

# HSMC

Newsletter 恒管通訊

6 • 2016

Aqua Save  
恒省水



Carbon Low  
恒低碳

Captain Green  
恒常綠



恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

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## 恒生管理學院邁向嶄新里程

文：王思穎

巍巍的大老山下，弦歌不輟，春風化雨，恒生管理學院迎來2016校慶的大喜日子。3月16日，恒管校園冠蓋雲集，高朋滿座，與會嘉賓與全校師生一同見證學校蓄勢待發，準備邁向更高人文素養私立大學的新里程。筆者有機會參與盛會，謹分享個人一些感受。

《禮記·大學篇》有云：「大學之道在明明德，在親民，在止於至善。知止而後有定，定而後能靜，靜而後能安，安而後能慮，慮而後能得」。培養特立獨行，推己及人，關懷社會，知所行止，具有高尚人文素養的人才，正是恒管人念茲在茲的理想和目標，也是恒管掌舵人何順文校長「博雅+專業」的治學、治校理念。

何順文校長指出，人文關懷是恒管人的共同理想，「博雅+專業」是其從事高等教育30多年的深刻體會。專業方面，恒管學科、課程注重創新，與時俱進，訓練學生有獨立的思考、國際視野和溝通能力。恒管的目標十分明確，就是要培養學生有獨立的思維和價值判斷，不隨波逐流；開放創新；誠信；有悲天憫人的人文關懷和社會責任感。他堅信恒管的辦學理念會越來越得到社會的認同。

「學生在這裡接受四年本科教育，可以自由地找尋自己的價值所在，找到自己的志趣，作各種新的嘗試，學會自我反省，這些都非常重要」。

何順文校長表示，恒生管理學院規模不算很大，但專注於本科教育，加上自資院校的靈活性，有利於把這所學校辦成文理學院或博雅學院型的大學。「要在博雅和專業之間作出平衡，不是一件容易的事。但我們力求在知識的發掘和學術追求的同時，令學生形成誠信、倫理、關愛的基本價值觀，找到自己對社會具有價值的定位」。

恒管採用「小班式」的教學方法，有良好的師生關係，這種教學模式在香港的高等教育中是比較少見的。



The Blessing Tree Ceremony at 2016 Founders' Day Reception  
2016校慶日酒會之祝願樹儀式

何順文校長介紹，恒管是香港第一所引進「住宿式書院」(Residential College)，讓學生住校的自資院校。他說，這樣的安排，就是希望同學在這裡找到滿足感、自信和價值。

晨曦中，我們不難看到何校長和老師們，與同學們一同登山遠足，緩步慢跑的身影。何校長表示，「除了老師課堂上的知識傳授，我們願意花多點時間，陪伴同學，關心他們的健康成長」。

「無論社會政治、經濟如何轉變，恒管同仁堅守人文關懷共同信念，一定能在香港的高等教育界發揮影響力，影響一代又一代年青人」。

在2016校慶青年發展講座上，青年事務委員會主席劉鳴煒，以「蛻變：青年發展機會與競爭力」為題作分享，勉勵同學們在選擇職業時應平衡理想和現實，專注自己可以控制的範疇，學會待人處世和樂觀上進的生活態度。他強調，人生的勝負並不在於「起跑線」，中段發力、發揮潛能，一樣可以成功。

「一人一『竹』願」的祝願樹，繫上恒管同仁無限的感恩和祝福。酒會上，何順文校長、鄭慕智博士等嘉賓，將代表恒管教育理念的「博、雅、專、業」四塊竹板掛上祝願樹，祝願恒管培育更多優秀人才，桃李芬芳。

筆路藍縷，以啟山林。恒管人心懷人文關懷的理想和目標，期望自我不斷提昇。校務委員會主席鄭慕智博士表示，全校同仁正在為學校申請正名大學，為實現創校先賢的教育理念而努力。

「教育之於人生，猶如黎明之於大地」。恒生管理學院教職員正在何順文校長的率領下，將人文關懷的薪火一棒接一棒相傳，邁向恒管更美好的未來。

\*This article is available in Chinese only.  
此文章只有中文版本。





HSMC Symposium on Sustainability and Bamboo  
恒管可持續發展與竹研討會

Hang Seng Management College upholds the important principle of sustainability aiming to become a leading non-profit private university. We have been putting emphasis on providing a sustainably built campus environment for our research, teaching and learning activities. The College received the highest recognition from the Hong Kong Green Building Council. The S H Ho Academic Building, the Lee Quo Wei Academic Building, and the Sports and Amenities Centre achieved the final “Platinum” rating of BEAM Plus V1.1 for New Buildings. The HSMC Jockey Club Residential Colleges also attained a provisional “Platinum” rating V1.2 (pending final assessment). HSMC is the first higher education institution in Hong Kong with two “Platinum” academic buildings as well as a “Platinum” sports and amenities centre. The achievements affirm the College’s leading role in promoting green initiatives in the region.

HSMC advocates green living and building a sustainable society through steadfast efforts in education, promotion and implementation. The College hosts forums and seminars inviting local and overseas speakers to share their views with HSMC students and staff as well as the public. They include the “Sustainable Development of the Human Society” seminar by Nobel laureate in Chemistry Professor Yuan-Tseh Lee in April 2015, the international “HSMC Symposium on Sustainability and Bamboo” co-organised with the United Nations Educational, Scientific and Cultural Organization – Asia Pacific Programme of Educational Innovation for Development in July 2015, the “Living and Society: Socio-Environmental Issues and Sustainable Development” seminar by another Nobel laureate in Chemistry Professor Ei-ichi Negishi in October 2015, the “Sustainable Campus – Innovation Green Building” seminar in November 2015, and the College Assembly speech on “Green Life = To be a savage?” by a well-known Hong Kong nature activity instructor Mr Mok Ho Kwong (aka Yeah Man) in January 2016.

HSMC’s Residential Colleges system provides an ideal environment for students to learn, engage in self-improvement and develop inter-personal networks. Each of the four Residential Colleges (RC) is associated with a theme: cultural diversity, healthy living, community service and sustainability. The Evergreen College advocates green living and sustainability. The College encourages residents to use less water and electricity and organises a range of activities to educate residents on the protection of the natural environment and to live a sustainable life. They include making DIY body lotion and lip balm, inviting green organisations to sharing sessions, collecting books and household utensils for recycling when residents check out from the RC and many more.



DIY Body Lotion 自製潤膚露



DIY Lip Balm 自製潤唇膏

HSMC is keen to step up sustainable efforts when carrying out a wide range of research, and teaching and learning activities by its students and staff. The measures include:

- at appropriate times turning off internal lighting in public areas, air-conditioning, a number of escalators and passenger lifts;
- using lights and electrical appliances with higher energy efficiency;
- placing recycling bins in offices and near printing stations at residential colleges;
- activating hibernation mode for staff computers for two-hour inactivity; and
- providing

tips for a green lifestyle to students and staff. All these aim to instil green habits in students and staff so that they will influence their families, friends and the community.

Other activities held by the College include a barter event which encouraged students and staff to exchange semi new, usable items and reduce waste, as well as a naming event of the green mascots “Dream Green Team” aiming to raise awareness of environmental protection. The three Dream Green Team members got their English names from students’ nominations: Captain Green for 恒常綠, Aqua Save for 恒省水 and Carbon Low for 恒低碳. The Dream Green Team will shoulder the responsibilities in promoting Green@HSMC and invite all HSMC members to join them to contribute to the College, the community and a green future.



恒生管理學院秉持可持續發展的大原則，矢志成為一所優質、具領導地位的非牟利私立大學。我們致力為恒管的研究、教學活動提供與環境相融的綠色校園，屢獲香港綠色建築議會頒發最高級別的認證，包括何善衡教學大樓、利國偉教學大樓及康樂活動中心三座大樓榮獲「綠建環評」新建建築最終評估鉑金級認證(1.1版)、恒管賽馬會住宿書院則獲「暫定鉑金級」認證(1.2版)。恒管為本港首間擁有「鉑金級」學術大樓及康樂活動中心的高等院校，充份體現了學院在校園可持續發展方面的承擔，並肯定了學院在區內促進可持續發展的領導角色。

恒管將於教育、推廣和身體力行幾方面，推動綠色生活及協建一個可持續發展的社會。學院舉辦不同的研究會和講座，邀請海外及本地講者與恒管師生以及公眾分享，包括2015年4月諾貝爾化學獎得主李遠哲教授的「談人類社會的永續發展」講座、7月聯同聯合國教科文組織—亞太地區教育創新促進發展項目舉辦的「可持續發展與竹」國際研討會、10月諾貝爾化學獎得獎人根岸英一教授的「生活與社會—社會環境問題與可持續發展」講座，11月的「可持續發展校園—創新環保建築」講座，以及2016年1月學院月會由香港著名自然活動導師莫皓光先生(外號「野人」)主講的「綠色生活 = 做野人?」等。

恒管的「住宿式書院制度」，為學生提供學習、自我提升和建立人際網絡的機會，四個住宿書院各有獨特主題：多元文化、健康生活、社會服務及可持續發展，綠延書院的主題便是倡議綠色生活及可持續發展，書院鼓勵宿生節約用水用電，並組織一連串活動教育保護自然環境和實踐永續發展的生活方式，包括自製潤膚



College Assembly 學院月會

露和潤唇膏、邀請環保組織到住宿書院作分享、退宿時回收書籍及生活用品等等。

學院於日常教、學及研究活動推行節能、綠化的計劃和措施，例如適時熄掉室內公共空間的電燈和空調、停止部分電動扶手梯及升降機、採用高效能的照明設施和高能源效益的電器產品、在辦公室及住宿書院印表機附近設置回收箱、當同事電腦閒置兩小時後啟動「休眠」狀態，又為師生提供衣食住行各方面的綠色生活小貼士，希望大家把這些綠色習慣從學院帶到家中、友儕中和社區中。

其他學院舉辦的活動包括：以物易物的「『換』樂無窮」，鼓勵將半新不舊可用的物品循環再用，減少浪費；「綠恒戰隊隊員英文命名活動」，為綠在恒管的吉祥物綠恒戰隊三位成員徵求英文名字，旨在從不同角度提升大家的環保意識，而三位成員恒常綠、恒省水、恒低碳已從同學的命名中找到合適的英文名稱，分別為Captain Green、Aqua Save和Carbon Low，此後會肩負推動綠在恒管的重責，全力以赴，請恒管人一起為我們的校園、社區和未來出一分力。



(Clockwise from top left) Final Platinum rating of BEAM Plus V1.1 buildings: S H Ho Academic Building, Sports and Amenities Centre, Lee Quo Wei Academic Building and Provisional Platinum rating of BEAM Plus V1.2 building: HSMC Jockey Club Residential College

(左上起順時針)「綠建環評」1.1版最終評估鉑金級之何善衡教學大樓、康樂活動中心、利國偉教學大樓，和1.2版暫定評估鉑金級之恒管賽馬會住宿書院



## Associate Vice-President (Communications and Public Affairs) Says...



It is hard to believe that eight years have passed since I joined HSMC. And I am happy to say that I feel privileged not only to have witnessed but also played a part in the transformations and development that took place during those years.

I joined the College in 2008 as Associate Vice-President (Public Relations) when it was still Hang Seng School of Commerce (HSSC). Besides setting up an office to handle all public relations matters, I was also responsible for developing the curriculum of the Bachelor of Journalism and Communication Programme for academic accreditation.



Kick off Ceremony of "President's Dialogues with Distinguished Leaders" Radio Programme  
「校長與領袖同『恒』」電台節目啟動禮

Since its inception in 2010, the College has been growing in leaps and bounds. To keep pace with the rapid development, the scope of responsibility of the Public Relations Office has been constantly expanding as well. The PR Office was later reorganised and renamed the Communications and Public Affairs Office (CPAO) in 2013. It is now responsible for formulating promotion strategies and implementing them through various media platforms to enhance the image and reputation of the College. We liaise with all our stakeholders, build community relations, hold regular media luncheons, arrange interviews for the senior management, and initiate many other activities that are helpful in enhancing the recognition and reputation of the College. Another important role of the CPAO is crisis management, which is not only about handling crisis situations when they arise but, more importantly, also about identifying potentially problematic situations and defusing them before they become a crisis.

