



SHUE YAN NEWSLETTER

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訊

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October 2020 Issue

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the HKSYU Governor  
Mr. Steven LOKE*

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**HKSYU Governor  
Steven LOKE**

*talks about big data and  
how to survive  
the job market*

專訪仁大校董 **陸國權先生**

*暢談大數據及  
畢業生如何在職場發展*

Mr. Steven LOKE Kok-kuen, Hong Kong Shue Yan University's (HKSYU) Governor and Executive Chairman of iFREE GROUP, urges Shue Yan students to make use of the Big Data Lab to learn how to handle and analyse big data to prepare for their future career, and commit to acting with integrity and perseverance when they develop their career.



Mr. LOKE is a successful entrepreneur. His iFREE GROUP is a conglomerate focusing on technology, media and communication business. He is also intent on supporting tertiary education and nurturing digital talent as an important part of his corporate social responsibility initiative.

Early in 2018, Mr. LOKE and iFREE GROUP donated HK\$1,000,000 to HKSYU to set up the "iFREE Entrance Scholarship", making available an annual entrance scholarship for new students admitted to Year 1 of the Bachelor of Business Administration (Honours) in Digital Marketing (BBA-DM) programme. Each year, a maximum of

50 scholarships of HK\$20,000 each will be given out. Moreover, in July 2019, iFREE GROUP signed a Memorandum of Understanding with HKSYU to donate HK\$20,000,000 to set up the iFREE GROUP Innovation and Research Centre at HKSYU.

In January 2020, Mr. LOKE took up the role of HKSYU's Governor for a term of three years.

In an interview with *Shue Yan Newsletter* in mid-September, he talked about the value of big data technology and the functions of a big data lab, and the importance of integrity and the basic attitude required in career development.

Mr. LOKE said succinctly that big data lab is a "platform of information". Through handling and analysing big data, business can develop smarter solutions.

"Data is king. For example, under the COVID-19 pandemic, many institutions over the world are very keen on developing effective vaccines to protect against the virus. If you can't get enough information, especially about how the virus is mutating, you can do nothing.

If you have information, accurate information, you can get a better solution. An old proverb says: If better is possible, good is not enough." Mr. LOKE said.

Mr. LOKE urges Shue Yan students to learn how to process and analyse big data, and to reengineer and develop smarter solutions for different aspects. This applies to Shue Yan as well.

"In the internet world, speed matters. The University and students should leverage the big data lab for different comprehensive applications." He said.

When asked about the support he and iFREE GROUP could give to the development of Shue Yan, Mr. LOKE said iFREE GROUP has numerous global partners, such as Veea, Syniverse, Mimik Technology, who are willing to share and explain the real-world development, innovations and corporate environment to students.

Talking about the strength of the BBA-DM programme, Mr. LOKE said this programme is very timely especially during the COVID-19 situation where most people are working from home. It is essential for students to learn about online and offline marketing.

During the interview, Mr. LOKE also talked about the two qualities which young people needed to cultivate when entering the job market. The first is integrity, and he second is having an upright mind.

"Integrity emanates from inside of you. It is very important where you put your heart, and how you set your goals. If you want to have a good future, I suggest that you use your integrity and upright mind to do the best thing." Mr. LOKE said.

Mr. LOKE is a Malaysian Chinese, educated in Malaysia and the United Kingdom. He can speak fluent English and Cantonese, but cannot read Chinese. He has near 30 years' experience in business and extensive contact with young people in different countries and regions. His group employs many young people, as well as Shue Yan's graduates.

When asking about his impression of Hong Kong's young people, Mr. LOKE said overall their attitudes and orientation are good, but because of the many career opportunities available, they are prone to quit their jobs when they encounter setbacks of frustration.

"Young people should persevere in their work, and learn to love their jobs. Some young people regard job changing as a way to get a salary increase, but with frequent changes, they can really learn very little when they only stay in one place for a short period of time. If they persevere, then perhaps they will get promoted and be in a better position to understand how the company is working and learn its business strategies. Young people can afford to take more time to

choose what they like to do and learn what they can do. However, once their mind is made up, they should remain steadfast in the pursuit of their goals – to work and to learn." Mr. LOKE said.

Mr. LOKE also advises that while young people should have confidence in themselves, they must not over-simplify their views of the world or go to extremes. It's just like one should learn to make use of big data to give oneself an informed and detailed look at the market. "This way, one will achieve better accuracy in one's endeavours, thus increasing the chances of success."

Talking about communication skills, Mr. LOKE's tips are: always have a smiling face, and avoid unfriendly words.

香港樹仁大學校董會成員、愛訊集團執行主席陸國權先生接受《樹仁簡訊》訪問時，建議同學好好利用剛啟用的大數據實驗室，學習分析和使用數據，為個人的未來發展做好準備。他又籲請同學將來在職場上，要以誠信和耐心發展自己的事業。

陸國權先生是一位成功的企業家，他經營管理的愛訊集團 (iFREE GROUP)，以科技、媒體和通訊為主要業務，並以支援大學教育和培育數碼人才為集團的主要企業社會責任。

陸先生和愛訊集團於2018年，向仁大捐出一百萬港元，為「工商管理（榮譽）學士—數碼市場學」課程設立「愛訊集團入學獎學金」，由2019/2020學年開始，每年為入讀該課程的一年級新生，提供兩萬元獎學金，名額最多為50名。此外，愛訊集團又於2019年7月，與仁大簽訂備忘錄，承諾向仁大捐出二千萬港元，設立愛訊集團創新及研究中心。2020年1月，陸先生出任仁大校董，任期至2022年年底。

陸先生在2020年9月中的訪問中，談及科技和大數據的實用價值，以及年輕人在發展個人事業所需的誠信和應有的態度。

### 大數據實驗室是資訊平台

陸先生表示，大數據或大數據實驗室看似複雜，但簡單來說，大數據實驗室就是一個資訊平台 (platform of information)。透過收集和分析大量的數據，企業和組織就可以為所需處理的事情，找出最佳的解決方案。

## 「用你最好的心，做最好的事」

「擁有數據十分重要。就好像目前的COVID-19疫情，全球很多機構都在研發疫苗，但如果你沒有足夠的數據，你便無法掌握病毒變異的最新情況。當你擁有足夠的數據、準確的數據，你就可以找到好的，甚至更好的解決方案。正如先賢曾說：『如果可以更好，好當然並不足夠。』 (If better is possible, good is not enough.)」他說。

陸先生指出，樹仁同學應好好利用大數據實驗室這個平台，學習如何處理和分析大數據，當同學掌握了應用的方法和技巧，便可以為各方面的事情，包括樹仁大學需要處理的事情，找出最佳的解決方案。

他說：「在互聯網時代，事事講求速度。大學和同學應把大數據實驗室的資源，應用到多方面的事務上。」



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至於他本人和愛訊集團將如何繼續支持樹仁的發展，陸先生表示，愛訊集團願意與其全球性的業務夥伴，包括 Veea、Syniverse、Mimik Technology等，向樹仁學生介紹最新的科技發展，以及業界面對的實際情況。

談及「工商管理（榮譽）學士—數碼市場學」課程的優點時，陸先生表示，課程的其中一個重心是線上和線下的市場營銷理論和技巧，在目前的疫情下，更突顯其重要性，相信修讀的同學會獲益良多。

