

New Academic Year Message (2023-24) from the President

31 August 2023

Dear Members of the HSUHK Family,

My warmest welcome to all of you to the new academic year 2023-24, especially to the over 30 staff members, about 1,700 undergraduate (UG) students and over 550 postgraduate (TPG) students who have just joined the HSUHK family. It is refreshing to see the campus bustling with vibrant activities for the start of the new semester.

To our new and returning students, I encourage you to make the most of the learning opportunities, resources and facilities at HSUHK to widen your horizon, explore your potential and build your personal values amidst the caring environment at HSUHK.

To our new and current faculty and staff, we will continue to assure high quality working conditions to help you realize your full potential and explore the frontier of your respective field. Your diverse areas of expertise and guidance will inspire and empower our students to be their best selves. I am confident that you will bring fresh ideas and perspectives to our students and the university community.

While we kick-start the new academic year, I would like to take this opportunity to update you on some recent developments of HSUHK.

1. Teaching and Learning

Summer Programmes at World-renowned Institutions

To encourage students to widen their global exposure, enhance personal and intellectual growth, and broaden their knowledge and skills in selected disciplines, the University supports students in different ways to participate in the summer programmes especially those offered by world-renowned institutions. In July and August 2023, five students took up the summer programmes at Hertford College, University of Oxford; two students at University of California, Berkeley; one student at Harvard University; and three students at University of Vienna Summer School – International and European Studies. The last batch of students has finished their

study at University of Oxford on 26 August 2023. Upon completion of these elite summer programmes, all students are required to submit a reflective learning report sharing how their overseas experiences have positively influenced their learning journey and inspired them to become global citizens and future leaders.

Hong Kong's First Cloud Innovation School

With the support of Amazon Web Services (AWS), HSUHK set up the Cloud Innovation School (CIS) in May 2023, the first of its kind in Hong Kong, promoting cloud innovation in teaching and research. Focusing on four areas which include Cloud Computing Training and Education; Cloud Course Development; Academic Research; and Employment and Entrepreneurship Development, CIS aims to enhance students' competencies in cloud computing, artificial intelligence and data analytics, foster the development of startup communities, and prepare tech-savvy talents promoting the innovative culture of HSUHK and Hong Kong.

Launch of ChatGPT Service

In May 2023, the Centre for Teaching and Learning organised a seminar themed "Exploring the Use of Generative Artificial Intelligence (GAI) in Higher Education: Opportunities, Challenges, and Ethics" to provide a platform for staff to discuss the potential applications, ethical considerations, and pedagogical implications of GAI in higher education. In July 2023, the University subscribed and offered the Open AI ChatGPT service on its self-developed platform for staff members' trial use. Training workshops were held to offer some insights and skills on the usage. The same ChatGPT service will be extended to students in September 2023.

The HSUHK Microsoft Open AI Working Group has recently announced the Guidelines for Using Generative Artificial Intelligence in Teaching and Learning to all staff and students on 23 and 25 August 2023 respectively. If permitted by a module teacher and by adopting a responsible approach, students should maintain a critical perspective of using GAI and acknowledge the use of it, if any, in class assignments and exam submissions. Students should also include an appendix in their submissions that shows each prompt asked and the associated output, highlighting how their revisions in each step lead to the final output. It is also the students' responsibility to communicate with their module teachers to understand the expectations in the use of GAI.

Award-winning Research Project

HSUHK participated in the Geneva International Exhibition of Inventions in April 2023 for the first time and “EBizbot”, a real-time mixed reality-based Artificial Intelligence (AI) system, won the Silver Award. Adopting innovative technologies such as the Internet of Things (IoT), AI, and Robotic Process Automation (RPA), EBizbot optimises warehouse management, product promotion, and workflow for e-commerce companies. The awarded project, which has been commercialised, demonstrates HSUHK’s success in knowledge exchange for translating research and innovation outcomes into impactful solutions benefitting society.

2. Establishment of New Office and Institute

Global Affairs Office (GAO)

Established in March 2023, the new GAO provides service and support to exchange and international students, assists student admission activities in Mainland China and overseas, and develops strategic partnerships for academic collaborations and institutional promotion. The inaugural Head of GAO is Dr. Ken Yau who commenced duty in April 2023.

Institute of Continuing and Professional Education (ICAPE)

ICAPE is newly established to serve the needs of community/ professionals by providing quality continuing and professional education, executive training, part-time degree programmes for working adults, applied research projects, etc. The inaugural Director of ICAPE is Dr. John Leung who commenced duty in July 2023.

3. Student Life and Development

Nurturing Entrepreneurship

HSUHK is dedicated to nurturing future leaders with vision, foresight, and innovative thinking. With an increasing number of young people with entrepreneurial mindsets, the Centre for Innovation and Entrepreneurship (“the Centre”) of HSUHK has launched a variety of entrepreneurship and innovation projects since 2018, which included the HSUHK Entrepreneurship Challenge, HSUHK Entrepreneurship Day, HSUHK x HKSTP Co-Ideation Programme, Outstanding Young Entrepreneurs Award, and guest speaker talks series to provide comprehensive entrepreneurship

training for students and strengthen connections with the business community. So far, HSUHK has nurtured over 40 student start-up teams.

