

# About The Hang Seng University of Hong Kong

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# BACKGROUND

## The Hang Seng University of Hong Kong (HSUHK)

- Formerly known as:  
Hang Seng School of Commerce (HSSC)  
established in 1980 offering diploma, matriculation and associate degree programmes;  
and  
  
Hang Seng Management College (HSMC)  
restructured in 2010 offering diversified undergraduate and taught postgraduate programmes.
- Granted approval by the Chief Executive in Council on 30 October 2018 after international accreditation to change its title from “Hang Seng Management College” to “The Hang Seng University of Hong Kong” (HSUHK).
- One of the 12 universities in Hong Kong

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## Vision

Aspiring to be a leading private liberal-arts-oriented university in the region, recognised for excellence in teaching, learning and research, and for contributions that advance society and the world.

## Missions

- To provide students with an all-rounded transformational and empowering educational experience through our “Liberal + Professional” education model;
- To advance knowledge and be committed to free enquiry and responsible scholarship; and
- To nurture responsible global citizens and leaders with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

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## Motto

- Erudition and Perseverance

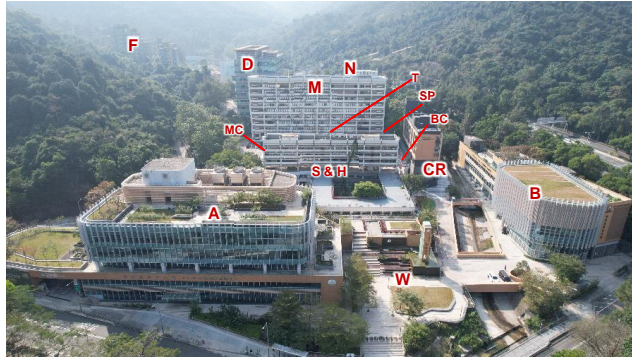
## Core Values

- Mutual Trust
- Value-adding
- Innovativeness
- Caring Attitude
- Responsibility



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# The Award-Winning, State-Of-The-Art Campus



<b>HSUHK Yuen Campus</b>
Lee Quo Wei Academic Building (D)
HSUHK Jockey Club Residential Colleges (F)
M Building (M)
Lo Hui Kit San Building (N)
The Way (T)
Central Plaza
Open Basketball Court (BC)
Outdoor Swimming Pool (SP)
Rendezvous (M Canteen) (MC)
<b>North Campus</b>
S H Ho Academic Building (A)
Lee Shau Kee Complex (B)
Wei Lun Square (W)
Creative Humanities Hub (CR) (completed in March 2024)
Staff Quarters (S) & Old Hall (H)

- Total Site Area = 40,030 m<sup>2</sup>
- Total campus Gross Floor Area = 69,004m<sup>2</sup>

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# The new Creative Humanities Hub (completed in March 2024)



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## SCHOOLS, STUDENTS AND TEACHERS

### Schools

- School of Business (AACSB-accredited)
- School of Communication
- School of Decision Sciences
- School of Humanities and Social Science
- School of Translation and Foreign Languages

- Full-time Professorial Staff with a PhD

99.1%

### HSUHK Distinguished Professors



- Full-time Students

~ 6,000

- Full-time Teachers

~ 220

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## 27 Undergraduate Programmes (1/2)

### School of Business

- BBA (Honours) in Corporate Governance and Compliance
- BBA (Honours) in Economics
- BBA (Honours) in Financial Analysis
- BBA (Honours) in Financial Analysis and FinTech
- BBA (Honours) in Finance and Banking
- BBA (Honours) in General Business
- BBA (Honours) in Global Business Management
- BBA (Honours) in Human Resource Management
- BBA (Honours) in Management
- BBA (Honours) in Marketing
- BBA (Honours) in Professional Accountancy

### School of Communication

- BA (Honours) in Convergent Media and Communication Technology
- Bachelor of Journalism and Communication (Honours)
- BA (Honours) in Arts and Culture Communication

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## 27 Undergraduate Programmes (2/2)

### School of Decision Sciences

- BBA (Honours) in Supply Chain Management
- Bachelor of Management Science and Information Management (Honours)
- BSc (Honours) in Actuarial Studies and Insurance
- BSc (Honours) in Applied Computing
- BSc (Honours) in Data Science and Business Intelligence

