



商學院  
SCHOOL OF BUSINESS  
恒生管理學院  
HANG SENG MANAGEMENT COLLEGE

# SCHOOL OF BUSINESS BIZ

商學院



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# School of Business

## Award Presentation Ceremony 2015/16

The annual Award Presentation Ceremony 2015/16 organised by the School of Business was successfully held on 13 January 2017. This significant event congregated over 300 awardees and guests to celebrate and reward the achievements of academic staff and students in AY2015/16. A total of four awards were presented. They were the Teaching Excellence Award and the Research Achievement Award for academic staff as well as Dean's List and Best Progress Award for students from the four programmes offered by School of Business.



The Acting Dean and Department Heads congratulated and thanked the academic staff who had demonstrated excellence in teaching and outstanding contributions in research. Students were also highly praised for their hard work and exceptional academic performance in their studies. Families and friends of the students were invited to the ceremony to share the joyous moments. The highlights of the event can be viewed at:

[http://www.cantonbros.com/photo/170113\\_hsmc\\_award/](http://www.cantonbros.com/photo/170113_hsmc_award/)





## Learning Programme Accreditation Panel Meeting for MScEM Programme



Panel members with the Programme Team

The on-site visit for the Learning Programme Accreditation of Master of Science in Entrepreneurial Management Programme (MScEM) was conducted by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) on 11 and 12 May 2017. The final report shall be received in July 2017 and the Programme is expected to be launched in September 2018.

## InfoFun Day 2017

The InfoFun Day 2017 was successfully held on 17 June 2017. The BBA Associate Programme Director, Dr Felix Tang, presented an information seminar to the visitors. In the seminar, Dr Tang introduced the curriculum structure, professional recognitions, internship as well as students' accomplishments in the BBA Programme.

An information booth was set up to address inquiries from the visitors. There were active dialogues between the student representatives and prospective students.

To tie in with the theme of the InfoFun Day, the BBA Programme Office had designed a mini booth game to arouse students' interest in the programme. Students enjoyed playing the game and had better understandings on the programme through the interaction.





# BBA Programme

## Concentration Selection Series

### Concentration Information Seminar

To help students better prepare for the concentration selection, the BBA Programme Office organised a Concentration Information Seminar 2016/17 for all Year 1 and 2 students on 6 April 2017. The seminar attracted a turnout of over 100 students.

Academic representatives from each concentration (Accounting, Banking and Finance, and Marketing) introduced the curriculum, professional recognitions as well as career prospects of the respective concentration. Students were reminded to select the concentration according to their interest and capability.

After the seminar, senior students from each concentration shared their learning experience and practical study tips to the fellow students. Participants were given a comprehensive overview of the three concentrations.



### Career and Concentration Selection Workshop



Having immersed themselves in revision for mid-terms in the past weeks, the BBA Year 1 and Year 2 students finally got a chance to relax after the assessment period. They were invited to the Career and Concentration Selection Workshop organised by the BBA Programme Office on 20 April (Thursday) afternoon.

Students enjoyed the refreshments and chit-chatted with their personal tutors and BBA Envoys throughout the workshop. In the workshop, the Year 2 students were particularly proactive in exchanging views and craving for information because they were required to select their concentration of study before 4 May (Thursday). The Personal Tutors and BBA Envoys gave valuable opinions and advice to the students. At the same time, the Personal Tutors collected feedback from students on the programme structure as well as their views on teaching and learning. The friendly atmosphere of the workshop enhanced the mutual understanding between the tutors and students. Everyone enjoyed a fruitful and relaxing afternoon.



# Department of Accountancy

## BBA-CG Programme Advisory Committee Lunch Meeting 2016/17



(From left in front row) Mr Kevin Lau, Dr Betty Kwok, Ms Frances Chan, Dr Brossa Wong, Ms Samantha Suen, Ms Susan Lo  
(From left in back row) Ms Joey Lee, Dr Justin Law, Dr Linsey Chen, Mr Ben Kao, Ms Joelle Chan, Mr Tony Liu, Mr Andrew Law

BBA-CG Programme Advisory Committee Meeting 2016/17 was successfully held on 11 January 2017. Dr Brossa Wong, BBA-CG Programme Director, welcomed all members and extended appreciations to their continuous support.

