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14 December 2020



From left to right: Professor Raymond R. WONG, Dr. HU Fai Chung
黃應士教授 (左) 與常務副校長胡懷中博士。

Professor Raymond R. WONG donates HK\$5 million for journalism research

Hong Kong Shue Yan University (HKSYU) is extremely grateful to have received a HK\$5 million donation from veteran journalist and dedicated educator Professor Raymond R. WONG, SBS, to promote media literacy and ethics through the newly established Dorothy Shen Wong Journalism Education Fund.

The fund, named in the loving memory of Professor WONG's late wife, will support research and education in the university's Department of Journalism and Communication. The research will focus on the development of Hong Kong's electronic news and electronic news media, including the creation of a digital archive and the filming of a documentary. Both will be made available to the general public in phases.

The two-year research will gather first-hand accounts of media veterans and relevant materials in a series of "History of TV News" through the department's digital archive. It will supplement the de-

partment's initiatives to showcase media ethics via virtual reality, which allows students to experience immersive learning and fortify their impression while having a bit of fun.

Seasoned media experts will also be invited to host "Media Literacy Master Talk" seminars, which aim at helping secondary students to utilize the department's digital archive and analyze the challenges and opportunities of the media industry, while learning about the importance of media ethics.

Donation ceremony

The donation ceremony was held at the

Jockey Club Multimedia Production Centre of HKSYU on December 14, 2020. A Memorandum of Understanding (MOU) was signed at the ceremony between Professor Raymond R. WONG and HKSYU to document the mutual understanding of the scope of the research. The Deputy President, Dr. HU Fai Chung signed the MOU on behalf of HKSYU.

Speaking during the ceremony, Professor Raymond R. WONG said: "It's a great pleasure for me to be here and to present a small gift to the university. As you all know, my late wife and I have been involved in the training of journalists, broadcasters, etc., and I'm sure as she looks down from above, she would approve of this small gift that has been made to Shue Yan University. I've always had the highest respect for your esteemed institution of higher learning. You're one of the few institutions of higher learning in Hong Kong, that throughout the years,

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depended on yourself, the teaching staff and your students without succumbing to the constraints of the UGC."

In her speech, Professor Catherine SUN, Academic Vice President of HKSYU, said the fund will support journalism research and education with a special focus on electronic news. "Once again, our heartfelt thanks to Professor Raymond WONG, who is our Adjunct Professor and also formerly known as the godfather of the Hong Kong Media, for support."

Also present at the ceremony were Professor Selina CHAN, Associate Academic Vice President (University Research), Professor CHEUNG Siu Keung, Associate Vice President (University Administration), Ms. Peggy CHU, Registrar (Quality Assurance), Dr. LEE Ka Man, Kaman, Head of Department of Journalism and Communication, Dr. LAM Wun Sum and Mr. SO Kai Chi, Associate Heads of the Department of Journalism and Communication, and staff and student of the department, including Mr. CHENG Yat Yue, Mr. BUT Chor Fai, Ms. LI Xiaojin, Mr. CHEUNG Chung Wah, Mr. John LIAUW, Mr. HO Yung Sang, Ms. CHIU On Ki, and Ms CHAN Hiu Tung.



01 Group photo after the ceremony. 儀式後黃應士教授與大學管理層和新傳系師生合照。

02 Professor Catherine SUN, Academic Vice President 學術副校長孫天倫教授致詞。



03 From left to right: Mr. SO, Kai Chi Edgar, Dr. LEE, Ka Man Kaman 新傳系系主任李家文博士（右）和副系主任蘇啟智先生擔任捐贈儀式主持。

Professor Raymond R. WONG signed the MOU.
黃應士教授簽署備忘錄。



黃應士教授捐助五百萬元支持樹仁大學新聞教育及研究

香港樹仁大學新聞與傳播學系推動「香港電視新聞史」、「媒體素養」及「新聞道德」研究，得到資深傳媒人及新聞教育工作者黃應士教授認同和支持，慷慨捐贈港幣五百萬元，設立「黃沈慧珍新聞教育基金」。黃應士教授並藉着教育基金的設立，紀念他已故的妻子。