### 年輕人在職場要有誠信

在訪問中，陸先生也談到年輕人進入職場後所應具備的素質。他首先講到的是「誠信」 (integrity)，又強調年輕人的內心是否擺得端正，十分重要。

他說：「Integrity是在自己內心的。你的內心好不好，你的目標放在什麼地方，十分

重要。如果你想要有一個美好的將來，我建議你用最好的心，做最好的事。」

陸先生是馬來西亞華僑，在馬來西亞和英國讀書，能說一口流利的英語。粵語(廣州話)他也能說，但港式粵語則不完全懂。他在商界有接近30年經驗，接觸過多個不同地區的年輕人。他集團旗下的公司就有很多年輕僱員，包括樹仁的畢業生。

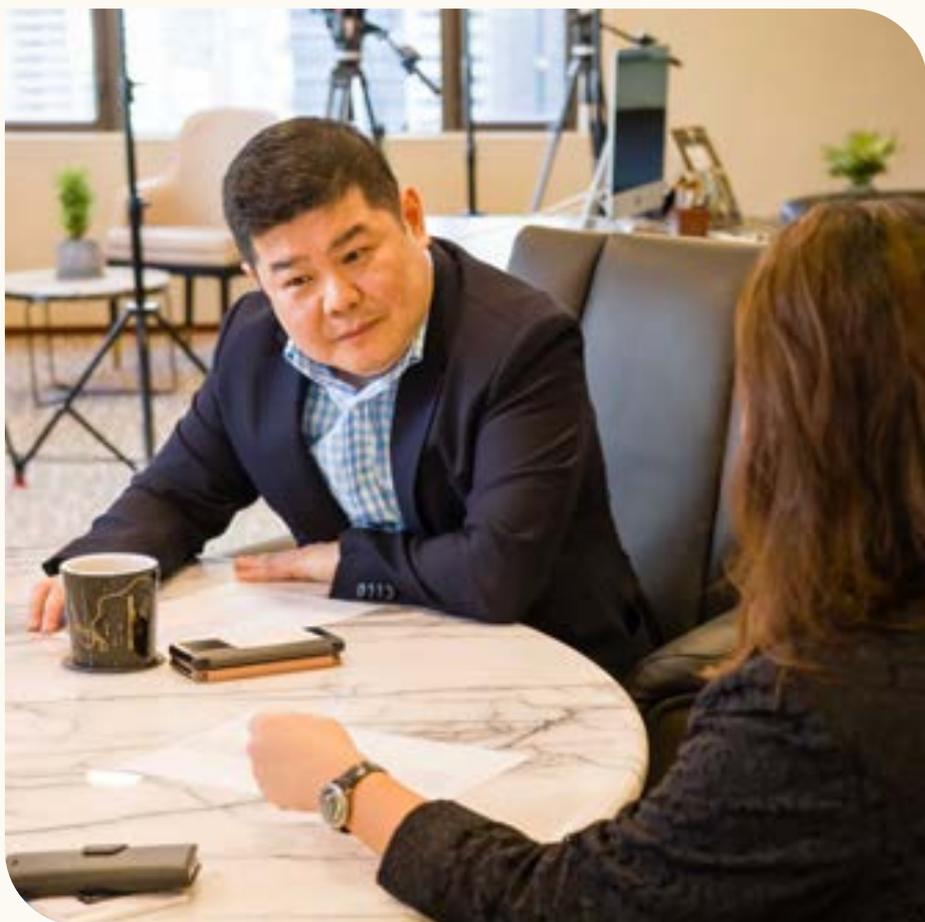
### 香港年輕人心態和志氣都不錯

被問對香港年輕人的印象時，他表示，香港年輕人的心態和志氣都不錯，但因為香港有很多發展機會，有些年輕人在工作遇到一些小事或挫折，就選擇離開，去找另一份工作。

「在職場上，年輕人需要多一點忍耐和耐性，並要愛你的工作。有些人喜歡跳來跳去，由一間公司跳去另一間，以為這樣是提升薪金的好方法。但這麼一個短時間，你不會學到有用的東西，你根本沒有機會晉升到較高的職位，去認識公司的運作和發展方向。年輕人應該花一點時間，去選擇自己喜歡做的事，以及自己有能力做的事。選定了，就要用心和有決心去做、去學。」他說。

陸先生又認為，年輕人做事除了要有「信心」外，還應緊記不要把事物看得過於簡單，也不應把事情做得太極端。個中道理就好像有了大數據實驗室，要做分析和平衡，並要細看市場狀況。「這樣，做起事來才會精準一點，成功的機會才會大一些。」

至於人際間的溝通技巧，陸先生分享的心得是，要經常歡容和笑，避免說「太硬」或不友善的話。👍



### Biography

#### Mr. Steven LOKE Kok-kuen

Mr. Steven LOKE is the Founder and Executive Chairman of the iFREE GROUP. He entered business at the age of 23 after graduation in London. He started his first venture, an environmentally friendly coating business in 1992, and was voted as Young Entrepreneur of the year in Malaysia at the age of 24.

During his entrepreneurial career, Mr. LOKE has accumulated vast experience in corporate restructuring, investment, global marketing and manufacturing in addition to technology and telecommunication business.

iFREE GROUP is global conglomerate providing cutting-edge connectivity solutions, creating revolutionary products and services that will transform and enhance efficiencies for corporations and manufacturers to process data and functions who use technology to connect their customers, products or operations.

01 Professor SUN presented the Board of Governors appointment letter to Mr. Steven LOKE at the MOU signing ceremony in July 3, 2019.

孫天倫教授於2019年7月3日舉行的備忘錄簽署儀式上，把校董委任信頒發給陸國權先生。

02 Robotis Engineer Kit1 & kit 2. 機械人 Robotis Engineer Kit1 & kit 2.

03 A view of the Big Data Lab 大數據實驗室一景。

04 Mr. Steven LOKE and Professor SUN signed a MOU in July 3, 2019, regarding a donation of HK\$20,000,000 from iFREE GROUP to set up the iFREE GROUP Innovation and Research Centre at HKSYU.

陸國權先生與孫天倫教授於2019年7月3日簽署備忘錄。根據備忘錄，愛訊集團會向仁大捐出2千萬港元，建立愛訊集團創新及研究中心。



## BCom (Hons) FinTech

included in the Study Subsidy Scheme for Designated Professions/Sectors

Apply through JUPAS in 2021

金融科技課程

納入指定專業 / 界別課程資助計劃

2021年起經由聯招收生

*Hong Kong Shue Yan University (HKSYU) has increased its communication efforts to spread the information about its Bachelor of Commerce (Honours) In Financial Technology programme, which has been included in the 2021/2022 Study Subsidy Scheme for Designated Professions/Sectors (SSSDP). The Department of Economics and Finance, which hosts the programme, believes that since the places of the FinTech programme are allocated through JUPAS and the programme has the unique "Four Pillars of Courses", the 30 subsidised places allocated to the programme can be fully filled.*



Ms. LEUNG Siu Ki, Jay, Director of University Admissions Office, told *Shue Yan Newsletter* that after the Hong Kong Government announced on September 21 that HKSYU's FinTech programme included in the SSSDP starting from 2021/2022, the Office has sent letters to all secondary schools to inform their students.

### Apply through JUPAS

In JUPAS, HKSYU's BCom (Hons) FinTech programme's code is JSSY01.

According to SSSDP, in the 2021/2022

academic year, a subsidy of up to HK\$44,100 per academic year will be provided by the government to each Year 1 student admitted to HKSYU's FinTech programme.

In 2021/2022, the annual tuition fee of Shue Yan's undergraduate programme is HK\$74,280, after deduction of the HK\$44,100 government subsidy, the tuition fee will be HK\$30,180. In addition HKSYU will provide HK\$10,000 Longbow Charity Foundation Entrance Scholarship to all Year 1 FinTech students as an encouragement, and further relief their financial burden.

