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Feature 專題報道

Promoting an Inclusive Culture

Ethnic Minorities at the HSUHK

推動共融文化

少數族裔在恒大



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香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

The Hang Seng University of Hong Kong Newsletter
香港恒生大學通訊

HSUHK among the Top 200 Worldwide on 'Quality Education' and 'Decent Work and Economic Growth' in THE University Impact Rankings
恒大於 THE 「大學影響力排名 2021」 中位列「優質教育」及「良好工作和經濟增長」全球首 200 名

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Promoting an Inclusive Culture Ethnic Minorities at the HSUHK

推動共融文化 少數族裔在恒大

The topic of inclusiveness is getting more public attention in recent years. An inclusive society, according to the United Nations, is defined by The World Summit for Social Development in Copenhagen in 1995 as 'a society for all'. It means every individual, each with rights and responsibilities, has an active role to play. And such a society fosters, at the same time emanates from the well-being of each individual, mutual trust, sense of belonging and inter-connectedness.

Different stakeholders in Hong Kong, including the Government, non-governmental organisations and many enterprises are paying efforts to promote social inclusion in order to create a more stable, safe and just society for all. The HSUHK aspires to embrace diversity in its mission to create and sustain a university-wide environment and culture that appreciate differences between people of different backgrounds, abilities and preferences. We also develop different policies and initiatives in the hope of building an inclusive culture on campus, creating an environment that everyone, regardless of their background, would have an equal opportunity to unleash their full potential. These include providing more support for students with special educational needs (SEN) and ethnic minority students who are mainly from South Asia.

近年「共融」議題越來越備受公眾關注。根據聯合國資料，1995年在哥本哈根舉行的社會發展問題世界首腦會議上，將共融社會定義為「人人共享的社會」，意思是每個人在社會中均享有權利與義務，並扮演積極角色。而一個共融社會，促進並同時建基於每個人的福祉、互信、歸屬感及相互聯繫。

香港不同的持份者，包括政府、非政府組織和不少企業，都致力推動社會共融，以創造一個更穩定、安全和公義的社會。恒大亦以擁抱多元為使命，致力為大學營造及維持一個多元的環境及文化，讓不同背景、能力和喜好的人，都能獲得欣賞。我們推展了各項政策和計劃，期望在校園建立共融文化，打造一個令不同背景人士都得到平等機會充分發揮潛能的環境，當中包括為有特殊教育需要的學生，以及少數族裔（主要為南亞裔）學生提供更多支援。

Getting QESS Fund to Promote Inclusive Culture on Campus 獲「質素提升支援計劃」資助推廣共融校園

To advocate the spirit of human caring, the HSUHK has been encouraging students to care about the needs of different member groups of the community. In addition to volunteer teams organised by different Schools and units providing support to the underprivileged in society, the University has launched a 2-year project 'Towards Student Success - Developing Holistic Support for Students with Special Educational Needs' (the project) to enhance the support to non-Chinese speaking students and students with special educational needs (SEN). Securing a funding of around HK\$2.4 million from the Quality Enhancement Support Scheme (QESS) under the Self-financing Post-secondary Education Fund, the project aims at furthering an inclusive culture on campus.

恒大一直提倡人文關懷，鼓勵學生多關心社會上不同人士的需要。除了由各學院或單位組成的義工隊為社會上的弱勢社群提供支援，恒大去年向自資專上教育基金下的「質素提升支援計劃」（QESS）成功申請了接近 240 萬港元資助，開展名為「特殊教育需要學生全面支援」的兩年項目（下簡稱「項目」），以提升對非華語學生及有特殊教育需要（SEN）學生的支援，冀進一步建立共融校園。

Dr Tom Fong, Vice-President (Organisational Development) and Chairman of the project's Evaluation Committee, says that it manifests the spirit of equity, as well as a caring attitude, which is also one of the core values of the HSUHK. "The University adopts small-class teaching which assists us to observe students' needs and offer timely assistance. With coordination of the Student Affairs Office (SAO), support from senior management, and different Schools and units, we have designed this educational support scheme to hopefully initiate and promote a caring culture on campus from three perspectives, namely recognition and education, engagement, and training and interaction, providing a better support network for students in the long run."

項目評審委員會主席、副校長（機構發展）方永豪博士表示，項目的宗旨正好體現平等精神，以及恒大核心價值中的「關愛」（caring attitude）。「恒大一向實施小班教學，因此比較容易體察到學生的需要並提供支援。在學生事務處的統籌，與高級管理層及各學院和單位的支持下，我們設計了這個教育支援計劃，期望它能作為一個開始，從認知與教育、實際參與，以及培訓與互動三方面，推動學校的關愛文化，長遠為學生提供一個更好的支援網。」



◀ (From left) Ms Brossa Wong, Registrar; Dr Tom Fong, Vice-President (Organisational Development) and Ms Esther Lee, Acting Director of Student Affairs kick-start the Inclusion Week on behalf of the committee of the QESS-funded project 'Towards Student Success - Developing Holistic Support for Students with Special Educational Needs'.
（左起）教務長黃若霞博士、副校長（機構發展）方永豪博士及署理學生事務總監李德芬女士，代表「質素提升支援計劃」資助的「特殊教育需要學生全面支援」項目委員會為「共融週」掀開序幕。

On recognition and education, Dr Fong explains that the HSUHK has created an online platform, through which students with SEN can notify the University through the Registry during the admission process. In this way, the University can get students' consent to gather information about their needs in advance and share it with faculty and staff for early preparation while protecting students' privacy. "The first part of the project is to strengthen the information flow so as to facilitate the arrangements of lectures, accommodation, campus facilities, IT technology, supporting equipment, and so on. With the funding from the QESS, the SAO has set up the SEN Support Team comprising senior management, academic support units and two SEN officers to report and exchange on the University's resources allocation and manpower arrangement in support of students with SEN."

The Support Team also organises workshops or activities in partnership with other organisations (e.g. the recent HSUHK Inclusion Week 2021) to engage the university community. Ms Jessie Wong, Manager (Student Finance and Resources) and the Head of the Support Team, says that the 5-day Inclusion Week has attracted more than 500 participants and received the attention and support of many non-governmental organisations. "We hope these kinds of experiential activities can enhance interaction and engagement among students and staff, and raise awareness of students with various cultural backgrounds and needs."

方博士闡釋，在認知與教育上，恒大已建構一個網上平台，同學如有特別學習需要，可於入學時經教務處通知校方。這樣學校可在保障學生私隱及獲得學生同意下，預先得悉學生的需要，並將資訊和教職員分享，方便早作準備。「整個項目的第一部分是令資訊更流通，以方便課堂、住宿、校園設施、電腦技術或儀器支援等安排。在 QESS 的撥款下，學生事務處特別成立了由高層管理人員、教學支援部門、以及兩位 SEN 統籌主任組成的特殊教育需要支援小組，以匯報及交流大學就支援有特殊教育需要的學生，如何增減資源和人手。」

支援小組亦會舉辦工作坊或與其他團體合作的活動（例如早前的恒大共融週 2021），並鼓勵大學社群參與。學生事務處經理（學生資助及資源）、支援小組主管黃芷茵女士表示，共融週五日的活動共吸引超過 500 人次參與，並得到不少社福機構的關注和支持。「我們希望這些體驗式活動能提升師生的互動和參與度，從而增加大家對不同文化和需要的學生的認識。」

• HSUHK Inclusion Week 2021

恒大共融週 2021

The HSUHK's first Inclusion Week with the theme 'Embrace Diversity' was organised by the SEN Support Team of the SAO. Through various thematic exhibitions, workshops and talks, the campaign enhanced HSUHK students and staff's understanding of SEN students, raised their awareness and recognition of inclusion and diversity, and promoted a caring spirit around the campus.

The Kick-off Ceremony of the Inclusion Week was held at the Fung Yiu King Hall with a live broadcast on 8 March 2021, which was well-attended by over 150 HSUHK students, staff, and representatives from other universities and non-governmental organisations (NGOs). The Inclusion Week was then successfully held from 8 to 12 March, with six online thematic activities provided by different NGOs and other online thematic workshops and talks attracting over 500 participants. Through a progressive and interactive approach, these activities offered good opportunities for HSUHK students and staff to understand the needs of people with diverse needs and learn the skills to communicate with them.

由恒大學生事務處特殊教育需要支援小組籌辦的首個「共融週」，以「擁抱多樣性」為主題，透過一連串主題式展覽、各類型的主題工作坊及講座，加深恒大學生及教職員對有特殊教育需要的學生之了解及認識，加強於恒大推動關愛文化及共融理念。

「共融週」啟動禮於 2021 年 3 月 8 日假馮堯敬堂及透過網上平台順利舉行。當日恒大學生、教職員及來自各社福機構和院校的代表，合共逾 150 人參與。隨後「共融週」於 3 月 8 日至 12 日順利舉行，期間六個由不同社福機構提供的網上主題活動，以及其他網上工作坊和講座等，共吸引超過 500 人次參與。透過循序漸進及活潑互動的形式，活動加深了恒大學生及教職員對有各類特殊教育需要人士的認識，以及學習與他們相處的技巧。



▲ Dr Tom Fong delivers a welcoming speech at the Kick-off Ceremony of the Inclusion Week.
方永豪博士於共融週啟動禮致歡迎辭。



▲ The first online Kick-off Ceremony of the Inclusion Week connects HSUHK students, staff and external collaborators via the online platform Zoom.
首屆共融週啟動禮於網上舉行，並透過 Zoom 平台連繫恒大學生、教職員及校外協作伙伴。

As the theme of the Inclusion Week 'Embrace Diversity' tells, students with different cultural backgrounds or educational needs can express themselves and unleash their potential as long as the appropriate assistance is provided to them without creating a labelling effect. Dr Fong says, "Personalised support from faculty staff will be conducive to the learning and development of students with needs. Yet, sometimes students do not want such support to be overzealous or high-profile. It is very important to train faculty staff so they know how to use soft skills to approach these students." He emphasises that, with proper support and guidance, students can have their talents shine through despite having barriers to language, self-expression, or physical conditions that might affect their learning.

Looking forward to the coming year, Dr Fong expects that more interactive events can be held under the project. In the long run, the University also strives to cater for the needs of students with various cultural backgrounds and needs in terms of hardware facilities and software. Examples include allowing barrier-free access between buildings on campus, and providing suitable menus for students of different racial and religious backgrounds. "We invited a non-Chinese speaking student, an alumnus and a staff member to share at the College Assembly in March. They all felt the caring culture on campus. Going forward, we would target to optimise our systems and facilities in dining, accommodation and accessibility to further promote inclusion on campus."

正如共融週主題「擁抱多樣性」所傳達的訊息，有不同文化背景或教育需要的同學，只要獲得適當的協助，都能表現自我、發揮潛能，關鍵在於如何在提供支援時避免標籤效應。方博士表示：「教職員如能為有需要的同學提供個人化的支援服務，有助他們的學習和發展。但有時候同學又不希望得到過份熱心或高調的幫助。因此培訓教職員，讓他們懂得運用軟技巧去接觸這些同學，便十分重要。」他強調，一些同學無論是語言或表達能力上有困難，或是因身體狀況令學習受到影響，只要得到恰當的支援和誘導，就能發揮所長。

展望來年，方博士期望項目能舉辦更多互動性的活動。而長遠來說，學校亦希望在硬件及軟件配套上更能照顧不同文化或需要的同學，例如在校園內各大樓之間興建無障礙連接，及為不同種族、宗教的同學提供適合的菜式等。「我們在三月份的恒大月會上，邀請到非華語學生、校友及同事作分享，他們都不約而同表示感受到校園裡的關愛文化。我們亦希望能在食、住、行方面建立更完善的制度和設施，促進校園共融。」

• Ethnic Minority HSUHKers Sharing on 'English: The World's Language' in College Assembly — HSUHK Liberal Agora in March

少數族裔恒大人於 3 月份月會－恒大博雅講場就題目「英文：世界語言」作分享

In the College Assembly – HSUHK Liberal Agora held on 11 March 2021, the SAO invited three young ethnic minority HSUHKers, namely Barbie (staff of the Institute for Youth Sustainability Leadership), Hamza (BSC-DSBI, 2019 Graduate) and Arooj (BBA-FB, Year 1) to share their experiences on adapting to life in Hong Kong and learning English.

As English is a universal language, they thought that gaining English proficiency has helped them communicate and connect with people in the University and all over the world. Apart from sharing different ways to learn English, they also explained, from their personal experiences, that the key to fit into Hong Kong life was to accept and respect cultural differences. Joining different activities to establish one's own social network would also help with engaging and immersing in the local community.

在 2021 年 3 月 11 日舉行的月會－恒大博雅講場中，學生事務處邀請了三位少數族裔恒大人，包括青年可持續發展領袖研習所職員黛雅、數據科學及商業智能學（榮譽）理學士課程 2019 年畢業生薩文杰，以及金融及銀行學工商管理（榮譽）學士課程一年級學生王奇兒，分享他們如何適應香港的生活和學習英語的心得。

他們皆認為英語既為國際語言，學好英語讓他們更易與校內師生及來自不同地方的人溝通及連繫。除了分享學習英語的不同方法，他們亦以自身經驗道出，要適應香港的生活，最重要是接納及尊重不同的文化，以及多參加不同的活動，建立自己的人際網絡，融入不同的群體及社區。



▲ (From left) Dr Michael Chan; Ms Fariha Salma Deiya Bakar, Barbie; Ms Esther Lee; Ms Arooj Maroof Hussain; Mr Hamza Saghir Aslam; Dr Tom Fong and Dr Holly Chung take a group photo.
(左起) 陳永浩博士、黛雅女士、李德芬女士、王奇兒同學、薩文杰同學、方永豪博士及鍾可盈博士合照留念。



◀ (From left) Barbie, Arooj and Hamza share their stories with Dr Holly Chung.
(左起) 黛雅、王奇兒及薩文杰與鍾可盈博士分享他們的故事。

Embracing Cultural Differences 擁抱不同文化

As a cultural melting pot, Chinese and Western cultures are prevalent in Hong Kong, with other ethnic minority cultures giving colour to the city. According to the Office of the High Commissioner for Human Rights of the United Nations, while there is not an internationally agreed upon definition as to what constitutes minorities, the requirement that they are in a non-dominant position in a society remains important.

The HSUHK is dedicated to embracing cultural diversity. We encourage students to gain understanding of different cultures in addition to the leading Chinese and Western ones, and to learn the needs of those who may otherwise confront studying or social-life barriers due to cultural or religious reasons if without appropriate support. To address the learning needs of ethnic minority students in community, IYSL of the HSUHK has launched an initiative to help ethnic minority students learn Chinese. We also encourage HSUHK ethnic minority students to apply for scholarships and proactively take part in the University's events or activities. We have invited four HSUHK ethnic minority students from South Asia to share about the support they have received at the HSUHK during their study in the form of scholarship, assistance from staff members, and peer support.

• IYSL Helps Ethnic Minority Students Break Language Barriers IYSL 協助少數族裔學生打破語言障礙

Ms Fariha Salma Deiya Bakar, Barbie, who shared about language learning for Hong Kong's ethnic minorities in the HSUHK College Assembly, is a non-official member of the Commission on Children of the HKSAR. She joined HSUHK's Institute for Youth Sustainability Leadership (IYSL) in February 2021 and is concurrently a tutor of Fung Yiu King Evergreen College. Though born and raised in Hong Kong, Barbie knows well the difficulty in learning Chinese as she studied in designated schools during her primary and secondary education, where most of her fellow classmates were non-Chinese speaking. "There has not been a proper learning ladder for Hong Kong's ethnic minority students learning Chinese. We only learnt simple Chinese in primary and secondary schools. Even though we got an A grade in GCSE, the level still lagged behind that of the DSE and it might not be recognised when we entered the workforce."

Knowing the difficulties encountered by ethnic minority students in learning Chinese, IYSL started collaboration with a NGO and a primary school three years ago, providing resources for the school to integrate inclusive elements into their classes. Dr Chi-kit Chan, Director of IYSL, introduces, "We have collaborated with a primary school in Tsing Yi and provided support for the learning of its ethnic minority students. HSUHK students had a field trip there and interacted with ethnic minority students in a workshop to understand their needs. After that, we organised activities such as storytelling or reading picture books to help them learn Chinese." This Chinese learning project is still going on through an online platform in spite of the pandemic, becoming part of service-learning at the HSUHK.

