

## **Semester 2 (2023-24) – Message from the President**

13 January 2024

Dear Members of the HSUHK Family,

As the New Year unfolds and Semester 2 (2023-24) will commence on 15 January 2024, I hope you have had a restful winter break and come back recharged for the new Semester. While we enter 2024 with fresh opportunities and possibilities, I would like to share with you some highlights of the recent developments of the University since my last *New Academic Year Message (2023-24) from the President* in late August 2023.

### **1. Programme Development**

HSUHK is committed to enhancing its degree programme offerings to meet the evolving needs for talents. HSUHK currently offers a total of 25 undergraduate programmes (UG) and 14 taught-postgraduate programmes (TPG), of which the MA in Cultural Heritage Management and MSocSc in Public Policy and Risk Governance were new programmes offered in the year.

Subject to the approval by the CE-in-Council, a new undergraduate programme namely Bachelor of Arts (Honours) in Arts and Culture Communication is expected to be launched in 2024-25.

Three other TPG programmes in digital media for online communication, risk analytics, and digital innovation and technology management, are also in the pipeline. They are planned for offer in 2025-26.

Apart from UG and TPG programmes, to enrich the spectrum of study programmes and serve a wider scope of learners, the University is in the process of developing its first professional doctorate degree programme (Qualifications Framework [“QF”] Level 7) in decision analytics planned for offer in 2026-27. HSUHK is also working proactively on double degree programmes with well-known universities in the Mainland and overseas.

On student admissions, the University will continue its efforts to recruit more international students with the aim of achieving diversity and inclusivity at HSUHK. On both UG and TPG student admissions, apart from Mainland China, the University will put more focus in the Southeast Asian regions. For instance, a full tuition waiver scholarship will be offered to at least one undergraduate student from each ASEAN country in 2024-25.

## 2. Teaching and Learning

### 2.1 Launching of the Metaverse Platform for Problem-Based Collaborative Learning on Logistics, Heritage and Journalism

With the funding support in 2020 of over HK\$8.7 million from the Quality Enhancement Support Scheme (QESS) of the Education Bureau, HSUHK spearheaded a collaborative endeavour with Hong Kong Chu Hai College, HKU School of Professional and Continuing Education (HKU SPACE), and the University of Hong Kong (HKU), and developed the groundbreaking Metaverse Platform for Problem-Based Collaborative Learning on Logistics, Heritage and Journalism themes in Hong Kong. Since its launching in mid-September 2023, the platform has proved to be useful for various academic modules (e.g. shipping and transport logistics, aviation security and safety, etc.), and positive feedback has been received from the partner companies in the industry. The University is also grateful for a further funding support of HK\$3 million from Aw Boon Haw Foundation in extending the development of Metaverse and the Virtual Reality technology on heritage preservation and fine art for the Tiger Balm Garden (Aw Boon Haw Gardens).

### 2.2 Integrating Generative AI in Teaching and Learning

Following the University's announcement of the HSUHK Guidelines for Using Generative Artificial Intelligence (GAI) in Teaching and Learning, and the subsequent launch of the Open AI ChatGPT service in the University's self-developed platform for staff and students in August and September 2023 respectively, the Centre for Teaching and Learning (CTL) organised three seminars from October to December 2023. HSUHK teaching staff and Generative AI practitioners from other local universities shared their practical experiences and insights on the integration of GAI with teaching and learning. Another seminar which explores the use of AI tools for images and creative content in the Massive Open Online Courses (MOOCs) and the cutting-edge image generation techniques is scheduled in March 2024. Through these and other forthcoming seminars, we hope to provide a platform for knowledge exchange and innovation in the HSUHK community and empower faculty members to leverage the benefits of GAI in their teaching practices.

### 2.3 Honours Academy

The Honours Academy (HA) Inauguration Ceremony for the fourth cohort (2023-24) was held on 20 October 2023, which marked the beginning of a three-year interdisciplinary leadership learning journey for 15 new HA students who came from

12 different programmes. HA also reached another important milestone on 6 December 2023 as it celebrated the graduation of 13 first-cohort students who are ready for the next chapter of their lives. So far, the HA family has a total of 58 students. We look forward to more elite students who aspire to reach their highest potential and serve the world as future servant leaders to join the HA family.

