

New Academic Year Message (2024-25) from the President

26 August 2024

Dear Members of the HSUHK Family,

My warmest welcome to all of you to the new academic year 2024-25. A special welcome to around 20 staff members, 1,860 undergraduate (UG) students and close to 700 postgraduate (TPG) students who have just joined the HSUHK family. It is refreshing to see the campus bustling with vibrant activities for the start of the new semester.

To our new students, I encourage you to make the most of the learning opportunities, resources and facilities at HSUHK to widen your horizon, explore your potential and build your personal values amidst the caring environment at HSUHK. The University provides a learning environment that nurtures you with the 5 “C” qualities, namely Critical thinking, Creativity, Communication / Collaborations, Caring attitudes, and Continuous active learning. The diverse areas of expertise and guidance of our faculty members will inspire and empower you to be your best selves. Together with your passions and perseverance, you will build up your own goals and values, and become responsible global citizens.

As we commence the new academic year, I am glad to share with you some of the University’s latest developments.

1. Programme Development

2024-25

HSUHK currently offers a total of 27 undergraduate programmes (UG) and 14 taught-postgraduate programmes (TPG), of which the BA (Honours) in Arts and Culture Communication is a new programme, and the former Executive Master of Science in Insurance was also re-structured as the new MSc in Insurance.

2025-26

Having gained accreditation from HKCAAVQ, and subject to the approval by the CE-in-Council, three TPG programmes will be launched in 2025-26, namely MA in Digital Media for Online Communication, MSc in Digital Innovation and Technology Management, and MSc in Risk Analytics. One UG programme, formerly known as Bachelor of Management Science and Information

Management (Honours), will be renamed as BSc (Honours) in Business Analytics and Information Management.

2026-27

HSUHK is planning to offer its first professional doctorate programme, namely, Doctor of Decision Analytics (“DDA”) in 2026-27. The DDA programme aims to equip students with advanced knowledge in statistics, computer science, data science and supply chain management to make appropriate decisions in the business and public sectors. HSUHK is committed to enhancing its degree programme offerings to meet the evolving needs for talents.

The University has recently approved to establish the new School of Transdisciplinary Studies (STS). Complementing the current five academic Schools, STS aims to promote cross-schools' and multiple-stakeholders' collaborations in launching intellectually stimulating transdisciplinary major programmes. Only transdisciplinary programmes (degree and non-degree) which a single School is not able or is not interested in developing/ offering will be handled by STS. This new School aspires to nurture students who can push the boundaries of single disciplines or the traditional paradigm solving contemporary social problems.

2. Teaching & Learning

2.1 Scholarship for World-Renowned Universities Summer Programme 2024

The scholarship has been rolled out for the second year since 2023. A total of ten students were awarded the scholarships in 2024 to attend the summer programmes of four world-renowned universities: Harvard University, The University of California at Berkeley, The University of Cambridge, and The University of Oxford. These unique experiences allow students to unlock new horizons and gain inspirations that shape their future paths.

2.2 Cooperation Project with AS Watson Group

Following the signing of a memorandum of cooperation with the AS Watson Group in November 2023, the first project “Idea Co-creation”, which consisted a workshop and a competition, was organised in February 2024 with PARKnSHOP Supermarket, a subsidiary of AS Watson Group. About 30 students from our Marketing Department in seven teams participated in the competition and identified strategies with innovative marketing ideas for the supermarket’s new mascots. The initiative provided a valuable learning experience for students to apply their strategies and ideas to real business projects.

2.3 Anti-Scam Education and Research Programme

In response to the recent growth in financial deception and scam cases in Hong Kong, HSUHK launched the Anti-Scam Education and Research Programme on 31 May 2024, a pioneering initiative among local higher education institutions. 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. Collaborations will be established with various academic institutes and professional organisations, including Griffith University in Australia, Jinan University in Guangzhou, the Hong Kong Police Force, the Association of Certified Fraud Examiners, as well as some banking and financial institutions.

2.4 New Project Funding Granted by the Quality Enhancement Support Scheme

The project “Incorporating Student-Centred Learning (SCL) in the Common Core Curriculum of HSUHK”, proposed by the Common Core Curriculum Office, was approved by the Quality Enhancement Support Scheme (QESS) of EDB in its 12th round of applications (2023-24). The remarkable results over the last ten years underscore our unwavering commitment to uphold high-quality teaching and learning for our students and teachers.

2.5 Award-winning AWHEIC Project

With the funding support from QESS, the Tiger Balm Garden Metaverse Virtual Reality (VR) project received the 2024 Global Awards for World Heritage Education Innovative Cases (AWHEIC) and was honoured with the “Star of the Outstanding” Award from the UNESCO World Heritage Institute of Training and Research-Asia and the Pacific Region (WHITRAP) in July 2024. Spearheaded by HSUHK (with the support from the Department of Supply Chain and Information Management (SCIM), Department of Art and Design, Virtual Reality Centre and the Centre of Teaching and Learning), together with Hong Kong Chu Hai College, HKU School of Professional and Continuing Education, and the University of Hong Kong, this cross-institutional project aims to reconstruct the lost heritage of Tiger Balm Garden and enhance collaborative learning, heritage preservation and public awareness through the development of real-time cooperative VR Metaverse system.

