

# About The Hang Seng University of Hong Kong

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**President, HSUHK**



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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.
- The Hang Seng University of Hong Kong (HSUHK)  
Granted approval by the Chief Executive in Council on 30 October 2018 after international accreditation to change its title from HSMC to 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

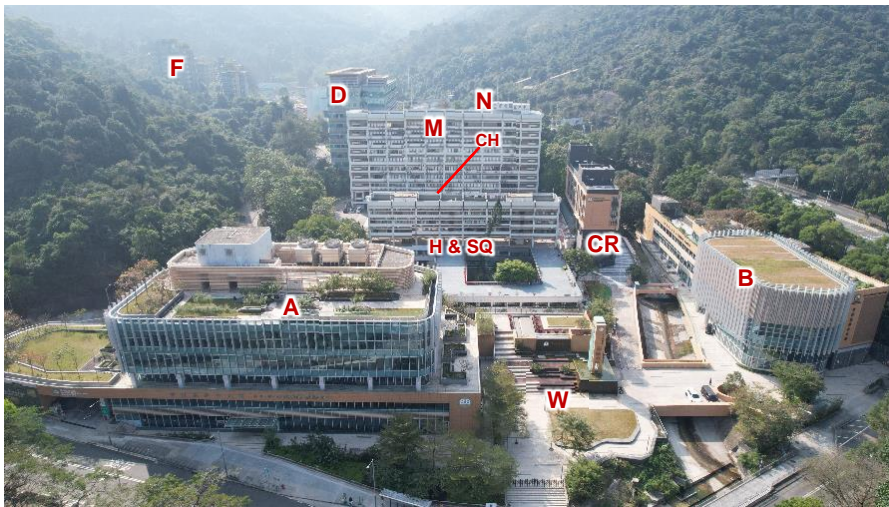
## Core Values

- 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)
Yip Kit Chuen and Yuen Yuk Hing Hall (CH)
Lo Hui Kit San Building (N)
The Way
Central Plaza
The Play Space
Outdoor Swimming Pool
Rendezvous (M Canteen)
<b>North Campus</b>
S H Ho Academic Building (A)
Lee Shau Kee Complex (B)
Wei Lun Square (W)
Creative Humanities Hub (CR)
Old Hall (H) & Staff Quarters (SQ)

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

## The New Creative Humanities Hub



Opening Ceremony of The New Creative Humanities Hub  
20 March 2024



# The HSUHK Town Centre at M+ Tower - The Create



Opening Ceremony of The Create  
4 October 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
- Graduate School
- Full-time Professorial Staff with a PhD

99.1%



- Full-time Students

~ 6,500

- Full-time Teachers

~ 230

### HSUHK Distinguished Professors



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## 26 Undergraduate Programmes

### School of Business

- BBA (Honours) in Corporate Governance and Compliance
- BBA (Honours) in Economics
- 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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## 26 Undergraduate Programmes

### 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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# 17 Taught Postgraduate Programmes (TPG)

## School of Business

- Master of Business Management
- MSc in Entrepreneurial Management

## School of Communication

- MA in Digital Media for Online Communication\*
- MA in Strategic Communication

## School of Decision Sciences

- Master of Science in Insurance
- MSc in Data Science and Artificial Intelligence
- MSc in Digital Innovation and Technology Management\*
- MSc in Global Supply Chain Management
- MSc in Risk Analytics\*

## 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)

\* Subject to the approval by Chief Executive in Council, to be launched in 2025-26

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## Why HSUHK is Unique?

### 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?

- 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
- The cross-disciplinary “FuturEdge” 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?

- 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?

- 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 (including ESG) 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
- GILT Research Centre (Globalisation, Internationalisation, Localisation and Translation)
- Research Centre for ESG
- Research Centre for Translation of Buddhist Texts
- Research Institute for Business
- Supply Chain Excellence and Innovation Centre

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## External Competitive Research/Development Grants Received

- From **2014-15 to 2024-25**, HSUHK was awarded by the **Research Grants Council (RGC)'s Competitive Research Funding Schemes for Local Self-financing Degree Sector**:
  - A total funding of around **HK\$172.81 million** for **200 projects**.
  - **>HK\$10.38 million** for **18 research projects** in **2024-25**.
  - The highest among all eligible self-financing institutions in terms of the cumulative number of approved research projects over the past 11 years.
  - Impactful cross-disciplinary research projects.

