

博學



Erudition

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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

Excellence in teaching cultivates all-round talent

以卓越教學培育全方位人才



▲ HSUHK is committed to excellence in teaching.
恒生大學致力提供優質教學。

HSUHK is committed to providing quality education and places a priority on the teaching excellence as well as the all-round development of students. To ensure the quality of teaching, HSUHK has adopted smaller class teaching, and has established the Quality Assurance system, the Students' Feedback on Modules and Teaching, Teachers' Self-Assessment on Module and Teaching, Annual Students' Learning Experience Surveys, as well as the Graduate Exit Survey and Independent Employer Survey to support and enhance teaching. The University also established the Centre for Teaching and Learning (CTL) in 2015, and the Centre regularly organises a variety of activities to further enhance the quality of teaching and learning at HSUHK.

Dr Ben Cheng Ka-ming, Director of CTL, believes that in addition to possessing expertise and a thorough understanding of the curriculum, teachers should also have a passion for teaching, and continuously improve their teaching methods. Through effective and innovative pedagogies, they can enhance students' interest in learning.

Dr Cheng commends the outstanding teaching performance of HSUHK teachers, saying "I appreciate the dedication and effort our teachers apply to their teaching practices. For example, some teachers excel in storytelling, or teaching in a lively manner to increase classroom engagement and deepen students' impressions, while others have an expertise in designing activities and competitions, which promotes experiential learning and encourages students to actively engage in and out of the classroom." Besides an overall average score of 5.0 (maximum 6.0) over the past many years, students' Feedback on Modules and Teaching has also shown that our teachers care about students, and are willing to meet students individually outside classrooms to follow up on students' coursework and projects. This shows that our teachers are not only devoted to teaching, but also deeply care about their students' overall growth and well-being.

香港恒生大學致力提供優質教育，並以優質教學和學生的全方位發展為優先目標。為保證教學質素，恒生大學採用小班教學並設有教與學質素保證系統、學生科目與教學回饋、教師科目與教學自我評核、學生年度學習體驗回饋問卷，以及畢業生及獨立僱主回饋問卷，支援及提升教學。恒生大學於2015年成立「教與學發展中心」，積極舉辦各項以提升教與學質素為本的活動，推動教學相長。

教與學發展中心主任鄭家明博士認為，教師向學生傳授知識，除了對學科具專業知識和透徹理解外，還要對教學有熱誠，並持續改進教學方法，透過有效和創新教學，提高學生對學習的興趣和投入。

在這方面，鄭博士認為恒生大學的教師教學表現很出色，他說：「我十分欣賞恒大教師對教學的熱誠和用心，譬如有些教師擅長透過說故事，或以生動的方式教學，增加課堂趣味，加深同學的印象。有些教師則擅長設計活動和比賽，透過體驗式學習，讓學生在課堂內外參與，鼓勵他們主動學習。」「學生科目回饋」除顯示多年來全校平均評分超過5.0（6.0為最高），亦反映了教師很關心同學，願意在課堂外安排時間見面，跟進個別同學的課業及專題研習等。這證明恒大的教師熱心教學之餘，亦非常關心學生的成長和福祉。



Dr Ben Cheng
鄭家明博士
Director of Centre for Teaching and Learning
教與學發展中心主任

HSUHK Teaching Excellence Awards recognise teachers' contribution

設「香港恒生大學卓越教學獎」嘉許教師貢獻

To promote quality teaching, CTL organises a series of activities each year to support and enhance teaching quality. One of these initiatives is the HSUHK Teaching Excellence Awards, which was established in the 2014-15 academic year to recognise and award teachers who demonstrate innovative and outstanding performance in teaching. Since its establishment, the Awards have been presented to nearly 50 teachers.

CTL also invites recipients of the Awards to share their unique teaching experiences at the Teaching Excellence Awards Sharing Seminars. "The purpose of the seminars is not to coach teachers on teaching, but to serve as a platform for award-winning teachers to share their pedagogies, experiences, and insights. They also discuss how to interact and engage with students to encourage their learning. Through this platform, teachers can inspire and learn from each other, further enhancing their teaching abilities", Dr Cheng explains.

Additionally, CTL organised the HSUHK Teaching and Learning Forum 2023, inviting more than 30 Teaching Excellence Awards recipients and distinguished teachers from local institutions with outstanding teaching performance, to share their experiences and insights on different topics. In line with the theme, CTL also published *My Teaching Story – Teaching Excellence: Transform to Perform*, which captured the teaching journeys and insights of all the award-winning teachers.

為推動優質教學，教與學發展中心每年舉辦一系列活動，支援及提升教學質素，包括自 2014-15 學年起舉辦「香港恒生大學卓越教學獎」，表彰和嘉許具創新和卓越教學表現的教師。由成立至今，恒大卓越教學獎共表彰了近 50 名教師。

教與學發展中心亦會邀請「香港恒生大學卓越教學獎」得獎教師，於教學分享研討會上分享他們的獨特教學心得。鄭博士表示：「教學分享研討會的目的不是教導教師如何教書，而是一個交流平台，讓得獎教師分享他們的教學方法、經驗及心得。他們也會談及如何與學生互動和相處，從而鼓勵學生學習。教師們透過此平台彼此交流，從中得到啟發，從而使自己的教學水平更進一步。」

此外，教與學發展中心去年亦舉辦「香港恒生大學教與學論壇 2023」，邀得逾 30 位恒大歷屆卓越教學獎得獎教師，以及其他大學具出色教學表現的教師就不同的主題演說，以及分享寶貴經驗和見解。為配合是次論壇的主題，教與學發展中心特別編印了《My Teaching Story – Teaching Excellence: Transform to Perform》書冊，以文字紀錄所有得獎教師的教學歷程和心得。



▲ HSUHK Teaching and Learning Forum 2023.
香港恒生大學教與學論壇 2023。

Emerging technologies that drive teaching and learning 以新興科技推動教與學

Online teaching has become more popular since the pandemic. HSUHK is increasing its focus on online learning, and utilising online platforms for teaching. With the rise of technologies like Generative AI, HSUHK launched an in-house ChatGPT Service for teachers and students in September 2023. Dr Cheng says “Looking ahead, HSUHK will continue to explore how to use Generative AI to support teaching and research, making teaching and learning more effective. The Virtual Reality Centre, which is part of CTL, also offers immersive learning experiences for students to engage in their studies.”

A HSUHK team led by Dr Eugene Wong Yin-cheung, Director of Virtual Reality Centre, worked with local institutions to develop a ground-breaking Metaverse Platform for Problem-Based Collaborative Learning on themes including Logistics, Heritage and Journalism in Hong Kong. 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 news reporting during an earthquake. The project has received over HK\$8.7 million in funding from the Quality Enhancement Support Scheme of the Education Bureau.