基金將支持以電子新聞為主軸的新聞教育和研究，構建數碼檔案資料庫，製作口述歷史影像記錄及香港電視新聞紀錄片，搜集珍貴文獻、手稿等，並將分階段免費開放給公眾查閱。

數碼檔案資料庫會透過深耕多位不同崗位媒體人的珍貴第一手新聞史料，製作「香港電視新聞史」等一系列檔案，同時配合VR呈現「新聞道德」個案研究，讓學生可以採用沉浸式學習，加深印象外亦可添加趣味。

研究為期兩年，新傳系同時開展「媒體素養」講堂，並透過擁有豐富傳媒經驗的學者，為協作的中學的學生免費教授數碼檔案資料庫使用方法，剖析本地新聞媒體發展遇上的挑戰與機遇，讓年輕人了解「媒體素養」及「新聞道德」的重要性。

捐贈儀式

捐贈儀式於2020年12月14日在樹仁大學賽馬會多媒體製作中心舉行。在捐贈儀式上，黃應士教授與香港樹仁大學就「黃沈慧珍新聞教育基金」在研究上的運用，簽署了備忘錄。樹仁大學由常務副校長胡懷中博士代表簽署。

黃應士教授在儀式上致詞說：「我很高興來到這裏，向樹仁大學作出微不足道的捐獻。你們也許都知道，我和我已故的太太都曾培育過新聞工作者和電視新聞主播。我相信她在天之靈，也會贊同我向樹仁大學作出這微小的捐獻。我一向非常敬佩樹仁大學在高等教育的表現，它是香港為數不多的自資院校之一，多年來依靠自己、老師和同學的努力，並沒有因為得不到大

學教育資助委員會的資助而影響發展。」

樹仁大學學術副校長孫天倫教授致詞時表示，「黃沈慧珍新聞教育基金」將支持新傳系開展新聞教育和研究工作，而重點會放在電子新聞方面。

孫教授在致詞結束時說：「讓我們再次衷心感謝黃應士教授——我們的客座教授、被公認的香港傳媒『教父』——給予我們的支持。」

當天出席捐贈儀式的大學教職員包括：協理學術副校長（大學研究）陳蒨教授、協理副校長（大學行政）張少強教授、註冊主任（質素保證）朱慧女士、新傳系系主任李家文博士、新傳系副系主任林援森博士、新傳系副系主任蘇啟智先生，及新傳系教職員和學生，包括：鄭逸宇老師、畢礎暉老師、李曉瑾老師、張仲華老師、廖忠平老師、何戎笙老師、趙安琪小姐和陳曉桐同學。🙏





香港樹仁大學
HONG KONG SHUE YAN UNIVERSITY

ADVANCING RESEARCH

to Build a Better
World



Shue Yan has been engaging research aimed at producing substantive impact on social life

Hong Kong Shue Yan University (SYU) has gone beyond its commitment as a “teaching-led, research-active” university to use research to inform and benefit teaching and learning, and has already begun to engage in research aimed at producing substantive impact on the various aspects of social life, according to Professor SUN Tien Lun, Catherine, Academic Vice President of SYU.



In the “Message from The Academic Vice-President” of the recently published bi-annual newsletter of the University’s Research Office, Professor SUN said: “Hong Kong Shue Yan University is a teaching-led, research-active institution. In this context, research serves primarily to inform and invigorate teaching and learning. However, the research output of the past two years indicates that research at SYU has travelled far beyond this context. While emphasizing the impact of research on teaching and learning, we have simultaneously been engaging in research aimed at producing substantive impact on the various aspects of social life.”

“Indeed, the old-school image of scholars

and researchers hiding away in their ivory towers creating knowledge for knowledge’s sake is an image of yesterday, as today we are much more immersed in the idea of knowledge transfer – the double loop of transferring knowledge to practice, which impacts our lives, and the assimilation of data from practice, which enriches knowledge and further informs practice. Research these days has taken on a dramatically different look, which is ever-evolving – particularly when we include big data analytics, machine learning, and immersive technologies such as VR and AR. This is where SYU finds itself in this remarkable era of academic research,” Professor SUN added.

