與物流業；或貿易、批發與零售業（數字來自恒大畢業生就業調查2020）。



Student Development Centres 學生發展中心

• Institute for Youth Sustainability Leadership

青年可持續發展領袖研習所

The Institute for Youth Sustainability Leadership (IYSL) endeavours to mobilise young people to achieve the United Nations' Sustainability Development Goals (SDGs) through education and empowerment. It encourages teachers to blend the goals and concepts of sustainability into teaching and learning activities. It also cooperates with various non-governmental organisations and community groups to develop young people into problem-solvers and shapers of a sustainable future, with the knowledge and skills needed to promote sustainable development.

青年可持續發展領袖研習所致力透過教育與賦權，推動青年學子實現聯合國制定的可持續發展目標。研習所除鼓勵教師把可持續發展目標和理念融入教

學活動外，亦與多個非政府組織和民間團體合作，致力讓青年人掌握可持續發展的知識和技能，以解決社會面臨的種種挑戰，推動未來的可持續發展。



• Wu Jieh Yee Centre for Innovation and Entrepreneurship

伍潔宜創新及創業中心

The Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) was established through the generous donation of the Wu Jieh Yee Charitable Foundation. Its primary focus is to cultivate the innovative and entrepreneurial mindset of HSUHK students through a range of functions and activities. It also aims at raising awareness of the importance of entrepreneurship, innovative thinking and creativity among the youth and general public of Hong Kong. WUCIE also strives to foster entrepreneurial development, innovative thinking

and creativity enhancement, and to share and disseminate best practices of entrepreneurship and creativity education to a wider community.

伍潔宜創新及創業中心在伍潔宜慈善基金慷慨捐助下成立，旨在透過一系列活動，培養恒大學生的創新思維及創業精神，同時令香港年輕人及社會大眾進一步了解創業、創新及創意的重要。中心致力推動創業、引發創新思維和提升創意，並向社會各界分享創業最佳實踐和推動創意教育。



Student Achievements and Awards 學生成就及獎項

HSUHK fully supports students' all-round development and encourages them to take part in different activities and competitions proactively to sharpen their competencies. With their commitment and efforts, HSUHK students have in recent years obtained brilliant achievements, some of which are highlighted below:

恒大一直全力支持學生的全面發展，鼓勵他們積極參與不同的活動及賽事，從而提升競爭力。憑藉他們的投入和努力，恒大學生獲取亮眼成績，近年部份成績節錄如下：

| External Open Competition Awards [Selected] 校外公開比賽獎項 (節錄) | |
|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MonsoonSIM Enterprise Resource Management Hong Kong Competition 2021 MonsoonSIM 企業模擬資源管理香港區比賽 2021 | Champion in the Grand Final 決賽冠軍 2nd Runner-up in the Grand Final 決賽季軍 |
| The First Outstanding Tertiary Students Selection 2021 首屆「傑出大專生選舉」2021 | Top 10 Outstanding Tertiary Students 十大傑出大專生 |
| HSUHK x SCMP Entrepreneurship Challenge 2021 恒大 X 南華早報創業挑戰賽 2021 | Champion, 1st Runner-up and 2nd Runner-up 冠軍、亞軍及季軍 Technological Innovation Award 科技創新獎 My Favourite Start-up Idea Award 我最喜愛的創業意念獎 |
| CILTHK Student Day 2021 Competition 香港運輸物流學會學界專題研習比賽 2021 | 2nd Runner-up 季軍 |
| Lions Clubs' Video Production Competition on Eyesight Protection 「獅瞳傳愛」短片創作大賽 | 1st Runner-up 亞軍 Merit Award 優異獎 |
| 2021 Hong Kong Logistics Case Contest 2021 香港物流案例比賽 | Best Innovative Solution 最創新解決方案 |
| The Kotlin Heroes 5 (2020) Kotlin Heroes 編程比賽 2020 (第5屆) | Top 10% worldwide (ranked #470) 全球首 10% 名次 (第 470 名) |
| IEEEExtreme 14.0 Programming Competition IEEEExtreme 14.0 編程競賽 | 1st in the Hong Kong region and 151st worldwide 香港地區第一位 及 全球排名第 151 位 |
| HSUHK x SCMP Entrepreneurship Challenge 2020 Online Competition 恒大 X 南華早報創業線上挑戰賽 2020 | Champion 冠軍 |
| Hong Kong Creative PR Competition (HKCPRC) 2020 全港創意公關大賽 2020 | Professional Market Analysis Award 專業市場分析獎 |
| Cyberport and AWS Educate Cloud Career Pathways Competition 2020 數碼港學院 x AWS Educate 雲科技職業證書比賽 2020 | Top Ten 十大表現最佳學生 |
| 2020 Campus News Awards 2020 大學新聞獎 | 1st Runner-up of Best in Tech News Reporting (English) 最佳科技新聞報道 (英文組) 亞軍 1st Runner-up of Best in News Video Reporting (English) 最佳新聞視頻 (英文組) 亞軍 2nd Runner-up of Best in Headline Writing (Chinese) 最佳標題 (中文組) 季軍 2nd Runner-up of Best in Headline Writing (English) 最佳標題 (英文組) 季軍 |

| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| The 31st Hong Kong Schools Chinese Poem Composition Contest (University and Post Secondary Section) 第三十一屆全港學界律詩創作比賽 (大學及大專組) | 2nd Runner-up 季軍 | |
| 3rd Social Entrepreneurship Practice Camp 第三屆社創實踐營 | 2nd Runner-up & Youth Entrepreneurship Award 季軍及羅桂祥青年創業家大獎 | |
| China Daily Hong Kong Edition 2019 Campus Newspaper Awards 《中國日報(香港版)》2019 校園學報新聞獎 | Champion (English group): Best in Tech News Reporting and Best in Headline Writing 最佳科技新聞報道及最佳標題(英文組)冠軍 | |
| Wofoo Leaders' Network Best Awards 2019 2019 年度和富領袖網絡 Best 獎勵計劃 | Best Chapter (Gold Award) 最佳分會(金獎) Best President (Silver Award) 最佳會長(銀獎) | |
| CFA Institute Research Challenge 2019-2020 CFA 協會投資分析比賽 2019-2020 | 1st Runner-up 亞軍 | |
| The HKIE LTD Best Student Papers Awards 2019 香港工程師學會最佳學生論文獎 2019 | Best Student Paper Award 2019 最佳學生論文獎 2019 | |
| 10th International Logistics Case Competition 2019 第十屆香港國際物流案例大賽 2019 | Champion 冠軍 | |
| 2019 Hong Kong Logistics Case Competition 2019 年香港物流案例大賽 | Champion 冠軍 Best Cost-Effective Solution Award 最具成本效益獎 |  |
| Tax Debate Competition 2019 全港大專生稅務辯論比賽 2019 | Champion 冠軍 Best Team Spirit Award 最佳團隊獎 |  |
| jobsDB Amazing Journey 2019 | Champion 冠軍 Best Marketing Team Award 最強營銷組別 |  |
| Symposium on Service-Learning 2019 – Service-Learning Expo 「服務學習計劃研討會 2019」-「服務學習計劃博覽」 | Gold Award 金獎 |  |
| Annual Chinese Historical Personalities Election 2019 - Hong Kong Post-Secondary Student Essay Writing Competition 年度中國歷史人物選舉 2019-香港大專生論文寫作比賽 | 1st Runner-up 亞軍 | |
| 2018 Tithe Ethical Consumption Movement (TECM) Youth Promotional Campaign Competition 豐盛社企學會「2018 十一良心消費運動 – 青年推廣大賽」 | Winning Team 冠軍 | |
| Hong Kong Undergraduate Financial Planners of the Year Award 2018 香港傑出大學生財務策劃師比賽 2018 | Champion 冠軍 | |

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|------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Corporate Governance Paper Competition 2018 香港特許秘書公會企業管治論文比賽 2018 | Paper Competition (Champion and 2nd Runner-up) 論文寫作比賽冠軍及季軍 Paper Presentation (Champion and 1st Runner-up) 論文演講比賽冠軍及亞軍 |  |
| The 18th Consumer Rights Reporting Awards (2018) 第十八屆消費權益新聞報道獎 2018 | Gold Award (Campus Category) 金獎 (校園組別) | |

External Competitive Scholarships (Selected) 校外公開競逐獎學金 (節錄)

| | |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HKICPA Qualification Programme (QP) Scholarships 2020 香港會計師公會專業資格課程獎學金 2020 | Scholarship Recipient 獎學金得主 |
| For Our Future Scholarship 2020/21 創明天獎學金 2020/21 | Scholarship Recipient 獎學金得主 |
| AIA Scholarship 友邦獎學金 | Scholarship Recipients (5 Recipients) 獎學金得主 (5 名) |
| CILTHK Kerry Logistics Scholarship 2018/19 嘉里物流獎學金 2018/19 | Scholarship Recipient 獎學金得主 |
| CILTHK Scholarship 2018/19 香港運輸物流協會獎學金 2018/19 | Scholarship Recipient 獎學金得主 |
| Self-financing Post-Secondary Scholarship Scheme (SPSS) 2019/20 政府自資專上獎學金 2019/20 | Best Progress Award 最佳進步獎 Reaching Out Award 外展體驗獎 Outstanding Performance Scholarship 卓越表現獎學金 Talent Development Scholarship 才藝發展獎學金 Endeavour Scholarship 展毅獎學金 (Over 300 recipients in total) (合共超過 300 名得獎者) |