#### 2.4 World-renowned Universities Summer Programme 2024

Building on the positive feedback received from staff and students on the World-renowned Universities Summer Programme last year, the Programme will be rolled out again in Summer 2024 for undergraduate students to attend at The University of California, Berkeley; Harvard University; The University of Oxford; The University of Cambridge (*new in 2024*); and Cornell University (*new in 2024*). Interested students will undergo a selection process and students who have completed the Programme will provide a reflective learning report sharing how their overseas experiences have positively influenced their learning journey and future development. Please stay tuned for the application.

#### 2.5 Support for Student Independent Research

In 2023-24, the University has approved a total funding of \$105,750 under the Student Independent Research Grant to support six interdisciplinary research projects initiated by HSUHK undergraduate students, with a maximum of \$20,000 per project. With the guidance of faculty members, some of the approved research topics included working at Greater Bay Area, ethnic minorities, integration of immigrants, virtual work teams, mortality protection in insurance industries etc. Students who are interested in initiating new and original interdisciplinary research projects during their 3rd year or 4th year of study are encouraged to apply for the grant to develop their innovation, research and problem-solving capability. Application is open in May every year with details to be announced through HSUHK Connect.

### 3. Establishment of New Centres and Units

#### 3.1 Centre for Management as a Liberal Art

With a funding support of \$3 million from the MLA Foundation, the Centre for Management as a Liberal Art (CMLA) was established in collaboration with the MLA Academy in August 2023 as a University-level study & development centre. CMLA aims to promote Druckers' MLA philosophy, enhance management education with liberal art perspectives, and help youngsters understand themselves, which aligns with the values and direction of HSUHK.

### 3.2 Asia-Pacific ASEAN Green Deal Centre

Aligning with the University's efforts in sustainability and Sustainable Development Goals (SDGs), and with a funding support of \$3 million from the Asia-Pacific-ASEAN Green Economy Fund, the Asia-Pacific ASEAN Green Deal Centre (AP ASEAN GDC) was established in October 2023 as a University-level study & development centre in collaboration with ASEAN Economic Club, ASEAN Green Deal Cooperation Council, Green Institute Hong Kong and World Green Organisation. The Centre aims to foster government-business-community partnerships that can drive impactful change for sustainable development, leveraging advocacy, education and engagement.

### 3.3 Graduate School

In view of the growing number of postgraduate programmes and students at HSUHK, the Academic Board endorsed and the Senior Management Committee approved the establishment of the Graduate School (GS) in December 2023 as an academic support unit. GS will provide better coordination and strategic direction among Schools, departments and other academic support units, facilitate the strategic development and provision of postgraduate education, and give academic guidance and professional support to postgraduate students and staff.

## 4. Campus Development

### 4.1 Creative Humanities Hub at the West Lane

The overall site work was nearly completed, and the final touch-up of the interior fitting out and defect rectification work is now in progress. Occupation Permit is expected to be received by the end of January 2024. This new academic building, with a gross floor area of approximately 3,000 square metres encompassing a gallery, a lecture theatre, multi-media editing and digital facilities, and faculty offices for the School of Humanities and Social Science, will be ready for use by the first quarter of 2024. Following the move-in of most units of the School of Humanities and Social Science to the Creative Humanities Hub (CR), relocation of other offices will start accordingly. The opening ceremony of the building is planned to be held on 20 March 2024.

### 4.2 HSUHK Create at West Kowloon Cultural District

To expand the campus space outside the main campus in Shatin for accommodating more taught postgraduate (TPG) and executive development programmes, and to engage more public and industry supporters in our educational

and public engagement activities, the University explored with the West Kowloon Cultural District Authority (WKCDA) for a town centre / culture hub at the M+ Tower. In December 2023, HSUHK reached an agreement with WKCDA and rented the 15/F (830 sqm) in the M+ Tower as HSUHK Create, which is expected to start operating in August 2024. HSUHK Create also helps to enhance the public image / branding of the University.