Prof. SUN: digital humanities is burgeoning

Talking about the opening of the iFREE Group Innovation and Research Centre, Professor SUN said it sets the main stage for SYU to move towards this new era. “The Centre, which houses a big data lab, a social robotics and digital living lab, and a VR cave, will hopefully provide researchers and students with the capability to migrate their research to the digital age. To this end, we have created and sought to continue creating partnerships with leading IT firms such as IBM, Huawei, Amazon Web Services, iFREE, and many others. This new development will make our existing foci on interdisciplinarity and research in evidence-based practice even more vigorous and relevant.”

“Resonating with the University’s strategic development theme to ‘reinvent liberal arts education in the digital age, research in digital humanities is also burgeoning,” Professor SUN said. “For instance, through



funding provided by the HKSAR Government's Intangible Cultural Heritage Office of the Leisure and Cultural Services Department, a virtual Hungry Ghost Festival Museum is being created. The Museum aims at enhancing the understanding of national intangible cultural heritage, as well as shedding light on the present through real (albeit virtual) contact with the past. Another example in this respect is a recently launched study that uses machine learning to identify and assess dyslexia in Chinese language." (Please see page 10.)

Talking about the creation of substantive social impact, Professor SUN said SYU's researchers have produced publications relating to topics as caregiving for schizophrenic parents, empowering underprivileged parents to support the executive functions of their children, post-treatment life-planning and relapse-prevention for rehabilitated drug abusers, home palliative care support, to name a few.

Prof. Selina CHAN encourages research that benefits communities

Also in the newsletter is an overview of the use of new technology in doing research and promoting knowledge transfer at SYU by Professor CHAN Ching, Selina, Associate Academic Vice President (University Research).

Professor CHAN said: "We are now living in the digital age – bombarded by massive amounts of information – with diverse narratives competing to become knowledge, and complex interactions between science, technology, and society being observed. To fit the needs of industries, cultural institutions, governments, and educational institutions in the age of technology and the knowledge economy, the University reinvents liberal arts education by combining traditional liberal arts education with digital technology. We encourage colleagues and

students to engage with new technology in the process of creating knowledge and generating social impact. We promote the use of digital data to achieve scholarly and research goals, as well as the use of digital methods to present research findings, promote knowledge transfer, and generate positive impacts."

Talking about the three new laboratories opened in October 2020, Professor CHAN said with the establishment of the Big Data Laboratory, the Virtual Reality Laboratory, and the Social Robotics and Digital Living Laboratory, as well as the Applied Data Science Department, the university promotes relevant interdisciplinary research projects as well as tailor the department's teaching and research programmes towards the applications of technical skill-sets in the field of social sciences and humanities.

"The Big Data Laboratory facilitates research projects related to big data, data analytics, data mining, machine learning, data visualization, content demonstration, and/or assignments. The Social Robotics and Digital Living Laboratory supports research projects that involve the use of socially interactive robots in personal settings such as home, health, workplace, market, and education. The Virtual Reality Laboratory facilitates research projects examining VR/AR applications in content design and content consumption from social, cognitive, and behavioural science perspectives," she said.

According to Professor CHAN, in light of the COVID-19 pandemic and the rise of the new normal, the Research Office is committed to raising the university's profile by proactively supporting colleagues to explore interdisciplinary research in digital humanities, and develop research on the post-pandemic changes in socio-cultural and economic life. "By encouraging colleagues to further engage in multilateral communication with different stakeholders (e.g., communities, professional bodies, civil societies, the government, etc.), new theories and practices to meet local and global needs could be developed for a better future."



Dr. Connie YUEN uses cloud platform to develop an assessment system on developmental dyslexia

Project: Developing and Validating Cloud Intelligence Assessment System on Identification on Developmental Dyslexia of Chinese Language

Funding scheme: Faculty Development Scheme, Competitive Research Funding Schemes for the Local Self-financing Degree Sector (2020/2021), Research Grants Council

Funding awarded: HK\$ 1,192,011

Principal Investigator: Dr. YUEN Connie Man-ching (Assistant Professor, Department of Applied Data Science)

Funding Period: 24 months

Dr. YUEN told Shue Yan Newsletter that a large number of students are suffering from developmental dyslexia, which is a specific learning disability on reading and writing skills. Sprenger-Charolles et. al. (2006) suggested that around 17% of the world's population experience dyslexia.