In Barbie's opinion, language proficiency is a major factor for ethnic minorities to get socially integrated, and IYSL's Chinese learning project can facilitate their early integration by helping them build a solid Chinese foundation. This kind of inclusive activity also accords with the mission of IYSL. Dr Chan says, "IYSL aims at promoting the 17 Sustainable Development Goals of the United Nations, and the mutual coordination and peaceful coexistence of different races and groups are of utmost importance to the sustainable development of the community."



▲ IYSL organises a Chinese learning project in a primary school to help ethnic minority students learn Chinese. IYSL 於小學舉辦伴讀計劃以幫助少數族裔學生學習中文。

香港作為文化溶爐，除了熟悉的中西文化外，其他少數族裔文化亦為城市增添不少色彩。按聯合國人權事務高級專員辦事處資料，何謂「少數」暫時並沒有一個國際認可的定義，但普遍認同其中一個重要條件，是需要是在社會上處於缺乏優勢（non-dominant）的位置。

恒大一向積極推動文化多元，鼓勵同學在具主導性的中西文化外，了解其他不同文化；一些人或因種族或宗教原因而在學業或社交上有困難，我們亦鼓勵同學認識他們的需要。而為了回應社會少數族裔學生的學習需要，恒大 IYSL 開展了一個支援社區少數族裔學生學習中文的項目。大學亦鼓勵校內少數族裔同學申請獎學金及積極參與學校活動。我們今次邀請了四位來自南亞的少數族裔同學，分享他們在恒大學習期間得到的支援，例如獎學金、教職員的協助，以及朋輩支持等。



▲ Dr Chi-kit Chan (left) and Ms Barbie Bakar 陳智傑博士（左）及黛雅女士

曾在恒大月會上分享香港少數族裔學習語文情況的黛雅，是香港特區政府兒童事務委員會非官方委員。她於 2021 年 2 月加入恒大青年可持續發展領袖研習所（IYSL），同時兼任馮堯敬綠延書院的導師。黛雅雖在香港土生土長，但由於當年讀中小學時就讀指定學校，同學多為非華語生，因此對學習中文的困難感同身受。「香港的少數族裔學生，學習中文時沒有適切的教學階梯。小學和中學時，我們學的中文都非常簡單，就算我們在 GCSE 中文考獲甲級，但程度和 DSE 還是有距離，投身社會時未必得到認可。」

IYSL 亦了解到少數族裔學習中文的困難，三年前開始與社福機構和小學合作，為學校在課堂中加入共融元素提供資源。IYSL 主任陳智傑博士介紹：「我們與青衣一間小學合作，支援該校少數族裔同學的學習。恒大的同學會先到小學考察和參觀，並在工作坊中與少數族裔同學互動，了解他們的需要，然後透過講故事、看繪本等活動，幫助他們學習中文。」雖然遇上疫情，但伴讀計劃現時仍透過網絡平台進行，並已成為恒大服務學習的一部份。

黛雅表示，語言是少數族裔能融入社會的主要因素，而 IYSL 的伴讀活動有助他們打好中文根基，促進早期融合。這類共融活動亦正符合 IYSL 的成立宗旨。陳博士說：「IYSL 的目的是推廣聯合國 17 個可持續發展目標，而族裔和社群之間能互相協調，和平共處，對社會的可持續發展至關重要。」

• Sharing by HSUHK Ethnic Minority Students

恒大小數族裔學生分享



Mr Hamza Saghir Aslam

薩文杰同學

**BSC (Honours) in Data Science and Business Intelligence
(2019 Graduate)**

數據科學及商業智能學 (榮譽) 理學士課程 (2019 畢業生)

Awardee of 曾獲取

Mrs Halima Razack Scholarship 2015/16

石勞漢明女士獎學金 2015/16

SPSS – Talent Development Scholarship 2015/16, 2017/18 & 2018/19

自資專上獎學金計劃 – 才藝發展獎學金 2015/16, 2017/18 & 2018/19

Mr Hamza Saghir Aslam cannot stop sharing about his campus life at the HSUHK, where he deeply appreciates that he has learnt and gained a lot.

Hamza felt the caring atmosphere of the University shortly after he joined the HSUHK community. “I recalled that in the beginning of the semester, a SAO staff came to approach me and ask if I had any need or difficulty. It made me feel so touched. Also, I am a Muslim and I need to pray during a time every Friday, so I could not attend lectures during that period due to a time clash. The University then arranged flexibly and the Registry helped me change the subject after they knew my background. I think it was really warm.”

As a sports lover, Hamza actively engaged in various kinds of sports beyond his study at the HSUHK. He was a member of the Football Team, the Cross Country Team and the Athletic Team, and was once the Event Director and Internal Vice-President of the Athletic Society. His outstanding academic and sports performance has earned him several scholarships, providing him better resources to go overseas for exchange and an internship, and to broaden his horizons. “I had never travelled abroad before university. I remember that before my first exchange trip to France, I almost gave up because I was worried that I could not adapt to the programme and lifestyle there. But I was fortunate to have encouragement from teachers and fellow classmates, so I finally stepped out of my comfort zone.” After that, he also had opportunities to go to Korea for an exchange and Egypt for an internship. These experiences not only helped enhance his communication skills and self-confidence, but also allowed him to learn to respect different cultures.

The 4-year university life has nurtured Hamza's strong sense of belonging towards the HSUHK. Whenever he has time, he will pay a visit to his alma mater to recollect the good old memories. “The caring culture here is very strong, and I have been offered different opportunities to try and learn. For example, I got to be an emcee at the International Carnival. I could also learn Putonghua as there was a course for non-Chinese speaking students.” Grateful for having made good use of the University's resources to explore the world, Hamza hopes for more occasions to share his experiences in the future to promote social inclusion and contribute to society.

CMA & Donors Scholarship 2018/19

廠商會獎學金 2018/19

Scholarship for Exchange 2018/19

海外交流獎學金 2018/19

President's Commendation Award – Sports 2018/19

校長卓越學生獎 – 體育運動 2018/19

薩文杰同學談起恒大的校園生活便滔滔不絕，深感在這裡獲益良多。

加入恒大不久，薩文杰便感受到恒大濃厚的關愛文化。「開學不久，學生事務處的職員便主動接觸我，了解我有否甚麼需要或困難，讓我覺得很窩心。另外，由於我信奉伊斯蘭教，逢星期五需要祈禱，與課堂撞了期。學校了解原因後彈性處理，教務處很快便協助我轉科，很有人情味。」

除了專注學業，熱愛運動的他在恒大亦積極參與各項運動，身兼足球隊、越野隊及田徑隊成員，也曾任田徑學會的活動總監及內務副主席。其學業與運動的卓越表現助他獲取數個獎學金，令他有更豐富的資源到外地交流及實習，增廣見聞。「升讀大學前我從未出國，還記得第一次赴法國交流前，曾擔心不適應當地課程及生活而想要放棄，幸在老師和同學的鼓勵下，我還是走出了舒適圈。」他其後亦曾到韓國交流和到埃及實習，這些經歷加強了他的溝通能力和自信，亦令他學會尊重不同文化。

四年的大學生活，培養了薩文杰對恒大強烈的歸屬感，有空他便會特地重返母校探訪，重溫昔日點滴。「這裏的關愛文化很強，給予我不同機會去嘗試和學習，例如我曾在國際嘉年華擔任司儀，又可修讀為非華語生而設的普通話課程。」他慶幸自己當日善用大學資源去放眼世界，並期望日後能有機會和更多人分享他的經驗，促進種族共融，貢獻社會。



Ms Khan Zarish Alwina

雅雲娜同學

**Bachelor of Translation with
Business (Honours), Year 4**

商務翻譯 (榮譽) 學士四年級

**Participant of HSUHK Admissions
Campaign 2021**

參與 2021 恒大大招生活動

Cantonese-speaking Alwina has a great interest in language. In addition to Urdu, Punjabi, Chinese and English, she also completed a higher diploma course in Korean. Beyond her current study in the Bachelor of Translation with Business (Honours) programme at the HSUHK, she has joined volunteer activities organised by the SAO to teach Korean

for the elderly, and helped in the HSUHK's Graduation Ceremony. Through interactions with HSUHK students and staff, she feels the diversity and inclusive culture here. “My study life at the HSUHK goes very well. Everyone sees me as a local. I will go hiking and dining with my classmates when we have time, and they take care of my dining needs, knowing that I am a Muslim.”

說得一口流利廣東話的雅雲娜同學，對語言有濃厚的興趣，除了烏爾都語、旁遮普語及中英文外，還完成了一個韓語高級文憑課程。現正就讀恒大商務翻譯 (榮譽) 學士課程的她，曾參與學生事務處舉辦的義工活動，教授長者韓文；亦擔任過恒大畢業禮的活動助理。在與教職員和同學相處的過程中，她感受到大學的多元與包容文化。「我在恒大的學習生活十分順暢，大家都視我為本地人，我和同學有空便會相約一起行山、吃飯。同學知道我是伊斯蘭教徒，每次吃飯也會主動顧及我的飲食需要。」



Mr Ahmed Hassan 哈桑同學

BBA (Honours) in Economics, Year 1
經濟學工商管理 (榮譽) 學士一年級
Awardee of AIA Scholarships (2021)
友邦獎學金得主 (2021)

Coming to Hong Kong with parents at the age of 10, Hassan says that language was the biggest hurdle when he first landed in the city. "I didn't know Chinese. My English was not good as well. So it was very difficult for me to learn and make new friends." Fortunately there was free support from local organisations for ethnic minorities, which helped Hassan integrate into the community.

哈桑同學十歲時隨父母來港，語言成為他初來港時最大的障礙。「當時我不懂中文，英文也不好，學習和結交朋友面對很大困難。」幸好當時得到本地支援少數族裔的組織幫忙，免費提供支援服務，讓他可以盡快融入社區。

哈桑現時與人溝通以英語為主，雖然他自稱中文仍然是「有限公司」，但早前出席友邦獎學金網上頒獎禮時，仍能以不俗的中文代表恒大得獎者致辭，原來他為此下了不少苦功。「感謝恒大的教職員協助我準備致辭的講稿，尤其是發展及校友事務處的 Tony 和學生事務處的 Jessie，他們十分支持和有耐心，一直在我練習致辭時提供協助。」哈桑亦多謝申請獎學金時為他撰寫推薦信及指導他準備面試的中文系老師陳美亞博士。「整個過程是一個美妙的經驗，能夠獲獎對我來說真的非常鼓舞。」

An English speaker now, Hassan says his Chinese proficiency is yet to be improved. Surprisingly, he delivered an acceptance speech in Chinese in the recent AIA Scholarships' virtual award ceremony on behalf of HSUHK awardees, in which he paid a lot of effort. "I am grateful for the support from HSUHK staff who have helped me prepare the speech. Special thanks are to Tony of the Advancement and Alumni Affairs Office (AAAO) and Jessie of the SAO. They were very supportive and patient with me while I was practising my speech." Hassan is also thankful for Dr Mei-ah Tan of the Department of Chinese who wrote him a recommendation letter and advised him on how to prepare the interview during the application for the scholarship. "It has been an amazing experience and getting the scholarship is really encouraging for me."



Ms Arooj Maroof Hussain 王奇兒同學

BBA (Honours) in Finance and Banking, Year 1
金融及銀行學工商管理 (榮譽) 學士一年級
Awardee of Entrance Scholarship for Local Non-Chinese Speaking Students (2021/21)
本地非華語生入學獎學金得主 (2020/21)

Arooj applied for the HSUHK's Banking and Finance (Honours) programme as she thought its diverse curricula would help her future career development. Despite the pandemic, she still gets to interact with fellow classmates via online platforms. "I have met a lot of friends at the HSUHK. I look forward to more opportunities to meet them face-to-face in the coming

修讀恒大金融及銀行學工商管理 (榮譽) 學士的王奇兒同學，認為其多元化課程有助她日後事業發展，於是決定報讀。雖然遇上疫情，但網上平台仍能助她與同學保持交流。「我在恒大結交了很多朋友，期待下一學年有更多大家親身見面的機會。」

academic year."

Upon the recommendation of the SAO, Arooj was awarded the Entrance Scholarship for Local Non-Chinese Speaking Students that has been established for ethnic minority students. "I am grateful for being fortunate enough to get the scholarship. It lets me know that the effort I have paid in the past did not go in vain, motivating me to strive for better performance in the future."

而在學生事務處的推薦下，王奇兒獲頒為少數族裔而設的「本地非華語生入學獎學金」。「很慶幸能夠得獎，讓我感到過往的努力沒有白費，推動我日後更加努力爭取好成績。」

Scholarships for SEN Students and Ethnic Minority Students 為 SEN 與少數族裔學生提供獎學金

With generous support and donations from the Government and donors, the HSUHK provides and administers various scholarships to encourage students with outstanding performance. There are also external scholarships that we encourage eligible students to apply for. Those available for SEN students and ethnic minority students include:

- Self-financing Post-secondary Scholarship Scheme - Endeavour Scholarship
- CareER Scholarship Programme
- Deutsche Bank – CareER Born to Be Scholarship Programme
- Entrance Scholarship for Local Non-Chinese Speaking Students
- The Zubin Foundation Scholarship for Local Female Ethnic Minority Students

For more details, please visit SAO website:
<https://sao.hsu.edu.hk/our-services/scholarships-financial-assistance/>

得到政府及有心人士慷慨支持及捐助，恒大提供及執行不同的獎學金以鼓勵表現卓越的同學。我們亦鼓勵合資格同學申請校外獎學金。SEN 及少數族裔學生可申請的獎學金包括：

- 自資專上獎學金計劃—展毅獎學金
- CareER 獎學金計劃
- 德意志銀行— CareER Born to Be 獎學金計劃
- 本地非華語生入學獎學金
- 本地女性少數族裔學生 Zubin 基金獎學金

如欲獲取更多詳情，請瀏覽學生事務處網頁
<https://sao.hsu.edu.hk/our-services/scholarships-financial-assistance/>

Bounded Rationality, Unbounded Passion 有限理性 無限熱誠

Interview with Professor Samuel Chan

陳偉光教授專訪

Professor of the Department of Supply Chain and Information Management
Associate Director of Deep Learning and Cognitive Computing Centre
供應鏈及資訊管理學系教授
深度學習與認知計算中心副主任



Focusing on rational analysis, information technologies such as Artificial Intelligence (AI), Computer Science and Big Data are frequently associated with professions like business and finance. Professor Samuel Chan, who has been engaging in Computer Science and AI research for more than 30 years, is more keen to apply these technologies to explore the areas of human languages and cognition. He hopes that his research outcomes can serve the community and bring benefits to people.

When he pursued his postgraduate study 30 years ago, AI was something that his fellow classmates advised him not to take, for it had no bright prospect. "AI was not popular at that time. Most students entering postgraduate school were studying networking. But I prefer linking my interests with my career. I don't want to do something I am not interested in even if I get paid for it. Therefore, I stuck to studying AI in the end." He smiles.

Today it is a completely different story. AI is the talk of the town. Many enterprises want to boost their profits and expand their businesses with the use of data science. But for Professor Chan, he is more interested in studying human cognitive abilities. "Technology nowadays is addicted to speed - 3G is not fast enough? We have 4G, 5G. We also look for something 'big', so we have Big Data. However, can problems be solved when everything goes faster with more data? Look at a four or five-year-old kid. He won't have much data in his brain. But he can understand words that he has never heard of. He has a high learning ability. I think that's what genuine AI is. How can we master human cognition? This is what I am really interested in."

Professor Chan thinks that human intelligence may not be simulated with simply speed or a big data pool, as humans only rely on limited data to make decisions. "I am deeply influenced by an idea raised by the scholar Herbert Simon, who was a Nobel Laureate in Economics. He said that humans are bound by memory, sense and emotion, and thus we are not capable of capturing too much data to form a fully rational decision quickly with limited knowledge. He called this 'Bounded Rationality'." Professor Chan believes that if we want to simulate human intelligence, we should first simulate bounded rationality, the model of which is where his interest lies in.

