

博學



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HSUHK students embrace overseas experiential learning 恒生大學學生擁抱海外體驗式學習

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

The Hang Seng University of Hong Kong Newsletter
香港恒生大學通訊

HSUHK students embrace overseas experiential learning 恒生大學學生擁抱海外體驗式學習



▲ HSUHK students participate in summer programmes in the University of Oxford in the UK for advanced academic and cultural exchanges.
恒生大學學生到英國牛津大學參與暑期課程，進行高水平的學術文化交流。

HSUHK is committed to providing a wide range of extracurricular activities and experiential learning opportunities to broaden students' international perspectives and promote all-round development. This includes various types of overseas exchange programmes for students to explore and experience different cultures.

Apart from the regular student exchange and internship schemes, in the summer 2023, HSUHK supported students' participation in exchange and leadership seminars across renowned overseas universities, helping them become leaders with critical thinking, innovative minds, a caring attitude, moral values and social responsibility.

Eight Honours Academy (HA) students, sponsored by the University, participated in summer programmes across three world-renowned universities, the University of Oxford in the UK, Harvard University and the University of California, Berkeley in the US. These programmes lasted between three to six weeks from May to August 2023.

為擴闊學生的國際視野、推動全方位發展，恒生大學一直致力提供廣泛的課外發展和體驗式學習機會，包括舉辦各類型海外交流計劃，讓同學探索及體驗不同文化。

除了恒常的海外交換生和工作實習計劃外，在2023年夏季，恒生大學支持學生到海外著名院校交流和參與領導研討會。大學藉此培養學生的領導力、自信及潛能，成為具明辨思維、創新力量、人文關懷、道德價值和社會責任的人才。

恒生大學八名榮譽學院學生在大學的贊助下，於2023年5月至8月期間分別到三間世界頂尖學府，包括英國牛津大學、美國哈佛大學和加州大學柏克萊分校，參與為期三至六星期的暑期課程。

Additionally, six students were supported by IYSL to attend the 11th University Scholars Leadership Symposium (USLS) held at the United Nations Conference Centre in Bangkok, Thailand, from 1 to 4 August 2023. The event, organised by Humanitarian Affairs Asia, brought together some 1,200 emerging world leaders from over 100 United Nations Member States. During the symposium, HSUHK students actively participated in various activities, including experiential learning days, volunteer services and thematic workshops, motivating them to become leaders and change-makers for positive social change.

The participating students commented that they greatly benefited from their overseas experiential learning, especially in terms of leadership skills, personal growth, and broadening their horizons.

此外，六名傑出學生獲青年可持續發展領袖研習所支持，參加 2023 年 8 月 1 日至 4 日在泰國曼谷聯合國會議中心舉行的第 11 屆大學學者領導研討會。這個由亞洲人道事務組織主辦的傑出青年領導活動，匯聚來自一百多個聯合國會員國的 1200 多位新興世界領袖。期間恒大大學生積極參與各種活動，包括體驗學習日、志願服務、主題工作坊等，獲得成為領袖和變革者的知識、技能和動力，培養其領導能力並推動積極的社會變革。

整體而言，參與同學都認為從海外體驗式學習中得益不淺，尤其在領導能力、個人成長和擴闊眼界方面。



◀ Dr Holly Chung, Acting Head of HA (4th from right) greets students participating in overseas experiential learning programmes: (From left) Tom Tang, Stella Yap, Alison Cheng, Vichy Chan, and (from right) Isaac Li, Berrie Chim and Fanny Cheung. 榮譽學院署理院長鍾可盈博士（右四）與到海外體驗交流的同學合照：（左起）鄧嘉豪、葉淑琳、鄭欣樂、陳暉晴和（右起）李展僑、詹凱琳和張芯鳳。

Willingness to try, promoting personal growth

勇於嘗試，促進個人成長

Students who went overseas for exchange programmes stepped out of their Hong Kong comfort zones and experienced valuable personal growth. Vichy Chan, who went to the University of Oxford, has a passion for drama and performing arts. In the UK, she attempted to write a script for a short play in English for the very first time, which described the culture shock between Hong Kong and the UK. Her performance was well received by her teachers and classmates.

Berrie Chim, who travelled with Vichy, is a passionate reader. She was inspired by the strong reading atmosphere in the UK and bought many books for herself.

She also received encouragement from her teacher to write poetry to further



▲ Berrie (right) commends teachers at Oxford care about students and she is pleased to get the advice from them. Berrie（右）認為牛津大學的導師很關懷學生，並欣喜得到導師給予的建議。

同學們到海外交流，在課堂內外作出不少新嘗試，跳出香港課室的舒適圈，促進個人成長。前往牛津大學交流的陳暉晴（Vichy）本身熱愛戲劇與表演藝術，在英國的課堂上她初嘗以全英語撰寫短劇的劇本，講述香港與英國的文化衝擊，演出獲得導師及同學的好評，讓她十分興奮。

與 Vichy 結伴同行的詹凱琳（Berrie）熱愛閱讀，她被英國濃厚的閱讀氛圍所感染，大量購買書籍之外，更喜獲導

enhance her skills. "The teacher said that I am doing well in other aspects and suggested that I write poetry every day to improve my knowledge. I never thought I would hear such proactive advice." Berrie said that the mentors at the University of Oxford care about students and spend time chatting with them after class. They also provide useful advice based on students' individual needs.

Alison, who also went to the University of Oxford for exchange, believes that the three weeks of intensive classroom life accelerated her growth. "We communicated with teachers and classmates in English every day, and the courses are very compact. We absorbed new knowledge every day and gave presentations every two days on average. It was busy but also very fulfilling and satisfying."

Studying abroad is also a good opportunity to be brave. Fanny Cheung, who describes herself as relatively introverted, went abroad for exchange alone for the first time and it was a big challenge for her. In the UK, one of her assignments included conducting street interviews. She said, "I used to be afraid of speaking in front of many people, but after this, talking to foreigners of different nationalities made me bolder and more willing to challenge my shortcomings."

師鼓勵創作，「老師說我其他方面掌握得不錯，提議我可以每日寫詩，以增進相關的知識，我從沒想過會聽到如此進取的建議。」Berrie 表示牛津大學的導師很關懷學生，不介意下課後被學生「捉住」談天，他們也會針對學生的個人需要給予建議。

同樣到牛津大學交流的鄭欣樂（Alison）認為三星期充實的課堂生活，令她急速成長，「我們每天要用英語和老師及同學溝通，而且課程非常緊湊，每日不斷吸收新知識，平均每兩日進行一次簡報。雖然很忙碌，但亦很充實及有滿足感。」

到外地學習也是訓練膽量的好機會，自言性格比較內向的張芯鳳（Fanny）第一次獨自到海外交流，對她而言是一大挑戰，在英國碰巧她需要進行街訪的練習。她說：「我本來不太敢在很多人面前說話，但經過這次海外交流，與不同國籍的外國人交談，令我變得更大膽，勇於挑戰自我的不足。」



▲ Stella (right at front row, left picture; and left in front row, right picture), an exchange student at Harvard University, alongside students from across the globe.
▲ Stella（左圖前排右、右圖前排左）在哈佛大學交流，與來自世界各地的學生一同學習。

Broadening horizons, understanding diverse cultures

擴闊視野，認識多元文化

During their exchange at the University of California, Berkeley, Tom Tang and Isaac Li met students from different countries and experienced diverse cultures. Tom believed that UC Berkeley is a university with a liberal culture and "is more inclusive" in dealing with gender equality and racial issues. His biggest takeaway from the trip was "not to make too many assumptions and to approach learning with an open mind. For example, in terms of race and gender, Asian people may not necessarily speak Putonghua, and gender is not limited to 'he' and 'she'."

Isaac shared that students from all over the world would greet each other and exchange Instagram profiles when they met on campus restaurants. His attitude towards making friends is more open-minded than in Hong Kong. He also learned doing things in the ways of different cultures. "We are used to expecting replies to messages, but Japanese classmates often don't reply."

鄧嘉豪（Tom）與李展僑（Isaac）藉着在加州大學柏克萊分校交流的時間，認識大量來自不同地方的同學，切身體驗多元文化。Tom 認為加州大學柏克萊分校是一所思想開放的院校，在性別平權或種族議題的處理上都「走得比較前」，他此行的最大得著是「凡事不應作太多假設，要當自己是白紙般去學習。例如在種族及性別上，亞洲人不一定懂說華語，而性別也不只有 He 和 She。」

Isaac 表示世界各地的同學在校園餐廳相聚，就會主動打招呼，互相認識、交換 Instagram，結交朋友的心態比在香港時更為開放。他也見識

This doesn't mean that they don't know the progress of things, but they just don't have this habit." To him, this was a valuable lesson in learning how to work with people with different personalities in the future, with a tolerant attitude and adaptability.