For recipients who maintains a minimum of CGPA of 3.5 in year 1 second semester can continue to receive the scholarship in Year 2.

Ms. LEUNG said the University Admissions Office will disseminate the programme information to secondary school students and their parents through various channels, including Hok Yau Club guidebook, newspaper and social media platforms. The office will also make use of the University Information Day on November 14, to introduce the FinTech programme and its admission requirements. The Information Day will be held both on campus and online, students and parents are welcome to join and ask questions.

"Owing to the uniqueness of the FinTech programme, applicants must have Level 3 or above in Mathematics. And those with Level 3 or above in elective subject Information and Communication



Dr. Rita LI with robot Zenbo Junior  
李綺雯博士與機械人Zenbo Junior。

Technology will be given priority." Ms. LEUNG said.

### Four Pillars courses

Dr. Rita LI, Director of BCom (Hons) on the FinTech programme, Associate Professor of Department of Economics and Finance mentioned that the design of the FinTech programme is characterised by its multidisciplinary nature, and the fact that it caters to the needs of the future FinTech personnel. The four major areas of study, i.e. (i) finance, (ii) technology, (iii) data science, (iv) economics, law and business are designed according to the FinTech post requirements. As the job market is a dynamic environment, multidisciplinary studies allow graduates to apply for a job easily in four areas instead of one area solely.

She said the whole design is forward-looking, where graduates may start as technical staff in the area of FinTech, finance, or information technology. Moving up the career ladder implies the need for a certain amount of related legal knowledge, e.g. they may have to sign contracts for their companies. Some of these technical staff may open their own start-up companies; at this point, a business mindset with creativity on top of law, will be necessary. Knowledge such as big data also allows the staff to analyse market needs.

Dr. LI pinpointed that AI and robots can perform well, or even better, than

human beings in one specific area, but not in interdisciplinary areas. Having said that, the interdisciplinary design will also ensure that our graduates will be able to survive in the future job markets when repetitive works or specialised tasks are increasingly handled by AI and robots instead of humans. As creativity often relies on more than one area of knowledge, the board-based multidisciplinary learning also stimulates students' innovative ideas, and such ideas constitute one of the main areas which AI and robots are presently falling short in.

While the majority of the students will work in Hong Kong, "we acknowledge that some graduates may not work in Hong Kong eventually, and so we have sought advice from professors and

**香港樹仁大學已展開連串宣傳活動，把金融科技（榮譽）商學士課程被政府納入2021/2022學年的「指定專業/界別課程資助計劃」的訊息，通知全港中六學生、老師和家長。開設該課程的經濟及金融學系表示，由於課程由大學聯合招生辦法（JUPAS）收生，加上擁有「四大核心領域科目」，相信錄取的學生人數會達到「資助計劃」設定的30個名額。**

招生事務處總監梁小琪小姐對《樹仁簡訊》表示，在特區政府於9月21日公布有關消息後，招生處隨即發信全港中學，通知各位學生。

#### 經由聯招申請

在聯招系統中，仁大金融科技（榮譽）商學士課程的課程編號是JSSY01。

根據「指定專業/界別課程資助計劃」（SSSDP），在2021/2022學年起，經由聯招入讀仁大金融科技（榮譽）商學士課程一年級的學生，可由該學年開始，每年獲得政府資助44,100元學費。

仁大2021/2022學年的學士學位課程學費為74,280元，扣除政府資助的44,100元後，學費為30,180元。而仁大亦設有「長弓仁商獎學金」，為金融科技課程一年級生發放10,000元獎學金，因此學生更有經濟資源去應付大學的學習。

若學生一年級下學期的累計平均積點

vice presidents in Austria, Canada, and Switzerland. In addition, we also invite personnel from the best IT companies in Canada and the US, to give advice when we design the programme structure. Thus, our programme can meet international needs. In the future, we hope that our students take the relevant exams, such as those related to the cloud and AI, before they graduate, meaning that they are not solely fresh graduates with a Shue Yan degree, but that they also have some other relevant certificates. Blended learning with the incorporation of online learning materials in courses such as AI also paves the way for active lifelong learning, so that the students will be equipped with an ability to learn when they work outside and face an

（CGPA）達3.5或以上，還可以繼續獲發獎學金。

梁小姐表示，招生處接下來的工作是利用各種渠道，把課程信息通知學生和家長，包括在學友社等機構出版的升學指南以及在報章和互聯網刊登廣告。招生處也會在11月14日仁大開放日安排講座，介紹課程內容和收生要求，同時會作網上直播，回答學生和家長在網上提出的問題。

「基於金融科技課程的特點，申請人需要在文憑試數學科考獲3級或以上。而在甲類科目『資訊及通訊科技』中考獲3級或以上的學生，會優先考慮。」梁小姐說。

#### 四大核心領域科目

金融科技課程的課程主任、經濟及金融學系副教授李綺雯博士表示，仁大金融科技課程設計的特點是跨學科學習，以滿足未來金融科技對人才的需求。其四大核心領域科目，包括「金融」、「科技」、「應用數據科學」和「經濟、法律及商業」，均根據金融科技的職位需求而設。

她又說，由於就業市場經常改變，跨學科學習讓畢業生能夠輕鬆地在4個領域而不僅僅是1個領域求職。整體課程設計頗具前瞻性，畢業生可從先金融科技、金融、數據科學或資訊科技技術人員做起，攀上管理層或需具備一些法律知識，例如為公司簽訂合約時可以大派用場；部分技術人員繼而變成老闆，開設自己的公司，此時必須具有商業創意思維、大數據等知識，讓他們分析市場需求。

李博士指出，人工智能和機械人可以勝任在某個特定領域的工作，甚至做得比人類

ever-growing number of changes as they navigate their own career path. We feel that the Robotics and Big Data lab, as well as the VR and AR labs, will also provide a special learning experience to students." Dr. LI added.

Compared to local public universities' FinTech programmes, Dr. LI conceded that Shue Yan's programme gives more consideration to graduates' career needs, and the Department has also contacted some local firms for internship positions.

"As the Director of BCom (Hons) on the FinTech programme, I will meet students during every semester in the future, so as to better understand their needs and to ascertain how we can better shape our programme." She said.

更好，但未能勝任多元工作。因此，當重複性或專業工作越來越多被人工智能和機械人取代時，跨學科設計能夠保證仁大的畢業生在未來的就業市場中生存。而且創造力往往依賴於多個知識領域，因此跨學科學習能激發學生的創意，這正是人工智能和機械人難以做到的。

儘管大多數學生將會在香港工作，但李博士指出，考慮到部分畢業生最終可能會到外地工作，因此在設計課程結構時，他們還徵求了奧地利、加拿大、瑞士的大學教授和副校長等的意見。同時，邀請來自加拿大和美國等資訊科技公司人員提供建議。

她說：「我們希望學生在畢業之前參加雲計算、人工智能等相關考試，這意味著他們不僅是擁有香港樹仁大學學位的畢業生，同時還擁有一些其他相關證書。混合式學習將線上學習材料融合到人工智能等科目，也為他們終身學習做好準備，從容應對職業道路上的不斷變化。我們認為，機械人與大數據實驗室、虛擬實境和擴增實境實驗室也將為學生提供特殊的學習體驗。」

與本地大學的金融科技課程相比，李博士表示，仁大的課程更多考慮畢業生的職業需求。因此，學系聯絡了一些本地企業提供實習崗位。「作為金融科技（榮譽）商學士課程的課程主任，我將在之後的每個學期與學生見面，以便更好地了解學生的需求，改進我們的課程。」<sup>50</sup>

## Complementing digital humanities: development of IT courses for SYU GE programme

通識課程將配合數碼人文發展

增加科技科目

*The General Education (GE) programme will be continuously strengthened with information technology courses to complement the development of digital humanities, according to Dr. LAU Pui-yan, Flora, Director of the General Education Office.*



In an interview with *Shue Yan Newsletter*, Dr. LAU said in view of the development of information and digital technology, she had invited academic staff from all departments to submit proposal for new GE courses related to information technology at the beginning of the 2019/2020 academic year. One of the three proposals, i.e. "Digital Games: Simulation, Interactivity" has become a new course of this academic year. The other two need to be much strengthened prior to developing into ten-week GE courses.