## **5. Strategic Partnerships**

Over the past few months, HSUHK has forged strategic ties with overseas, regional and local partners for academic collaborations. Some major developments are highlighted below:

### **5.1 Overseas**

#### **5.1.1 Collaborations with Griffith University, Australia**

Discussions on collaborations with Griffith University (GU) on double-degree programmes, joint research, student exchange, Honours College alliance, etc. are underway. The HSUHK project team has also been working proactively with GU as our strategic partner (and with Jinan University, Guangzhou (JNU) later) on anti-scam and financial fraud, preventing young people to be cheated or enticed for “money-laundering”. HSUHK is the first university in the region which works on such a cross-border, cross-Schools education/ research programme

### **5.2 Regional – Greater Bay Area**

#### **5.2.1 Collaborations with Guangdong University of Finance and Economics, Guangzhou**

The School of Decision Science of HSUHK and Guangdong University of Finance and Economics (GDUFE) signed a Memorandum of Cooperation to jointly establish the Greater Bay Area Actuarial and Insurance School. During the inauguration ceremony on 23 September 2023, the first collaborative project “2023 Academic Conference for Graduate Students (Guangdong) -Insurance Session” was also kicked-off which explored the future direction of the actuarial and insurance industry in the digital era.

#### **5.2.2 Collaborations with Jinan University, Guangzhou**

Subsequent to a visit by the HSUHK delegation to JNU in October 2023, JNU

made a return visit to HSUHK in November 2023 and signed a Memorandum of Understanding (MoU) with HSUHK. The MoU laid the groundwork for partnership between the two universities, with the shared goals to advancing teaching and research collaboration, and nurturing the next generation of talents across different disciplinary fields. With joint efforts, both Universities will cultivate young talents and take strides in addressing cross-border issues (such as the prevention of financial fraud) and supporting the development of the Greater Bay Area, and Greater China Studies. HSUHK will also provide AI-aided translation, and professional English training for JNU medical graduates to work in Hong Kong,

### 5.2.3 Collaborations with Dailywin Institute of Dongguan University of Technology

In addition to the two HSUHK mainland centres in Nansha & Qianhai, HSUHK and the Dailywin Institute of Dongguan University of Technology (DGUT) signed a MoU in late November 2023 to promote executive training and other related services to help upgrade and excel the development of enterprises in GBA. The MoU also covers co-organising a GBA Brand Centre with The Institute of Continuing and Professional Education (ICAPE) of HSUHK. Both parties are also planning for a youth leadership summer camp at HSUHK targeting secondary school students in GBA, as well as study trips and internship opportunities for HSUHK students in GBA. The University team plans to visit DGUT, the Dailywin Institute, and the Guangdong University of Science and Technology (GDUST) in March 2024.

## 5.3 Local

### 5.3.1 Collaborations with AS Watson Group

HSUHK and the AS Watson Group (the largest retail group in the world) signed a MoU on 23 November 2023 to support the academic and career development of HSUHK students by providing scholarships, internships, early careers programme, and the first ever “Store Manager for a Day” experience, which allows students to gain frontline retail management experience. To achieve knowledge transfer, HSUHK faculty and students will utilise theoretical knowledge and scientific methods to develop solutions and recommendations for the AS Watson Group’s significant business issues. This is the first time that AS Watson Group signs a comprehensive MoU to partner with a local university, and the collaboration will help HSUHK students apply theory and knowledge in practical work environment, and cultivate more management talent for the retail industry.

### 5.3.2 Collaborations with Metro Broadcast Corporation Limited

HSUHK ICAPE and the Metro Broadcast Corporation Limited (Metro), with the support of the Chinese Family Succession Research Centre (CFSRC), have solidified a two-year partnership in early December 2023 to advance in the field of “Chinese Family Succession”. As the only higher education institution to collaborate with this media organisation on such a scale, the collaboration will promote applied research, consultancy, and training centered around Chinese family succession, and enable ICAPE to offer a broader range of internship/ opening to students and continuous learning opportunities to successors of family business and practitioners in the wealth management industry, thus fostering the establishment and development of family offices in Hong Kong. This also aligns with the Government’s recent goal to develop international family offices in Hong Kong.

