

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.

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 rename as 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 campus Site Area = 40,030m²
- Total campus Gross Floor Area = 69,004m²
- Off-campus* Gross Floor Area = 946m²
 - * 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)

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

- Full-time Professorial Staff with a PhD

99.1%



- Full-time Students

~ 6,700

- Full-time Teachers

~ 230

HSUHK Distinguished Professors



27 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

27 Undergraduate Programmes

School of Decision Sciences

- BBA (Honours) in Supply Chain Management
- BSc (Honours) in Business Analytics and Information Management (from 2025/26)
(# renamed from Bachelor of Management Science and Information Management (Honours) (until 2027/28))
- 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
(4 specializations: Accountancy and Corporate Governance; Global Business Management; Global Finance; Marketing)
- MSc in Entrepreneurial Management

School of Communication

- MA in Digital Media for Online Communication (from 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 (from 2025/26)
- MSc in Global Supply Chain Management
- MSc in Risk Analytics (from 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 HK having received the Platinum rating of BEAM+ 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 close to 80% within 6 months of graduation with very positive feedbacks from employers



HSUHK Signature Research Areas

- Sustainability (including ESG) strategies and leadership
- Business ethics and Junzi corporations
- New media and social developments
- Decision analytics and supply chain management
- Creative and cultural policy studies
- Language, literature and 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 successful project rate per faculty member 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 2024-2025**, HSUHK was awarded a total funding of over **HK\$55.64 million** from the **Quality Enhancement Support Scheme (QESS)** for **13 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.

External Competitive Research/Development Grants Received

- In **2019-2020**, HSUHK received a total of **HK\$1.44 million** in the **special round of the Public Policy Research (PPR) Funding Scheme** for **4 projects** related to the underlying causes of social incidents in Hong Kong since June 2019.
- In **2024-25**, HSUHK secured a total of **HK\$1.1 million** under the **PPR** for **two projects**, namely “Strategies to Attract and Retain High-calibre Talents to Pursue Further Studies at Doctorate Level in Hong Kong for Nurturing Specialised Talents that will Contribute to Hong Kong’s Development” and “A Multifaceted Analysis of Strengthening Stage-specific Support System for Youth Micro-entrepreneurship in Hong Kong” respectively.

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
- 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

- 8 students awarded with scholarships attended the summer programmes spanning from late June to August 2025 of prestigious overseas universities, including:

Harvard University (1 student)

University of California, Berkeley (3 students)

University of Cambridge (4 students)

- Submission of reflection reports upon completion of the programmes to be eligible for scholarship disbursement.

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
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

Alliance of Asian Liberal Arts Universities (AALAU)

HSUHK joined AALAU in January 2024

- Some of the member institutions include:

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

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

Active Collaborations with the Business Community



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

Active Collaborations with the Business Community



HSUHK collaborated with Amazon Web Services (AWS) to establish
Hong Kong's First Cloud Innovation School
23 May 2023

Active Collaborations with the Business Community



HSUHK and AS Watson Group
MOU Signing Ceremony
23 November 2023

Active Collaborations with the Business Community



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

Active Collaborations with the Business Community



HSUHK and CLPS Incorporation
the exclusive “Hong Kong-GBA Dual Place Internship Programme” for HSUHK
MOU Signing Ceremony
7 October 2024

Greater Bay Area Collaborations



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

Greater Bay Area Collaborations



HSUHK and Guangdong-Hong Kong-Macao Greater Bay Area Youth Society
MOU Signing Ceremony
7 November 2024

Greater Bay Area Collaborations



HSUHK and Nansha Innovation Bay Development Council
MOU Signing Ceremony
21 May 2025

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
- School of Decision Sciences -Decision Analytics Outstanding Award



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.