### More focus on IT & application

She pointed out that as the University has decided to reinvent its liberal arts education and to develop digital humanities through technology. In this academic year, she invited colleagues again to submit GE course proposals focusing on information technology and its application skills.

"The call for proposal will be ended in the latter half of October. We will study the course aims, CLOs and suggested topics of each proposal and pick up those with good potential to develop into full courses." Dr. LAU said.

In this academic year, four courses are technology-related, namely, "Digital

Games: Simulation, Interactivity", "Writing Your First Apps Using Python Programmes", "International Communication In Digital Age" and "Predicting Human Behaviour With Big Data".

According to Dr. LAU, in addition to IT courses, she hopes that there will be more new GE courses on humanities – "Being interdisciplinary, doing psychological reflection, having broad horizon of knowledge and being able to equip with comprehensive knowledge of both of the East and the West, should be the gist of GE programme."

When asked which courses are more popular among students, she said in this academic year, courses related to local and Korean culture and coffee are more popular. Examples of these courses are "Hong Kong Popular Culture", "Understanding Korean Society Through Dramas" and "Global Consumption And Culture Of Coffee".

### Responses are pretty positive

The GE programme was introduced in the 2017/2018 academic year. When asked about the students' attitudinal changes towards GE courses, Dr. LAU said although

there could be room for improvement in SLEQ scores, most of the written comments in SLEQ, especially in terms of teaching quality and fun learning, were becoming pretty "positive and good".

"In the first and second years, some students did not take GE courses seriously. But in the past two years, students' attitude have changed. As told by some colleagues, more students were interested to know how to perform the assignments better. I think one of the reasons is that students have started to realize that the results of GE courses will affected their class of honours upon graduation. Or simply, students enjoy the course." Dr. LAU said.

She hopes that in the near future, the GE programme can build up its reputation further and be able to fulfill its objective of developing students' skills, knowledge and social responsibility regardless of their majors or career plans.



樹仁大學通識課程總監劉珮欣博士表示，她會繼續推動在通識課程中加入資訊科技科目，以配合大學的數碼人文發展方向。

劉博士接受《樹仁簡訊》訪問時表示，因應資訊和數碼科技的發展，她在上學年邀請各學系就開設新通識科目提出建議時，已鼓勵老師構思與資訊科技應用相關的科目。在收回的3個建議中，有一個已付諸實行，成為本學年新增的「數碼遊戲：模擬和互動」科目 (Digital Games: Simulation, Interactivity)。至於其餘2個建議，則要深入和擴充內容，才足以構成一個擁有10節課堂的完整的通識科目。

### 資訊科技應用科目

她又說，由於校方已定出重塑樹仁博雅教育和數碼人文的發展方向，她在本學年發出的電郵中，繼續邀請各老師就開設與資訊科技應用科目，提出建議。

「新通識科目建議書的收集期會在10月下旬結束。我和同事會審視各科目建議的目標和內容，看能否發展為一個內容完整和充實的科目。」劉博士說。

目前，與科技相關的通識科目共有4科，除了「數碼遊戲：模擬和互動」外，還有「使用Python程式編寫你首個應用軟件」(Writing Your First Apps Using Python Programmes)、「數碼時代下的國際傳播」(International Communication In Digital Age) 及「利用大數據預測人類行為」(Predicting Human Behaviour With Big Data)。



## 「跨學科、心理質素的訓練、廣闊的知識面和學貫中西，是通識課程應有的內涵」

除了科技科目外，劉博士也希望可以增加不同範疇的人文科目。她說：「跨學科、心理質素的訓練、廣闊的知識面和學貫中西，是通識課程應有的內涵。」

被問到什麼科目較受學生歡迎時，劉博士表示，以今個學期為例，與香港流行文化、韓劇和咖啡相關的科目，選修同學比較多，包括：「香港流行文化」(Hong Kong Popular Culture)、「從韓劇認識韓國社會」(Understanding Korean Society Through Dramas) 和「咖啡的國際性消費和文化」(Global Consumption And Culture Of Coffee)。

### 學生評價正面

仁大的通識課程自2017/2018學年推出，

至今已進入第4個學年。被問及同學對通識課程的反應和態度有沒有出現轉變時，劉博士表示，從SLEQ的結果來看，雖然評分上還可以有一定的改進空間，但同學就大部份科目所擇寫的評語，尤其在教學質素以及科目的趣味性方面，卻是非常「正面和良好的」。

她說：「在最初一兩年，不少同學對通識科目並不重視。但近年有老師反映，不少同學上課的態度變得認真了，並會主動查問如何做期終習作，以及怎樣做才能做得好。我相信這種轉變，與同學認識到通識科的成績會影響畢業時的榮譽級別，和科目的趣味性有一定關係。」

劉博士期望在不久的將來，通識課程能夠在學生中建立更好的口碑，以實現其設立的目標，即不論同學修讀什麼學科或有什麼事業計劃，都能通過課程，發展其技能、知識和社會責任感。👍

## Shue Yan received 1 million donation from Tin Ka Ping Foundation

for setting up Tin Ka Ping Outstanding Community Service Scholarships

香港樹仁大學獲田家炳基金會

捐贈一百萬

成立田家炳卓越服務獎學金

Hong Kong Shue Yan University (HKSYU) received a generous donation of HK\$1 million from the Tin Ka Ping Foundation for setting up the "Tin Ka Ping Outstanding Community Service Scholarships" in September 2020.



The purposes of the establishment of "Tin Ka Ping Outstanding Community Service Scholarships" are to encourage students to commit in volunteer service and to give recognition to those who have been proactively serving the community.

Up to 20 offers from "Tin Ka Ping Outstanding Community Service Scholarships" would be made each academic year. Each awardee would receive an amount ranging from HK\$5,000 to HK\$30,000.

HKSYU would like to express deep gratitude towards the Foundation. During this difficult time of COVID-19 pandemic, it is a great encouragement to HKSYU students and a magnificent award to those selflessly serve.

Tin Ka Ping Foundation is a charitable organization founded in 1982 by Dr. TIN Ka Ping (1919-2018), following the vision of "From society, For society". The Foundation is devoted to its charitable causes and aspires to promoting cultural and educational development, improving the quality of education as its contribution



## 田家炳基金會 Tin Ka Ping Foundation

to China's advancement.

Dr. TIN Ka Ping was awarded an Honorary Doctorate in Social Sciences by HKSYU in 2009.

Those who are interested to apply for the "Tin Ka Ping Outstanding Community Service Scholarships" can submit applications through the HKSYU Annual Scholarship and Bursary Scheme. Applicants are required to submit proven records of volunteer work with a reflective journal of their service and learning experiences. Selection will be made by the Student Finance Committee. Details will be announced by the Office of Student Affairs in the second semester.