人工智能、計算機科學、大數據等資訊科技範疇，講求理性分析，多與商業、金融等專業掛鉤。從事計算機科學及人工智能等研究 30 多年的陳偉光教授，卻更熱衷於運用這些技術研究人類的語言和認知，並希望自己的研究成果能服務社會，惠及社群。

陳教授笑指，30 年前他初進研究院的時候，同學都提醒他修讀人工智能 (AI) 是無法謀生的。「當年 AI 不流行，大部份進入研究院的人都是修讀網絡 (networking) 的。不過，我是將自己的興趣和工作連在一起的人，就算給我錢，我也不想做一些我不感興趣的工作。所以最後還是堅持研究 AI。」

時移世易，AI 現在炙手可熱，不少企業均期望能運用數據科技來提升利潤、拓展業務，然而陳教授卻對人類認知能力方面更感興趣。「今日的科技，第一講求速度要快，3G 不夠便 4G、5G；第二講求大，所以有大數據。但是否快些、多些、大些，就能夠解決問題？你看一個四、五歲的孩子，他腦裡並沒有很龐大的數據，但他可以明白一些未聽過的語言，學習能力很高。我認為這才是真正的人工智能。到底我們怎樣可以掌握人類的認知？這是我真正興趣所在。」

陳教授認為，即使速度再快，數據再大，亦未必能夠模擬人類智能，因為人的智能只是靠有限的數據去作推論的。「有一位學者 Herbert Simon，是諾貝爾經濟學獎得主，他提出的一個想法對我影響很深。他說人會受記憶、感官、情感等限制，無法收集太多數據，因此人腦無法很快地在有限的知識中產生完全理性的決定，他稱之為『有限理性』 (Bounded Rationality)。」陳教授相信，要真正模擬人的智能，便應模擬有限理性，這方面的模型亦是令他感興趣的地方。

Professor Chan's curiosity towards human cognitive abilities drives him to focus his research on Computational Linguistics and Natural Language Processing. "Language and character are the most important media for getting knowledge. Knowledge is delivered through language. And there would be no cultural inheritance without character." Triggered by a conversation with his friend a few years ago telling him about the difficulties that ethnic minority students encountered in learning Chinese, Professor Chan's emphasis on language motivated him to start developing an online dictionary to help non-Chinese speaking students learn Chinese. "At that time, I went to primary schools to teach students to use the dictionary. It turned out that they ran around in the classroom and I totally lost control of them!" He laughs. "It was a really unforgettable yet happy experience."

Looking back on his teaching journey, Professor Chan wishes that he could be a role model to his students, just like the teachers who had taught him. "I met two teachers 40 years ago when I studied in university. Their conscientious attitude, no matter towards lectures or life, is still very impressive for me and it has been influencing my ways of teaching for decades. They might not have expected that they would influence the teaching journey of another person for over 30 years. As a saying goes, 'it takes ten years to grow trees, but a hundred years to rear people.' It's really true."

Professor Chan reckons that teachers are like runners in a relay race, who pass on the baton of hope. "I have been with the HSUHK for about two years and found that HSUHK students have a strong learning spirit. And I try my best to help them. When they enter the workforce in the future, I hope someday they would also recall there was a group of HSUHK teachers who have influenced them profoundly."



▲ Professor Chan (1st from right) interacts with ethnic minority students.
陳教授（右一）與少數族裔學生交流。

陳教授對人類認知的好奇心，促使他專注於運算語言學及自然語言分析的研究。「語言和文字是獲得知識最重要的媒介。知識是用語言表達出來，沒有文字便沒有文化傳承。」因為對語言的重視，又適逢數年前與朋友閒聊時，對方提到社會上少數族裔學習中文的困難，他便開始研發網上字典，幫助非華語學生學習中文。陳教授笑說：「還記得當年親身到小學教書，教學生使用這個字典，結果他們四處跑，我完全控制不到他們！雖然如此，這都是一個很開心的經歷。」

回想多年的教學生涯，陳教授期望自己能成為學生的榜樣，正如當年教導他的老師一樣。「40年前我讀大學時曾遇過兩位老師，他們對課堂以至做人那種嚴謹的態度，直到現在我仍印象深刻，並且一直影響我數十年來教學的方式。大概他們也想不到自己會影響另一個人30多年的教學生涯，所以『十年樹木，百年樹人』這句話真是對的。」

陳教授覺得，老師就如接力賽的跑手，要將棒交給學生，把希望傳揚開去。「在恒大約兩年的時間，我感到恒大學生的學習心態是很強的，因此我也盡力幫助同學。將來他們投身社會，希望也會想起曾經有一群對他們影響深遠的恒大老師。」

Catching the Data Technology Trend

抓緊數據科技大趨勢

Interview with Mr Larry Wong

黃浩嵐先生專訪

BSc (Hons) in Data Science and Business Intelligence (2018)
Data Scientist, A.S. Watson Group
數據科學及商業智能學（榮譽）理學士課程（2018）
屈臣氏集團數據科學家

Difficult and advanced as it may seem, Mr Larry Wong realised that data science is actually closely related to our daily lives when he was still in senior secondary education. Given his strength in mathematics and thinking that data science has great potential for development, Larry decided to take the Bachelor of Science (Honours) in Data Science and Business Intelligence at the HSUHK.

Larry appreciates that the HSUHK offers a platform for free exploration, helping him build a solid foundation in the profession while enabling him to learn extensively and acquire the ability to comprehend other areas of knowledge through analogies. "I have studied various modules such as Ethnic Music and Global Trade Policies, which broadened my horizons." And for the sake of expanding his social network, Larry lived in a Residential College (RC) from Year 3, through which he learned to be independent and gained unique experiences. "A RC tutor once taught us to appreciate Japanese sake. I also joined other students to farm and make pickles at the RC. All these were unforgettable for me."

After class, Larry participated in internships and competitions actively. Apart from interning at a bank to carry out investment operation tasks, he also gained hands-on experience in a leading international health and beauty retailer and learned to solve corporate problems with data science software and web based tools. In addition, he took part in numerous external data analytics contests, in which he needed to provide solutions for companies in a short period of time. Among those competitions, Larry won the 1st runner-up in the 'Hack the Runway 2017' and 'A.S. Watson Big Data Hackathon 2018', which strengthened his interest and confidence in data science and helped confirm his career aspiration.

Currently working as a Data Scientist in the retailer he interned at before, Larry is responsible for developing solutions for the company with the use of machine learning models. An example includes enhancing the business performance and operational efficiency of the company by building automation models to forecast sales volume by the interior design of a shop. Larry is grateful for the all-round fundamental training offered by the HSUHK, which helped him adapt to the workplace quickly; yet with the rapid development of data science, he emphasises that it is necessary for him to keep learning, though he has just completed the Master of Science in Data Science and Business Statistics. He shares his own working experience with fellow HSUHK students as a message of encouragement, "A user once requested me to add a new constraint to a completed automation. I tried to adjust it according to what I had learnt and finally simplified the revision procedures successfully. Therefore, don't be afraid of making mistakes, but learn to gain experience from trials and grow."



▲ Larry (right) joins the High Table Dinner of the Residential College with his roommate.
黃浩嵐（右）與室友參與住宿書院的高桌晚宴。

數據科學予人艱澀高深的印象，但黃浩嵐先生就讀高中時發現它與日常生活息息相關，發展潛力龐大，加上本身數學基礎較強，故決定修讀恒大數據科學及商業智能學（榮譽）理學士課程。

黃浩嵐認為，恒大提供了自由探索的平台，讓他在專業範疇建立穩固基礎外，亦能廣泛學習，觸類旁通。「我曾選讀民族音樂、全球貿易政策等各式各樣的學科，

令我眼界大開。」而為了擴闊社交圈子，他自大學三年級起入住住宿書院，學會獨立生活之餘，住宿生活亦帶給他獨特的體驗：「書院導師曾教授我們品嚐日本清酒，我又與其他同學在書院耕作及製作醃漬物，十分難忘。」

課堂外，黃浩嵐積極參與實習及比賽。他曾於銀行負責投資營運的實習工作，以及於大型國際保健美容零售公司親身體驗以各種數據科學軟件及網絡工具協助公司解決問題。他亦參與多個校外數據分析比賽，在短時間為公司制定解決方案，結果在「Hack the Runway 2017」及「屈臣氏集團大數據 Hackathon 2018」均取得第二名。這些經歷提升了他對數據科學的興趣和信心，奠定日後的事業志向。

黃浩嵐目前於實習的零售公司任職數據科學家，運用機械學習模型為公司開發解決方案，例如建立以店舖空間設計預測銷售額的自動化模型，提升公司業務表現及營運效率。他感恩恒大提供了全面的基本訓練，有助他盡快投入工作崗位。唯數據科學發展迅速，剛完成數據科學與商業統計碩士課程的他強調仍需不斷學習。他以自己的工作經驗鼓勵恒大同學：「我試過用戶在演算化完成後要求新增約束條件，結果我嘗試根據所學，從中作出調整，成功簡化了改動程序。因此我們不要害怕犯錯，而要從嘗試中汲取經驗並成長。」



◀ Larry (1st from right, front row) takes a group photo with other winning teams after the completion of A.S. Watson Big Data Hackathon 2018.
黃浩嵐（前排右一）完成「屈臣氏集團大數據 Hackathon 2018」賽事後與其他得獎隊伍合照。



Dedication to the Creative Media Industry to Explore Infinite Possibilities

投身創意媒體 發掘無限可能

Interview with Ms Christy Chou

鄒彤女士專訪

Bachelor of Journalism and Communication (Honours) Programme
(with concentration in Business Journalism) (2019)
Performance Specialist, FABCOM
新聞及傳播（榮譽）學士課程（專修商業新聞）（2019）
FABCOM 客戶業績專員

Social media has become a major promotion channel for different sectors in recent years. Being tech-savvy, flexible and eager to try new things, Ms Christy Chou, who graduated from the Bachelor of Journalism and Communication (Honours) Programme, possesses the qualities that are required for the field.

When choosing her university major, Christy learnt that the programme offered by the School of Communication of the HSUHK added business elements to the fundamentals of journalism and communication, covering a wide range of areas and providing extensive practical training. She then decided to enrol in it. "During class, teachers shared actual working situations with us and illustrated theories with real-life examples. These have helped me face challenges in the workplace." For example, in the Campaign Planning and Management module, the teacher picked a chain coffee shop as the study theme and invited the business representative to give feedback on their proposals. Christy found that the comments were very down-to-earth.

Outside of the classroom, she extended her learning by participating in the 2018 China Daily Campus Newspaper Awards with her classmates, in which the team won the 1st runner-up in the 'Best in News Video Reporting (Chinese)'. She also gained hands-on media experience by working as a trainee reporter at a TV Channel, where she was responsible for writing international news and recording voice-overs. In addition, she served as a Student Ambassador at the HSUHK and joined diverse training and exchange activities. "These activities deepened my self-understanding. For me, the most unforgettable memory was being an emcee in a large-scale event of the University. It was truly a treasurable experience."

Through continuous practice and exploration, Christy found herself more interested in e-marketing, and thus she decided to join a creative media company after graduation to provide marketing solutions based on clients' needs and assist them to create social media contents. Now working as a Performance Specialist at a media and consulting agency, she says that university study had a far-reaching influence on her. "I have encountered workplace scenarios similar to the ones that were discussed in class. It helped me handle clients' requests more efficiently and confidently."

Christy feels blessed to have found her own career path. She shares with fellow HSUHK schoolmates, "University life is the most carefree period. Make the most of your time at university and you will be well rewarded."



▲ Christy (3rd from left) meets a group of like-minded friends while taking up the role of Public Relations Officer of the Students' Association of Journalism and Communication.
鄒彤（左三）曾任恒大新聞及傳播學系系會的公關幹事，從中認識了一班志同道合的朋友。

社交媒體成為近年不同界別的主要宣傳渠道，投身相關行業的人士除了需掌握電子媒體的潮流外，更要靈活變通及勇於嘗試。畢業於恒大新聞及傳播（榮譽）學士課程的鄒彤女士便具備這些特質。

大學選科時，鄒彤得悉恒大傳播學院課程在新聞傳播的基礎上融入商業元素，而且涵蓋範疇廣泛及提供大量實務訓練，便決定報讀。「課堂上老師分享不少業界的實際工作情況，並輔以真實案例闡釋理論，有助我面對職場的挑戰。」例如修讀活動策劃與管理學科時，老師便以一間連鎖咖啡店為研習主題，更邀請其負責人對他們的計劃給予意見，內容非常「貼地」。

她亦把學習延伸至課外，曾和同學參與「2018中國日報校園學報新聞獎」，並取得最佳新聞視頻（中文組）亞軍；又曾於電視台任職實習記者，負責撰寫國際新聞消息及錄製旁白，親身體驗傳媒工作。此外，她亦曾擔任恒大學生大使，參與多元化的培訓及交流活動。「這些活動加深了我對自己的認識，最難忘的是能夠在學校的大型活動中擔任司儀，經驗實在難能可貴。」

從不斷的實踐與探索中，鄒彤發現自己對電子市場推廣較感興趣，畢業後決定投身創意媒體公司，按客戶需要提供市場推廣的建議，並主力協助客戶設計社交媒體內容。目前於電子媒體顧問公司擔任客戶業績專員的她表示，大學的學習對她影響深遠。「工作中曾出現課堂曾討論的類似情境，令我處理客戶要求時更為得心應手。」

鄒彤感恩找到自己的事業發展方向。她寄語恒大同學：「大學生活最為無憂無慮，善用大學的時光多作嘗試，得著定必更多。」



▲ Christy (right) serves as an emcee for the HSUHK's Graduation Ceremony.
鄒彤（右）為恒大畢業典禮擔任司儀。

The HSUHK's Research Collaboration with the International Council for Philosophy and Human Sciences

恒大與國際哲學與人文科學理事會的研究合作

The HSUHK has recently entered into a research collaboration agreement with the International Council for Philosophy and Human Sciences (CIPSH) to conduct research on 'Cultural Production and Communication in the Digital Age', specifically on the concept of 'Neo-Cultural Creativity'. This research, which will receive funding in the form of a research grant of 80,000 Euros, will contribute to the larger CIPSH research project on Digital Humanities and Creativity.

Professor Desmond Hui, Head of the Department of Art and Design, and Professor Ping-chen Hsiung, Senior Research Fellow, will lead the project as the Co-Principal Investigators. During the period of strategic collaboration, the CIPSH and the HSUHK will invite each other to participate in major cultural or academic events hosted by the other party. The collaborating parties may also jointly host sub-forums with different themes in some of the CIPSH's major academic events.

The CIPSH is a non-governmental organisation within UNESCO, which federates hundreds of different learned societies in the fields of philosophy, human sciences and related subjects, to favour the exchange of knowledge and bring to the fore the richness of each culture and their fruitful diversity.

恒大最近與國際哲學與人文科學理事會（CIPSH）簽訂研究合作協議，就「數碼時代的文化生產與傳播」，特別是「新文化創意」的概念進行研究。此項研究為 CIPSH 有關數碼人文與創意之大型研究項目的一部份，CIPSH 將以研究補助金的方式，為此研究提供八萬歐元撥款。

藝術設計系系主任許焯權教授及高級研究員熊秉真教授將擔任項目的聯合首席研究員。在策略合作期間，CIPSH 與恒大會互相參與對方所主辦的主要文化或學術活動，同時雙方亦可在部份 CIPSH 的主要學術活動中合辦不同主題的子論壇。

CIPSH 是隸屬聯合國教科文組織的非政府機構，聯合數百個來自哲學、人文科學及相關學科領域的學術團體，以促進知識交流及突顯各種文化的富饒與多樣性。

The School of Humanities and Social Science Becomes a Partner of a 'UNESCO Australian Memory of the World' Project

人文社會科學學院成為「聯合國教科文組織澳洲世界記憶名錄」入選項目之合作伙伴

The School of Humanities and Social Science (SHSS) of the HSUHK has become a partner of 'AusStage: The Australian Live Performance Database', which is a database devoted to the preservation of live performance culture and history. AusStage has been recognised as 'UNESCO Australian Memory of the World' recently to affirm its significance in preserving the world's cultural heritage.

