

### New Academic Year Message from the President (2019-20)

28 August 2019

Dear Members of the HSUHK Family,

My warmest welcome to all of you to the new academic year 2019-20, in particular to the new staff members and students who have joined the HSUHK Family!

To the 18 new academic staff members, you have joined a strong cohort of scholars with a common drive to achieve excellence in teaching, learning and research. I encourage you to contribute your expertise and ideas, inspire others and be inspired in this small yet diverse learning community.

To over 2,300 new students (including about 1,300 freshmen, 900 seniors and 120 postgraduates) and 32 exchange students, you are about to embark on an intellectual adventure at HSUHK. Here, you will expand your knowledge, develop new skills; you will also be challenged by new ideas, new learning opportunities and new interpersonal relationships that will broaden your horizon and help your personal growth. I encourage you to be open-minded, appreciate different ideas and views, take charge of your learning, and make the most of your undergraduate experience. Our teachers, staff, and senior students will support you throughout your time at HSUHK.

As we embrace the promise and energy that comes with the beginning of a new academic year, I would like to take this opportunity to share with you some key developments/achievements of HSUHK in 2018-19 and some major plans for 2019-20:

#### **1. Acquisition of University title**

After eight years of hard work, the Chief Executive in Council gave the green light to the Hang Seng Management College (HSMC) on 30 October 2018 to change its title to “The Hang Seng University of Hong Kong” (“香港恒生大學”). Our acquisition of university title spoke volumes for the support and recognition from the society, and our commitment to become a leading private liberal-arts-oriented university in the region, recognised for its unique “Liberal + Professional” education model.

## **2. New Degree Programmes**

To respond to the changing needs of society and to enhance our niche, the new Bachelor of Business Administration (Honours) in Global Business Management Programme was approved for launching in 2019-20. The integrated BBA Programme was spun off into three independent programmes effective 2019-20, namely Finance and Banking, Marketing, and Professional Accountancy, making a total number of 20 undergraduate programmes. On top of the two taught postgraduate (Tpg) programmes in entrepreneurship management and translation (business and legal), three other Tpg Programmes in computer-aided translation, global supply chain management, and strategic communication are offered in 2019-20.

Furthermore, two undergraduate programmes in art & design and economics, together with one Emisc in insurance are under the accreditation process and expected to be launched in 2020-21.

## **3. Student Admission**

With the commitment and tremendous efforts of academic and administrative staff, the University conducted a very successful student admission exercise this summer for the 2019-20 entry, with a new undergraduate student intake of over 2,200 (including 162 non-local students), which was a 57% increase compared to that of 2018-19 despite a year-on-year decrease in the number of students taking the Hong Kong Diploma of Secondary Education Examination (HKDSE). We also recorded a total of 123 new postgraduate students. This shows the significantly increasing recognition by the secondary school students, parents and the general public on HSUHK's distinct features and quality.

## **4. Teaching and Learning**

We secured a funding amount of HK\$1.89 million and HK\$2.28 million for two projects namely, "Establishing the Centre for Asian Languages and Cultures (CALC) at HSUHK" and "Enhancing Students' Employability through Internships under 'the Belt and Road Initiative'" respectively in the 2018-2019 round of Quality Enhancement Support Scheme (QESS).

With the funding support from QESS in 2018, three pilot credit-bearing modules of service learning were introduced in the second semester of 2018-19 to encourage students to gain a deeper understanding of the needs of the community and apply their academic knowledge and skills to serve the public good. Over 110 students benefited from meaningful service learning projects

such as diverse exposure to ethnic minority culture and social issues on living space, food, and difficulties in life.

Smart Campus is part of the University's five-year strategic development plan. The University plans to introduce smart devices in our campus, set up smart classrooms, and deploy smart learning applications to develop HSUHK into a smart university in a few years' time. Professor P. C. Wong, Director of IT, concurrently appointed as Associate Vice-President (Technology and Smart Learning) recently, will coordinate and implement innovative initiatives to enhance the University's smart learning infrastructure and culture.

## **5. Research**

We secured a total funding of HK\$8.48 million for 13 projects in the 2018-19 RGC Competitive Research Funding Schemes for the Local Self-financing Degree Sector, including 11 projects under the Faculty Development Scheme (FDS) and two projects under the Inter-institutional Development Scheme (IIDS) relating to "Reliability Theory and Industrial Statistics" and "Electronic Word-of-Mouth in China: Cultural and Linguistic Perspectives".

From 2014-15 to 2018-19, HSUHK was ranked the highest among all the local self-financing degree-granting institutions in terms of the cumulative funding received and the total number of awarded research projects over the five-year period. The encouraging result demonstrated our commitment and continuous effort to pursue excellence in impactful research. Our faculty members' state-of-the-art research also informs their teaching in classrooms, thus benefiting our students in return.