To explore the impact of Generative AI, a seminar titled “Empowering Teaching @HSUHK Through GAI: ChatGPT in Game-Based Education” was organised by CTL, the Department of Art and Design, and the Department of Social Science on 7 December 2023. Dr Cheung Pui-sze and Dr Joseph Li Cho-kiu of the Department of Social Science, Dr Christine Choy Hiu-ying and Dr Patrick Mok Kin-wai of the Department of Art and Design, and Mr Kelvin Wan Tsz-hin of CTL, shared their expertise in the application of ChatGPT. They also discussed the potential advantages and impact of Generative AI on students’ learning experiences and future development of teaching and learning. Students also shared how Generative AI has inspired their learning and enhanced their learning experiences.

網上教學自疫情後變得普及，恒生大學愈來愈着重網上學習，以及利用網上平台配合教學。隨着生成式人工智能等科技興起，恒大於 2023 年 9 月推出恒大版本的 ChatGPT 供師生使用。鄭博士指：「展望未來，恒生大學會繼續探索如何利用生成式人工智能支援教學和研究，令教學更為有效。隸屬教與學發展中心的虛擬實境中心亦提供沉浸式學習等，協助學生投入學習。」

由虛擬實境中心主任黃彥璋博士領導的恒大研究團隊，聯同多所院校共同創建物流、文化遺產、新聞傳播三大主題的元宇宙互動學習平台。用家可利用虛擬實境科技，在航空貨運站運作、一級歷史建築「虎豹別墅」和地震採訪教學虛擬場景，體驗沉浸式學習。該項目獲教育局質素提升支援計劃資助逾港幣 870 萬元。

為探討生成式人工智能對學習的影響，教與學發展中心於 2023 年 12 月 7 日，聯同藝術設計系及社會科學系舉辦「應用 ChatGPT 設計遊戲式教學以提升恒大教學」研討會，邀得社會科學系張佩思博士及李祖喬博士、藝術設計系蔡曉瑩博士及莫健偉博士，以及教與學發展中心尹子軒先生，分享他們在 ChatGPT 應用方面的專業知識和經驗，並深入探討生成式人工智能技術對學生的學習經歷，和未來教與學發展方面的潛在優勢和深遠影響。學生亦分享生成式人工智能技術如何啟發學習及提升學習體驗。



▲ Students share how Generative AI inspires learning and makes learning more enjoyable.
學生分享生成式人工智能技術如何啟發學習，將學習體驗變得有趣。



▲ Dr Eugene Wong leads the joint institution metaverse platform project.
黃彥璋博士領導開發聯校元宇宙互動學習平台。

From sharing knowledge to creating experiences 從傳授知識到創造體驗

Interview with Dr Cheung Pui-sze

Director of Student Affairs

學生事務總監張佩思博士專訪

Since her teaching days at Hang Seng School of Commerce (HSSC), Dr Cheung Pui-sze has witnessed the development of the University and the growth of its students over the years. Before taking on the role of Director of Student Affairs (DSA), alongside being actively involved in student affairs, Dr Cheung was a Senior Lecturer in the Department of Social Science. In addition to teaching, she held multiple positions including Associate Master of Fung Yiu King Evergreen College, and Associate Director of the Institute for Youth Sustainability Leadership (IYSL), which helped her better understand with student affairs. Dr Cheung says, "I enjoy teaching and student affairs work. The difference is that teaching starts from an academic perspective, whereas serving as the DSA is about thinking about how to integrate learning elements into student services."

Dr Cheung recalls that when the Residential Colleges (RCs) were first established in the academic year of 2015, the "patrol" (where master or tutor walk through the floors to check of any violations of the RC rules) unexpectedly elicited a strong reaction from the residents. She recounts, "Patrolling is quite common in many university dormitories or residential colleges. These institutions have a long history and have established a set of norms, with older students passing down the rules and patrolling practices to the new students year after year. However, HSUHK's residential colleges had just been established, and the students were unfamiliar with such practices. This helped us realise the importance of communication, the need to see things from the students' perspective, and the necessary to provide them as much information and guidance as possible." Although Dr Cheung is grateful for her years of teaching and managing residential colleges, she is now more involved with leading the various aspects of student affairs as DSA.

Dr Cheung has also witnessed the varying characteristics of students across the years. She described students during HSSC era as having "clear goals for university entrance exams and not paying much attention to activities unrelated to studying", while students during the Hang Seng Management College period "pursued courses of varying levels, showcasing a diverse range of talents". She believes that current HSUHK students have various aspirations and talents beyond their academic studies, and some may invest in their own interests or even start their own businesses. She also noted that the atmosphere on campus has become more subdued post-



由恒生商學書院時代任教至今，張佩思博士多年來見證恒生大學發展和學生茁壯成長。出任學生事務總監前，本身是社會科學系高級講師的張博士已積極投入學生事務，在教學之外身兼多職，包括馮堯敬綠延書院副院長、青年可持續發展領袖研習所副主任等，熟悉學生事務。張博士說：「教書和學生事務工作兩者我都喜歡，分別在於教學是從學術角度出發，而擔任學生事務總監則相反，要思考如何在學生服務當中加入學習元素。」

張博士回想起 2015 學年住宿書院剛投入運作時進行「巡樓」（即院長或導師巡視樓層查看是否有違反宿規的行為），宿生卻出乎意料地反應甚大。她憶述：「『巡樓』在很多大學宿舍或住宿書院很常見，因為這些宿舍的歷史相對悠久，建立了一套規範，宿生每年將『宿規』和『巡樓』安排等口耳相傳至新入宿的學生。相反，恒生大學住宿書院當時才剛成立，宿生只是一張白紙，對這些規則毫不熟悉。這讓我們意識到溝通很重要，要設身處地站在學生的角度思考，了解他們的認知和需要，透明發放資訊，放眼於學生事務上亦一樣。」張博士慶幸擁有多年教學及管理住宿書院的經驗，現在身為學生事務總監，就更專注於帶領學生事務。

張博士亦見證了不同時代學生的特質。她形容恒商時期的學生「（考大學）目標明確，不太理會讀書以外的事情」，恒管時「學生修讀不同程度的課程，百花齊放」。她認為現時的恒大學生在讀書以外有很多不同志向和才能，會投入於自己的興趣甚或創業，可惜校園的氣氛就較疫情前薄弱。「經歷了三年疫情的洗禮，很多學生習慣了『獨處』，有強烈的『個體』

pandemic. “After three years of living with the pandemic, many students have become accustomed to being ‘alone’ and have developed a stronger sense of ‘individuality’. The SAO will organise various activities to discover and enhance students’ diverse qualities, hoping to help students rekindle their drive and team spirit, which will revitalise the campus atmosphere.”

With its diverse programme offerings, the University is attracting an increasing number of local and international students, making the campus more culturally diverse. Dr Cheung stated that the SAO is committed to promoting cultural diversity and will coordinate activities related to personal development, internships, and employment to ensure students with different needs, backgrounds and capabilities can make the most of their experience at HSUHK. The SAO will also align with the University’s Strategic Plan 2023-2028 to expand regional and global partnerships, particularly in the Greater Bay Area and Southeast Asia, and to promote the United Nations Sustainable Development Goals. Dr Cheung hopes that all students will learn from one another, spark inspiration, and reinvigorate campus life.