Detecting dyslexia is the first step toward clinical or teaching intervention for the children with dyslexia. For suspected cases, children are referred to take dyslexia assessment at assessment centres. However, the waiting time for dyslexia assessment services is very long, the procedure of the assessment is very complicated, and the accuracy of the assessment might be biased by teachers.

According to Dr. YUEN, dyslexia of Chinese language is much more difficult to identify compared with English language. Learning traditional Chinese characters is more difficult than learning simplified Chinese characters. In literature, there exist a number of work on identifying dyslexia, but most of them focus on identifying dyslexia of simplified Chinese characters but not traditional Chinese characters. Most of the existing work focus on paper-based assessment tests; only a few existing work focus on using machine learning approach. However, only a few classifiers are evaluated, the experimental results are preliminary and the long processing time on using classifiers are not discussed.

By addressing the above problems, she will use cloud platform to run machine-learning based applications on

identifying dyslexia of traditional Chinese characters to improve both prediction accuracy and processing time.

Dr. YUEN said she and her team will design, develop and verify an intelligent dyslexia assessment system on the cloud, and **the project has six stages:**

The first stage: Dr. YUEN will review literature on identifying dyslexia, and get more information about the assessment of identifying dyslexia in order to define the set of words that can help out to distinguish different degrees of dyslexia.

The second stage: Dr. YUEN will invite both dyslexic and non-dyslexic participants to write the same set of words, which can ensure the representativeness of characteristics of the selected Chinese characters, as the training data.

The third stage: Dr. YUEN will develop the proposed cloud computing assessment system based on the user requirement by using Amazon Web Services (AWS) Cloud. After a fully trained model is developed on AWS Cloud, the model is deployed to endpoint. She will integrate the model with the proposed assessment system and deploy the system on the infrastructure. Users can use the assessment sys-



tem in the web interface.

The fourth stage: Dr. YUEN will evaluate the performance of the proposed system by inviting both dyslexic and non-dyslexic participants to test it to get the prediction accuracy on identifying dyslexia.

The fifth stage: Dr. YUEN will organize seminars and workshops at schools to introduce the proposed assessment systems to the public.

The sixth stage: She will write technical reports and research papers based on the findings in the field of artificial intelligence, machine learning, cloud computing, educational psychology, special education, speech and language.

According to Dr. YUEN, she will work with NGOs serving dyslexic people by forming an advisory committee to design the project and promote the public's awareness of dyslexia.

"The assessment systems can be used by assessment centres, teachers and parents to have a simple and fast way to identify developmental dyslexia. I believe that the data collected by the proposed assessment system will be useful for researchers in analysing the performance of dyslexic people and understanding the way to identify dyslexic people effectively," Dr. YUEN said.



袁文貞博士利用雲端平台 開發中文讀寫障礙檢測系統

項目：建立和驗證雲端智能中文讀寫障礙檢測系統
資助來源：研究資助局2020/2021年度本地自資學位界別競逐研究資助計劃 – 教員發展計劃
資助金額：HK\$ 1,192,011
首席研究員：袁文貞博士（應用數據科學系助理教授）
項目年期：24個月

在香港，如要識別學童是否有中文發展性讀寫障礙（developmental dyslexia），大都使用紙本測試，至於採用機器學習方法作為評估工具，以及與此相關的學術研究，則並不多見。應用數據科學系助理教授袁文貞博士開展的研究項目，是利用雲端平台，開發一套基於機器學習的軟件，用來識別繁體字的讀寫障礙。她的研究成果將可為讀寫障礙評估專家、教師和家長，提供一個既快速又簡便的中文讀寫障礙檢測方法。

袁博士對《樹仁簡訊》表示，世界各地有不少人有發展性讀寫障礙，這是一種影響閱讀和寫作技能的特殊學習障礙。有研究發現，全球約有17%的人口有讀寫障礙。

檢測讀寫障礙是針對有讀寫障礙的學童進行臨床或教學協助的第一步，過程是將懷疑有讀寫障礙的學童轉介到測驗中心，進行讀寫障礙評估。但在香港，讀寫障礙評估服務等候時間通常很長，評估程序非常複雜，而且評估的準確性可能受到教師的偏見所影響。