Starting from 2014/15, BBA-CG Programme Advisory Committee ("the Committee") was composed of following prominent company secretary professionals.

Members were updated on the programme development, student achievements and activities. Valuable advice and feedback were received, including the new trends and prospects in corporate secretary profession. Four student representatives were also invited to share their views on the programme and internship experiences.

<b>Chairperson</b>	<b>Ms Samantha Suen</b> Chief Executive, The Hong Kong Institute of Chartered Secretaries
<b>Members</b>	<b>Ms Frances Chan</b> Director – Head of Corporate Secretarial Services, TMF Group
	<b>Mr Kevin Lau</b> Independent Non-executive Director, Comba Telecom Systems Holdings Limited
	<b>Ms Susan Lo</b> Executive Director, Tricor Services Limited



Dr Brossa Wong, BBA-CG Programme Director, presented souvenir to Ms Samantha Suen (Right), the Chairperson, BBA-CG Programme Advisory Committee



## Guest Lecture cum Networking with Tutors

Having successfully held two Guest Lectures cum Networking with Tutors in Semester 1, 2016/17, Department of Accountancy organised three more sessions in Semester 2.

### Anti-Money Laundering and Suspicious Transaction Reporting 9 February 2017

Mr Ryan Man, Senior Inspector of Police, Joint Financial Intelligence Unit, Hong Kong Police Force, and Mr Edwin Chow, Superintendent, Head of Joint Financial Intelligence Unit, Hong Kong Police Force explained what money laundering was and introduced some common measures adopted in many countries / jurisdictions to tackle money laundering, terrorist financing and other related threats to the international financial system.



Mr Edwin Chow, Superintendent, Head of Joint Financial Intelligence Unit, Hong Kong Police Force



Mr Ryan Man, Senior Inspector of Police, Joint Financial Intelligence Unit, Hong Kong Police Force

### Company Secretary's Role 23 February 2017

This Guest Lecture is specially for students who enrolled in module ACY3103 Corporate Secretaryship. Dr Brian Lo introduced different types of shares, shares-related transactions ("transactions") and company secretaries' duties on these transactions. Dr Lo also provided guidance and shared his experience with students on their career planning in corporate governance in the Networking with Tutors session.



Dr Brian Lo, Adjunct Associate Professor, the Open University of Hong Kong

### Practical Issues in Group Consolidation 13 April 2017

Dr P.M. Kam, former Group Financial Controller of Jardine Matheson, introduced the practical issues in group consolidation, including how to account for cross-holding, how to determine a reporting entity's subsidiaries, and commonly found errors in accounting for business combinations. Networking with tutors then followed. Personal tutors from the Department of Accountancy met their tutees and answered students' questions regarding career planning, programme structure, teaching and learning, and personal development.





## Forum on Promoting Career Opportunities in Compliance and Information Management in Financial Services Industry

The Department of Economic and Finance and Student Affairs Office of Hang Seng Management College joined hands with the Financial Services Development Council (FSDC) hosted a forum on 15 February 2017 to explore career opportunities in compliance and information management. The seminar featured the Executive Director (Financial Infrastructure) of the Hong Kong Monetary Authority, Mr Li Shu-pui and the Managing Director and Head of Compliance for Hong Kong, China International Capital Corporation (Hong Kong) Limited, Ms Chow Yuen-yee.



Mr Li Shu-pui from the HKMA in the midst of his speech



Ms Chow Yuen-yee sharing her expertise in the field of compliance

During the forum, entitled "Career Opportunities in Compliance and Information Management", Mr Li introduced the Enhanced Competency Framework for Banking Practitioners (ECF) and explained how it could help the banking industry develop a talent pool. He also spoke with the students about the career opportunities in the banking sector and the relevance of the ECF to undergraduates interested in becoming banking professionals. Mr Li noted the financial services sector is one of the pillar industries in Hong Kong and is growing at a fast pace, yet the business landscape is increasingly complex and dynamic as driven by customer demand, technology advancement and regulatory changes. He said that to maintain a sustainable growth path, it is essential to secure sufficient supply of talents with the right skills and knowledge.