意識。學生事務處會舉辦不同類型的活動，發掘及提升學生各方面的特質，希望學生可重拾動力和團隊精神，可以重新『炒熱』校園氣氛。」

隨著大學課程多元化，恒生大學吸引愈來愈多本地及國際生，使校園文化愈趨多元。張博士表示，學生事務處致力推廣文化多元，將在個人成長、實習、就業等範疇上加以配合，確保不同需要、背景和能力的學生融入恒大校園生活。學生事務處亦會配合大學發展策略 2023-2028，拓展地區與環球夥伴，特別是大灣區及東南亞，以及推動聯合國可持續發展目標等。張博士期望學生會彼此學習，擦出火花，為校園增添活力。



▲ Dr Cheung (front right) shares her experience with the ecological sustainability activity organised by the residential college, noting “As long as we strive to move forward, we can reach our goals.”
張博士（前排右一）分享她早前參與住宿書院生態可持續活動的體驗，「縱使大家的路徑並不一樣，但終點都在前方，進發並抵達目標就可。」



▲ Dr Cheung (left) and students engage in plant printing at IYSL’s activity.
張博士（左）與學生於青年可持續發展領袖研習所活動上體驗植物拓印。



Dr Cheung (2nd from left), RC staff and students participate in HSMC Athletic Meet in 2016.
張博士（左二）與住宿書院師生參加 2016 年恒管陸運會。

Tin Ka Ping Institute for Chinese Language and Culture naming and appreciation ceremony

田家炳中國語言及文化研習所命名暨感謝典禮

In appreciation of the generous donation from the Tin Ka Ping Foundation, which will support the construction of the Creative Humanities Hub, as well as the University's long-term development, HSUHK held a Naming and Appreciation Ceremony for the "Tin Ka Ping Institute for Chinese Language and Culture" on 5 December 2023. Officiating guests included Mr Tin Hing-sin, Chairman of the Board of Tin Ka Ping Foundation; Dr Yuen Pong-yiu, Director of Tin Ka Ping Foundation; Dr Patrick Poon, HSUHK Governor, Chairman of Fundraising and Donation Committee and Foundation Management Committee; and President Simon S M Ho.

The Institute is located on the second floor of the S H Ho Academic Building, and regularly organises various Chinese cultural activities and seminars to deepen students' understanding of Chinese culture.

恒生大學於2023年12月5日舉行田家炳中國語言及文化研習所命名暨感謝典禮，以感謝田家炳基金會捐獻支持大學興建「創意人文館」及長遠發展。典禮邀得田家炳基金會董事局主席田慶先先生、田家炳基金會董事阮邦耀博士、恒生大學校董兼籌募及捐款委員會主席及基金管理委員會主席潘榮昌博士和何順文校長主禮。

田家炳中國語言及文化研習所位於何善衡教學大樓二樓。研習所經常舉辦不同性質的中國文化活動及講座，讓學生加強認識中國文化，領悟中國文化的精粹。



▲ (From left) Dr Yuen Pong-yiu and Mr Tin Hing-sin receive a souvenir from Dr Patrick Poon, President Simon Ho and Professor Alex Cheung, Director of the Institute.

(左起) 阮邦耀博士和田慶先先生接受由潘榮昌博士、何順文校長及田家炳中國語言及文化研習所所長張光裕教授致送的紀念品。



▲ The guests visit the Institute.
一眾嘉賓參觀研習所。



▲ Professor Chen Weiwu of Department of Chinese at Sun Yat-sen University, speaks on the topic of "Speaking on the Pictures — Reminiscing about My Teachers at Sixty" at the 5th seminar in celebration of the Institute's 10th anniversary.

田家炳中國語言及文化研習所早前舉辦十周年慶典名人講座第五場「看圖說話——六十年華憶師恩」，邀得中山大學中文系陳偉武教授主講。

HSUHK joins Alliance of Asian Liberal Arts Universities

恒生大學加入亞洲博雅大學聯盟

HSUHK has joined the Alliance of Asian Liberal Arts Universities (AALAU), and will work with renowned liberal arts universities in Asia to enhance the quality of teaching and research in the region, as well as promote the development of cross-disciplinary liberal arts education.

The AALAU was established in 2017. With the addition of HSUHK, there are now 30 liberal arts university members in Asia. The Alliance aims to allow members with similar goals and visions to improve the quality of teaching, learning and research through mutual reference and exchange.

恒生大學宣布加入亞洲博雅大學聯盟，與亞洲頂尖博雅學府攜手提升區內跨學科教學及研究質素，共同推動博雅教育發展。

亞洲博雅大學聯盟於 2017 年成立，連同恒生大學在內，共有 30 所亞洲地區著名博雅學府成員。聯盟旨在讓擁有相似特色和願景的成員院校，透過互相參照交流，共同提升教與學和研究質素。



HSUHK welcomes royal delegation from UAE

阿聯酋皇室到訪恒生大學

His Highness Prince Sheikh Ali Al Maktoum of the United Arab Emirates visited HSUHK on 13 December 2023, to learn about the University's research in the areas of green sustainable development and family succession. HSUHK was the only university he visited during his time in Hong Kong.

The Prince expressed his deep appreciation for HSUHK's efforts in green sustainable development and family succession. He hopes to welcome an exchange delegation from HSUHK to Abu Dhabi and Dubai next year.

阿拉伯聯合酋長國 Sheikh Ali Al Maktoum 王子於 2023 年 12 月 13 日到訪恒生大學，聽取了恒大在綠色可持續發展和家族傳承方面的研究。恒生大學是王子在香港期間唯一到訪的大學，他對恒大在綠色可持續發展和家族傳承上的工作表示欣賞，並希望恒生大學來年可以組織一個學術交流團到阿布達比和杜拜考察。



▲ President Ho greets Prince Sheikh Ali Al Maktoum.
何順文校長歡迎 Sheikh Ali Al Maktoum 王子。



▲ The Prince endorses the University's Liberal Arts and Professional Education model.
王子非常認同恒生大學以博雅和專業並重的教育方針。

HSUHK and Dailywin Institute of Dongguan University of Technology to implement executive trainings for enterprises

恒生大學與東莞理工學院得利學院共同推動企業高管培訓

HSUHK and the Dailywin Institute of Dongguan University of Technology (DGUT) signed a Memorandum of Understanding (MoU) on 7 December 2023, to promote training and other related services, to help upgrade and excel the development of enterprises. The agreement includes a series of courses with leading academics as mentors, who will help corporate executives understand the policies of Hong Kong and the Greater Bay Area (GBA), technologies, the digitalisation of China, carbon neutrality, development of Artificial Intelligence applications, big data, analysis of China's economy, international relations, and other related topics. The collaboration also includes a youth leadership training and development programme which will cover popular science and promote the understanding of the GBA and Hong Kong.