EXPLORE IMPACT RANKINGS FOR INDIVIDUAL SDGS



Rank	Name	Quality education	Overall
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101–200 **The Hang Seng University of Hong Kong**
Hong Kong

64.0–70.7 56.6–66.2



EXPLORE IMPACT RANKINGS FOR INDIVIDUAL SDGS



Rank	Name	Decent work and economic growth	Overall
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101–200 **The Hang Seng University of Hong Kong**
Hong Kong

61.3–68.3 56.6–66.2

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 2011, 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

- Certificate of Excellence of “Hong Kong Sustainability Award 2018/19” (Large Organisation category) from The Hong Kong Management Association
- HSUHK's Virtual Reality Centre received the Finalist Award in the category of EdTech Leadership Award – Higher Education Technology Leader in the US' EdTech Awards 2019.
- Corporate Financial Education Leadership Gold Award 2020, 2021 and 2022 awarded by The Institute of Financial Planners of Hong Kong.



HSUHK's Selected Achievements and Awards

- HSUHK was awarded the GBA Low Carbon Buildings Top 100 Award (2022) by the GBA Carbon Neutrality Association
- HSUHK received the Gold Award in QS Awards (Innovation) 2022 from The Hong Kong Institute of Surveyors for the West Lane Project in recognition of its pioneering efforts in innovative project management and adopting Building Information Modelling (BIM).
- The “HSUHK FunD Virtual Run” event received the "Silver Award of Circle Excellence 2022 (Special Events/Online Fundraisers)" and the "Best of Asia-Pacific Award“ from the Council for Advancement and Support of Education’s (CASE).



Students' Achievements (Highlights)

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)



Hong Kong Trade Development Council

Hong Kong International Licensing Show –

Hong Kong Licensing Force Showcase 2025

The creative works by three BA-CCI students were selected for display at the event, featuring over 600 international brands and intellectual properties.

The projects included

- “Herbal Tea Guardian” by Carrie HO, Ellie KWOK, LAM Yuet Yuet, and LI Yi;
- “Sky High Stacking” by CHEN Miaochun; and
- “House of Sai Wan” by Lorna CHUI



Students' Achievements (Highlights)

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

- HSUHK Cricket Team (Short-Term) Captain Rana Muhammad Shoaib (BBA-PA) participated as a member in the Hong Kong, China Cricket Team and won the Championship



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 (Highlights)

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 Institute of Marketing (HKIM)

Marketing Graduate of the Year 2024:

- Wong Tsz Fung, Jeffrey (BBA-MKT)



Students' Achievements (Highlights)

The Hong Kong Institute of Engineers – Logistics and Transportation Division (HKIE LTD)

HKIE LTD Best Students Papers Awards 2024

Best Students Papers Awards 2024:

- YUEN Pui Chi (BBA-SCM)



Chartered Institute of Procurement & Supply (CIPS)

CIPS Best Student Awards 2024

Best Student Award:

- KO Tsun Ming (BBA-SCM)



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 film was also selected for the “Fight for Show-Future Micro Film Festival and Changemakers Roundtable”.



Students' Achievements (Highlights)

FUJIFILM Business Innovation Hong Kong FujiFilm BI Design Competition 2024 themed “Design a Sustainable Future”

The Best Concept Award and The Most Favorite Design Award (Cross Category):

- ZHANG Jiayi (BA-AD)



Hong Kong Creative PR Competition Organizing Committee, and the Hong Kong Creative Public Relations Association

Hong Kong Creative PR Competition 2024

Outstanding Future PR Practitioner Award (2024):

- CHAN Kei Tung, HE Yawen, KO Hau-ching, LO Yun Dan, TSANG Sze Wai, and WONG Wing Man (BJC)



Consumer Council

24th Consumer Rights Reporting Awards (2024)

Gold Award (Tertiary Student Journalism Award Category):

- CHAN Hoi Yi, CHAN Long Kit, CHENG Ho Yin, CHEUNG Kwok Ho, LEUNG Yiu Lam, and LAU Wan Yeuk (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!