據袁博士表示，與英語讀寫障礙相比，檢測中文讀寫障礙要難得多，而學習繁體中文字比學習簡體中文字也困難得多。現在，有許多關於識別簡體中文字的讀寫障礙的著作，但是，有關識別繁體中文字的

讀寫障礙的著作很少。現有的大多數研究都集中在利用紙作為評估的工具，同時，現有的著作中只有很少一部分致力於使用機器學習方法作為評估的工具，而即使採用了，但沒有解決機器學習方法需要長時間運算的問題。

為了解決上述問題，袁博士會利用雲端平台，開發一套基於機器學習的軟件，用來識別繁體字的讀寫障礙，以致優化檢測的準確性和處理運算的時間。這個軟件可以為檢測讀寫障礙的測驗中心、教師和父母，提供一個快速又簡便的檢測讀寫障礙的方法。

按照袁博士的規劃，她和她的團隊會在雲端平台上進行智能中文讀寫障礙檢測系統

的設計、開發和驗證。**項目分6個階段進行：**

第一階段：回顧有關識別讀寫障礙的文獻，目的是收集大量有關讀寫障礙的評估的資料，繼而編寫能區分不同程度的讀寫障礙的單詞集，以切合智能中文讀寫障礙檢測系統的用戶的要求。

第二階段：邀請有讀寫障礙的學童和沒有讀寫障礙的學童，寫出相同的單詞，其目的是確保所選的繁體中文字的特徵，具有代表性，可以用作機器學習模型的訓練數據集。

第三階段：使用亞馬遜雲端運算服務，開發雲計算評估系統。在亞馬遜雲端平台上開發出經過訓練的機器學習模型後，袁博士會將模型集成在檢測系統內，然後再將檢測系統部署在雲端基礎架構上。用戶可以在網頁瀏覽器上使用檢測系統。

第四階段：評估檢測系統的性能。袁博士和她的團隊會邀請有讀寫障礙的學童和沒有讀寫障礙的學童，測試檢測系統，以確定其識別讀寫障礙的預測準確性。

第五階段：袁博士會在學校舉辦研討會和工作坊，介紹其智能中文讀寫障礙檢測系統。

第六階段：袁博士會使用檢測結果撰寫適用於人工智能、機器學習、雲計算、教育心理學、特殊教育、語音和語言領域的技術報告和研究論文。

據袁博士表示，她會聯絡提供讀寫障礙服務的志願機構，邀請他們的專家、學者和社工等，組成一個顧問委員會，為研究提供意見，並就如何利用研究成果增加公眾對讀寫障礙的認知，提供建議。

袁博士說：「評估中心、教師和家長可以使用這個智能中文讀寫障礙檢測系統，作為識別發展性讀寫障礙的簡單快速方法。我相信檢測系統收集的數據，將對研究人員分析有讀寫障礙的人的表現，以及了解如何有效識別有讀寫障礙的人，有很大的幫助。」



Dr. AU Chi-Kin.
歐志堅博士。

Study and establishment of database of TIN Ka Ping, role model of Confucian merchants

Hong Kong Shue Yan University and Tin Ka Ping Foundation have reached a collaboration deal to study the life, education philosophy, and business strategies of Dr. TIN Ka Ping (1919-2018). The study aims to demonstrate Dr. TIN's talents seen in business operations, his generosity displayed through restricting profit by means of justice, his kindness shown in social charity, and to highlight his Confucian merchandizing features.



The project features a) compilation of research monographs, b) establishment of a database to be titled Study, Business, and Education Database of Tin Ka Ping, Role Model of Confucian Merchants, and c) initiation of oral history field work. The project's executive is Dr. Chi-kin AU, Assistant Professor of the Department of History.

Research Monograph

Dr. TIN was a renowned entrepreneur and philanthropist in Hong Kong and earned the title of King of Hong Kong Artificial Leather. He was a key person in promoting the development of the plastic industry in Hong Kong in the 1960s. In addition, he has funded educational and charitable projects in Hong Kong, mainland China, and overseas countries. The present study

starts with Dr. TIN's highly moral philosophy of restricting profit by means of justice, demonstrated in his plastic kingdom encompassing locations such as Vietnam, Indonesia, and Hong Kong.