▲ President Simon Ho (front left) and Mr Sidney Wong, Executive Director of Dailywin Institute of Dongguan University of Technology sign an MoU.
何順文校長（前排左）與東莞理工學院得利學院執行院長王錫堯先生簽署合作協議。

恒生大學與東莞理工學院得利學院於 2023 年 12 月 7 日簽署合作備忘錄，共同推動企業升級和發展的培訓及相關服務，包括推出一系列課程，讓企業高層人員掌握對香港及大灣區的政策、科技、國家數字化、碳中和、人工智能應用發展、大數據、中國經濟及國際關係分析等。

合作備忘錄亦涵蓋青少年領袖訓練及發展，包括科普及認識大灣區和香港。

HSUHK and National Chung Hsing University launch academic partnership

恒生大學與國立中興大學開展學術合作

Professor Jan Fuh-jyh, President of the National Chung Hsing University (NCHU) in Taiwan, led a delegation to visit HSUHK on 18 November 2023. President Simon S M Ho expressed that his last visit to NCHU led to good connections with the institution, while President Jan discussed how NCHU would encourage more students to consider exchange programmes at HSUHK. The two universities will sign an MoU in the near future to establish a partnership which will facilitate academic and student exchange programmes.



▲ The HSUHK management discusses potential collaboration opportunities with NCHU delegation.
恒大大管理層與國立中興大學代表團討論合作機會。

國立中興大學（興大）校長詹富智教授於 2023 年 11 月 18 日率領代表團到訪恒生大學，探討兩校的合作機會。何順文校長指出他約 10 年前到興大參訪後已與該校建立了良好連繫。

詹校長表示，興大將鼓勵更多學生到恒生大學學習或交流。雙方同意簽署合作備忘錄，以促進學術合作和學生交流。

HSUHK and Metro Broadcast promote family-owned business succession and wealth management

恒生大學與新城廣播攜手推動家族企業傳承和財富管理

HSUHK's Institute of Continuing and Professional Education (ICAPE), supported by the Chinese Family Succession Research Centre (CFSRC), and Metro Broadcast Corporation Limited (Metro) signed a two-year partnership on 5 December 2023. The strategic alliance between HSUHK and Metro will propel the field of "Chinese Family Succession", by promoting applied research and knowledge exchange training, and enable a deeper understanding of family succession concepts and practices, including family offices among other topics. This initiative will benefit family business members and next-generation asset owners, international family office professionals, and wealth management practitioners.

Additionally, the two units of HSUHK and Metro Broadcast launched the "Family Succession" series. President Simon S M Ho was a guest speaker on the first episode of the series, and shared his views on family business governance and family office establishment, as well as the practical implementation of family succession and harmony.

恒生大學專業進修學院聯同華人家族傳承研究中心與新城廣播有限公司於2023年12月5日舉行合作協議簽署儀式，開展為期兩年的合作計劃。雙方將共同推動華人家族傳承的應用研究和知識交流，令家族企業成員、新世代資產擁有人、國際家族辦公室管理人、財富管理從業員和大眾市民能更好掌握家族傳承概念和相關設置，例如家企管治與建立家族辦公室。

此外，恒生大學兩個單位與新城廣播攜手推動家族企業傳承的電台節目系列，何順文校長於首集「繼族財富」節目中，分享有關建立家族企業管治與家族憲章治理機制，以及在香港實現家族繼承與和諧的看法。

Programme replay
節目重溫



▲ President Simon Ho (3rd from left) and Mr Sung Man-hei, Managing Director of Metro Broadcast (3rd from right) sign an MoU.
何順文校長（左三）和新城廣播董事總經理宋文禧先生（右三）共同簽署合作協議。



▲ HSUHK and Metro Broadcast jointly launch the "Family Succession" Programme. From left: Dr Kenneth Kwong, Co-Director of CFSRC, Dr John Leung, Director of ICAPE, President Simon Ho and Mr Alaric Chu, General Manager - Programme and Channel Operations of Metro.
恒生大學與新城廣播合作推出「繼族財富」節目。左起：恒生大學華人家族傳承研究中心聯合主任鄭家麒博士、專業進修學院總監梁偉強博士、何順文校長及新城電台總經理（節目規劃及頻道運作）朱子昭先生。

HSUHK and Sun Life strengthen family succession knowledge

恒生大學與永明金融共同推動家族傳承 提升業界專業知識

The Institute of Continuing and Professional Education (ICAPE) of HSUHK signed a Memorandum of Understanding (MoU) with Sun Life Hong Kong Limited to facilitate knowledge exchange in the field of family wealth succession. The signing marked the beginning of a collaboration which will see the launch of training programmes on "Frontier Knowledge of Contemporary HNWI Financial Planning Strategy", and "Family Office Practice". The courses have been designed to give industry practitioners a platform to share their professional knowledge and discuss family wealth succession, family offices, and other areas that pertain to high-net-worth individuals' financial needs, such as insurance, wealth management, and financial planning. In the initial stage of the collaboration, supported by its CFSRC, HSUHK will hold over 10 classes with Sun Life Hong Kong from January to June 2024, benefiting hundreds of industry practitioners.

恒生大學專業進修學院與香港永明金融有限公司簽署合作備忘錄，共同開展「當代高淨值人士財務策劃及家族辦公室培訓課程」，推動家族傳承的知識交流。課程旨在為保險業界從業員建立分享前沿專業知識的平台，讓他們學習家族傳承、家族辦公室和高淨值人士理財的知識，包括保險、財富管理、理財策劃等。獲其華人家族傳承研究中心的支援，恒生大學將於合作首階段，即本年一月至六月期間，為永明香港提供逾十班的培訓課程，受惠的業界從業員達數百名。

President Simon Ho (2nd from left) and Mr Clement Lam, Chief Executive Officer of Sun Life Hong Kong (2nd from right) sign the MoU, witnessed by Dr John Leung, Associate Vice-President (Knowledge Exchange) and Director of ICAPE of HSUHK (left), and Ms Christine Yeung, General Manager for Life and Health, Sun Life Hong Kong.

何順文校長（左二）與香港永明金融行政總裁林嘉言先生（右二）在恒生大學協理副校長（知識交流）暨專業進修學院總監梁偉強博士和永明人壽及康健業務總經理楊娟女士見證下簽署合作備忘錄。



HSUHK and GBA-MPDA build competence for applications of emerging technology on healthcare services

恒生大學與大灣區醫療專業發展協會攜手培訓兩地醫護創新醫療科技應用

ICAPE and the Greater Bay Area Medical Professional Development Association (GBA-MPDA) signed an MoU on 20 January 2024, to solidify a collaboration which will see the development and implementation of training courses by the Future Intelligence-Related Skills and Training Hub (FIRST Hub) under ICAPE, for medical professionals to apply emerging technologies in the Greater Bay Area (GBA) community.

Dr Ko Wing-man, Honorary President of GBA-MPDA said that the collaboration will further integrate the Association into healthcare services in Hong Kong and GBA.

恒生大學專業進修學院與大灣區醫療專業發展協會於 2024 年 1 月 20 日簽署合作備忘錄，合辦一系列專業培訓課程，由恒大專業進修學院轄下的未來智慧培訓中心負責設計和執行，使香港和大灣區的醫療專業人員進一步應用創新醫療科技，為灣區居民提供先進和優質的醫療服務。

大灣區醫療專業發展協會榮譽會長高永文醫生表示，是次合作將推動創新醫療科技應用的培訓與專業發展，亦是協會融合香港和大灣區醫療服務計劃的一部分。

The representatives sign an MoU for applications of emerging technology on healthcare services.