Building a brand name for a newly established college is not an easy task. We have an inherent advantage of the reputation of HSSC, but that advantage has also posed a big challenge: how to emerge from its shadow so that HSMC can be recognised as a self-financing institution of quality higher education in its own right. Colleagues who joined HSMC in the last few years may not know this, taxi drivers used to always say to us "oh, you mean HSSC". We rarely hear this anymore, but it has taken many promotional campaigns over a number of years to achieve that.

The role of the CPAO is not limited to external relations and brand-building. We also serve as an information conduit between our staff and the public with our News Clipping of Higher Education and News Clipping of HSMC. With the help and support of our Information Technology Services Center (ITSC), we keep the public informed about the latest information of our academic programmes as well as College news and events on our College website. In addition, we negotiate discount privileges and other benefits for our staff, design and produce souvenirs and gift items.



Media Spring Luncheon  
傳媒春茗

While building a brand for the College we are also helping to change the general perception of self-financing institutions regarding their quality of education, student supports and facilities. The word "communication", besides being used to describe a process by which information and ideas are transmitted and exchanged, can also be interpreted in a broader sense as a means of connecting people and building relationships. The CPAO operates on what we called a 3C Principle: Communicate Connect and Contribute. So in addition to facilitating the College to achieve its vision of becoming a leading private university, the CPAO also carries a higher mission of enhancing the reputation of self-financing institutions of higher education in Hong Kong.

It has been quite an exciting journey. Looking back, HSMC has accomplished quite a bit in the last eight years. The road ahead is filled with challenges and there is still plenty of work to be done. I look forward to working with all our wonderful colleagues in the next eight years towards the common goal of making HSMC a leading private university in Hong Kong.

**Professor Scarlet Tso**  
Associate Vice-President  
(Communications and Public Affairs)

## 協理副校長（傳訊及公共事務）說……

時光荏苒，不知不覺已在恒管經歷了八個年頭。這些年，我見證了恒管許多的蛻變與發展，更為能參與其中深感榮幸。

當初我加入恒生商學書院擔任協理副校長（公共關係），創立有關部門處理公共關係事務，也負責拓展新聞及傳播學士課程及為學術評審籌備，那是2008年。隨著公關部門於2013年重組並命名為「傳訊及公共事務處」，所承擔的工作範疇和面對的挑戰愈見複雜。

制訂和推行宣傳策略、舉辦大型學院活動、建立廣泛的媒體報導、聯繫各持份者及社區組織、處理危機甚或是防患於未然……我帶著團隊沿路探索，不斷提升學院的認受性和知名度。要為一所年輕的學院建立品牌形象，說來不易。誠然恒管脫胎自恒商的優良傳統和精神，但同時也面對一項大挑戰——如何走出恒商的影子，穩步建立恒管成為一所具認受性的優質自資高等院校？近年才加入的同事可不知道，我們現在很少會聽到計程車司機說：「啊！你指恒商！」，這都是經過多年推廣宣傳的成效。

傳訊處的工作不止於外，更重於內，所以我們亦同時扮演著教職員、學生與公眾之間的重要資訊橋樑。我們為教職員及學生提供有關恒管和高等教育界的最新消息；也在資訊科技服務中心的協助和支援下，經常更新學院網頁上發放的資訊，如所有學位課程的最新資料及學院動向。我們又製作學院紀念品和禮品，及對外爭取多元化的教職員、學生優惠。



Organisation of Founders' Day Reception  
舉辦校慶日酒會



Invitation of renowned guests to speak to HSMC students at SCOM Talk Series  
邀請傑出嘉賓出席恒傳匯談向學生演講



Organisation of Shatin Arts and Cultural Promotion Briefing Session for 3 consecutive years  
連續三年舉辦「傳新沙田」文化藝術推廣發佈會

建立恒管的形象固然重要，但背後更大的框架，是要改變社會對自資院校的觀感，使大眾了解其對培育香港年輕一代有著舉足輕重的地位。「傳訊」一詞背後不單是訊息傳遞，更是連結持份者和建立關係。我們透過內外並重的「傳訊」工作，凝聚一個對自資院校擁有共同願景的群體，為理想一起拚搏。

這是一段充滿驚喜的歷程。回顧這八年間，恒管創下不少驕人成就。縱然前路漫漫，充滿挑戰，我仍期待繼續與各位攜手邁步，在未來的八年，見證恒管向著目標進發，成為一所具領導地位的私立大學。

曹虹教授  
協理副校長（傳訊及公共事務）



# Interviews with Alumni

**Editor's Notes:** Starting from this issue we will publish interview articles with selected alumni. For more alumni information, please refer to the *HSMC ALUMNEWS* published by the Advancement and Alumni Affairs Office. The inaugural issue has been released in April 2016 featuring messages / stories of four other HSSC alumni (KK Leung, KP Cheng, Lilian Yeung and Patrick Lam) who are currently serving HSMC in different capacities (see <https://aaao.hsmc.edu.hk/index.php/hk/download>).

## Eddie C S Fong Two-Year Diploma at Hang Seng School of Commerce Graduate of 1983

Managing Director, Head of Operations, Asia Pacific of J.P. Morgan Asset Management

"During that time, university places were very limited and there were few choices, mostly in either arts or science. I have always been very interested in business subjects so I chose the diploma programme at Hang Seng School of Commerce."

"Grateful" is the word to describe how he feels about his alma mater. He graduated with outstanding results and received a scholarship offered by the Hang Seng Bank to study at the City of London Polytechnic in the United Kingdom. The scholarship was generous enough to cover all the expenses including tuition fees, flight tickets, accommodation and living costs. It cast great pressure on him as he did not want to let people down. He felt obliged to create a good impression for HSSC so that junior fellow students could also have this precious opportunity after him. Finally, he obtained a bachelor's degree in Business Management with first class honours.

The College has developed rapidly in recent years, in both the organisational structure and campus environment. He feels "so close, yet so far" when he comes back to the campus. Looking at where he had lessons, memories of classes and growing up all come back in a second. Then when he turns and sees the new buildings and facilities, it reminds him that his old days as a student have long gone. He remembered that the transportation was much less convenient



Photo with other scholarship holders  
與其他獎學金得主合照

in the early 1980s. There were many construction sites around and the route to school was a bit rugged, not to mention the pools and puddles after heavy rain. "The comfortable campus environment and the brand new residential colleges where students can learn and live do make me envious!"

Nowadays, young people feel perplexed about what they face after graduation. Eddie would like to encourage them by sharing his own experience. "No matter if you pursue further study or a career, interest always comes first and will empower you with passion and force. Be willing to learn by trial and error," he said. It is essential to know your own advantages and weaknesses to make use of or improve. He urges young people to widen their horizons and seize opportunities when they come. In the face of frustrations, his advice is to keep the faith and never give



## 馮忠信 恒生商學書院二年文憑課程 1983年畢業生

摩根資產管理亞太區營運總監

up. On the other hand, a work-life balance is very important as well as mutual trust and support from family, friends and colleagues.

After graduation, Eddie came back to Hong Kong to work at the Hang Seng Bank. Two years later, he joined Jardine Fleming Asset Management (today's J.P. Morgan Asset Management), where he has been working for 28 years and is currently its Managing Director. Today, Eddie still cares about the development of the College and hopes to make contributions whenever possible. He wishes HSMC all the best and for its

students to become pillars of society.

「當年大學學位很少，而且主要是文理兩科，選擇不多。而我一向對商科很有興趣，因此選擇了報讀恒商的文憑課程。」

問到對母校的感覺，馮先生不假思索地說出了兩個字——感恩。當年他恒商畢業後憑著卓越的成績，獲得恒生銀行的獎學金到英國City of London Polytechnic留學，足以支付學費、機票、住宿及生活費等。他坦言當時有一定的壓力，不能有負期望，亦希望為恒商建立好印象，讓日後的學弟妹也有如此珍貴的機會。最終他以一級榮譽的成績畢業，取得工商管理學士學位。



Studying in the UK  
英國留學

學院近年發展迅速，無論在架構或是校舍方面都有很大的變遷。馮先生以「這麼近，那麼遠」來形容現時的心情。重臨校園，過去在這裏上課、學習和成長的點滴回憶依舊歷歷在目；然而轉身見到多座新建的大樓和設施，便知道那個屬於他的學生時代經已遠離。回想起80年代初的交通不十分方便，附近很多工地，上學路途有些崎嶇，而遇上暴雨便要涉水而行。「看到現時的學生能在如此舒適的環境學習，又能住在新建的住宿書院，真是令人羨慕！」

對於現時很多年青人對畢業後感到十分迷惘，馮先生作出鼓勵，分享他的心得。「無論是求學或就業，從興趣出發便會有熱誠及全力以赴，應要敢於嘗試，從錯誤中學習。」另外，要了解自己的優點和缺點，加以發揮和改善。年青人亦要看得更闊、更遠，好好把握機遇。馮先生指他也曾經遇到挫敗，勸勉大家要堅守信念，不輕言放棄。他亦強調必須在工作與生活之間取得平衡，親友和同事之間的互信和扶持十分重要。

畢業後，馮先生回港加入恒生銀行工作。兩年後轉到怡富基金（即今日之摩根資產管理），一做便28年，現職亞太區營運總監。時至今天，馮先生依然十分關心母校的發展，亦希望能夠透過各種途徑作出回饋，同時祝願學院發展順利，繼續扶持更多莘莘學子成社會棟樑。



# 恒友匯 – 校友專訪

《恒管通訊》由本期起加入校友專訪，邀請校友與讀者作出分享。如欲得知更多校友消息，可參閱由發展及校友事務處出版之刊物《恒誌》。首期《恒誌》已於2016年4月出版，刊登了其他4位校友的訊息或故事，他們包括梁家強、鄭錦波、楊麗群及林文河，現時均於不同崗位服務母校。(請參閱<https://aaao.hsmc.edu.hk/index.php/hk/download>)

**Tse Siu Ting, Ray**  
**Bachelor of Translation with Business**  
**Graduate of 2013**

Co-founder of Flying Panda Communications

**謝小婷**  
**商務翻譯學士**  
**2013年畢業生**  
斐風傳訊聯合創辦人

There is a lot Ray gained from HSMC during her study – precious memories, treasured experiences and skills which are useful for a lifetime.



2-month exchange in the UK  
到英國交流兩個多月

“During the first semester, there was a 3-hour interpreting class on Monday. As it was an intensive training class and the professor was demanding of our performance, many of us started to feel nervous on Sunday evening.” This is a funny memory for Ray but she has to thank the professors for their selfless efforts and caring guidance.

Other than studying, campus life at HSMC was colourful and dynamic. The most impressive experience for Ray was her 2-month exchange in the UK. The happy moments for her were when the HSMC exchange students cooked a meal together and chatted for hours in the dormitory as well as travelling around in each other's company. The exchange broadened her horizons and enriched her personal experience.



Photo with fellow students during graduation  
畢業時與同學們合照

After graduation, Ray joined the advertising industry and now she runs her own advertising company. For the future, she does not have a very concrete plan for her or

her company yet. At the moment, she wishes to proceed and develop the business step by step. Her advice for HSMC students is to deliberate over options and seize the opportunity when they choose their career.

Ray hopes that young people will not get disoriented when they grow up. Even when they feel society's constraint and influence, they should not become the kind of person whom they loathed, but keep on pursuing their dreams. “Refuse to be mediocre. Comfort makes you forget that you can fly high. Youth is not compromising. March on to your dream and your future.”



Ray joined the advertising industry after graduation  
謝小婷畢業後加入廣告行業

在恒管學習的期間，謝小婷得到很多珍貴的回憶，有著很多難忘的體驗，更學到很多畢生受用的技巧。

「還記得在第一個學期，我們逢星期一都要上三小時的口譯堂。由於該課堂節奏緊湊，教授要求嚴格，不少同學於星期日晚上已經開始擔心和緊張。」她指現在回想起來還覺得挺惹笑的，不過仍要感謝教授為她們的付出和循循善誘。

除了課堂外，恒管的校園生活亦多姿多彩。當中令她印象最深刻的，就是到英國進行兩個多月的交流活動。那段時間，她經常與一起交流的同學們，在宿舍裏下廚、談天說地以及共同遊歷。這些時光都十分難忘，同時亦助她拓闊視野，豐富個人經歷。

畢業後，謝小婷投身廣告行業，現時更自己開辦了廣告公司。問到有關未來的發展，她表示對於如何讓自己及公司走得更遠，仍未有太實質的計劃，暫時先按部就班，逐步發展業務。她勸勉同學，投身工作，謹記要多思量多考慮，抓緊機會。

謝小婷亦希望同學在成長的路上，不要迷失自我，更不要是在社會的壓逼或薰陶下，變成了年輕時討厭的那種人，繼續追尋夢想。「請拒絕平庸，安逸會令你忘了飛翔。青春不是眼前的苟且，前面還有夢想和遠方。」

# Interviews with Alumni

## 恒友匯 – 校友專訪

Lau Nga Tung, Monchi  
Bachelor of Bachelor of Journalism and Communication  
Graduate of 2014

Public Affairs Assistant of CLP Power Hong Kong Limited

劉雅彤  
新聞及傳播學士  
2014年畢業生

中華電力有限公司公共事務助理



Monchi treasured her internship opportunity  
劉雅彤珍惜當實習生的機會

“Two years ago, I graduated from HSMC with a Bachelor of Journalism and Communication (Honours). The graduation certificate is much more than just a certificate and it means a lot to me,” said Monchi. The graduation ceremony signified an end and also a start. The few years at HSMC were filled with souvenir and remarkable moments.