Scholarships and Bursaries 獎學金與助學金

HSUHK offers a wide range of scholarships to high calibre students to reward and recognise their outstanding performances in both academic and non-academic aspects, while supporting them to broaden their horizons in a multicultural environment. In addition to external and government scholarships, HSUHK offers four types of scholarships to eligible students, namely:

- Academic Scholarships;
- Co-curricular Scholarships;
- Entrance Scholarships; and
- Overseas Learning Scholarships.

In the 2020/21 academic year, there are altogether close to 800 scholarships and awards available for HSUHK students, amounting to a total value of over HK\$13 million.

Apart from scholarships, HSUHK also provides various bursary schemes for full-time local students with financial difficulties, including:

- HSUHK Entrance Bursary Scheme;
- HSUHK Bursary Scheme;
- The Tung Foundation Residential College Bursary;
- HSUHK Emergency Grant; and
- HSUHK COVID-19 Student Hardship Relief Fund.

These bursaries are allocated to students based on their financial needs.

For more details about HSUHK scholarships and bursaries, please visit:

<https://sao.hsu.edu.hk/our-services/scholarships-financial-assistance/>

恒大为優秀學生提供不同類型的獎學金，以獎勵和肯定他們在學術和非學術方面的傑出表現，並支持他們在一個多元文化環境中開拓視野。除了校外機構及政府獎學金外，恒大为合資格學生提供四類獎學金，分別為：

- 學術獎學金；
- 聯課活動獎學金；
- 入學獎學金；及
- 海外學習獎學金。

在2020/21學年，恒大大學生可申請的獎學金和獎項接近800個，總金額超過1,300萬港元。

除獎學金外，大學亦向有經濟困難的全日制本地學生提供各種助學金計劃，包括：

- 恒大入學助學金；
- 恒大助學金；
- 香港董氏慈善基金會助宿金；
- 恒大緊急援助金；及
- 恒大COVID-19學生援助基金。

這些助學金會按學生的經濟需要分配。

更多有關恒大獎助學金的資訊，可瀏覽：

<https://sao.hsu.edu.hk/our-services/scholarships-financial-assistance/>



Every year, HSUHK organises signature activities to demonstrate our academic and research strengths, to enhance professional development, to serve the community, and to expand our networks by building closer ties with industry, the professions and the public, thus furthering our advancement.

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

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

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

「恒大商業新聞獎」是首項由本地大專院校舉辦的商業新聞專業獎項，旨在表揚就商業、經濟及金融課題製作出色報道的優秀新聞從業員。評選委員會根據報道的影響力、新聞價值、原創性和質素等多項條件，選出得獎作品。



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

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

一年一度的「君子企業計劃」於 2011 年首次進行。計劃根據中國儒家的君子概念，以及「仁、義、禮、智、信」五德，調查市民對香港企業營商道德的實際觀感。符合各項評分準則的機構，會獲賦予「君子企業」的名銜。大會亦會每年公佈「恒大商業道德指數」，以反映香港的整體商業道德水平。



Guangdong-Hong Kong-Macao Greater Bay Area Outstanding Cultural and Creative Industries Awards 粵港澳大灣區傑出文創產業獎

The First Guangdong-Hong Kong-Macao Greater Bay Area Outstanding Cultural and Creative Industries Awards was organised by the Cultural and Creative Industries Programme of HSUHK and co-organised by the *China Daily* in 2019, aiming at promoting the community's understanding of the development of the cultural and creative industries in the Greater Bay Area (GBA) and recognising the outstanding achievements of the relevant enterprises and organisations in the area. The awardees are selected by a panel of experts from Hong Kong, Macao, Shenzhen, Shanghai and Beijing according to 6 objective criteria.