到不同文化的人，做事方式大為不同，「我們很習慣對方要回覆信息，日本同學卻經常不回覆；這不代表他們不知道事情的進展，只是他們沒有此習慣。」他認為這是很好的學習過程，將來也會以包容的心及應變能力，與不同性格的人合作。

Isaac (front left) and Tom (4th from right, second row) go sightseeing with other exchange students. Isaac (前排左) 與 Tom (第二排右四) 與其他交流生到處遊覽，增進友誼。



Caring for the world, cultivating leadership qualities

關懷世界，培養領袖特質

Stella Yap had the opportunity to discuss different social issues, such as gender equality, with participants from other countries during the USLS in Thailand. Her experience was very rewarding as she realised that even as a university student, she can make a difference and influence change in current social issues. "At the symposium, I was not just a student, but a representative of my region and university. It made me realise that I am not as little as I imagined. As long as we start small and grow, we can definitely make changes to society."

Alongside representatives from 46 countries/regions at the symposium, Stella and Alison Cheng were selected as group leaders for their outstanding performance. During the volunteer service session, Alison witnessed the qualities of true leaders who fully engage themselves in the activities. "I realise the qualities of a true leader: not just verbally commanding a team, but also taking practical action."

Dr Holly Chung, Acting Head of the HA, expressed delight in witnessing how HA students have grown after their experiential learning experiences abroad. She encourages all HSUHK students to dive into any possible experiential learning opportunities, locally and internationally, because "seeing is believing". Being a global citizen is no longer a banner slogan, but a must for all university students out there. HA plans to nominate no less than six students in the coming summer to attend elite universities' summer study programmes.



▲ Alison and Stella (2nd and 3rd from left) attend USLS in Bangkok. Alison 和 Stella (左二及三) 參加於曼谷舉行的研討會。

葉淑琳 (Stella) 到泰國參加大學學者領導研討會，有機會與其他國家的參加者討論不同社會議題，如自己特別感興趣的性別平等議題，讓她甚有得著。她原本認為自己作為大學生，力量非常渺小，很難對現行的社會問題作出改變，「在研討會上，我不只是一名學生，而是作為地區和學校的代表發聲，讓我覺得自己並非想像中渺小。只要我們從小事着手，積少成多，定必能為社會作出改變。」

研討會有來自 46 個國家／地區的代表，Stella 與 Alison 憑出色表現和豐富經驗，獲選為小組組長，透過帶領小組活動訓練領導能力。在志願服務環節中，Alison 見識到領袖們親力親為、落手落腳做義工活動，「我體會到真正領袖的特質，不只坐在房間『空口』指揮團隊，更會身體力行作出實際行動。」

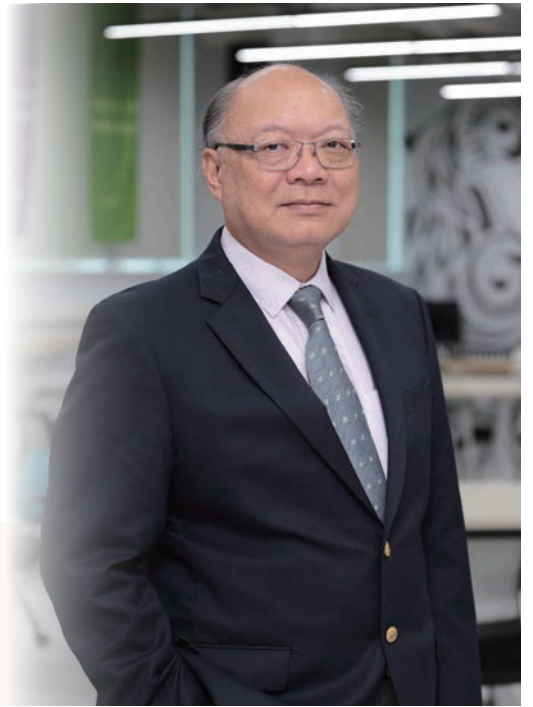
榮譽學院署理院長鍾可盈博士表示，很高興看到恒大大學生到外地體驗學習後成長蛻變。她鼓勵所有恒大大學生好好把握本地及海外的體驗學習機會，因為「眼見為實」，成為世界公民亦不再只是口號，而是所有大學生必備的條件。榮譽學院計劃於來年暑假推薦不少於六名學生前往世界知名大學進行暑期修業。

ICAPE Director's sharing on lifelong learning 專業進修學院總監分享 終身學習之道

Interview with Dr John Leung Wai-keung

Director of Institute of Continuing and Professional Education

專業進修學院總監梁偉強博士專訪



"The Institute of Continuing and Professional Education (ICAPE) at HSUHK is dedicated to both continuing education and knowledge exchange, and we recognise the essential integration of these aspects," said Dr John Leung, who leads the ICAPE, which was established this academic year, setting itself apart from other institutions that primarily offer continuing education and training courses by implementing the HSUHK's unique "Liberal + Professional" education model.

ICAPE is committed to delivering an inventive and pragmatic approach to education. Dr Leung explained, "As driven by our motto 'We ACT to Transform', our objective is to motivate individuals to learn through coaching and training (to-do) and undergo a transformation towards their desired results (to-be). Our solutions encompass Applied Research, Coaching/Consultancy, and Executive Training, abbreviated as 'ACT'. Emphasising the application of knowledge in real-world contexts, we aim to cultivate a culture of learning and development that contributes to the success of individuals and organisations."

The training component of ACT draws upon the principles of liberal arts, emphasising critical thinking, problem-solving, creativity, and communication skills. Designed to be practical and hands-on, the training enables participants to apply their skills in real-world scenarios. Dr Leung added, "Our executive training adopts the SIR (Short, Integrated, Relevant) approach, prioritising concise, efficient, and practical content. By integrating various disciplines, participants can develop a comprehensive understanding and apply knowledge across different fields. We recognise that while undergraduate and postgraduate programmes provide broad knowledge, they may lack direct applicability in real-world situations. We are going to bridge this gap. Our courses emphasise specific skills, strategies, and practical knowledge that are relevant and applicable."

Dr Leung introduced the development direction of their courses which is guided by three E's: ESG (Environmental, Social, and Governance), Emerging Technology, and Entrepreneurship. ESG focuses on environmental care and sustainability, promoting responsible practices. Emerging Technology integrates cutting-edge technologies into the curriculum, equipping students with relevant skills, while Entrepreneurship instills an innovative mindset,

「香港恒生大學專業進修學院（ICAPE）致力於持續教育和知識交流，我們認識到這些方面緊密結合的重要性。」由梁偉強博士領軍的恒生大學專業進修學院於今學年正式成立，有別於坊間提供持續進修和再培訓課程的機構，ICAPE 貫徹恒大獨特的「博雅 + 專業」教育模式。

ICAPE 致力提供創新和實用性的教育模式。梁博士解釋說：「我們以『從行動（ACT）中轉變（Transform）』為宗旨，方向包括應用研究（Applied research）、輔導／諮詢（Coaching/Consultation）和高管培訓（Training），即 ACT，目標是通過輔導和培訓激勵個人學習，令他們可朝著期望的結果而轉變。我們強調知識的實際應用，旨在培養學習和發展文化，為個人和機構的成功作出貢獻。」

ACT 的培訓組成借鑒了「博雅」教育原則，強調明辨性思維、解決問題的能力及創意和溝通技巧。培訓著重實際操作和實踐，使參與者可將技能應用在現實場景中。梁博士補充：「我們的高管培訓採用了 Short（簡短），Integrated（整合），Relevant（相關）方法（SIR），強調簡潔、高效和實用的內容。參與者可通過整合各個學科，全面理解並將知識應用於不同領域。雖然本科和研究生課程提供了廣泛的知識，但在實際情況下未必能直接應用，而我們的課程強調特定技能、策略和實用知識，具相關性和可應用性，將可填補這個差距。」

梁博士介紹課程三個「E」的發展方向，分別是 ESG（環境保護、社會責任和管治）、Emerging Technology（新興技術）和 Entrepreneurship（創業精神）。ESG 關注環

preparing students to tackle challenges and embark on entrepreneurial endeavours.

Dr Leung stated that the executive training will be tailored to cater to the needs of three distinct target groups, namely, Individuals, Institutions, and Internet learners (3 I's). "We acknowledge Individuals' unique learning styles and specific requirements, and empower them to acquire essential skills for personal and professional growth. Institutions can customise and implement our courses within their professional development programmes, ensuring alignment with their staff's needs, and promoting continuous improvement. Internet learners also benefit from the convenience and flexibility of accessing our courses anytime and anywhere to meet different needs."