The best thing she got from HSMC is not the knowledge from textbooks, but the friendship with professors and fellow students. She highly appreciates the professors’ selfless devotion to teaching and their effort to seize internship opportunities for the students. Through internships, students can apply what they learnt into practice and be well-prepared for their future career. She is still very grateful that she could be an intern in a company that runs a local tourist attraction, so as to learn communications in a real world situation. Thanks to this comprehensive and intensive training, she was familiarised with the industry.

Monchi is now working in the Public Affairs Department in one of the electric utilities in Hong Kong. Today the media industry is undergoing massive changes. On one hand, some traditional print media including newspapers and magazines have closed down while online media have become highly impactful. The public is watching closely how PR teams perform, especially during a crisis. Although it is getting more difficult working in communications and public relations, she grows fonder of the industry. “Being in PR is challenging and full of surprises,” added Monchi, “The learning and enlightenment at HSMC helped me mature so that I can do my best and tackle the obstacles at work.”

College is where students acquire knowledge. HSMC has brought Monchi much more than that. The College helped her build up self-confidence. She believes that the right attitude is more important and impactful than academic results. “Although there is still a long way to go, I am very glad that I can start it from HSMC.” She also encouraged HSMC students, “Let’s keep going!”

「兩年前，我完成新聞及傳播（榮譽）學士課程，踏出恒管的大門。一紙畢業證書明明很輕，卻格外沉重。」對劉雅彤來說，畢業典禮的那天，既是終點，也是起點。幾年的大學時光，為她帶來不少回憶及難忘時刻。

恒管為她帶來了很多，但她認為最珍貴的並不是書本上的知識，而是遇上眾多教授和「戰友」。她讚揚恒管的教授為學生克盡己任，不但在課堂上授予知識，課堂外亦為他們爭取機會，讓他們以實習小試牛刀，為日後踏進社會做好準備。到了今天，她仍然十分慶幸當日有機會到一間營運本港一個旅遊景點的企業當實習生，在真實的環境中學習傳訊的工作。當中全面且密集的訓練，讓她確實地認識這個行業。



Graduation photo with fellow students  
與「戰友」的畢業合照

劉雅彤現於本港一間電力公司的公共事務部工作。她認為近年媒體市場變化很大，一些傳統紙媒包括雜誌和報紙相繼結束營運，反之網媒的影響力急速上升。公眾愈來愈留意公關的表現，特別是對「公關災難」更為敏感，如此種種都令公關及傳訊的工作更不容易，卻令她更喜歡這個行業。「公關的工作不但有挑戰性，亦充滿驚喜。慶幸恒管當年的教導與啟蒙，令我成長，協助我跨過工作上的種種障礙，可以於今天的崗位盡展所長。」

大學是學習知識的地方，恒管帶給她的，卻不止於此。學院培養了她的自信，她亦相信建立正確的個人態度比成績更重要，影響更深。「當然日後的道路仍很漫長，但我有幸能以恒管作為起步點。恒管的同學們，一同努力吧！」



Monchi is working in the Public Affairs Department in an electric utility company  
劉雅彤現職電力公司的公共事務部



## President Ho's Visit to Four US Institutions 何順文校長訪問美國四所院校



President Ho delivered a talk to students at Mills College  
何校長為密爾斯學院的學生作分享



President Ho met with Dr Jeffrey Riedinger, Vice Provost for Global Affairs of the University of Washington  
何校長與華盛頓大學Dr Jeffrey Riedinger, Vice Provost for Global Affairs會面



President Ho presented a HSMC souvenir to President Sharon Herzberger (2nd left, front row) and other academic leaders at Whittier College  
何校長向惠蒂爾學院校長Sharon Herzberger (前排左二) 及其他主管致送恒管紀念座



Accompanied by Gordon College's President Michael Lindsay (right) and Board Chairman Herman J Smith (left), President Ho addressed the College's Commencement  
在高登學院校長Michael Lindsay (右) 及校董會主席Herman J Smith (左) 陪同下, 何校長於高登畢業典禮致辭

To further strengthen HSMC's internationalisation, President Simon S M Ho visited three nationally-ranked liberal arts colleges and one renowned comprehensive university in the USA from 3 to 16 May 2016.

He first met Provost Sharon J Washington and other senior leaders of the Mills College in Oakland, California on 3 May, exploring opportunities for student / faculty exchanges and academic collaborations in the area of digital humanities. He also gave a talk on the purpose of business and the stakeholder theory to students in a class of Strategic Behaviour.

President Ho then visited the University of Washington in Seattle, Washington on 6 May, and discussed with Dr Jeffrey Riedinger, Vice Provost for Global Affairs, and Dean James Jiambalvo of Foster School of Business, respectively on possible joint initiatives on student entrepreneurship and innovations.

The president's third stop was at the Whittier College in California. An academic exchange agreement was signed on 10 May. He also exchanged with the President, Vice-Presidents and unit heads about cooperation on environmental and sustainability studies. In return, President Sharon Herzberger and other seniors from the Whittier College will visit HSMC in early June to have a better understanding of HSMC and to discuss further collaboration.

The president finally visited HSMC's close partner Gordon College in Wenham, Massachusetts from 11 to 14 May. Besides meeting President Michael Lindsay and their management on deepening existing collaborations, he also met a group of students who will be visiting HSMC this summer. In Gordon's commencement ceremony on 14 May, President Ho was presented an academic award and delivered his remarks to the class of 2016 and the guests.

President Ho expressed that HSMC and these institutions share some common liberal arts education ideals especially in nurturing students to become responsible leaders. He believed that the visits to these four institutions were very fruitful indeed and found the whole experience exhilarating.

為了進一步推動恒管國際化, 何順文校長於本年5月3日至16日期間遠赴美國, 到訪三所全國排名前列的博雅學院以及一所傑出的公立大學。

第一站是加州奧克蘭市的密爾斯學院 (Mills College)。於5月3日, 何校長與該校常務副校長和其他高層領導會面, 探討兩校師生交流的機會, 以及在數位人文學範疇上的學術協作, 更為修讀「策略行為」(Strategic Behaviour) 的學生作分享。

隨後, 何校長於5月6日到訪華盛頓州西雅圖市的華盛頓大學 (University of Washington), 並與該校領導 Jeffrey Riedinger (Vice Provost for Global Affairs) 及 James Jiambalvo (Dean, Foster School of Business) 討論合作推動兩地學生創業及創新的可行性。

第三站是加州的惠蒂爾學院 (Whittier College)。何校長代表恒管與該校校長於5月10日簽署了一份學術交流協議, 並與該校校長、副校長以及一眾部門主管分享有關環境與可持續發展研究的合作建議。惠蒂爾學院校長 Sharon Herzberger 及其他領導層將於6月初到訪恒管, 以對學院有更深入的了解及討論進一步的合作。

何校長最後於5月11至14日到訪與恒管有密切夥伴關係, 位處麻省的高登學院 (Gordon College)。除了與該校校長 Michael Lindsay 及管理層就深化現有合作計劃作會面討論, 何校長更與一班即將於暑假到訪恒管的高登學生聚談。另外, 他於5月14日舉行的高登學院畢業典禮上獲校方頒授學術獎項, 並向應屆畢業生及嘉賓致辭。

何校長表示, 恒管和以上院校均有一些共同的博雅教育理念, 特別著重培養學生成為負責任的領袖。何校長感到整個訪問行程得著甚豐, 令人振奮。

## President Ho Spoke on “Value Vs Success” at HKBU Seminar 何順文校長在香港浸會大學研討會中以「價值Vs成功」為題演講



President Ho delivered his speech  
何校長發表演說

President Simon S M Ho was invited to be the keynote speaker at a career development seminar, jointly organised by HKBU Alumni Association, HKBU School of Business Alumni Association and HKBU Communication Alumni Association, at the Shaw Campus of HKBU on 23 April 2016.

President Ho, former Dean of the School of Business

of HKBU from 2004 to 2009, presented his speech on “Value Vs Success” to around 100 HKBU alumni and guests. He quoted Albert Einstein, “Strive not to be of success, but rather to be of value.” He defined value in three dimensions: intrinsic worth, moral beliefs, and giving. Intrinsic worth includes happiness, love, relationships, realising interests and potential. Moral beliefs comprise social values, such as freedom, human rights and equality, and personal virtues, such as integrity, honesty, humility and gratefulness. By giving, a person gains or possesses more. He gave one more quote from Einstein, “The value of a man should be seen in what he gives and not in what he is able to receive”.

2016年4月23日在香港浸會大學逸夫校園，何順文校長出席由香港浸會大學校友會、香港浸會大學工商管理學院校友會，及浸大傳理校友會聯合舉辦的就業發展研討會上任主講嘉賓。

何校長於2004至2009年曾任香港浸會大學工商管理學院院長，他向約一百位浸大校友及嘉賓以「價值Vs成功」為題演講，引用愛因斯坦的話，「力求人生的價值，而非成功。」何校長以三個方位定義何謂價值：內在價值，道德信念和奉獻。內在價值包括幸福、愛、關係、實現興趣和個人潛力。道德信念包括社會價值和個人美德，前者包括自由、人權和平等，後者包括正直、誠實、謙遜和感恩。通過奉獻，個人可以得著或擁有更多。他再引用愛因斯坦的話，「一個人的價值在於他貢獻多少，而非他獲得多少。」



President Ho shared his valuable insights  
何校長分享真知灼見

## President Ho Spoke on “Absolute Values of True Leaders” at NETC Leadership Workshop 何順文校長在新體驗演講會的領導力工作坊上分析「真正領導的絕對價值」

On 24 April 2016, a leadership workshop on “Absolute Values of True Leaders” conducted by President Simon S M Ho and organised by the New Experience Toastmasters Club Hong Kong was held at the HSMC campus.

President Ho shared his inspiring insights on true leaders and summarised 10 common absolute values of true leadership which include: (1) understand your personal philosophy and manage yourself first; (2) lead for a cause and with their value; (3) set the ethical tone and trust culture; (4) adopt a systems thinking balancing different stakeholder interests; (5) inspire & pull their followers, rather than push them; (6) adopt “the window and the mirror” concept; (7) be calm and responsive in the face of upset and crisis; (8) create more leaders and make sure impact lasts in their absence; (9) be stewards of something bigger than themselves, and seldom personalise what happens to them; and (10) bear heavy responsibilities that often outweigh the apparent privileges, and be willing to give personal sacrifices.

To transform Hong Kong to a better place, President Ho believes that transformation of leadership values could be best accomplished via a broad-based liberal arts education approach. He embraced the values of liberal arts education, with a strong emphasis on human caring. Such values have been incorporated in the educational beliefs of HSMC.