由恒大文化及創意產業學士課程主辦，《中國日報》協辦的「粵港澳大灣區傑出文創產業獎」於 2019 年首度舉行，旨在推動社會對大灣區內文創產業發展的認識，以及肯定在區內表現出色的相關企業及機構。來自香港、澳門、深圳、上海及北京的專家組成評審團，根據六項客觀指標選出得獎機構。



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

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

恒大定期舉行學術會議、研討會和傑出學人講座，邀請各地學者和政商領袖蒞臨，與師生進行文化及學術交流。這些傑出講者包括三位諾貝爾得獎者，分別是1986年諾貝爾化學獎得主李遠哲教授、2000年諾貝爾文學獎得主高行健博士和2010年諾貝爾化學獎得主根岸英一教授，恒大就此深感榮幸。



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

(左起) 李遠哲教授、根岸英一教授及高行健博士。

President's Forum 校長論壇



Gathering liberal education and educational institution leaders from around the world, the President's Forum provides an excellent opportunity for academia, teachers, policymakers, employers, students, parents and the general public to learn more about the essence of modern liberal arts education as well as the role and future development of universities in the region. In the 2020 Forum themed 'Society has changed – What about people?', Professor Kai-ming Cheng, Emeritus Professor of the Faculty of Education of the University of Hong Kong, was invited to discuss with President Simon S M Ho the role of educators in response to the changes in society and the needs of people.

校長論壇匯聚各地博雅教育及學院領袖，為學界、政策制訂者、僱主、學生、家長及社會大眾提供上佳機會，認識現代博雅教育的精髓，並了解區內大學的角色及未來發展。2020年的論壇以「社會變了—人呢？」為主題，邀得香港大學教育學院榮休教授程介明教授，與何順文校長對談，探討教育工作者在面對社會轉變及人們所需時，所要擔演的角色。

Founders' Day Youth Development Forum 校慶日青年發展講座

As a celebratory event of HSUHK's Founders' Day and as a platform for intellectual exchange, the Youth Development Forum 2021 focused on youth participation and challenges that young people are facing in environmental protection and social inclusion. Moderated by President Simon S M Ho, the Forum had Mr Eugene Fong Yick-jin, Chairman of the Committee on Home-School Co-operation and Member of the Education Commission of the HKSAR Government, as guest speaker.

2021年青年發展講座除了是恒大校慶日活動外，亦是一個知識交流平台。是次講座集中探討年輕人在環境保護與社會共融方面的參與和挑戰，由何順文校長主持，並由香港特區政府家庭與學校合作事宜委員會主席兼教育統籌委員會委員方奕展先生擔任主講嘉賓。



Unique Features of the Campus and Awards Received 校園特色及所獲獎項

HSUHK puts a lot of effort in creating a quality campus environment for students and teachers. Nestled on a hillside, HSUHK's campus is filled with the traces of bamboo, which is also used extensively as construction and decoration material in our four new buildings, namely the S H Ho Academic Building, the Lee Shau Kee Complex, the Lee Quo Wei Academic Building, and the Residential Colleges. All of these buildings received the highest BEAM Plus Platinum recognition granted by the Hong Kong Green Building Council, making HSUHK the first higher education institution in Hong Kong to receive this commendation. In addition, HSUHK was granted in 2019 a Certificate of Excellence under the Hong Kong Sustainability Award 2018/2019 by the Hong Kong Management Association, in recognition of its efforts on environmental protection and campus sustainability development.

Beyond the award-winning green campus, HSUHK also has other special facilities that help enhance teaching and learning quality. They include:

Library

As a vital knowledge hub of the University, the Library offers a multitude of information resources, facilities and services to support the teaching, learning and research needs of the University community.

The Library embraces the emergence of the University's blended teaching mode and the growth of students' self-learning needs in the digital era. Essential electronic resources are sourced on top of the physical collection in response to the shift of the knowledge acquisition paradigm. Electronic resources, including e-books, full-text e-journals, databases, newspapers, and a variety of self-directed learning materials, are available via the Library website.

The Library is equipped with various facilities to cater for different users' preferences regarding collaborative and individual study. Group discussion rooms and self-study spaces with IT facilities are available for students to study and exchange ideas with each other. A well-equipped e-learning room has been specially designed for the delivery of information literacy classes to strengthen students' information research skills.

A team of professional librarians, endowed with library management knowledge, information skills and subject expertise, provides reference services and develops learning programmes to help students acquire information skills for their academic endeavours.



恒大致力為師生營造優質校園環境。依山而建的校園竹跡處處，而四幢新大樓，包括何善衡教學大樓、李兆基綜合大樓、利國偉教學大樓和住宿書院，廣泛使用竹為建築及裝潢材料，並獲香港綠色建築議會頒發綠建環評最高級別的鉑金認證，恒大亦因而成為香港首間取得是項嘉許的高等院校。此外，恒大於 2019 年獲香港管理專業協會頒發「香港可持續發展獎 2018/19 卓越獎」，表彰其在環境保護及校園可持續發展方面的努力。