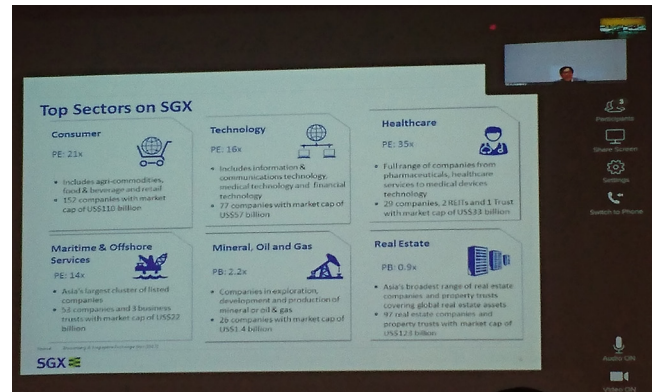
Ms Chow talked about the role of the compliance function in an investment bank or a full-service securities firm. She shared her insight into how compliance interacts internally with business units and infrastructure areas and externally with regulators, the importance of compliance, the opportunities and challenges presented by compliance; and the key attributes of a compliance professional.





## "Train the Trainer" Series I – Singapore Securities & Derivatives Overview & Sector Highlights

After much touching-base on both sides, the collaboration of the Department of Economics and Finance and Singapore Exchange has finally borne fruit to the first series of the "Train-the-trainer" Program. 20 students majoring in Banking & Finance and Financial Analysis were led by 5 faculty staff members from the Department of Economics and Finance and Department of Accountancy in a mock pitch after the first series. The topic of the current series is "Singapore Securities & Derivatives Overview & Sector Highlights." Delivered by Mr David Mok and Mr Chua I-Min in Singapore, the seminar was conducted through webinar, prompting direct exchange between the practitioners and students.



## Get Your Global Financial Passport – CFA Career Talk

"Get Your Global Financial Passport – CFA Career Talk", co-organized by the Executive Development Centre and the Department of Economics and Finance was successfully held on 7 April 2017 at the Alice Lam Lecture Theatre. Our guest speakers were Mr Neil Govier, CFA, Head of Education Asia-Pacific of CFA Institute and Mr Cedric Wong, CFA, Managing Director of the Hong Kong Society of Financial Analysis.

Mr Neil Govier introduced the CFA Institute and provided details of the CFA Programme and Student Scholarships. He also introduced the Research Challenge organised by CFA Institute. In the Q&A session, he shared a tip on the CFA exam to students: "The only exam tip is to work hard". On the second part of the talk, Mr Cedric Wong gave an overview on the HKSFA and introduced CFA candidate support and their activities. He also highlighted the benefits of being an HKSFA student member.





# Department of Marketing

## “Mobile Creative Space” – Mobile as a Promotion Medium

School of Communication, Department of Marketing and Executive Development Centre of Hang Seng Management College (HSMC) co-hosted a marketing sharing talk named “Mobile Creative Space” delivered by Ms Kitty Lun, Head of Creative Shop (Greater China), Facebook, on 25 January 2017.

Ms Kitty Lun was named one of the top 10 Distinguished Women of the Year and awarded the New York Festivals Creative Achievement Award. She is a veteran of creative talent with extensive work experience, joining various international marketing agencies in China, Hong Kong and Taiwan, including McCann, Euro RSCG, Arnold and Lowe.

Sharing with HSMC students her professional insights on the importance of innovative marketing strategy of Facebook, Ms Kitty Lun demonstrated how to establish creative ideas for her clients’ business growth. She also developed tools to improve the quality of advertisements on Facebook and strengthen connections with the customers.