### School of Humanities and Social Science

- BA (Honours) in Art and Design
- BA (Honours) in Chinese
- BA (Honours) in Cultural and Creative Industries
- BA (Honours) in English
- BA (Honours) in Psychology
- BSocSc (Honours) in Asian Studies
- BSocSc (Honours) in Philosophy, Politics and Economics

### School of Translation and Foreign Languages

- Bachelor of Translation with Business (Honours)

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## 14 Taught Postgraduate Programmes (TPG)

### School of Business

- Master of Business Management
- MSc in Entrepreneurial Management

### School of Communication

- MA in Strategic Communication

### School of Decision Sciences

- Master of Science in Insurance
- MSc in Data Science and Artificial Intelligence
- MSc in Global Supply Chain Management

### School of Humanities and Social Science

- MA in Chinese
- MA in Cultural Heritage Management (2023/24)
- MA in English Language Teaching & Assessment
- MA in Global English Literary and Cultural Studies
- MA in Theatre Studies
- MSocSc in Public Policy and Risk Governance (2023/24)

### School of Translation and Foreign Languages

- MA in Translation (Business and Legal)
- MA in Translation (Computer-aided Translation)

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## WHY HSUHK IS UNIQUE? (1/4)

### Adopting the “Liberal + Professional” Education Model

- Puts quality undergraduate education and students’ all-rounded development as its highest priorities

- 5 ‘C’ Qualities of HSUHK Graduates

1. **C**ritical Thinking
2. **C**reativity
3. **C**ommunication / Collaborations
4. **C**aring Attitude
5. **C**ontinuous Active Learning



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## WHY HSUHK IS UNIQUE? (2/4)

- Award-winning green campus facilities (the first higher education institution in Hong Kong having received the “Platinum” rating of BEAM Plus New Buildings)
- Internationally accredited Innovative programmes
- A cross-disciplinary Common Core Curriculum
- A full Residential College System combining living and learning
- Honours Academy, the first of its kind in HK, an incubator for future public leaders



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## WHY HSUHK IS UNIQUE? (3/4)

- Interactive small class teaching
- Close student-teacher relationships
- Teachers' guidance and mentorship for individual students outside classrooms
- “One Student One Internship” Programme
- Extensive outreaching and experiential learning opportunities including service-learning, internships, international exchanges and independent research



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## WHY HSUHK IS UNIQUE? (4/4)

- The leading institution in the areas of business ethics, sustainability and ESG
- HSUHK scholarships/awards and bursaries amounting to around HK\$20 million for almost 1,000 students per year
- Students' outstanding performance in open competitions among higher education institutions
- Average full-time employment rate of around 80% within 4 months of graduation with very positive feedbacks from employers



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## HSUHK Signature Research Areas

- Sustainability strategies and leadership
- Decision analytics and supply chain management
- Business ethics and Junzi Corporations
- Creative and cultural policy studies
- New media and social developments
- Translation technology

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## Externally-funded Research Centres/Institutes

- Big Data Intelligence Centre
- Centre for Greater China Studies
- Centre for Public Policy Research
- Chinese Family Succession Research Centre
- Policy Research Institute of Global Supply Chain
- Research Centre for ESG
- Research Centre for Translation of Buddhist Texts
- Research Institute for Business

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## External Research/Development Grants Received (1/2)

HSUHK received government grants in support of various teaching and research schemes

- From **2014-15 to 2023-24**, HSUHK was awarded by the **Research Grants Council (RGC)'s Competitive Research Funding Exercises for Local Self-financing Degree Sector**:
  - A total funding of around **HK\$162.43 million** for **182 projects**.
  - **>HK\$19.12 million** for **20 research projects** in **2023-24**.
  - HSUHK received the highest amount of ten-year cumulative funding and the highest number of funded research projects among all the eligible local self-financing degree-granting institutions.
  - Encouraging and supporting impactful cross-disciplinary research projects.

