

About The Hang Seng University of Hong Kong

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President, HSUHK



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Background

The Hang Seng University of Hong Kong (HSUHK)

- Formerly known as:
Hang Seng School of Commerce (HSSC)
established in 1980 offering diploma, matriculation and associate degree programmes;
and

Hang Seng Management College (HSMC)
restructured in 2010 offering diversified undergraduate and taught postgraduate programmes.
- The Hang Seng University of Hong Kong (HSUHK)
Granted approval by the Chief Executive in Council on 30 October 2018 after international accreditation to change its title from HSMC to HSUHK.
- One of the 12 universities in Hong Kong

Vision

Aspiring to be a leading non-profit private liberal-arts-oriented university in the region, recognised for excellence in teaching, learning and research, and for contributions that advance society and the world.

Missions

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

Motto

- Erudition and Perseverance

Core Values

- Mutual Trust
- Value-adding
- Innovativeness
- Caring Attitude
- Responsibility



The Award-Winning, State-Of-The-Art Campus



- Total Site Area = 40,030 m²
- Total campus Gross Floor Area = 69,004m²
- Off-campus* Gross Floor Area: 946 m²
 - * The Create (at M+ Tower) and HSUHK (Nansha) Centre

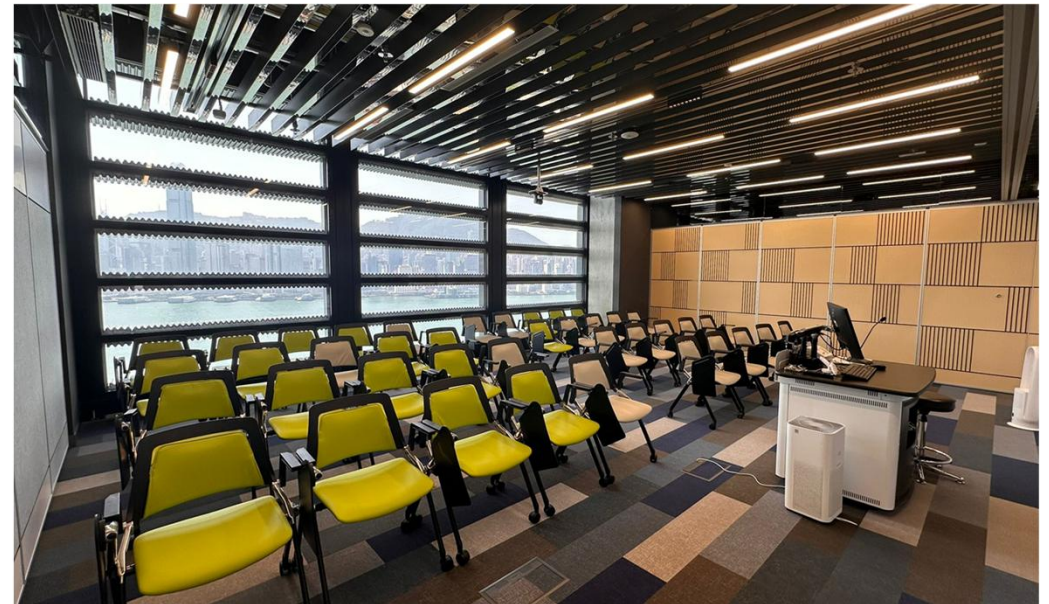
HSUHK Yuen Campus
Lee Quo Wei Academic Building (D)
HSUHK Jockey Club Residential Colleges (F)
M Building (M)
Yip Kit Chuen and Yuen Yuk Hing Hall (CH)
Lo Hui Kit San Building (N)
The Way
Central Plaza
The Play Space
Outdoor Swimming Pool
Rendezvous (M Canteen)
North Campus
S H Ho Academic Building (A)
Lee Shau Kee Complex (B)
Wei Lun Square (W)
Creative Humanities Hub (CR)
Old Hall (H) & Staff Quarters (SQ)