除了獲獎綠化校園外，恒大亦備有其他特別設施，以提升教與學質素。這些設施包括：

圖書館

圖書館是大學匯聚知識的重要樞紐，提供多元化的資訊資源、設施和服務，以照顧大學社群的教與學和研究需要。

數碼時代下，圖書館致力配合大學的新興混合教學模式，以及學生與日俱增的自主學習需求。除了傳統書本外，圖書館更著重採購各項電子資源，以配合學習形式的轉變。讀者可以透過圖書館網頁閱覽電子書、全文電子期刊、數據庫、報紙，以及各種自學資源。

圖書館設備完善，能切合不同用家的個人學習及學術協作需要。小組討論室和個人研習空間均配備先進資訊科技設施，供讀者一同學習與交流。館方更專門設計了設備齊全的電子學習室，用以舉辦資訊技巧課堂，幫助同學增進資訊搜尋技巧。

專業的圖書館團隊具備圖書館管理學、資訊運用及專門學科知識，為讀者提供參考服務，並制訂學習課程，協助同學提升處理資訊的技巧，並在學術作業中應用相關技能。

Behavioural Laboratory

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

行為實驗室

恒大的行為實驗室設備先進，布置精良，為商業及社會科學研究員提供合適環境及配套，以蒐集數據進行消費心理學、行為經濟學和組織行為學等方面的研究。實驗室劃分為四個區域，分別是行為小組實驗室、個人行為實驗室、接待處和控制室，而控制室更設有單向透視玻璃和尖端影音監察記錄科技。行為實驗室用途廣泛，能支援恒大師生的各項研究，推動學術發展。

Decision Sciences Technology Laboratory

The Decision Sciences Technology Laboratory aims to facilitate in-class discussions and promote collaborative learning by providing a simulated environment suitable for teaching and learning, research, and application. It is equipped with high-performance personal computers, high-definition projectors, and the latest and most popular SCM-related software commonly used in the industry. Students are arranged to sit in groups of four at round tables to facilitate effective discussion and promote cooperative learning in group work. Teachers can adjust the classroom setting flexibly to satisfy different needs.

決策科學科技實驗室

決策科學科技實驗室提供一個適合教學、研究及應用的模擬環境，促進課堂討論和協作學習。實驗室配備高性能個人電腦、高清投影機，以及業界廣泛使用的最新流行供應鏈管理相關軟件。學生的座位設計為四座位圓桌模式，方便同學分組討論和合作，提升學習效率。教師可彈性調節教室設置，滿足不同需要。

Financial Trading Laboratory

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

金融交易實驗室

金融交易實驗室旨在把金融市場的運作與動態帶進課堂。實驗室仿照專業交易室設計，建立結合商業理論與實務的渠道，讓學生與全球金融機構專業交易員共享市場數據、分析報告、新聞訊息和實時資源。

Translation and Interpretation Laboratory

There are 32 interpreter training booths in the Translation and Interpretation Laboratory, each equipped with a computer, a headset with microphone and recording function, and an interpretation system. The laboratory is built with sound-absorbing bars and carpets, while a soundproofing board is installed between each interpreter booth. The interpretation system, featuring a video camera installed at the student's terminal, allows more interactive teaching and learning. Teachers can also observe and comment on students' performance through the video cameras and headsets.

翻譯與傳譯實驗室

翻譯及傳譯實驗室設有32個譯員訓練間，每個座位均設有電腦、配備麥克風及錄音功能的耳機，以及即時傳譯系統。實驗室內鋪設吸音木條及地毯，每個譯員間之間亦裝設隔音板。即時傳譯系統配有學生端攝錄機，讓課堂上的教學變得更互動，老師亦可透過攝錄機及耳機觀察和點評同學的表現。

Multi-media Training Centre

The Multimedia Training Centre provides complete professional equipment for students' editing, typesetting and production training. There are 29 sets of computers installed with word processing and multimedia production software, with one of them connected to a projector to provide a whole-room view of what is on the screen. All computers are linked to a central server to offer convenient information access for students.

多媒體培訓中心

多媒體培訓中心具備完善專業器材，為學生提供剪接、出版及製作方面的訓練。這些器材包括29台配有文書處理及多媒體製作軟件的電腦，其中一部連接投影機，將屏幕上的影像投影至室內每個角落。所有電腦均連接中央伺服器，方便學生存取資料。

Radio Broadcast Studio

The Radio Broadcast Studio comprises one audio control room and one sound booth with a capacity of ten. The studio is equipped with three computers containing professional sound recording software, a professional mixer, and several professional microphones with recording function. Soundproofing techniques are applied in the sound booth to ensure a professional quality standard of audio output.