雙方代表簽署合作備忘錄，攜手培訓兩地醫護創新醫療科技應用。



HK's first GILT Research Centre: driving innovation and excellence in bridging languages and cultures 全港首創 GILT 研究中心：跨越語言文化 推動卓越創新



Dr Siu Sai-cheong
蕭世昌博士
Associate Professor, School of
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翻譯及外語學院副教授



The GILT industry is essential for the cross-regional promotion of business activities. It encompasses Globalisation, Internationalisation, Localisation, and Translation – the four key aspects to adapt brands, products, and services for markets across different languages and cultures. In a post-COVID-19 era, GILT's role has become increasingly prominent. The pandemic and its associated measures, coupled with the rapid development of information technology driven by recent advances in artificial intelligence (AI), have significantly altered the way we work and communicate. This has prompted enterprises to rethink their GILT strategies and intensify efforts to expand across regions in response to the “new normal”.

With the support of experts from the five schools of HSUHK, the research team has proposed the establishment of the GILT Research Centre, the first of its kind in Hong Kong, with funding support of HK\$4.04 million from the Institutional Development Fund of the Research Grants Council of the HKSAR Government. By leveraging the cross-disciplinary expertise of HSUHK's five schools, the Centre aims to foster academic exploration of multilingual communication and language services, as well as investigating the multifaceted aspects of GILT. The initiative aims to consider how professionals in sectors related to cross-lingual and cross-regional promotion can contribute to addressing challenges and seizing opportunities in an ever-changing, post-pandemic world.

GILT 產業是推動跨地區商業活動的重要力量，涵蓋全球化（Globalisation）、國際化（Internationalisation）、本地化（Localisation）和翻譯（Translation）四大關鍵層面，讓品牌、產品和服務超越語言和文化界限，開拓不同市場。在後疫情時代，GILT 的角色更是日益突出。由於疫情及相關防疫措施，加上人工智能興起，推動資訊科技急速發展，大大改變了我們的工作和交流方式，企業不得不重新思考其 GILT 戰略，加強跨地域發展以應對新常態。

研究團隊在恒生大學五個學院不同專家的支持下，提出設立全港首創的 GILT 研究中心。項目獲香港特區政府研究資助局的院校發展計劃研究基礎設施撥款資助 404 萬港元。中心結合各學院跨學科的专业優勢，促進對跨語言交流和語言服務，以及其廣泛層面的學術研究。本項目旨在探討跨語言及地域相關領域的专业人士，如何在千變萬化的後疫情時代應對挑戰，把握機遇。

Definitions of GILT

GILT 的定義

GILT is rooted in language services and translation studies. The definition of Globalisation includes business decisions and activities aimed at making organisations, products and services global and/or multilingual, such as adopting international marketing strategies, restructuring operating units, and managing global supply chains. Internationalisation involves designing and developing products and services in a manner that facilitates adaptation to different markets. Localisation is the process of adapting products and services to specific markets, including translation for market differences. Translation is the conversion of text from the source language into the target language.

GILT 起源於語言服務和翻譯研究。全球化的定義包括商業決策和活動，旨在讓機構、產品和服務打破語言障礙，走向世界，例如採取國際營銷策略，重組營運單位，管理全球供應鏈；國際化是指設計及開發產品和服務時，要考慮如何有利於適應不同的市場；本地化指修改產品和服務以滿足特定市場所需，過程包括翻譯和其他針對市場差異的改動；翻譯則是將文本從源語言轉換為目標語言。

Two primary directions for promoting GILT study 推動 GILT 研究兩大方向

The success of GILT projects rely on input from diverse fields of study, encompassing not only translation studies, but also business, communication, design, information technology, intercultural studies, among others. To this end, the Centre has two primary directions for promoting the study of GILT, which are developing the “GILT Research Hub” and conducting research projects. The “GILT Research Hub” is an online platform which offers valuable information for researchers and contributes to the enhancement of the University's research infrastructure for GILT exploration. The Hub features a wide range of research-related resources, including bilingual datasets, industry news, AI models, and more, to keep users abreast of the latest developments in the research and professional communities.

Additionally, research projects are being conducted in three strategic areas, namely “GILT of digital media”, “Technology for GILT” and “GILT in Hong Kong and beyond”, to emphasise synergy among experts from different schools. “GILT of digital media” refers to exploring translation and localisation of emerging multimedia content such as web, games, online videos, and apps. “Technology for GILT” investigates the use of state-of-the-art AI-driven applications to facilitate translation and professional language services. “GILT in Hong Kong and beyond” focuses on issues related to the development of professional services relevant to GILT in the Greater Bay Area, such as the role and nature of GILT and the training of professionals.

Looking forward 展望

The Centre's work and research resources will benefit scholars and researchers at HSUHK and the wider community. The findings may also contribute to enhancing existing GILT-related modules and developing new courses or teaching and learning resources to equip students with the skills necessary to navigate the evolving challenges. The Centre will also foster connections with industry professionals, enabling them to leverage the latest research findings to advance their work and businesses.

GILT 項目要取得成功，有賴於不同研究領域的相互配合，當中不僅包括翻譯，還有商業、傳播、設計、資訊科技、跨文化交流等。為此中心將從開發「GILT 研究平台」和開展研究項目兩大方向推動 GILT 研究。當中，「GILT 研究平台」為研究人員提供豐富資訊，提升大學 GILT 學術研究的基礎建設，為用戶提供雙語數據集、行業新聞、人工智能模型和其他研究工具，以緊貼學界和業界的最新發展。

至於研究項目方面，則探討三個策略領域，分別是「數碼媒體與 GILT」、「應用於 GILT 的科技」和「香港和其他地區的 GILT 行業發展」，強調不同學院專家之間的協同作用。「數碼媒體與 GILT」主要探索新興多媒體內容的翻譯和本地化，如網頁、遊戲、在線影片和應用程式的跨語言工作；「應用於 GILT 的科技」着重研發和應用最新人工智能技術，促進翻譯和專業語言服務；「香港和其他地區的 GILT 行業發展」則重點關注大灣區 GILT 的專業服務發展問題，如 GILT 的角色和性質以及專業人員培訓。

中心的工作和研究資源冀惠及大學師生和社會各界，研究成果也有助於促進現有 GILT 相關科目的發展，開發新的課程或教學資源，讓學生掌握相關技能，應對不斷變化的挑戰。中心亦將加強與行業專業人士的聯繫，讓他們掌握最新的研究成果，以優化工作和業務。

Highlights of GILT Research Centre GILT 研究中心的重點工作

1. Research Infrastructure 研究基礎設施

- GILT Research Hub / GILT 研究平台

2. Strategic Research Themes 策略研究主題

- GILT of Digital Media / 數碼媒體與 GILT
- Technology for GILT / 應用於 GILT 的科技
- GILT in Hong Kong and beyond / 香港和其他地區的 GILT 行業發展



Graduation Ceremony 2023

2023 年度畢業禮



The HSUHK Graduation Ceremony 2023 was held on 4 and 6 December to confer bachelor's and master's degrees on over 1,900 graduates. Dr Moses Cheng, Chairman of the Council, and Mr James Tsien, Vice-Chairman of the Council, officiated at the Ceremony. President Simon S M Ho congratulated all the graduates and encouraged them to determine their own aspirations and a life that is truly fulfilling.