The New Creative Humanities Hub



Opening Ceremony of The New Creative Humanities Hub
20 March 2024

The HSUHK Town Centre at M+ Tower - The Create



Opening Ceremony of The Create
4 October 2024

HSUHK Centre in GBA

HSUHK (Nansha) Centre's services included:

- General liaison
- Student recruitment support
- Student internship and learning support
- Conference and exhibition services
- Information consulting
- Short-term non-degree executive training programmes

Schools, Students and Teachers

Schools

- School of Business (AACSB-accredited)
- School of Communication
- School of Decision Sciences
- School of Humanities and Social Science
- School of Translation and Foreign Languages
- School of Transdisciplinary Studies
- Graduate School
- Full-time Professorial Staff with a PhD

99.1%



- Full-time Students

~ 6,700

- Full-time Teachers

~ 230

HSUHK Distinguished Professors



26 Undergraduate Programmes

School of Business

- BBA (Honours) in Corporate Governance and Compliance
- BBA (Honours) in Economics
- BBA (Honours) in Financial Analysis and FinTech
- BBA (Honours) in Finance and Banking
- BBA (Honours) in General Business
- BBA (Honours) in Global Business Management
- BBA (Honours) in Human Resource Management
- BBA (Honours) in Management
- BBA (Honours) in Marketing
- BBA (Honours) in Professional Accountancy

School of Communication

- BA (Honours) in Convergent Media and Communication Technology
- Bachelor of Journalism and Communication (Honours)
- BA (Honours) in Arts and Culture Communication

26 Undergraduate Programmes

School of Decision Sciences

- BBA (Honours) in Supply Chain Management
- Bachelor of Management Science and Information Management (Honours)
- BSc (Honours) in Actuarial Studies and Insurance
- BSc (Honours) in Applied Computing
- BSc (Honours) in Data Science and Business Intelligence

School of Humanities and Social Science

- BA (Honours) in Art and Design
- BA (Honours) in Chinese
- BA (Honours) in Cultural and Creative Industries
- BA (Honours) in English
- BA (Honours) in Psychology
- BSocSc (Honours) in Asian Studies
- BSocSc (Honours) in Philosophy, Politics and Economics

School of Translation and Foreign Languages

- Bachelor of Translation with Business (Honours)

17 Taught Postgraduate Programmes (TPG)

School of Business

- Master of Business Management
- MSc in Entrepreneurial Management

School of Communication

- MA in Digital Media for Online Communication (2025/26)
- MA in Strategic Communication

School of Decision Sciences

- Master of Science in Insurance
- MSc in Data Science and Artificial Intelligence
- MSc in Digital Innovation and Technology Management (2025/26)
- MSc in Global Supply Chain Management
- MSc in Risk Analytics (2025/26)

School of Humanities and Social Science

- MA in Chinese
- MA in Cultural Heritage Management
- MA in English Language Teaching & Assessment
- MA in Global English Literary and Cultural Studies
- MA in Theatre Studies
- MSocSc in Public Policy and Risk Governance

School of Translation and Foreign Languages

- MA in Translation (Business and Legal)
- MA in Translation (Computer-aided Translation)

Why HSUHK is Unique?

Adopting the “Liberal + Professional” Education Model

- Puts quality undergraduate education and students' all-rounded development as its highest priorities
- 5 ‘C’ Qualities of HSUHK Graduates
 1. **C**ritical Thinking
 2. **C**reativity
 3. **C**ommunication / Collaborations
 4. **C**aring Attitude
 5. **C**ontinuous Active Learning



Why HSUHK is Unique?

- Award-winning green campus facilities (the first higher education institution in Hong Kong having received the “Platinum” rating of BEAM Plus New Buildings)
- Internationally accredited innovative programmes
- The cross-disciplinary “FuturEdge” Common Core Curriculum
- A full Residential College System combining living and learning
- Honours Academy, the first of its kind in HK, an incubator for future public leaders



Why HSUHK is Unique?