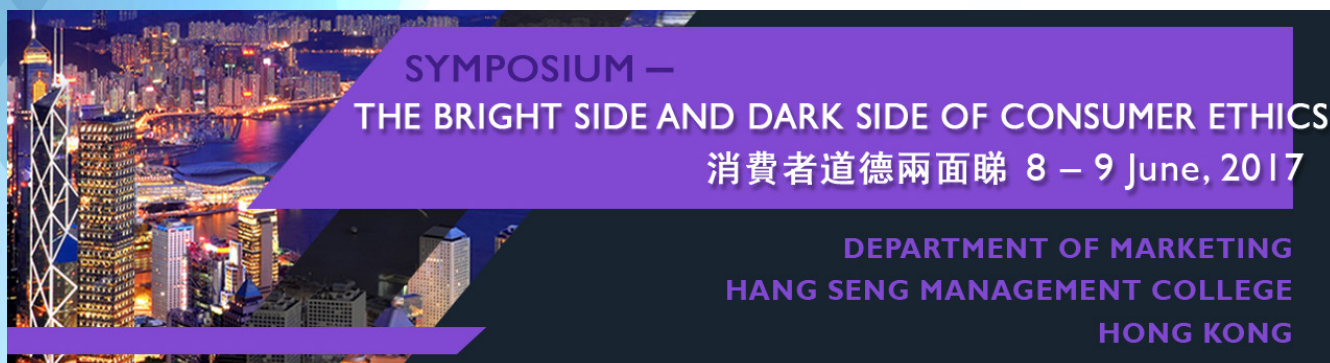
## Marketing Graduate Awarded “2016/17 President’s Scholarship”

We are proud to announce that David Poon (BBA-MKT, 2016) was awarded the 2016/17 President’s Scholarship at the HSMC Founders’ Day Reception on 16 March 2017. Each year, this prestigious scholarship is awarded to one final year HSMC student with outstanding performance in College service, community service, leadership, sports, arts and culture, involvement in regional/international competitions, demonstration of personal development, as well as excellent graduation cGPA. The Department of Marketing would like to congratulate David on receiving the award, and wish him the best as he begins his career and pursues his dreams.





# Symposium – The Bright Side and Dark Side of Consumer Ethics



The Department of Marketing, along with Research Institute for Business, hosted an international symposium on “The Bright Side and Dark Side of Consumer Ethics” on 8 and 9 June 2017. After President Simon Ho kicked off the Symposium in the morning of 8 June, eight distinguished local and international speakers (including Professor Judy Zaichkowsky from Simon Fraser University, Professor Ian Phau from Curtin University, and Professor Fue Zeng from Wuhan University) took turns to present their researches on various aspects of consumer ethics. With the support of Executive Development Centre, the afternoon of 9 June featured senior executives and seasoned entrepreneurs from a wide range of industries (including communications, retailing, catering, banking, IT, media, and environmental protection) in three practitioner-sharing sessions.

Symposium participants benefited from inspiring presentations, networked with scholars and practitioners in different fields, and exchanged new ideas and good practices. Asia Pacific Journal of Marketing and Logistics (APJML) has extended a call for papers related to the Symposium theme to be published in a 2018 special issue. The two-day event was well-attended by over a hundred international and local scholars, senior executives, and HSMC staff and students.



Professor Judy Zaichkowsky from Simon Fraser University shared her research on “The Ethics of Culture Erosion through Retail Globalisation”



Souvenir presentation to Professor Michael Hui from the Chinese University of Hong Kong by Dr Lawrence Lo, Chair of Organizing Committee



Professor Ian Phau from Curtin University shared his research on “The Art and Ethics of Counterfeiting”



Souvenir presentation to Professor Fue Zeng from Wuhan University by Dr Lawrence Lo, Chair of Organizing Committee



# Department of Management

## Executive Mentorship Programme 2016/17 Welcome Ceremony

Kicking off with a Welcome Ceremony, the Executive Mentorship Programme 2016/17 was officially held on 7 January 2017. The programme aims to shape students' understanding of the work environment and develop their career interests by establishing social network for Year 2 and 3 students with senior professionals specialised in various business sectors.