Dr Leung was the Director of the EMBA Programme at City University of Hong Kong for many years. As the Director of ICAPE, Dr Leung is a proponent of lifelong learning. To him, relieving the previous position as the Director of School of Continuing and Professional Education at City University of Hong Kong, and taking up a role at HSUHK to lead a new institute is like developing a start-up and embracing different opportunities and challenges. He aspires for ICAPE to inspire individuals to unlock their potential and gain fresh insights into the process of learning.

Dr Leung believes that lifelong learning allows for growth and change at any age. He said, "There is a saying that one's character is largely formed at a young age. However, I am convinced that people can transform regardless of their stage in life. Through learning, we gain new perspectives and insights that challenge the existing ways of thinking. By upholding a spirit of continuous self-reflection and pursuing advancement through learning, one can constantly improve oneself. This embodies the inherent joy of ongoing and lifelong learning, and it is what fuels my commitment to advancing the institute's vision."



▲ Dr Leung, show advisor and award presenter, delivers keynote speech titled "Empowering AI in the Future" at BUSINESS GOVirtual Expo & Conference 2023. 梁博士應邀於「虛擬經濟博覽及會議 2023」就「為未來的人工智能賦予力量」演講，他同時身兼顧問及頒獎嘉賓。

保和可持續性，促進負責任的實踐；新興技術將尖端技術融入課程，為學生提供相關技能；而創業精神則培養創新思維，使學員在創業路途上能夠應對挑戰。

此外，梁博士表示高管培訓將針對三個「I」的目標群體而定制，分別是個人（Individual）、機構（Institute）和網上學習者（Internet learners）。「我們對應個人的獨特學習風格和具體需求，讓他們獲得個人和職業成長的必要技能。機構可以根據員工的需要去制定我們的課程，促進員工的持續進步。

課程亦具彈性及靈活性，讓在線學習者隨時隨地參與，滿足他們的不同需求。」

梁博士早期長時間擔任香港城市大學 EMBA 課程主任多年。作為 ICAPE 總監，梁博士本身正是終身學習的支持者。對他而言，離任香港城市大學專業進修學院院長一職，並在恒生大學帶領一個新學院，猶如辦一所初創企業，迎接不同的機遇和挑戰。他希望 ICAPE 能夠激勵個人發掘潛能，讓大眾在學習過程中獲得新的見解。

梁博士相信不論年齡，終身學習都可帶來進步與改變。他表示：「常言道『三歲定八十』，但我深信人生在任何階段都可不斷轉變。我們通過學習接觸新事物和新理念，挑戰原有的思維模式。只要保持反思和求進精神，透過學習完善自己，這就是持續及終身學習的樂趣所在，也是我投入推動學院宗旨的動力所在。」



▲ Dr Leung (right) connects outstanding leaders from different sectors to form the Advisory Board of HSUHK Centre for Management as a Liberal Art (CMLA). (From left) Dr Julia Wang, Co-Director of CMLA; Dr Darwin Chen, Advisor of CMLA and Mr Bernard Chan, Chairman of the Advisory Board of CMLA. 梁博士（右）連繫不同界別的傑出領袖，籌組恒大「博雅管理學研中心」的顧問團隊。（左起）中心聯合主任王光麗博士、顧問委員會成員陳達文博士及顧問委員會主席陳智思先生。



▲ Dr Leung (centre) and President Simon Ho (right) are interviewed by Metro Broadcast where they discuss the vision, mission, core values and future development of ICAPE. 梁博士（中）與何順文校長（右）一同接受新城電台專訪，介紹專業進修學院的願景、使命、核心價值和發展計劃。

HSUHK launches Strategic Plan 2023-2028

恒生大學公佈策略發展計劃 2023-2028

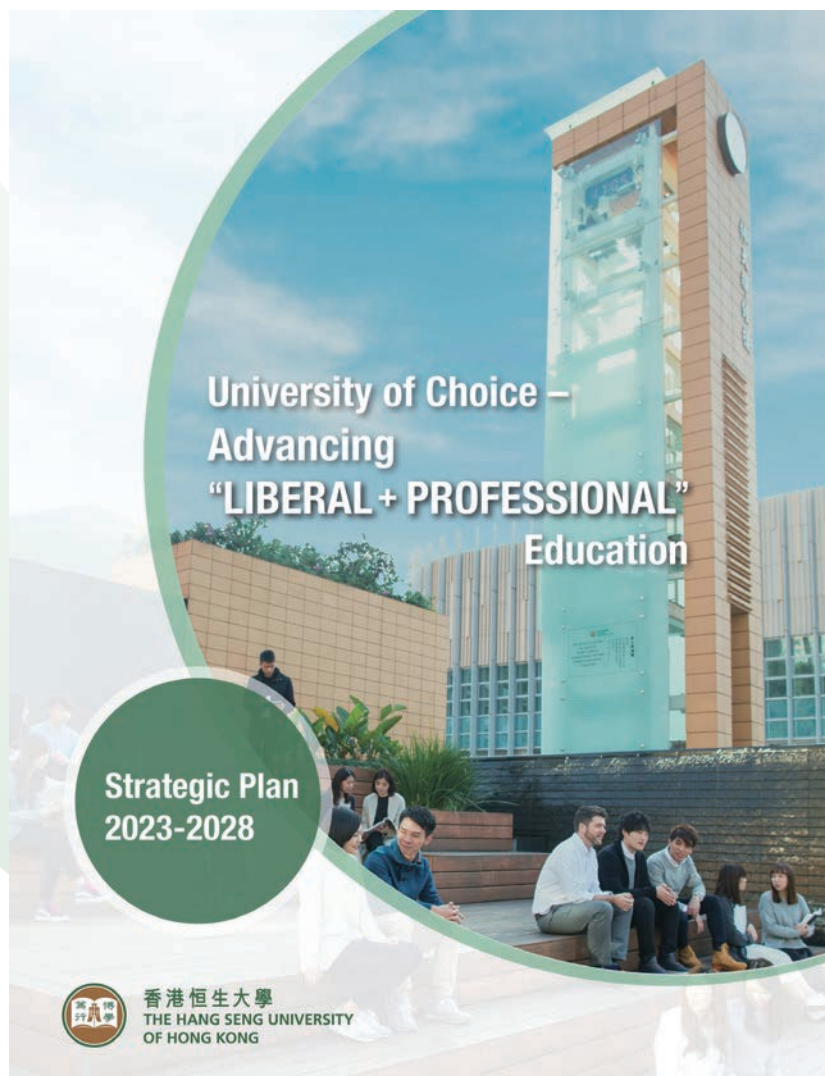
HSUHK announced its new Strategic Plan 2023-2028 (the Plan), which will guide the University's directions and priorities over the next five years. Themed "University of Choice — Advancing 'Liberal + Professional' Education", the Plan encapsulates the University's development across six strategic focus areas, namely Programme Development and Admissions; Research, Scholarly Work and Knowledge Exchange; Learning and Student Experiences; Globalisation and Regional Development; Stakeholder Engagement and University Social Responsibility; and Resources Management and Institutional Advancement. In the Plan, a number of new strategies and novel initiatives have been identified, including driving strong collaboration among HSUHK's unique programmes and those of internationally renowned universities.

President Simon S M Ho noted that the launch of the Plan marks a new and important chapter for the University. He also expressed his gratitude to members of the Board of Governors and the Council, staff members, students, alumni, parents, employers and supporters for their valuable contributions during various consultation sessions held from March to May 2023, which helped shape the Plan. The draft Plan received support from the Academic Board and the Senior Management Committee, and ultimately, received approval from the Council and the Board of Governors.

恒生大學公佈 2023-2028 年度策略發展計劃，訂定未來五年的策略發展方向。該計劃以「大學之選 —— 引領『博雅 + 專業』教育」為主題，涵蓋六大策略發展範疇，包括課程發展與收生、研究與知識交流、學習和學生體驗、全球和區域發展、持份者參與和大學社會責任，以及資源管理和大學拓展。此外，大學亦提出多項重點創新策略，包括加強與國際知名大學在獨特課程上的協作等。

何順文校長表示，新的策略發展計劃標誌著大學展開了一個重要新篇章。他衷心感謝校董會和校務委員會成員、教職員、學生、校友、家長、僱主和支持者，積極參與 2023 年 3 月至 5 月期間舉行的諮詢，集思廣益，為釐定發展策略草案提供寶貴意見。策略發展計劃草案獲校內教務委員會和管理委員會的支持，並得到校務委員會與校董會的批准。

Please scan the QR code for details of HSUHK Strategic Plan 2023-2028. 請掃描二維碼查看恒生大學策略發展計劃 2023-2028 詳情。



Convocation for new students 2023-24 恒生大學新生入學禮 2023-24



HSUHK held a Convocation on 7 September 2023 to welcome approximately 1,700 new undergraduate students, including exchange students, to the 2023-24 academic year. In his address, President Simon S M Ho encouraged students to cultivate their personal values and transferable competencies as they become responsible global citizens who can confidently handle challenges as current students and future professionals.