- Interactive small class teaching
- Close student-teacher relationships
- Teachers' guidance and mentorship for individual students outside classrooms
- “One Student One Internship” Programme
- Extensive outreaching and experiential learning opportunities including service-learning, internships, international exchanges and independent research



Why HSUHK is Unique?

- The leading institution in the areas of business ethics, sustainability and ESG
- HSUHK scholarships/awards and bursaries amounting to around HK\$20 million for almost 1,000 students per year
- Students' outstanding performance in open competitions among higher education institutions
- Average full-time employment rate of around 80% within 4 months of graduation with very positive feedbacks from employers



HSUHK Signature Research Areas

- Sustainability (including ESG) strategies and leadership
- Decision analytics and supply chain management
- Business ethics and Junzi corporations
- Creative and cultural policy studies
- New media and social developments
- Translation technology

Externally-funded Research Centres / Institutes

- Big Data Intelligence Centre
- Centre for Greater China Studies
- Centre for Public Policy Research
- Chinese Family Succession Research Centre
- GILT Research Centre (Globalisation, Internationalisation, Localisation and Translation)
- Research Centre for ESG
- Research Centre for Translation of Buddhist Texts
- Research Institute for Business
- Supply Chain Excellence and Innovation Centre

External Competitive Research/Development Grants Received

- From **2014-15 to 2024-25**, HSUHK was awarded by the **Research Grants Council (RGC)'s Competitive Research Funding Schemes for Local Self-financing Degree Sector**:
 - A total funding of around **HK\$172.81 million** for **200 projects**.
 - **>HK\$10.38 million** for **18 research projects** in **2024-25**.
 - The highest among all eligible self-financing institutions in terms of the cumulative number of approved research projects over the past 11 years.
 - In 2024-25, HSUHK's success rate and the number of successful projects per head in Faculty Development Scheme (FDS) are the highest among the four self-financed universities.

External Competitive Research/Development Grants Received

- In **2021 and 2022**, HSUHK was awarded over **HK\$19 million and HK\$17 million respectively** under the Education Bureau's \$1.26 billion **Enhancement and Start-up Grant Scheme (ESGS)** for Self-financing Post-secondary Education for the two respective projects named "FinTech Literacy Enhancement" and "Teaching Smart Decision Analytics for Supply Chain and Information Management Programme Enhancement".
- From **2013-2014 to 2023-2024**, HSUHK was awarded a total funding of over **HK\$53.62 million** from the **Quality Enhancement Support Scheme (QESS)** for **12 projects**.
- From **2017-2018 to 2022-2023**, HSUHK received fundings of over **HK\$4.2 million** in total from the Innovation and Technology Fund under the HKSAR Innovation and Technology Commission in support of three research projects.

Externally-funded Study and Development Centres / Institutes

- Asia-Pacific ASEAN Green Deal Centre
- Centre for Asian Languages and Cultures
- Centre for Communication Studies
- Centre for Humanistic Buddhism
- Centre for Innovation and Entrepreneurship
- Centre for Management as a Liberal Art
- Centre for Quality Standard and Management
- Cloud Innovation School
- GBA Brand Development Center (GBABDC)
- Institute for Youth Sustainability Leadership
- Start-up and SME Resource Centre

A Friendly and Small Community of Inquiry



Wei Lun Square

Close Teacher - Student Relationship




Wei Lun Square

HSUHK Jockey Club Residential Colleges System



The first private institution in Hong Kong adopting the Residential College System, combining living and learning

HSUHK Jockey Club Residential Colleges System

- The four Colleges adopt different themes:
Fung Yiu King Evergreen College - Sustainability
Lee Yick Hoi Lun Mosaic College - Cultural Diversity
Patrick S C Poon Amity College - Community Service
S H Ho Wellness College - Healthy Living
- Each College has its endowment fund established by its own Patron
- Each College has one Master, one Associate Master and several College Tutors to support students' living and learning
- 4 colleges accommodating a total of around 1,300 students 
- 2 to 4 students sharing a room (with built-in washroom and shower unit in each room)