香港樹仁大學在2020年9月獲田家炳基金會慷慨捐贈港幣100萬元，成立「田家炳卓越服務獎學金」。

「田家炳卓越服務獎學金」成立的目的，是獎勵多年來樂於服務社區及熱心幫助他人的學生，以及鼓勵學生持續參與義工服務，積極回饋社會。

「田家炳卓越服務獎學金」每年頒發的獎學金名額為20個，金額由5,000至30,000

元不等。

樹仁大學表示，在疫情的艱難時刻，大學有幸獲得田家炳基金會的支持，對於每一位同學來說，是一種鼓勵；而對於熱心服務社群的同學來說，更是一種嘉許。

田家炳基金會由田家炳博士(1919-2018)於1982年成立。基金會一直以「興學育才，推廣文教，回饋社會，貢獻國家」為宗旨，致力在兩岸四地捐辦社會公益事業，尤重教育，實踐「取諸社會、用於社會」的信念。

田家炳博士於2009年，獲樹仁大學頒授榮譽社會科學博士學位。

有意競逐「田家炳卓越服務獎學金」的同學，可透過周年獎助學金計劃遞交申請。同學必須提供過往擔當義工服務的證明文件，以及撰寫一篇個人義工服務體驗的文章，由學生財務委員會遴選出得獎同學。學生事務處會在下學期公布詳情。

01 Dr. TIN Ka Ping (1919-2018) received the Honorary Doctorate in Social Sciences from HKSYU in 2009.

田家炳博士 (1919-2018) 於2009年獲樹仁大學頒授榮譽社會科學博士學位。

# IIDS project on digital entrepreneurship, FinTech and FinReg

## Held two Zoom seminars in September

The first two seminars on “The Evolution of Digital Entrepreneurship, FinTech and FinReg” project, funded by the Inter-Institutional Development Scheme (IIDS) of the Research Grant Council, were held on September 22, 2020. There are over 150 participants registered for the IIDS Zoom seminars, according to the Dr. YUEN Wai Kee, Thomas, Principal Investigator of the project, and Assistant Professor of the Department of Economics and Finance.



The theme of the first seminar is “The New Digital Landscape of Entrepreneurship”. The speaker was Professor Satish NAMBI-SAN, the Nancy and Joseph Keithley Professor of Technology Management at the Weatherhead School of Management, Case Western Reserve University. His presentation topic was “The New Digital Landscape of Entrepreneurship”. The Zoom seminar started at 9am and ended around 10:15am.

The second Zoom seminar was held consecutively from 10:30am to 11:45am, and the speaker was Professor Martin OBSCHONKA, Professor in Entrepreneurship at Queensland Univer-

sity of Technology, Brisbane, Australia. His presentation topic was “Entrepreneurship, Big Data, and Artificial Intelligence”, under the theme “Entrepreneurship Network in the Digital Era”.

Dr. YUEN said he was happy with the number of participants and the active participation illustrated the importance of the seminars.

According to Dr. YUEN, under this project, four more seminars and an international conference will be held before June 2021. The themes of the remaining four seminars are:

- Blockchain and smart contracts
- Evaluation of artificial intelligence and machine learning in auto finance
- The regulation of FinTech and disruptive innovation
- Promoting entrepreneurship by the regulation of crowdfunding

“Digital Entrepreneurship, Financial Technology (FinTech) and Financial

Regulation (FinReg) is about to change our society, economics and business ecosystem. To survive in the digital world, it is important to understand the evolution of these three areas. I believe that upon the completion of this project, the quality and quantity of research output in these three areas will be enhanced for those individuals who participated.” Dr. YUEN said.

Dr. NG Chi Ho Mark (Assistant Academic Vice President of Shue Yan University and Assistant Professor of the Department of Business Administration, Shue Yan University) and Dr. LUI Chit-ying Wendy (Head and Assistant Professor of the Department of Law and Business, Shue Yan University) are the Co-Investigators of the project. 

01 Professor Satish NAMBI-SAN speaking in the Zoom seminar

01 Professor Martin OBSCHONKA speaking in the Zoom seminar



Dr. YUEN Wai Kee, Thomas



01



02

## Interview with **Dr. Monica LAW** the new Head of the Department of Business Administration

專訪工商管理學系新任系主任

羅 翠 翠 博 士

*Dr. Monica LAW, assumed the post of Head, Department of Business Administration, on September 1, 2020. In an interview with Shue Yan Newsletter in September, Dr. LAW talk about her views on the future development of the department and the BBA programmes, and the relationships with alumni and the business sector.*



Q: Shue Yan Newsletter reporter  
LAW: Dr. Monica LAW

**Q: Do you have any preliminary views or plans on how the Department of Business Administration would develop in the future?**

**LAW:** We have always been optimising and adjusting the structure as well as the content of our courses in coping with the ever-changing demands from the industry. At present, the industry relies heavily on e-commerce and, as a result, we have made available a number of new courses including e-Business Management, e-CRM, Blockchain for Business, Internet of Things, Supply Chain Finance and Principles of Corporate Risk Management in the 2019/2020 academic year. As for the current academic year, we have continued to expand our portfolio of courses to include Digital Entrepreneurship, Digital Game Marketing, Data Analytics for Marketing, and Auditing & Professional Practice. There are more than 50 courses that are available to students at present and we plan to increase the number in the years to come.

The BBA (Hons) in Human Resources Management – Applied Psychology, which is a pioneering interdisciplinary programme, has just been launched this academic year. Currently, the Department of Business Administration offers five different programmes, including four undergraduate programmes and one master's programme.

The application of technology has become one of the core elements of business administration programmes. We hope that students will be afforded with more learning opportunities to apply new technologies following the opening of the university's Big Data Laboratory and Virtual Reality Laboratory etc. The university plans to launch two new programmes that are dedicated to digital media and Big Data technology within two years from now. We will discuss with the relevant departments in facilitation of providing a portfolio of compatible elective courses to students. Should the need arise of course, we would not hesitate to revise our existing programmes or reconfigure the concentrations.

**Q: I am aware that there are five concentrations available in the BBA (Hons) programme, can I ask if there are plans for restructuring?**

**LAW:** The five concentrations in the BBA programme, namely, Financial Services & Planning, Marketing, Human Resource Management, Corporate Governance and i-Entrepreneurship, prepare students for future challenges by equipping them with in-depth and professional knowledge. The business environment nowadays has seen a series of drastic changes, for example, the shift from stores to online commerce, which involves knowledge and skills in a number of areas. In preparation for this, we are actively considering the inclusion of a new concentration: e-Commerce or e-Business. We will consult colleagues in the Department, as well as external advisers in deciding which four elective courses are to be included in the new concentration.

**Q: How would you strengthen the connection between the Department of Business Administration and the industry in order to enhance the available of**





**internships and collaborations?**

**LAW:** During the 2021/2022 academic year, students in our Digital Marketing programme as well as our Corporate Governance and Risk Management programme will be required to participate in the capstone project, which encompasses both project report writing and internship. We are currently collaborating with a number of different corporates, and we continue our search for more as we seek to create work experience opportunities. What's more, we will be working closely with the Industrial Attachment Office as to identify new internship opportunities.

Regarding collaboration with the business sector, in past years, our Enterprise and Social Development Research Centre has completed research projects on consumer behavior, new product development, corporate social responsibility and etc. In the future, we hope that our three professional programmes will have research projects with the industry.

We also aim to strengthen our relation-

ship with various professional bodies in the coming year.