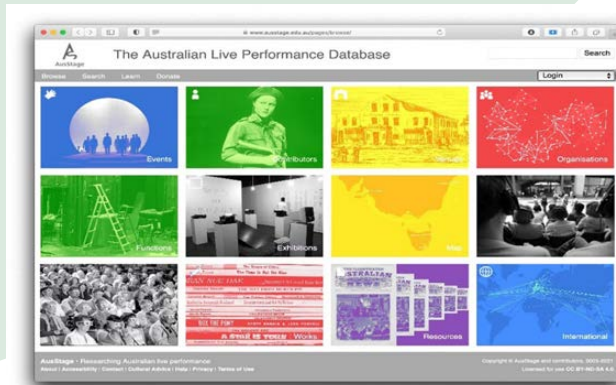
Hosted by Flinders University, AusStage has been established and managed by a consortium of 27 universities and 6 industry partners and members of the GLAM sector (Galleries, Libraries, Archives and Museums) in Australia and abroad. Its extensive database recording live performance data in Australia by local and overseas artists provides an unparalleled catalogue of the world's cultural heritage.

SHSS's recent partnership involvement in AusStage demonstrates its strengths in performance studies. It is also an important step in developing strengths in heritage management at the HSUHK.

恒大人文社會科學學院成為澳洲 AusStage 計劃的合作伙伴，支持並參與保存現場表演文化及歷史的「澳洲現場表演資料庫」項目。該計劃最近獲列入「聯合國教科文組織澳洲世界記憶名錄」，以肯定其對保育世界文化遺產的重要性。

AusStage 由澳洲弗林德斯大學主持，並由澳洲及海外 27 間大學與 6 所隸屬藝廊、圖書館、檔案館及博物館業界的合作伙伴共同創立及管理。其資料庫記錄了澳洲及海外藝術家於澳洲表演的龐大數據，為世界文化遺產提供了一個珍貴的編目。

恒大人文社會科學學院最近成為此計劃的合作伙伴，展現了學院在表演研究方面的實力，亦為恒大發展文物管理邁出重要一步。



▲ AusStage website 網址 : <https://www.ausstage.edu.au/pages/browse/>

The HSUHK among the Top 200 Worldwide on 'Quality Education' and 'Decent Work and Economic Growth' in THE University Impact Rankings 2021

恒大於英國泰晤士高等教育 (THE) 「大學影響力排名 2021」中位列「優質教育」及「良好工作和經濟增長」全球首 200 名

The HSUHK is listed among the top 200 globally on 'Quality Education' and 'Decent Work and Economic Growth' in the latest 2021 Times Higher Education World University Impact Rankings that assesses the social, economic, and environmental impact of global universities in delivering the United Nations' 17 Sustainable Development Goals (SDGs). The SDGs are a call for all economies to promote economic prosperity and social inclusiveness while protecting the planet.

The SDG of 'Quality Education' assesses a university's contribution to early years and lifelong learning, pedagogy research and commitment to inclusive education, whereas the SDG of 'Decent Work and Economic Growth' measures a university's performance of economic research, employment practices and the share of students taking work placements. "This global benchmarking exercise is a testament to the HSUHK's commitment to address our pressing global challenges and to build a better and more sustainable future for all. The HSUHK has been recognised as a pioneer in responsible management and sustainability education in the region." Professor Y V Hui, Vice-President (Academic and Research) said.

恒大於英國泰晤士高等教育 (THE) 最新公佈的「全球大學影響力排名」中，在「優質教育」及「良好工作和經濟增長」兩項位列全球首 200 名。該排名以全球大學在社會、經濟及環境影響方面達至聯合國 17 個「可持續發展目標」的表現作評估。「可持續發展目標」旨在呼籲全球經濟體在促進經濟繁榮及社會包容之時，同時保護地球。

「可持續發展目標」中的「優質教育」評估大學對適齡教育與終身學習的貢獻、教學法研究及對融合教育的承擔，而「良好工作和經濟增長」則衡量大學在經濟增長研究、僱傭政策及提升學生實習就業的表現。副校長（學術及研究）許溢宏教授表示：「恒大近年被認許為區內負責任管理及可持續發展教育的先鋒。今次獲得這全球具指標性的排名，足證恒大積極參與處理全球緊逼的挑戰，以及投入建構一個更美好與可持續發展的未來。」

The HSUHK and Yazhou Zhoukan Co-organise 'Challenges and Opportunities Faced by Asia's Economy after Pandemic' Seminar

恒大與《亞洲週刊》合辦「疫後亞洲經濟面對的挑戰及機遇」講座

The HSUHK and *Yazhou Zhoukan* (YZZZK) co-organised a seminar themed 'Challenges and Opportunities Faced by Asia's Economy after Pandemic' on 10 April 2021, exploring the prospects of Asia's economies and Hong Kong from the perspectives of Asia's post-pandemic economic challenges, the establishment and impact of The Regional Comprehensive Economic Partnership (RCEP), the US-China Rivalry, the opening and visions of China's Two Sessions, and the economic developments in China and Asia.

Co-hosted by President Simon S M Ho and Mr Lop-poon Yau, Chief Editor of YZZK, the seminar had four prestigious guest speakers including Dr Junfei Wu, Deputy Director of the Tianda Institute; Mr David Lie, Chairman of the China New Era Foundation Limited, Chairperson of the Hong Kong Taiwan Economic and Cultural Co-operation and Promotion Council, and Executive Chairman of Newpower Group; Professor Lang Kao, Director of the Centre for Greater China Studies of the HSUHK; and Dr Ping Huang, Executive President of the Chinese Institute of Hong Kong. The seminar was well-received by over 300 on-site and online participants, where the hosts and the guest speakers shared their opinions on the impacts brought by the launch of COVID-19 vaccines towards the pandemic and the economy, and analysed the role of China in Asia's economic system as well as the future development of the Guangdong-Hong Kong-Macau Greater Bay Area. Participants enjoyed lively interactions and discussions during the event.

恒大與《亞洲週刊》於 2021 年 4 月 10 日合辦「疫後亞洲經濟面對的挑戰及機遇」講座，從疫情後亞洲經濟挑戰、區域全面經濟夥伴關係協定 (RCEP) 建立與影響、中美博弈、兩會召開與願景及中國與亞洲經濟發展等範疇，探討亞洲經濟前景與香港何去何從。

是次講座由何順文校長及《亞洲週刊》總編輯邱立本先生共同主持，四位重量級嘉賓講者分別為香港天大研究院副院長伍俊飛博士；中華新時代智庫基金會理事長、港台經濟文化合作協進會主席及新大中集團執行主席李大壯先生；恒大大中華研究中心主任高朗教授；及香港中國學術研究院常務副院長兼全國港澳研究會副會長黃平博士。講座吸引逾 300 人現場或網上參加，主持及嘉賓講者就新冠疫苗面世對疫情及經濟的影響發表意見，並分析中國在亞洲經濟體系的角色及粵港澳大灣區的未來發展。與會者積極互動交流，討論氣氛非常熱烈。



▲ (From left) Ms Priscilla Yung, General Manager of YZZK; Dr Junfei Wu; Mr Lop-poon Yau; President Simon Ho; Mr David Lie; Professor Lang Kao; and Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication. (左起)《亞洲週刊》總經理翁敏芝女士、伍俊飛博士、邱立本先生、何順文校長、李大壯先生、高朗教授及協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授。

Results Announcement of the 5th Business Journalism Awards of the HSUHK

第五屆「恒大商業新聞獎」得獎結果公布

The School of Communication (SCOM) of the HSUHK announced the results of the 5th Business Journalism Awards (BJA) on 22 April 2021 to recognise outstanding business journalists and honour their contributions to society and the industry. Mr Paul Chan, Financial Secretary of the HKSAR Government, congratulated all awardees through a video message. He reckoned that business news reporting enables enterprises to get comprehensive information as well as cross-industry views and analyses, and alerts them of risks, updating and enhancing the knowledge of the business sector and the public as well as broadening their horizons.

President Simon S M Ho said that, as one of the signature events of the HSUHK, the BJA commits to giving recognition to excellent business journalists. Apart from encouraging the exchanges of experiences and insights among business journalists, it also gives the public a flashback of local and international market trends in the last year through the award-winning entries.

Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the SCOM, thought that despite the pandemic having brought global activities close to a halt, business journalists have upheld professional attitudes and provided professional, objective and in-depth reports that helped the public grasp the pulse of society's politics and economy. She hoped that the award-winning entries could nurture students' interest in business news, bringing a profound impact.

This year, more than 500 entries coming in from over 300 journalists, who competed for awards in 9 categories covering various business and financial journalism areas. Nearly 80 distinguished professionals from different fields selected the award-winning entries according to judging criteria including news value and impact, storytelling and writing skills, originality and exclusivity, quality, analytical skills and visual presentation of the coverage.

恒大傳播學院於2021年4月22日公布第五屆「恒大商業新聞獎」得獎名單，以表揚優秀的商業新聞從業員及肯定他們對社會和業界的貢獻。香港特別行政區政府財政司長陳茂波先生透過短片祝賀各得獎者，並指出商業新聞報道讓企業能掌握全面的資訊、跨行業的觀點與分析及對風險有所警惕，有助商界和市民的知識和見聞得以持續更新進步。

何順文校長表示，「恒大商業新聞獎」作為恒大年度重點活動之一，致力嘉許優秀的商業新聞人才。獎項除了鼓勵他們切磋砥礪，亦讓社會大眾從得獎作品中回顧一年來全球及本地市場的發展走向。

協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授認為，雖然疫情令全球活動接近停擺，但商業新聞工作者仍舊秉持專業態度，以專業、客觀及深入的報道幫助市民掌握社會政經脈搏。她期望優質的新聞報道及寫作，能培育學生對商業新聞的興趣，為他們帶來深遠影響。

本屆有逾300名新聞從業員報名競逐9大範疇獎項，涵蓋商業與財經新聞各個領域。近80名來自不同界別的專業評審在逾500份參賽作品中選出得獎佳作，評審準則包括作品的新聞價值及影響力、報道及寫作技巧、原創及獨家性、報道質素、分析能力及視覺表達等。



▲ Mr Paul Chan congratulates all awardees.
陳茂波先生恭賀各得獎者。



▲ President Simon Ho says the BJA recognises excellent business journalists in their quest for excellence.
何順文校長表示獎項肯定優秀商業新聞工作者力求卓越的精神。



▲ Professor Scarlet Tso expresses her heartfelt gratitude for the support from different sectors.
曹虹教授對社會各界的支持致以衷心感謝。



◀ Ms Sophia Luo, the recipient of 'Business Reporter of the Year'
「年度商業新聞記者獎」得主羅為騰女士



◀ Ms Difan Ma, the recipient of 'Young Business Reporter of the Year'
「年度新晉商業新聞記者獎」得主馬迪帆女士

Scan the QR code to
view the award list
掃描二維碼瀏覽得獎名單



The HSUHK Achieves the Triple Gold Award in the Web Accessibility Recognition Scheme 2020-2021

恒大榮獲「2020至2021年度無障礙網頁嘉許計劃」三連金獎

The HSUHK was awarded the Triple Gold Award under the Web Accessibility Recognition Scheme 2020-2021. The Scheme was organised by the Hong Kong Internet Registration Corporation Limited (HKIRC) and co-organised by the Office of Government Chief Information Officer, with the Equal Opportunities Commission as the independent advisor.

The HSUHK is committed to enhancing the user-friendliness of its website so that everyone can access the University's information from the website easily regardless of their physical condition. The HSUHK is honoured to garner this award and will continue to improve its website services.

恒大於「2020至2021年度無障礙網頁嘉許計劃」中，獲頒三連金獎。此計劃由香港互聯網註冊管理有限公司（HKIRC）主辦及政府資訊科技總監辦公室協辦，並由平等機會委員會擔任顧問機構。

恒大一直致力提升網站的「用戶友善度」，冀無論任何身體狀況的用戶均可無障礙瀏覽網站資訊。恒大對獲獎感到榮幸，日後會繼續改進網站服務。



▲ Mr Nite Wong, Senior Designer of the Information Technology Services Centre, receives the award on behalf of the HSUHK. 資訊科技服務中心高級設計師王柏堅先生代表恒大接受獎項。



◀ Ms Emily Lai (left) from the Communications and Public Affairs Office and Mr Nite Wong from the Information Technology Services Centre attend the Awards Presentation Ceremony on 14 April 2021. 傳訊及公共事務處黎雅思女士（左）及資訊科技服務中心王柏堅先生於2021年4月14日出席頒獎典禮。

President Ho's Address at the MLA Leadership Development Program 2020/2021 Final Presentation and Graduation Ceremony

何校長於德魯克 MLA 領導發展課程 2020/2021 屆學員結業報告暨畢業典禮致辭

At the invitation of the Peter F Drucker Academy, President Simon S M Ho delivered a keynote speech at the MLA Leadership Development Program 2020/2021 Final Presentation and Graduation Ceremony on 24 March 2021.

Sharing his views on Management as a Liberal Art (MLA), President Ho suggested that it is one direction to fix the problems caused by modern capitalism, now facing various challenges and predicaments. He believes that management should be viewed more as a cross-disciplinary liberal art subject than a professional discipline, placing humanity at the core of management with emphasis on purposes, values, personal development, power, governance, sustainability and stakeholder responsibility. He also presented an integrated framework linking umbrella concepts of MLA, governance and responsible management to stakeholders.

President Ho further pointed out that management as a liberal art can be taught through liberal arts education, which itself sheds light on how to lead a liberal arts approach to education, life, work and management, turning one into a better person and leader and thus creating a more fair, inclusive and sustainable society.

何順文校長應香港彼得·德魯克管理學院邀請，於2021年3月24日舉辦的德魯克 MLA 領導發展課程 2020/2021 屆學員結業報告暨畢業典禮中，作主題演講。

何校長在演講中分享他對博雅管理的見解。他表示近代資本主義面臨各種挑戰和困境，而解決問題的其中一個方向就是採用博雅管理哲學。他認為管理應被視作跨學科的博雅研習多於專業學科，以人性作為管理核心，注重目的、價值、個人發展、權力、管治、可持續性與持份者責任。何校長並展示一幅連結博雅管理、管治及負責任管理等關鍵概念的綜合架構圖。

何校長續指出，博雅管理可透過博雅教育傳授，因博雅教育本身已闡明如何能在教育、生活、工作及管理中實踐博雅方式，從而成為一個更好的人與領袖，及締造一個更公平、包容和可持續發展的社會。



President Ho Speaks on Stakeholder-based Corporate Governance at the Webinar of the Association of Chinese Internal Auditors

何校長於華人內部審計師公會網上研討會 主講持份者為本企業管治

President Simon S M Ho delivered a speech at the webinar of the Association of Chinese Internal Auditors (ACIA) on 30 April 2021, sharing on the topic 'Towards a Stakeholder-Based Corporate Governance Model'. About 800 participants attended the event and many of them engaged lively in the Q&A session.

In his speech, President Ho stated that the deep and abiding commitment to the dogma of maximising shareholder value (MSV) causes many top management of corporations to focus on short-term behaviours at the expense of the interests of non-shareholder stakeholders. In view of this, some business and academic leaders in recent years call for re-defining the nature, purpose and responsibilities of corporations. It is suggested that, as an important social institution fulfilling its social contract obligations, corporations should adopt a stakeholder-based governance model to optimise value for all stakeholders.

After suggesting various reform measures for implementing the stakeholder-based governance model, President Ho concluded that if top management engage in strengthening civil foundations actively, a more fair, inclusive and sustainable free market economy can be maintained.



◀ Dr Peter Tsui, President of ACIA (right), presents a souvenir to President Simon Ho.
華人內部審計師公會會長徐惠祥博士(右)向何順文校長致送紀念品。

何順文校長於 2021 年 4 月 30 日為華人內部審計師公會的網上研討會擔任主講嘉賓，以「持份者為本的企業管治模式」為題作出分享。活動約有 800 名參加者，很多都踴躍參與問答環節和發言。

何校長於演講中提及，「股東價值最大化」一直被誤解為金科玉律，致令很多企業高層為追求短期行為，而犧牲了非股東持份者的利益。有見及此，近年部份商界人士及學者提倡重新定義企業的本質、目的及責任。他們認為，企業作為重要社會組成機制之一，應承諾其社會契約責任，採取「持份者為本」的管治模式，優化與平衡所有持份者的利益。

在建議多項「持份者為本」管治模式的改革措施後，何校長總結時表示，如果企業高層能積極參與公民基礎的建設，就能構建一個更公平、包容及可持續的自由市場經濟。

Campus Express

校園快訊

GSCM Leadership Talk Series #1 – Leading through Uncertainty

環球供應鏈領袖分享系列 #1 – Leading through Uncertainty

The 'GSCM Leadership Talk Series #1 – Leading through Uncertainty' was held on 4 March 2021. The event was organised by the MSc in Global Supply Chain Management Programme (MSC-GSCM), co-organised by the Policy Research Institute of Global Supply Chain and supported by Hong Kong Sea Transport and Logistics Association, Hong Kong Institution of Engineers, The Chartered Institute of Logistics and Transport in Hong Kong and Hong Kong Logistics Association.