HSUHK Residential Colleges High Table Dinner



HSUHK Jockey Club Residential Colleges Joint High Table Dinner
2016

Honours Academy

- a pioneering initiative in local higher education institutions to nurture very selective high-achieving, high-potential and high-motivation students to become public leaders
- capitalising on our “Liberal + Professional” education model, the HA aspires to enhance the undergraduate experience with:
 - academic excellence
 - global competencies and
 - civic leadership
- to create positive impacts on society in support of the social and economic developments locally and globally



Inauguration Ceremony of
the 1st Cohort (2020)

Summer Programmes at World-renowned Universities

- In 2024, a total of ten students were provided with scholarships to attend the summer programmes spanning from late June to August 2024 of prestigious overseas universities, including:

Harvard University

The University of California, Berkeley

The University of Cambridge

The University of Oxford

- All participating students submitted their reflection reports upon completion of the programmes and return to Hong Kong.

HSUHK Distinguished Lecture Series (by Nobel Prize Laureates)



"Le Deuil de la Beauté" Film Screening and Seminar
Dr. Gao Xingjian, Winner of Nobel Prize in Literature
November 2014



"Sustainable Development of the Human Society"
Professor Yuan-Tseh Lee, Winner of Nobel Prize
in Chemistry
April 2015



"Living and Society - Socio-Environmental Issues and
Sustainable Development"
Professor Ei-ichi Negishi, Winner of Nobel Prize in Chemistry
October 2015

Deputy Prime Minister of the Republic of Slovenia Visited HSUHK



Public Lecture: "Slovenia, China and Hong Kong in the Global Context" by
Mr Dejan Židan, Deputy Prime Minister and Minister of Agriculture,
Forestry and Food of the Republic of Slovenia

10 November 2017

Bhutan's Royals Visited HSUHK



A delegation from the Bhutanese royal family visited HSUHK and engaged in discussions on exchange opportunities
6 January 2025

Hong Kong and ASEAN Regional Co-operation on Culture and Heritage Roundtable Forum



The panelists shared their insights on how culture and heritage can foster mutual exchange and development

29 March 2023

International Symposium/Forums on Sustainability and Bamboo



HSMC Symposium on Sustainability and Bamboo, 19-20 July 2015



HSUHK Forum on Sustainability and Bamboo 2019:
Architecture and Building Materials to Advocate
Sustainable Development
1 June 2019



Bamboo and Sustainability Forum 2024
Beyond Bamboo: Reimagining a Plastic-Free Future
22 May 2024

Centre for Global Higher Education (CGHE) Annual Conference



HSUHK held the Centre for Global Higher Education (CGHE) Annual Conference
at the University of Oxford
3–4 April 2025

Alliance of Asian Liberal Arts Universities (AALAU)

HSUHK joined AALAU in January 2024

- Some of the member institutions included :
 - Duke Kunshan University (Mainland China)
 - Ewha Womans University (South Korea)
 - Fu Jen Catholic University (Taiwan)
 - Lingnan University (Hong Kong)
 - The College of Arts and Sciences,
The University of Tokyo (Japan)
 - Tunghai University (Taiwan)
 - Waseda University (Japan)
 - Yonsei University (South Korea)
 - Yuanpei College, Peking University (Mainland China)



AALAU Presidents' Forum 2024

Theme: Sustainability Leadership: The Role of Liberal Arts Education



HSUHK signed a joint declaration with member institutions to reaffirm their collective commitment to advocate sustainable development

1 November 2024

Active Collaboration with the Business Community



HSUHK and Hong Kong International Aviation Academy
MOU Signing Ceremony
10 January 2019

Active Collaboration with the Business Community



HSUHK collaborated with Amazon Web Services (AWS) to establish
Hong Kong's First Cloud Innovation School