香港新體驗演講會於2016年4月24日，在恒管校園舉辦「真正領導的絕對價值」工作坊，由何順文校長擔任主講嘉賓。

何校長分享對真正領導的真知灼見，綜合了10個真正領導的共通絕對價值，包括：(1) 了解自己的個人哲學，並先管理好自己；(2) 為了信念和價值而去帶領；(3) 訂下道德準則和信任文化；(4) 採取系統思維來平衡各持份者的利益；(5) 啟發及「拉動」追隨者，而不是「推動」他們；(6) 採取「窗戶和鏡子」的理念；(7) 在危機面前保持冷靜並能迅速回應，化危為機；(8) 創造更多領袖，確保在離開後其影響力仍能持續下去；(9) 領導比個人更大的組織，甚少將發生在他們身邊的事情個人化；和(10) 沉重的責任往往大於他們所享的特權，並願意作個人犧牲。

要令香港成為一個更美好的地方，何校長認為領導價值上的轉化可通過博雅教育模式來實現。他推動博雅教育的價值，特別是人文關懷，並將這些價值放在恒管的教育理念當中。



## President Ho and Colleagues Visited Sun Museum 何順文校長及全人應邀參觀「一新美術館」

Ms Chloe Suen, Chair of the Simon Suen Foundation visited the HSMC campus in late February this year and was particularly interested in the wide array of arts and cultural activities on campus. In return, Ms Suen extended her invitation to President Simon S M Ho and senior staff of HSMC to visit the Sun Museum on 24 March 2016.

The Sun Museum, a non-profit, non-governmental museum established by the Simon Suen Foundation, aims primarily to promote Chinese arts and culture. It strives to facilitate general understanding of how the art world in Hong Kong is enlivened by a diversity of cultures and how the local community is enlightened by a wealth of Chinese traditions.

孫少文基金會主席孫燕華女士於本年二月底到訪恒管，除了解恒管最新發展外，亦對一系列文化藝術活動深感興趣，更禮尚往來邀請何順文校長及恒管高層於2016年3月24日到訪參觀其基金會屬下之「一新美術館」。

一新美術館屬非牟利機構，致力提倡中國文化藝術，給公眾認識香港的多元文化，如何美化本土的藝術世界；並向他們介紹中國的眾多文化傳統，怎樣活化香港人的社會生活。



(Left to right) Associate Vice-President Ada Leung (Advancement and Industry Liaisons), Mr Yeung Chun Tong, Museum Director of Sun Museum, President Simon S M Ho, Ms Chloe Suen, Chair of Simon Suen Foundation, Professor Alex Cheung, Head of Chinese Department, and Ms Alice Chan, Manager of AAO

(左至右) 協理副校長(發展及工商協作) 梁穎怡女士、一新美術館總監楊春棠先生、何順文校長、孫少文基金會主席孫燕華女士、中文系系主任張光裕講座教授、發展及校友事務處經理陳少英女士

## President Ho and Colleagues Visited CMA President Dr Eddy Li 何順文校長及全人拜會廠商會會長李秀恒博士

On 8 April 2016, Dr Eddy Li, President of The Chinese Manufacturers' Association of Hong Kong (CMA), invited President Simon S M Ho and AAO colleagues to visit his new property project KC100, a dynamic business hub revitalised from an old industrial building in Kwai Chung. KC100 is highlighted with a spacious, light-filled lobby and common corridors that bring forth to occupants and visitors art pieces from distinguished artists on display.

During the visit, President Ho praised the unique and innovative design concept of KC100 which echoes HSMC's "Liberal + Professional" education model – apart from passing professional knowledge and practical trade trainings onto students, HSMC advocates the transformative power of liberal education which shapes and characterises young talents with human caring and essential virtues. President Ho also looks forward to more collaborations and exchanges with Dr Li and CMA.

香港廠商聯合會(廠商會)會長李秀恒博士邀請何順文校長及發展及校友事務處同事們，於2016年4月8日參觀其位於葵涌的活化工廈發展項目KC100。KC100的公眾大堂寬敞明亮，為租戶及訪客定期展出藝術珍品，增添藝術氣氛和個性。

何順文校長十分欣賞KC100的獨特及創新設計概念，指其與恒管的「博雅+專業」教育理念互相和應—恒管除向學生傳授專業的實務知識及訓練外，還倡議博雅教育之蛻變力量，著重培育學生的品德與人文關懷精神，何校長亦期待日後與李博士及廠商會有更多合作及交流的機會。



KC100

## President Ho and Colleagues Visited Hong Kong Chiu Chow Chamber of Commerce 何順文校長及全人拜訪香港潮州商會

President Simon S M Ho and Associate Vice-President Ada Leung (Advancement and Industry Liaisons) visited Hong Kong Chiu Chow Chamber of Commerce and had a meeting with Chairman Cheung Sing Hung, First Vice-Chairman Michael Woo, and Mr Raphael Tong, Standing Committee Member on 26 April 2016. President Ho and Ms Leung introduced HSMC's latest development to the representatives of the Chamber and exchanged views on higher education. The Chamber aims to contribute to society especially in the areas of education. President Ho anticipates a closer relationship which will help HSMC do better in nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities.

何順文校長聯同協理副校長（發展及工商協作）梁穎怡女士於2016年4月26日拜訪香港潮州商會，與該會會長張成雄先生、第一副會長胡劍江先生及常務會董兼教育部主任唐大威先生會面，並向他們介紹恒管最新發展及就高等教育交換意見，期待該會繼續發揚「服務社會、興學育才」等精神，加緊聯繫並支持學院創新教學，以培育具獨立思考、創新思維、人文關懷和社會責任的人才。



(Left to right) First Vice-Chairman Mr Michael Woo, President Simon S M Ho, Chairman Cheung Sing Hung, AVP Ada Leung (Advancement and Industry Liaisons), and Mr Raphael Tong, Standing Committee Member

(左至右) 第一副會長胡劍江先生、何順文校長、張成雄會長、協理副校長（發展及工商協作）梁穎怡女士、常務會董兼教育部主任唐大威先生

## “Along with the President” Series #3: Ball Games Fun Day 「與校長同行」系列（三）：球類同樂日

Before the end of the school year, President Simon S M Ho, students and colleagues of the PE Unit participated in the “Ball Games Fun Day” on 21 May 2016, which was the third event under the “Along with the President” series. President Ho and participating students interacted closely through playing badminton and table tennis together and chatting for 2 hours. The friendly practice with the president definitely helped these students de-stress after the final examinations and provided an opportunity for them to know more about the president.

After the intense sports activities in the morning, the team had dim sum lunch together. During the meal, students shared their experiences and thoughts with the president on various issues, such as their study and residential college life, job search, overseas academic exchange, campus facilities and other developments of the College. President Ho learnt more about these students and their campus life, and is eager to further enhance students' learning experience at HSMC.



President Ho and students played table tennis together  
何校長與同學們一起打乒乓球



President Ho with participating students  
何校長與參與同學合照

在學年結束前，何順文校長與多位同學及體育部導師在2016年5月21日參加了「與校長同行」系列第三個活動—「球類同樂日」。透過兩小時的羽毛球和乒乓球練習及交談，何校長與同學們有緊密的互動，相信這些交流能夠讓同學在大考後放鬆身心，並在過程中更認識何校長。

在一輪劇烈運動後，何校長便與同學們共進點心午餐。席間，同學們就不同議題，如學習和住宿書院生活、求職、海外交流、校園設施和其他學院發展，與校長交流經驗與看法。分享過後，何校長更深入了解同學和他們的校園生活，並將繼續致力提升恒管學生的學習經驗。



## Arts at HSMC 文藝在恒管

Arts at HSMC helps provide an enabling platform for sustainable art ecology on campus and enriches students' experiences at HSMC. With the theme of "Music and Dance from East and West", it brought two programmes to students and staff in April.

The "plucked-strings" section of the Hong Kong Chinese Orchestra (HKCO) held a special lunchtime concert of Chinese music on campus on 13 April 2016, with a mix of classical and contemporary Chinese masterpieces. HKCO's commitment to music excellence and the promotion of Chinese music were seen in the meticulous arrangement of the programme and the tacit understanding among the performers. The audience were introduced to Chinese music with the chance to watch the 11 performers play yangqin (揚琴), pipa (琵琶), zheng (箏), zhongruan (中阮) and xiaoruan (小阮) from a close distance. Ended with a big round of applause, the concert sowed the interest in Chinese music among members of the HSMC community.

On 19 April 2016, Arts at HSMC presented a culturally fused music performance with five artists of international standing, namely Professor Vadim Mazo, Associate Professor of Illinois Wesleyan University, USA and world renowned Russian violinist, Ms Xing Lu, famous Chinese erhu performer, Dr Cheng Wai, renowned Hong Kong pianist, Mr Meidad Yehudayan, internationally acclaimed Israeli violist, as well as Ms Park Si Won, Korean cellist and a member of the Hong Kong Sinfonietta. The evening of "East meets West" began with Vivaldi's *Concerto for 4 Violins in B minor* jointly performed by Professor Mazo and members of HSMC Sinfonietta. The audience were enchanted by the opuses from East and West beautifully played with a mix of erhu and western musical instruments. Masterpieces such as *Zigeunerweisen*, *Fisherman's Song* and *The Butterfly Lovers* were presented. Moreover, Hong Kong composer Dr Ng Wah Hei was invited to introduce his newly composed piece *Suite* that had its world premiere at this concert. With rounds of applause from the audience, the five artists played an encore of the *Yellow River Concerto* and brought the spectacular evening to a perfect ending.

Both programmes were supported by the Sin Wai Kin Chinese Culture Promotion Scheme.



Lunchtime Concert: Chinese Music  
午間音樂會：「國樂翩翩」

「文藝在恒管」為校園營造可持續的文藝生態，豐富了同學們的學習生活，並繼續以「音樂與舞蹈的『東』·『西』」為主題，於四月舉辦了兩場音樂會。

香港中樂團的彈撥小組於4月13日為恒管帶來一場亦古亦今的午間音樂會。由香港中樂團精心設計的表演節目和樂團成員之間的默契，展現出樂團追求卓越的決心和推廣中樂的熱忱。樂團演奏不僅讓觀眾「大飽耳福」，他們更可從近距欣賞11位樂團成員彈奏包括揚琴、琵琶、箏、中阮和小阮等樂器的精湛技藝；此外，樂團於現場作中樂

導賞，給觀眾簡介不同曲風及意韻。恒管首次舉辦的國樂音樂會於雷動的掌聲中圓滿結束。

「文藝在恒管」於4月19日傍晚為大家帶來一場國際級的演奏會——「中西薈萃」音樂會，由俄派小提琴大師、美國伊利諾伊衛斯理大學音樂學院副教授 Vadim Mazo 聯同中國二胡演奏家邢璐女士、香港著名鋼琴家鄭慧博士、來自以色列的中提琴演奏家尤美德先生 (Meidad Yehudayan) 和著名韓籍大提琴演奏家 Park Si-won 女士合作，融合中西文化，攜手合奏多首悅耳動聽的中外古典名曲。音樂會由 Professor Mazo 帶領恒管小交響樂團成員演奏維瓦爾迪的《B小調四小提琴協奏曲》，為當晚的表演揭開序幕。現場觀眾隨即投入中西文化匯演，樂韻悠揚，氣象萬千，觀眾一邊細聽中西樂章，一邊欣賞演奏家精湛非凡的音樂造詣。演奏樂曲包括《流浪者之歌》、《漁民之歌》和《梁山伯與祝英台》等。香港青年作曲家伍華晞更現場為觀眾介紹他的新作《組曲》的創作意念及靈感。現場觀眾反應熱烈，欲罷不能，五位演奏家於音樂會的尾聲即席再演奏《黃河協奏曲》，贏得全場熱烈掌聲作結。

兩個節目均由冼為堅中華文化拓展計劃贊助。



"East Meets West" Concert  
「中西薈萃」音樂會

# Campus News

## Programme Briefing Session – MA in Translation (Business and Legal)

### 恒管首個碩士課程 — 翻譯文學碩士 (商務與法律) 課程簡介會

HSMC's School of Translation is proud to introduce its first master's degree programme, the MA in Translation (Business and Legal) (MATBL) in a briefing session on 29 April 2016.

The first of its kind in Hong Kong, MATBL is meticulously designed to combine "business", "legal" and "translation" to meet the growing demand for language services professionals in the business and legal sectors in Hong Kong and the Greater China region. Through core modules, comprehensive electives and practical training in our state-of-the-art laboratories, students will master the theories and skills of the subject and grasp the essential knowledge of the language services industry in major Chinese-speaking communities.

