

# 博學



*Erudition*

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

## HSUHK Promotes Innovation and Entrepreneurship

### 恒生大學致力推動創新與企業家精神

HSUHK is dedicated to nurturing future leaders with vision, foresight, and innovative thinking. With an increasing number of young people with entrepreneurial mindsets, the University has launched a variety of entrepreneurship and innovation projects. Students are encouraged to transform their entrepreneurial ideas and innovative business concepts into viable business plans by taking part in the entrepreneurship-based offerings which include programmes and various training courses at the University.

香港恒生大學致力培育具視野、遠見及創新創業思維的未來領袖。隨着愈來愈多年輕人投入創業，恒生大學推出多項創新創業支援計劃，透過創業教育和不同類型的培訓課程，鼓勵學生將創業構思和創新商業理念轉化成可行的企業計劃。



**Dr Thomas Man**

萬穎恩博士

Director of Centre for Innovation and Entrepreneurship  
創新及創業中心主任

Dr Thomas Man Wing-yan, Director of Centre for Innovation and Entrepreneurship and Associate Dean (Enterprise and Business Engagement) of the School of Business, stated that innovative and entrepreneurial mindset is not limited to starting a business, but is a global trend. Dr Man said “Entrepreneurship is comprised of elements such as flexibility, autonomy, innovation, proactiveness, and a willingness to take risks. As global competition intensifies, students need to be more flexible and innovative to thrive in society under rigorous competition around the world. Whether they want to start their own businesses or not, they will greatly benefit by equipping themselves with an innovative and entrepreneurial mind, for their career and life planning.”

To enrich students' entrepreneurial knowledge and experiences, the Centre has been organising events, including the HSUHK Entrepreneurship Challenge, HSUHK Entrepreneurship Day, HSUHK x HKSTP Co-Ideation Programme, Outstanding Young Entrepreneurs Award, as well as guest speaker talks series. These activities also strengthen connections with the larger business community while providing comprehensive entrepreneurship training for students.

創新及創業中心主任、商學院副院長（企業及商界聯繫）萬穎恩博士表示，創新創業思維並不局限於創業，而是全球當前發展趨勢。他說：「企業家精神具備靈活性、自主性、創新、積極主動和冒險精神等元素。當全球競爭愈來愈激烈，學生需要更靈活、創新才能夠在社會上發展。因此無論是否創業，創新創業思維對於年輕人發展事業，甚至人生規劃，也有很大的幫助。」

創新及創業中心定期舉辦一系列活動，包括恒大企業挑戰賽、恒大創業日、恒大 x 科學園 Co-Ideation 計劃、傑出青年企業家獎，以及嘉賓講座系列等，豐富學生的創業知識和體驗，同時加強與商界的聯繫，為同學提供全面的創業培訓。

## Vision of Future Development of Innovation and Entrepreneurship

### 創新創業發展願景

To date, HSUHK has nurtured over 40 student start-up teams. Dr Man revealed that the Centre plans to expand its services to alumni and even staff. For instance, alumni, colleagues and students can try to form start-up teams to assist in developing innovation and entrepreneurship initiatives.

From the 2023-24 academic year, the Centre plans to establish an innovation and entrepreneurship fund via fundraising, to provide financial support for students' start-up projects. The University also plans to establish an entrepreneurship network, offering support in information technology, academia and administration for young entrepreneurs.

恒生大學至今培育超過 40 隊學生創業團隊。萬博士表示，創新及創業中心未來計劃擴大服務對象至校友，甚至教職員，例如組成校友、師生或同事初創團隊，協助發展創新創業方向。

此外，創新及創業中心於 2023-24 學年起，計劃透過籌款成立創新創業基金，為同學的創新創業方案提供財政支援，並計劃於大學設立創業支援網絡，為有意創業的同學提供資訊科技、學術及行政等全方位支援。

## HSUHK x HKSTP Co-Ideation Programme

### 恒大 x 科學園 Co-Ideation 計劃

The HSUHK x HKSTP Co-Ideation Programme is the first entrepreneurial support programme jointly organised by Centre for Innovation and Entrepreneurship and Hong Kong Science and Technology Parks Corporation. With the aim to cultivate young people who have the ambition to launch technology-related start-ups, it attracts the participation of HSUHK students, colleagues and alumni. Selected teams will have the opportunity to receive up to HK\$100,000 in seed funding through a one-year incubation programme alongside other training, consulting and mentor guidance.

Five HSUHK students and a graduate of the Hong Kong Design Institute have formed the team 'Epads' and successfully passed the Gold Badge stage in this programme, to receive HK\$50,000 in seed funding for developing a prototype of their start-up idea. Epads' original concept is to use vending machines to sell special products for women. This vending machine was also placed on HSUHK campus for a two-month trial run and sold beverages too.

恒大 x 科學園 Co-Ideation 計劃是創新及創業中心首次與香港科學園聯合舉辦的創業者支援計劃，旨在培養有抱負的青年創立科技相關的初創企業。獲選隊伍有機會透過為期一年的培育計劃得到高達 10 萬港元的種子資金，以及其他培訓、諮詢和導師指導。

由五名恒生大學學生連同一名香港知專設計學院的畢業生組成的 Epads，成功在此計劃中通過 Gold Badge 階段，獲得五萬港元種子資金用作開發初創理念模型。他們的初創理念是利用售賣機來售賣女性專用用品，此售賣機亦曾擺放在恒大校園作兩個月試運，兼售食品及飲品，供教職員及學生使用。



▲ Epads team with their service of vending machine.  
Epads 隊伍與他們的初創售賣機服務。



## HSUHK Entrepreneurship Day 2023

## 恒大創業日 2023

Organised by Centre for Innovation and Entrepreneurship, the HSUHK Entrepreneurship Day, is a landmark annual event for HSUHK students to build networks and exchange innovation and entrepreneurship information with business practitioners. The HSUHK Entrepreneurship Day 2023 was held on 20 June. Mr Teddy Lui, Chief Business Development Officer of Alibaba Hong Kong Entrepreneurs Fund, delivered a speech titled 'Youth Entrepreneurship-Sail against the Wind and Make Your Dream Come True'. In his speech, he encouraged young talent to face challenges and opportunities with sincerity as they begin their start-up journeys.

The HSUHK Entrepreneurship Challenge (E-Challenge) 2023 was also held on the same day, encouraging students to turn their innovative business concepts into possible business plans. A total of 12 teams participated in the competition this year. Each team comprised of students from HSUHK and other higher education institutions, with a HSUHK student as the leader. After rigorous competition, five finalist teams advanced to the finals and pitched their business concepts to the adjudicators. The winning teams won a cash prize, seed fund, mentorship support, as well as access to a co-working space, to further assist them in realising their start-up plan.

Please scan the QR code for details of HSUHK Entrepreneurship Day 2023.  
請掃描二維碼查看有關「恒大創業日 2023」詳情。



恒大創業日是恒生大學的旗艦創業活動，由創新及創業中心主辦，提供機會予恒大學生與企業家交流創業創新資訊。今年「恒大創業日 2023」於 2023 年 6 月 20 日舉行，邀請阿里巴巴集團創業者基金首席業務拓展總監呂紹勇先生以「青年創業：逆風翱翔，實現夢想」為題作演講。他對本地創業生態圈有深入獨到的見解，並勉勵年輕人在創業路上，要坦誠面對挑戰及機遇。

同日亦舉行「恒大企業挑戰賽 2023」決賽，旨在鼓勵學生將創新商業理念轉化成可行的企業計劃。今年共有 12 支隊伍參賽，每隊均由來自恒生大學以及其他本地高等院校的學生組成，並由一名恒大學生擔任隊長。經過激烈的競爭，當中五隊脫穎而出晉身決賽，並向專業評審團講述創業理念。得獎隊伍將獲得現金獎、種子基金、導師支援及可使用共享工作空間，幫助他們實現創業計劃。



▲ Mr Teddy Lui encourages young talent on their start-up journeys.  
呂紹勇先生勉勵年輕人踏上創業路。