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## Externally-funded Study and Development Centres/Institutes

- Asia-Pacific ASEAN Green Deal Centre
- Centre for Asian Languages and Cultures
- Centre for Communication Studies (CCS)
- Centre for Humanistic Buddhism
- Centre for Innovation and Entrepreneurship
- Centre for Management as a Liberal Art
- Cloud Innovation School
- Institute for Youth Sustainability Leadership
- Service-Learning Section (under Centre for Teaching and Learning)
- Start-up and SME Resource Centre
- Virtual Reality Centre (under Centre for Teaching and Learning)

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## External Research/Development Grants Received (2/2)

HSUHK received government grants in support of various teaching and research schemes

- In **2021 and 2022**, HSUHK was awarded over **HK\$19 million and HK\$17 million respectively** under the Education Bureau's \$1.26 billion **Enhancement and Start-up Grant Scheme (ESGS)** for Self-financing Post-secondary Education for the two respective projects named "FinTech Literacy Enhancement" and "Teaching Smart Decision Analytics for Supply Chain and Information Management Programme Enhancement".
- From **2017-2018 to 2022-2023**, HSUHK received fundings of over **HK\$4.2 million** in total from the Innovation and Technology Fund under the HKSAR Innovation and Technology Commission in support of three research projects.
- From **2013 to 2020**, HSUHK was awarded a total funding of over **HK\$51.24 million** from the **Quality Enhancement Support Scheme (QESS)** for **11 projects**.
- In **2019-2020**, HSUHK received a total of **HK\$1.44 million** in the **special round of the Public Policy Research (PPR) Funding Scheme** for **4 projects** related to the underlying causes of social incidents in Hong Kong since June 2019.

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## HSUHK Centres in GBA (Externally-funded)

- HSUHK (Nansha) Centre
- HSUHK (Qianhai) Centre
- HSUHK (Dongguan) Centre (TBC)

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## A Friendly and Small Community of Inquiry



Wei Lun Square

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## Close Teacher - Student Relationship



Wei Lun Square

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## “Along with the President” Series



Hiking Trip  
December 2015



Cycling Trip  
February 2016



Lion Rock Night Hike  
March 2017



Hiking from Lion Rock Park to  
So Uk  
November 2018



Hiking from the Peak to  
Kennedy Town  
April 2019



Organic Farming Experience  
December 2019

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## Community Engagement



HSUHK students interacted with youngsters of ethnic minorities

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## HSUHK Jockey Club Residential Colleges System (1/2)



- The first private institution in Hong Kong which adopted the Residential College System, combining living and learning

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## HSUHK Jockey Club Residential Colleges System (2/2)

- The four Colleges adopt different themes:
  - Fung Yiu King Evergreen College** - Sustainability
  - Lee Yick Hoi Lun Mosaic College** - Cultural Diversity
  - Patrick S C Poon Amity College** - Community Service
  - S H Ho Wellness College** - Healthy Living
- Each College has its endowment fund established by its own Patron
- Each College has one Master, one Associate Master and several College Tutors to support students' living and learning
- 4 colleges which accommodate a total of around 1,300 students
- 2 to 4 students sharing a room (with built-in washroom and shower unit in each room)



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## HSUHK Residential Colleges High Table Dinner



HSUHK Jockey Club Residential Colleges Joint High Table Dinner  
2016

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## Honours Academy (1/2)

- a pioneering initiative in local higher education institutions to nurture very selective high-achieving, high-potential and high-motivation students to become public leaders
- capitalising on our “Liberal + Professional” education model, the HA aspires to enhance the undergraduate experience with:
  - academic excellence
  - global competencies and
  - civic leadership
- to create positive impacts on society in support of the social and economic developments locally and globally.



Inauguration Ceremony of  
the 1<sup>st</sup> Cohort (2020)

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## Honours Academy (2/2)



Professional Fellow Talk Series  
Feb-Mar 2022



Leadership Training Camp  
Sep 2022



1st Global Immersion Programme  
(Singapore) Jan 2023



Visit to The Hong Kong Exchanges  
and Clearing Limited (HKEX)  
Apr 2023



2nd HA Symposium  
May 2023  
(Students presented their  
Senior Research Projects)

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## HSUHK Distinguished Lecture Series (by Nobel Prize Laureates)



Distinguished Lecture Series –  
"Le Deuil de la Beauté" Film Screening and Seminar  
Dr. Gao Xingjian, Winner of Nobel Prize in Literature  
November 2014



Distinguished Lecture Series –  
"Sustainable Development of the Human Society"  
Professor Yuan-Tseh Lee, Winner of Nobel Prize in Chemistry  
April 2015



Distinguished Lecture Series –  
"Living and Society - Socio-Environmental Issues and Sustainable Development"  
Professor Ei-ichi Negishi, Winner of Nobel Prize in Chemistry  
October 2015