President Ho also encouraged new students to make good use of the learning opportunities and resources at HSUHK, such as engaging in international exchange programmes, internships, service learning, pursuing entrepreneurial endeavours among other opportunities, as these experiences will broaden their horizons, help them explore their potential and build their personal values.

恒生大學於 2023 年 9 月 7 日舉行 2023-24 學年新生入學禮，歡迎約 1,700 位本科新生及海外交流生。何順文校長在典禮上致辭時，勉勵學生須提升自身獨特的人文素質，培養個人價值觀和可轉移技能，成為負責任的世界公民，從而自信地面對未來工作和生活中的挑戰。

何校長亦勉勵新生善用大學提供的學習機會和資源，例如參與海外交流、實習、服務學習和追求創新精神等，有助擴闊視野、發掘潛能和建立個人價值。

Please scan the QR code for the highlights of the Convocation and President's speech.
請掃描二維碼觀看新生入學禮精彩片段及校長致辭。



▲ President Ho delivers words of wisdom to students.
何校長致辭勉勵新生。



▲ Non-local students attend the Convocation.
非本地新生一同出席新生入學禮。

HSUHK welcomes students to new academic year

恒生大學迎接新學年

HSUHK began its new academic year on 4 September 2023. President Simon S M Ho, HSUHK's senior management team and representatives of the Students' Union visited various locations across the campus to distribute healthy snacks to students, uplifting their spirits and wishing them a healthy and fruitful start to the new academic year.

恒生大學於 2023 年 9 月 4 日開學日，何順文校長、一眾大學管理層以及學生會代表走訪校園，向學生送上新學年祝福，並派發健康小禮品，希望同學們開展豐盛的校園生活。



▲ HSUHK senior management distributes healthy snacks to students across campus.
恒生大學管理層走訪校園，向學生派發蘋果汁及能量棒。



▲ Mascot Handa welcomes students to the new academic year.
吉祥物「恒恒」歡迎同學回校。

New students welcome day

恒生大學迎新日

Before the start of the new academic year, the "HSUHK New Student Welcome Day" was held for Senior Year and Year 1 Entrants. New students learned more about the University and started their HSUHK journey by listening to current students' experiences and participating in activities held across a variety of booths, as well as icebreaker games.

於開學日前，恒生大學分別為高年級及一年級新生舉行迎新日，透過學生分享、小組遊戲、迎新攤位等活動，讓新生展開於恒生大學精彩難忘的新一頁，並加深他們對大學生活的了解。



▲ A traditional cheer to welcome new students by rolling the HSUHK Graduation Ball.
歡迎新生的畢業球環節。



▲ New Student Welcome Day
恒大迎新日濟濟一堂

Tea reception with international students

與國際生茶聚

Additionally, the Student Affairs Office (SAO) held a tea reception to welcome students exchange and international students from Mainland China, Austria, Finland, France, Germany, Spain, Sweden, the Philippines and other countries.

此外，學生事務處早前為來自內地、奧地利、芬蘭、法國、德國、西班牙、瑞典、菲律賓等地的同學舉行茶聚，歡迎一眾交換生和國際留學生加入恒生大學。



HSUHK receives HK\$20 Million from Dr Martin Lee 恒生大學獲李家誠博士捐贈港幣 2,000 萬元

HSUHK received a magnanimous donation of HK\$20 million from Dr Martin Lee Ka-shing through the Lee Shau Kee Foundation, in support of its campus and student development. The donation will support the construction of the Creative Humanities Hub (CHH), which is expected to be completed in late 2023. CHH is a part of the University's ongoing efforts to enhance its creative humanities education, catering to the increase in student numbers and the growing demand for additional teaching and learning facilities.

A multi-purpose digital studio in CHH, named the "Martin Ka Shing Lee Innovation Lab", will help students develop a skillset with the newest digital technologies skills with its state-of-the-art equipment.

The donation will also help set up three student funds, fulfilling HSUHK's vision to support its students through a range of activities as well as financial assistance.

香港恒生大學獲李家誠博士透過李兆基基金慷慨捐贈二千萬港元，用於支持恒生大學的校園和學生發展。是次捐款將會用於支持恒生大學興建「創意人文館」，此大樓預計在 2023 年底竣工。新大樓的興建正是配合大學一向致力提昇創意人文教育質素，以應付學生人數增加及教學設施不敷應用的情況。

「創意人文館」內的多功能數碼工作室將命名為「李家誠創新實驗室」，致力培養學生「用數碼說故事」技能。

這筆捐款也會用於設立三個不同的學生基金，通過各種活動和經濟援助實現恒生大學幫助學生蛻變成長的願景。



▲ Dr Martin Lee (centre) presents a cheque to Dr Patrick Poon, Chairman of HSUHK Fundraising and Donation Committee and HSUHK — Foundation Management Committee (third from left), witnessed by (from right) Mr Augustine Wong, Executive Director of Henderson Land; Dr Colin Lam, Vice Chairman of Henderson Land Group; Mrs Cathy Chui Lee; and (from left) Dr Tom Fong, Vice-President (Organisational Development), and President Simon Ho. 李家誠博士（中）送贈支票予籌募及捐款委員會兼恒生大學 — 基金管理委員會主席潘樂昌博士（左三），並由（右起）恒基地產執行董事黃浩明先生、恒基兆業地產集團副主席林高演博士、李徐子淇女士，以及（左起）恒生大學副校長（機構發展）方永豪博士和何順文校長見證。

HSUHK and IDAF join forces to support young entrepreneurs 恒生大學與稻苗基金會簽訂備忘錄

On 11 August 2023, HSUHK and the Institution of Dining Art Foundation (IDAF) signed a memorandum of understanding (MoU) to support young and creative entrepreneurs in the food and beverage (F&B) industry through the "Food and Beverage Young Entrepreneur Programme".

The MoU was signed by Dr Thomas Man Wing-yan, Director of the Centre for Innovation and Entrepreneurship (CIE) and Associate Dean (Enterprise and Business Engagement), School of Business; and Mr Maurice Kong Chi-hang, Chairman of the Institute of Dining Professionals (IDP). CIE will share knowledge, expertise, and resources with the successful applicants, while the IDP will invite industry-related experts to work with successful applicants and give them professional advice.

President Simon S M Ho noted that the CIE always nurtures the innovative and entrepreneurial mindsets of HSUHK students, and the MoU will further benefit young talent as they take their first entrepreneurial steps into the F&B industry.

恒生大學與稻苗基金會於2023年8月11日簽訂合作備忘錄，透過「餐飲業青年創業家計劃」，為有意創業和具創意的年輕人提供支援，助他們在餐飲服務行業實現創業夢。

合作備忘錄由創新及創業中心主任暨商學院副院長（企業及商界聯繫）萬穎恩博士與稻苗飲食專業學會主席江志恒先生簽署。恒生大學將向計劃優勝者分享專業知識並提供相關資源；稻苗飲食專業學會則因應優勝者的創業模式，安排相關業界專家提供專業意見和指導。

何順文校長表示，創新及創業中心一向致力培育學生的創新及創業精神，是次合作可為恒生大學學生及有志於發展餐飲行業的初創企業及年輕人，踏出創業的第一步。



▲ Dr Man (front left) and Mr Kong (front right) sign the MoU, as witnessed by President Ho (back left), and Mr Gilbert Mo (back right), IDAF Honorary Legal Advisor. 萬博士（前排左）及江主席（前排右）簽署備忘錄，並由何校長（後排左）聯同稻苗基金會義務法律顧問毛錫強先生（後排右）見證。



▲ Industry professionals from F&B related industries support the programme. 備忘錄簽署儀式邀得餐飲界及各界代表出席支持計劃。

Naming ceremony of Li Pau-cheung classroom

李包祥教室命名典禮

To show appreciation on behalf of the University for Mr Li Pau-cheung's donation which will support the construction of the Creative Humanities Hub, as well as the long-term development of HSUHK, the University held a naming ceremony for the Li Pau-cheung Classroom on 11 August 2023. Mr Li Pau-cheung and friends, alongside President Simon S M Ho, officiated the ceremony. The Li Pau-cheung Classroom is located on the third floor of the N Building of Yuen Campus, and offers a collaborative space for tutorials and group discussions.