**Q: Besides the current Mentorship programme, are there any plans to strengthen the relationship with alumni?**

**LAW:** The Department's alumni Facebook page - Our SYU BBA Linkage - has more than 500 members, we expect more alumni will join. Moreover, our colleagues has a good relationship with graduates. In April 2019, about 60 graduates participated in our gathering activity. When the COVID-19 pandemic is over, we will organize activities for both students and alumni.

In the past years, we have collaborated with Hong Kong Young Chief Officers' Association to arrange over 40 students each year to be the mentees of senior managers of different companies. Students not only can learn how business operate in the real world from the mentors, but also have insight on how to live a more meaningful and colourful life.

Given the growing aspiration of creating startups, we are planning to initiate a trial

mentorship scheme to support students to create their own business. We hope that we can come up with the details within two to three years.

**Q: What are your expectations for students regarding their learning and campus life?**

**LAW:** In this challenging and ever changing business environment, students need to be more adaptive, eager to learn and proactive. I sincerely hope that during their years in Shue Yan, they can find out their strengths and weaknesses, and be able to strengthen their strengths and fix their weaknesses. After graduation, they can continue to analyse from multiple perspectives, display creativity, work in a responsible and enthusiastic way, and continue to learn for further career and professional development.

工商管理學系新任系主任羅翠翠博士，於今年9月1日履新。《樹仁簡訊》記者在9月下旬訪問了羅博士，了解她對工管系未來發展的初步看法。訪問中，羅博士也談及如何加強學系與校友和業界的聯繫。

## 「希望同學能繼續以多角度進行思考」



問：《樹仁簡訊》記者  
羅：羅翠翠博士

**問：對於工管系今後的發展，你有什麼初步的看法或計劃？**

**羅：**為應對不斷變化的商業環境的需求，我們會不斷優化和調整課程的結構和內容。現在，整個業務環境都十分依賴電子商務。因此，我們在2019/2020學年，增加了一些新科目，包括：電子商務管理、電子客戶關係管理、區塊鏈、物聯網、供應鏈金融和企業風險管理原理等。本學年，我們加設了數碼企業家、數碼遊戲營銷、數據分析及審計和業務實踐等。現在，我們有50多個科目供學生修讀。在未來幾年，我們還計劃提供更多新科目。

本學年，我們增設了「工商管理學（榮譽）學士課程—人力資源管理與應用心理學」，這課程是個全新的跨學科課程。現在，工管系共有5個課程，包括4個學士課程和1個碩士課程。

科技應用已成為工管課程內容重點之一。隨着大學的大數據和虛擬實境等新實驗室的啟用，我們期望學生有更多機會學習應用這些新科技。在未來兩年，樹仁將開辦2個分別以數碼媒體和大數據科技為主的新課程，我們將與相關學系商討，安排合適的科目給我們的學生選修。如有需要，我們會修訂課程內容和重整專修領域

(Concentrations)。

**問：你們的工商管理學士（BBA）課程，現有5個專修領域，請問是否有調整的計劃？**

**羅：**BBA課程現有財務服務及策劃（Financial Services & Planning）、市場學（Marketing）、人力資源管理（Human Resource Management）、企業管治（Corporate Governance）和網絡創業學（i-Entrepreneurship）5個專修，為學生提供更具體和專業的知識，以應對不同挑戰。現今的商業環境已有很大的改變，如從實體店到線上業務管理，涉及許多知識和技能，為此，我們正考慮增加一個專修：e-Commerce 或 e-Business。我們在決定該專修應包括哪4個選修科目前，會諮詢課程校外顧問及系內同事的意見。

**問：你會如何加強工管系與業界的聯繫，以爭取更多實習職位，及與業界開展合作項目？**

**羅：**在2021/2022學年，我們的「數碼市場學」和「企業管治及風險管理」課程的學生，將要修讀集「專題研究」和「實習」於一身的Capstone Project。我們正與不同的公司合作，並會尋找更多公司，以提供實習工作機會。我們並會與工作實習辦公室（IAO）緊密合作，物色更多實習職位。

與業界合作方面，在過去幾年中，我們的企業及社會發展研究中心（Enterprise and Social Development Research Centre）進行了許多研究項目（如消費者行為、新產品開發、企業社會責任）和業務培訓。在未來幾年，我們期待與業界合作開展與我們3個專業課程相關的研究項目。

在未來的一年，我們希望鞏固與不同專業機構的關係。

**問：與工管系校友聯繫方面，目前除了師友計劃Mentorship programme外，有沒有其他構思去加強聯繫？**

**羅：**我們的工管系校友Facebook專頁SYU BBA Linkage，現有500多名成員，預期會有更多的校友加入。此外，我們的同事還與個別校友保持緊密聯繫，在2019年4月，約60位校友參加了我們的聚會。當疫情過後，我們會舉辦更多校友與在讀學生一同參與的活動。

在過去數年，我們與香港青年總裁協會合作，每年安排超過40名同學，向身在企業高層的總裁學習。同學在他們身上不但認識到商業世界的運作，更重要是這些師長以他們豐富的人生經歷，協助同學成長。

另外，因應創業的大趨勢，我們希望在兩三年內，可以試行以協助同學創業為目標的師友同行計劃，詳情還在構思中。

**問：你對同學的學習和校園生活，有什麼期望和要求？**

**羅：**現在，業務環境中存在許多挑戰，並且有些變化很難預測。同學應具有較強的適應能力、學習能力和主動性。在樹仁這三至四年中的學習，希望同學能更了解自己，例如個人的強項、弱項和興趣，把強項進一步發展，並將弱點轉化為優勢。畢業後，希望同學能繼續以多角度思考，發揮創新能力，以負責任和積極的態度工作，並為自己的事業和專業繼續學習。📌

## 仁大計劃向質素提升支援計劃申請撥款

### 拓展非本地實習機會及

### 加強網上支援

樹仁大學計劃再度向自資專上教育基金轄下的「質素提升支援計劃」(Quality Enhancement Support Scheme)申請撥款，以推行境外實習計劃，及加強對實習學生的支援。另工作實習辦公室正尋求資源，為實習同學提供交通津貼。

工作實習辦公室總監崔志暉博士接受《樹仁簡訊》訪問時表示，仁大在2018年7月獲「質素提升支援計劃」撥款5,600,000元，推行工作實習支援計劃，該筆資助已於2020年8月完結。由於校方計劃擴大實習職位至香港以外地區，以及設立境外實習支援，加強對實習同學的聯繫和支持，因此將會再度向「質素提升支援計劃」申請撥款。

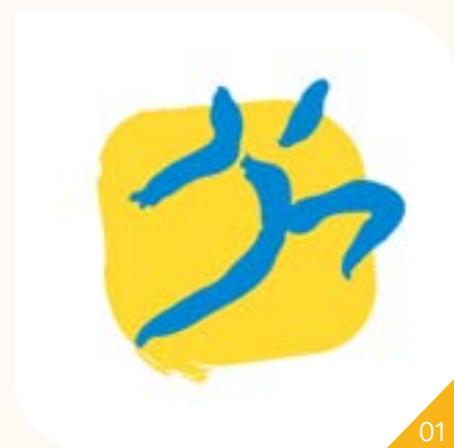
他說：「在海外實習，涉及住宿和交通等開支，對學生和校方來說都是不少的負擔，校方當然希望得到政府資助計劃的撥款。」

身兼社會工作學系副教授的崔志暉博士又表示，在過去兩個學年，工作實習辦公室收到同學的意見，希望得到往返實習地點的交通費資助，以減輕經濟負擔。因此，辦公室較早時決定尋找財政資源，支援學生，目標是最少能取得200,000元，預計於下一學年向400名參與實習的同學，每人發放500元交通津貼。

