



## For Immediate Release

To: Assignment Editor/Editor of Local News, Education, Business Sections

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### HSUHK Receives Over HK\$17 Million of Funding for Teaching Smart Decision Analytics for Programme Enhancement

The Hang Seng University of Hong Kong (HSUHK) recently received over HK\$17 million of funding under the “Enhancement and Start-up Grant Scheme” (ESGS) of the Education Bureau for a four-year “Teaching Smart Decision Analytics for Supply Chain and Information Management Programme Enhancement” project, expecting to benefit over 800 students.

The funding covers the provision of the latest smart decision analytics software and hardware for the students of HSUHK’s Bachelor of Business Administration in Supply Chain Management (BBA-SCM) and the Bachelor of Management Science and Information Management (BMSIM), the incorporation of artificial intelligence (AI) and Internet of things (IoT) topics into courses, and the development of indoor geographic information systems for building a “smart campus”. By collaborating with the industry, internship opportunities will also be provided for students to acquire smart decision analytics knowledge and skills, hands-on experiences of decision analytics, professional recognition and certification, among others, to enhance their competitiveness.

A series of initiatives will be implemented for the enhancement of BBA-SCM and BMSIM, including the teaching of AI, IoT, blockchain, cloud computing and big data analytics; the development of teaching and learning materials of the latest smart decision analytics software for the professional development of teaching staff; the procurement of industry-standard software and hardware for meeting the market need to facilitate integrative and hybrid learning; the deployment of the indoor geographic information system to upgrade the campus teaching infrastructure, such as the introduction of robots, smart handheld devices and IoT sensors, etc.

The Education Bureau launched ESGS in 2020 to provide financial support for self-financing post-secondary education institutions to develop and enhance programmes that meet market needs but require high start-up costs. Dr Daniel Mo, Associate Dean (Teaching and Learning) of HSUHK’s School of Decision Sciences, said, “The trading and logistics industry is one of the four economic pillar industries of Hong Kong. To keep pace with the industry growth in Hong Kong’s digital economy, many companies adopt different types of information technologies to enhance the speed and quality of business decisions. Currently there is a lack of undergraduate programme about this integrated area in the self-financing post-secondary education sector, so this



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funding allows us to equip our next generation with the latest decision analytics knowledge and techniques for solving complex business problems.”

In addition to enhancing the course content, HSUHK hopes to turn the campus into a "smart campus" through this funding. Dr Mo said, "We hope to use digital technologies such as artificial intelligence and IoT sensors to make use of the campus traffic data. After the system is developed, staff and students can experience different types of smart campus applications.”

### Photos:

Photo 1



HSUHK has received over HK\$17 million of funding under the ESGs of the Education Bureau for the launch of a four-year “Teaching Smart Decision Analytics for Supply Chain and Information Management Programme Enhancement” project.

Photo 2



HSUHK will provide the latest smart decision analytics software for the students of the Bachelor of Business Administration in Supply Chain Management (BBA-SCM) and the Bachelor of Management Science and Information Management (BMSIM).

**Photos for download:** <https://bit.ly/3hkWzFq>

### **About The Hang Seng University of Hong Kong**

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and around 6,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSUHK is a residential institution which puts quality teaching and students’ all-round development as its highest priorities.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college



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system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. Listed among the top 200 worldwide for 'Quality Education' and 'Decent Work and Economic Growth' in Times Higher Education University Impact Rankings 2021, the University aims to nurture young talents with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

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