電台廣播錄音室

電台廣播錄音室設有一間控制室及一間錄音室，可容納10人。室內有三台配置專業錄音軟件的電腦、一台專業混音器及多支專業錄音麥克風。錄音室內部應用隔音技術，確保聲音輸出質素達到專業水平。



Radio Broadcast Training Centre

The Centre simulates the work environment of a radio station, and is effective in developing students' professional broadcasting skills. There are two recording rooms and a classroom for exhibitions and lessons, equipped with three computers containing professional sound recording software, a professional mixer, and several professional microphones with recording function. Soundproofing techniques are applied in the recording rooms to facilitate the production of live radio programmes.

廣播培訓中心

電台廣播培訓中心模擬廣播電台的工作環境，以有效培訓學生的專業廣播技巧。中心設有兩間錄音房以及一間展示與教學課室，並設置三台配有專業錄音軟件的電腦、一台專業混音器及多支專業錄音麥克風。錄音房內部應用隔音技術，方便製作直播電台節目。

SCOM Cinema and TV Production Centre

The SCOM Cinema and TV Production Centre consists of a studio, two control rooms, and a TV workshop room. Set up with three professional studio cameras with autocue alongside various lighting, audio equipment and computer graphics (CG) equipment, the Centre enables students to learn relevant skills and techniques under the supervision of technical officers. Professional broadcast equipment such as portable cameras and microphones is also available for students' use by reservation throughout the academic year.

傳播學院影視製作中心

傳播學院影視製作中心設有一間攝影棚、兩間控制室及一間電視工作室，並配備三台附設字幕提示裝置的專業錄影機，以及多種燈光、收音及電腦圖像設備，讓學生在技術主任指導下學習相關技術和技巧。電視工作室內亦有多款流動攝影機及收音麥克風等專業廣播器材，供學生在整個學年內預約借用。



SCOM TV Lab

With six big TV display screens and other TV production equipment, the Lab enables students to put into practice the knowledge and skills they learn in class, thereby providing them with integrated interdisciplinary training. Students' outstanding works are also displayed here.

傳播學院實驗電視廊

實驗電視廊配置六個大型電視屏幕及電視節目製作設備，使學生可實踐課堂所學的知識與技能，為他們提供跨學科綜合訓練。同學的優秀作品亦會在實驗電視廊展示。



Media and Communication Lab

The Media and Communication Lab is equipped with 35 sets of iMac workstations to support quality teaching and learning of media and communication technology. Students can make use of the industry-standard hardware and software to acquire hands-on experience in photo and video editing, web design, and mobile apps development.

媒體及傳播實驗室

媒體及傳播實驗室配有 35 台 iMac 電腦，支援媒體及傳播科技方面的優質教學。學生可使用符合業界專業規格的硬件和軟件，進行照片與影片編輯以及網頁與流動應用程式設計，從而累積實務經驗。



Fung Yiu King Hall

Fung Yiu King Hall is designed for major conferences and interpretation training with state-of-the-art interpretation facilities. It is divided into three areas: Conference Area, Audience Section, and Interpretation Area. With a lectern and a guest speaker table on the stage and three rows of crescent-shaped conference benches facing the stage, the Conference Area can accommodate over 60 participants at once. Located at the centre of the Hall, the Audience Section offers over 200 seats with infrared audio equipment that enables the audience to access simultaneous interpretation. The Interpretation Area at the back of the Hall houses six interpreter booths. In compliance with the conference standards of the United Nations, each interpreter booth is equipped with computers and simultaneous interpretation devices.

馮堯敬堂

馮堯敬堂配備尖端傳譯設備，供大型會議及傳譯訓練之用。會堂分為三個區域：會議區、觀眾席和譯員區。會議區的講台上設有講壇和主講嘉賓桌，台前並設有三排新月型會議桌，可同時容納超過六十人。位於會堂中心的觀眾席共有二百多個座位，各設有紅外線耳機，讓觀眾收聽即時傳譯。會堂後方的譯員區則設置六個譯員間，每個譯員間均設有電腦和即時傳譯設備，符合聯合國的會議規格。



The Auditorium

Located in the Lee Quo Wei Academic Building, this state-of-the-art Auditorium is ideal for international conferences, exhibitions and various kinds of performances. Offering more than 400 seats with extendable seating capacity, it can be flexibly utilised for different thematic events with appropriate settings.

演藝廳

位於利國偉教學大樓的演藝廳配有頂尖設備，適合舉辦國際會議、展覽及各類型表現。場地設有 400 多個座位，更可進一步擴大座位容量，方便使用者靈活設置和運用場地，以切合不同主題活動所需。



Lee Ping Yuen Chamber

Situated in the Lee Quo Wei Academic Building at the Yuen Campus, the Lee Ping Yuen Chamber features bamboo as the key design element for the wall panels and furniture. With an area of 206 square metres, the Chamber serves as the prime conference and meeting venue of the University.