Following a welcome remarks by Prof Irene Chow and a brief introduction of mentors across a spectrum of industries by Dr Raymond Law, 25 students with different career aspirations enjoyed a group discussion with their assigned mentors over refreshment. With their personal profiles provided beforehand, students were delighted to receive feedback regarding their resumes and raised questions about the industries.

At the end of the day, the mentors and students exchanged contact details, looking forward to their meetings in this year.



## Intelligent Career Planning Workshop

To better prepare our students for future careers, a workshop on "Intelligent Career Planning" was conducted on 23 March 2017. Ms Christine Choy, Director and Chief Consultant of Choy's Human Resource Consultancy Ltd, was invited to speak on the topic.

With over 30 years of experience in the Human Resources Management industry, Ms Choy introduced the ten career commandments and guided the participants on how to impress the employers by uncovering their strengths and unique characteristics. Before the workshop, the participants were given a Personality and Career Test to find out their personality types.



Prof Chow (Right) demonstrated her token of appreciation to Ms Choy (Left) with a certificate.

Ms Choy remarked that life would be more fulfilling when a person can find a career which suited one's characters. She shared with participants the successful examples of career planning and the tactics employed to stand out from the crowds in job applications. The participants found the talk very practical and appreciated the professional advice given.



## MGT3.6 Academic Achievement Award Dinner

Striking a balance between study, social life, and internship could be a challenge to some, but not to those who attended the MGT3.6 Academic Achievement Award Dinner. On 6 April 2017, the Department of Management invited BBA-MGT students obtaining a cumulative GPA of 3.60 or above to the Dinner with departmental teachers, recognizing students' academic achievements. At the dinner, awardees expressed their views on university life and shared their secrets to excellent academic performances.



We are delighted to announce the recipients of MGT3.6 Academic Achievement Award in alphabetical order:

### Awardees

<b>1</b>	CHAN Kwan Ho, Year 1
<b>2</b>	CHAN Sze Wing Ruby, Year 1
<b>3</b>	LO Ka Yi, Year 3
<b>4</b>	LO Yuet Kwan, Year 2
<b>5</b>	MA Hong Yi, Year 3
<b>6</b>	OUYANG Irene, Year 1
<b>7</b>	PANG Hiu Ching, Year 1
<b>8</b>	SHIU Yu Fung Alvin, Year 1
<b>9</b>	TANG Ho Tak, Year 2
<b>10</b>	TANG Wing Hang, Year 1
<b>11</b>	TSE Hoi Fung, Year 1
<b>12</b>	TSE Ka Yuet, Year 2
<b>13</b>	YUN Ho Ying, Year 2
<b>14</b>	YUNG Wai Hei, Year 2

## Japan Study Tour 2017

From 21 to 26 May 2017, 19 students went on the Japan Study Tour organized by the Department of Management. Visiting Hamamatsu, the second largest city in Japan, the students experienced local culture and gained insights into the regional management practices.

During the study tour, a wide range of enterprises, government organizations and universities were visited, including the Industrial Department of Hamamatsu City, Toyoya Sakichi Memorial & Suzuki History Museum, Hamamatsu Company and Shizuoka University, to name a few. Students took the opportunities to learn about the entrepreneurial mottos and business models from the Management representatives of the corporates, broadening their horizons. They also knew more about the development blueprint of the city and the cutting edge technology by local corporates.



To fully absorb the humanism and values treasured by the Japanese, the students also dressed in Yukata, enjoyed the hot spring and guided tours to Oguni-Shrine as well as the Mount Fuji. The multifaceted campus life which spanned six days – morning exercise at the break of the day, saying "Itadakimasu" at every meal, taking off the shoes when leaving and entering premises, playing ball games with local students, and harvesting onions in the mud – all mounted up to one of the most fascinating experiences during the tour.





## WRDS Training Workshops 2017

Research Institute for Business (RIB) held a new round of WRDS Training Workshops for all HSMC students on 13 and 16 February 2017. Three training sessions were arranged.

In order to cater for students' individual needs, the training emphasized the hands-on experience. Soon after the facilitator introduced the fundamental functions of one of WRDS databases through lectures and demonstrations, the participants deepened their learning by practicing and by asking the helpers or staff around for assistance whenever necessary.