恒生大學於 2023 年 8 月 11 日舉行「李包祥教室」命名典禮，以感謝李包祥先生捐助支持「創意人文館」項目及大學持續發展。揭幕儀式由李先生及其友好，以及何順文校長主持。「李包祥教室」位於袁炳濤校園 N 座 3 樓，為師生提供授課或小組討論學習空間。



▲ Mr Li Pau-chueng (4th from left), President Simon Ho (2nd from right) and Dr Tom Fong (right)
李包祥先生（左四）、何順文校長（右二）和副校長（機構發展）方永豪博士（右）

HSUHK leads to extend principal recommended direct admission scheme to Guangdong

恒生大學率先引入中學校長推薦直接入學計劃至廣東省

HSUHK becomes the first higher education institution in Hong Kong to extend its Principal Recommended Admission Scheme to Guangdong province. HSUHK collaborates with ASJ for Hong Kong and Macao Students to admit secondary six students from ASJ in Guangzhou, Dongguan and Foshan through principals' recommendations for direct entry. The University will review applications based on the applicants' academic performance, non-academic achievements, letter of recommendation from the principal and interview performance.

President Simon S M Ho attended the Convocation and Opening ceremony of ASJ for Hong Kong and Macao Students (Foshan) on 10 September 2023. He said that in recent years, more and more Hong Kong families residing in Guangdong province have arranged for their children to attend local secondary schools designated for children of Hong Kong and Macao to develop their sense of belonging. Many of these parents hope that their children will enter excellent universities in Hong Kong. In order to cater to their needs, HSUHK has decided to extend applications for direct admission recommended by the principal to candidates for the Hong Kong Diploma of Secondary Education Examination in the Greater Bay Area (GBA), thus enhancing the confidence of Hong Kong families in participating in the development of GBA.

恒生大學再創本港高等院校先河，決定把中學校長推薦入學計劃擴展至廣東省。大學首先與暨大港澳子弟學校合作，由 2024-25 學年起，廣州、東莞和佛山三所暨大港澳子弟學校的香港中學文憑試課程中六學生，可經校長推薦申請恒生大學的直接入學計劃，恒生大學會根據申請人的校內成績、非學術成就、校長推薦信和面試表現審核申請。

何順文校長於 2023 年 9 月 10 日出席佛山暨大港澳子弟學校的揭牌儀式暨開學典禮。他表示，近年愈來愈多在廣東省發展的香港家庭安排子女入讀當地的港澳子弟中學，以提升他們的歸屬感。當中不少家長都希望子女升讀香港的優秀大學。恒生大學為照顧他們的需要，決定把校長推薦直接入學的申請擴展至大灣區的香港中學文憑試考生，讓家長和子女都可以安心工作和升學，從而增加香港家庭參與大灣區建設的信心。



▲ (From left) Mr Jonathan Lai, Chief Principal of ASJ Dongguan; Ms Zhang Ye, Head of School, ASJ Foshan; HSUHK President Simon Ho; and Mr Cheng King-leung, Designate-chief Principal of ASJ Guangzhou
(左起) 東莞暨大港澳子弟學校總校長賴炳華、佛山暨大港澳子弟學校總校長張曄、恒生大學何順文校長和廣州暨大港澳子弟學校創校及榮譽校長鄭景亮

HSUHK spearheads collaborative endeavour with three institutions to develop metaverse platform

恒生大學牽頭四校開發元宇宙互動學習平台

HSUHK spearheads a collaborative endeavour with Hong Kong Chu Hai College, HKU School of Professional and Continuing Education (HKU SPACE), and the University of Hong Kong (HKU), to develop a groundbreaking metaverse platform for problem-based collaborative learning on logistics, heritage and journalism themes in Hong Kong. The launch ceremony of the platform was held at HSUHK on 20 September 2023.

By utilising Virtual Reality (VR) technology, users experience immersive virtual learning across scenarios such as air cargo and warehouse operations, lost heritage reconstruction of Grade 1 historical building, Haw Par Mansion, and live on-site reporting of an earthquake.

The heritage-themed metaverse platform context reconstructs Haw Par Mansion in virtual form by taking references from old photographs of the Mansion. This reconstruction was supported by the Antiquities and Monuments Office and Ms Sally Aw. The logistics-themed metaverse platform involved a collaboration with DHL Express and Kerry Logistics, two major logistics companies in Hong Kong, to simulate actual operational processes, including air cargo screenings, acceptance checking, recovery actions, and cargo load planning for express and freight forwarding cargo in a warehouse. And the journalism-themed metaverse was designed based on an earthquake disaster scenario, making it the first collaborative learning scene in Hong Kong with a natural disaster theme for journalism interview teaching.

The project has received funding of over HK\$8.7 million from the Quality Enhancement Support Scheme of the Education Bureau.

由恒生大學牽頭，聯合香港珠海學院、香港大學專業進修學院及香港大學開發，透過嶄新的虛擬實境（VR）協作系統，創建物流、文化遺產、新聞傳播三大主題的元宇宙互動學習平台，啟動儀式在 2023 年 9 月 20 日於恒生大學校園舉行。

平台重塑航空貨運站運作、一級歷史建築「虎豹別墅」、地震採訪教學虛擬場景，讓學生體驗沉浸式和以「問題導向學習」為本的協作模式。

以「文化遺產」為主題的元宇宙互動學習平台獲古物古蹟辦事處和胡仙女士支持，透過參照虎豹別墅的舊照片，以虛擬實境重塑虎豹別墅的全貌。在「物流」主題方面，項目團隊與香港兩大物流商 DHL Express 和嘉里物流合作，參照實際運作模式，例如航空貨物查驗、驗收、回收和倉庫中快遞和貨運代理貨物的裝載計劃，為全港首創的元宇宙協作學習模式。「新聞傳播」主題平台則以地震災難現場為藍本，為全港首個以災難採訪教學為主題的虛擬互動場景。

整個項目獲教育局質素提升支援計劃資助逾 870 萬港元。



▲ (From left) Mr Ken Kay, Senior Lecturer of Department of Computer Science of Hong Kong Chu Hai College; Mr K Y Leung, Associate Head of College of Humanities and Law of HKU SPACE; HSUHK President Simon S M Ho; Dr Kuo Yong-hong, Assistant Professor of Department of Industrial and Manufacturing Systems Engineering, HKU; Professor Chan Wai-sum, Dean of School of Decision Sciences of HSUHK; and Dr Eugene Wong Yin-cheung, Director of Virtual Reality Centre of HSUHK officiate at the launch ceremony.

（左起）香港珠海學院資訊科學學系高級講師祁松鶴先生、香港大學專業進修學院保良局何鴻樂社區書院人文及法律學院副總監梁剛銳先生、恒生大學何順文校長、香港大學工業及製造系統工程系助理教授郭永鴻博士、恒大決策科學學院院長陳偉森教授、恒大虛擬實境中心主任黃彥璋博士聯合主持啟動儀式。

Twenty HSUHK research projects receive funding from RGC 恒大 20 個研究項目獲研究資助局撥款

For 2023-2024, HSUHK secured a total funding of HK\$19.13 million for 20 projects under the "Competitive Research Funding Schemes for the Local Self-financing Degree Sector" approved by the Research Grants Council (RGC). Since 2014-2015, HSUHK has received the highest accumulated funding amount and recorded the highest number of awarded research projects among all eligible local self-financing degree-granting institutions.

在 2023-2024 年度，恒生大學獲研究資助局（研資局）於「本地自資學位界別競逐研究資助計劃」下撥款 1,913 萬港元，合共資助 20 個項目。自 2014-2015 學年起，恒生大學所獲得的累積資助總額和項目總數，是所有合資格的自資院校中最高的。

Please scan the QR code for the list of funded projects.
請掃描二維碼查看獲資助研究項目列表。



Department of Marketing releases survey on voluntary work in Hong Kong 市場學系發布香港義務工作調查

HSUHK's Department of Marketing was commissioned by the Agency for Volunteer Service to conduct a survey which measured participation in volunteer work among the Hong Kong population. The survey found that over 90% of the respondents have engaged in volunteer services in the past five years. The most common volunteer work among the respondents was supporting underprivileged groups. It was also among the top choices for future volunteer work among respondents. Other popular volunteer services include cultural, tourism and art activities.

恒生大學市場學系獲義務工作發展局委託，就香港人參與義務工作情況進行「香港義務工作調查」。調查發現超過九成受訪者於過去五年曾參加義工服務，當中最常參加為支援弱勢社群的工作，亦是受訪者未來最想參與的義工活動。受訪者其次參加最多的義務工作包括文化、旅遊和藝術活動。



▲ Dr Kenneth Kwong, Assistant Professor of Department of Marketing (right), presents the survey report with Ms Melissa Pang, Chairman of Agency for Volunteer Service (centre), and Ms Likie Lee, Chief Executive Officer of Agency for Volunteer Service.
市場學系助理教授鄺家麒博士（右）與義務工作發展局主席彭韻儀女士（中）和總幹事李佩琪女士發表調查報告。

HSUHK students awarded in 4th youth elite aspiration programme 恒大大學生於第四屆「專資青年追夢計劃」獲獎

Two HSUHK BBA in Marketing Year 4 students were awarded in the 4th Youth Elite Aspiration Programme organised by the Hong Kong Professionals and Senior Executives Association (HKPASEA). Chan Sing-ip clinched Championship and Personal Outstanding Performance Award while Choi Lok-lee won first runner-up. Dr Poon Sun-cheong, Chairman of the HKPASEA and Chairman of the Foundation Management Committee of HSUHK, presented the awards to the two HSUHK students during the presentation and award ceremony held on 29 July 2023.