Moderated by Dr Eugene Wong, Associate Professor of the HSUHK, the talk had Ir Dr Kelvin Leung, CEO of DHL Global Forwarding Asia Pacific, as the guest speaker to share his views on DHL Global Forwarding's BioNTech vaccine cold chain logistics and to discuss several important issues in the industry, including an uncertain trading landscape, technology development, cyber disruption and sustainability as well as the development of the logistics industry. The talk was well-received by over 200 students and industry practitioners and participants engaged actively in the Q&A session.

The event successfully deepened participants' understanding of different aspects of the global supply chain, and everyone gained a lot from the sharing.



▲ Ir Dr Kelvin Leung (right) and Dr Eugene Wong share their views on global supply chain.
梁啟元博士工程師(右)與黃彥璋博士分享對環球供應鏈的看法。

「環球供應鏈領袖分享系列 # 1 Leading through Uncertainty」於 2021 年 3 月 4 日圓滿舉行。活動由環球供應鏈管理學碩士課程(MSC-GSCM)主辦，全球供應鏈政策研究所合辦，及由香港航運物流協會、香港工程師學會、香港運輸物流學會及香港物流協會協辦。

講座由恒大副教授黃彥璋博士主持，並邀請到敦豪全球貨運物流亞太區行政總裁梁啟元博士工程師擔任主講嘉賓，與我們分享有關敦豪全球貨運物流在運送復必泰疫苗上的冷鏈問題及看法，並討論了多個業內重要議題，例如不確定的貿易前景、技術發展、網絡中斷及可持續性與物流行業發展。講座吸引了超過 200 名學生和行業從業員出席，參加者於問答環節都表現積極。



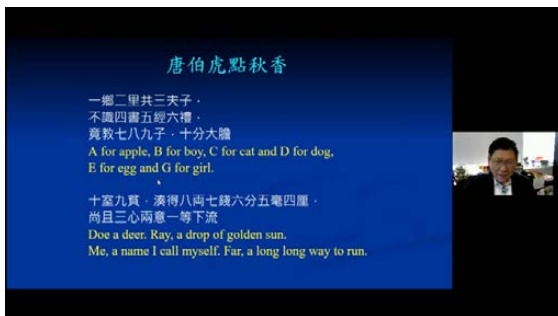
▲ Group photo of Ir Dr Kelvin Leung (2nd from right) and the MSC-GSCM Programme Team
梁啟元博士(右二)與 MSC-GSCM 課程團隊合照

是次活動成功加深參加者對環球供應鏈不同層面上的認識，大家均從中獲益良多。

STFL Online Talk — How Much Do You Know About Subtitles Translation? 翻譯及外語學院網上講座 — 字幕翻譯知多少?

Professor Gilbert Fong, Dean of the School of Translation and Foreign Languages (STFL), delivered a well-attended online talk entitled 'How Much Do You Know About Subtitles Translation?' organised by STFL on 9 March 2021.

In the age of audiovisual culture, subtitles can be seen in different media channels. Professor Fong kick-started his talk with an introduction of the uniqueness of subtitles translation, and then gave the audience a glimpse into the history of subtitling from silent to sound movies. Some clips of famous films were shown to illustrate the format and constraints in subtitles translation. He also elaborated theories that are applied in subtitles translation to overcome these constraints, such as foreignisation, neutralisation and naturalisation. The talk was concluded with his notes on the use of Cantonese in subtitles translation.



▲ Professor Gilbert Fong cites examples from a famous local film to explain subtitles translation. 方梓勳教授以本地著名電影為例子闡釋字幕翻譯。

翻譯及外語學院於2021年3月9日舉行了題為《字幕翻譯知多少?》的網上講座, 由翻譯及外語學院院長方梓勳教授主講, 反應非常踴躍。

在這個影視文化的年代, 字幕可廣見於不同的媒體。方教授先向觀眾介紹字幕翻譯獨特之處, 再概述字幕翻譯從無聲電影到有聲電影的發展, 並引用大家熟悉的電影, 闡釋字幕翻譯的格式和限制。他亦講解了幾個常用於解決這些限制的字幕翻譯理論, 如異地化、中性化和本地化等。講座以方教授對用廣東話翻譯字幕的看法作結。

SCOM Talk Series 40: Influencer Economy: The Next Battleground for Influencers 恒傳匯談 (四十) : 網紅經濟: 網紅的下一個戰場

The School of Communication (SCOM) held the 40th SCOM Talk Series through live broadcast on 25 March 2021. Mr Terrence Chow, CEO of 17LIVE HK, was invited to be the guest speaker. The talk received overwhelming response with nearly 300 students and teachers in attendance.

17LIVE HK is a leading live streaming app company in Asia that has projects in Hong Kong, Taiwan, Japan, India and the United States. In the talk, Mr Chow explained in detail the meaning of 'Influencer Economy' and the underlying conditions for being successful internet influencers. He further said that Hong Kong is a small market with keen competition when compared with other regions, so the development of influencer/KOL-related businesses faces a lot of challenges. Nevertheless, he encouraged students who would like to develop a career in the industry to get well-equipped and learn to build their own loyal fan base. He pointed out that the loyalty of fans is more important than the number of fans, as the more loyal they are, the more influential the KOLs will be, making them more preferable by advertising companies as KOLs with a broad base of loyal fans will deliver greater impact in product promotions.



▲ Ms Glacial Cheng (left), SCOM Senior Lecturer, and Mr Terrence Chow discuss the challenges that influencers face. 傳播學院高級講師鄭雪愛女士 (左) 與周榮春先生討論網紅面對之挑戰。

傳播學院於2021年3月25日透過網上直播舉行第40次「恒傳匯談」講座, 邀請到17LIVE HK行政總裁周榮春先生擔任主講嘉賓, 吸引接近300名師生參與, 反應非常熱烈。

17LIVE HK為亞洲主要直播媒體應用程式, 業務遍及香港、台灣、日本、印度和美國。講座中, 周先生詳細講解網紅經濟之定義及成功經營網紅的條件。他亦表示相比其他地區, 香港市場較小而競爭大, 故發展網紅事業遇到的挑戰會較

多, 但他勉勵有志於網紅行業發展的同學可以積極裝備自己, 學懂建立自己的忠實粉絲群。他指出網紅粉絲的忠誠度愈高, 其影響力比單單是粉絲數量高的網紅更大、宣傳效果更好, 而廣告公司亦偏向使用擁有高忠誠度粉絲的網紅來推廣產品。



◀ An influencer of 17LIVE demonstrates live streaming and interacting with fans during the talk. 17LIVE平台網紅於講座中示範如何做直播及與粉絲互動。

SDSC Programmes Meet Data Science Market Changes in the Region 決策科學學院課程迎合區內數據科學市場發展

The School of Decision Sciences (SDSC) has been focusing on the fields of data science, supply chain management and computer science. In addition to covering areas such as Artificial Intelligence, Big Data, Cloud Computing and Blockchain, the programme curricula will also explore the business ecology in the Greater Bay Area (GBA). Professor Lawrence Leung, Dean of the SDSC, says, "Hong Kong is adjacent to the GBA where Shenzhen has become the world's tech hub in recent years. In this ecology, data science and information technology are crucial parts of the development. Our programmes have many modules covering these areas."

Dr Collin Wong, Associate Dean (External) of the SDSC, reckons that the ecology has led to a demand chain that involves the handling and analysing of enormous data collected from different platforms, helping with the formulation of total solutions and profit maximisation. Also, the focus of the supply chain management has shifted from physical flow to optimising data flow, finance and credit flow. This can help supply chain companies to upgrade their service qualities for both business partners and consumers so as to increase their global competitiveness. To cope with the changing ecology, the School has enhanced their curricula. "We have added cutting-edge technological knowledge and applications such as Fintech, Data Mining, Cold Chain, IoT, and so on. We also lead students to do research projects for industry hot topics every year. This year, I have led my students to study the ways to enhance the performance of a food delivery platform."

Professor Man-lai Tang, Associate Dean of the SDSC, mentions that the knowledge their students acquire more than meets the market needs, as a result of the good relationship between the School and the industry as well as regular industry consultations for curricula designs. The School also organises industry seminars and encourages students to take part in different competitions and internships to put learning into practice. Despite the gloomy job market recently, the employment rate of graduates is good, reflecting that the industry recognises the standard of students. Graduates entering the Information Technology or System Analysis sectors even earn an average salary of more than HK\$18,800, a year-on-year increase of over 7%, demonstrating that the career prospect of the industry is promising.

As Professor Leung points out, data science and information technology related industries are still in the growth period in the region, and thus it is believed that their developments will get better and better, and the School will continue to build a close partnership with industries in Hong Kong and Mainland. What's more, to deepen students' understanding of data science, the School is preparing to launch a new module to discuss data science and its related application issues from the perspectives of literature, history and philosophy. "What is the philosophy behind data science? What is its influence on society? We hope that students will not only acquire technological knowledge, but will also learn at an application level."



▲ (From left) Professor Man-lai Tang, Professor Lawrence Leung, Dr Collin Wong
(左起) 鄧文禮教授、梁志堅教授、黃惠虹博士

決策科學學院一直專注於數據科學、供應鏈管理及計算機科學範疇，課程除了包括人工智能、大數據、雲端運算、區塊鏈等方面的科技，更會探討大灣區發展所衍生的商業生態圈。院長梁志堅教授表示：「香港鄰近大灣區，而深圳近年已成為世界科技重鎮。在這個生態圈當中，數據科學和資訊科技發展等都是整個系統的重要環節。我們的課程正涵蓋這些科技領域。」

決策科學學院外務副院長黃惠虹博士認為，生態圈所衍生的需求鏈，涉及從不同的平台收集、處理及分析龐大的數據，從而制定全面的方案，做到利益最大化。此外，供應鏈亦由以往強調實際貨運管理，到現在更著重優化資料流及財務信貸流，以完善對商業夥伴和消費者的服務質素，提升全球競爭力。面對這些轉變，學院在課程上亦作出調整。「我們會加入最先進的科技知識及應用技術，如金融科技、數據挖掘、冷凍鏈、物聯網等。每年我們亦會帶領學生就行業的熱門議題，進行專題研究項目。今年我便與幾位學生研究如何令外賣平台在運送上做得更好。」

決策科學學院副院長鄧文禮教授表示，學院與業界關係良好，會定期諮詢他們對課程內容的意見，令學生所學更符合市場所需。學院亦經常舉辦職業講座，鼓勵同學參加各類型行業比賽及實習，把課堂知識學以致用。即使近日就業環境不明朗，但畢業生的就業率不俗，反映業界認同學生的質素，而從事資訊科技及系統行業分析的畢業生，入職平均薪酬更逾 18,800 港元，按年上升逾 7%，行業發展前景理想。

梁教授指出，區內數據科學及資訊科技相關行業仍在增長階段，相信發展會越來越好，學院未來亦會繼續與香港及內地業界建立更緊密的合作伙伴關係。為了加深學生對數據科學的理解，學院正籌備推出新學科，以文、史、哲角度探討數據科學及當中牽涉的應用問題。「數據科學背後的哲學是甚麼？它如何影響社會？

我們希望學生不僅懂得科技知識，在應用上亦有所了解。」

Over 2,000 Graduate and Internship Opportunities on Offer at the HSUHK Hybrid Careers Fair 2021

恒大多元職業博覽為學生提供超過 2,000 個全職及實習機會

Organised by the Career Planning & Development Section of the Student Affairs Office, the HSUHK Hybrid Careers Fair 2021 was successfully held from 8 to 12 March 2021, presenting over 2,000 graduate and internship opportunities to HSUHK students as well as recent graduates in the trough of the employment market.

The 1-week event attracted over 120 corporations from across 30 industries, including renowned multinational firms from accounting, finance, banking and other professional services. There was an overwhelming response from students with over 3,300 visits to the virtual fairground and a pageview of 65,000 in total.

Considering the pandemic and social distancing measures, the event adopted a hybrid mode for the first time to allow students to walk around the virtual fairground, have a live chat with employers, join recruitment webinars, attend video interviews and drop their CVs for job applications via online platform; while they could also choose to attend the training and meet with Careers Advisors for a Career Advisory Session online or on campus to enhance their competitiveness amid the pandemic.

With the theme 'To Transform in the New Normal', Mr Garrick Lau, Assistant General Manager - Shared Value of New World Development and Chairman of the HSUHK Advisory Committee on Graduate Employment, together with Dr Tom Fong, Vice-President (Organisational Development) and Mr Raymond Leung, Year-2 student of Honours Academy, was invited to share his insights on how to brace for and transform in the 'new normal' at the Opening Forum. The sharing was joined by nearly 100 audiences including HSUHK students, staff and exhibiting employers.

由學生事務處事業策劃及發展組舉辦，恒大多元職業博覽已於 2021 年 3 月 8 日至 12 日期間成功舉行。「疫市」下，博覽為恒大大學生及近期畢業生提供超過 2,000 個全職及實習機會。

為期一星期的職業博覽吸引逾 120 家企業參與，涵蓋 30 多個行業，當中不乏來自會計、金融、銀行及專業服務等界別的知名跨國公司。活動得到學生熱烈支持，短短數天虛擬展覽廳共錄得 3,300 個參與人次，並獲得高達 65,000 次瀏覽量。

因應疫情和社交距離措施，是次職業博覽首次以混合模式進行。同學可於博覽的虛擬展覽廳自由參觀，並與企業代表即時對話、參與招聘講座、進行視像面試及遞交履歷表申請職位。他們亦可選擇於網上或親身回校參與培訓講座，及與事業策劃及發展主任見面作就業輔導，於疫境中繼續增強競爭力。

本年度的職業博覽以「To Transform in the New Normal」為主題，並邀請到新世界發展助理總經理－共享價值兼恒大就業諮詢委員會主席劉家駿先生，聯同副校長（機構發展）方永豪博士及榮譽學院二年級學生梁國策同學在開幕論壇作出分享，探討如何在新常態中做好準備迎接轉變，吸引了近百名恒大師生及參展僱主參與。



▲ President Simon Ho delivers the welcoming remarks at the Opening Forum.
何順文校長在開幕論壇致歡迎辭。



▲ The event kicks off with the opening forum on how to brace for the 'new normal'.
開幕論壇以如何做好準備迎接「疫後」新常態為題，為活動掀開序幕。

HSUHK President's Chatroom – Retrospects and Prospects

恒大「校長開 LIVE」— 回顧·展望

The President's Chatroom organised by the AAO was 'on live' again on 19 March 2021. Hosted by President Simon S M Ho, the event was joined by Professor Y V Hui, Vice-President (Academic and Research); Dr Tom Fong, Vice-President (Organisational Development) and Mr Dicky Yuen, Chairman of HSUHK Alumni Association as guest speakers. HSUHK alumni, staff and students also took part in the event.

To kick-start, President Ho shared HSUHK achievements over the past year and discussed future developments and opportunities of the University. Other speakers then joined him to share about their first job experiences and their stories as a newbie in the workplace, as well as engaging in real-time interactions with participants who got inspirations and useful career tips from the guests. The finale of the event was the fun-filled section 'Answer a Question, Win a Book', in which two publications written by President Ho were presented to winners as prizes.



▲ (From left) Dr Tom Fong, President Simon Ho, Mr Dicky Yuen and Professor Y V Hui
(左起) 方永豪博士、何順文校長、袁益霆先生及許溢宏教授

發展及校友事務處於 2021 年 3 月 19 日再度舉辦「校長開 LIVE」，活動由何順文校長擔任主持，副校長（學術及研究）許溢宏教授、副校長（機構發展）方永豪博士及恒大校友會主席袁益霆先生擔任嘉賓講者。恒大校友、教職員及學生亦有參與活動。

何校長首先與參加者分享恒大過往一年的成績，並探討大學未來的發展機遇，其後和各位講者一同分享自己當年第一份工作以及作為職場

新鮮人的點滴，並即時與參加者互動交流及傳授職場錦囊，大家均從中得到啟發，受益匪淺。壓軸活動為充滿趣味的「答問題，贏好書」遊戲環節，勝出者可獲得何校長的兩本著作以作獎勵。

President's Greetings with Student Leaders

校長與學生領袖茶聚

The annual President's Greetings with Student Leaders was held on 16 April 2021. Over 40 student leaders took part in the event either in person or online to meet the President and the University's senior management. The event commenced with welcoming remarks by President Simon S M Ho, followed by the sharing of Dr Tom Fong, Vice-President (Organisational Development); Ms Esther Lee, Acting Director of Student Affairs; and various unit and department heads.