The School of Translation is now inviting applications for 2016/17 admission. For programme details, please visit the following link: <http://www.hsmc.edu.hk/index.php/hk/academic-programmes/postgraduate/matbl>

翻譯學院於2016年4月29日進行課程簡介會，介紹首個碩士課程－翻譯文學碩士 (商務與法律) 課程。

課程為全港首個結合商務、法律及翻譯的碩士課程，以滿足香港和大中華地區內商業與法律行業對翻譯人才的殷切需求。課程通過基礎科目、多元化的選修單元，以及在先進之翻譯及傳譯實驗室進行的實踐課堂，使學生充份掌握理論和技巧，及華語區翻譯業知識。

2016/17年度課程現正接受報名，有關詳情可參閱恒管翻譯學院網頁：<http://www.hsmc.edu.hk/index.php/hk/academic-programmes/postgraduate/matbl>



Dean Gilbert Fong, School of Translation (third from left), and professors of the School 翻譯學院院長方梓勳教授 (左三) 與學院其他教授合照



Media attending the briefing session 多家傳媒機構出席簡介會

## HSMC Received Triple Gold Award in “Web Accessibility Recognition Scheme 2016”

### 恒生管理學院獲頒2016「無障礙網頁嘉許計劃」三年卓越表現獎

The Hang Seng Management College website [hsmc.edu.hk](http://hsmc.edu.hk) and the School of Communication website [scom.hsmc.edu.hk](http://scom.hsmc.edu.hk) have received the Gold Award (Website Stream) in the “Web Accessibility Recognition Scheme 2016”, jointly organised by the Office of Government Chief Information Officer (OGCIO) and the Equal Opportunities Commission.

This is the third consecutive Gold Award for HSMC and a Triple Gold Award was presented to the College. It is the first time for the School of Communication to participate in the Scheme and to receive the honour. The Web Accessibility Awards Presentation Ceremony was held on 19 April 2016. Representatives from ITSC and CPAO attended the Ceremony.



Professor P C Wong received the Triple Gold Award and the Gold Award on behalf of HSMC

黃寶財教授代表恒管領取三年卓越表現獎和金獎

恒生管理學院網頁 [hsmc.edu.hk](http://hsmc.edu.hk) 及傳播學院網頁 [scom.hsmc.edu.hk](http://scom.hsmc.edu.hk) 榮獲「無障礙網頁嘉許計劃2016」金獎 (網站組別)，此嘉許計劃由政府資訊科技總監辦公室與香港平等機會委員會舉辦。

恒管網頁已連續三年獲金獎，因而獲頒發三年卓越表現獎，而傳播學院網頁首次參選即獲金獎。頒獎典禮已於2016年4月19日舉行，資訊科技服務中心

和傳訊及公共事務處的代表到場出席頒獎典禮。



## BBA-Accounting and BBA Students Received Awards in Two Competitions by Association of International Accountants 會計學系及工商管理同學於國際會計師公會兩項比賽中獲獎

The prize presentations for “CSR Report Competition” and “Business Sustainability & Risk Management Case Analysis Competition” organised by the Association of International Accountants (AIA) were held on 17 April 2016. A team of five Accounting students was awarded the 1st runner up prize for their CSR report; and another team of two BBA Year 2 students was awarded the outstanding team prize in the case analysis competition.

國際會計師公會於2016年4月17日舉行了「企業社會責任報告比賽」及「2016企業可持續發展及風險管理案例分析比賽」頒獎典禮，五名會計學系同學在「企業社會責任報告比賽」奪得了亞軍；兩名工商管理二年級同學則在「2016企業可持續發展及風險管理案例分析比賽」獲得「傑出隊伍」。



Five awarded Accounting students with Dr Betty Kwok, Ms Joey Lee and Dr Shirley Yeung  
五位會計學系得獎同學與郭玉嫻博士、李巧兒女士和楊慕貞博士合照

### CSR Report Competition: 1st Runner-up 「企業社會責任報告比賽」：第二名

Lau Hoi Yee, Apple (BBA-Accounting Year 4)	劉凱怡 (會計學系四年級)
Lee Ho Yin, Andrew (BBA-Accounting Year 4)	李浩賢 (會計學系四年級)
Lee Ting Ho, Kavin (BBA-Accounting Year 4)	李庭浩 (會計學系四年級)
Li Chung Lam, Louis (BBA-Accounting Year 4)	李忠霖 (會計學系四年級)
Wong Ming Ho, Louis (BBA-Accounting Year 4)	黃明皓 (會計學系四年級)

### Business Sustainability & Risk Management Case Analysis Competition: Outstanding Team 「2016企業可持續發展及風險管理案例分析比賽」：傑出隊伍

KAN Shing Yui, Simon (BBA Year 2)	簡誠銳 (工商管理二年級)
Kwan Chi Kin (BBA Year 2)	關智鍵 (工商管理二年級)



Two Year 2 BBA students awarded the “Outstanding Team”  
兩名工商管理二年級同學獲得「傑出隊伍」

## School of Communication's Student Team Won Championship in MPF 360 Marketing Challenge 傳播學院學生隊伍於「積金360達人挑戰賽」勇奪冠軍

A team of five Year 2 students from the School of Communication won the MPF 360 Marketing Challenge organised by the Mandatory Provident Fund Schemes Authority (MPFA) and received the honour at the award presentation ceremony on 28 April 2016. Tailor-made for students of tertiary institutions and encouraging them to use multi-dimensional marketing strategies to disseminate MPF messages to their peers and the general public through social media, multi-media productions and on-campus events, the competition spanned three months.

The winning team members are Lam Ka Man, Kwong Tung Fai, Lau Wing Sum, Lo Oi Man and Leung Ho Wai. They produced interesting short videos carrying different MPF messages to be posted on their Facebook fan page. The judging panel was also impressed by the creative on-campus activities they organised to enable students to learn more about the MPF system and how to properly manage their MPF investment through games.

The prize comprised \$20,000 in cash and internship opportunities for the team members, two at Hong Kong Economic Times and three at the MPFA.



The winning team from the School of Communication  
冠軍隊伍<積少成金特攻隊>



The MPF 360 Marketing Challenge Award Presentation Ceremony  
「積金360達人挑戰賽」頒獎禮

傳播學院二年級的同學組隊參與積金局舉辦的「積金360達人挑戰賽」並勇奪冠軍，並於2016年4月28日出席了頒獎禮。比賽為期三個月，為全日制大專院校學生度身設計，鼓勵大專生透過社交媒體、多媒體製作及校園活動等，以360度全方位市場策劃技巧，向朋輩及市民大眾宣揚強積金訊息。

冠軍隊伍<積少成金特攻隊>五位成員包括林嘉雯、鄺棟輝、劉穎琛、盧藹雯和梁浩璋，在參賽的Facebook專頁上，發放多條逗趣影片，以輕鬆的手法帶出不同的強積金資訊。加上他們舉辦的校園活動創意十足，令同學從遊戲中認識強積金制度及學習如何好好管理強積金投資，因而獲得評審的肯定。

冠軍的獎品包括\$20,000現金獎和暑期實習機會，當中兩人將會到經濟日報、三人到積金局實習。

## HSMC Students Awarded in Mobile Phone Application Design Competition 2016 手機應用程式設計比賽2016

The Prize Presentation Ceremony of the Mobile Phone Application Design Competition 2016 for post-secondary students was held on 21 May 2016. The competition was organised by the Department of Supply Chain and Information Management, co-organised by Hong Kong Software Industry Association and supported by Hong Kong Computer Society and Lenovo (HK) Ltd. The judges are professionals from the industry and faculty members from the SCM Department who selected three winning teams according to clarity, functionality, creativity, ease of use and economic sustainability. Participants came from seven local tertiary institutions.

由恒管供應鏈及資訊管理學系主辦、香港軟件行業協會協辦，香港電腦學會及聯想（香港）有限公司和香港電腦學會為支持機構的手機應用程式設計比賽2016，頒獎典禮於2016年5月21日在恒管舉行。比賽由業界專業人士及供應鏈及資訊管理學系的教職員擔任評審，以明確性、可行性、創造性、方便及經濟可持續性為標準，選出三隊優勝隊伍。參賽隊伍來自七間香港的大專院校。



Group photo of awardees  
得獎者合照

### List of Awardees 得獎名單：

Award 獎項	Applications 手機應用程式	Participants and Tertiary Institution 參賽隊員和獲獎大專院校
Champion 冠軍	粵曲風	Poon Tin Wai David 潘天衛 (HSMC) Lee Chun On 李俊安 (HKUST) Liu Quan Tong 劉泉通 (HSMC) Kwong Yee Ki 鄺綺棋 (HSMC)
First Runner-up 亞軍	Travel Pal	Lam Cheuk Hung Victor 林卓鴻 (HSMC) Chan Wai Shing 陳偉盛 (HSMC) Liang Bishi, Betsy 梁碧詩 (HKCC)
Second Runner-up 季軍	屋「煮」	Lo Wai Hong 盧偉康 (HSMC) Mo Ka Chun 莫家俊 (HSMC) Kiang Ho Tin 姜浩天 (HKBU)

## 228 HSMC Students Received HK\$4.62 Million Government Scholarships 恒管228名學生獲政府獎學金462萬

The 2016 Joint Scholarship Presentation Ceremony for the HKSAR Government Scholarship Fund and the Self-financing Post-secondary Education Fund was held on 19 April at the Central Government Offices to give public recognition to the awardees' remarkable achievements.

This year, a total of 228 HSMC students were awarded in the Self-financing Post-secondary Scholarship Scheme, namely Outstanding Performance Scholarship, Best Progress Award, Talent Development Scholarship, Reaching Out Award and Endeavour Scholarship, with scholarship / award amounts ranging from HK\$10,000 to HK\$80,000, totalling HK\$4.62 million. Student representatives attended the ceremony to receive the honour from Mr Eddie Ng Hak-kim, SBS, JP, Secretary for Education, on behalf of all the awardees, in the presence of Associate Vice-President Tom Fong (Student Development and Campus Services) and Ms Rebecca Chan, Director of Student Affairs.



A Group photo with Mr Eddie Ng Hak-kim, SBS, JP, Secretary for Education, and student representatives  
教育局局長吳克儉先生與恒管學生代表一同合照

香港特別行政區政府獎學基金及自資專上教育基金聯合獎學金頒獎典禮於2016年4月19日在香港政府總部舉行。

今年，恒生管理學院共有228位同學獲得自資專上教育基金獎學金，金額由一萬至八萬港元不等，總數達港幣462萬元。當中包括卓越表現獎學金、最佳進步獎、才藝發展獎學金、外展體驗獎及展毅獎學金。學生代表在協理副校長（學生及校園發展）方永豪博士及學生事務處總監陳寶瑜女士的陪同下，替所有得獎同學從教育局局長吳克儉先生手中接過證書。



## Junzi Corporation Survey 2016 Pledging Ceremony 君子企業調查2016誓師大會隆重舉行



Student helpers took the oath  
學生調查員宣誓



Group Photo 大合照

The Junzi Corporation Survey 2016 Pledging Ceremony was held on 25 May 2016. Dr Felix Tang, Chairman of the Junzi Corporation Survey Executive Committee, Dr Fanny Chan and Mr Sunny Chan of the Department of Marketing as well as a previous student helper shared their precious experiences of interviewing skills with student helpers. There were more than 70 helpers present at the pledging ceremony. Questionnaires were carefully designed for data collection in three phases spanning three months starting from June. With meticulous academic analysis, Junzi corporations will be fairly and objectively selected for Hong Kong people.

At the end of the Pledging Ceremony, student helpers took the oath to show their determination to uphold the attitude of rigour, seriousness, and professionalism and promulgate the aura of Junzi through the survey, witnessed by Dr Haksin Chan, Head of the Department of Marketing, and responsible teaching staff.

恒管「香港君子企業調查2016誓師大會」於5月25日隆重舉行。當日「君子企業調查」執行委員會主席鄧子龍博士、市場學系的陳芳怡博士和陳鴻輝先生及一位上屆學生調查員作出分享。是次調查有超過70名同學擔任調查員，參與6月展開為期三個月的企業調查工作。調查以問卷方式，分三個階段進行，配合嚴謹的學術分析，公平及客觀地選出香港市民心中的君子企業。

於誓師大會尾聲，本屆的學生調查員在市場學系系主任陳克先博士及一眾負責的教職員見證下宣誓，以示秉承嚴謹、認真和專業的態度，藉着是次調查機會，發揚企業君子之風。

## High Table Dinner for Graduating Members of Wellness College 康活書院「送舊」高桌晚宴

The Wellness College held a High Table Dinner for graduating members on 28 April 2016. The guest speaker, Ms Christine Loh, Under Secretary for Environment, shared the making of environmental policy and its dynamics with various stakeholders in society and called for a proactive concern for the environment, starting from the neighbourhood to the wider community.