兩位市場學工商管理學士四年級學生於香港專業及資深行政人員協會舉辦的第四屆「專資青年追夢計劃」獲獎。陳星燁奪得冠軍和個人表現突出獎，而蔡樂莉則獲得亞軍。頒獎禮於2023年7月29日舉行，由香港專業及資深行政人員協會會長暨恒生大學基金管理委員會主席潘樂昌博士頒獎予兩位得獎同學。

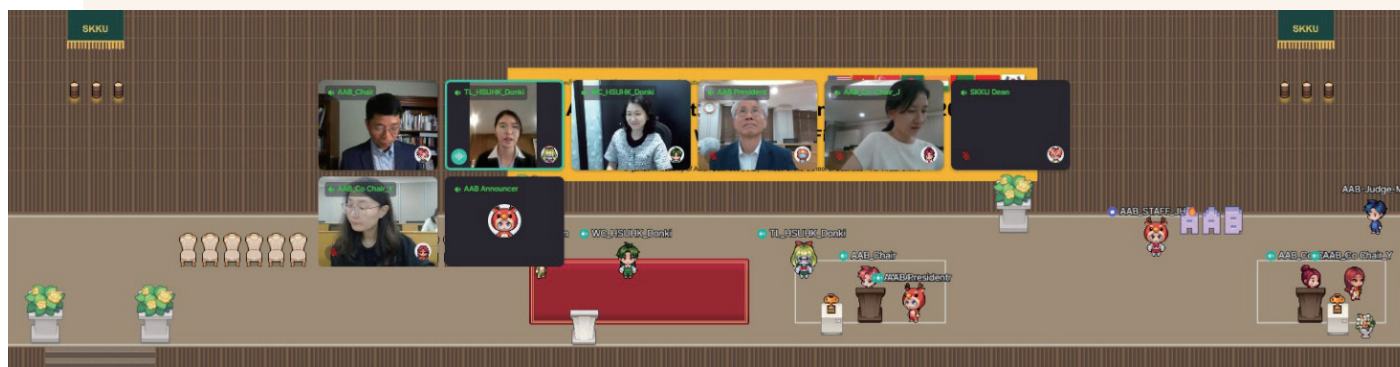


▲ Awardees Chan Sing-ip (2nd from right, left photo), Choi Lok-lee (right, right photo) with Dr Poon Sun-cheong.
得獎學生陳星燁（左圖右二）及蔡樂莉（右圖右一）與潘樂昌博士。

Marketing teacher-student team recognised as AABR's best case research paper of the year 市場學師生團隊獲亞洲商業學院年度最佳個案研究論文

The case study on Donki conducted by Dr Winnie Chan Wing-yin, Lecturer in Marketing Department, along with her student team, was recognised as the "Best Case Research Paper" in the *Academy of Asian Business Review* 2022. The case has already won the bronze medal at the 2022 World Asian Case Competition organised by The Academy of Asian Business.

市場學系講師陳詠賢博士帶領的師生團隊繼2022年於世界亞洲商業案例大賽，憑「Donki」研究個案榮獲銅牌後再下一城，在《亞洲商業學院期刊》發表該個案的論文，被評選為年度最佳個案研究論文。



▲ HSUHK teacher-student team receive their award at the Metaverse Award Ceremony.
恒大大師生團隊出席元宇宙虛擬頒獎典禮。

Students awarded in industrial system engineering management innovation project competition

學生團隊於工業系統工程管理創新項目比賽獲獎

Two Supply Chain Management student teams won first and second runners-up in the Industrial System Engineering Management Innovation Project Competition 2023, organised by the Institute of Industrial and Systems Engineers – Hong Kong.

The Competition encourages students' innovation in intelligent and applicable solutions for industrial and systems engineer management. HSUHK students stood out among several teams from various universities with their brilliant innovative projects.

由供應鏈管理四年級學生組成的兩個隊伍，分別於香港工業及系統工程師學會主辦的「2023年工業系統工程管理創新項目比賽」獲亞軍和季軍。比賽隊伍需要在工業和系統工程管理項目上，應用創新智能解決方案。恒大大學隊伍憑優秀表現，從一眾大專院校隊伍中脫穎而出。



HSUHK graduate receives recommended paper award

恒大畢業生榮獲論文推薦獎

So Pak-chung, 2023 graduate from the Department of Chinese, won the "Recommended Paper" Award at the 7th Undergraduate Academic Conference on Humanities (UAC) organised by The Education University of Hong Kong.

中文系 2023 年度畢業生蘇栢聰於香港教育大學主辦的第七屆「大學生人文學術研討會」榮獲論文推薦獎，其論文題目為《論千禧年後中國成長小說之特色及其反映之社會面貌》。



▲ So Pak-chung (left) and his advisor Dr Sabrina Yeung Choi-kit.
蘇栢聰（左）與論文導師楊彩杰博士。

HSBC scholarships awardees

傑出學生獲頒滙豐獎學金

Four HSUHK School of Business students were awarded HSBC scholarships this year. Chan Chong-fai (BBA in Financial Analysis, Year 4) received the HSBC Greater Bay Area (Hong Kong) Scholarship; while Christy Ng (BBA in Finance and Banking, Year 4), Fanny Cheung and Kung Wai-hong (BBA in Professional Accountancy, Year 4) received the HSBC Hong Kong Scholarship.

四名商學院學生獲頒本年度滙豐獎學金，其中金融分析工商管理學士四年級學生陳創輝獲得「滙豐粵港澳大灣區（香港）獎學金」。金融及銀行學工商管理學士四年級學生吳思穎、專業會計學工商管理學士四年級學生張芯鳳以及龔偉康，則獲得「滙豐香港獎學金」。



▲ (1st to 4th from left) HSUHK four students receive HSBC Scholarships.
(左一至四) 恒生大學四名滙豐獎學金得主。

Business gala — The future of marketing

「市場業的未來」分享會

The Department of Marketing hosted a gala on 28 June 2023 themed “The Future of Marketing”. Six alumni and industry leaders were invited to share their thoughts on the future development of workplaces with HSUHK students. Attendees discussed the influence of artificial intelligence, the hardships of entrepreneurship, and what students be better prepared for before joining professional workforces.

市場學系在 2023 年 6 月 28 日舉辦題為「市場業的未來」的分享會，邀請六位市場學系校友以及業界領袖，與同學分享對於未來職場發展的看法，包括人工智能的影響、創業的艱辛，以及加入職場應做的準備等。



▲ HSUHK alumni and industry leaders share thoughts on the future of workplaces.
市場學系校友及業界領袖分享對未來職場發展的看法。



School of Business hosts roundtable on SME development in Zhejiang

商學院舉辦圓桌論壇探討中小企在浙江的機遇

On 17 August 2023, the Business Executive Club, and the Start-up and SME Resource Centre of the School of Business co-hosted a roundtable discussion titled “Enhancing Opportunities for Hong Kong SMEs in Zhejiang Province in Today's Ever-Evolving Business Landscape”. Professor Zheng Yungjun, Senior Advisor and Chief Economist in Zhejiang Tailong Commercial Bank, Counsellor to the Zhejiang Provincial Government, and the Vice President of the Zhejiang Entrepreneurs Association (Industrial Economics Federation) was invited to speak at the roundtable discussion. Professor Zheng shared current business developments and competitiveness in the Zhejiang Province, as well as the business opportunities, advantages and challenges in the region.

商學院轄下的 Business Executive Club 與初創及中小企資源中心於 2023 年 8 月 17 日聯合舉辦「新發展格局下的浙江經濟與香港中小企業的機遇」的圓桌論壇，邀得浙江太龍銀行高級顧問、浙江省政府參事及企業家協會副會長鄭勇軍教授講解浙江省的競爭力、營商優勢、機遇及挑戰。



▲ Professor Zheng shares his insights at the roundtable.
鄭教授在圓桌論壇議題上分享。

Induction programme for new academic staff 2023

新教學人員啟導 2023

To help new academic staff members better understand HSUHK, The Centre for Teaching and Learning, Human Resources Office, and the Office of Provost and Vice-President (Academic and Research) organised the Induction Programme for New Academic Staff 2023 on 16 and 17 August 2023. Over the two days, HSUHK's senior management introduced the University's administrative structure, teaching and learning developments, as well as teaching support and related information to new academic staff.