While the twelve participants were engaged deeply in the exercises, they reflected on the use of WRDS in their studies and asked questions. The message, "accessing 11 useful databases through a simple login to WRDS" should have been well illustrated in the training.

## Behavioral Laboratory Open Day



An Open Day of the newly established Behavioral Laboratory (Lab) organized by the Research Institute for Business (RIB) was successfully held on 15 March 2017. In that day, the Lab was open for all staff from 10 a.m. to 4 p.m.

The Lab supports data collection for behavioral research in different business-related topics, such as behavioral marketing, organizational behavior, behavioral economics, etc. The Lab comprises a Group Behavioral Lab, an Individual Behavioral Lab, a reception area and a control room with a large one-way mirror. The Individual Behavioral Lab is an ideal place for conducting in-depth interviews or bargaining experiments. And the Group Behavioral Lab is designed for group discussions, focus groups or research involving team dynamics. The Control room is equipped with an advanced video monitoring and recording system and a one-way mirror. Sitting in the Control Room, researchers can control the camera(s) in each room while listening and watching participants via the mirror and the monitor. The Lab will be a versatile resource to support research that concerns behavior.

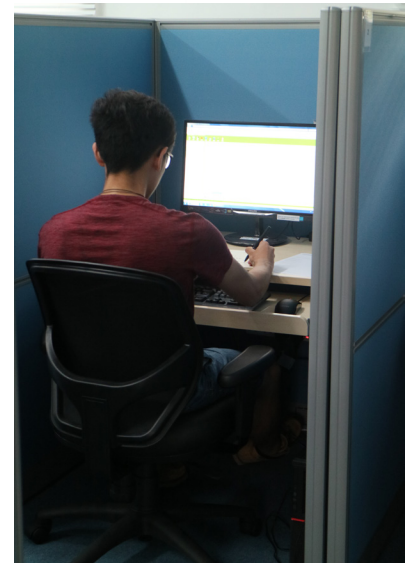
In the Open Day, RIB colleagues introduced the Lab to staff from various departments and offices. It was an honor to welcome Prof Simon Ho, President, Prof Gilbert Fong, Provost, Prof Y V Hui, Vice-President and other colleagues. Visitors enquired about the setup of video and audio recording, how observations are done via the computer and mirror, and how to use the Lab for studies, etc., while observing student helpers giving demonstrations of group discussion.



## Computer-Assisted Telephone Interviewing (CATI) System Training Workshops

The CATI Centre has been in place for conducting large-scale opinion surveys. To help all HSMC students to learn the skills of telephone interviewing, Research Institute for Business (RIB) held two sessions of Computer-Assisted Telephone Interviewing (CATI) System Training Workshops on 28 April 2017.

The training workshops emphasized hands-on and real-life experience. Once the facilitator finished the introduction and demonstrations of the CATI System, participants applied their skills by making phone calls to public and conducting real telephone interviews. Participants then shared their experiences with the facilitator and other participants and asked questions. During the workshops, students were concerned about not only the knowledge of the CATI system, but also the telephone interviewing skills that can improve the success rate of completing interviews. Skills learnt from workshops would be useful for students who will assist in research projects in relation to opinion survey or telephone interviewing.



## Research Interest Sharing Session



Deep Learning Research and Application Centre (DLC) and Research Institute for Business (RIB) co-organized the Research Interest Sharing Session on 1 June 2017. Professor Francis Chin and the representatives of the six newly established RIB's research interest groups (including Dr Catherine Wong, Dr Kaylee Kong, Dr Eugene Wong, Dr Felix Tang, Dr Thomas Man and Dr Christopher Au Yeung) were cordially invited to share their inter-disciplinary research projects with more than 60 participants from 16 different Schools and Departments.