The Virtual Reality Centre especially designed an augmented reality (AR) mascot photo taking event across campus to provide graduates with an opportunity to capture special moments with their family and friends, they also developed the AR Mascot app to ensure graduates had a fun experience.

恒生大學 2023 年度畢業典禮在 12 月 4 日及 6 日舉行，頒發學士和碩士學位予 1,900 多名畢業生。校務委員會主席鄭慕智博士及副主席錢乃駿先生分別擔任典禮的主禮嘉賓。

何順文校長在典禮上致辭祝賀應屆畢業生，鼓勵他們確立自己的志趣與價值觀，過真正有滿足感的生活。

虛擬實境中心於典禮期間，特為應屆畢業生設計了 AR Mascot 流動應用程式，讓他們可與親友透過擴增虛擬實境技術，於校園內不同地點與虛擬恒大大吉祥物拍照留念。

Please scan the QR code for the full text of President Ho's speech.
請掃描二維碼參閱何校長致辭全文。





Honours Academy's Inaugural Graduation Celebration 榮譽學院第一屆學員畢業慶典

The Honours Academy's Inaugural Graduation Celebration was held on 6 December 2023. Dr Moses Cheng, Chairman of the HSUHK Council, President Simon S M Ho, members of the Honours Academy Board, Academic and Professional Fellows, and HA graduates' friends and family joined to share in the precious moments with the first cohort.

The three HA Graduate Awardees 2023, Fanny Cheung, Lauren Lin and Tom Tang shared their unforgettable and fruitful experience from their three-year interdisciplinary learning journey, and aspire to apply what they have learned in the future.

榮譽學院於2023年12月6日舉行第一屆學員畢業慶典，恒生大學校務委員會主席鄭慕智博士、何順文校長、多名榮譽學院委員、學術和專業院使及畢業生親友到場恭賀首屆畢業學員。三位獲得2023年度學院畢業生榮譽獎的同學——張芯鳳、林雯佳和鄧嘉豪分享過去三年以來，在學院獨特的跨學科領袖學習當中，所經歷的豐富及難忘體驗，並期待未來繼續發揮所學。



▲ President Simon Ho congratulates the first cohort of HA graduates.
何順文校長恭賀榮譽學院第一屆畢業學員。



▲ Dr Moses Cheng presents awards to students.
鄭慕智博士頒獎予同學。



▲ HA Graduate Awardees' sharing session.
學院畢業生榮譽獎得主分享環節。



“Wearable Art” catwalk show 「可穿戴藝術」時裝表演

Students from the Department of Art and Design drew inspiration from Italo Calvino's novel *Invisible Cities*, in their Wearable Art Creation course. They chose four cities from the novel as their themes, and created a series of works using experimental materials. The students showcased their design in catwalk show held on 30 November 2023.

藝術設計系學生於穿戴藝術創作課程中，以卡爾維諾的小說《看不見的城市》為靈感，在小說中揀選出其中四個城市為主題，利用實驗性材料創作出一系列作品。同學們於2023年11月30日舉行的時裝表演中展示作品。



HSUHK Talent Development Days 2023

恒生大學人才發展日 2023

HUSHK Talent Development Days 2023 were held on 7 and 8 December 2023 to strengthen mutual understanding and networking, and to align common goals for the development of HSUHK by understanding the University's Strategic Plan 2023-2028. Themed "Fun & Friends@HSU", the two-day staff development programme welcomed nearly 300 administrative and academic support staff members. Participants engaged in a variety of activities.

2023 年人才發展日於 12 月 7 及 8 日舉行，旨在加強不同部門同事的相互了解及聯繫，透過介紹大學 2023-2028 策略發展計劃，讓參加者了解各項發展目標。是次活動主題為「恒大有樂」，共有近 300 位各級別的行政及學術支援同事出席，眾人積極參與有趣互動交流環節。



Donation pledge for metaverse development on heritage preservation and fine art logistics

恒生大學獲雅諾捐資 300 萬港元發展元宇宙文化保育和藝術品物流

With the successful completion of the three-year Virtual Reality Tiger Balm Garden (Aw Boon Haw Gardens) project supported by the Education Bureau, the Virtual Reality Centre has received a donation pledge of HK\$3 million from the Aw Boon Haw Foundation. The donation will support a new project titled “A Metaverse System for Enhancing Interactivity, Enthusiasm and Collaborative Learning on Fine Art Logistics and Heritage Preservation” with the development of the metaverse system on heritage preservation and fine art logistics. The project will also facilitate education and research development.

隨着教育局資助為期三年的萬金油花園（虎豹別墅）虛擬實境發展計劃圓滿完成，虛擬實境中心獲胡文虎基金會雅諾捐資 300 萬港元，用

以資助發展「增強藝術品物流和文化遺產保育互動性與協作學習的元宇宙系統」新計劃，進一步推動開發文化遺產保育及藝術品物流的元宇宙系統，以及促進教育和研究。



▲ Ms Sally Aw, Founder of The Aw Boon Haw Foundation (front right) meets representatives from HSUHK and Hong Kong Chu Hai College.
胡文虎基金會創辦人胡仙女士（前排右）與恒生大學及香港珠海學院代表合照。

HSUHK scholars share on ESG research at international conference

恒生大學學者於國際會議上分享 ESG 研究

The Policy Research Institute of Global Supply Chain (PRISC) and the Research Centre for ESG have conducted a joint research study about ESG in transport and logistics with the Chartered Institute of Logistics and Transport in Hong Kong. They released their initial findings during the ESG Workshop of the 13th Asian Logistics, Maritime and Aviation Conference. The workshop, organised by HKTDC, also invited speakers from PwC, Maersk, and DBS to share views, guidelines and regulatory developments in ESG.

恒大全球供應鏈管理政策研究所和 ESG 研究中心與香港運輸物流學會進行有關運輸和物流領域的 ESG 聯合研究，並於第 13 屆亞洲物流航運及空運會議的 ESG 工作坊上，發布初步研究結果。工作坊由香港貿發局主辦，並邀請了羅兵咸永道、馬士基及星展銀行的講者，分享有關 ESG 的觀點、指引及監管發展。



◀ Dr Eugene Wong, Director of PRISC, speaks on ESG.
全球供應鏈管理政策研究所所長黃彥璋博士分享有關 ESG 的觀點。

2023 AIB Asia Pacific Regional Conference 國際商業學會亞太地區周年會議 2023

The 2023 Academy of International Business (AIB) Asia Pacific Regional Conference, hosted by HSUHK's School of Business, saw the participation of over 120 delegates from around the world. Over 100 research papers were submitted, representing the work of scholars from 26 countries, including Australia, Bangladesh, Canada, China, France, Germany, India, Japan, and the United States. The diverse range of topics and perspectives contributed to an event full of insightful and engaging discussions, as well as fruitful networking opportunities.