Professor Paul Fung, Master of the Wellness College, together with Associate Vice-President Scarlet Tso (Communications and Public Affairs) and Ms Loh, presented souvenirs to the graduating members of the college. The souvenirs were handmade frames with Chinese calligraphy written by the 'first lady' of the college, wishing the graduating members a healthy life with good characters.

康活書院，於2016年4月28日為一眾即將畢業的同學舉行「送舊」高桌晚宴。主講嘉賓為環境局副局長陸恭惠女士。陸女士跟同學分享制定環保政策時如何跟社會不同持份者溝通的經驗，並呼籲同學由身邊做起，關心環保，進而推動社會改變。

康活書院舍監馮啟陽教授、協理副校長（傳訊及公共事務）曹虹教授、及陸女士向即將畢業的宿生致送紀念品。紀念品是由舍監夫人親筆書寫的「康」、「活」、「梅」、「蘭」、「菊」、「竹」字樣，寄予同學生活健康、秉持君子之風。



A full house for the last High Table Dinner for 2015/16 academic year  
2015/16年度最後一次的高桌晚宴座無虛席



The honourable guests, Ms Christine Loh and Associate Vice-President Scarlet Tso enjoyed dinner with Dr Paul Fung and Dr Chikit Chan  
陸恭惠女士、協理副校長曹虹教授、馮啟陽博士和陳智傑博士一同共進晚宴

## Inter-Residential College Competitions Promote Harmony and Build Friendship

### 住宿書院際運動比賽促進學生和諧共處及建立友誼

The Residential Colleges were opened in September / October 2015. In March 2016, it staged the first Inter-Residential College Competitions to promote interaction among students from different residential colleges and aimed to bring the students closer so as to help them develop friendship and cultivate harmony among the Residential Colleges. The Inter-Residential College Competitions included three sports activities, tug of war, basketball and football. Local and exchange students have built up friendship and a stronger sense of belonging to their residential colleges and HSMC.

賽馬會住宿書院於2015年9月及10月正式啟用。於2016年3月，學生事務處舉辦了首次住宿書院際運動比賽，促進不同書院及背景學生之間的互動交流。活動目標是期望同學能藉參與活動與其他同學發展友誼，共建和諧。聯舍堂比賽包括三種運動項目，包括拔河、籃球及足球。無論是本地學生、還是內地及海外學生，均透過競賽活動增進了情誼，並對住宿生活及學校增加一份歸屬感。

Results of Inter-Residential College Competition:

	Date of Event	Champion
Tug of war	10 Mar 2016	Old Hall
Basketball	16 April 2016	Evergreen College
Football	22 and 29 April 2016	Mosaic College

住宿書院際運動比賽結果：

	活動日期	冠軍
拔河	2016年3月10日	元舍堂
籃球	2016年4月16日	綠延書院
足球	2016年4月22日及29日	博文書院



Inter-Residential College Basketball Competition  
住宿書院際籃球比賽



Inter-Residential College Football Competition  
住宿書院際足球比賽

## Sentimental Grandparent Scheme - Connecting Love across Generations

### 情誼祖父母計劃 – 跨越年代的愛

The Student Affairs Office recruited 13 students to participate in the Sentimental Grandparent Scheme 2015-2016. After the briefing and training sessions organised by SAGE Madam Ho Sin Hang Home for the Aged and the Student Affairs Office, each resident at the elderly home was paired up with a group of two volunteers who paid regular visits and will compile a "Life Story Book" for their elderly friend. Through listening to the elderly friends' "life journey" in the past four months, students have built friendships with the elderly and even learnt from their experiences in life which cannot be taught in the classroom.



Ms Rebecca Chan, Director of Student Affairs, and Dr Victor Chan, Associate Master of Amity College, attended the sharing dinner with HSMC students

學生事務總監陳寶瑜女士和樂群書院副舍監陳志江博士陪伴同學，出席分享晚宴

學生事務處於2015至2016年度招募了13位學生義工，參與「情誼祖父母計劃」，同學完成由耆康會何善衡夫人敬老院及學生事務處提供的簡介及訓練後，以二人為一組，定期到敬老院關心一位院友，及後更會為他們製作一本「人生閱歷冊」，讓「老友記」回味自己走過的歲月。在四個月的探訪中，義工同學們不但與「老友記」建立深厚的友誼外，更透過細聽他們的故事，了解更多沒有可能從書本中學到的人生經驗和閱歷。

The sharing dinner for the Scheme participants was held at S H Ho College of CUHK on 25 April 2016. Cheng Tsz Yan, BBA-SCM Year 1 and Shum King Hang, BBA-SCM Year 2 shared their learning and experience. Cheng Tsz Yan learnt wisdoms of life when talking to her elderly friend. Shum King Hang said that this Scheme reminded him to treasure the moments with his grandparents.

參與計劃的恒管同學於4月25日出席香港中文大學善衡書院舉辦的計劃分享晚宴。BBA-SCM一年級學生鄭芷欣和二年級學生岑景恆於台上向一眾嘉賓分享參與計劃的得著。鄭芷欣同學提到與老人家對談可以吸納他們的人生智慧；而岑景恆同學說此活動教懂他們要珍惜家中的老人家。



## Police Mentorship Programme (PMP) 警隊學長計劃

HSMC marks its first year of participation in the Police Mentorship Programme. Sixteen students ranging from Year 1 to Year 3 were selected to be the Mentees in this one-year Programme. This year we had seven HSSC alumni who volunteered to be Police Mentors. They will act as a role model in leading two to four Mentees and share with them knowledge, experience and challenges in the career of a Police Inspector.



Ms Rebecca Chan, Director of Student Affairs, attended the Inauguration Ceremony  
學生事務總監陳寶瑜女士出席計劃開展儀式

恒管今年獲邀參與由警務處舉辦的警隊學長計劃，16位恒管同學通過面試後成功加入此計劃，成為2016-17年度警隊學員。本年度有七位畢業於恒商的督察至總督察級人員，義務組成恒管警隊學長團隊，每名學長將帶領二至四名學員，與他們分享警務督察的知識、工作經驗及所面對的挑戰。

The 2016-17 Inauguration Ceremony was held at Police Headquarters on 25 April 2016, where guests from PMP management, representatives from 11 participating local tertiary institutes, Police Mentors and Mentees attended.

2016-17警隊學長計劃開展儀式於4月25日假警察總部舉行。出席嘉賓包括警務處警隊學長計劃管理層、11間本地專上學院代表、警隊學長及學員。

## “Peer Mentor Scheme” – Spreading Love on Campus 「朋輩導師計劃」 – 在校園中傳播愛

The Student Affairs Office launched the Peer Mentor Scheme in the academic year 2015-16 to promote a caring atmosphere on campus. Coached by Counsellors of Personal Growth & Counseling, 28 Peer Mentors attended a series of systematic training, including team building, a Mental Health First Aid standard course and conflict management skills. Peer Mentors support fellow students in need, help them adapt to college life, handle academic and interpersonal difficulties and make referrals when appropriate. They have also planned and organised different caring activities including Mental Health Exhibition, Examination Cheering Stations and the activity of Secret Angels to spread caring message in the college.



Associate Vice-President Tom Fong (Student Development and Campus Services) and Peer Mentors at the Graduation Ceremony  
畢業典禮上協理副校長（學生及校園發展）方永豪博士與朋輩導師合照

學生事務處「朋輩導師計劃」於2015-16學年投入服務，一共28名朋輩導師在個人成長及輔導組的輔導員指導下完成了一連串有系統的培訓，包括團體訓練、基本朋輩輔助技巧、精神健康急救基礎課程、衝突處理技巧等，從而培訓他們為有需要的同學作

支援，協助同學適應大學生活、學業、人際關係上遇到的情況，並學會於適當時作轉介。另外，朋輩導師更於校內策劃和籌辦了不同類型的關愛活動，其中包括：精神健康展覽、考試加油打氣會、派發考試打氣福包及秘密天使守護行動。

To celebrate the success of the Scheme, the Graduation Ceremony of the “Peer Mentor Scheme” was held on 25 May 2016. Associate Vice-President Tom Fong (Student Development and Campus Services) presented to the Peer Mentors two certificates, the “Mental Health First Aid Certificate” which is recognised by the Australian organisation “Mental Health First Aid International”, and the “Peer Mentor Scheme Certificate” issued by the Student Affairs Office to acknowledge their contributions.

第一屆朋輩導師計劃已於早前順利完成，參與計劃的朋輩導師於5月25日出席了「朋輩導師計劃」的畢業典禮。朋輩導師接受由協理副校長（學生及校園發展）方永豪博士頒發的證書，包括澳洲「精神健康急救國際」認可的「精神健康急救基礎課程證書」及由學生事務處發出的「朋輩導師計劃證書」。

## International Cuisines at Global Café 交流生國際美食會

Global Café was held on 27 April 2016. Inbound Exchange students participated eagerly in the event to introduce their home cuisines to local students. Everyone spent a joyous evening in which they enjoyed delicious food and learned more of each other's culture.

交流生國際美食會於2016年4月27日舉行。各國的交流生聚首一堂向學生介紹自己國家的傳統美食。他們透過各地的美食從而更了解各地文化，樂在其中。



International Cuisines at Global Café  
交流生國際美食會

## Farewell Lunch for Spring Semester Inbound Exchange Students (2015/16) 2015/16年度春季外來交流學生歡送會

On 16 May 2016, the Student Affairs Office hosted a farewell lunch to celebrate the end of the semester and bid farewell to the exchange students of the Spring Semester. At lunch at a traditional Chinese dim sum restaurant, exchange students were delighted to share their experience in Hong Kong and HSMC before their departure in May.

學生事務處特別於5月16日，為外來交流學生舉辦歡送午宴，慶祝春季交流課程圓滿結束。在富有香港美食特色的點心酒樓，學生於席間暢談在港及恒管的生活，在離開前寫下一頁美好回憶。

## Closing Ceremony for Banking Certificate Programme 銀行證書課程結業典禮

The Closing Ceremony for the first Banking Certificate Programme, hosted by the Executive Development Centre and supported by the School of Business and the Student Affairs Office, was held in the Alice Lam Lecture Theatre on 28 April 2016. The 3-month programme started in January 2016 and aimed at providing invaluable opportunities for students to gain insights from financial experts on their work experience and professional knowledge. Fifty students were selected out of over 130 applications from five different schools. They obtained a certificate after completion of the seven modules and an assignment with satisfactory results.

Among 50 student awardees of the banking certificates, a group of 4 students, Chan Wing Hei, Andrew Law, Li Cheuk Wing and Phyllis Ng, was awarded the Champion team for their project "Digital Banking: Today and Tomorrow". Another four students, Ronald Lee, Jack Ng, Jason Ng and Ray Chen, were appreciated for their active and earnest participation in the programme.