#### 實習職位增加17%

談及本學年的實習職位數目，崔博士表示，截止本學年9月中，參與仁大工作實習計劃的機構由350間增加至419間；提供的實習職位由762個增至893個，增幅為17%。工作實習辦公室和各學系會繼續加強與外間機構的聯繫，為同學爭取更多實習機會。

崔博士指出，在2019/2020學年，受社會事件和新冠病毒病疫情影響，部分向



崔博士又表示，有大約20名四年級同學，因實習延期，因此校方要到8月才能確認他們修畢所有科目，發出修業證明書。

據崔博士表示，因應疫情持續紓援，同學大約可於11月申請修讀工作實習科目，而具體時間則有待各學系公布。

仁大提供實習職位的機構，因業務轉型、縮減人手或調整架構等原因，未必能夠按原先的安排，向仁大提供職位。因此，工作實習辦公室的同事要再次聯絡所有機構及聯繫更多新機構，以確定實習職位的數目和實習時間。

另外，受疫情影響，在上學年，大部分實習都被迫延期或取消，而受影響較大的，是中文系、英文系和歷史學系的同學，因為他們的實習職位，有不少來自正常活動幾乎完全停頓的學校和補習社。

01 工作實習辦公室的標誌，用「仁」字繪畫成跳躍者，象徵跳出框框，跳出校園，在社會上跳得更高更遠。

## 社工系同學

### 實習期間服務智障人士

#### 體會隨機應變和同理心的重要

今年7月初，香港爆發新型肺炎第三波疫情，正在扶康會實習的社工系同學黎嘉慧Kimmy「首當其衝」。當天上午，Kimmy懷着興奮的心情，返回扶康會屬下的成人訓練中心，為下午的智障人士與非智障人士的「社會共融」活動，做最後準備，但突然收到通知，指因應政府收緊社交距離措施，下午的活動要改為網上進行。Kimmy看着時鐘，頭腦一片空白。



Kimmy在三年級的第二個實習，於今年6月開始。她獲安排到扶康會，為智障人士提供服務。實習期在6月至8月，星期一至五每天上班8個小時。

在實習中，Kimmy要籌劃和舉辦小組和大型活動。她對《樹仁簡訊》記者表示，印象最深刻的是在7月份舉辦的「社會共融」活動。她需要招募非智障人士參加，然後把他們與智障人士一對一地配對起來，之後聯繫參加活動的非智障人士，講解各項細節，目的是要通過預先安排好的活動，讓智障人士與非智障人士建立友誼。Kimmy設計的活動是要參加者一起製作乾花束。

她的籌備工作先由製作海報和短片開始，



招募非智障人士參與活動，然後在扶康會的社交媒體發表。之後便是配對、聯絡參加者講解活動詳情、準備場地、購買乾花等材料……。活動最後共有6人參與，傷健各佔一半，分成3組。

活動當天，Kimmy在上午10時許突然收到通知，說受疫情影響，活動要改為網上進行，智障人士可以留在中心，但非智障人士要在家中或辦公室，利用Zoom與「拍檔」一起完成製作乾花束的「任務」。

「我當時頭腦一片空白，才真正知道什麼叫做措手不及，因為我所有構思，都是按面對面的方式來作安排。而在大學所學的，也只適用於面對面的實體環境。當心神定下來後，我決定修改之前的部署，由參加者互動改為由我作主導，一方面讓每組成員互相對話，另一方面我從旁指導智障人士把乾花紮成花束。」Kimmy說。

Kimmy表示，今次實習讓她對康復服務有更深的認識，同時也磨練了服務技巧，並認識到在提供服務時隨機應變和耐性的重要性。

#### 嚴重智障兒童的個案服務

施紫儀Alice，Kimmy的同級同學，也在6月至8月期間參加了實習。她獲安排到位於將軍澳的靈實恩光學校，為嚴重智障兒童提供個案服務。

Alice說，她的工作包括會見服務對象，通過觀察、互動和對話，了解他們的身心狀況和溝通等能力，之後制定加強他們社交能力的建議，然後給主管審閱。另外，她也會接觸即將離校的學生，協助他們為離



校做好心理準備，以及支援他們學習如何感恩。

回顧這3個月的實習，Alice形容收穫是多方面的，不但認識提供服務時，要因應服務對象的特質而調整所用的理論和支援技巧，而且要具備足夠的彈性，調整服務對象的達標程度。「我同時認識到，我們需要接受服務對象所受的限制。我們要有耐性，更需要有同理心。」

Alice又表示，她的督導老師在處理文件和報告時，對遣詞用字的嚴謹態度，也值得她去學習。<sup>5N</sup>



01 黎嘉慧Kimmy在今次實習中，體會到在提供服務時隨機應變的重要性。

02 施紫儀Alice在實習中認識到服務智障人士要有同理心。



身 心 健 康 + 情 緒 輔 導

學生事務處雙軌並行支援同學



01

樹仁同學在本學年將可通過學生事務處舉辦的活動，掌握身心健康的管理方法，並能參與「Virtual Run」和龍舟同樂日，強健體魄及擴大康體接觸面。



02

協理副校長（學生事務）葉秀燕女士接受《樹仁簡訊》訪問時表示，學生事務處重視社會環境和疫情給同學帶來的壓力，因此以「Here for U」，即「連繫、同行」，作為2020/2021學年的迎新主題。而為鼓勵同學填寫「情緒健康自評量表」（DASS），學生事務處向完成填寫的同學送出印有「How do you feel today?」字樣的小鏡盒。截至9月18日，已收到635位新生的回應，輔導組會分析結果，提供合適的跟進支援服務。

她又表示，為加強校園內情緒支援的力量，輔導組本學年會繼續與香港心理衛生會合作，舉辦「精神健康急救課程」；並會安排一系列精神健康講座和工作坊，向同學介紹不同的身心健康管理方法，包括由美國著名精神健康運動倡導者Mary Ellen Copeland博士發展的「身心健康行動計劃」（Wellness Recovery Action Plan, 簡稱WRAP）、藝術治療減壓及以多元方式認識自己等。

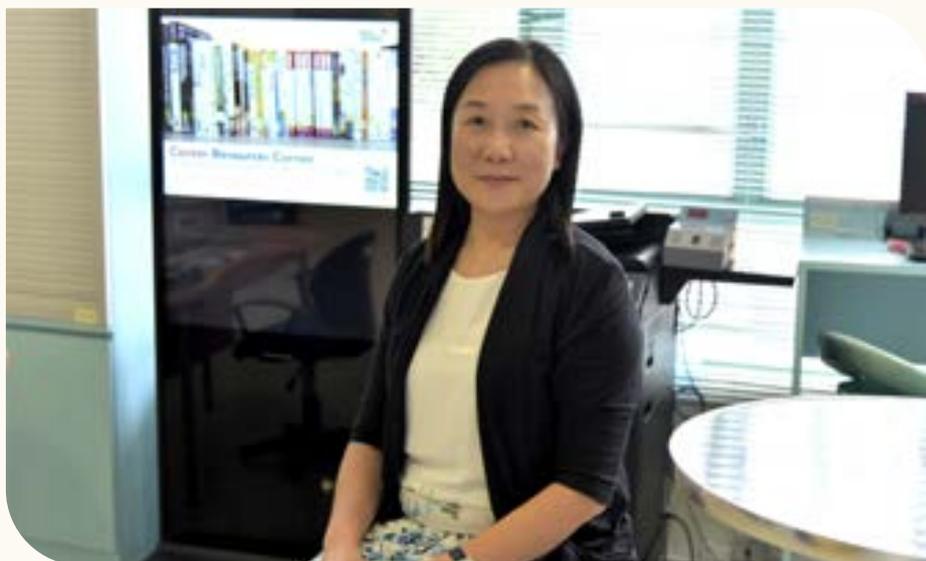
葉秀燕女士說：「除了輔導支援服務外，學生事務處也十分重視舉辦不同類型的康樂體育活動，以及支援校隊的訓練。」