商學院於 2023 年 12 月 6 日至 8 日主辦國際商業學會亞太地區周年會議，促進國際學者和專業人士之間的深入討論和知識分享。會議收到了來自 26 個國家（包括澳洲、孟加拉、加拿大、中國、法國、德國、印度、日本和美國等）的學者提交的 100 多篇論文，吸引了 120 多位代表進行深入的討論和交流機會。



HSUHK scholar shares insight on ancient classics at Tsinghua forum 恒生大學學者於清華大學論壇上分享古典文化

Professor Alex Cheung, Head of the Department of Chinese, shared his unique insights and perspectives on ancient classics and palaeography at an international forum organised by Tsinghua University in Beijing. Professor Cheung was presented the Honorary Professorship Certificate by Tsinghua University during his visit.

中文系系主任張光裕教授獲邀於清華大學舉行的首屆「古文字與中華文明」國際學術論壇上，主講「新見清華簡『謙』『誠』二字形構的沉思」及「青銅禮器與禮經研究的幾點體會」。張教授在訪問清華大學期間獲頒發名譽教授證書。



▲ Professor Cheung speaks at Tsinghua University.
張光裕教授於清華大學的國際學術論壇上主講。

HSUHK Research Centre for ESG organises sustainability leadership symposium 恒生大學 ESG 研究中心主辦「可持續發展領導」座談會

HSUHK's Research Centre for ESG (CESG) organised the Sustainability Leadership Symposium on 9 January 2024 to discuss how sustainability leadership is being practiced in the business world with a focus on stakeholders' perspective. The symposium was led by Professor Louis Cheng Tsz-wan, Director of CESG. President Simon S M Ho spoke on "The Objective of a Corporation: Optimising Sustainable Values for Different Stakeholders" and presented a stakeholder-based "Responsible Management" conceptual framework. Two discussion panels on ESG Leadership, one on the financial services sector and the other on NGOs were also held at the symposium.



▲ President Simon Ho speaks at sustainability leadership symposium.
何順文校長於可持續發展領導表現座談會作主講。

恒生大學 ESG 研究中心於 2024 年 1 月 9 日主辦「可持續發展領導座談會」，由該中心主任鄭子云教授主持，從持份者角度探討商界如何實踐可持續發展領導表現。何順文校長先主講「企業的目標：為不同持份者優化可持續價值觀」，

提出以持份者為基礎的「責任管理」概念框架；中心又安排兩場分別從金融服務行業及非政府組織的角度探討 ESG 領導的討論環節。

CIE guest talk series 創新及創業中心嘉賓講座系列

The Centre for Innovation and Entrepreneurship (CIE) organised two guest talks related to two trending topics in the entrepreneurship field. Mr Rex Lai, Head of Projects (Greater Bay Area) from Proactive Think Tank, delivered a talk on "Updates of The Latest Start-up Ecosystem and Funding Policies in the Greater Bay Area". Mr Timothy Leung, Executive Director of HKAI Lab, and Ms Rebecca Lim, founder of AutoML Capital Limited, shared their insights on the development of AI technology and its applications in the financial industry.

創新及創業中心舉辦了兩場在創業領域中熱門話題的嘉賓講座，分別邀得香港明匯智庫主管（大灣區計劃）黎達成先生主講「大灣區創業生態系統和資金政策動態」，以及 HKAI Lab 執行總監梁季笙先生和智學資本創辦人林朗行女士分享他們對人工智能技術發展及在財經行業應用方面的見解。



▲ Mr Rex Lai (left) shares on entrepreneurship in GBA.
黎達成先生（左）分享大灣區創業生態。

Communication students awarded for journalistic excellence

傳播學院學生獲新聞獎項

Students from the School of Communication (SCOM) won second runner-up in the “Best News Video Reporting” category, and the “Best in Short Video Reporting” category in the 2023 China Daily Campus News Awards competition. Additionally, an entry submitted by a team of SCOM students, secured a merit award in the “Tertiary Student Journalism Award” category of the 23rd Consumer Rights Reporting Awards.

恒大傳播學院學生於《中國日報》舉辦的「2023 大學新聞獎」表現卓越，分別在「最佳新聞視頻」與「最佳短視頻」組別取得季軍。另外，傳播學院學生隊伍在第 23 屆「消費權益新聞報道獎」的「大專院校新聞獎」組別中獲得優異獎。



▲ Awardees of 2023 China Daily Campus News Awards.
《中國日報》2023 大學新聞獎得獎者。



▲ Awardees of the Tertiary Student Journalism Award.
「大專院校新聞獎」得獎者。

Supply Chain Management students clinch CIPS best student awards

供應鏈管理學生獲英國皇家採購與供應學會卓越學生獎

Two BBA (Honours) in Supply Chain Management students won awards at the Chartered Institute of Procurement & Supply (CIPS) Best Student Awards 2023. Charlotte Ho (Year 4) was awarded the “Certificate of Merit”, and Ho Tsz-ming (Year 3) received the “Good Performer” Award. They were required to submit a procurement-related essay and passed an interview with the selection committee.

兩名供應鏈管理工商管理學生獲得英國皇家採購與供應學會卓越學生獎，其中四年級學生何本怡獲得「Certificate of Merit」，三年級學生何紫銘獲得「Good Performer Award」。他們需要撰寫一篇與採購相關的論文，並通過甄選委員會的面試。



▶ Charlotte Ho (2nd from left) and Ho Tsz-ming (2nd from right) receive the CIPS Best Student Awards 2023.
得獎學生何本怡（左二）和何紫銘（右二）。

Farewell gathering for exchange students

歡送交換生

On 6 December 2023, a “DIY Hong Kong Street Calligraphy Sign” workshop was organised to bid farewell to exchange students. Hong Kong street signs have a rich history that reflect the city's unique multicultural heritage, they are also one of Hong Kong's iconic symbols. Exchange students created their own street calligraphy signs to take a unique Hong Kong memento back home.

恒生大學於2023年12月6日舉辦了「香港街道牌」工作坊，以送別秋季到港的交換生。香港街道牌五花八門，匯聚中西文化，是香港特色的一部分。交換生在一塊空白的小街道牌上，寫上自己最喜愛的香港地標，把回憶帶回家鄉留念。



HSUHK A Cappella performs at CityU Arts Festival

恒大無伴奏合唱團於城大藝術節演出

HSUHK A Cappella was a guest performer at the “CityU Arts Festival 2023-24 – Chorale of World Classics” on 17 November 2023, at City University of Hong Kong. The event was attended by over 600 people. In addition to performing four A Cappella pieces, HSUHK A Cappella collaborated with other university choirs, and sang two pieces together.