Starting from 7 January 2024, Metro will produce a 60-minute programme in both audio and video format namely 【繼·族·財富】 for HSUHK every week for a year, and ICAPE together with CFSRC will jointly provide 26 short reads a year to be posted on the website of Metro Finance Plus.

### 5.3.3 Visit by His Highness Prince Sheikh Ali Al Maktoum

His Highness Prince Sheikh Ali Al Maktoum of the United Arab Emirates visited HSUHK in mid-December 2023 with a group of about 20 business associates to learn about the University’s research in the areas of green sustainable development and family succession.

As a royal family member with strong commitment towards sustainability, innovation, and philanthropy, Prince Sheikh Ali Al Maktoum expressed his deep appreciation for HSUHK’s efforts in green sustainable development and family succession and commended the University for its balanced approach to education, combining liberal arts and professional disciplines. HSUHK was the only university visited by Prince Sheikh Ali Al Maktoum during his engagements in Hong Kong.

## 6. Public Recognitions/Awards Received by HSUHK

HSUHK continues to receive various prestigious awards and recognitions, some recent ones include:

- HSUHK was among the 55 buildings in Hong Kong to have received the “GBA Low Carbon Buildings Top 100 Award” (2022) from the GBA Carbon Neutrality

Association, in recognition of the University's effort in promoting sustainable development in the region.

- The Creative Humanities Hub has received the Provisional Platinum rating under BEAM Plus New Buildings Award in December 2023 from the Hong Kong Green Building Council.
- HSUHK was the only private local university being recognised in the SportsHour Company Scheme (2023) launched by InspiringHK Sports Foundation, in recognition for its outstanding performance in three areas: ACTIVE Physical Environment, ACTIVE Social Environment, and ACTIVE Community Engagement. This is the second time that HSUHK was recognised by the Scheme.

## **7. Student Achievements**

Our students continue to bring pride to HSUHK by excelling in various local and international competitions. I am pleased to share with you some of their recent achievements:

- “Best Case Research Paper” for a case study conducted by a teacher-student team in the Academy of Asian Business Review 2022 on top of the Bronze Award in the World Asian Case Competition 2022, organised by Academy of Asian Business (AAB).
- Champion and Personal Outstanding Performance Award in the 4th Youth Elite Aspiration Programme (2023), organised by Hong Kong Professionals and Senior Executives Association.
- Grand Awards for Excellence at the 13th Citi-HKCSS Community Intern Programme, co-organised by Citi and The Hong Kong Council of Social Service (HKCSS).
- Gold Award in the Final Year Project & Postgraduate: Research & Innovation Poster Competition (RIPC) Series 2/2023, organised by Mediate Nexus and Nurture a Fast Network (MNNF Network).
- Gold Metal Prize in the Dream Place for Travel Drawing Contest, organised by Hong Kong Cultural and Creative Industrial.
- Best Proposal in the ACCA Business Case Competition 2023, organised by ACCA.

## **8. Institutional Advancement**



## 8.1 HSUHK “Uniquely Common” Concert 2023

HSUHK held its first large-scale fundraising concert at Hong Kong City Hall’s Concert Hall on 26 October 2023, with the aim to raise funds for its new academic building “Creative Humanities Hub” and support the long-term strategic development of the University. Officiated by Mr Kevin Yeung Yun-hung, Secretary for Culture, Sports and Tourism, and together with other supporters, the concert attracted over 1,000 guests, alumni, staff members, students and friends of the University and raised over HK\$8 million. An alumni reunion dinner was also arranged before the concert for participants to share their joyful and nostalgic moments and catch up on the latest development of HSUHK. The University received very positive feedback on this fund-raising and public engagement event.

## 9. A Bright 2024 Ahead

The past six months have been filled with remarkable achievements and exciting developments, all of which would not have happened without the united efforts of the HSUHK family. I am confident that HSUHK, with the support and unity of the University family, will continue to reach new heights, embracing new challenges and opportunities.

I wish you all a fulfilling Second Semester and a prosperous Chinese New Year of the Dragon!

Truly,



Simon S.M. Ho 何順文

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