李秉源會議廳

李秉源會議廳位於袁炳濤校園利國偉教學大樓，面積206平方米，牆身及家具設計以竹為主調元素，是大學首要會議場地。



The Inspiring

The Inspiring fosters students' growth and development by promoting interaction, encouraging innovative ideas, and facilitating the organisation of meaningful educational events and activities. It brings to students a transformational and empowering educational experience, contributes to the nurturing of their iGPS attributes, and supports student engagement. The flexible and cosy co-learning spaces are designed for students to drop in, meet and mingle, and conduct informal discussions when the spaces are not booked for holding educational events or activities.

啟迪廊

啟迪廊推動同學相互交流，鼓勵創新意念，並便利舉行富有意義的教育活動，從而促進學生的成長和發展。啟迪廊帶給學生革故鼎新及自我增值的教育體驗，同時協助培養其 iGPS 特質，以及鼓勵學生參與校園生活。當沒有教育活動在啟迪廊舉辦時，同學可隨時進場，靈活使用舒適的共學空間，與同儕會面交談或討論交流。

Sports Facilities

The sports facilities at HSUHK are mainly located at the Lee Shau Kee Complex. There is a 650-square-metre Sports Hall, equipped with an LED Wall, which can serve as a five-a-side football ground, badminton courts, or basketball courts. Opposite the Sports Hall is a 230-square-metre Fitness Centre, which provides a wide range of aerobic and weight training machines for eligible users to enhance their body fitness. A six-lane heated indoor swimming pool, a dance studio, and a multi-purpose room can also be found in the complex.

體育設施

大的體育設施主要位於李兆基綜合大樓。大樓設有面積達650平方米的室內運動場，配備大型LED螢幕，可用作五人足球場、羽毛球場或籃球場。運動場對面是佔地230平方米的健身室，為合資格使用者提供一系列有氧和重量訓練機器，以便他們強身健體。此外，大樓內亦設有六條線道的全天候恆溫室內游泳池、舞蹈室和多用途室。



The HSUHK Campus Map

恒大校園地圖

Yuen Campus 袁炳濤校園

- D - Lee Quo Wei Academic Building
利國偉教學大樓
- F - HSUHK Jockey Club Residential Colleges
香港恒生大學賽馬會住宿書院
- M - M Building
M 座大樓
- N - N Building
N 座大樓

Central Plaza 中央廣場

- P - Open Basketball Court,
Outdoor Swimming Pool,
Rendezvous Restaurant
露天籃球場、室外游泳池、
「約薈」餐廳

North Campus 北校園

- A - S H Ho Academic Building
何善衡教學大樓
- B - Lee Shau Kee Complex
李兆基綜合大樓
- H - Old Hall
元舍堂
- S - Staff Quarters
教職員宿舍
- W - Wei Lun Square
偉倫廣場