▲ The Champion, team Daoad, aims to create a circular economy by upcycling rice husks into high quality and sustainable products for promoting sustainability.  
冠軍隊伍「稻可道」冀通過稻殼等農作物廢棄物的升級再造，為可持續發展作出貢獻。



▲ The 1st Runner-up, team Wellbeing & Health in One, aims to create a medical assessment app on checking brain health under long COVID.  
亞軍隊伍「Wellbeing & Health in One」開發醫學檢測應用程式，應對長新冠後遺症及腦健康。

## Global Affairs Office – A ‘Super Contact Person’ for Overseas Exchange and Collaboration

### 海外交流協作「超級聯絡人」 —— 環球事務處



#### Interview with Dr Ken Yau Tze-ken

Head of Global Affairs

#### 環球事務主管丘梓勤博士專訪

To further broaden students' international horizons and promote their holistic development, HSUHK is cooperating with higher education institutions around the world in various ways, including overseas exchange programmes and academic research. The University has established the Global Affairs Office (GAO), led by Dr Ken Yau, to oversee international exchange and collaboration initiatives as well as overseas admissions. GAO will provide services and support for exchange and international students, assist in Mainland China and overseas student recruitment activities, and develop academic collaborations and partnerships.

HSUHK currently collaborates with approximately 100 global partners across Asia-Pacific, Europe, North America, and the Middle East. Dr Yau said "In addition to the existing student services, GAO will also continue to strengthen academic collaboration work in the future. We will continue to advise students on overseas exchanges, and actively explore networking opportunities with more Mainland China and overseas institutions based on students' preferences and needs to further enrich their learning experience."

HSUHK established the Hang Seng University of Hong Kong Mainland Centre at Nansha in Guangzhou and Qianhai in Shenzhen to promote the University's development in the Greater Bay Area. Aside from the Mainland, Dr Yau revealed that HSUHK is actively expanding its partnerships in Italy, Hungary and Turkey among other places, and deepens its cooperation with institutions in the UK and Ireland as well. He described GAO as a 'super contact person' that represents the University and its Schools by engaging in collaboration initiatives and discussions overseas. The discussions include the possibilities of offering dual-degree programmes and more academic exchanges opportunities. "Since the easing of COVID-19 restrictions, overseas exchange activities across local universities have gradually resumed. We need to attract inbound exchange students to HSUHK and discover places that our local students are interested in and encourage them to go abroad too. This will be a major challenge for GAO," he added.

為了擴闊同學的國際視野、推動全人發展，恒生大學一直致力推動與世界各地院校的合作，例如海外交流、學術研究等。大學最近增設環球事務處，由丘梓勤博士帶領國際交流項目和海內外招生等工作。環球事務處的工作主要分為三大範疇：為交換生和國際學生提供服務與支援、協助內地及海外的招生活動，以及發展學術合作策略夥伴關係。

現時，恒生大學於全球有約 100 個合作夥伴，遍布亞太、歐洲、北美及中東地區。丘博士認為以一所年輕的高等院校而言，成績頗佳。他說：「除了現有的學生服務外，環球事務處未來將加強學術交流協作的工作，這兩方面的角色可謂相輔相成。我們一方面會為學生提供海外交流的意見，另一方面亦會根據學生的喜好和需要，積極探索與更多內地和海外院校的合作機會，讓學生有更豐富的學習體驗。」

恒生大學去年底於廣州南沙及深圳前海首設「香港恒生大學內地中心」，推動大學在大灣區的發展。丘博士表示，除了中國內地，恒生大學亦積極拓展與意大利、匈牙利、土耳其等地的院校成為合作夥伴，並與英國、愛爾蘭的院校深化合作。丘博士形容環球事務處為「超級聯絡人」，代表大學及各學院與海外院校商討合作事宜，包括研究開設雙學位課程等等，開拓更多學術交流的機會。「2019 冠狀病毒疫情緩和後，各大專院校的海外交流活動亦陸續恢復。我們不單要吸引海外交換生到恒生大學，也要發掘本地學生感興趣的地方，並鼓勵他們前往交流，這是環球事務處的一大挑戰。」



Prior to joining HSUHK, Dr Yau held teaching and administrative positions at other universities. Speaking of his experience at HSUHK, he said "When an organisation has a certain scale and structure, it is inevitable that there will be distance between people. However, the atmosphere at HSUHK is very 'humanised'. In the past few months, I have participated in some student activities and found the students here to be lively and energetic. They are willing to open themselves up to the outside world. They have aspiration and confidence for the future." He believes that the friendly and cordial environment at HSUHK helps students develop closer relationships, which is important as new technology continue to change communication patterns between people.

加入恒生大學前，丘博士曾在其他大學擔任教學及行政工作，他認為恒生大學的同事和同學具有濃厚的人情味。「當一間機構具有一定規模和架構，人與人之間難免會產生距離。相反，恒生大學的氛圍很『人性化』。加入恒生大學這幾個月，我也參加過一些學生活動，這裏的同學活潑、有朝氣，願意開放自己與外面的世界交流接觸，對未來亦很有憧憬和信心。」丘博士認為細校親切和藹的環境，有助同學與人建立更密切的關係，這對於現今科技改變人與人之間溝通模式的年代，尤為重要。



▲ Dr Yau (right) attends the signing ceremony for the Memorandum of Understanding signed between HSUHK and La Trobe University in Australia.  
丘博士（右）出席恒生大學與澳洲 La Trobe University 合作備忘錄簽署儀式。



◀ Dr Yau and students attending his last class at his previous university.  
加入恒大前，丘博士曾於另一所大學任教。他與學生在最後一節課堂上拍照留念。



► Dr Yau goes trekking in Kashmir.  
在工作以外，丘博士熱愛旅遊。他曾到巴基斯坦控制的喀什米爾地區健行。

## HSUHK Scholar Develops Two Self-Learning Language Mobile Apps 恒大學者開發英語及普通話學習手機應用程式

A research team from HSUHK has successfully developed two free mobile applications, 'SpokenBot' and 'ReadOutLoud', for students and the larger public to improve their spoken and written English, and Putonghua.

The app 'SpokenBot' helps users in three main areas: practising vocabulary, evaluating vocabulary pronunciation and sentence pronunciation. It provides nearly 100 scenarios that are related to current affairs and society, including emerging technologies, digitalisation, and workplace situations, as well as updates daily news headlines for users to read out loud. Users can select different levels, speeds of sounds, and even the accent of AI voice generator. Users can also customise the number of learning days to learn English by themselves with the chat robot.

The other app, 'ReadOutLoud', automatically downloads daily news updates from radio stations and government news websites. A simulated AI voice generation technology reads out content in Putonghua or English, and users will be able to listen to, and read content through the recording function. The AI engine will then analyse and score users' pronunciation and recommend words areas for improvement.

Project coordinator, Dr Jack Wu Chun-ho, Programme Director of Management Science and Information Management Programme, said that the apps will help users self-learn languages conveniently, improve their English skills and address issues such as vocabulary, sentence structure, pronunciation and 'Chinglish', allowing them to converse in English actively and effectively.

恒生大學研究團隊成功開發免費學習英語及普通話的手機應用程式「SpokenBot」及「ReadOutLoud」，助用家提升英語及普通話應用的準確度。

「SpokenBot」集合練習詞彙、評估詞彙讀音和句子讀音三大功能，提供包括新興科技、數碼化、職場等近百個貼近時事及社會的場景、逾 8,000 組英文詞彙，用家可根據能力選擇合適的程度、音速、甚至 AI 合成語音的口音等。

「SpokenBot」亦會每日更新新聞標題，供用家朗讀及學習英語。用家亦可自訂學習日數來制定學習模式，透過聊天機械人自學英語。

「ReadOutLoud」則每日自動從電台及政府新聞網下載新聞內容，並透過仿真 AI 語音生成技術以普通話或英語讀出相關內容。用家聽畢可透過錄音功能讀出內容，AI 引擎會分析其發音，並向用家評分及指出可改善讀音的詞彙。

帶領開發團隊的管理科學與資訊管理課程主任胡鎮浩博士指，項目旨在協助用家在不同環境下自助學習，並針對詞彙、句子結構、發音、「港式英語」等問題，更積極和有效地練習會話。



▲ Dr Jack Wu develops 'SpokenBot' and 'ReadOutLoud'.  
胡鎮浩博士研發「SpokenBot」及「ReadOutLoud」應用程式。



## Presentation of 12th HSUHK Junzi Corporation Award 第十二屆恒生大學「君子企業獎」頒獎典禮

The School of Business (SBUS) hosted the 12th Junzi Corporation Award Presentation Ceremony on 15 June 2023, presenting awards to prominent business ventures that held high business ethical standards.