This sharing session not only served as a useful platform for our academic and research staff to get together and share their research interests, but also offered a precious networking opportunity to facilitate research collaborations. The plentiful and diverse sharing of the research interest groups that were formed by staff members from different departments, was followed by a long break with delightful refreshment provided. Participants cherished the wonderful time to exchange research ideas in a relaxing atmosphere. Professor Francis Chin, Director of the DLC, then shared about the importance of Deep Learning Technology vividly and how the technology could be applied in different research areas. He invited colleagues to collaborate with his team in developing new research projects. In the end, Dr Felix Tang, Director of the RIB, introduced the RIB's research facilities and support and thanked the participants for joining the event.



# Student Achievements

## QP Top Student Award for Module D (Taxation)

Congratulations! Joyce Lin Hei Man, a graduate of BBA in Accounting Concentration awarded the top student on Module D (Hong Kong Taxation) in HKICPA QP examination December 2016.

She has joined a local firm since her graduation in 2016 with accounting concentration and she is currently holding the position of auditor. Her HKICPA QP life started in December 2016, passing her first exam in Modules B and D has encouraged her. She aims at passing the subsequent modules and final examination in one year in order to become a qualified accountant in the near future. Winning the Top Student Award for Module D (Taxation) has built up her confidence. She thanked the teachers in Accountancy for their supporting and caring. She hopes HSMC students can enjoy their campus life and get more great achievements.



## 2nd Runner-up Award in ACCA Hong Kong 10th Business Competition

A team of two Year-3 BBA Accounting students (Man Wing Ki, Sandy and Mark Yee Man, Christy) and one Year-3 BBA-Corporate Governance student (Lau Po Chui, Tracy) has won the second runner-up award in the 2016 ACCA Hong Kong Business Competition.

Marking the 10th anniversary of the Competition, the theme of this year's Competition is "Youth Catalysts in Driving Social Enterprise Excellence". Our winning team has chosen 'New Horizons Development Center' as their serving enterprise and presented a proposal with recommended action plans as to how the enterprise can help the SEN (special education needs) students to develop their careers and find jobs that can match their talents. The proposal was well-received by the panel judges and presentation was well done.



Man Wing Ki (Second Left), Lau Po Chui (Middle) and Mark Yee Man (Second Right)

Visit the link below for HSMC winning team's final competition performance!

<https://www.youtube.com/watch?v=EW1UnU3HpE>



Group photo of HSMC team and their coach



Group photo of HSMC team and their teachers



## 2nd Runner-up and My Most Favorite Presenter in EY's Young Tax Professional of the Year 2017 (Hong Kong)

Mr CHAN Tsz Ho Wilson, a BBA Accounting Year 4 student, has won the 2nd Runner-up in EY's Young Tax Professional of the Year 2017 Hong Kong regional final competition held on 3 March 2017. In addition, he has been awarded "My Most Favorite Presenter". The cash prizes for both awards are \$4,000 and \$1,000 respectively.

EY's annual Young Tax Professional of the Year competition is a global tax competition established in 2010 to nurture and foster the next generation of global tax leaders. The Hong Kong competition is in its fourth year and is well attended by all the tertiary higher education institutions. In addition to Wilson's outstanding performance, seven of our BBA accounting students are also among the 32 students shortlisted as finalists to enter the Hong Kong regional final competition, they are:

1	CHAN Tsz Fung Hank, Year 4
2	CHEUNG, Chun Yan Jeffrey, Year 4
3	MAK Lai Fong, Year 4
4	PANG Chung Wai Peter, Year 4
5	TAN Anjelica Chui, Year 3
6	WONG Ka Yan Katy, Year 4
7	WONG Tsz Hei Wilson, Year 4



## Championship of TIHK CTA Tax Debate Competition 2017

Congratulations to our HSMC team which won the champion in the CTA Tax Debate Competition held on 27 and 28 May 2017! What's more, CHAN Tsz Ho, Wilson, a BBA-Accounting Year 4 student, was awarded "The Best Debater"!

The competition was organized by the Taxation Institute of Hong Kong. A total of 9 teams from the higher education institutions in Hong Kong entered the competition, including the University of Hong Kong (1st runner-up), Hong Kong Shue Yan University (2nd runner-up), the Chinese University of Hong Kong, Hong Kong Polytechnic University, Hong Kong Baptist University, City University of Hong Kong, the Open University of Hong Kong and CityU SCOPE. The HSMC team comprised Chan Tsz Ho, Wilson (BBA-Accounting Year 4), NG Shang Him (BBA-Accounting Year 3), LAW Andrew Cheuk Kit (BBA-CG Year 3) and NG Cheuk Ting (BJC Year 2).