Students were awarded Banking Certificates at the Closing Ceremony

學生結業典禮上獲頒銀行課程證書



The Champion team was awarded for their project "Digital Banking: Today and tomorrow"

四名學生憑「數碼銀行：今天與明天」獲評為冠軍組別

首個由企管發展中心舉辦，商學院及學生事務處協辦的銀行證書課程已圓滿結束，結業典禮於2016年4月28日假林李翹如演講廳舉行。此課程由2016年1月開始，為期約三個月，旨在為學生提供寶貴機會，深入了解金融專家的工作經驗和專業知識。我們從五個學院超過130個申請中，選出了50名學生參加是次證書課程。參加學生已完成七個單元課程及一份研習，並獲得證書。

除了50名學生在典禮上獲頒證書，四名學生（陳詠僊、羅卓傑、李卓穎、吳傲熙）獲評為冠軍組別，他們的研習題目為「數碼銀行：今天與明天」，另外亦有四名學生（李愷傑、吳浚傑、吳志倫、陳傳威）的積極及主動參與課程的表現備受肯定。



# Seminars and Workshops

## 研討會及工作坊

### School of Business 商學院

**Organiser 主辦單位:** Department of Accountancy  
會計學系

**5/4/2016**

Event 活動:	Departmental Research Seminar 學系研究講座
Topic 題目:	Voluntary Balance Sheet Disclosure and Post-Earnings-Announcement Drift 資產負債表的自願性披露和盈餘公告後漂移
Speaker 講者:	Dr Jing Zhou, Assistant Professor, School of Accountancy, Shanghai University of Finance and Economics 上海財經大學會計學院助理教授周靜博士

**3-5/5/2016**

Event 活動:	Research Training Workshops Series 研究培訓工作坊系列
Topics 題目:	1. Conducting Good Empirical Research 實證研究 2. Research Design and Methodology 研究設計與方法 3. Corporate Governance Research 企業管治研究
Speaker 講者:	Professor HAW In-Mu, Visiting Chair Professor, Department of Accountancy 會計學系客席座講座教授許仁茂教授

**Organiser 主辦單位:** Department of Economics and Finance  
經濟及金融學系

**7/4/2016**

Event 活動:	Departmental Research Seminar
Topic 題目:	Seasonal Long Memory in Quarterly US Unemployment Rates
Speaker 講者:	Dr Nigel Philip Wilkins, Assistant Professor, Department of Economics and Finance

**14/4/2016**

Event 活動:	Finance-related seminars on the Compliance Industry 金融監管法規行業的講座
Topic 題目:	A Case Study Approach to Compliance Issues for Financial Analysts 金融分析師之合規事宜個案研究
Speaker 講者:	Dr Richard Chow, Consultant of the Hong Kong Monetary Authority 香港金融管理局顧問周錦濤博士

**28/4/2016**

Event 活動:	Departmental Research Seminars
Topic 題目:	Financial Integration: Evidence from China's Stock Markets
Speaker 講者:	Dr Andy Cheng, Assistant Professor, Department of Economics and Finance 經濟及金融學系助理教授鄭會榮博士
Topic 題目:	Convergence and Mobility of Rural Household Income in China: New Evidence from a Transitional Dynamics Approach
Speaker 講者:	Dr James Cheong, Assistant Professor, Department of Economics and Finance 經濟及金融學系助理教授張俊獅博士

**Organiser 主辦單位:** School of Business  
商學院

**7/4/2016**

Event 活動:	BBA Programme Concentration Selection Forum 2015/16 工商管理學士課程「選擇專修科論壇」2015/16
Speakers 講者:	Dr Siu Yam Wing, Assistant Professor, Department of Economics and Finance 經濟及金融學系助理教授蕭蔭榮博士 Ms Joey Lee, Lecturer, Department of Accountancy 會計學系講師李巧兒女士 Dr Chan Haksin, Head and Associate Professor, Department of Marketing 市場學系系主任兼副教授陳克先博士

# Seminars and Workshops

## School of Humanities and Social Science 人文社會科學學院

<b>Organiser 主辦單位:</b>	<b>Department of English 英文系</b>
<b>7/4/2016</b>	
Event 活動:	12th English Departmental Seminar
Topic 題目:	Using Formative Assessment to Facilitate Self-regulated Learning: Teacher Practices and Student Perceptions
Speakers 講者:	Dr Maggie Ma, Assistant Professor, Department of English 英文系助理教授馬晶靜博士 Dr Holly Chung, Senior Lecturer, Department of English 英文系高級講師鍾可盈博士 Dr Amy Kong, Lecturer, Department of English 英文系講師江影玉博士 Ms Joyce Lee, Lecturer, Department of English 英文系講師李樂軒女士
<b>15/4/2016</b>	
Event 活動:	13th English Departmental Seminar
Topic 題目:	The Path is Made by Walking On It: Introducing Narrative Inquiry
Speaker 講者:	Dr Sheila Trahar, Graduate School of Education, University of Bristol, UK
<b>23-24/5/2016</b>	
Event 活動:	The 1st Undergraduate Conference on Language, Linguistics and Literature
Presenters 講者:	BA in English Year 4 students 英國語文(榮譽)學士四年級學生
<b>Organiser 主辦單位:</b>	<b>The Institute for Chinese Language and Culture 中國語言及文化研習所</b>
<b>7/4/2016</b>	
Event 活動:	The second part of the 2nd Tertiary Institutions Literary Parade (Co-organised with Spicy Fish Cultural Production Limited) 第二屆「大專文學巡迴」之講座(水煮魚文化合辦)
Topic 題目:	From Four Minutes to Forty Years: Experiencing Time in the Writing of Poetry 從四分鐘到四十年的時間跳蟲-談詩歌創作中的時間體驗
Speaker 講者:	Mr Wai-shing Lau, a renowned Hong Kong writer 香港著名作家劉偉成先生
<b>14/4/2016</b>	
Event 活動:	Culture Salon Talk 「文化沙龍」專題講座
Topic 題目:	Between Cities and Literature: The Modern Society of Hong Kong in the Thirties 城市與文學: 三十年代的摩登香港
Speaker 講者:	Dr Tse, Assistant Professor, Department of Humanities and Creative Writing, Hong Kong Baptist University 香港浸會大學人文及創作系助理教授謝曉虹博士
<b>12/5/2016</b>	
Event 活動:	Seminar Series by Renowned Scholars and Celebrities (10) 名人學者講座系列(十)
Topic 題目:	The Innovation of Palace Cuisine 宮廷菜式的傳承與創新
Speaker 講者:	Mrs Mariana Yeung, Managing Director of Wing Lai Yuen 詠藜園董事長楊王小玲女士



# 研討會及工作坊

## School of Humanities and Social Science 人文社會科學學院

Organiser 主辦單位:	Department of Social Science 社會科學系
<b>14/4/2016</b>	
Event 活動:	5th Colloquium Series
Topic 題目:	The Role of Social & New Media and Their Impact on Mainland Chinese Students in Hong Kong
Speaker 講者:	Dr Au Yeung Ho Kong, Christopher, Lecturer, Department of Social Science 社會科學系講師歐陽皓江博士
<b>20/4/2016</b>	
Event 活動:	6th Colloquium Series
Topic 題目:	Zhen Guan Leadership Lessons for Modern Chinese Business
Speaker 講者:	Professor Ip Po-Keung, former Distinguished Professor of the Graduate Institute of Philosophy, National Central University, Taiwan

## School of Decision Sciences 決策科學學院

Organiser 主辦單位:	Department of Supply Chain and Information Management 供應鏈及資訊管理學系
<b>8/4/2016</b>	
Event 活動:	Aviation Practicum Programme 2016 航空業實習計劃 2016
Topic 題目:	Air Transport Industry in Hong Kong 香港航空業
Speaker 講者:	Head and Associate Professor, Department of Supply Chain and Information Management 供應鏈及資訊管理學系系主任及副教授黃惠虹博士
Topic 題目:	Supply Chain Security for Future Hong Kong Air Freight Business 未來香港空運業的供應鏈安全
Speaker 講者:	Mr Jimmy Pang, Vice-President of Supply Chain Security Association 供應鏈保安協會有限公司副主席彭偉樂先生

Organiser 主辦單位:	Department of Mathematics and Statistics 數學及統計學系
<b>14/4/2016</b>	
Event 活動:	Symposia in Data Science 數據科學研討會
Topic 題目:	Risk Management 風險管理
Speakers 講者:	Mr Simon Lam, Munich Reinsurance Company 慕尼黑再保險公司林溢東先生 Ms Nora Li, Cathay Conning Asset Management Limited 國泰康利資產管理有限公司李昭瑩小姐 Ms Cathy Lin, Assicurazioni Generali S.p.A. 忠利保險有限公司林素華小姐

## School of Communication 傳播學院

<b>18/5/2016</b>	
Event 活動:	Summer Internship Pre-placement Sharing Sessions - Part 2 暑期實習前簡介會 (二)
Speakers 講者:	Dr Meily Cheung, Chairperson of Internship Committee and Assistant Professor, School of Communication 傳播學院實習委員會主席兼助理教授張美鳳博士 Dr Chan Chi Kit, Associate Programme Director of BJC Programme and Assistant Professor, School of Communication 傳播學院新聞及傳播課程副總監兼助理教授陳智傑博士 Mr Brian So, Senior Lecturer, School of Communication 傳播學院高級講師蘇銘恒先生

# Seminars and Workshops 研討會及工作坊

## Executive Development Centre and Student Affairs Office 企管發展中心及學生事務處

12/4/2016

Event 活動:	Seminar: "Finding Out Massive Career Opportunities in Hotel Industry" 「探索酒店業多元化的工作機會及就業前景」講座
Topic 題目:	Career Prospects in Hotel Industry – What's in it for HSMC Students 讓恒管同學了解酒店業的就業前景並把握機會
Speaker 講者:	Professor Albert Ip, CEO of Langham Hospitality Investments 朗廷酒店投資有限公司行政總裁葉毓強教授
Topic 題目:	Recruitment Trend in Hong Kong and Asia Pacific 香港及亞太區各行業的招聘趨勢
Speaker 講者:	Ms Eunice Ng, Director and General Manager, Avanza Consulting Limited 翱晉行政總監吳冬梅女士

## Centre for Teaching and Learning 教與學中心

29/4/2016

Event 活動:	Seminar on Liberal Education 博雅教育研討會
Topic 題目:	The Ideas of Liberal Education 博雅教育的理念
Speaker 講者:	Professor Cheung Chan Fai, Professional Consultant, Common Core Curriculum, Honorary Professor, Department of Social Sciences 教與學發展中心共同核心課程專業顧問社會科學學系名譽教授 張燦輝教授

4/5/2016

Event 活動:	HSMC Teaching Excellence Awards Sharing Seminar III 恒生管理學院卓越教學獎 – 教學分享研討會 III
Topic 題目:	To Ask or Not to Ask: The Art of Asking Questions 問與否：發問的藝術
Speaker 講者:	Dr Holly Chung, Senior Lecturer, Department of English 英文系高級講師鍾可盈博士
Topic 題目:	My Learning Journey – How did I adjust the assignment to engage my students? 我的學習旅程 – 如何調整課業引導學生參與學習
Speaker 講者:	Mr Brian So, Senior Lecturer, School of Communication 傳播學院高級講師蘇銘恒先生

## Centre for Corporate Sustainability and Innovations 企業可持續發展及創新中心

5/5/2016

Event 活動:	Seminar on Entrepreneurial Spirit and Sustainable Development 企業家精神與可持續發展研討會
Topic 題目:	Entrepreneurial Spirit and Sustainable Development Mindset for Sustainable Development Goals with Design Thinking / Technology 企業家精神與可持續發展的思維 – 從設計思維及技術研討可持續發展目標
Speakers 講者:	Ir Allen Yeung Tak Bun, Chief Information Officer of HKSAR Government 政府資訊科技總監楊德斌先生 Mr Denis Nkala, Regional Coordinator, UNOSSC, Asia Pacific 聯合國南南合作亞太區辦公室區域幹事Denis Nkala先生 Professor Eunice Mareth O Areola, Dean, Graduate School and College of Business Administration and Accountancy, Colegio de San Juan De Letran, Manila, Philippines 菲律賓拉特朗聖若望學院研究院及商業和會計學院院長Eunice Mareth O Areola教授



# Visits to HSMC 到訪恒管

Haaga-Helia University of Applied Sciences  
芬蘭哈格赫利爾應用科學大學

7/4 2016

During a visit to HSMC in April, President Teemu Kokko of Haaga-Helia University of Applied Sciences (HAAGA-HELIA) met with Provost Gilbert Fong for discussion on further collaboration. HAAGA-HELIA has been an exchange partner of HSMC since 2013.

芬蘭哈格赫利爾應用科學大學Teemu Kokko校長於2016年4月7日到訪恒管，與方梓勳常務副校長討論進一步交流合作事宜。該大學自2013年起與恒管建立了合作夥伴關係。



Hong Kong Shun Lung Yan Chak Foundation  
香港順龍仁澤基金會

7/4 2016

Mr Lau Sai Yung, Treasurer of the Hong Kong Shun Lung Yan Chak Foundation, visited HSMC for a better understanding of the College. President Simon S M Ho anticipates a closer tie with the Foundation's schools so that the secondary students can learn more about university life at HSMC.

香港順龍仁澤基金會義務司庫劉世鏞先生蒞臨恒管參觀以加深認識。何順文校長希望加強與基金會屬下中學加強聯繫，有效讓中學生認識學院的大學生活。

Signing Ceremony of Academic Cooperation Agreement between HSMC and Riga Technical University  
恒管與拉脫維亞里加科技大學簽署學術交流合作協議書

23/5 2016

The signing ceremony of the Academic Cooperation Agreement between HSMC and Riga Technical University (RTU) was held on 23 May 2016. On behalf of RTU and HSMC were Deputy Rector Igors Tipāns and Provost Gilbert Fong respectively. Attendees included Ms Inga Labsvira, International Relation Officer, RTU and Professor Raymond So, Chairperson of Academic Exchange Committee.