本學年其中一項重頭活動，是在下學期舉辦「龍舟同樂日」，讓同學有機會體驗扒龍舟的樂趣，並會嘗試組織樹仁龍舟隊。

### 龍舟同樂日

另一個重點項目是「Virtual Run」，目的是鼓勵同學每天跑步。參加者可以把跑步時間等資料記錄下來，然後做一個不傷和氣的比拼。而陸運動會則已安排在2021年3月23日，於將軍澳運動場舉行。

體育部已由10月起，恢復校隊訓練和新人



選拔，以備戰香港大專體育協會的各項比賽。另會提供體適能訓練予各校隊成員，除了教授加強體能的方法外，並會重點講解如何預防受傷。

就業服務方面，學生事務處就業組會舉辦一系列的就業講座，以及提升就業技能的工作坊，如11月初的「Microsoft Excel fundamental Workshop」，詳情可見 Career Services網站：<https://osa.hksyu.edu/career/>。另外，本年度「良師益友計劃」將會在11月7日啟動。

談及學生宿舍生活方面，葉秀燕女士表示，在疫情下，原本可容納約1,000名學生的宿舍，現時約近半數宿位已入住，以確保宿生有一個較為安全的舍堂環境，現階段新生則無法安排入宿。

為了讓宿生有健康愉快的生活，她和舍監團隊、宿舍管理部職員及宿生大使，在中

秋節期間到了兩座宿舍派發「秋日福袋」，接觸了180多位宿生並鼓勵宿生們建立互助的宿友關係。<sup>59</sup>

01 「Here for U」，「連繫、同行」，是本學年的迎新主題。

02 學生事務處給完成填寫「情緒健康自評量表」（DASS）的同學送出的小鏡盒。



## 虛擬與實體並行的迎新活動



受到新冠肺炎疫情影響，香港樹仁大學採用虛擬與實體並行的方式，舉辦本學年的新生輔導活動，新生們對這一安排感到滿意。

「新生輔導日2020」，在8月25至27日採用網上形式進行。第一日為社會科學院的新生舉行，第二日商學院，第三日文學院。由於改用網上形式舉行，學生事務處特別揀選幾項重要內容，向學生講解，包括課程介紹和選科須知、校園生活簡介及學生分享交流等。

### 九成新生參與

這次網上新生輔導日有900多位新生，即接近90%新生參與，出席者均對是次活動安排表示滿意，認為活動能增加新生對樹仁、學系和課程內容的認識。

為了使新生在正式開課前能對所屬學系的老師有更多認識，校方於9月1至3日，額外舉辦了11場「與課程導師會面」(Meet your programme instructors)的實體環節，讓新生和老師有面對面交談的機會。

此外，為了協助新生掌握樹仁大學的資源，以及適應大學生活，學生事務處特別為新生設立網頁<https://osa.hksyu.edu/orientation-day-2020/>，內容主要有：註冊處提供的有關學科及上課的資料；4集《樹仁行》短片，介紹校園生活的食、住、行，以及大學各行政部門。另外，學生事務處也邀請了近年畢業的校友製作了

3集《樹仁說》短片，與新生分享他們當年在樹仁學習的點滴和目前在職場上工作的心得。

在疫情下，學生事務處9月份舉辦的學生活動，主要在網上進行，但也有個別講座和靜態的個人發展活動，以實體方式進行。在過去的9月，已有不少學生積極參加各項的學生活動，例如就業服務工作坊 (Jump-start Your Career Workshop) 和公務員綜合招聘考試能力傾向測試—模擬考試及解說工作坊，分別有42人及59人參加。

另外，在9月中開始宣傳的10月份活動，在報名展開後一至兩天內便滿額，包括精神健康急救講座、ICAC誠信解碼網上講座和MBTI自我認識工作坊等。



01 在新生輔導日中，在校同學向新生分享仁大的學習生活。

02 本學年為新生設立的網頁。

## 樹仁校友會主席潘琪偉博士

### 呼籲年輕校友加入校友會

### 並樂見母校以科技推動大學發展

香港樹仁大學校友會主席潘琪偉博士呼籲剛畢業的年輕校友加入校友會，一同支援母校和校友會的發展。他又對母校能夠以科技推動大學發展，感到鼓舞。

潘琪偉博士接受《樹仁簡訊》訪問時表示，一直以來，入會的校友大多是畢業了好一段時間，待家庭和事業穩定下來才加入校友會，但校友會也需要剛畢業的年輕校友參與，一起推動會務發展，並帶動更多校友成為會員。「只有這樣，校友會才能更好地履行其使命，即團結校友，凝聚力量，回饋母校，貢獻社會。」

他指出，近年學生事務處利用電郵向畢業生發放校友會資訊，大大增加了剛畢業校友對校友會的認識，有助校友會吸納年輕校友成為會員。

「目前校友會執委，大部分都已畢業多年。對於年輕校友的需要，他們對校友會有甚麼期望，我們都希望能多加了解。我們相信，若能結合老、中、青校友的想法和經驗來推行會務，校友會當可更適切地回應不同校友的需要。因此，執委會渴望有更多年輕校友入會，並參與校友會的會務工作，一起推動校友會穩步發展。」潘琪偉博士說。

#### 科技推動母校發展

談到母校近年的發展，潘琪偉博士表示，樹仁近年以科技推動大學發展，展現了一個新氣象。本學年開辦的金融科技（榮譽）商學士課程，已獲政府納入2021/2022年度的「指定專業/界別課程資助計劃」（SSSDP），不但讓入讀的學生得到學費資助，而且使樹仁進入大學聯合招生系統，讓更多中學生認識仁大。他形容這也是校監、校長創校近半世紀，師生努力不懈的成果。

他相信，隨着大數據等新實驗室的啟用，以及將分別於2021年和2022年開辦的數碼媒體科技和大數據課程招生，母校的發展將會登上一個新的台階。

#### 業界需要金融科技人才

潘琪偉博士1980年入讀樹仁會計學課程，1984年畢業，現為英國註冊財務會計師公會及香港稅務學會資深會員、香港註冊稅務師、英國特許仲裁司公會會員（調

解）、香港稅務學會中國稅務小組委員、雋思顧問有限公司創辦人兼首席顧問。他指出，目前會計界和金融界都十分需要金融科技人才，因此年輕人如對商科感興趣，金融科技會是一個相當不錯的選擇。

他說：「財務會計可以說是最早應用大數據的專業之一，掌握數據無疑是重要，但更重要的是須懂得如何利用和分析儲存在電腦的數據去幫助公司營運。例如可以利用大數據，找出銷售額異常的店舖，分析業務和生產數據以找出更為有效的營運及生產模式等。我相信金融科技課程可以訓練學生學會利用大數據和數據分析等技術，去從事多種與金融相關的營運活動。」

#### 望有年輕校友成為執委

受疫情影響，校友會原定今年8月舉行的會員大會和周年聚餐，要推遲到2021年3月舉行。潘琪偉博士期望屆時在周年聚餐上，可以見到更多新面孔，並期望有更多年輕校友加入執委會，肩負起推動會務、壯大校友會的重任。🍷

01 樹仁大學校友會2019年的周年聚餐。



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*"If better is possible, good is not enough."*

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