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## External Competitive Research/Development Grants Received

- 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.
- 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 **2013-2014 to 2023-2024**, HSUHK was awarded a total funding of over **HK\$53.62 million** from the **Quality Enhancement Support Scheme (QESS)** for **12 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
- Centre for Humanistic Buddhism
- Centre for Innovation and Entrepreneurship
- Centre for Management as a Liberal Art
- Cloud Innovation School
- Institute for Youth Sustainability Leadership
- Start-up and SME Resource Centre
- Service-Learning Section (under Centre for Teaching and Learning)
- Virtual Reality Centre (under Centre for Teaching and Learning)

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## HSUHK Centres in GBA

- 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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# HSUHK Jockey Club Residential Colleges System




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

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# HSUHK Jockey Club Residential Colleges System

- 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 accommodating 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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# Community Engagement



HSUHK students interacted with youngsters of ethnic minorities

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## Honours Academy

- 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



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



3rd HA Symposium  
Apr 2024  
(Students presented their  
Senior Research Projects)

## Summer Programmes at World-renowned Universities

- In 2024, a total of ten students were provided with scholarships to attend the summer programmes spanning from late June to August 2024 of prestigious overseas universities, including:

Harvard University  
The University of California, Berkeley  
The University of Cambridge  
The University of Oxford

# HSUHK Distinguished Lecture Series (by Nobel Prize Laureates)



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



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



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



The panelists shared their insights on how culture and heritage can foster mutual exchange and development

29 March 2023

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## Symposium/Forums on Sustainability and Bamboo



HSMC Symposium on Sustainability and Bamboo, 19-20 July 2015



HSUHK Forum on Sustainability and Bamboo 2019: Architecture and Building Materials to Advocate Sustainable Development  
1 June 2019



Bamboo and Sustainability Forum 2024  
Beyond Bamboo: Reimagining a Plastic-Free Future  
22 May 2024

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# Alliance of Asian Liberal Arts Universities (AALAU)

HSUHK joined AALAU in January 2024

- Some of the member institutions included :

Duke Kunshan University (Mainland China)

Ewha Womans University (South Korea)

Fu Jen Catholic University (Taiwan)

Lingnan University (Hong Kong)

The College of Arts and Sciences,

The University of Tokyo (Japan)

Tunghai University (Taiwan)

Waseda University (Japan)

Yonsei University (South Korea)

Yuanpei College, Peking University (Mainland China)



## AALAU Presidents' Forum 2024

Theme: Sustainability Leadership: The Role of Liberal Arts Education



HSUHK signed a joint declaration with member institutions to reaffirm their collective commitment to advocate sustainable development

1 November 2024



## Active Collaboration with the Business Community



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

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## Active Collaboration with the Business Community



HSUHK collaborated with Amazon Web Services (AWS) to establish  
Hong Kong's First Cloud Innovation School  
23 May 2023

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# Active Collaboration with the Business Community



HSUHK and AS Watson Group  
MOU Signing Ceremony  
23 November 2023

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# Active Collaboration with the Business Community



HSUHK IKE and Sun Life Hong Kong Limited  
MOU Signing Ceremony  
16 January 2024

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# Active Collaboration with the Business Community



HSUHK signed an MoU with CLPS Incorporation (CLPS) and first launched “Hong Kong-GBA Dual Place Internship Programme”  
7 October 2024

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# Active GBA Collaboration



HSUHK and Guangdong University of Science and Technology (GDUST)  
MOU Signing Ceremony  
19 March 2024

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## Active GBA Collaboration



HSUHK and the Qianhai Financial Industry Association;  
Qianhai Financial Holdings and Shenzhen Qianhai Service Group  
MOU Signing Ceremony  
16 July 2024

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## The Anti-Scam Education and Research Programme

- The cross-Schools Anti-Scam Programme aims to increase anti-deception awareness among younger generations, promote academic research on the social impact caused by financial fraud, and provide public policy recommendations.