This year, The Hong Kong and China Gas Company Limited won the Junzi Corporation Award for Exemplary Business Practices with BENEVOLENCE, while Macao Water Supply Company Limited clinched the Junzi Corporation Award for Exemplary Business Practices with WISDOM.

This year's Junzi Survey, which showed that the HSUHK Business Ethics Index increased to 62.4 (out of 100), was also announced at the Ceremony. The Index rose by 0.8% and 4% from 61.9 in 2022 and 60.0 in 2021 respectively. The results show that the overall level of business ethics in Hong Kong as perceived by Hong Kong citizens has increased and enterprises have improved in terms of business ethics.

In addition to the Award Presentation Ceremony, SBUS facilitated a Dialogue with Business Leaders on the topic 'Moving Forward from the Pandemic: Reflections and Strategies for the Future'. Ms Kathryn Ho, Deputy CEO of International Housewares Retail Co. Limited, and Mr Maurice Kong, Chairman Institute of Dining Professionals, shared the essential qualities that business leaders possess.

恒生大學商學院於 2023 年 6 月 15 日舉行第十二屆「君子企業獎」頒獎典禮，表揚來自不同行業符合商業道德標準的傑出企業。

本年度，香港中華煤氣有限公司獲君子企業（仁德）典範獎，而澳門自來水股份有限公司獲君子企業（智德）典範獎。

典禮上亦公布「恒生大學香港商業道德指數」，本年度的指數為 62.4 分（滿分為 100 分），比 2022 年的 61.9 分及 2021 年的 60.0 分，分別增加了 0.8% 及 4%，反映香港市民對企業的君子表現評價有所增加，而企業在商業道德層面上亦愈加進步。

活動同場舉辦題為「走出疫情：反思與前瞻策略」的商業領袖對談，講者包括國際家居零售有限公司副行政總裁何家欣女士和稻苗飲食專業學會主席江志恒先生，探討在多變的經營環境中，優良企業領導者需具備的重要特質。

Please scan the QR code for details of Junzi Award.  
請掃描二維碼查看有關「君子企業獎」詳情。



▲ President Simon Ho (left) presents the Junzi Corporation Award for Exemplary Business Practices with BENEVOLENCE to the representative of The Hong Kong and China Gas Company Limited.  
何順文校長（左）頒發君子企業（仁德）典範獎予香港中華煤氣有限公司代表。



▲ Professor Simon Ho (left) presents the Junzi Corporation Award for Exemplary Business Practices with WISDOM to the representative of Macao Water Supply Company Limited.  
何順文校長（左）頒發君子企業（智德）典範獎予澳門自來水股份有限公司代表。



▲ Group photo of HSUHK senior management, honourable guests, and award winners.  
恒生大學管理層、嘉賓及得獎企業合照。



## Territory's First Decision Analytics Outstanding Award

### 全港首個決策分析卓越獎

To recognise outstanding decision analytics inventions and applications among enterprises, so as to explore opportunities for innovation and development, the School of Decision Sciences and the Big Data Intelligence Centre of HSUHK organised Hong Kong's first Decision Analytics Outstanding Award. Decision analytics technologies include cloud computing, artificial intelligence, big data analytics and digital workforce. The Awards included four major categories, namely the Best Practice, the Outstanding Business Analytics, the Outstanding Data in Action, and the Outstanding Innovative Idea.

This year, a total of 11 companies including six large enterprises and five small and medium businesses were awarded. The large enterprise awardees were: Crystal International Group Limited; DHL Express Hong Kong; HKT-PCCW Global; Automated Systems (H.K.) Ltd; DIGIQAL (HKSAR) Limited; and Town Ray Holdings Limited. Small and medium business awardees were: E.P.S.A. Corporation Limited; Neuron Operations Limited; Chef Digital Limited; Maphive Technology Ltd; and StockVins Custody And Storage Limited.

The Award Presentation Ceremony was held on 8 July 2023, with Legislative Council members, Ir Dr the Hon Lo Wai-ki and Dr the Hon Johnny Ng Kit-chong officiated alongside President Simon S M Ho; Professor Chan Wai-sum, Dean of School of Decision Sciences; Dr Daniel Mo Yiu-wing, Chairman of the Award Committee; and Dr George Ho To-sam, Associate Professor of Department of Supply Chain and Information Management.

為表揚企業運用決策分析的傑出成就，恒生大學決策科學學院及大數據智能中心舉辦全港首項「決策分析卓越獎」。

今年共有 11 間公司獲獎，包括六間大企業及五間中小企。六間得獎的大企業是：晶苑國際集團有限公司、DHL Express Hong Kong、香港電訊—電訊盈科、自動系統集團有限公司、捷創未來、登輝控股有限公司；而五間得獎的中小企業是：億世家、Neuron Operations Limited、Chef Digital Limited、Maphive Technology Ltd、StockVins Custody and Storage Limited。

頒獎典禮於 2023 年 7 月 8 日舉行，由立法會議員盧偉國議員和吳傑莊議員、何順文校長、決策科學學院陳偉森院長、決策分析卓越獎統籌委員會主席巫耀榮博士、供應鏈及資訊管理學系副教授何道森博士主禮。

「決策分析卓越獎」鼓勵透過決策分析提升企業業務質素，從而發掘更多創新發展的機會。當中的決策分析技術包括雲計算、人工智能、大數據、物聯網、區塊鏈、虛擬現實等。該獎項分為四個類別，包括大企業的卓越商業分析和最佳實踐，以及中小企業的卓越創新理念和卓越數據執行。



◀ Group photos of officiating guests and representatives of large enterprise awardees (left) and small and medium firm awardees (below).  
主禮嘉賓與大企業得獎公司代表（左圖）及中小初創得獎公司代表（下圖）。



## Naming Ceremony of Ba Zheng Dao Fang 八正道坊命名典禮

To show appreciation for the generous donation from Mr Ho Tak-sum, Managing Director of Pong Tak Realty Co, Ltd, the University held a Naming Ceremony of Ba Zheng Dao Fang on 21 June 2023. Mr Ho's donation will support the construction of the Creative Humanities Hub and the long-term development of HSUHK. Mr and Mrs Ho Tak-sum; Governor Mr Martin Tam; and President Simon S M Ho officiated at the ceremony.

Ba Zheng Dao Fang is located at the first floor in the Library at the S H Ho Academic Building. It comprises eight consecutive study rooms which provides comfortable space for self-study and small group discussion.

恒生大學於 2023 年 6 月 21 日舉行「八正道坊」命名典禮，以感謝邦德置業有限公司董事總經理何德心先生的慷慨捐助，支持「創意人文館」項目及大學長遠發展。揭幕儀式由何德心伉儷、校董譚天放先生及何順文校長主持。

「八正道坊」位於何善衡教學大樓一樓圖書館內，共有連續八間研習室，為學生日常自修及小組討論提供舒適學習空間。



▲ Mr and Mrs Ho Tak-sum (3rd from left and 2nd from right), Mr Martin Tam (2nd from left), President Simon Ho (right) and Vice-President (Organisational Development) Dr Tom Fong Wing-ho.  
何德心伉儷（左三及右二）、譚天放先生（左二）與何順文校長（右）和副校長（機構發展）方永豪博士。

## Appreciation Luncheon of HSUHK – Foundation 香港恒生大學 — 基金感謝午宴

Since its establishment, the Hang Seng University of Hong Kong – Foundation (HSUHK – Foundation) has received recognition from many enthusiastic supporters, and promoted the fast development of the University. In appreciation of the long-term support from some senior members of the Foundation, HSUHK arranged two luncheons on 5 and 15 June 2023 which were hosted by Dr Patrick Poon, Chairman of HSUHK – Foundation Management Committee, and HSUHK senior management representatives. The construction progress, facilities and design concept of the new teaching building 'Creative Humanities Hub', as well as other recent University's development were discussed during the luncheon.