Dr. TIN's lifelong endeavor in charity transcended his personal interest, demonstrating the moral quality and wisdom of Confucianism, as well as triumphant business strategies. All these make him a Confucianist role model and has thus inspired the present research team to study the Confucian qualities he has demonstrated through his business operations. As studies show, Dr. TIN adopted Zhu Zi's motto in personal, familial, and business affairs, shouldering the high responsibility of social development, education, and charity, and aiming at common good for

humanity and dedication to the country. His emphasis on knowledge and learning is seen in his Tin Ka Ping foundation. Established in 1982, its focus is on building schools and developing education in the Greater China area.

With the self-assigned duty of invigorating the country through arts and education, Dr. TIN funded projects in raising education quality, thus promoting the development of the country. His endeavors have yielded Tin Ka Ping Secondary School and institutes funded under his auspices including some 20 kindergartens, 30 primary schools, 160 secondary schools, 80 colleges including teachers colleges, and over 1,650 school libraries.

Oral history and establishment of a digital database

According to Dr. AU, with the whole-hearted arrangement by Tin Ka Ping Foundation, the research team has gained access to a number of letters and files on business communication between Dr. TIN and others. Dr. TIN was found to be meticulous in his business operations, which serves as an important inspiration for future research directions. Also, the re-

search team has been given the opportunities to speak with Dr. TIN's descendants and with key personnel of the Tin Ka Ping Foundation to collect significant oral information and history that complements the written literature on Dr. TIN. Data collected will be organized and categorized for the establishment of a digital database for future research.

Dr. AU added that consent has been obtained from Tin Ka Ping Foundation and Hong Kong Shue Yan University for access rights to the database to be granted to academics and students of HKSYU for interdisciplinary research and digital humanities research.



儒商典範：田家炳先生研究及建立資料庫

香港樹仁大學與田家炳基金會達成合作協議，透過研究田家炳博士（1919–2018）生平、教育思想及營商策略，以見其出色的商業才能、以義制利的大度和慈濟社會的仁心，從研究中突顯田博士的儒商特色。

研究計劃的內容包括：編寫研究專論、建立「儒商典範：田家炳先生研究及營商、教育資料庫」，並開展口述歷史研究工作。此研究計劃由歷史學系助理教授區志堅博士任執行人。

研究專論

田家炳博士為香港著名的企業家和慈善家，被商界尊稱為香港人造皮革大王。他也是上世紀60年代後推動香港塑膠業發展的重要工業界鉅子，他除了在工商業的成就外，更積極從事捐助中國內地、香港及海外國家興學辦學及慈惠工作。研究計劃的首部分將探討田博士於越南、印尼、香港等地秉持以義制利的高尚情操，逐步建立其塑膠王國。

田博士一生致力推動慈善業務，超脫個人利益，既有儒者的道德和才智，又有商人的成功營商策略，均是儒者的楷模，因此研究團隊亦關注田博士以商宏儒的善舉。從研究中可見，田博士以《朱子格言》為個人道德修養、家庭教學及指導營商的策略，田博士負上社會發展的崇高責任感，作育英才，救世濟民的遠大抱負，追求達則兼善天下，以「報效國家」為己任，尤重視教育，在整個大中華地區均有捐建學校及興學善業，更於1982年，成立「田家炳基金會」。田博士以「文教興國」為己任，支持教育質素提升項目，推動國家發

展。在他的努力下，多地建立起以田家炳命名的田家炳中學，由他資助的學校有大學80餘所、中學160餘所、小學30餘所、師範專科學校、幼稚園近20所、鄉村學校圖書室超過1650間。

口述歷史及建立數碼檔案庫

區博士表示，在田家炳基金會的悉心安排下，研究團隊已取得不少從未公開的田家炳博士與商業往來的書信及檔案，從中發現田博士於營商時的心思細密、一絲不苟的處事方式，這對研究帶來重要的啟發作用。同時，研究團隊亦有幸對田家炳博士的後人和田家炳基金會的重要人士進行訪問，以保存重要的口述資料及回憶，補充文獻所缺的資料。所有的資料將經過團隊整理及分類後，建成立數碼檔案庫，以便後續研究。

區博士又表示，已得到田家炳基金會和校方同意，數碼檔案庫的內容將會開放給仁大師生作跨學科和數碼人文研究之用。



01 From left to right: Ms. NG Kit Yung, Principal of Yan Oi Tong Tin Ka Ping Secondary School, Mr. TIN Hing Sin, Chairman of the Board of Tin Ka Ping Foundation, Dr. Chi-kin AU.