23 May 2023

Active Collaboration with the Business Community



HSUHK and AS Watson Group
MOU Signing Ceremony
23 November 2023

Active Collaboration with the Business Community



HSUHK IKE and Sun Life Hong Kong Limited
MOU Signing Ceremony
16 January 2024

Active Collaboration with the Business Community



HSUHK signed an MoU with CLPS Incorporation (CLPS) and first launched “Hong Kong-GBA Dual Place Internship Programme”
7 October 2024

Active GBA Collaboration



HSUHK and Guangdong University of Science and Technology (GDUST)
MOU Signing Ceremony
19 March 2024

Active GBA Collaboration



HSUHK and the Qianhai Financial Industry Association;
Qianhai Financial Holdings and Shenzhen Qianhai Service Group
MOU Signing Ceremony
16 July 2024

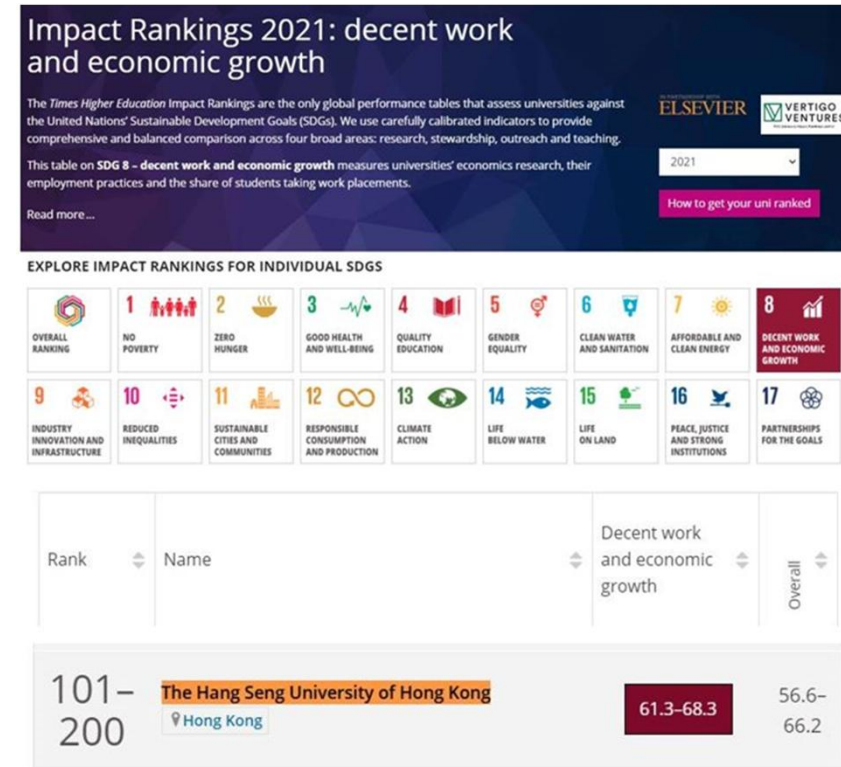
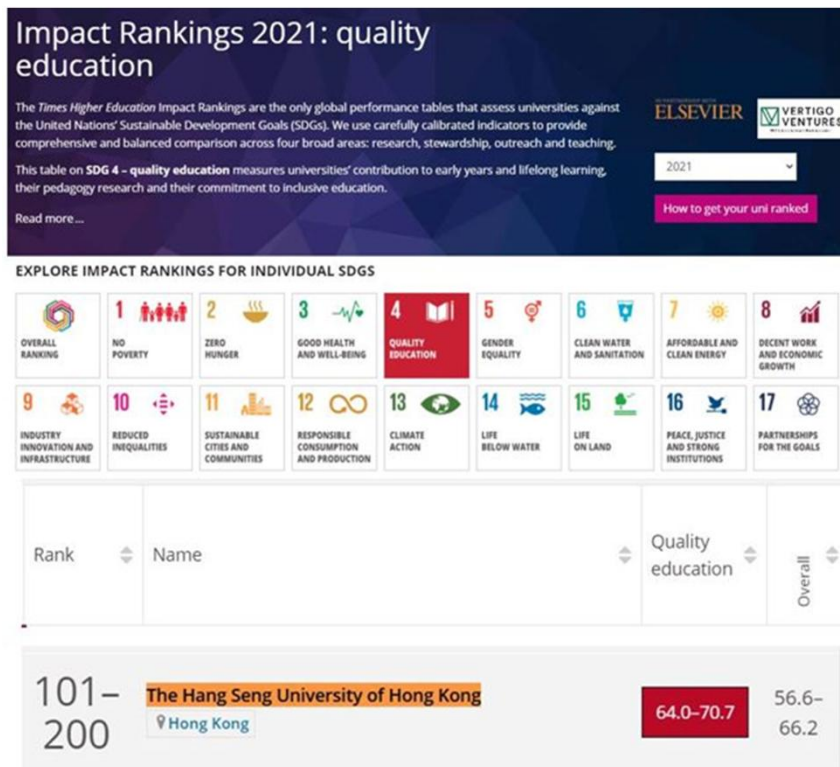
University-Wide Signature Public Engagement Events