香港恒生大學 — 基金成立至今，獲得不少熱心教育人士的認同和支持，推動大學迅速發展。為答謝基金會多年的支持，大學於 2023 年 6 月 5 日及 15 日特設午宴款待，由恒大 — 基金管理委員會主席潘樂昌博士和大學管理層代表一同招待，並向部分資深基金會會員介紹新教學大樓「創意人文館」的興建進度、設施及理念，以及大學的一些最新發展。



▲ Dr Patrick Poon (3rd from right, back row) hosts a luncheon with some senior HSUHK – Foundation members.  
恒大 — 基金管理委員會主席潘樂昌博士（後排右三）設宴款待部分資深基金會會員以表感謝。



## SCOM Enhances Cooperation in GBA

### 傳播學院推進大灣區合作

From 22-24 May 2023, led by Professor Scarlet Tso Hung, Dean of School of Communication (SCOM), a delegation from the School visited several renowned higher education institutions in Guangzhou, including the School of Humanities and Communication and the School of Network Communication of the Guangdong University of Finance and Economics (GDUFE); the School of Journalism and Communication and the School of Management of Jinan University (JNU); and the School of Journalism and Communication of the Guangdong University of Foreign Studies (GDUFS).

During the visit, SCOM signed MoUs with GDUFS and JNU to promote in-depth cooperation in academics, research programmes, student exchanges and talent cultivation.

傳播學院院長曹虹教授於2023年5月22日至24日率領學院訪問團前往廣州，先後到訪廣東財經大學人文與傳播學院及網絡傳播學院、暨南大學（暨大）新聞與傳播學院及管理學院，以及廣東外語外貿大學（廣外）新聞與傳播學院，以加強學院之間的聯繫與協作，推動傳播學院在大灣區的合作發展。

期間，傳播學院分別與廣外新聞與傳播學院及暨大管理學院簽訂合作備忘錄，雙方同意在學術、研究、課程、交流互訪和人才培育等各方面，進行深度合作。



▲ Visit to the School of Journalism and Communication of JNU.  
到訪暨南大學新聞與傳播學院。



▲ Professor Hou Yingzhong (left) at GDUFS signs MoU with Professor Tso.  
廣外新聞與傳播學院院長侯迎忠教授（左）與曹虹教授簽訂合作備忘錄。



◀ Professor Tso (left) signs MoU with Professor Li Wenjing, Dean of the School of Management of JNU.  
曹虹教授（左）與暨南大學管理學院院長黎文靖教授簽訂合作備忘錄。

## President Briefs Media on HSUHK's Development 校長向傳媒簡介大學發展

In a media reception held by HSUHK on 6 July 2023, President Simon S M Ho shared the University's latest developments including the latest progress on admissions, the ASEAN+ private university assessment, the GBA development plan, the Cloud Innovation School, the Decision Analytics Outstanding Award, as well as the free provision of ChatGPT services for all staff and students from September 2023 which will come with usage guidelines and training. President Ho also highlighted the 'Uniquely Common' fundraising concert, which will be held on 26 October 2023 at the Hong Kong City Hall Concert Hall.

恒生大學於 2023 年 7 月 6 日舉行傳媒聚會，由何順文校長向傳媒代表分享大學的最新發展。他簡介了最新的收生情況、「東盟地區 +」私立大學評鑑、大灣區發展、雲創學院、決策分析卓越獎，以及公布將於今年 9 月向全校師生提供免費 ChatGPT 服務，校方亦將訂立使用指引並提供相關培訓。此外，何校長亦簡介了將在 2023 年 10 月 26 日在香港大會堂音樂廳舉行「不一樣的平凡」籌款音樂會。



## President's External Sharings 校長校外分享



President Simon S M Ho delivered a keynote speech on ESG and corporate governance at a seminar series organised by the GBA CEO Club and the Dailywin Institute of Dongguan University of Technology on 7 July 2023. He proposed that the 'S' in ESG should be changed from 'social' to 'stakeholders'. Mr Kenneth Wong, President of GBA CEO Club (left); Mr Eddie Leung, Managing Director of Dailywin Watch Products Manufacturing Ltd; President Ho, and Mr Sidney Wong, Hon. Secretary-General of GBA CEO Club and Executive Director of Dailywin Institute of Dongguan University of Technology.

大灣區總裁協會與東莞理工學院得利學院於 2023 年 7 月 7 日合辦「企業管理專家講座」系列，何順文校長應邀擔任首位主講嘉賓，分享 ESG 與企業管治之道，提出「S」應改為「Stakeholder」（持份者）而非「Social」（社會）。左起：大灣區總裁協會首屆會長王堅全先生、得利鐘錶集團董事長梁偉浩先生、何校長和大灣區總裁協會秘書長兼東莞理工學院得利學院執行院長王錫堯先生。



President Simon S M Ho at a seminar on AI for future talent, organised by Philopreneur on 30 June 2023. Discussions included fundamental changes that AI brings to education and how companies will formulate future talent development strategies. Speakers were Dr Amen Lee, founder of Philopreneur (left); Mr Tommie Lo, CEO of Preface; President Ho, and Mr Chu Tsz-wing, Chief Headmaster of St Hilary's Primary School and VNSAA St Hilary's School.

何順文校長於 2023 年 6 月 30 日出席由哲企家主辦的「深度研討系列：人工智能時代下超越理性的決策力」，討論人工智能對教育帶來的根本改變，以及企業將如何制訂未來人才發展策略等議題。分享嘉賓包括：（左起）哲企家發起人李志誠博士、Preface 行政總裁盧炳棠先生、何校長和德萃幼稚園部及小學部總校長朱子穎先生。



## Sharing on Teaching Excellence 卓越教學分享

The Centre for Teaching and Learning (CTL) organised the Teaching and Learning Forum 2023 on 6 June 2023. Over 30 Teaching Excellence Award recipients and distinguished guests from local institutions were invited to share their innovative teaching practices during the seminar and the parallel session. In line with the theme, the Centre launched the publication of *My Teaching Story – Teaching Excellence: Transform to Perform*, which captures the teaching journeys of all awarded teachers and the learning journeys of novice teachers who are on their way to becoming exemplary educators.

CTL also hosted its third 'Teaching Excellence Awards' seminar themed 'Feedback that Fuels Success: Enhancing Learning through Effective Assessments and Peer Feedback'. The seminar was co-facilitated by Dr Holly Chung Hoi-ying, Senior Lecturer, and Dr Maggie Ma Jingjing, Assistant Professor, from the Department of English. During the seminar, Dr Chung shared effective practices for providing customised feedback for individual student needs and preferences, and Dr Ma shared her analysis on different peer feedback strategies, focusing on how to develop students' evaluative capacities through a wide range of peer review and comparison activities.