In the welcoming remarks, President Ho congratulated the student leaders for a successful election and acknowledged their efforts in running the election despite difficulties amid the pandemic. In the face of uncertainties and unprecedented challenges in different aspects, he reminded student leaders to be flexible when implementing their year plans. Representatives of the Students' Union also expressed their gratitude to the University for the unfailing support and assistance given during the election.

Dr Tom Fong then explained the latest developments of the University, while Ms Esther Lee addressed the attributes of a student leader, namely being visionary, devoted and responsible. The University's Secretariat also briefed student leaders on the important points regarding their participation in various University Committees. The event was concluded successfully with a mingling session between staff representatives and student leaders.

每年一度的「校長與學生領袖茶聚」已於 2021 年 4 月 16 日順利舉行。今年有超過 40 名學生領袖親身或網上出席活動，與校長及各大學管理層見面。茶聚甫開始首先由何順文校長致歡迎辭，並由副校長（機構發展）方永豪博士、署理學生事務總監李德芬女士及各單位及部門主管作出分享。

何順文校長在歡迎辭中祝賀各學生領袖順利當選，並肯定他們在疫情下為選舉工作付出的努力。面對多方不明確的因素，他提醒學生領袖在實行年度計劃時要隨機應變。學生會代表亦感謝校方在選舉期間不斷提供支持及協助。

活動中，方永豪博士闡述了大學的最新發展，李德芬女士則與同學分享學生領袖應具備的特質，包括有遠見、投入和盡責。而大學秘書處亦簡介了參與大學委員會之注意事項。茶聚最後在大學職員及學生領袖的互動對話中圓滿結束。



▲ President Simon Ho reminds student leaders to stay flexible when facing uncertainties.
何順文校長提醒學生領袖在面對多變的環境時要隨機應變。



▲ Over 40 students participate in the President's Greeting with Student Leaders.
超過 40 名學生領袖出席「校長與學生領袖茶聚」。

Appreciation Ceremony for Scholarship Donors 獎學金捐贈感謝禮

The Appreciation Ceremony for Scholarship Donors was co-organised on 26 April 2021 by the SAO and the participants of the Outstanding Awardee Scheme. Around 100 participants including donors, organisation representatives, HSUHK staff and students as well as families and friends of the awardees gathered at an online platform to express appreciation for the generous donations of benefactors and recognise the outstanding achievements of students. This year (2020/21), a total value of HK\$16 million was secured to support over 600 students.

With the theme 'Be Grateful', the awardees expressed their gratitude to the donors by presenting a handmade plant terrarium as an appreciation gift, which symbolised that the students will reach a bigger and brighter 'star' in the future with the generous support from the donors.

In the welcoming remarks, President Simon S M Ho congratulated all awardees and advised the awardees to maximise the learning opportunities available and contribute back to the University and the community in the future. Dr Tom Fong, Vice-President (Organisational Development) and Chairman of the Scholarship and Financial Assistance Committee, was grateful for the tireless support from all donors and supporters in the face of challenges brought by the global pandemic. Ms Vanessa Cheung, Year-3 student from the BBA (Honours) in Corporate Governance Programme, delivered a thank-you speech on behalf of the scholarship awardees and shared her learning experiences at the HSUHK with heartfelt appreciation to the University and donors for their enduring support throughout the years.

學生事務處聯同參與「優異得獎者計劃」的同學於2021年4月26日合辦了「獎學金捐贈感謝禮」，大約100位捐贈者、機構代表、恒大教職員、得獎同學以及親友於網上聚首一堂，答謝捐贈者的慷慨支持及表揚一眾獎學金得獎者的傑出表現。本年度(2020/21)獎學金總額高達1,600萬港元，逾600位同學獲獎。

感謝禮以「感恩」為主題，得獎同學向各位捐贈者贈送親手製作的迷你生態瓶以表謝意。生態瓶寓意在捐贈者的支持下，同學將來能向更高更遠大的「星」途進發。

何順文校長於歡迎辭中恭賀各位得獎同學，並勉勵他們要把握學習機會以回饋母校及社會。副校長(機構及發展)暨獎學金及資助委員會主席方永豪博士，則對於捐贈者在面對全球疫情的挑戰下仍然慷慨支持，表示十分感恩。而現就讀企業管治工商管理學士三年級的張綽嵐同學，代表全體獎學金得獎者致感謝辭，並分享她在恒大的學習經歷及感謝大學及捐贈者多年來的支持和鼓勵。



▲ Ms Vanessa Cheung is awarded three scholarships and represents all awardees to deliver a vote of thanks to scholarship donors during the ceremony. 張綽嵐同學於本年度獲頒三項獎學金，她於典禮中代表一眾得獎者向捐贈者致感謝辭。

Ribbon-cutting Ceremony of Bright Future Discussion Room 鵬程研討室命名典禮

Discussion Room A113, located on the first floor of the Library in the S H Ho Academic Building at the HSUHK, was named as 'Bright Future Discussion Room' in recognition of the generous donation from Professor Roy Chung, Founder and Chairman of Bright Future Charitable Foundation. The ceremony, held on 27 April 2021, was officiated by Professor Chung together with Dr Patrick Poon, Chairman of HSUHK – Foundation Management Committee and Fundraising and Donation Committee, and President Simon S M Ho.

In his remarks, President Ho conveyed his heartfelt appreciation to Professor Chung for his kind contribution to the University's long-term development as well as his staunch support for being the Co-Chairman of 'HSUHK FunD Run' Organising Committee in 2018 and 2021, promoting sport activities and spreading positive energy. Professor Chung commended the HSUHK for its 'Liberal + Professional' education model which helps students pursue their personal development and nurture their virtues. He quoted 'Wisdom in hold, Elegance in mold', a verse from the Song Dynasty writer Su Shi, to encourage HSUHK students to enhance their knowledge through lifelong learning. He hoped that the students would give back to their alma mater and benefit the wider society with great achievements.

The well-equipped Bright Future Discussion Room is ideal for postgraduate collaborative studies, group discussions and presentations.



▲ (From left) Professor Y V Hui, President Simon Ho, Professor Roy Chung, Dr Patrick Poon and Dr Tom Fong officiate at the Ribbon-cutting Ceremony of Bright Future Discussion Room. (左起) 許溢宏教授、何順文校長、鍾志平教授、潘樂昌博士及方永豪博士一同主持鵬程研討室命名儀式。

為表彰鵬程慈善基金創辦人及主席鍾志平教授的慷慨捐贈，恒大將何善衡教學大樓圖書館一樓的A113研討室命名為「鵬程研討室」，並於2021年4月27日舉行命名典禮，主禮嘉賓包括鍾志平教授、香港恒生大學一基金管理委員會主席兼籌募及捐款委員會主席潘樂昌博士，以及何順文校長。

何校長致歡迎辭時衷心感謝鍾志平教授鼎力支持恒大長遠發展，並於2018及2021年兩屆擔任「恒大紛FunD跑」活動統籌委員會聯席主席，與恒大一起推廣體育運動及發放正能量。鍾志平教授讚揚恒大的「博雅+專業」教育模式，有助學生找到個人發展方向，培養個人涵養，並引用宋朝文學家蘇軾詩句「腹有詩書氣自華」鼓勵恒大大學生積極學習，期望學生飲水思源，他日能夠「取諸社會、用諸社會」。

「鵬程研討室」設備完善，專供研究生合作研究、小組討論和簡報之用。

The HSUHK Team Wins the Bronze Award in the Excellent Financial Education Project of the Personal Finance Ambassador Programme 2020/21

恒大於「個人理財大使計劃 2020/21」榮獲「優秀理財教育計劃獎－銅獎」

Six students from the School of Business, including Ms Yuen-ting Hui (BBA with Accounting concentration, Year 4), Mr Ka-lok Ng (BBA with Banking and Finance concentration, Year 4), Mr Cheung-kit Chan (BBA with Banking and Finance concentration, Year 4), Ms Wing-shan Chong (BBA-FA, Year 3), Ms Mavis Yeung (BBA-FA, Year 3) and Mr Yu-ming Yau (BBA with Marketing concentration, Year 4), formed the team 'Pursuing Gold' and won the Bronze Award in the Excellent Financial Education Project of the Personal Finance Ambassador Programme 2020/21 co-organised by the HKEX Foundation, Investor and Financial Education Council, and St James' Settlement.

The HSUHK team stood out from many other tertiary teams and was shortlisted as one of the best final six teams, ultimately getting the Bronze Award. After receiving training to be qualified as 'Personal Finance Ambassadors 2020/21', the team developed a series of online and offline activities known as 'A Journey with the HSUHK' under the theme of 'Keep Financially Fit' to educate HSUHK students about key concepts in financial management. Their creativity and adaptability were recognised by the organisers.



▲ (From 2nd left) Mr Cheung-kit Chan, Mr Yu-ming Yau, Ms Yuen-ting Hui, Mr Ka-lok Ng, Ms Wing-shan Chong and Ms Mavis Yeung win the Bronze Award.

(左二起) 陳翔傑同學、邱于銘同學、許婉婷同學、吳家樂同學、莊穎珊同學及楊凱欣同學獲得銅獎。

商學院六位學生，包括許婉婷同學（工商管理（主修會計學），四年級）、吳家樂同學（工商管理（主修銀行與金融），四年級）、陳翔傑同學（工商管理（主修銀行與金融），四年級）、莊穎珊同學（金融分析工商管理，三年級）、楊凱欣同學（金融分析工商管理，三年級）及邱于銘同學（工商管理（主修市場學），四年級），組成隊伍「理想錢恒」並於「個人理財大使計劃 2020/21」中榮獲「優秀理財教育計劃獎－銅獎」。

「個人理財大使計劃 2020/21」由香港交易所慈善基金、投資者及理財教育委員會，以及聖雅各福群會主辦。恒大隊伍成功在多隊來自不同大專院校的隊伍中脫穎而出，入圍最後六強，最終獲得銅獎。六位同學獲培訓成為「個人理財大使」後，按今年活動主題「Keep 好你身『財』」設計了一系列名為「同恒之旅」的線上及線下活動，向恒大同學推廣理財教育訊息。主辦機構對他們的創意及可塑性大為讚許。

The HSUHK Team Ranks Top 5 in CFA Institute Research Challenge 2020-21

恒大於「CFA 協會投資分析比賽 2020-21」躋身五強

Five students from the School of Business, including Ms Chui-shan Ho, Mr Sheung-kwan Lam, Mr Yee-lam Tong, Ms Man-hau Yau (all from BBA with Banking and Finance concentration) and Mr Kam-tat Ng (BBA-FA), got into the final round in the CFA Institute Research Challenge 2020-21.

This annual global competition provides university students with specialised experience in financial analysis, training their business skills in communicating their analysis as professional investment analysts through a written equity research report and its subsequent pitch to a panel of fund managers.

There were eleven tertiary institutions taking part in the Hong Kong level event this year. The HSUHK team got into the final round together with four other finalist teams from The Chinese University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology and The Open University of Hong Kong.



▲ (From left) Mr Sheung-kwan Lam, Mr Yee-lam Tong, Mr Kam-tat Ng, Ms Chui-shan Ho and Ms Man-hau Yau

(左起) 林尚鋨同學、唐以霖同學、吳金達同學、何翠珊同學及丘旻巧同學

商學院五位學生，包括何翠珊同學、林尚鋨同學、唐以霖同學、丘旻巧同學（全來自工商管理（主修銀行及金融學））及吳金達同學（金融分析工商管理），於「CFA 協會投資分析比賽 2020-21」中躋身五強。

是項活動為全球性比賽，透過寫作證券分析報告並向基金經理團隊作出推銷，為大學生提供財務分析的專門經驗，訓練他們為專業投資進行商業報告的技巧。

本年共有十一所大專院校參與香港回合賽事。恒大隊伍與香港中文大學、香港理工大學、香港科技大學及香港公開大學一同躋身最後五強。

BBA-GBM Student Gets Subsidy from Hsin Chong – K N Godfrey Yeh Education Fund for Joint Student Projects 2020/21

環球商業管理學生獲頒

「新昌－葉庚年教育基金聯校活動資助 2020/21」

'Hsin Chong – K N Godfrey Yeh Education Fund for Joint Student Projects 2020/21' has awarded a HK\$30,000 subsidy to Mr Enoch Yau, Year-2 student from the BBA (Hons) in Global Business Management, for the project 'All-in-One Online Learning Platform (OOLP)'.

'All-in-One Online Learning Platform (OOLP)' is a platform providing a high-quality and exclusive online learning experience to local secondary school students. Considering the long travelling time to and from tutoring centres and the ineffectiveness of their video learning classes, Enoch, as the leader of the joint student project, decided to partner with teammates from The Hong Kong University of Science and Technology and The Chinese University of Hong Kong, and created OOLP with various educational features to support secondary school students' learning after school. They successfully got the subsidy and put their idea into practice.

'Hsin Chong - K N Godfrey Yeh Education Fund for Joint Student Projects' aims at enhancing mutual understanding and cooperation among students from different institutions and encouraging creative and constructive ideas which are conducive to students' overall development. The competitive funding exercise requires students from ten local tertiary institutions to form joint teams and compete for the funding with their self-designed projects.



環球商業管理二年級學生邱浚熙同學憑「All-in-One 網上教育平台」(OOLP) 榮獲「新昌－葉庚年教育基金聯校活動資助 2020/21」港幣 30,000 元資助。

OOLP 是一個為本港中學生提供優質與獨特網上學習體驗的平台，邱浚熙為 OOLP 的項目負責人。他有見學生花費大量時間往返補習中心及中心所提供的視像學習成效一般，遂與來自香港科技大學及香港中文大學的隊友構思了 OOLP，以多元教學方法支援課後學習。三人最終成功獲得資助，將其商業概念付諸實行。

「新昌－葉庚年教育基金聯校活動資助」旨在增進各院校學生之間的理解與合作，鼓勵他們發展具創意及建設性的構想，推動學生的全人發展。資助計劃要求來自十間本地大專院校的學生組成聯校隊伍參與，並自行擬定項目競逐資助。

◀ Mr Enoch Yau (right) and his team receive a HK\$30,000 subsidy for All-in-One Online Learning Platform.
邱浚熙同學(右)與團隊憑「All-in-One 網上學習平台」獲得三萬港幣資助。

HSUHK Students Enter Final 20 in ACCA Hong Kong Business Competition 2020-21

恒大學生入選「ACCA 商業策劃大比拼 2020-21」最後二十強

Ms Wing-sum Lo (BBA with Accounting concentration, Year 3), Ms Sum-yuet Kong (BBA-MGT, Year 3) and Ms Wan-xia Yang (BBA with Banking and Finance concentration, Year 4) from the School of Business formed a HSUHK team to participate in the ACCA Hong Kong Business Competition 2020-21 and was shortlisted as one of the Top 20 out of around two hundred teams.

The theme of the competition this year was 'Rewiring our Future: Leading Digital Innovation and Sustainable Success', encouraging students to bring new ideas of survival and transformation to the commercial market to decipher the next business normal. Participating teams had to submit a creative and visionary proposal, proposing how corporations can optimise return with limited resources within a sustainable business model. The business proposals and students' performance were evaluated by the judging panel against the seven professional quotients of ACCA, which are the behaviours and qualities required for an ACCA qualified accountant.

With coaching support from the ACCA-qualified professionals, the participating HSUHK students not only gained professional knowledge and valuable experience to widen their horizons and meet future business needs, but also brought innovative thinking and ideas to the business sector.

