

Resounding acknowledgement of generous benefaction | 鳴謝慷慨善長方式

In honour of a donor, a corporation, or any honouree(s) as per the donor's wish, the Professorship will be named accordingly.

For instance: Professor Lee Pok Hok, Philip
[Donor's Name] Professor of Accountancy

The donors and incumbents of the Professorships will be officially honoured at an inauguration ceremony, where a special gift will be presented to donors to commemorate their benefaction for the Scheme.

Reports will be compiled regularly to update donors on the academic achievements in research and development supported by them.

The incumbents will carry their respective titles in full on official occasions and in all documentation, including academic publications, publicity materials, and international exchange activities at seminars and conferences.

有關教授席將遵照捐款人意願，以冠名方式紀念捐款人、公司或予以致敬的人士。

例如：李博學教授
[善長芳名] 會計學教授

所有捐款人與獲委任教授席的學者均將獲邀出席計劃就職典禮。本校將於典禮上向捐款人致送紀念品，以表彰其慷慨捐善舉。

恒大將定期向捐款人匯報與教授席相關的學術研究與發展成果。

在恒大所有官方活動及出版刊物中，包括學術期刊、宣傳物品，及國際學術會議交流活動等，擔任教授席學者均一律使用其教授席全名。



Gearing up for a brighter future

In the light of HSUHK's self-financing nature, the realisation of its goal of "creating and transferring knowledge, grooming responsible leaders" will not be possible without the staunch support and generosity of our contributors. The benevolence of donors is crucial to the University's sustainable development and advancement.

With continued philanthropic support from the wider community, HSUHK will be able to carry on with our mission to nurture future pillars of society. Our University is geared towards joining hands with friends and partners for the direct betterment of Hong Kong and the region.

齊心捐獻 共創未來

恒大作為一所自資院校，要實現恒大「開創和傳授知識，培育負責任的領袖」的目標，需要各界善長的鼎力支持和慷慨捐助，讓恒大可持續發展，更創新猷。

在各界一直熱心襄助下，恒大今後將一如既往，以培育未來社會棟樑為首要任務，並與各界友好，夥伴攜手為香港和鄰近地區謀求福祉。



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

The Hang Seng University of Hong Kong Erudition Professorship Scheme 香港恒生大學博學教授席計劃



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The Hang Seng University of Hong Kong Erudition Professorship Scheme 香港恒生大學博學教授席計劃

Introduction of The Hang Seng University of Hong Kong | 香港恒生大學大簡介

Having evolved with the times to achieve university status in 2018, The Hang Seng University of Hong Kong (HSUHK) is a vibrant self-financed institution which offers programmes that are unique and the first of its kind in the region. All programmes were accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) and recognised by the Governments of the HKSAR, mainland China and Taiwan.

The success of its forerunners Hang Seng School of Commerce and Hang Seng Management College has laid the solid foundation for HSUHK to become a leading private university in the region, recognised for its excellence in teaching, learning, and research, serving and advancing our society and the world.

本校發展與時並進，2018年正式升格為大學，正名為香港恒生大學（恒大）。作為一家富特色、活力的自資院校，恒大所有學士及碩士學位課程均獲香港學術及職業資歷評審局（HKCAAVQ）審批認可，並獲香港、中國和台灣政府承認，部份課程更是全港首創。

恒大前身為恒生商學書院和恒生管理學院，擁有鞏固的基礎，現矢志成為區內具領導地位的私立大學，並透過卓越的教學、研究及服務，推動社會與世界發展。

Grooming top-notch responsible leaders | 堅守責任 優才搖籃

The University is characterised by small class teaching, very close student-teacher interactions, mentorship for individual students outside classrooms, dynamic learning environment, residential college experience, and vast opportunities for internship, international exchange and independent research.

In line with our advocacy of the transformative power of the “Liberal + Professional” education model, the last few years have witnessed such key achievements as delivery of innovative programmes, top-quality faculty members, and award-winning students in open competitions.

With unremitting efforts to nurture well-rounded students by inculcating in them critical thinking, an innovative mind, a caring attitude and a strong sense of social responsibility, the University has sent forth graduates highly regarded by employers over the years.