教與學發展中心於2023年6月6日舉辦「教與學論壇2023」，邀得逾30位歷屆卓越教學獎得獎教師及其他大學的嘉賓講者，於研討會及分享會上就不同的主題進行演說，並分享其寶貴經驗和見解。為配合是次論壇的主題，教與學發展中心編印了《My Teaching Story – Teaching Excellence: Transform to Perform》書冊，收錄所有得獎教師的教學歷程和心得。

教與學發展中心早前舉辦第三場卓越教學獎分享研討會，主題為「反饋的致勝之道：通過有效評估和同伴反饋促進學習」，邀請英文系高級講師鍾可盈博士及助理教授馬晶靜博士主講。在研討會上，鍾博士分享根據學生需要和喜好制定反饋的有效方法；馬博士則分享如何透過不同的同儕評估活動，訓練及提升學生自我評估、評估同儕的能力，從而促進彼此學習效能。



▲ The recipients of Teaching Excellence Awards, guest speakers and the HSUHK staff members.  
歷屆恒大卓越教學獎的得獎教師、嘉賓講者、恒大管理層及學院代表合照。



◀ Special Edition of *My Teaching Story – Teaching Excellence: Transform to Perform* published by CTL.  
由教與學發展中心出版的《My Teaching Story – Teaching Excellence: Transform to Perform》。



▲ Dr Chung (left) and Dr Ma share their teaching and learning philosophies.  
鍾可盈博士（左）及馬晶靜博士分享教學心得。



## The 8th World Business Ethics Forum 第八屆世界商業倫理論壇

Co-organised by HSUHK's School of Business and the University of Macau, the 8th World Business Ethics Forum (WBEF) was held from 14-15 June 2023 at HSUHK. Themed 'Emerging from Crisis through Socially Responsible and Ethical Business', the forum covered a wide range of topics related to socially responsible and ethical business practices, including ethical management under COVID-19, ESG, CSR, and more. The event provided a platform for academics and practitioners from around the world to exchange ideas and discuss emerging issues in the field of business ethics. The forum also featured a distinguished panel of guest speakers who shared their insights and experiences on various aspects of socially responsible and ethical business practices.

由恒生大學商學院和澳門大學合辦的第八屆世界商業倫理論壇於2023年6月14至15日在恒大大舉行，主題是「透過社會責任和道德商業走出危機」，涵蓋社會責任和道德商業實踐相關主題，包括在COVID-19下的道德管理、ESG、企業社會責任等，為來自世界各地的學者和從業者提供交流討論平台。論壇並邀請嘉賓講者分享在社會責任和商業倫理實踐各方面的見解和經驗。



## Introductory Workshop on Characteristics of SEN and Supporting Strategies 認識及支援特殊教育需要學生入門工作坊

To further academic staff's understanding of students with diverse needs, the Centre for Teaching and Learning co-organised the teaching enhancement seminar 'Introductory workshop on characteristics of different types of SEN and supporting strategies', with the Student Affairs Office on 1 June 2023. Mr Vergo Cheng, Educational Psychologist at the Heep Hong Society, was invited to speak with 30 HSUHK teachers and administrators. In addition to exploring the nine special learning needs, Mr Cheng focused on exploring cases of individuals with mild symptoms of mental illnesses, such as depression and anxiety.

為進一步加強教職員對特殊教育需要學生的了解，教與學發展中心於2023年6月1日與學生事務處合辦「認識及支援特殊教育需要學生入門工作坊」，邀得協康會教育心理學家鄭光言先生到訪校園，與30位教職員一同探索九種不同的特殊學習需要，並重點討論輕度精神病症狀（例如抑鬱和焦慮）的個案。





## Service-Learning Excellence Awards Ceremony cum Student Forum 2023

### 「服務學習卓越獎」頒獎典禮暨學生論壇 2023

The Centre for Teaching and Learning held the Service-Learning Excellence Awards Ceremony cum Student Forum 2023 on 19 June 2023 to recognise the accomplishments of students and teachers involved in the service-learning modules. This year, a total of 11 teachers and 12 student project teams received 'Service-Learning Excellence' Awards, and six student teaching assistants were awarded in appreciation of their invaluable services. At the forum, students shared their learning projects and achievements, many of which were in collaboration with corporations and non-profit organisations, and had a positive impact on the community.

教與學發展中心於 2023 年 6 月 19 日舉行「服務學習卓越獎」頒獎典禮暨學生論壇 2023，以表揚在服務學習學科上表現傑出的師生。本年共有 11 位老師和 12 隊學生獲獎，以及六名學生助教獲頒證書。在論壇上，學生分享他們與社企及非牟利機構合作的學習計劃和成果，以及服務學習如何為社會帶來裨益。



## Seminar to Explore the Use of Generative AI in Higher Education

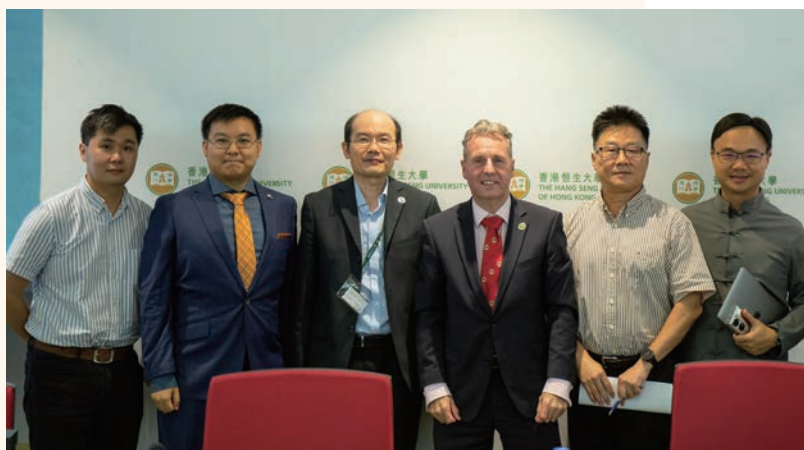
### 探討把生成式人工智能技術引進高等教育

Co-hosted by the Centre for Teaching and Learning, the School of Business (SBUS) and the HSUHK Library held a seminar titled 'Exploring the Use of Generative Artificial Intelligence (AI) in Higher Education: Opportunities, Challenges, and Ethics' on 17 May 2023.

Mr Michael Cheng, the University Librarian, shared insights on AI-assisted teaching, learning, and research. The seminar featured a panel discussion moderated by Professor Bradley Barnes, Dean of SBUS, discussing ethical considerations, challenges, and opportunities of integrating generative AI in higher education.

教與學發展中心、商學院和圖書館於 2023 年 5 月 17 日聯合舉辦「探討把生成式人工智能技術引進高等教育」研討會，探討應用人工智能技術所帶來的機遇挑戰和道德倫理議題。

圖書館館長鄭世福先生分享對高等教育引進 AI 應用技術，在協助教學和研究方面的見解。同場亦設有座談分享會環節，由商學院院長李海東教授主持，與參加者深入探討人工智能技術引入高等教育界所引發的道德問題、挑戰和機遇等相關議題。



## Undergraduate Consultation Day for Mainland Students 2023

### 內地生本科入學諮詢日 2023

For the first time, on 17 June 2023, HSUHK held the Undergraduate Consultation Day for Mainland Students on campus to promote HSUHK's programmes among the Mainland student community. The event was attended by over 600 participants, which included prospective students and their parents, who participated in campus tours that showed the University's state-of-the-art teaching facilities, residential colleges and the overall environment that students will get to learn and live in. They also attended programme exhibitions, interactive talks and workshops that addressed questions regarding admission processes and other queries.

恒生大學於 2023 年 6 月 17 日首次舉辦內地生本科入學諮詢日，透過課程展覽、入學講座、工作坊及校園導賞等活動，向參加者介紹恒生大學的教學設施及學習環境，吸引逾 600 名內地生及家長參與。



## HSUHK Organises Secondary School FinTech Innovation Competition

### 恒生大學辦中學生金融科技創新概念比賽

To promote FinTech literacy among secondary school students and encourage them to explore the digital environment, the Department of Economics and Finance recently organised the Secondary School FinTech Innovation Competition 2023. The Champions from St Paul's Secondary School proposed a software application that creates a short-term shared funding account software among registered users, which allows account holders to share funds within the account. It can also be used globally and has an exchange rate feature for traveling. The software can also automatically calculate shared funds and facilitate the entire transfer process. The application received high praise by the judging panel.