- School of Business - Annual Junzi Corporation Survey/Awards cum HSUHK Hong Kong Business Ethics Index Project
- School of Communication - Annual Business Journalism Awards
- Cultural and Creative Industries Programme - Guangdong-Hong Kong-Macao GBA Outstanding Cultural and Creative Industries Awards
- School of Decision Sciences -Decision Analytics Outstanding Award
- Inter-School Anti-Scam Education and Research Programme, the first of its kind among local higher education institutions.



HSUHK's Selected Achievements and Awards

- HSUHK was listed among the top 200 globally on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education World University Impact Rankings 2021.



HSUHK's Selected Achievements and Awards

- In the 2023 AppliedHE ASEAN+ private university assessment exercise, HSUHK is listed
 - 7th in the ASEAN+ region and 1st in the Greater China region
 - 1st in Employability
 - 3rd in Research
 - 5th in Community Engagement
- HSUHK was listed 18th nationally as the “Best Business and Management Universities in China 2023” by Research.com, a leading academic research portal.



Research.com

HSUHK's Selected Achievements and Awards

- HSUHK's Master of Science in Global Supply Chain Management (MSc-GSCM) programme, offered by the School of Decision Sciences (SDSC), is ranked:
 - 84th globally,
 - 4th in Hong Kong, and
 - 7th in the Greater China regionin the QS International Trade Rankings 2025 announced by the International Higher Education Research Organisation, Quacquarelli Symonds (QS).



HSUHK's Selected Achievements and Awards

- In recent years, HSUHK was the only institution in Hong Kong which obtained the ISO 9001 Certification in Quality Management System (QMS) on its degree programmes; and a full score of 5.0 in the CSR Index assessment on the University from the Hong Kong Quality Assurance Agency.
- HSUHK was the first higher education institution in Hong Kong having received the “Platinum” rating of BEAM Plus New Buildings certification from the Hong Kong Green Building Council.
- “Outstanding School Social Responsibility Award” (University category) 2018 and 2019 from the *Mirror Post*.
- *Yazhou Zhoukan Asia Excellence Brand Award 2018, 2019, 2020, 2021, 2022 and 2023*



HSUHK's Selected Achievements and Awards

- HSUHK's innovative research project “ExpoDrone”, which streamlines event booth inspections and compliance verification using AI and drone technology, and enhances the efficiency and quality of event setups, won Silver Award at the 50th Geneva International Exhibition of Inventions 2025
- The Tiger Balm Garden Metaverse Virtual Reality (VR) project, a cross-institutional project led by HSUHK, received the “Star of the Outstanding” Award in the 2024 Global Awards for World Heritage Education Innovative Cases (AWHEIC), organised by UNESCO World Heritage Institute of Training and Research-Asia and the Pacific Region (WHITRAP)
- HSUHK's business case study, Operations Strategy at Galanz, was recognised as one of the 25 most classic and widely used cases over the past decade (2014-2024) by prestigious international publisher, Ivey Publishing. The case has also been included as one of the business case studies by the *Harvard Business Review*