2020年9月10日，田家炳基金會董事局主席田慶先先生（中）、仁愛堂田家炳中學吳潔容校長（左）與區志堅博士（右）於仁愛堂田家炳中學合照。

02 Dr. TIN Ka Ping received the degree of Doctor of Social Sciences, honoris causa, from HKSYU on November 20, 2009.

田家炳博士於2009年11月2日獲樹仁大學頒授榮譽社會科學博士學位。



Mr. TONG received his high school and university education in Canada, and later obtained his master's degree in literature and cultural studies from the University of Hong Kong. He is currently studying for another master's degree in international and public affairs. After graduating from university, Mr. TONG worked in a social welfare agency in Canada. Since returning to Hong Kong in 2006, he worked in various NGOs and think tanks, serving as operations manager, consultant and program director.

Q: Reporter of Shue Yan Newsletter

TONG: Mr. Stephen TONG

Q: The Study Abroad Scheme was cancelled in the academic year 2020/2021 due to the pandemic. In January 2021, the application process was re-opened for students who intend to study abroad in September. Does the scheme have any new development in terms of aspects such as the number of partner universities?

TONG: In terms of number of partner universities, HKSYU had 52 partner universities in academic year 2019/2020. By mid-January this year, the number has increased to 57. They are from 22 countries and regions, including: Mainland China, Taiwan, South Korea, Japan, Vietnam, Malaysia, Thailand, India, Spain, France, Germany, Belgium, Netherlands, Switzerland, Austria, Sweden, Finland, U.K., U.S., Brazil, Australia and New Zealand. New partner universities under student exchange agreements with HKSYU include O.P. Jindal Global University and University of Delhi in India, and Universidade Federal

Interview with Mr. Stephen TONG, Head of International Unit

*to talk about the latest situation
of Study Abroad Scheme*

Mr. Stephen TONG assumed the post of Head of International Unit of Hong Kong Shue Yan University in September 2020. He is responsible for the Study Abroad Scheme, Summer Programmes, and Internship Abroad. He recently accepted an interview with Shue Yan Newsletter to talk about the development of the Study Abroad Scheme, strategies for finding partner universities, as well as "credit transfer" and other matters that students should pay attention to when applying for the Study Abroad Scheme.



de Santa Catarina in Brazil.

There are two types of agreements. The exchange student agreement is a reciprocal agreement which both universities accept each other's exchange students for free, so the students do not have to pay the tuition fee to the other's university. On the other hand, there is no reciprocity in the study abroad agreements. In other words, HKSYU students need to pay tuition fee to HKSYU and the partner university under the study abroad agreements. At present, among 57 partner universities, 49 are under exchange student agreements, accounting for 86%; the remaining 8 are under the study abroad agreements, accounting for 14%.

The application for the Study Abroad Scheme will be closed on 10 February. Students can get the details at the following website: <https://iu.hksyu.edu/about-study-abroad-scheme/>

Q: What difficulties did you encounter in developing partnerships with other universities under the current epidemic situation?

TONG: In addition to looking for new partner universities, we must also maintain the relationships with our current partner universities. The agreements between HKSYU and partner universities are generally in 5-year terms. The Study Abroad Scheme was established in academic year 2015/2016, therefore the first batch of agreements expired at the end of last year. Since September, we have renewed 17 agreements. During this period, we also approached dozens of overseas universities for partnership and received more than 20 positive replies. In addition to the three new partner univer-

sities mentioned earlier, there are five to six universities that we are currently discussing terms with, including Wuhan University in Mainland China, University of Waikato in New Zealand, University of Essex and University of Westminster in the UK, etc. However, under the epidemic situation, even email replies are slower than usual. It takes up to one to two weeks to receive an email reply.