恒生大學經濟及金融學系近日舉辦中學生金融科技創新概念比賽 2023，以促進高中學生的金融科技知識，並鼓勵年青一輩勇於探索現今金融科技環境。冠軍由聖保祿中學奪得，小組成員設計了一款軟件，協助建立和管理短期共享資金賬戶，並配備匯率兌換功能，方便旅行時使用。軟件不但提供自動計算用戶間的共享資金，亦便利促進轉賬的過程，得到評判團一致嘉許。



▲ St Paul's Secondary School is awarded Champion.  
聖保祿中學奪得冠軍。



## TEDxHSUHK 2023: True North

Organised by the Centre for Teaching and Learning (CTL), the fifth TEDxHSUHK was held on 9 June 2023. The event featured a line up of six speaking units, featuring seven speakers from all walks of life; namely Phaedrus Lam and Chucky Chan (content creators and hosts), Harold Yip (business person), Johnny Hui (TV host and actor), Kearen Pang (playwright, actress and director), Chu Pak-him (actor, musician and band member), and Jacky Tong (actor and video creator). The speakers inspired over 100 live audience members and over 500 online viewers from the HSUHK community and the public.

由教與學發展中心主辦的 TEDxHSUHK 迎來第五年，於 2023 年 6 月 9 日舉行。是次活動邀請了六個單位、共七位講者，以 18 分鐘 TEDx 獨特演說形式，與在場超過 100 名恒大師生及公眾人士，以及逾 500 名網上觀眾，分享觸動心靈的故事。嘉賓包括創作者和主持人林京賢和陳靜雅、商人葉文琪、電視主持人和演員強尼、劇作家、演員和導演彭秀慧、演員、音樂人和樂隊成員朱栢謙，以及演員和影片創作者唐浩然。



Photo credit 相片提供 : Louis Siu





## HSUHK President's Cup 2023 恒生大學校長盃 2023

The second HSUHK President's Cup was held from 23 to 25 May 2023. Staff members teamed up for different tournaments, including the women's basketball shooting challenge, the men's 3-on-3 basketball, badminton and table tennis. After playing intense and competitive games, the School of Decision Sciences was the Overall Champion, the School of Business and the School of Humanities and Social Science were the 1st and 2nd Runners-up respectively.

第二屆恒生大學校長盃於2023年5月23至25日舉行，由教職員組隊競逐女子射籃、男子三人籃球、羽毛球與乒乓球比賽獎項。經過連日激烈比賽，總冠軍由決策科學學院奪得，亞軍和季軍則分別由商學院和人文科學學院奪得。





## Staff-Alumni Sports Gathering 教職員校友齊「恒」動

A sports reunion exclusively for all alumni-turned-staff members, was organised by the Advancement and Alumni Affairs Office on 16 June 2023. Two new sports, spikeball and pickleball, were showcased at the reunion. HSUHK senior management and members of the Alumni Affairs Committee also joined the staff-alumni members and teamed up for a mini competition.

時隔兩年，發展及校友事務處於2023年6月16日再度為投身母校工作的教職員校友舉辦新興運動體驗，包括圓網球及匹克球。一眾大學管理層和校友事務委員會成員一同參與，並與其他校友組隊比賽、切磋球技。



## HSUHK Overseas Alumni Gatherings in Australia 恒生大學澳洲海外校友聚會

HSUHK organised its first batch of overseas alumni gatherings. Dr Tom Fong Wing-ho, Vice-President (Organisational Development) met with HSUHK alumni and exchange students in Sydney and Melbourne on 12 and 14 May 2023 respectively. The alumni and exchange students shared their experience in Australia and learned about the University's latest developments from Dr Fong, who also encouraged them to join HSUHK's overseas alumni network to stay connected with their alma mater.

恒生大學首次舉辦海外校友聚會，副校長（機構發展）方永豪博士於2023年5月12日和14日，分別在悉尼及墨爾本與校友和交換生相聚交流。聚餐期間，校友互相分享在澳洲工作或升學發展的近況和生活點滴，同時深入了解大學近年的發展。出席聚會的校友亦獲邀加入海外校友網絡，與母校建立緊密聯繫。



## HSUHK Student Awarded Champion at HKSI Case Competition 恒大大學生於香港證券及投資學會案例競賽奪冠

Karen Tam (BBA Supply Chain Management, Year 4) won Champion at the Hong Kong Securities and Investment Institute Case Competition 2023 with two teammates from the University of Hong Kong. Across the three challenging stages of the competition, Karen and her team stood out from the competition as they fully demonstrated their knowledge on the essential trend and integration of ESG and Finance.

供應鏈管理工商管理學士課程四年級學生譚嘉淇，連同兩位來自港大的成員，勇奪「香港證券及投資學會案例競賽2023」冠軍。經過三輪激烈的比賽，她們憑藉對ESG及金融的理解及出色表現，從眾多參賽隊伍中脫穎而出。



▲ Karen Tam (left) and her team at the presentation ceremony.  
譚嘉淇（左一）與成員於頒獎禮上接受獎項。

## Two Teams Win Awards in Personal Finance Ambassador Programme 兩學生團隊於個人理財大使計劃獲獎

At the Personal Finance Ambassador Programme 2023, two HSUHK teams were awarded the Silver Award and the Judges Accredited Award respectively. Co-organised by Investor and Financial Education Council and St James' Settlement, 15 teams from eight tertiary institutions were trained as Personal Finance Ambassadors. The students developed and implemented projects to promote financial education to their peers.

由投資者及理財教育委員會和聖雅各福群會合辦的「個人理財大使計劃2023」，恒生大學學生組成的兩個隊伍，分別奪得銀獎和評審嘉許獎。15隊來自八所大專院校的參賽隊伍透過一系列訓練和活動，設計及推行理財教育計劃，向大眾推廣理財教育。



▲ Team from HSUHK wins Silver Award.  
恒生大學銀獎隊伍。



▲ Team from HSUHK wins the Judges Accredited Award.  
另一支恒大隊獲得評審嘉許獎。



## Business Students Receive Prizes at TIHK Tax Debate Competition

### 商學院學生於全港大專學生稅務辯論比賽得獎

Four students from HSUHK's School of Business, Kwok Hin-yan, Chu Tsz-kin, Yuen Wing-kiu and Choy Yee-ting, won 2nd Runner-up and the Best Team Spirit Award at the TIHK Tax Debate Competition 2023. Organised by the Taxation Institute of Hong Kong, the competition aims to cultivate participants' understanding of the tax profession through debates.

恒生大學商學院四位學生郭衍欣、朱子健、袁穎蕎及蔡綺婷於「全港大專學生稅務辯論比賽 2023」勇獲季軍及最佳合作精神隊伍。比賽由香港稅務學會舉辦，透過辯論增加參賽者對稅務專業的認識。



▲ SBUS students receive their award at the TIHK Tax Debate Competition 2023. 商學院學生於「全港大專學生稅務辯論比賽 2023」獲獎。

## SSRC Student Presentation and Award Presentation Ceremony

### 初創及中小企資源中心學生匯報及頒獎典禮

The Start-up and SME Resource Centre (SSRC) of the School of Business hosted its fifth Student Presentation and Award Presentation Ceremony on 30 June 2023. Vince Lee (BBA Professional Accountancy, Year 2) and his consultancy team won the championship.

In the academic year 2022-23, with the support of Hang Seng Bank Limited, six management trainees from the bank joined HSUHK student consultant teams. As of 2023, SSRC has provided complementary consultancy services to over 20 local businesses, supporting firms in different sectors, such as retail, charity organisations, e-commerce, and more.