With an aim to support youth entrepreneurship in the food and beverage industry, the Centre formed partnership with the Institution of Dining Art Foundation in August 2023 for the Food and Beverage Young Entrepreneur Programme. The Programme will provide business opportunities, seed fund, mentorship, professional advice, etc. for young people who aspire to explore new possibilities in the food and beverage service industry through their innovative ideas.

Starting from 2023-24, the Centre plans to establish an innovation and entrepreneurship fund via fundraising to provide financial support for students' start-up projects and establish an entrepreneurship network to offer support in information technology, academia and administration for young entrepreneurs. The Centre also plans to expand its services to alumni and staff to develop innovation and entrepreneurship initiatives.

Student Achievements

HSUHK students continued to shine in various local and international competitions. Some highlights are as follows.

- Champion (Tertiary Team) in the Hong Kong Creative PR Competition 2022 organised by the Committee of Hong Kong Creative PR Competition (HKCPRC).
- Champion of Best in News Page Design (Chinese) in 2022 Campus News Award by China Daily Hong Kong.
- Best Student Award and Good Performer Award in the Chartered Institute of Procurement & Supply (CIPS) Best Student Awards 2022.
- Finalist (awarded HK\$100,000 financial grants and US\$25,000 Amazon credits for developing a start-up) in the Amazon Web Services (AWS) Idea Launcher jointly launched by Amazon Web Services (AWS) and Hong Kong Science and Technology Parks Corporation (HKSTP) in 2022.
- The HSUHK Distance Sprint Orienteering Team won Champions in Men's Open and Women's Open as well as Champion in Best Tertiary Institute Award in the 2022-23 Hong Kong Inter-school District Sprint Orienteering Championships (Final).

- A student from HSUHK together with two teammates from HKUST and HKU won the Champion in The Hang Seng x Value Partners University Elite ESG Challenge 2023 after a 7-month long challenge.
- Champion in the Hong Kong Securities and Investment Institute Case Competition 2023, organised by the Hong Kong Securities and Investment Institute.
- Champion (Product Poster Design) in the FUJIFILM BI Design Competition 2023 - “Made in Hong Kong: A Spark of Imagination” Design Competition, organised by FUJIFILM Business Innovation Hong Kong.
- Bronze Award in the World Asian Case Competition 2023 organised by Academy of Asian Business (AAB).
- Sustainability Impact Award in the HKUST-Sino One-Million-Dollar Entrepreneurship Competition 2023, organised by HKUST Entrepreneurship Centre and the Sino Group.

4. The Inaugural Decision Analytics Outstanding Award

With the funding support from the HSUHK Strategic Development Grant, the Big Data Intelligence Centre (“BDIC”) of the School of Decision Sciences established the first Decision Analytics Outstanding Award in 2022 to recognise outstanding decision analytics inventions and applications among industries. The Award focuses on the impact of decision analytics technologies including, but not limited to, artificial intelligence, cloud computing, big data analytics, digital workforce, etc. The inaugural Award Presentation Ceremony was held in July 2023 which recognised the achievements of 11 companies, including 6 large enterprises and 5 small and medium businesses.

5. Public Recognition/Awards Received by HSUHK

The University also continued to excel at home and beyond in various areas.

- HSUHK was awarded the Corporate Financial Education and ESG Leadership Gold Award by the Institute of Financial Planners of Hong Kong for three consecutive years 2020, 2021 & 2022 in recognition of the University’s effort to improve financial literacy levels in Hong Kong.
- HSUHK has received the Yazhou Zhoukan Asia Excellence Brand Award for five consecutive years (2018-2022).

- In the 2023 AppliedHE ASEAN+ private university assessment exercise conducted across the ASEAN+ region by the Singapore-based international higher education consultant agency, AppliedHE, HSUHK was listed the 7th (overall) in the ASEAN+ region and the 1st (overall) in the Greater China region. Alongside its overall institutional assessment, HSUHK was listed the 1st in Employability, which measures the percentage of graduates who secured full-time employment within six months of graduation; the 3rd in Research, which measures the extent the institution contributes to the creation of new knowledge; and the 5th in Community Engagement, which measures the extent the institution contributes to the local community.
- HSUHK was listed the 18th nationally as the “Best Business and Management Universities in China 2023” by Research.com, a leading academic research portal. The evaluation examined over 7,800 business and management university researcher profiles to assess their papers and citation values.
- Our School of Business obtained the AACSB International (AACSB) accreditation in 2023, placing it among less than six percent of schools offering business and management degree programmes globally. HSUHK is the first self-financed university in Hong Kong to earn this international and professional accreditation, which recognises HSUHK’s outstanding development in business education.