為協助新入職的教學人員對恒生大學有更深入的了解，教與學發展中心、人力資源處與常務暨學術及研究副校長行政辦公室於 2023 年 8 月 16 至 17 日合辦「新教學人員啟導 2023」。大學管理層於一連兩日的啟導課程及講座上介紹大學的行政架構、教與學發展，以及相關的教學支援等資訊。



HSUHK summer academy 2023

恒大暑期體驗 2023

The 7th HSUHK Summer Academy was held from 1 to 4 August 2023 and attended by more than 100 secondary school students. The students participated in activities and workshops on HSUHK's campus such as demo lectures, seminars, case studies, group discussions, as well as a variety of workshops, which enabled them to experience HSUHK's unique education model and university life from different perspectives.

第七屆恒生大學暑期體驗於 2023 年 8 月 1 日至 4 日舉行，吸引逾 100 名中學生到訪恒生大學校園，透過模擬課堂、專題討論、案例研究、小組討論及工作坊等，多角度體驗恒生大學獨特的教育模式和大學生活。



Honours Academy public lectures

榮譽學院公開講座

The Honours Academy (HA) hosted the HA Public Lecture series this summer, with two sharing sessions, featuring HA's Academic Fellow Ms Antonia Yeung Yu-hung, Associate Vice-President (Development and Campus Services), and Professional Fellow Ms Quince Chong Wai-yan, Chief Corporate Development Officer of CLP Power.

In the first public lecture, Ms Yeung encouraged the audience to pursue life purposes by striking a healthy balance among passion, mission, profession and vocation. She also recommended continuous self-development by exploring interests and natural talents. In the second lecture, Ms Chong, who has over three decades of experience in corporate communications, shared brand building strategies and the role of corporate communications in a fast and ever-changing world.

榮譽學院於 2023 年暑假舉辦兩場公開講座，分別邀請了學術院使、協理副校長（校園發展服務）楊如虹女士，以及專業院使、中華電力企業發展總裁莊偉茵女士主講。

在首場講座上，楊女士通過自身閱歷鼓勵同學們在個人熱忱、使命、專業和職場志向之間取得平衡，追求人生目標，並鼓勵通過探索興趣和天賦來持續自我發展。至於擁有逾三十年企業傳訊經驗的莊偉茵女士則於第二場講座分享如何在瞬息萬變的時代中管理品牌信譽，以及企業傳訊的角色。



▲ Ms Yeung discusses the importance of self-care. 楊女士分享在人生旅程當中，照顧自己及了解個人情緒十分重要。



▲ Ms Chong (centre) shares insights from the world of corporate communications. 莊女士（中）分享如何在瞬息萬變的時代中管理品牌信譽，以及企業傳訊的角色。

STFL public lecture

翻譯及外語學院公開講座

The School of Translation and Foreign Languages (STFL) organised two public lecture sessions on 29 July 2023. Adjunct Associate Professor Dr Wong Kim-fan spoke on “The Pleasure and Prospect of Subtitles Translation”, while Lecturer Mr Kwan Ho-chuen shared on “A Discussion on Linguistic Determinism”.

Mr Kwan gave an introduction of the concept and theory of linguistic determinism, and Dr Wong gave an overview of the subtitles translation industry, and introduced the necessary competencies of a proficient translator.

翻譯及外語學院於 2023 年 7 月 29 日舉行兩場公開講座，由客席副教授王劍凡博士和講師關灝泉先生分別主講「影視字幕翻譯：樂趣與前景」及「甚麼人說甚麼話？談談語言決定論」。

在講座中，王博士簡介影視字幕翻譯工作的概況，以及優秀的翻譯員需具備的條件，而關先生則介紹語言決定論的概念和理論。



▲ Dr Wong gives an overview of film and television subtitles translation.
王博士簡介影視字幕翻譯工作的概況。



▲ Mr Kwan introduces the concept and theory of linguistic determinism.
關先生介紹語言決定論的概念和理論。

Summer feast and sports fun 2023

夏日歎美食·健體 2023

To reconnect with our alumni and encourage them to visit HSUHK more frequently, the Advancement and Alumni Affairs Office organised the “Summer Feast and Sports Fun 2023” so that alumni could once again enjoy the University’s sports facilities.

為加強與校友的聯繫和鼓勵他們重返母校，發展及校友事務處今年夏天再次舉辦名為「夏日歎美食·健體 2023」的校友活動。活動期間，校友可攜同親友免費享用恒大校園室內運動場體育設施。



Conferment ceremony of executive certificate in contemporary financial planning programme

當代財務策劃行政證書課程授證儀式

In collaboration with the International Association of Registered Financial Consultants Hong Kong and Macau Centre Company Limited (IARFC), HSUHK's School of Business offered the Executive Certificate in Contemporary Financial Planning Programme. The first batch of students successfully completed the programme in June 2023. A graduation and conferment ceremony was held on 7 August 2023. Graduates of the Programme can obtain a "Master Registered Financial Specialist" designation conferred by the IARFC.

由恒生大學商學院與國際認證財務顧問師協會港澳中心有限公司（IARFC）合辦的當代財務策劃行政證書課程，首批學生於2023年6月完成課程，並於2023年8月7日舉行畢業及授證典禮。課程畢業生可獲由IARFC授予的資深認證財務顧問大師專業認證。



▲ Dr Thomas Man, Associate Dean in Enterprise and Business Engagement (3rd from right, front row), and Ms Ivy Leung, Senior Lecturer of Department of Accountancy and Programme Coordinator (3rd from left, front row), join the ceremony on behalf of the School of Business. 商學院副院長（企業及商業參與）萬穎恩博士（前排右三）及會計學系高級講師及課程統籌梁苑嫻女士（前排左三）代表商學院出席典禮。

Link REIT job-tasting

領展工作體驗活動

The Department of Marketing and Link REIT organised a "job tasting" programme for 20 HSUHK students. The programme involved a half-day training, and the opportunity to perform the duties of a Link REIT Sustainability Lab shop manager. HSUHK is the first higher education institute to collaborate with the Sustainability Lab since its launch.

市場學系聯同領展資產管理有限公司早前為20位學生舉辦工作體驗活動，包括半天訓練班，以及到「領展可持續未來館」擔任一日店長。恒生大學是該館開幕以來，首家合作的高等教育機構。



▲ Mr Patrick Chan (right), Senior Manager of Community Relations of Link REIT, commends the work attitude of HSUHK students. 領展社區關係高級經理陳智恒先生（右）讚賞恒大大學同學們工作態度認真。



▲ HSUHK students experience a shop manager's role at Link REIT Sustainability Lab. 恒大大學生到「領展可持續未來館」擔任一日店長。

Xian internship programme 2023

「學貴有恒——西安」暑期實習計劃 2023

Sponsored by the Home and Youth Affairs Bureau and the Youth Development Commission of the HKSAR Government, and under the Funding Scheme for Youth Internship in the Mainland, the Xian Internship Programme 2023 was held for the first time this summer. Thirteen HSUHK students from various disciplines participated in the 6-week programme, gaining hands-on work experience in the hospitality and cultural industries. The participants also had opportunities to explore the city and participate in different cultural activities organised by the internship hosts.

由特區政府民政及青年事務局和青年發展委員會在「青年內地實習資助計劃」下贊助的「學貴有恒——西安」暑期實習計劃 2023，於疫情後首次舉辦。13 名來自不同學科的恒生大學學生，在西安進行為期六週的實習，於款待及文化行業中獲取寶貴的工作經驗，並參與文化體驗活動。



▲ Students visit Xian Jiaotong University.
學生參觀西安交通大學，與當地的教授和學生交流。



▲ Performance at the Shuchilin Cultural Hall, Hsin Chu, Taiwan
於台灣新竹樹杞林文化館的演出



▲ Performance at a local school in Hong Kong
兩隊樂團於本港的中小學演出

HSUHK Sinfonietta — overseas music exchange programme

恒大小交響樂團音樂交流計劃

The HSUHK Sinfonietta and the Hsinchu Symphonic Orchestra co-hosted a reciprocal music exchange programme this summer. A total of three performances were held in Taiwan and Hong Kong in July.

恒生大學小交響樂團於今年夏天與新竹縣立交響管樂團合辦音樂交流計劃，雙方樂團的成員於 2023 年 7 月互訪，並在兩地合奏共三場演出。

The Hon Mrs Regina Ip and delegates visit HSUHK

葉劉淑儀議員率領代表團到訪恒生大學

The Hon Mrs Regina Ip, Convenor of the Non-official Members of the Executive Council and Chairperson of the New People's Party, led a delegation of Party members to visit HSUHK on 18 August 2023. Members of the delegation included four LegCo members, they were The Hon Mrs Regina Ip, Mr Lai Tung-kwok, Ms Eunice Yung and Mr Adrian Ho.