HSUHK launched the Anti-Scam Education and Research Programme, the first of its kind among local higher education institutions.

31 May 2024

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# University-Wide Signature Public Engagement Events

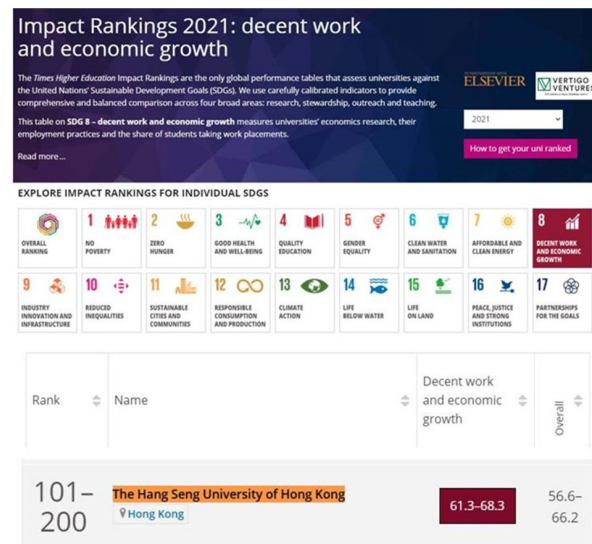
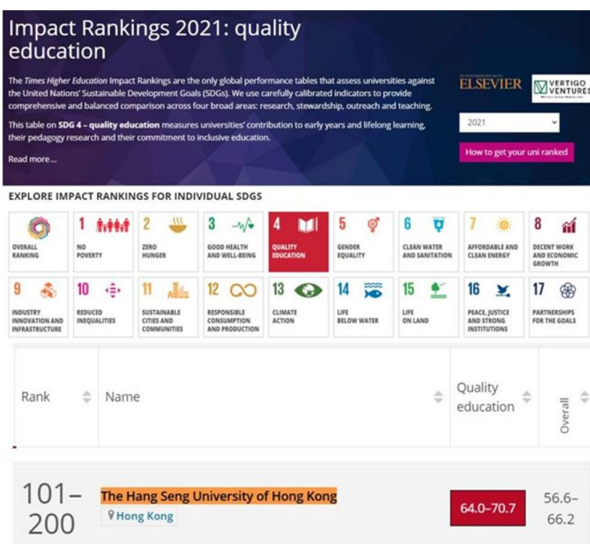
- HSUHK School of Business - Annual Junzi Corporation Survey/Awards cum HSUHK Hong Kong Business Ethics Index Project
- HSUHK School of Communication - Annual Business Journalism Awards
- HSUHK Cultural and Creative Industries Programme - Guangdong-Hong Kong-Macao GBA Outstanding Cultural and Creative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



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## HSUHK's Selected Achievements and Awards

- 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.





## HSUHK's Selected Achievements and Awards

- 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 was listed 18<sup>th</sup> nationally as the “Best Business and Management Universities in China 2023” by Research.com, a leading academic research portal. In 2024, it was ranked 24<sup>th</sup> in Social Sciences and Humanities, and 29<sup>th</sup> in Economics and Finance among the top universities in China



Research.com

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## HSUHK's Selected Achievements and Awards

- 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 Selected Achievements and Awards

- 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, 2022 and 2023
- 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 Selected Achievements and Awards

- 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 Selected Achievements and Awards

- HSUHK's innovative research project, “EBizbot”, a real-time mixed reality-based Artificial Intelligence (AI) system, won the Silver Award at the 48<sup>th</sup> Geneva International Exhibition of Inventions 2023.
- HSUHK's collaborative research project “OPlusO Hub: Event Management in the Metaverse” with Chef Digital Limited won the Silver Award at the 49<sup>th</sup> Geneva International Exhibition of Inventions 2024.
- The Tiger Balm Garden Metaverse Virtual Reality (VR) project, a cross-institutional project led by HSUHK, received the “Star of the Outstanding” Award in the 2024 Global Awards for World Heritage Education Innovative Cases (AWHEIC), organised by UNESCO World Heritage Institute of Training and Research-Asia and the Pacific Region (WHITRAP).