商學院的羅詠芯同學(工商管理(主修會計學), 三年級)、江心悅同學(管理學工商管理, 三年級)及楊晚霞同學(工商管理(主修銀行與金融), 四年級), 代表恒大組隊參加由特許公認會計師公會(ACCA)舉辦的「商業策劃大比拼 2020-21」, 並從近二百隊參賽隊伍中入選最後二十強。

本年比賽主題為「Rewiring our Future: Leading Digital Innovation and Sustainable Success」, 鼓勵學生為商業市場轉型求生提供新意念, 並解讀市場的未來常態。參賽隊伍需要提交一份具創意及前瞻性的商業計劃, 以可持續經營的商業模式, 建議企業如何善用有限的資源達至利潤最大化。評審以 ACCA 七大專業操守, 即成為 ACCA 合資格會計師的必要品質和行為指標, 來評估所有隊伍的計劃書和比賽表現。

恒大同學在 ACCA 的專業指導員指導及帶領下, 除了獲得不少專業知識及寶貴經驗, 拓闊視野以應對未來商業發展, 亦為商業界提供創新的思維和意念。

BBA-CG Student Garner 'For Our Future Scholarship 2020/21' 商學院企業管治學生獲得「創明天獎學金 2020/21」

Out of 300 applicants from 13 educational institutes, Ms Vanessa Cheung, Year-3 student from the BBA (Hons) in Corporate Governance, has been selected by the Greater Bay Area Homeland Youth Community Foundation as one of the 15 finalists for the newly established 'For Our Future Scholarship 2020/21'. Dr Tom Fong, Vice-President (Organisational Development); and Ms Jessie Wong, Manager of the Student Affairs Office, attended the Award Presentation Ceremony on 9 March 2021 to share the happiness with Vanessa.



▲ Ms Vanessa Cheung and her parent (2nd and 1st from left), Dr Tom Fong (2nd from right) and Ms Jessie Wong (1st from right) take a photo. 張綽嵐及家人（左二及左一），與方永豪博士（右二）及黃芷茵女士（右一）合照紀念。

The judging panel considered candidates' performance in academic studies, personal development in specific areas, participation in social services, students' commitment to Hong Kong and their desire to continue serving society after graduation to award the outstanding local students. Serving the community since secondary school, Vanessa impressed the judging panel with her extensive community services experience and her outstanding performance at the final interview.

To enable students to better understand the development and potential of the Greater Bay Area (GBA), the Foundation will arrange GBA exchange tour for the awardees and applicants to broaden their vision.

企業管治工商管理（榮譽）學士課程三年級的張綽嵐同學，從 13 間大專院校的 300 名參選者中脫穎而出，獲頒由大灣區共同家園青年公益基金新設立的「創明天獎學金 2020/21」，為 15 位得獎者之一。副校長（機構發展）方永豪博士、學生事務處經理黃芷茵女士和張綽嵐於 2021 年 3 月 9 日出席頒獎典禮，一同分享喜悅。

該獎學金評審小組就參選者的學業成績、個人多元發展、社會服務參與，以及承諾畢業後繼續為香港社會服務的抱負等範疇進行評選，挑選當中表現優秀的本地學生。張綽嵐自中學開始已廣泛參與社區服務，而在最後面試中同樣表現出色，令評審團留下深刻印象而獲獎。

基金將為得獎者及其他獎學金申請同學安排大灣區交流活動，讓同學擴闊眼界，更了解大灣區的機遇和發展潛力。

BBA-SCM Students Win the Best Innovative Solution in the Hong Kong Logistics Case Contest 2021

供應鏈管理學生於「2021 香港物流案例大賽」中榮獲「最創新解決方案獎」

The Hong Kong Logistics Case Competition 2021 was held on 26 and 27 March 2021. HSUHK students from the BBA (Hons) in Supply Chain Management, namely Ms Hiu-yee Chau, Ms Ying-ying Chim and Ms Cybi Fan, won the Best Innovative Solution in this competition.

The aim of the competition was to promote practical problem-solving skills and the creative thinking capability of post-secondary logistics students to enhance their career development. This year, the competition also allowed enterprises and education institutes to join. It was a team-based intensive case competition in a simulated business reality where students needed to resolve workplace problems. Each team was given a logistics management problem and was required to come up with solutions in a short period of time. A total of 31 teams, including 27 teams from universities and community colleges in Hong Kong and 4 enterprise teams, took part in this hackathon competition. The Champion and the Best Cost-effective Team this year went to the enterprise teams.

「2021 年香港物流案例大賽」於 2021 年 3 月 26 日至 27 日舉行，供應鏈管理工商管理（榮譽）學士學生周曉儀同學、詹瑩瑩同學及樊泳言同學在比賽中榮獲「最創新解決方案獎」。

比賽旨在提升專上學生的解難能力以及創意思維，增強他們的就業發展。今年比賽亦開放予企業及教育機構參與。比賽以隊際形式進行，學生需在模擬商業環境下密集地解決職場問題。每組隊伍會獲發一個物流管理案例，並需在限定時間內提出解決方案。是次比賽共有 31 組隊伍參賽，當中包括 27 組香港大專院校及 4 組企業隊伍。而今年冠軍及最具成本效益獎得主均為企業隊伍。



▲ (From 2nd left) Ms Hiu-yee Chau, Ms Cybi Fan and Ms Ying-ying Chim win the Best Innovative Solution award. (左二起) 周曉儀同學、樊泳言同學及詹瑩瑩同學在比賽中榮獲「最創新解決方案獎」。

HSUHK Students Receive First AIA Scholarship Awards 恒大大學生榮獲首批友邦獎學金

The first award ceremony for AIA Scholarships was held online on 7 April 2021, in which five HSUHK students received the award in 2020/21 academic year. The HSUHK became one of the ten partner universities in Hong Kong of the AIA Scholarships programme in October 2020.

In the ceremony, Mr Edmund Tse, AIA Group Board Chairman and Director of the AIA Foundation, and Mr Yuan-siong Lee, AIA Group Chief Executive and President, offered their congratulations to the first 100 AIA Scholars from partner universities. Mr Yuan-siong Lee hoped that the AIA Scholarships programme would help generations of young Hong Kong students realise their true potential, enabling exceptional, community minded students to gain access to the best local education and allowing them to give back to Hong Kong and build a better future. On behalf of his HSUHK fellow scholars, Mr Ahmed Hassan, Year-1 student of BBA (Honours) in Economics, shared his university life and expressed his gratitude to AIA Group and the HSUHK.

The AIA Scholarships programme launched in 2020 is a landmark programme of AIA Group. AIA pledges US\$100 million over the next several decades to support 100 undergraduates every year to attend universities in Hong Kong. The scholars will each receive an award of HK\$50,000 for every year of their undergraduate studies.



▲ Mr Yuan-siong Lee congratulates the first 100 AIA Scholars.
李源祥先生祝賀首批 100 位「友邦獎學金」獲獎學生。



▲ Mr Ahmed Hassan shares his university life and expresses his gratitude to AIA and the HSUHK for their support at the virtual ceremony.
哈桑同學在網上頒獎禮中分享大學生生活點滴及感謝友邦與大學的支持。

首屆「友邦獎學金」頒獎禮在 2021 年 4 月 7 日於網上舉行，恒大大共有五位學生於 2020/21 學年獲獎。恒大大於 2020 年 10 月成為「友邦獎學金」計劃本地十間合作大學之一。

頒獎禮中，友邦保險董事會主席兼友邦慈善基金董事謝仕榮先生，及友邦保險集團首席執行官兼總裁李源祥先生，一同向首批 100 位來自各合作大學的獲獎學生送上祝賀。李源祥先生表示，期望透過「友邦獎學金」計劃協助香港年青一代發揮潛力，幫助表現優秀及熱愛服務社會的學生得到本地的最佳教育，讓他們為香港作出貢獻及創造更美好的未來。而恒大大經濟學工商管理（榮譽）學士一年級學生哈桑同學代表其他恒大大得獎學生於頒獎禮中分享大學生生活點滴，並感謝友邦保險集團及大學的支持。

「友邦獎學金」是友邦保險集團於 2020 年推出的一項標誌性計劃，友邦保險承諾投放一億美元，在未來數十年間每年資助 100 名就讀於香港多間大學的本科學生。獲獎學生於就讀其本科課程期間每年可獲得 50,000 港元的獎學金。

SCOM Awards cum Rotary Club of Mandarin HK Scholarships Presentation Ceremony

傳播學院學業成就獎暨香港華語扶輪社獎學金頒獎典禮

The School of Communication (SCOM) held the SCOM Awards cum Rotary Club of Mandarin HK Scholarships Presentation Ceremony on 29 April 2021. The Rotary Club of Mandarin HK Scholarships and other academic awards of the School, including the Dean's List and the Honour Roll, were presented to students with excellent performance.

In this academic year, the Rotary Club of Mandarin HK once again established three scholarships of HK\$10,000 each to award selected students from the Bachelor of Journalism and Communication (Honours) programme (BJC) and the Bachelor of Arts (Honours) in Convergent Media and Communication Technology programme (BA-CMCT) for their outstanding academic performance and distinguished service records. Mr Kelvin Huang, President of the Rotary Club of Mandarin HK, delivered a speech to introduce the mission and work of the Club to participants and encourage awardees to continue to work hard and give back to society. Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the SCOM, expressed her heartfelt gratitude to the Rotary Club of Mandarin HK for their continued support to education and the School. She also congratulated all awardees on their accomplishments and encouraged them to embrace challenges and break out of their comfort zone.



▲ Mr Kelvin Huang takes a photo with three recipients of the Rotary Club of Mandarin HK Scholarships.
黃殷先生與三位香港華語扶輪社獎學金得獎者合照。

傳播學院於 2021 年 4 月 29 日舉行傳播學院學業成就獎暨香港華語扶輪社獎學金頒獎典禮，向表現傑出的同學頒發香港華語扶輪社獎學金、院長榮譽狀及傳播學院榮譽狀等多個獎項。

香港華語扶輪社今年再度設立三項各港幣一萬元的獎學金，以獎勵學業成績優異及服務紀錄傑出的新聞及傳播（榮譽）學士課程與融合媒體及傳播科技（榮譽）文學士課程的學生。香港華語扶輪社社長黃殷先生致辭時向各位來賓介紹該社的使命和工作，並鼓勵得獎者繼續努力以回饋社會。而協理副校長（傳訊及公共事務）及傳播學院院長曹虹教授亦在典禮中衷心感謝香港華語扶輪社對教育及傳播學院的支持，並祝賀所有得獎者，鼓勵他們勇敢接受挑戰，走出舒適圈。



▲ Professor Scarlet Tso photographs with awardees.
曹虹院長與得獎同學合照留念。

'HSUHK x SCMP Entrepreneurship Challenge 2021 – Innovation and Entrepreneurship' Certificate Talk Series

「香港恒生大學 x 南華早報企業挑戰賽 2021」講座系列

Organised by Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) and co-organised by the Department of Marketing and *South China Morning Post*, The HSUHK x SCMP Entrepreneurship Challenge 2021 (E-Challenge) aims to encourage participating teams to turn their innovative business concepts into implementable business plans. Under this year's theme 'New Opportunities under the New Normal', a series of workshops were held in March 2021 for enriching the entrepreneurial and innovative skills of students and teachers. Over 100 students and teachers attended the four workshops which were delivered by a team of guest speakers with seasoned experience in start-up, youth innovation, technology business management and the commercial sector. Students who completed the whole workshop series were awarded an Innovation and Entrepreneurship Certificate.

In Stage Two of the E-Challenge, five finalist teams are required to pitch their business ideas at the final round competition during the HSUHK Entrepreneurship Day. The winning teams will receive a cash prize, a seed fund, mentorship support and gain access to a co-working space to operate a real business. More event details can be found in the following website: <https://wucie.hsu.edu.hk/>.



由伍潔宜創新及創業中心主辦，市場學系及《南華早報》協辦的「恒大 x 南華早報企業挑戰賽 2021」（企業挑戰賽），旨在鼓勵參與隊伍將創業概念轉化成可行的企業計劃。今年活動以「新常態下的新機遇」為主題，於 2021 年 3 月份舉辦了一系列講座，邀請在初創項目、青年創新、科技企業管理及商業領域具有豐富經驗的嘉賓作出分享，增進師生對創業及創新概念的認識。四場工作坊合共吸引逾 100 名師生參與，而完成全部講座的同學皆獲得出席證書。

在企業挑戰賽的第二階段，五強隊伍需於「恒大企業日」總決賽中介紹其創業計劃，得獎隊伍可獲得現金獎、種子基金、導師支援及使用共享工作空間去實踐創業夢想。更多活動詳情可瀏覽以下網頁：<https://wucie.hsu.edu.hk/>。

College Assembly – HSUHK Liberal Agora in April

4 月份月會 — 恒大博雅講場

The last College Assembly – HSUHK Liberal Agora of 2020/21 was held on 8 April 2021. Ms Abbe Chan, Founder of Dance Sensation Studio Limited; Mr Dicky Yuen, Director and Founder of Venturenix Limited; and Ms Justina Li, Teacher (Chinese & Culture) of ELCHK Lutheran Academy were invited to share their 'Dream Career' and tips on career planning.

To set up her own dancing studio, Abbe proactively achieved different professional qualifications in dancing and took up 20 part-time jobs to earn her start-up fund. Dicky's start-up journey was also full of challenges. He thought that experiences gained from diverse activities such as volunteer services and student groups benefited his career development. Once working in the editorial field, Justina discovered that it was not suitable for her and thus decided to change to the education sector. She advised students to try different career fields to find their suitable paths.

The three alumni encouraged students to 'work hard, play hard', attempt more and listen more, as well as participating in extra-curricular activities to experience life outside books. They also suggested students to enroll in modules other than their major disciplines to widen their horizons.

2020/21 年度最後一次月會於 2021 年 4 月 8 日舉行，三位恒大校友 Dance Sensation Studio Limited 創辦人陳巧騫女士、Venturenix Limited 總監及創辦人袁益靈先生及基督教香港信義會宏信書院中國語文及文化科教師李逸紅女士一同分享他們的「事業夢」，以及如何為事業發展作好準備。

陳巧騫女士為了開設跳舞教室，積極在不同舞蹈範疇獲取專業資格，並做二十份兼職工作來賺取創業資金。袁益靈先生在創業過程亦曾經歷重重難關，他認為在學期間的義工服務或學生組織經驗，有助他的事業發展。而李逸紅女士曾從事編輯工作，發現不適合後投身教育。她建議同學放膽嘗試不同工種以找到適合自己的職業。

三位校友勉勵同學要「做盡、玩盡」（work hard, play hard）、多嘗試及多聆聽，並透過課外活動汲取書本以外的經驗，及修讀主科以外的科目擴闊視野。



▲ (From left) Dr Michael Chan, Dr Thomas Man, Prof Y V Hui, Ms Abbe Chan, Ms Dicky Yuen and Ms Esther Lee take a group photo.
(左起) 陳永浩博士、萬顯恩博士、許溢宏教授、陳巧騫女士、袁益靈先生及李德芬女士合照留念。



▲ Guest speakers share their career stories. 嘉賓講者分享他們的事業故事。

ICAC Ambassadors Promote Probity and Integrity through an Online Game 廉政大使以網上遊戲推廣廉潔與誠信

Probity and integrity are the foundation of a trustworthy and fair social system. Aiming at promoting the importance of probity and integrity on campus, HSUHK ICAC Ambassadors launched 'Riddle Solving Action', an online detective game, from 24 to 26 February 2021.

The Yuen Chau Kok Short-piling Case in 1997, a notorious corruption case that happened near the HSUHK, was adopted in the online detective game designed by the ICAC Ambassadors. Participants playing as investigators could obtain testimony from suspects by answering questions regarding ICAC correctly. With more evidence, investigators could reveal the truth and identify the offenders of bribery and corruption.

The ICAC Ambassadors gave relentless effort to build the game from idea brainstorming to programme execution, and particularly in transforming the activity from onsite to online. Ms Erica Lee, Chairperson of HSUHK ICAC Ambassador Programme, shared, "It is definitely not an easy task to organise such a large-scale event. This experience reminded me that 'If you want to run fast, run alone. If you want to run far, run together'."