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## Deputy Prime Minister of the Republic of Slovenia Visited HSUHK



Public Lecture: "Slovenia, China and Hong Kong in the Global Context" by  
Mr Dejan Židan, Deputy Prime Minister and Minister of Agriculture,  
Forestry and Food of the Republic of Slovenia  
10 November 2017

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## Active Collaboration with the Business Community



HSUHK and Hong Kong International Aviation Academy  
MOU Signing Ceremony  
10 January 2019

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## Hong Kong and ASEAN Regional Co-operation on Culture and Heritage Roundtable Forum



The panellists shared their insights on how culture and heritage can foster mutual exchange and development  
29 March 2023

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## Visionary Wisdom – HSUHK Honorary Doctorate Lecture Series



Professor Christopher Hood, Doctor of Social Science *honoris causa*, shared on the topic “Government and Public Spending: From Quangos to Quangex”  
16 March 2023



Professor Elias Shiu, Doctor of Science *honoris causa*, shared on the topic “Interest Rate Risk Management”  
15 March 2024



Dr Peter Wong, Doctor of Laws *honoris causa*, shared on the topic “Opportunities and Challenges for Younger Generations amidst the Globalised Economy”  
21 March 2024

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## University-Wide Signature Public Engagement Events

- HSUHK School of Business - Annual Junzi Corporation Survey/Awards cum HSUHK Hong Kong Business Ethics Index Project
- HSUHK School of Communication - Annual Business Journalism Awards
- HSUHK Cultural and Creative Industries Programme - Guangdong-Hong Kong-Macao GBA Outstanding Cultural and Creative Industries Awards
- HSUHK School of Decision Sciences - Decision Analytics Outstanding Award



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## HSUHK’s Achievements and Awards (1/6)

- In recent years, HSUHK was the only institution in Hong Kong which obtained the ISO 9001 Certification in Quality Management System (QMS) on its degree programmes; and a full score of 5.0 in the CSR Index assessment on the University from the Hong Kong Quality Assurance Agency.
- HSUHK was the first higher education institution in Hong Kong having received the “Platinum” rating of BEAM Plus New Buildings certification from the Hong Kong Green Building Council.
- “Outstanding School Social Responsibility Award” (University category) 2018 and 2019 from the *Mirror Post*.



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## HSUHK's Achievements and Awards (2/6)

- Certificate of Excellence of "Hong Kong Sustainability Award 2018/19" (Large Organisation category) from The Hong Kong Management Association



- HSUHK's Virtual Reality Centre received the Finalist Award in the category of EdTech Leadership Award – Higher Education Technology Leader in the US' EdTech Awards 2019.



- Yazhou Zhoukan Asia Excellence Brand Award 2018, 2019, 2020, 2021 and 2022

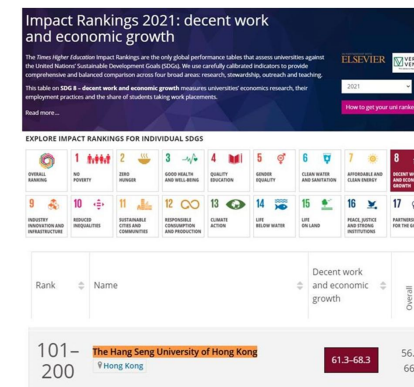
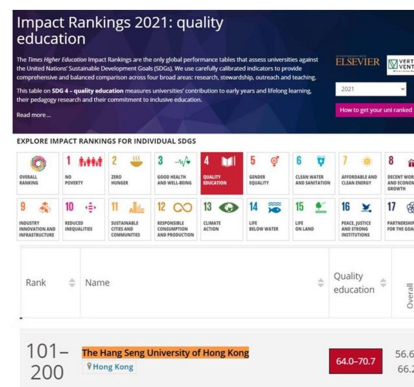
- Corporate Financial Education Leadership Gold Award 2020, 2021 and 2022 awarded by The Institute of Financial Planners of Hong Kong.



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## HSUHK's Achievements and Awards (3/6)

- HSUHK was listed among the top 200 globally on "Quality Education" and "Decent Work and Economic Growth" in the Times Higher Education World University Impact Rankings 2021.