恒生大學商學院初創及中小企資源中心於 2023 年 6 月 30 日舉行第五屆學生匯報及頒獎典禮，由專業會計學工商管理課程二年級學生李卓峰及其所屬諮詢團隊奪得冠軍。

2022-23 學年，初創及中小企資源中心獲恒生銀行支持，派出六位銀行管理培訓生與恒生大學學生顧問組成諮詢團隊。在 2023 年，學生諮詢團隊已為 20 多間本地初創及中小企提供諮詢服務，服務對象包括零售業、慈善機構、網上及電子商務等。



▲ Led by Dr Kenneth Kwong Ka-kei (left), Assistant Professor of Department of Marketing, Vince Lee (centre) and team win the championship. 李卓峰（中）及其團隊在市場學系助理教授鄭家麒博士（左）領導下奪冠。

## Training Programmes for Student Leaders and Campus Life Mentors 學生領袖與校園生活導師培訓

With the aim to enable student leaders with essential skills and knowledge for managing a student organisation and organising activities, the Student Affairs Office (SAO) partnered with various offices and external parties, such as the HSUHK Finance Office, the Independent Commission Against Corruption, the Equal Opportunities Commission, the Office of the Privacy Commissioner for Personal Data, The Conservancy Association and others, to deliver a series of training workshops with different themes between April and August 2023. SAO also offers ongoing advice and support to over 20 diverse student organisations.

SAO has also recruited over 200 current students to serve as Campus Life Mentors at the New Student Welcome Days. After a series of training workshops and briefing sessions, the Campus Life Mentors are now well-equipped with leadership and communication skills, as well as essential knowledge to provide effective guidance and support to new students, easing their transition into university life at HSUHK.

為提升學生領袖舉辦活動及履行職務的知識和能力，學生事務處於今年4月至8月，先後與大學財務處、廉政公署、平等機會委員會、個人資料私隱專員公署及長青社合作，舉辦不同主題的訓練工作坊。此外，學生事務處亦向學生組織提供恆常的諮詢及支援服務。

學生事務處亦招募逾200名學生作為校園生活導師，於大學迎新日以及9月份開學期間，為新生提供適切的指導及入學支援。校園生活導師經過一系列的培訓工作坊和簡報會，為協助新生適應大學校園生活作好準備。



▲ Training workshop for Campus Life Mentors.  
校園生活導師培訓工作坊。

▲ Student leaders attend the Student Leader Enhancement Series.  
學生領袖出席一年一度的學生領袖培訓計劃。



## HSUHK ICAC Ambassador 2022-23

### 恒生大學廉政大使 2022-23

Co-organised by the Student Affairs Office and Independent Commission Against Corruption (ICAC), the closing ceremony of ICAC Ambassador 2022-23 was held on 27 June 2023. Over the past year, HSUHK ICAC Ambassadors enhanced staff's and students' awareness on anti-corruption and promoted integrity by organising a variety of activities on campus. HSUHK ICAC Ambassadors received positive feedback from ICAC on their performance and commitment towards their goals.

由學生事務處與廉政公署合辦的「廉政大使 2022-23」，於 2023 年 6 月 27 日舉行閉幕典禮。過去一年，「恒大廉政大使」於校園舉辦豐富多彩的活動，向師生及教職員推廣防貪知識及誠信校園。廉政公署代表讚揚恒大團隊熱心推動廉政活動，肯定同學過去一年的積極表現。



▲ Students take selfies with the ICAC mascot.  
恒大廉政大使於校園設攤位，同學踴躍與廉政公署吉祥物「智多多」合照。

## RC Collaborates with EPD in Implementing Green Collect Programme

### 住宿書院與環保署於校內推行「綠綠收」回收服務

HSUHK Residential Colleges (RCs) have partnered with the HKSAR Environmental Protection Department (EPD) to implement the 'Green Collect Programme' across the RC community. By focusing on turning waste into resources and educating residents about waste reduction, RCs have expanded the range of recyclables collected day-to-day. In the 2022-23 academic year, RCs successfully recycled over 2,000 kg of recyclables, a significant increase compared to previous years.

Moving forward, RCs will engage residents in activities such as workshops on waste reduction at the source, carnivals promoting sustainability, and more.

恒生大學住宿書院聯同政府環境保護署推行「綠綠收」一站式信心回收服務，藉此提供更多元及方便的回收渠道予宿生，鼓勵參與源頭減廢，妥善處理回收物，轉廢為材。於 2022-23 學年，住宿書院共收集逾 2,000 公斤的回收物，回收量較過往數年顯著上升。

展望未來，住宿書院將繼續透過工作坊及回收嘉年華等不同活動，鼓勵宿生參與減廢回收，帶動舍堂綠色生活文化。





## Bid Farewell to Exchange Students 送別交換生

A tote bag design workshop was organised to bid farewell to exchange students on 8 May 2023 and mark the end of the semester. During the workshop, exchange students designed their own tote bags to take home with them, as a souvenir and a fond reminder of their time as HSUHK students and of Hong Kong.

隨著本學期完結，學生事務處於 2023 年 5 月 8 日舉辦環保袋彩繪工作坊，送別交換生。在工作坊上，交換生發揮創意，親手設計獨一無二的環保袋，將對香港和恒生大學的回憶帶回家，留為紀念。



## Hong Kong – Malaysia Cultural Exchange Programme 香港 — 馬來西亞社會文化交流之旅



▲ A visit to Hong Kong Geopark.  
同學參觀香港地質公園。

The 2023 Hong Kong – Malaysia Cultural Exchange programme, led by HSUHK and co-organised by three tertiary institutions in Malaysia, was held from 4 to 17 June 2023. A total of 22 HSUHK students and 24 Malaysian students attended the event which aimed to facilitate further cultural exchange between Hong Kong and Malaysia's youths. Through a variety of seminars, visits, and field trips across Hong Kong and Malaysia, students gained a deep and mutual understanding of the historical and cultural backgrounds of the two places.

由恒生大學主辦、馬來西亞三所大學協辦的「2023 香港 — 馬來西亞社會文化交流之旅」於 2023 年 6 月 4 日至 17 日舉行。在活動中，22 位恒大大學生和 24 位馬來西亞的大學生參與不同主題的講座，參觀及考察兩地的特色景點，深入了解兩地的歷史和文化背景。



## Elder-Youth-Transgenerational Financial Education Programme 2022-23

### 「長青共學」跨代理財教育計劃 2022-23

Co-organised by the School of Business and the Centre of Teaching and Learning and sponsored by Hang Seng Bank, the Elder-Youth-Transgenerational (EYT) Programme has developed a series of tailored financial education and social service training courses for HSUHK students. Participants will promote financial literacy among university students and the elderly and foster engagement in the local Hong Kong community. A total of 79 students developed and delivered 16 workshops to 204 older adults throughout 2022-23 academic year covering topics such as reviewing personal financial management and investment, introducing financial products suitable for the elderly and how to avoid financial scams.

恒生大學商學院及教與學發展中心聯合推出「長青共學」跨代理財教育計劃，在恒生銀行贊助下，為恒大大學生提供理財教育和社會服務培訓課程，藉此提高跨代理財知識及溝通技巧。79名同學分組到參與計劃的長者中心，為長者舉行理財知識工作坊，涵蓋個人理財及投資、長者金融產品，以及如何防範金融詐騙等。於2022-23學年，計劃共舉辦了16場工作坊系列，受惠長者達204人。



## VolTrekks Service-learning Scheme 2022-23

### 「順龍仁澤 學義同行」

### 服務學習實踐計劃 2022-23

With the generous support from the Hong Kong Shun Lung Yan Chak Foundation Limited, the Student Affairs Office launched the VolTrekks Service-learning Scheme 2022-23, through which students can experience a progressive learning journey via a range of local and overseas activities. This year, the scheme was structured in three phases that consisted of training workshops and experiential learning activities, local service projects, and overseas service-learning tours. Ten selected students also visited Mongolia in June 2023 to further experience different cultures as they developed their community service skills. During the trip, students provided services for local nomadic children on environmental and cultural aspects and carried out environmental protection work.