恒大無伴奏合唱團於「城大藝術節 2023-24——合唱遊蹤」音樂會上擔任表演嘉賓。音樂會於2023年11月17日在城大校園舉行，吸引超過600名觀眾欣賞。恒大無伴奏合唱團表演一共四首無伴奏曲目，亦與其他院校合唱團合作，獻唱兩首合唱團曲目。



Local service trainings and experiential learning activities 本地服務培訓及體驗學習活動

With support from the Hong Kong Shun Lung Yan Chak Foundation, the Student Affairs Office will carry out the "VolTrekks Service-Learning Scheme 2023-24". This year's programme will be divided into three stages, gradually guiding participants to explore three major issues: the elderly, people with disabilities, and underprivileged children. Participants will engage in self-initiated local service projects, and participate in overseas service-learning experiences. The first stage, which includes local service training and experiential learning activities, was completed in November 2023.

學生事務處本年繼續獲香港順龍仁澤基金會的支持，開展「順龍仁澤 學義同行」服務學習實踐計劃 2023-24。本年的計劃共分為三個階段，以循序漸進的方式帶領參加者探討長者、殘疾人士及基層兒童三大議題，並實踐自行構思及推展的本地服務計劃，以及參與海外服務學習體驗。第一階段的本地服務培訓及體驗學習活動已於 2023 年 11 月順利完成。



◀ The project partners with ELCHK Shatin Caring Centre and invites elderly to guide students in the art of fabric painting.
計劃與「基督教香港信義會沙田護老坊」合作，邀請長者化身齡活老師，教授同學塑膠彩布藝繪畫。

Student Ambassador Training Camp and Personality Dimensions® Workshop 學生大使培訓系列——歷奇訓練營及性格透視® 工作坊

The Student Affairs Office organised the Training Camp and Personality Dimensions® Workshop for new students who joined the HSUHK Student Ambassador Programme. Students were encouraged to apply their learning to establish good relationships with their team members and pass on the spirit of "To Learn and To Serve".

學生事務處為新一屆加入恒大大學生大使計劃的同學，分別舉辦了歷奇訓練營及性格透視® 工作坊，並鼓勵同學利用所學，與團隊夥伴建立良好關係，於新一學年繼續傳承「服務與學習並行」的精神。





◀ Dr Gabriel Leung, Executive Director, Charities and Community, and Ms Rainbow Wong, Deputy Executive Manager, Charities (Engagement) at The Hong Kong Jockey Club, visited HSUHK on 15 November 2023 to meet the University's senior management team. The guests also visited the Residential Colleges and the Department of Art and Design to learn more about students' campus life. 香港賽馬會慈善及社區事務執行總監梁卓偉博士及慈善事務副總經理（聯繫協作）黃海盈女士於2023年11月15日到訪恒生大學，與大學管理層會面，並參觀賽馬會住宿書院及到訪藝術設計系，與恒大大學生交流。

▶ Mr Kent Law, Executive Agency Director of Sunlife Hong Kong visited HSUHK campus on 23 November 2023, with Mr Andric Yew, HSUHK Fundraising and Donation Committee Member. They were received by representatives from the Advancement and Alumni Affairs Office. 香港永明金融行政業務總監羅永健先生於2023年11月23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大學，由發展及校友事務處代表招待。



▶ Dr Benjamin Fung Chi-ho, Deputy Friends of Scouting Commissioner (Children & Youth Service) of the Scout Association of Hong Kong — The Friends of Scouting, led a delegation to visit HSUHK on 25 November 2023 to explore collaboration opportunities. 香港童軍總會——童軍知友社副總監（青少年服務）馮志豪博士於2023年11月25日率領代表團到訪恒生大學，探討雙方的合作機會。

▶ Professor Li Zhen, Deputy Chairperson of Beijing International Studies University, and representatives from the International Exchange and Cooperation Office, visited HSUHK and met with the University's senior management team on 28 November 2023. They discussed how to strengthen the bond between the two institutions, as well as foster academic collaborations and student exchange opportunities.

北京第二外國語學院黨委副書記李臻教授及國際交流及合作處代表於2023年11月28日到訪恒生大學，與恒生大學管理層探討如何增加學生交流及學術交流等，冀能進一步加強兩校的聯繫與合作。





◀ Mr Benedict Jones, Programme Developer, Summer Programmes of King's College London, visited the University on 6 November 2023. Mr Jones delivered a briefing session on the Undergraduate Summer School of King's College London after discussing future partnership opportunities with the University.

倫敦國王學院代表 Benedict Jones 先生於 2023 年 11 月 6 日到訪恒生大學，與恒大大代表討論合作關係，又向同學簡介了倫敦國王學院的本科暑期課程。

▶ Ms Saroj Quinn, Assistant Dean of College of Professional and Global Education, San Francisco State University (SFSU) visited HSUHK on 8 November 2023 to introduce SFSU's 2024 summer programmes.

三藩市州立大學代表 Saroj Quinn 女士於 2023 年 11 月 8 日到恒生大學介紹其大學 2024 年的暑期課程。



◀ Professor Dr Jens Morchel from Dortmund University of Applied Sciences and Arts, Germany, was received by representatives from the School of Business and Global Exchange Committee on 17 November 2023 to explore potential partnership opportunities.

德國多特蒙德應用科學與藝術大學 Dr Jens Morchel 教授於 2023 年 11 月 17 日與恒生大學商學院及環球交流事務委員會的代表會面，討論交流合作機會。



Mrs Caroline Rice and Mr Andrew Hemingway, Co-Directors of International Programmes, Hertford College of Oxford University, conducted a briefing session on its summer school programmes during a visit to HSUHK campus on 23 November 2023. 牛津大學赫特福德學院代表 Caroline Rice 女士及 Andrew Hemingway 先生於 2023 年 11 月 23 日到訪恒生大學，介紹其學院 2024 年的暑期課程。



Ms Yejin Park and Ms Minju Jung, Associate Managers from the Office of International Affairs of Hanyang University ERICA, South Korea, visited HSUHK on 12 December 2023 to learn more about the University's latest developments. Hanyang University has been a partner of HSUHK since 2016. 韓國漢陽大學 (ERICA 校區) 代表 Yejin Park 女士和 Minju Jung 女士於 2023 年 12 月 12 日到訪恒生大學，了解恒大最新的發展。漢陽大學自 2016 年起與恒大建立了夥伴關係。

Personnel Updates

人事快訊

Newly Joined Staff 新加入教職員

School / Department / Office 學院 / 學系 / 部門	Name 姓名	Position 職位
Computer Science 計算機科學系	Dr Ma Wen 馬文博士	Lecturer 講師
Information Technology Services Centre 資訊科技服務中心	Mr Arthur Hsieh Shing-leung 薛成亮先生	Senior Manager (Network and System) 高級經理 (網絡及系統)
Social Science 社會科學系	Dr Shi Yuda 施雨達博士	Lecturer 講師

Staff with New Appointment 教職員新任命

School / Department / Office 學院 / 學系 / 部門	Name 姓名	Position 職位
Student Affairs Office 學生事務處	Dr Cheung Pui-sze 張佩思博士	Director of Student Affairs 學生事務總監

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。

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The Hang Seng University of Hong Kong — Foundation Secretariat

Advancement and Alumni Affairs Office

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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 Jan 2024. *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 2024 年 1 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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