2.6 Highly-recognised HSUHK Scholar’s Work

HSUHK’s business case study, Operations Strategy at Galanz, authored by the SCIM team, 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, in August 2024. The case has also been included as one of the business case studies by the *Harvard Business Review*.

3. Research

3.1 HSUHK Listed China Top 30 in Business and Management, Social Sciences and Humanities, and Economics and Finance,

HSUHK achieved outstanding recognition in the Top Universities and Top Scientists Rankings conducted by international academic platform Research.com. The academic platform compiles rankings for top universities and scientists by subjects based on data from the open bibliometric databases and D-index performance.

In 2024, the University is ranked 21st in the field of Business and Management, 24th in Social Sciences and Humanities, and 29th in Economics and Finance, among the universities in Mainland China, Hong Kong and Macau. Professor Joshua Mok, Provost and Vice-President (Academic and Research), is ranked 39th among Social Sciences and Humanities scientists, while Professor Louis Cheng, Dr S H Ho Professor of Banking and Finance, is 51st in Economics and Finance.

3.2 Award-winning Research Project

In December 2023, SCIM collaborated with Chef Digital Limited on the research project “OPlusO Hub: Event Management in the Metaverse” and won the Silver Award at the 49th Geneva International Exhibition of Inventions 2024, with the funding support from the Research Matching Grant Scheme of the University Grants Committee. Combining offline and online event management with AI-driven visitor behaviour analysis, the winning project exemplifies HSUHK’s commitment to knowledge exchange and converting research and innovation into impactful solutions for society.

4. Campus Development

4.1 Opening of the Creative Humanities Hub on Campus

Thanks to the generous support of many donors, the Creative Humanities Hub (CR) at the West Lane was completed in early 2024 and the Opening Ceremony was held on 20 March 2024, followed by the “Creative Humanities” Exhibition at the recently-named HSUHK – Foundation Gallery, guided tours of the new building and an eco-trail campus tour.

Prior to its completion, the Hub was awarded in December 2023 the Provisional Platinum rating of BEAM Plus New Buildings V2.0 certification by the Hong Kong Green Building Council. From its building design to its construction, green features have been incorporated in every possible aspect to reduce carbon footprint, such as high efficiency energy and water facilities, eco-friendly construction materials, and integrated design with the support of Building Information Modelling (BIM). Photovoltaic panels were installed on the rooftop to serve as an alternative electricity power supply for general lighting and power within the building. Combining humanities and creativity, CR aims to provide students with a modern environment to learn, explore, and apply their skills and knowledge.

4.2 The Create at West Kowloon Cultural District

The first HSUHK town centre, The Create (創意薈), at 15/F of the M+ Tower will start its operations in September 2024, ready for some TPG and executive training classes, seminars and talks to be held there. This versatile space (around 870 sqm floor area with full sea-view) includes four classrooms, an executive-style teaching space, discussion rooms and office spaces, providing new opportunities for university development.

4.3 Major Renovation of M Building

Subsequent to a preliminary review of the conditions of the 40+-year-old M Building addressing the fundamental building safety and operational issues, the University Management agreed to conduct a series of essential renovation and improvement works, including full building condition check, spalled concrete repair, facelifting of the external wall, rewiring for electrical services, re-painting internal walls and ceiling, communal toilets updating and refurbishment, acoustic improvement at College Hall, and so forth. Subject to the approval of the budget proposal by the Board of Governors, the renovation is planned to span from 2024-25 to 2026-27.

4.4 The HSUHK GBA Centres

The Management Committee of HSUHK GBA Centres, co-chaired by the Vice-President (Learning and Student Experience) and the Vice-President (Organisational Development), oversees and manages the development and operations of the HSUHK GBA Centres (the first one in Nansha). In August 2024, approval was obtained for the registration of the wholly foreign owned enterprise (WFOE) in Nansha. The WFOE plans to support HSUHK admission promotion, general consulting services, business consultation, conferences and exhibitions, executive training, etc., in GBA. The WFOE office in Nansha has a floor area of

110sqm in a commercial building (星河東悅匯), serving also as our HSUHK (Nansha) Centre. Good progress has been made, such as office renovation, staff recruitment and so on. The University will continue to explore different opportunities in the GBA.