恒大的特色為小班教學、緊密師生關係、課餘對個別學生的關顧指導、互動小班教學、住宿書院體驗，以及廣泛的實習、國際交流和獨立研究機會。

本校提倡「博雅+專業」教育模式的蛻變力量，讓恒大近年來在多方面取得顯著成績，包括創新學位課程、優質的師資，而學生更在公開比賽中屢次獲獎。

恒大致力培育全面發展的學生，讓他們成為具明辨思維、創新思考、人文關懷及社會責任感的人才。多年來，本校所栽培的畢業生，一直備受僱主讚許。



Education and research for marked social impacts | 優質教研 具影響力

The research funding received from the SAR Government’s Research Grants Council has enabled us to register the highest amount of the five-year cumulative funding and the highest number of awarded research projects among all the local self-financed degree-granting institutions.

Our unique “Liberal + Professional” education model, coupled with the Residential College system to create a holistic “living-cum-learning” environment on campus, embraces education and research with a marked impact on society.

在特區政府研究資助局撥款資助下，恒大所獲總金額及研究項目總數(以五年累計)均為全港頒授學位的自資院校之冠。

恒大透過獨有的「博雅+專業」教育模式，結合住宿書院制度，在校園締造全面多元的住宿生活學習環境，在教學及科研方面，對社會產生重大的影響力。



The Scheme | 計劃詳情

Pushing the boundaries on the academic front | 學術發展 更上層樓

The HSUHK Erudition Professorship Scheme plays a significant role in enabling the University to strengthen our team of distinguished faculty members.

Apart from acknowledging the attainment of acclaimed academics within the HSUHK campus, the Scheme will facilitate the recruitment or engagement of world-renowned scholars from both local and overseas to enhance the University’s academic excellence in related areas.

The generous support from contributors will enable HSUHK to retain and attract outstanding academics to push back the frontiers of knowledge.

恒大博學教授席計劃推動校內優秀教學團隊精益求精，在恒大學術研究領域上發揮舉足輕重的作用。

計劃除了在恒大校園表揚知名學者的卓越成就外，更有利於禮聘或延攬蜚聲國際的學者，令恒大在相關學術領域表現更臻完善。

各界捐款人的慷慨支持，讓恒大得以挽留人才之餘，更可招徠博學鴻儒，從而進一步開拓知識新境界。

Honouring excellence | 榮譽表彰 學術成就

The Scheme begins with a minimum annual donation of HK\$1.5 million, pledged for a minimum of 3–5 years. The pledged fund will be fully deployed to facilitate the creation of the Professorship. During that period, the faculty member in that position will carry the title, renewable subject to mutual agreement. The honour of a named Professorship will be bestowed upon an eminent academic for an area of the donor’s choice.

Alternatively, HSUHK Erudition Professorship Scheme can be tailored to the donor’s interest. Please feel free to let us know your preference.

博學教授席計劃每項捐款以每年港幣150萬元為起點，為期三至五年。捐款將悉數撥作創立教授席之用；期內獲委任的學者將一直使用教授席名銜，期滿經雙方同意後，可繼續有關安排。根據捐款人所指定學術領域，冠名教授席將授予有關範疇的傑出學者。

計劃亦可按捐款人意願作出相應配合。捐款人若有任何相關要求，可隨時與恒大聯絡。

Wide coverage of academic disciplines | 學科範疇覆蓋廣泛

Named Professorships are available within the far-ranging disciplines among the five schools of HSUHK, i.e. Schools of Business, Communication, Decision Sciences, Humanities and Social Science, and Translation as follows:

- Actuarial Studies and Insurance
- Applied and Human-Centred Computing
- Applied Economics
- Art and Design
- Asian Studies
- Accounting
- Banking & Finance
- Business Journalism
- Chinese Language
- Convergent Media & Communication Technology
- Corporate Communication
- Corporate Governance
- Cultural and Creative Industries
- Data Science & Business Intelligence
- English Language
- Environment and Sustainability
- Financial Analysis
- FinTech and Blockchain
- Global Business Management
- Human Resource Management
- Management
- Management Science & Information Management
- Marketing
- Supply Chain Management
- Translation with Business
- And more...

冠名教授席計劃涵蓋本校五大學院，即商學院、傳播學院、決策科學學院、人文社會科學學院、翻譯學院所舉辦的各種學科，其中包括：

- 精算及保險
- 應用及人本計算學
- 應用經濟學
- 藝術及設計
- 亞洲研究
- 會計學
- 銀行及金融學
- 商業新聞
- 中文
- 融合媒體及傳播科技
- 企業傳訊
- 企業管治
- 文化及創意產業
- 數據科學及商業智能學
- 英國語文
- 環境及可持續發展
- 金融分析
- 金融科技及區塊鏈
- 環球商業管理
- 人力資源管理
- 管理學
- 管理科學與資訊管理
- 市場學
- 供應鏈管理
- 商務翻譯
- 更多其他學科...