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## HSUHK's Selected Achievements and Awards

- HSUHK's business case study, Operations Strategy at Galanz, was recognised as one of the 25 most classic and widely used cases over the past decade (2014-2024) by prestigious international publisher, Ivey Publishing. The case has also been included as one of the business case studies by the *Harvard Business Review*.
- HSUHK was awarded the prestigious “Carbon Neutrality and Sustainable Development – Gold Award” in 2024 by The Hong Kong Legacy Foundation, in recognition of its outstanding efforts in achieving carbon neutrality and promoting sustainability.



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# Students' Achievements (Highlight)

## EY

### EY Open Science Data Challenge 2024

Champion (outperformed 1,800 teams from institutions worldwide):

- CHAN Ka Fai, SIN King Hin, and LAU Ngai Sang (DSBI)



### Multiball Games Administrative Centre of China and Shanghai Municipal Physical Culture Bureau 2024 National Cricket Championship

Champion :

- HSUHK Cricket Team (Short-Term) Captain Rana Muhammad Shoab (BBA-PA)



### The Deloitte CyberAce Bootcamp Finals 2023 and Amazon Web Services (AWS)

### Deloitte CyberAce Bootcamp Finals 2023

Champion:

- LI Chin Kiu, Issac (BMSIM) and his team "AutoArmor"



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# Students' Achievements (Highlight)

### The Hong Kong Institute of Engineers - Logistics and Transportation Division (HKIE LTD)

### HKIE LTD Best Students Papers Awards 2023

Best Students Papers Awards 2023:

- HUI Yin Pui Jason (BBA-SCM)



### Chartered Institute of Procurement & Supply (CIPS)

### CIPS Best Student Awards 2023

Good Performer Award:

- HO Tsz Ming (BBA-SCM)



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# Students' Achievements (Highlight)

## Hong Kong Professionals and Senior Executives Association

The 4th Youth Elite Aspiration Programme (2023)

Champion and Personal Outstanding Performance Award:

- CHAN Sing Ip (MKT)

1st Runner-up:

- CHOI Lok Lee (MKT)



## Hang Seng x Value Partners

### The Hang Seng x Value Partners University Elite ESG Challenge 2023

Champion:

- TAM Ka Ki (BBA-SCM) alongside two teammates from HKUST and HKU



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# Students' Achievements (Highlight)

## Hong Kong Securities and Investment Institute Hong Kong Securities and Investment Institute Case Competition 2023

Champion:

- TAM Ka Ki Karen (SCM) and two HKU teammates



## FUJIFILM Business Innovation Hong Kong FUJIFILM BI Design Competition 2023 - "Made in Hong Kong: A Spark of Imagination" Design Competition

Champion (Product Poster Design) :

- WONG Pak Him (BAAD)



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# Students' Achievements (Highlight)

## HKUST Entrepreneurship Centre and the Sino Group

### HKUST-Sino One-Million-Dollar Entrepreneurship Competition 2023

Sustainability Impact Award:

- Tommy LI (DSBI) together with four teammates from various institutions



## The Orienteering Association of Hong Kong 2022-23 Hong Kong Inter-school District Sprint Orienteering Championships (Final)

Champion in Men's and Women's Open and

Champion in Best Tertiary Institute Award :

- LI Cheuk Ho (BBA), CHAN Pui Wing, CHIU Ka Siu, CHAN Lok Him, CHENG Hon Yin, TAM Wai To (PA), HUI Chi Hin (GB), CHEUNG Ngai Sum, LEUNG Pak Yin (MKT), LAU Cheuk Yiu (DSBI), and NG Yee Kei (BJC)



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

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**

Some new strategies and 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. Support HSUHK students in addressing pressing issues regarding the UN’s Sustainable Development Goals (SDGs), thereby cultivating global citizenship; and align the University with SDG 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**

Some new strategies and 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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