5. Student Achievements

HSUHK students continued to excel in various prestigious academic contests, showcasing their outstanding competitiveness. Below is a highlight of some of their notable achievements:

- Our team of three BSc-DSBI programme students outperformed 1,800 teams from universities and commercial organisations worldwide and won the World Champion in EY Open Science Data Challenge 2024, organised by EY.
- Our team of four MSc-DSAI students won the Most Innovative Award in the Location Matters! Tech Challenge (2024), co-organised by the Hong Kong Science and Technology Parks Corporation (HKSTP), Common Spatial Data Infrastructure and Geospatial Lab.
- Our HSUHK Cricket Team (Short-Term) Captain (a BBA-PA Year-4 student) represented the Hong Kong, China Cricket Team in the 2024 National Cricket Championship held in Shanghai, jointly organised by the Multiball Games Administrative Centre of China and the Shanghai Municipal Physical Culture Bureau. The HK Team outperformed other cricket teams from across the country and won the Championship.
- Our BMSIM student and his teammates from other universities advanced to the finals from 30 teams and won the Championship in Deloitte CyberAce Bootcamp Finals 2023, organised by The Deloitte CyberAce bootcamp finals 2023 and Amazon Web Services (AWS).

6. International Collaborations

6.1 Joining Alliance of Asian Liberal Arts Universities

HSUHK was accepted as a member of the Alliance of Asian Liberal Arts Universities (AALAU) in January 2024, enabling HSUHK to work with renowned liberal arts institutions in Asia to enhance the quality of teaching and research in the region and promote the development of cross-disciplinary liberal arts education. Some of the member institutions include Lingnan University (Hong Kong), Fu Jen Catholic University (Taiwan), Tunghai University (Taiwan), Yonsei University (South Korea), Ewha Womans University (South Korea), Waseda

University (Japan) and The University of Tokyo (Japan) etc. The inclusion of HSUHK in AALAU highlights the international academic community's recognition of our unique 'Liberal + Professional' education model.

As a new member, HSUHK will host the annual AALAU Presidents' Forum on 1 November 2024 on our campus. Themed "Sustainability Leadership: The Role of Liberal Arts Education", the forum will explore and identify the institutional frameworks and strategies necessary to equip future leaders with the competencies required to effectively manage the intricate and dynamic challenges of sustainability. Our allied universities will convene to share valuable insights during their presentations, foster innovative ideas through panel discussions, and exchange best practices.

6.2 Strengthening Partnerships in GBA

Advancing Emerging Technologies in Healthcare Services

On 20 January 2024, the Institute of Knowledge Exchange (IKE) (formerly known as Institute of Continuing and Professional Education) entered into a strategic collaboration with the Greater Bay Area Medical Professional Development Association to build competence in the application of emerging technologies in healthcare services for the Greater Bay Area community. This partnership is expected to have a profound impact on the healthcare industry within the region.

Nurturing Family Office Management Professionals

The Global Family Office and Wealth Management Hub (GFOWMH) under IKE held its opening ceremony on 3 April 2024. The Hub aims to nurture family office management professionals with international perspectives, professional skills and innovative thinking.

Cultivating Cross-border Financial Talents

Following the delegation visit to HSUHK led by the Deputy Director of the Qianhai Authority in late June to discuss about financial technology development, cross-border financial talent training, and Hong Kong youth entrepreneurship in Shenzhen, The GFOWMH, the Qianhai Financial Industry Association, Qianhai Financial Holdings, and Shenzhen Qianhai Service Group, signed an MoU on 15 July 2024 at Qianhai Kerry Centre to establish a cross-border financial talent cultivation and certification system. The Hub leverages the advantages of the professionalism at HSUHK to cooperate with financial professionals in Qianhai, promoting knowledge exchange and innovation, exploring emerging trends in the industry, and cultivating cross-border talents.

Visiting Shenzhen University of Advanced Technology

HSUHK is the first university in Hong Kong that has made an official visit to the newly established Shenzhen University of Advanced Technology (SUAT) campus in Guangming, Shenzhen, on 18 July 2024. The two institutions are preparing to enhance academic collaborations, which include promoting cross-border student entrepreneurship, enhancing science education at HSUHK, and establishing an academic platform to integrate technology and business management.

7. Our Gratitude and Commitment

All that we have achieved so far is attributed to the dedication and concerted efforts of the University community. I would like to recognise each member of our University for all your tangible and intangible contributions. I am also grateful to our benefactors for your support which has been crucial to University advancements. Building on our shared vision and collective efforts, and drawing on the strengths of our unique positioning and strategies, I am confident that HSUHK will continue to shine.

Year 2025 marks the 45th anniversary of the founding of HSUHK. To commemorate this significant milestone while showcasing our aspirations for the future, we are planning a series of celebration events, such as Cocktail Reception, Concert 2025, and other academic, sports and public engagement events. I look forward to your participation in the celebrations.

Hope to chat with many of you on campus. Meanwhile, I wish you all a fulfilling academic year ahead.

Truly,



Simon S.M. Ho

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