## **6. Student Achievements**

Exceptional student achievements in various open competitions were recorded in the year:

- One HSUHK team won Champion in Paper Competition and 1st Runner-up in Paper Presentation; another team won Champion in Paper Presentation and 2nd Runner-up in Paper Competition in the Corporate Governance Paper Competition 2018 organised by Hong Kong Institute of Chartered Secretaries;
- Champion, Best Presenter Award, and Certificate of Merits in Hong Kong Undergraduate Financial Planners of the Year Award 2018 organised by Society of Registered Financial Planners;

- Winner of 2018 Tithe Ethical Consumption Movement Youth Promotional Campaign Competition organised by The Fullness Social Enterprise Society;
- Best Practice Award (2019) with funding of \$30,000 for project outreach in WeCare Fund 2017 Student-Initiated Youth Suicide Prevention Projects;
- Champion, Best Cost-Effective Solution Award, 1st Runner-up, and Best Team Leader Award in 2019 Hong Kong Logistics Case Competition organised by Youth Society Hong Kong Logistics Association;
- Gold Award in Symposium on Service-Learning 2019 – Service-Learning Expo organised by the Service-Learning Centre, Chung Chi College, The Chinese University of Hong Kong;
- Champion, Best Debater, and Best Team Spirit Award in the Tax Debate Competition 2019 organised by The Taxation Institute of Hong Kong;
- Recipients of Hong Kong Institute of Certified Public Accountants' Qualification Programme (QP) Scholarships 2019 (Only 20 QP scholarships are offered for all institutions each year);
- Champion and Best Marketing Team Award in jobsDB Amazing Journey 2019 organised by jobsDB;
- Sole recipient of CILTHK Kerry Logistics Scholarship 2018-19 (Bachelor Degree Category) in Hong Kong, offered by The Chartered Institute of Logistics and Transport in Hong Kong;
- Sole recipient of CILTHK Scholarship 2018-19 (Bachelor Degree Category), offered by The Chartered Institute of Logistics and Transport in Hong Kong; and
- Champion in Men's B plate event in Tecnifibre Squash Cup Hong Kong 2018.

The above exceptional student achievements demonstrated the diverse talents and perseverance of HSUHK students and the positive impact of our teachers' guidance on students' hard work.

## **7. Graduate Employment**

Each year, about 80% of HSUHK graduates were engaged in full-time employment within four months after graduation. The University commissioned an independent research company which conducted the second large-scale Employer Survey from December 2018 to March 2019. The survey results indicated that HSUHK graduates were highly commended by employers on their

work attitude, numeric competency, IT literacy, and interpersonal skills. They were also perceived as good team players with high level of professional/business ethics, high sense of responsibility and commitment, self-learning ability, and good job knowledge. Our teachers' efforts are definitely fruitful and rewarding.

## **8. Awards Received by HSUHK**

The University received various awards in 2018-19 which included:

- "5 Year Plus Caring Organisation Logo" (2013-2019) by The Hong Kong Council of Social Service;
- "Triple Gold Award" (Year 2015, 2016 and 2018) under the Web Accessibility Recognition Scheme co-organised by Hong Kong Internet Registration Corporation Limited and the Office of the Government Chief Information Officer;
- "Asia Excellence Brand Award 2018" by *Yazhou Zhoukan*;
- "Good MPF Employer" Award "e-Contribution Award" and "MPF Support Award" for 2018-2019 by the Mandatory Provident Fund Schemes Authority; and
- HSUHK's Virtual Reality Centre was awarded the Finalist Award in the category of EdTech Leadership Award – Higher Education Technology Leader in the EdTech Awards 2019.

These recognitions reflected our continued commitment to corporate social responsibility, care for our employees, and transforming education through technology.

## **Concluding Remarks**

The above is only a snapshot of some of the more visible progresses we have achieved over the past 12 months, while there is no way to fully catalog the prodigious work of all members of the HSUHK family. I am always mindful of their dedication and painstaking efforts throughout the year. I would like to thank members of our Board of Governors and Council for their leadership and guidance to HSUHK; donors for their benevolence; staff, students, alumni, partners and friends for their long-standing support and hard work. My special thanks go to the outgoing Governors and Council members in 2018-2019, including Governors Mr. Silas Yang Siu-shun and Professor Richard Wong Yue-chim, Council Members Professor Andrew Chan Chi-fai, Professor Gilbert Fong Chee-fun (who stepped down from the position of Provost and has resumed the Deanship of the School of Translation commencing July 2019) and Dr Brossa Wong Yeuk-ha.

As you may agree, the recent social disputes and incidents have been disheartening. I hope all of us will insist on a rational, peaceful and constructive means and to respect others' rights/feelings when engaging in any social movements. The University will continue to keep close contacts with our Students' Union in the evolving status of the recent social incidents and provide appropriate support and assistance to students/staff who might experience emotional disturbance or have other needs. As an inclusive community, HSUHK appreciates different cultures and seeks to embrace diversity.

2019-20 will be the 40th anniversary of the founding of this institution. Looking ahead, we will seek to further our Founders' legacy of excellence, strive for innovations, and continue to implement the initiatives set out in our Five-Year Strategic Plan 2018-23. We will strive to offer more diversified and innovative degree programmes, transform learning and research, and foster whole person development of our students with critical thinking, creativity, human caring, moral values and social responsibility.

With our concerted efforts, I am confident that 2019-20 will be another rewarding and fulfilling year. I look forward to working with you closely in the year ahead.

Truly,

A handwritten signature in black ink, appearing to be 'S.M. Ho', written in a cursive style.

Professor Simon S.M. Ho 何順文教授

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