可信及公平之社會制度建基於廉潔和誠信。恒廉大使為了在校園宣揚廉潔及誠信的重要，於2021年2月24日至26日期間推出了網上偵探遊戲「解密『恒』動」。廉政大使將一件昔日發生在恒大大校園附近的重大貪污案件：1997年的圓洲角短樁案，設計成網上偵探遊戲，讓參加者化身調查人員，只要成功回答有關廉政公署的問題便可獲取嫌疑人的證供，一步步拆解案件謎團，找出貪污者。



▲ Participants play as investigators in the game and work as a team to solve the corruption case.
參加者在遊戲中化身調查員，與團隊一起破解貪污案。

廉政大使從活動構思至執行，尤其要將實體活動改為網上舉行，花了不少心思。本屆廉政大使主席李佩葶同學分享道：「要成功舉辦一個大規模的活動本來就不容易，是次經驗令我深深感受到『一個人可以跑得很快，但一隊人才能走得更遠』。」

HSUHK Student Ambassadors Inauguration Ceremony 2020-2021 恒大大學生大使就職典禮 2020-21



▲ Group photo of HSUHK Student Ambassadors and guests
恒大大學生大使與嘉賓合照

The Inauguration Ceremony of HSUHK Student Ambassadors 2020-2021 was held on 29 March 2021 with the theme 'Equip in Adversity, Gaze into Futurity'. Organised by 30 selected Student Ambassadors (SAs), the event invited President Simon S M Ho; Professor Y V Hui, Vice-President (Academic and Research); Dr Tom Fong, Vice-President (Organisational Development); Professor Bradley Barnes, Dean of the School of Business; Ms Esther Lee, Acting Director of Student Affairs; and various department heads, staff and guests.

Before the inauguration, President Simon Ho and Ms Esther Lee gave encouragement to students in their speeches. President Ho was impressed by the SAs in supporting each other and serving the HSUHK in adversity, passing on the traditions of SAs. Ms Lee encouraged SAs to adapt to new changes positively and to excel in creativity while outperforming themselves. SAs also prepared a bamboo-made ancient ship model for the guests to express their gratitude, symbolising that SAs will walk through difficulties despite challenges and wishing the guests every success in the future.

恒大大學生大使就職典禮於2021年3月29日舉行。今年的主題為「Equip in Adversity, Gaze into Futurity」，由30位應屆學生大使攜手策劃。何順文校長、副校長（學術及研究）許溢宏教授、副校長（機構發展）方永豪博士、商學院院長李海東教授、署理學生事務總監李德芬女士，以及一眾部門主管、教職員及嘉賓應邀出席典禮。

在宣誓就職前，何順文校長及李德芬女士致辭勉勵同學。何校長讚揚學生大使能夠在逆境中互相扶持、服務恒大，秉承學生大使的傳統。而李女士在分享時勉勵同學積極適應新轉變，發揮創意，超越自我。學生大使亦特別訂製了一套竹製古代帆船模型向嘉賓致意，象徵學生大使會在逆境中勇敢前行，並祝願各嘉賓一帆風順。

授、署理學生事務總監李德芬女士，以及一眾部門主管、教職員及嘉賓應邀出席典禮。



◀ Ms Anthea Chan (right), representative of the new Student Ambassadors, receives the lantern symbolising 'passing on' from her predecessor Ms Vivian Choi.
新一屆學生大使代表陳洛蕙同學（右）從上一任代表蔡金伶同學手上接過象徵「薪火相傳」的燈盞。

'The Post-Pandemic World' - The Council Chairman Bowl 2020/2021 Art Jamming Competition

「疫情後的世界觀」— 2020/21 校委會主席碗即興繪畫比賽

The Residential Colleges held the 'Art Jamming Competition', the fourth event of The Council Chairman Bowl, on 24 March 2021, allowing students to express their perception of the post-pandemic world through paint brush and canvas.

The Art Jamming Competition is a new event of The Council Chairman Bowl, which hoped to cultivate residents' interest in artistic creation. Participants were required to create their artwork on a 30 x 40 cm canvas within 2 hours, followed by a presentation on their creative concepts.

Serving as the judge, Professor Desmond Hui, Founding Head of the Department of Art and Design, commented that it was a nip and tuck competition and appreciated students' creativity. The winner went to Ms Zihui Lin from Patrick S C Poon Amity College, who demonstrated through her drawing the hope of everything resuming to normal with sunshine over the motherland after the pandemic is over. And Ms Qian Rao from Lee Yick Hoi Lun Mosaic College got the 1st runner-up. Her painting symbolised that the haze of the pandemic would be brushed away, reflecting her belief that blue sky will follow after the rainstorm and giant waves.



▲ The winner Ms Zihui Lin (right) receives the prize from Professor Desmond Hui. 冠軍林子惠同學（右）從許焯權教授手上接過獎項。

住宿書院於 2021 年 3 月 24 日舉辦了校委會主席碗院際比賽的第四項活動「即興繪畫比賽」，讓同學們以繪畫方式表達「疫情後的世界觀」。

是次為校委會主席碗的首次即興繪畫比賽，希望藉此培養同學對藝術創作的興趣。參賽者需於 2 小時內於 30 x 40 厘米的畫布上創作自己的作品，並講解其創作概念。

擔任評判的藝術設計系創系主任許焯權教授表示，參賽同學實力旗鼓相當，他非常欣賞他們的藝術創意。比賽由潘樂昌樂群書院代表林子惠同學勇奪冠軍，她以畫作表達疫情過後，光明會再次普照大地並一切回復正常。而利易海倫博文書院的饒茜同學獲選為亞軍。她相信狂風暴雨及驚濤駭浪後一定能見到藍天和白雲，並以作品象徵撥開疫情的陰霾。

The Peer Mentors Scheme - Handcraft Workshops and the Cheer-up Station 朋輩導師計劃 — 手工藝工作坊及考試加油站

Sponsored by the Incorporated Trustees of Hsin Chong – K N Godfrey Yeh Education Fund, the Peer Mentors organised the Epoxy Resin Miniature Scene Decoration Workshop and the Fluidart Painting Workshop on 25 March and 8 April 2021 respectively. Through the workshops, participating students got to make new friends, be relieved of stress and tension from their busy study schedule, and design their colourful and unique artwork under the guidance of an instructor.

The Peer Mentors also partnered with non-Chinese speaking students in setting up the 'Cheer-up Station' from 12 to 14 April 2021. Healthy snack packs were offered to students to re-energise them and handcraft booths such as a Henna painting booth were also available. Cheer-up messages in different languages including Chinese, English and Japanese were shared with students as well, wishing them good luck in examinations.



▲ Epoxy Resin Miniature Scene Decoration Workshop
水晶滴膠微縮場景擺設工作坊



▲ Fluidart Painting Workshop
流體畫基本體驗工作坊



▲ Cheer-up Station
考試加油站

獲「新昌—葉庚年教育基金信託人法團」贊助，朋輩導師計劃成員於 2021 年 3 月 25 日及 4 月 8 日分別舉辦了水晶滴膠微縮場景擺設工作坊及流體畫基本體驗工作坊。透過工作坊，參加同學除了可以認識新朋友，亦可從忙碌的學業中放鬆心情和減壓，並在導師的指導下設計出色豐富、獨一無二的作品。

此外，朋輩導師亦與非華語學生合作，於 2021 年 4 月 12 日至 14 日期間設立「考試加油站」，向同學派發健康「打氣零食包」及設有手作攤位如即場 Henna 彩繪。活動期間，加油站更分享中、英、日等多國語言的打氣句子，預祝同學考試順利。

Come on, Workout with Me!

齊嘗 · 分享 · 伴你行

The PE Unit of the SAO organised the 'Come on, Workout with Me' programme in March 2021, in which HSUHK students were invited to produce a short video to motivate their families and friends to participate in sports, promoting the benefits of regular exercises to physical and mental health as well as a healthy and positive lifestyle. The programme also encouraged students to spend time with their families and friends on sports to enjoy the fun of joint exercise.

More than 200 students were engaged in this programme. It is hoped that this would help gather positive energy of all members and spread the ethos of exercise in the HSUHK community.

學生事務處體育組於 2021 年 3 月期間舉辦了名為「齊嘗 · 分享 · 伴你行」的活動，邀請恒大同學自製一條短片鼓勵身邊的親朋好友參與運動，並向他們傳達持續運動對身心健康的好處，藉此推廣健康與正面的生活模式。活動亦鼓勵同學與家人朋友一同做運動，享受共同運動的樂趣。

是次活動吸引高達二百多位同學參與。我們希望集合眾人的正能量，令運動風氣於恒大社群傳播。



▲ HSUHK students enjoy the time of working out together with their families and friends.
恒大同學享受與家人及朋友一同做運動的時間。

Bidding Farewell to Exchange Students with a Chinese Herbal Sachet Workshop

送別交換生活動—中藥香囊工作坊

With this semester approaching an end, HSUHK exchange students return to their home countries at the end of May. To bid farewell to our fellow exchange students, a face-to-face Chinese herbal sachet workshop was organised by the SAO on 23 April 2021, introducing them to the heritage of scented herbal sachets and the Chinese herbs used for the sachets, and they could make their own scented sachets. Participants enjoyed the workshop very much. They showed great interest in this traditional handicraft and were eager to make lovely sachets as souvenirs to bring blessings to their friends and families at home.

隨著本學期即將結束，恒大交換生會於 2021 年 5 月下旬起回國。為送別一眾交換生，學生事務處於 2021 年 4 月 23 日舉辦了中藥香囊工作坊，向他們介紹中國香囊的傳統及香囊所使用的中藥，並教導他們親手縫製香囊。參加者於工作坊樂在其中，他們均對這門傳統手藝深感興趣，並期望製作香囊送贈家人和朋友作紀念品，為他們送上祝福。



▲ Exchange students spend a great time in the workshop.
▲ 交換生一同在工作坊渡過美好的時光。

Visit from the Consulate General Representative of Finland in Hong Kong 芬蘭駐香港總領事館代表到訪恒大

Ms Ksenia Sormunen, Consular Services Coordinator of the Consulate General of Finland in Hong Kong, visited the HSUHK on 15 April 2021 for an update of HSUHK exchange programmes with universities in Finland. Two students who went to Finland for an exchange study were invited to meet Ms Sormunen to share their Finnish living and learning experience.

The HSUHK is dedicated to offering diverse exchange activities for students and has engaged in various kinds of exchange activities with Finland since 2013.



▲ A group photo of Ms Ksenia Sormunen (2nd from right) with HSUHK representatives
▲ Ksenia Sormunen 女士（右二）與恒大代表合照

芬蘭駐香港總領事館代表 Ksenia Sormunen 女士於 2021 年 4 月 15 日到訪恒大，了解恒大與芬蘭各大學的最新交流計劃。曾前赴芬蘭交流的兩位同學獲邀與 Sormunen 女士會面，分享他們在芬蘭的居住及學習經歷。

恒大致力為學生提供多元化的交流活動，並自 2013 年起在芬蘭開展各項交流活動。

Visit from Television Broadcasts Limited 電視廣播有限公司到訪恒大

Mr Thomas Hui, Chairman of Television Broadcasts Limited (TVB); Mr Chi-wai Yuen, Assistant General Manager (News & Information Services); and Ms Doris Luey, Chief Strategy Officer, visited the HSUHK on 4 May 2021. The guests were warmly received by Dr Moses Cheng, Chairman of the Council of the HSUHK; President Simon S M Ho; Professor Y V Hui, Vice-President (Academic and Research); Dr Tom Fong, Vice-President (Organisational Development); Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of the School of Communication; Dr James Chang, Associate Dean of the School of Communication; and Professor Ronald Chiu, Professor (Practice) of the School of Communication.

Led by the Communications and Public Affairs Office, a guided tour around the campus was arranged for the guests. They visited the state-of-the-art teaching and learning facilities including the Virtual Reality Centre, the TV Studio and the Multi-Media Training Centre. After the tour, TVB and HSUHK representatives met at the Lee Ping Yuen Chamber to learn about the latest developments of the HSUHK and explore future collaboration opportunities.

電視廣播有限公司 (TVB) 主席許濤先生、助理總經理 (新聞及資訊) 袁志偉先生及策略總裁呂施施女士於 2021 年 5 月 4 日到訪恒大，獲恒大校務委員會主席鄭慕智博士、何順文校長、副校長 (學術及研究) 許溢宏教授、副校長 (機構發展) 方永豪博士、協理副校長 (傳訊及公共事務) 及傳播學院院長曹虹教授、傳播學院副院長張志宇博士及傳播學院趙應春教授 (實務) 熱情接待。

嘉賓們在傳訊及公共事務處的安排及導賞下遊覽校園，參觀多項先進的教學設施，包括虛擬實境中心、電視錄影廠及多媒體培訓中心。隨後 TVB 及恒大代表於李秉源會議廳進行會面，了解恒大的最新發展並探討日後合作機會。



▲ Representatives from TVB and the HSUHK discuss the collaboration opportunities in the future. (From left) Professor Ronald Chiu, Mr Chi-wai Yuen, Professor Scarlet Tso, Mr Thomas Hui, Dr Moses Cheng, President Simon Ho, Professor Y V Hui, Ms Doris Luey and Dr Tom Fong

TVB 與恒大代表商討日後合作機會。(左起) 趙應春教授、袁志偉先生、曹虹教授、許濤先生、鄭慕智博士、何順文校長、許溢宏教授、呂施施女士及方永豪博士

◀ (From left) Professor Ronald Chiu, Mr Chi-wai Yuen, Dr Moses Cheng, Mr Thomas Hui, Dr Tom Fong, Professor Scarlet Tso, Ms Doris Luey and Dr James Chang take a group photo.

(左起) 趙應春教授、袁志偉先生、鄭慕智博士、許濤先生、方永豪博士、曹虹教授、呂施施女士及張志宇博士合照留念。



▲ Graduates of the School of Business share their happiness with the faculty members.
商學院畢業生與教職員分享喜悅。

▼ Professor Scarlet Tso, Dean of the School of Communication, delivers a speech to graduates.
傳播學院院長曹虹教授向畢業生致辭。



2019 and 2020 Graduation Ceremonies of the HSUHK

恒大 2019 及 2020 年度畢業典禮

As the pandemic situation has improved, the HSUHK organised the School-based Graduation Ceremonies for the Classes of 2019 and 2020 from late March to April 2021 to celebrate this memorable milestone with graduates and their families.

During the ceremony of each of the five Schools, President Simon S M Ho expressed his warmest congratulations to all graduates while the Dean of the respective School sent encouragement and best wishes to them in the speech. We wish all graduates every success in their endeavours and have a bright future!

有見疫情轉趨緩和，恒大於 2021 年 3 月下旬至 4 月舉辦 2019 及 2020 年度畢業禮。典禮儀式由五個學院分別主辦，邀請畢業生及其家人一同慶祝這個別具紀念價值的里程碑。

於各個學院的畢業典禮中，何順文校長向畢業生送上祝賀，各學院院長亦在致辭時作出鼓勵及祝福。恒大在此謹祝各位畢業生鵬程萬里、前程錦繡！

▲ The School of Decision Sciences celebrates the memorable moment with graduates.
決策科學學院與畢業生慶祝這個別具紀念價值的時刻。



▲ The valedictorian of the School of Humanities and Social Science gives thanks to the support given by the School.
人文社會科學學院畢業生代表感謝學院的支持。



▲ Graduates of the School of Translation and Foreign Languages take a group photo with the faculty members.
翻譯及外語學院畢業生與教職員合照留念。

Information as of 4 May 2021. *Erudition (The Hang Seng University of Hong Kong Newsletter)* is published by the Communications and Public Affairs Office every odd month with the editorial support of Mr Kyle Thorson of the English Department. If you have any materials for publication, please send your submission in both English and Chinese (about 200 words each) and 1-2 photos (>1MB, if any) to cpao@hsu.edu.hk via your HSUHK email account.

資料截至 2021 年 5 月 4 日。《博學》(香港恒生大學通訊)逢單數月由傳訊及公共事務處出版，英文系 Kyle Thorson 先生協助英文內容編校。如欲投稿，請以恒大電郵帳戶發送至 cpao@hsu.edu.hk。稿件中英文內容各約 200 字並附上 1-2 張 1MB 以上的照片(如有)。

Reconnect with HSUHK 與母校聯繫

The University would like to seek your help in inviting more alumni to reconnect with us. If you happen to know of any alumni via your network, please pass on this link (<https://rb.gy/lmwemz>) so that we can keep them abreast of the latest news and developments of their alma mater.

恒大一直重視與校友的聯繫，我們祈盼您能協助聯絡身邊的恒大校友，讓他們也能緊貼母校的最新資訊及發展。歡迎分享此連結 (<https://rb.gy/lmwemz>)，讓更多校友與母校保持聯繫。

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