This is the second year that HSMC participated in the competition. Last year, HSMC won the 1st runner-up after the CUHK.





## 1st Runner-up in the Young Marketer of Tomorrow Contest organised by Classified Post

Two BBA (Marketing) students, Carmen Li Cheuk Wing and Harrison Wan Hiu Fung joined the inaugural Young Marketer of Tomorrow Contest as a team in March 2017, and successfully won the 1st runner-up amid keen competition.

The marketing competition, organised by SCMP Classified Post, aimed to recognise and reward future marketing talent. During the programme, Carmen and Harrison were required to undertake a marketing challenge by creating an inventive marketing campaign for the Emperor Group. Their campaign adopted avant-garde technologies such as AR (augmented reality) and VR (virtual reality) to allow customers to "try on" jewellery and watches virtually via mobile app. Carmen and Harrison shared that their keen awareness to the latest technology development has definitely helped them brainstorm innovative ideas that impressed the judges and won the contest. In addition, they also found the e-marketing courses offered by the Department of Marketing very practical, as the knowledge and skills learnt in class could be well adopted in this competition.



## HKSTPC Technopreneur Award 2017 Golden Award of the YDC Dare to Change Competition



Two Year 3 BBA-MKT students (Lee Tsz To, Tyrus and Ho Ka Yu, Alice) together with their partners won the HKSTPC Technopreneur Golden Award over more than 200 contestants from major HK universities. Their team developed an innovative post-stroke rehabilitation product named Give Me Five to help stroke survivors to regain their hand movements.

The YDC Dare to Change Competition is an annual event organized by Young Entrepreneurs Development Council. Aiming to nurture and support young entrepreneurs, the competition is open to all undergraduate and postgraduate students in HK.

We are proud of Tyrus and Alice, and wish them the best in their future endeavors, entrepreneurial or otherwise.



Lee Tsz To, Tyrus (2nd Left) and Ho Ka Yu, Alice (1st Right) awarded the HKSTPC Technopreneur Golden Award



## CSR Report Contest 2017

A team of two Year 3 BBA-MGT students (Law Ming Ha and Tang Chun Yu), two Year 4 BBA-SCM students (Kong Chak Wa and Ng Ho Yan) and a Year 3 BBA-DSBI student (Li Ho Ting), were presented the 2nd runner-up award in the CSR Report Contest 2017 organised by the Hong Kong Branch of Association of International Accountant (AIA).

Students from a total of 10 local and mainland universities, including HSMC, HKU, CUHK, HKUST, PolyU, HKBU, OUHK, Shanghai University, participated in the competition. In their reports, the students described the Corporate Social Responsibility (CSR) of the Hong Kong Jockey Club and elaborated on how the organisation could improve their CSR policies with the collaborations with companies.



## New Staff Appointment

### Professor Kevin LAM, Department of Accountancy

Professor Lam Chee Keung, Kevin is a Professor in the Department of Accountancy of Hang Seng Management College. Before he joined the College in January 2017, he taught in the School of Accountancy, The Chinese University of Hong Kong and was also the Director of the Master of Accountancy Program (part-time mode) and of the Postgraduate Diploma in Professional Accountancy at the Chinese University of Hong Kong for over 20 years. Prior to positions in the academe, Professor Lam worked as regional financial controller of a Fortune 500 engineering company in charge of China, Taiwan and Hong Kong operations.



Prof Kevin LAM  
Professor  
Department of Accountancy



Professor Lam has published a number of articles in reputable academic journals. Professor Lam is a member of the Review Panel, the Hong Kong Institute of CPAs' Best Corporate Governance Disclosure Awards and he was the external examiner of the Qualification Examination of the Hong Kong Institute of Bankers.

**Welcome on board!**





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HANG SENG MANAGEMENT COLLEGE

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