The delegation was received by Dr the Hon Moses Cheng, Chairman of the Council; Dr Patrick Poon, Member of the Board of Governors; President Simon S M Ho; and HSUHK's senior management team. In addition to discussing the University's latest developments, the delegation visited the HSUHK Jockey Club Residential Colleges and met student residents as well as Honours Academy students to learn about their teaching and learning experiences, and what campus life is like at the University.

行政會議非官守議員召集人暨新民黨主席葉劉淑儀議員於2023年8月18日率領新民黨黨友到訪恒生大學。代表團成員包括四位立法會議員：葉劉淑儀議員、黎棟國議員、容海恩議員及何敬康議員。代表團獲校務委員會主席鄭慕智博士、校董會成員潘樂昌博士、何順文校長，以及其他管理層成員接待。除討論大學最新發展外，代表團亦參觀香港恒生大學賽馬會住宿書院，並與宿生和榮譽學院代表交談，了解恒生大學的教與學和校園生活。



▲ The Hon Mrs Regina Ip's delegation and HSUHK representatives
葉劉淑儀議員代表團與恒生大學代表

Visit by Mr Stewart Wong and Mr Raymond Lin

王世濤先生及林泰寧先生到訪恒生大學

Mr Stewart Wong, Managing Director; and Mr Raymond Lin, Director of the Property Agency and Management Division of Hanison Construction Holdings Limited, visited HSUHK on 9 August 2023. President Simon S M Ho discussed HSUHK's latest developments with the guests and expressed his gratitude for Mr Wong's donation. The guests also visited the Lee Shau Kee Complex and the newly named Mr and Mrs Stewart Wong Multi-Purpose Room.

興勝創建控股有限公司董事總經理王世濤先生與物業代理及管理部董事林泰寧先生於2023年8月9日到訪恒生大學。何順文校長向嘉賓介紹恒生大學的最新發展，並答謝王世濤先生的慷慨捐助。此外，嘉賓亦參觀李兆基綜合大樓，以及新命名的王世濤王雷國慧多用途室。



▲ Mr Stewart Wong and the newly named Mr and Mrs Stewart Wong Multi-Purpose Room
王世濤先生與新命名的王世濤王雷國慧多用途室

Visit by the Peking University Zhongyan Foundation Limited 北京大學中研基金會香港研學團到訪恒生大學

A delegation from the Peking University Zhongyan Foundation Limited Study Tour visited HSUHK on 4 August 2023, establishing a precedent for future collaborations between Peking University and HSUHK. The delegation visited HSUHK's state-of-the-art teaching facilities and attended a talk delivered by the Career Planning and Development Section of the Students Affairs Office, on employment and career development opportunities for Mainland students in Hong Kong.

北京大學中研基金會燕園翱翔項目香港研學團於 2023 年 8 月 4 日參訪恒生大學，開展兩校兩地之間的交流與協同發展。研學團先後參觀多個先進教學設備，學生事務處事業策劃及發展組並就香港就業市場概況與畢業生走向，為有意來港發展的北京大學學生提出建議。



▲ Professor Hui Yer-yan (3rd from right), Provost and Vice-President (Academic and Research); Professor Jeanne Fu (2nd from right), Acting Vice-President (Learning and Student Experience); and Dr Ken Yau (2nd from left), Head of Global Affairs, receive a delegation led by Professor Ning Qi (3rd from left), Vice Chair of Peking University Council and Vice-President. 常務暨學術及研究副校長許溢宏教授（右三）、署理副校長（教學及學生體驗）符可瑩教授（右二）與環球事務主管丘梓勤博士（左二）接待由北大黨委副書記、副校長甯琦教授（左三）率領的代表團。

Forthcoming Event

活動預告

Uniquely Common Concert 「不一樣的平凡」音樂會

On 26 October 2023, HSUHK will host a "Uniquely Common" Concert. HSUHK has invited Dr Warren Mok, a renowned singer, to join senior management, students and alumni of HSUHK to perform the "Uniquely Common" concert at Hong Kong City Hall.

香港恒生大學將於 2023 年 10 月 26 日舉行「不一樣的平凡」音樂會，邀請知名歌唱家莫華倫博士，聯同城中名人、大學管理層、學生、校友等，一同在香港大會堂音樂廳，為觀眾呈獻「不一樣」的晚上。

Please scan the QR code for more details.
請掃描二維碼查看音樂會詳情。



Newly Joined Staff 新加入教職員

School / Department / Office 學院 / 學系 / 部門	Academic Staff 教學人員	Position 職位
Common Core Curriculum 共同核心課程	Dr Joyce Chan Hau-ying 陳巧瑩博士	Lecturer 講師
Art and Design 藝術設計系	Mr Swing Lam Siu-wing 林兆榮先生	Lecturer 講師
Computer Science 計算機科學系	Dr Li Tan 李檀博士	Assistant Professor 助理教授
English 英文系	Professor Chen Xiaomei 陳小眉教授	Chair Professor 講座教授
	Dr Michelle Huang Zeping 黃澤萍博士	Assistant Professor 助理教授
	Ms Nicole Ho Sze-yiu 何思瑤女士	Lecturer 講師
	Ms Alina Lin Yuqing 林愉青女士	Lecturer 講師
Management 管理學系	Professor Robin Stanley Snell	Visiting Professor 訪問教授
Marketing 市場學系	Mr Michal Lukasz Chmielinski	Lecturer 講師
Mathematics, Statistics and Insurance 數學、統計及保險學系	Ms Peggy Fu Mei-yuk 符美玉女士	Visiting Associate Professor (Practice) 訪問副教授（實務）
Social Science 社會科學系	Dr Kwong Ying-ho 鄭英豪博士	Assistant Professor 助理教授
	Dr Kevin Kwong Chun-man 鄭雋文博士	Lecturer 講師
	Mr Roger Luk Chun-to 陸俊陶先生	Lecturer 講師
	Ms Jessica Mo Lai-ching 毛麗清女士	Lecturer 講師
	Mr Ringo Wong Siu-long 黃肇朗先生	Lecturer 講師
School / Department / Office 學院 / 學系 / 部門	Senior Administrative Staff 高級行政人員	Position 職位
Campus Development and Management Office 校園發展及管理處	Mr Landy Hung Tung-ming 洪同明先生	Director of Campus Development and Management
Library 圖書館	Mr Jesse Xiao Sizhe 肖思哲先生	Associate Librarian (Academic and User Services) 圖書館副館長（學術及讀者服務）

Academic Staff with New Appointment 教學人員新任命

School / Department / Office 學院 / 學系 / 部門	Academic Staff 教學人員	Position 職位
English 英文系	Dr Chloe Leung Ho-yee 梁皓怡博士	Assistant Professor 助理教授
Social Science 社會科學系	Dr Rami Chan Hin-yeung 陳顯揚博士	Assistant Professor 助理教授

Academic Staff with Promotion 教學人員晉升

School / Department / Office 學院 / 學系 / 部門	Academic Staff 教學人員	Position 職位
Accountancy 會計學系	Dr Julia Liu Junxia 劉軍霞博士	Associate Professor 副教授
Computer Science 計算機科學系	Professor Liu Hai 劉海教授	Professor 教授
English 英文系	Dr Maggie Ma Jingjing 馬晶靜博士	Associate Professor 副教授
Management 管理學系	Dr Linda Wang Chang 王暢博士	Associate Professor 副教授
Marketing 市場學系	Dr Kelvin Ho Kwok-wai 何國偉博士	Senior Lecturer 高級講師
Social Science 社會科學系	Dr Gary Tang Kin-yat 鄧鍵一博士	Associate Professor 副教授
	Mr Chan Chau 陳洲先生	Senior Lecturer 高級講師
Translation and Foreign Languages 翻譯及外語學院	Mr William Che Wai-lam 池威霖先生	Senior Lecturer 高級講師

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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.

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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。

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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

Tel 電話：3963 5169 Fax 傳真：3963 5276

Email 電郵：foundation@hsu.edu.hk Website 網址：aaao.hsu.edu.hk

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

Tel 電話：3963 5169

Email 電郵：alumni@hsu.edu.hk

Information as of 22 Sep 2023. *Erudition (The Hang Seng University of Hong Kong Newsletter)* is published by the Communications and Public Affairs Office every odd month. If you have any materials for publication, please send your submission in both English and Chinese (about 200 words each) and 1-2 photos (>1MB, if any) to cpao@hsu.edu.hk via your HSUHK email account.

資料截至 2023 年 9 月 22 日。《博學》(香港恒生大學通訊) 逢單數月由傳訊及公共事務處出版。如欲投稿，請以恒大電郵帳戶發送至 cpao@hsu.edu.hk。稿件中英文內容各約 200 字並附上 1-2 張 1MB 以上的照片 (如有)。

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