6. Campus Development and Sustainability

Creative Humanities Hub

The new Creative Humanities Hub (CHH) at the West Link is currently in the late superstructure construction stage. This 5-storey building will accommodate the School of Humanities and Social Science and some major facilities, including a Multi-Media Editing Lab, Gallery, Multi-Purpose Digital Studio, Lecture Theatre, etc. Necessary statutory inspections for the building are expected to be carried out in the third and fourth quarters of 2023 and the overall construction work will be completed by the end of 2023. An opening ceremony of CHH is scheduled for March 2024.

With the support of the University’s Quantity Surveyor Rider Levett Bucknall Ltd, the CHH won the Gold Award – QS Award (Innovation) 2022 from the Hong Kong Institute of Surveyors in recognition of the innovation and digitalization solutions of the CHH project in contract administration and financial management.

Green Initiatives on Campus

As part of our efforts to build a green and sustainable campus, starting from 1 September 2023, the two catering service providers on campus will stop providing plastic containers and cutlery for take-away orders and replace them with degradable ones. Students and colleagues are also encouraged to bring their own food containers in good hygienic conditions. We invite you to support this shift from single-use plastics to more eco-friendly options to protect our environment.

7. HSUHK Concert 2023

With an aim to raise funds for the CHH, reconnect alumni and promote trans-generational communications and cooperation, the Advancement and Alumni Affairs Office will hold the “Uniquely Common”(不一樣的平凡) Concert at the Hong Kong City Hall on 26 October 2023. Key performers include Dr. Warren Mok, Dr. the Hon. Moses Cheng (HSUHK Council Chairman), the “4Cs” (comprising Dr. Moses Cheng, Mr. Victor Cha, Mr. Edward Cheng and Dr. Anthony Chow), Mr. Ronald Kwok, Mr. Edwin Cheung, Dr. Alex Chui, Dr. Stephen Suen, and other alumni and students. In addition, Dr. Patrick Poon and Dr. Francis Yuen, Co-Chairmen of the Concert Organising Committee; Prof. Roy Chung, Member of the Concert Organising Committee; Dr. Jacky Cheung, Council Member and alumnus; Dr. Tom Fong; a student representative and myself will make a cameo performance at the Concert. All staff members and students are invited to attend and support the event (hsuhkconcert.hsu.edu.hk).

8. Launching of the HSUHK Strategic Plan 2023-2028

The HSUHK Strategic Plan 2023-2028 (the “Plan”) themed “University of Choice -- -- Advancing ‘Liberal + Professional’ Education was developed with the collaborative efforts across the University community and wide consultations with both internal and external stakeholders, including students, faculty members, management and administrative staff, Governors, Council Members, parents, alumni and employers, during the period from March to May 2023. The approved Plan serves as a roadmap to guide the University towards achieving its aspirations in the coming five years. Below is a highlight of some of the new strategies and novel initiatives:

- Drive strong collaborations among HSUHK’s unique programmes and those of internationally renowned universities.

- Offer an enhanced and uncommon Common Core Curriculum, that delivers a well-rounded transformative liberal arts and science education to students.
- Reinforce HSUHK's reputation as the leading institution in the region in terms of teaching and research related to business ethics, sustainability, and stakeholder value.
- Address pressing issues under the United Nation (UN)'s Sustainable Development Goals (SDGs), thereby cultivating global citizenship; and align the University with international sustainability standards with socially responsible campus services, procurement and other operations.
- Develop an international alliance of Honours Academies/ Colleges with selected universities to nurture more global leaders, and actively participate in the regional network of Residential College Systems, thereby optimising the power of residential education.
- Leverage HSUHK's footholds in the GBA and overseas to deepen cross-border collaborations and build an active international alumni network.

Our Gratitude and Commitment

All that we have achieved so far is attributed to the dedication and concerted efforts of the University community. I would like to thank our past and current Chairmen and Members of our Board of Governors and Council, the University Management, faculty, staff, students, as well as alumni, the Government, donors, and friends of HSUHK who have offered support to the University in the past years. By drawing on the strengths of our unique "Liberal + Professional" education model, and with our shared vision and collective efforts, I am confident that HSUHK will scale new heights in the coming years.

I look forward to chatting with many of our new students and new staff on campus. Meanwhile, I wish you all the best in the new semester ahead!

Truly,



Simon S.M. Ho 何順文

President, The Hang Seng University of Hong Kong 香港恒生大學校長

D810, QW Lee Academic Building, Yuen Campus, Hang Shin Link, Siu Lek Yuen, Shatin, HK

Secretary Contact: (852) 3963-5002, ireneyeung@hsu.edu.hk

University Web: www.hsu.edu.hk

Personal Profile/Publications: www.hsu.edu.hk/index.php/about-hsu/message-from-the-president