學生事務處獲香港順龍仁澤基金會慷慨贊助，開展「順龍仁澤 學義同行」服務學習實踐計劃 2022-23，讓學生透過不同的本地及海外活動進行學習體驗。本年度計劃分為三個階段，包括舉辦與社會議題相關的培訓活動、設計切合服務對象需要的「本地服務實踐」，以及海外服務。為擴闊國際視野和提升社會服務技能，其中10位學生於2023年6月前往蒙古參與環境保護工作，並於當地學校為游牧民族兒童提供文化及環保意識的教育。

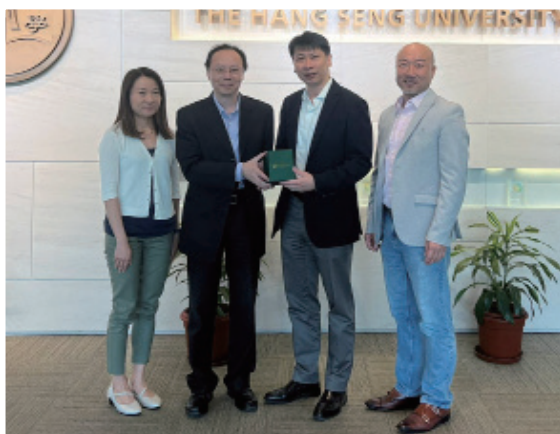


▲ Four service-learning teams share projects and learning outcomes with each other and tutors.  
四隊服務學習隊伍完成本地服務計劃後，與同學和導師分享成果及得著。



▲ Students work with nomadic children in Mongolia.  
恒大大學生於蒙古一間學校為游牧民族兒童提供互動學習體驗。





◀ Mr Denthur Lee, Regional Director of Manulife Hong Kong, visits HSUHK on 5 May 2023, accompanied by Mr Andric Yew, HSUHK Fundraising and Donation Committee Member. They are briefed on the University's latest developments by Vice-President (Organisational Development), Dr Tom Fong Wing-ho.

宏利香港區域總監李國賢先生於 2023 年 5 月 5 日在恒生大學籌募及捐款委員會委員姚逸安先生陪同下到訪校園，由副校長（機構發展）方永豪博士介紹大學最新發展計劃。

▶ Dr Eric Chiu, Founder and CEO; Mr Marco Chan, Chief Technical Officer; and Ms Davy Mok, Operation Manager of Able Trilli, visit HSUHK on 3 May 2023. The guests are introduced to HSUHK's Cloud Innovation School, the first of its kind in Hong Kong. This visit marks the beginning of partnership between HSUHK and Able Trillion.

佳兆集團營運總監趙寶永博士、首席技術官陳紹聰先生及營運經理莫嘉汶女士於 2023 年 5 月 3 日到訪恒生大學，了解大學設立全港首個雲創學院。是次參觀標誌著恒生大學與佳兆集團合作的開端。



◀ Professor Marcus Im Sio-kei, President of Macao Polytechnic University, and Ms Christy Cheong Weng-lam, Head of Academic Affairs Department, visit HSUHK on 6 July 2023. They are received by HSUHK Council Member Professor Nyaw Mee-kau, as well as HSUHK's senior management, and briefed on the University's latest developments and facilities.

澳門理工大學校長嚴肇基教授及學術事務部部長張詠藍女士於 2023 年 7 月 6 日到訪恒生大學，獲校務委員會成員饒美蛟教授及管理層成員接待，介紹大學最新發展及設施。

▶ On 2 May 2023, Mrs Caroline Rice and Mr Andrew Hemingway, Co-Directors of International Programmes, Hertford College of Oxford University, UK, visit HSUHK and meet with Professor Jeanne Fu Ho-ying, Acting Vice-President (Learning and Student Experience), to discuss partnership opportunities, and deliver a briefing session on Hertford College's English Language and British Culture Summer Programme to HSUHK students.

英國牛津大學赫特福德學院國際交流計劃聯合總監 Caroline Rice 女士及 Andrew Hemingway 先生於 2023 年 5 月 2 日與署理副校長（教學及學生體驗）暨環球交流委員會主席符可瑩教授會面，商討夥伴關係合作，並簡介該學院暑期課程。





Ms Lee Dong-young and Ms Jain Lee, Programme Coordinators from the Office of International Affairs of Chung-Ang University, South Korea, visit HSUHK on 10 May 2023. They deliver a briefing session on the Chung-Ang University International Summer Programme which will take place in July and August 2023.

韓國中央大學國際交流部代表李東玲女士及李載仁女士於 2023 年 5 月 10 日到訪恒生大學，並於簡介會上介紹該院校 2023 年暑期課程。



## Personnel Updates

## 人事快訊

## Newly Joined Senior Administrative Staff 新加入高級行政人員

School / Department / Office 學院 / 學系 / 部門	Senior Administrative Staff 高級行政人員	Position 職位
Institute of Continuing and Professional Education 專業進修學院	Dr John Leung Wai-keung 梁偉強博士	Director of Institute of Continuing and Professional Education 專業進修學院總監

## Senior Administrative Staff with New Appointment 高級行政人員新任命

School / Department / Office 學院 / 學系 / 部門	Senior Administrative Staff 高級行政人員	Position 職位
Student Affairs Office 學生事務處	Ms Amy Chu Po-yi 朱寶儀女士	Manager - Career Planning and Development 經理 — 事業策劃及發展

## Senior Administrative Staff with Promotion 高級行政人員晉升

School / Department / Office 學院 / 學系 / 部門	Senior Administrative Staff 高級行政人員	Position 職位
Finance Office 財務處	Ms Cammy Au Yuen-fong 歐婉芳女士	Finance Manager, Financial Accounting and System 財務經理 — 財務會計及系統
Information Technology Services Centre 資訊科技服務中心	Mr Danny Lam Kwan-yung 林君勇先生	Senior Information Technology Manager 高級資訊科技經理
Library 圖書館	Mr Angus Lam Ka-on 林家安先生	Associate Librarian (Resources Management) 圖書館副館長 (資源管理)
President's Office 校長室	Ms Alison Lam Ying-lim 林英濂女士	Manager 經理
School of Business 商學院	Mr Benjamin Yau Chit-fai 邱哲輝先生	Senior School Manager 高級學院經理

## Stronger Support Base for HSUHK

### 誠邀支持捐獻恒生大學

Recent years have seen HSUHK progress in leaps and bounds on both the teaching and research 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 get the solidarity it needs to grow faster, do better and make a difference.

香港恒生大學近年在教學與研究兩方面發展迅速，成績有目共睹。為確保今後持續發展的動力，大學積極聯絡各界有心人支持本校長遠發展，為未來更上層樓打下穩固基礎。

捐款抬頭請書「香港恒生大學 — 基金」。您的支持將有助恒生大學加速發展，精益求精。

#### Contact Us 聯絡我們

The Hang Seng University of Hong Kong — Foundation Secretariat

Advancement and Alumni Affairs Office

「香港恒生大學 — 基金」秘書處

發展及校友事務處

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## Connect with Alma Mater – Help Strengthen a Close-knit Alumni Community

### 與母校保持聯繫 — 攜手創建緊密校友網絡

To keep the HSUHK (including HSSC and HSMC) alumni community abreast of HSUHK's latest news and developments and to strengthen close-knit relationships within the community, we invite our alumni to support the alumni community by updating your personal information and helping other unregistered alumni get reconnected with their Alma Mater. Don't forget to check out the latest HSUHK and alumni events, as well as a wide array of exclusive alumni benefits and privileges on the website: <https://aaao.hsu.edu.hk/en/alumni-affairs>.

為讓香港恒生大學（包括恒商與恒管）校友社群能夠緊貼母校的最新資訊及發展，以及建構緊密網絡，我們誠邀校友更新您的個人資料，並協助其他未登記的校友重新聯繫母校，支持校友社群。請瀏覽 <https://aaao.hsu.edu.hk/en/alumni-affairs>，以時刻緊貼大學及校友活動資訊，以及校友專屬優惠。



<https://bit.ly/3bL8Sp3>

Please scan the QR code to fill in the online form to update your information, or pass the QR code to any unregistered alumni in your network. A souvenir will be offered as a token of appreciation for those enrolling for the first time or keeping us updated.

請掃描二維碼填寫網上表格以更新您的資料，或與您認識而未登記的校友分享此二維碼。為答謝各位支持，首次登記或更新資料的校友將獲贈精美紀念品一份。

#### Enquiries 查詢

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