Lee Quo Wei Academic Building
利國偉教學大樓



HSUHK Jockey Club Residential Colleges
香港恒生大學賽馬會住宿書院



S H Ho Academic Building
何善衡教學大樓



Staff Quarters and Old Hall
教職員宿舍及元舍堂





M Building
M 座大樓



N Building
N 座大樓



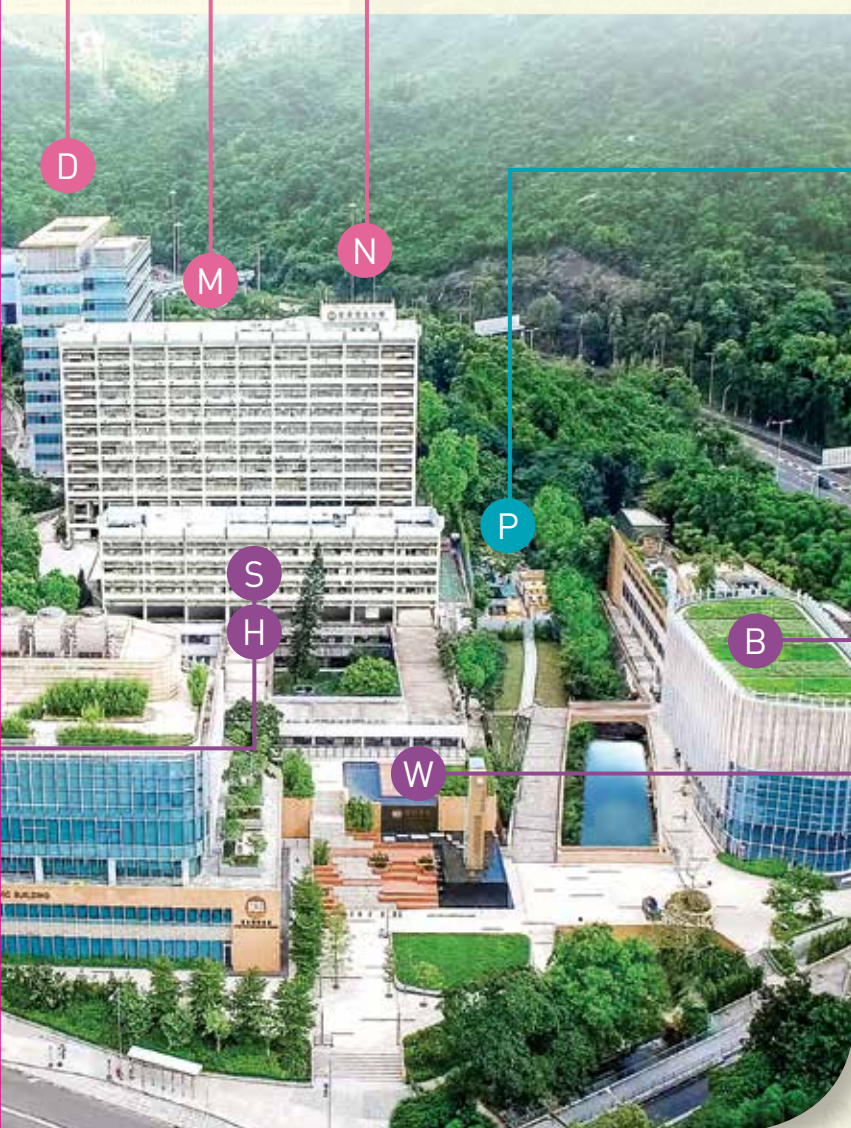
Central Plaza
中央廣場



Lee Shau Kee Complex
李兆基綜合大樓



Wei Lun Square
偉倫廣場



Giving to HSUHK and Supporting Its Development 捐獻恒大 共謀發展

Playing a unique and crucial role in the local and regional higher education landscape, HSUHK is dedicated to cultivating transferable core competencies in our students. The University needs the steadfast support and generous donation from the community to relieve students' financial burden and to realise its strategic development goals.

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

The Foundation reports to the HSUHK Board of Governors and is managed by the Foundation Management Committee. The Committee is charged with the duties of ensuring the safe custody and deciding the usage of the funds of the Foundation, while strengthening the connection with alumni, the corporate community, and other members of society.

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

恒大在本地及區內高等教育界擔當獨特而重要的角色，致力培養學生的可轉移核心能力。恒大仰賴社會人士鼎力支持及熱心捐助，以減輕學生的經濟負擔，並推動本校的策略發展。

香港恒生大學－基金由恒大創立，旨在凝聚捐贈者的力量，藉以推動恒大教學與研究發展。本校貫徹獨有的「博雅+專業」教育模式，務求脫穎而出，成為區內具領導地位並以博雅教育為主導的私立大學。

基金由基金管理委員會管理，並直接向恒大校董會負責。該委員會負責監察基金資產及決定其用途，並加強恒大與校友、商界和社會各界人士的聯繫。

捐贈者可成為基金會員。會員類別按累計捐贈金額而定，並可因應款額增加而有所提升。

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

How Donations Are Used

- **Campus Development** – to support our campus expansion programme, enhance academic development, and enrich students' campus life;
- **Student All-round Development** – to help students actualise their ideas via a wide range of student activities and internship opportunities, thereby facilitating their personal growth and contributing to the wider community;
- **Scholarships / Bursaries** – to reward outstanding students, give financial support to needy students, and attract talented young people to join HSUHK; and
- **Academic Research** – to provide resources for developing impactful research projects beneficial to society.

Make a Big Difference with a Little Help

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

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

所得捐款用途

- **校園建設**—支持校園擴建計劃，促進教研發展，並豐富學生的校園生活；
- **學生全人發展**—資助各類學生活動或提供實習機會，協助學生實踐理念，促進其個人發展，同時造福社群；
- **獎/助學金**—嘉許表現傑出或資助有經濟困難的學生，並吸引年輕人才入讀恒大；及
- **學術研究**—提供資源發展具影響力的研究項目，為社會作出貢獻。

誠邀支持 集腋成裘

恒大近年在教研與學生發展各方面進步迅速，成績有目共睹。為確保今後持續發展的動力，恒大積極聯繫各界有心人慷慨支持本校在自資方針下長遠發展，為未來更上層樓打下穩固基礎。

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

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