恒管與拉脫維亞里加科技大學 (RTU) 於2016年5月23日正式簽署學術交流合作協議書，開展兩校之間的學術交流項目。協議書由 RTU Igors Tipāns副校長和方梓勳常務副校長簽署。參與儀式的嘉賓還包括RTU國際關係主任 Inga Labsvira 女士及學術交流委員會主席蘇偉文教授。



# Visits to HSMC 到訪恒管

Tai Hung Fai Charitable  
Foundation  
大鴻輝慈善基金

24/5 2016

Mr Marcus Hung, Director, and Ms Bonnie Wong, Corporate Communications Manager of Tai Hung Fai Charitable Foundation, paid a visit to HSMC. They were amazed by HSMC's state-of-the-art teaching facilities and praised the practical knowledge and training that can immensely boost students' employability.

大鴻輝慈善基金董事洪繼懋先生及企業傳訊經理黃思滢女士到訪恒管校園，讚賞本校教學配套完善，課程知識及訓練等相當實在，對學生掌握市場脈搏、日後投身職場有莫大裨益。



Seminars for MBA  
students from Lipscomb  
University

24/5 2016

美國利普斯科姆大學工商管  
理碩士學生到訪參加講座



On 24 May 2016, Professor Mike Kendrick from Lipscomb University (Lipscomb) led 28 MBA students to participate in two seminars at HSMC. The seminars were conducted by Dean Raymond So, School of Business, and Dr Shirley Yeung,

Assistant Professor from the SCM Department. Students were introduced to the business and economic environment in Hong Kong as well as a sustainable development mindset and entrepreneurial spirits. Lipscomb has been an exchange partner of HSMC since 2012.

2016年5月24日，美國利普斯科姆大學 Mike Kendrick 教授帶領28名工商管理碩士課程學生，到恒管參加講座。講座分別由商學院院長蘇偉文教授和供應鏈及資訊管理學系助理教授楊慕貞博士主講，介紹香港營商之道及持續發展思維與創業精神。利普斯科姆大學自2012年起已與恒管建立了合作夥伴關係。

Dr Alan Lee Yuk Lun  
1st Vice-Chairman, Tung  
Wah Group of Hospitals  
東華三院第一副主席  
李銻麟博士

31/5 2016

Dr Alan Lee Yuk Lun, 1st Vice-Chairman of the Board of Directors of Tung Wah Group of Hospitals and Chairman of Pico Zeman Asset Management Limited, met with President Simon S M Ho to learn about HSMC's latest development and possible collaboration opportunities. He also shared with HSMC students his philosophy of doing business and encouraged them to start life planning as young as possible.

東華三院董事局第一副主席及比富達資產管理有限公司主席李銻麟博士與何順文校長會談，了解恒管最新發展及共同合作機會，又與學生分享營商之道，並勉勵他們要好好為自己人生做好生涯規劃。





# Announcements 通告

## Two Bachelor's Programmes and One Master's Programme were Approved and will be Launched in September 2016

兩個學士課程及一個碩士課程通過批核並於2016年9月開始收生

Three new programmes including, Bachelor of Social Sciences (Honours) in Asian Studies and Bachelor of Arts (Honours) in Applied and Human-Centred Computing; and Master of Arts in Translation (Business and Legal) were approved by Chief Executive-in-Council in April 2016 and have been registered on the Qualifications Register (QR).

行政會議已於2016年4月批核了三個新課程，包括亞洲研究（榮譽）社會科學學士，應用及人本計算學（榮譽）文學士及翻譯文學碩士（商務與法律），而以上的課程亦已登記在資歷名冊。

## HSMC Smoothly Completed IR and DRs at PAA Exercise 恒管順利完成學院評審及學科範疇的學科評審

The College smoothly completed the Institutional Review (IR) and Discipline Reviews (DRs) at the Programme Area Accreditation (PAA) Exercise conducted during 12-15 April 2016. Based on the Interim Report and subject to the Final Report by the HKCAAVQ in July, HSMC expects to receive a clean pass in this exercise. The achievement marks a significant milestone for the College on its roadmap to University status.

With the approved PAA status, the College is authorised to launch new bachelor's degree programmes within the approved areas of study under HSMC's own QA system.

恒管順利完成香港學術及職業資歷評審局（評審局）的學院評審及學科範疇的學科評審，評審的實地考察於4月12至15日進行。基於初步報告及將於7月收到評審局的最終評審報告，恒管預計能夠成功通過評審。此成就象徵學院在正名為大學之路上邁進一大步。

通過指定學科範疇評審後，學院可透過校內質素保證機制自行審核及提供有關學科範疇內的新學士學位課程，而不須通過評審局的學科課程甄審。

Assessed Areas of Study included 已評審的學科範疇包括：

- Business and Management, General (綜合商業及管理)
- Economics, Accountancy, Finance and Investment (經濟、會計、財務及投資)
- Languages, Translation and Literature (語言、翻譯及文學)
- Transports and Logistics (運輸及物流)

## Lee Quo Wei Academic Building Awarded BEAM Plus Platinum Rating 利國偉教學大樓獲綠建環評鉑金級榮譽

The Lee Quo Wei Academic Building (Block D) has achieved the Platinum rating of BEAM Plus V1.1 certification by the Green Building Council, the third such honour after the S H Ho Academic Building (Block A) and the Sports and Amenities Centre (Block B) (Final Platinum rating of BEAM Plus V1.1). Also, the HSMC Jockey Club Residential Colleges had received the Provisional Platinum rating (BEAM Plus V1.2). HSMC was the first higher education institution in Hong Kong in receiving such a Platinum recognition.

利國偉教學大樓榮獲香港綠色建築議會「綠建環評」1.1版「新建建築最終評估鉑金級」認可，為繼何善衡教學大樓及康樂活動中心（1.1版最終評估鉑金級）後第三座大樓獲得此榮譽。恒管賽馬會住宿書院早前亦獲1.2版暫定評估鉑金級。恒管為本港首間獲得是項鉑金級認可的高等院校。



# Personnel Updates 人事快訊

## Academic Staff Development 教學人員發展

### Department of Mathematics & Statistics 數學及統計學系

Dr Carisa Yu attained the title Chartered Statistician of the Royal Statistical Society of the UK in September 2015.

余國惠博士於2015年9月獲得英國皇家統計學會特許統計師資格。

Ms WU Yan Michelle attained her highest designation (Fellow of the Society of Actuaries) offered through the Society of Actuaries (SOA) as a result of successfully completing all fellowship requirements in November 2015. She also received a SOA Educational Institution Grant funded by the Society of Actuaries to promote and develop educational and research programmes in actuarial science.

吳燕女士於2015年11月獲得北美精算師協會精算師稱號。她同時還獲得了北美精算師協會提供的教育機構資金資助，以促進和發展精算的教學和研究。

# Forthcoming Events 活動預告

## Executive Development Centre 企管發展中心

### 【NLP 銷售學】證書課程

Speaker 講者: Mr Patrick Yuen 袁景森先生

22 June 2016 (Wednesday)  
2016年6月22日(星期三)

9:30 am - 5:30 pm

Hang Seng Management College  
恒生管理學院

### 【正向工作間】證書課程

Speaker 講者: Ms Scarlett Tsoi 蔡綺文女士

28 June 2016 (Tuesday)  
2016年6月28日(星期二)

9:30 am - 5:30 pm

Hang Seng Management College  
恒生管理學院

## Registry 教務處

### HSMC Programme Consultation Day for 2016 Admissions

恒管2015-16年度課程諮詢日

25 June 2016 (Saturday)  
2016年6月25日(星期六)

10:00 am - 4:00 pm

Hang Seng Management College  
恒生管理學院

### HSMC Summer Academy 2016

恒管體驗營2016

2 - 3 July 2016 (Saturday - Sunday)  
2016年7月2-3日(星期六至日)

Hang Seng Management College  
恒生管理學院

## Centre for Corporate Sustainability and Innovations 企業可持續發展及創新中心

### International Conference: Sustainable Development in Higher Education - Responsible Management, Innovative Programme Design and Green Learning Environment

國際會議: 高等教育的可持續發展 - 管理責任、創新課程設計與綠色學習環境

5 - 6 July 2016 (Tuesday - Wednesday)  
2016年7月5-6日(星期二至三)

9:00 am - 5:30 pm

Auditorium, 2/F, Lee Quo Wei Academic Building  
(Block D), Hang Seng Management College  
恒生管理學院利國偉教學大樓2樓演藝廳

### UN PRME Colloquium on Higher Education - Exploring Quality Indicators and Collaborative Action Plans for Sustainable Mindset, Sustainable Responsible Programmes, Innovative Pedagogy and Sustainable Learning Environment in Higher Education

聯合國責任管理教育原則高等教育座談會 - 探索質量指標與協同行動計劃以促進可持續思維、可持續發展責任計劃、創新教學法及高等教育可持續學習環境

7 July 2016 (Thursday)  
2016年7月7日(星期四)

11:00 am - 4:00 pm

Regency Ballroom, Hyatt Regency Hong Kong  
香港尖沙咀凱悅酒店宴會廳

## Advancement and Alumni Affairs Office 發展及校友事務處

### Alumni Homecoming 2016

2016校友日之「來吧! 吃喝玩樂~宿一宵~」

16 - 17 July 2016 (Saturday - Sunday)  
2016年7月16-17日(星期六至日)

Hang Seng Management College  
恒生管理學院

## President's Office and Communications and Public Affairs Office 校長辦公室和傳訊及公共事務處

### Autograph Session of the New Book by President Simon S M Ho

何順文校長《領導的價值》新書簽名會

23 July 2016 (Saturday)  
2016年7月23日(星期六)

3:00 pm - 4:00 pm

Hall 1C, Booth E23, Hong Kong Convention and  
Exhibition Centre  
香港會議展覽中心1C展館E23攤位

## Student Affairs Office 學生事務處

### HSMC Orientation Day 2016

恒管迎新日2016

19 August 2016 (Friday)  
2016年8月19日(星期五)

9:30 am - 5:45 pm

Hang Seng Management College  
恒生管理學院





Graduating Class of Bachelor of Business Administration (Accounting Concentration) and academic staff  
工商管理學士課程會計學主修的準畢業生與教學人員



Graduating Class of Bachelor of Business Administration (Banking and Finance Concentration) and academic staff  
工商管理學士課程銀行及金融學主修的準畢業生與教學人員



Graduating Class of Bachelor of Business Administration (Marketing Concentration) and academic staff  
工商管理學士課程市場學主修的準畢業生與教學人員



Graduating Class of Bachelor of Business Administration in Supply Chain Management and academic staff  
供應鏈管理工商管理學士課程的準畢業生與教學人員



Graduating Class of Bachelor of Management Science and Information Management and academic staff  
管理科學與資訊管理學士課程的準畢業生與教學人員





Graduating Class of Bachelor of Arts in English and academic staff  
英國語文學士課程的準畢業生與教學人員



Graduating Class of Bachelor of Journalism and Communication and academic staff  
新聞及傳播學士課程的準畢業生與教學人員



Graduating class of Bachelor of Translation with Business and academic staff  
商務翻譯學士課程的準畢業生與教學人員



Graduating Class of Associate in Business Administration and academic staff  
工商管理副學士課程的準畢業生與教學人員

The *HSMC Newsletter* is published in the middle of every other month. If you have material which you would like to publish, please use your HSMC email account to send your submission in both English and Chinese (preferably less than 250 words) and 1-2 photos (>1MB, if any) to [cpao@hsmc.edu.hk](mailto:cpao@hsmc.edu.hk), by the 20th of the preceding month.

《恒管通訊》逢雙數月之月中出版，如有資訊想刊登，請於前一個月之20號前以恒管電郵帳戶發送不超過250字的中英文內容和1-2張1MB以上的照片(如有)電郵至[cpao@hsmc.edu.hk](mailto:cpao@hsmc.edu.hk)。

 Hang Seng Management College

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\* This issue reports events which took place up to 31 May 2016. 本期通訊報導於5月31日前舉辦之活動。

\*\* Special thanks to the English consultants of the *HSMC Newsletter*: Dr Donovan Grose, Mr Bryan Dowie and Ms Madeline Peterson.  
特此鳴謝本通訊之英文顧問：高德文博士、杜百恆先生及白敏琳女士。