Students' Achievements (Highlight)

EY

EY Open Science Data Challenge 2024

Champion (outperformed 1,800 teams from institutions worldwide):

- CHAN Ka Fai, SIN King Hin, and LAU Ngai Sang (DSBI)



Multiball Games Administrative Centre of China and Shanghai Municipal Physical Culture Bureau 2024 National Cricket Championship

Champion :

- HSUHK Cricket Team (Short-Term) Captain Rana Muhammad Shoaib (BBA-PA)



The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)

CILTHK Student Day 2025 Competition

Champion:

- Tung Mei Ching, Ren Chi Yan, Fung Yik Hei, Ho Tsz Ming, and Kwok Wing Sze (BBA-SCM)



Students' Achievements (Highlight)

Institute of Industrial and Systems Engineers – Hong Kong Industrial System Engineering Management Innovation Project Competition 2024

Champion:

- YUEN Pui Chi, LAM Chun Kit, CHAN Lok Iu Anthea, HO Cheuk Wing, HO Pun Yi Charlotte (BBA-SCM)



Hong Kong Professional and Senior Executive Association (HKPASEA)

YEAP One-Belt-One-Road Competition (2024) under the Youth Elite Aspiration Programme (YEAP)

First Prize:

- Petal CHOI and Sherry SIU (BBA-MKT graduates 2023 and 2024)



Students' Achievements (Highlight)

2024 Asia-Pacific Youth Micro Film Festival

- “Flying in the Darkness”, directed by LAI Chun Ngai, a CMCT 2024 graduate, was selected as the opening film for the “2024 Asia-Pacific Youth Micro Film Festival” and was awarded the “Opening Micro Movie Commemorative Award”



The Deloitte CyberAce Bootcamp Finals 2023 and Amazon Web Services (AWS)

Deloitte CyberAce Bootcamp Finals 2023

Champion:

- LI Chin Kiu, Issac (BMSIM) and his team “AutoArmor”



Students' Achievements (Highlight)

Hang Seng x Value Partners

The Hang Seng x Value Partners University Elite ESG Challenge 2023

Champion:

- TAM Ka Ki (BBA-SCM) alongside two teammates from HKUST and HKU



Hong Kong Securities and Investment Institute

Hong Kong Securities and Investment Institute Case Competition 2023

Champion:

- TAM Ka Ki Karen (SCM) and two HKU teammates



FUJIFILM Business Innovation Hong Kong

FUJIFILM BI Design Competition 2023 - “Made in Hong Kong: A Spark of Imagination” Design Competition

Champion (Product Poster Design) :

- WONG Pak Him (BAAD)



Students' Achievements (Highlight)

HKUST Entrepreneurship Centre and the Sino Group

HKUST-Sino One-Million-Dollar Entrepreneurship Competition 2023

Sustainability Impact Award:

- Tommy LI (DSBI) together with four teammates from various institutions



The Orienteering Association of Hong Kong

2022-23 Hong Kong Inter-school District Sprint Orienteering Championships (Final)

Champion in Men's and Women's Open and

Champion in Best Tertiary Institute Award :

- LI Cheuk Ho (BBA), CHAN Pui Wing, CHIU Ka Siu, CHAN Lok Him, CHENG Hon Yin, TAM Wai To (PA), HUI Chi Hin (GB), CHEUNG Ngai Sum, LEUNG Pak Yin (MKT), LAU Cheuk Yiu (DSBI), and NG Yee Kei (BJC)



JUNZI UNIVERSITY

HSUHK is the only higher education institution in Hong Kong using bamboo material extensively in all new buildings

- Sustainable & eco-friendly
- Bamboo signifies upright integrity with resilience, and perfect balance of grace & strength
- HSUHK upholds the core values of a Junzi



Thank You!