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## HSUHK's Achievements and Awards (4/6)

- HSUHK was awarded the GBA Low Carbon Buildings Top 100 Award (2022) by the GBA Carbon Neutrality Association
- HSUHK received the Gold Award in QS Awards (Innovation) 2022 from The Hong Kong Institute of Surveyors for the West Lane Project in recognition of its pioneering efforts in innovative project management and adopting Building Information Modelling (BIM).



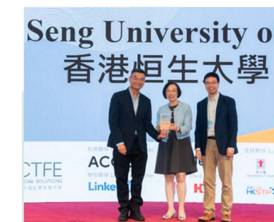
- The "HSUHK FunD Virtual Run" event received the "Silver Award of Circle Excellence 2022 (Special Events/Online Fundraisers)" and the "Best of Asia-Pacific Award" from the Council for Advancement and Support of Education's (CASE).



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## HSUHK's Achievements and Awards (5/6)

- HSUHK was the only private local university being recognised in 2021 and 2023 in the "SportsHour Company Scheme" for its outstanding performance in ACTIVE Physical Environment, ACTIVE Social Environment, and ACTIVE Community Engagement.
- HSUHK's innovative research project, "EBizbot", a real-time mixed reality-based Artificial Intelligence (AI) system, won the Silver Award at the Geneva International Exhibition of Inventions 2023.



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## HSUHK's Achievements and Awards (6/6)

- In the 2023 AppliedHE ASEAN+ private university assessment exercise, HSUHK is listed
  - 7<sup>th</sup> in the ASEAN+ region and 1<sup>st</sup> in the Greater China region
  - 1<sup>st</sup> in Employability
  - 3<sup>rd</sup> in Research
  - 5<sup>th</sup> in Community Engagement
- HSUHK is listed 18<sup>th</sup> nationally as the “Best Business and Management Universities in China 2023” by Research.com, a leading academic research portal.



Research.com

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## HSUHK Strategic Plan 2023-2028: University of Choice – Advancing “Liberal + Professional” Education (1/3)

Six strategic focus areas:

1. Programme Development and Admissions
2. Research, Scholarly Work and Knowledge Exchange
3. Learning and Student Experiences
4. Globalisation and Regional Development
5. Stakeholder Engagement and University Social Responsibility
6. Resources Management and Institutional Advancement

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## HSUHK Strategic Plan 2023-2028: University of Choice – Advancing “Liberal + Professional” Education (2/3)

New strategies and novel initiatives:

1. Drive strong collaboration among HSUHK's unique programmes and those of internationally renowned universities.
2. Offer an enhanced uncommon Common Core Curriculum, that lays the foundation to deliver a well-rounded liberal arts and science education to students.
3. Set up and implement the “HSUHK Cloud Innovation School” in partnership with Amazon Web Services, thereby strengthening the University's unique “Liberal + Professional” education as well as enhancing students' information and communication technologies (ICT) literacy.
4. Reinforce HSUHK's reputation as the leading institution in the region in terms of teaching and research related to business ethics, sustainability, and stakeholder value.
5. Build HSUHK students' interests in addressing pressing issues regarding the UN's Sustainable Development Goals (SDGs), thereby cultivating global citizenship; and align the University with SDGs' standards with socially responsible campus services from procurement and operation to implementation.

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## HSUHK Strategic Plan 2023-2028: University of Choice – Advancing “Liberal + Professional” Education (3/3)

New strategies and novel initiatives:

6. Develop an international alliance of Honours Academies with selected universities to nurture more global leaders, and actively participate in the regional network of Residential College Systems, thereby optimising the power of residential education.
7. Encourage commitment from consuls-general of targeted regions in Hong Kong to attend annual or biennial roundtable forums at HSUHK, and secure their support in HSUHK's overseas student recruitment/selection.
8. Leverage HSUHK's footholds in the Greater Bay Area and overseas to deepen cross-border collaboration and build an active alumni network globally.
9. Establish a “cultural think tank” at HSUHK to enhance cross-sector policy research in art, culture and heritage, and regional/international co-operation.
10. Further consolidate HSUHK's status as a smart University that leverages new technologies and resources to support unconventional teaching, learning and services.

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## JUNZI UNIVERSITY

HSUHK is the only higher education institution in Hong Kong using bamboo material extensively in all new buildings

- Sustainable & eco-friendly
- Bamboo signifies upright integrity with resilience, and perfect balance of grace & strength
- HSUHK upholds the core values of a Junzi



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Thank You!

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