Q: What kind of financial aid can HKSYU provide to students with financial difficulties?

TONG: At present, students who are interested in participating in the Study Abroad Scheme can apply for the following funding: (1) Hong Kong Shue Yan University Dr Li Dak Sum Student Exchange Scholarships; (2) Subsidy scheme under the Education Bureau of HKSAR Government; and (3) Reaching Out Award managed by our Office of Student Affairs. HKSYU students who participated in the Study Abroad Scheme had received different amounts of funding from the above financial aids.

Q: What should the students pay attention to when applying for exchange/study abroad?

TONG: HKSYU wants our students to step out of their comfort zone in order to enrich their personal learning experience, expand their global outlook, and experience different cultures. Therefore, we encourage our students to study abroad in countries and regions that they are not familiar with. We learned from our questionnaires that our students love to go to Mainland China, U.K., U.S., Canada, Australia, and New Zealand. We will continue to look for partner universities in those places, but at the same time, we also would

like our students to explore non-European/American countries and regions. I call this the "Diversity strategy." For example, the new partner universities in India and Brazil are the result of this strategy.

Many students who participate in the Study Abroad Scheme encounter problems with "credit transfer." In fact, most of the issues can be avoided if the students maintained good communication with their departments before departure. In order to have the "credit transfer," approvals from department must be obtained. The decisions of approval would be based on the department's professional academic judgment of the courses and subjects. Therefore, before departure, the students should collect all the courses information, and obtain their departments' approval to avoid potential problems. If the students

took other courses due to different circumstances after arrival, they should notify their departments as soon as possible. Since last year's Study Abroad Scheme was cancelled, I assume that many Year 4 students would like to participate in the 2021/2022 academic year, but because we cannot control when the host universities send the transcripts, Year 4 students may have to delay their graduation by one year. Students who are interested in participating in the scheme should try to participate before their final year.

Q: What are your development plans for the Study Abroad Scheme and other work of the International Unit?

TONG: HKSYU was ranked at 301 to 350 in the "QS Asia University Rankings 2021", which was especially helpful for us to approach partner universities. I will continue

to use the "Diversity strategy" to expand our network of partner universities. We will accept inbound exchange students in September, so that our students would have the opportunity to make friends with the exchange students from different cultural backgrounds, learn about each other's cultures, and share their life experiences and insights of learning. Summer programme courses are relatively short in duration and cannot meet the necessary requirements, thus the credits of these courses are often not transferable. Nevertheless, I hope that our students can take this as an opportunity to meet interesting people, learn exciting things, discover different cultures and learning experiences, and broaden their personal experience and global outlook.

專訪國際事務部總監 唐志宏先生

談境外學習計劃最新情況

唐志宏先生於2020年9月出任樹仁大學國際事務部總監一職，負責境外學習計劃 (Study Abroad Scheme)、海外暑期學習 (Summer Programmes) 和境外實習 (Internship Abroad) 事務。他最近接受《樹仁簡訊》訪問，暢談境外學習計劃的發展情況、物色伙伴大學的策略，以及「學分轉移」等同學應予注意的事項。

唐先生在加拿大接受中學和大學教育，之後在香港大學取得文學及文化研究碩士學位，現正修讀國際及公共事務碩士學位。唐先生大學畢業後，曾在加拿大社福機構工作，2006年回港後於不同非政府組織和智庫任職，出任營運經理、顧問和項目總監等職位。

問：《樹仁簡訊》記者

唐：唐志宏先生

問：受疫情影響，境外學習計劃在2020/2021學年無法舉行。今年1月，計劃再次開放發給有意在今年9月到海外大學交流的同學申請。請問計劃在伙伴大學數目等方面，有什麼新的擴展？

唐：截至2019/2020學年，樹仁大學與52間境外大學簽署了「交換學生」(exchange) 和「境外學習」(study abroad) 協議，到本學年(2020/2021)1月中，數目已增至57間，分別來自22個國家和地區，包括：在亞洲的中國內地、台灣、韓國、日本、越南、馬來西亞、泰國和印

度；歐洲的英國、西班牙、法國、德國、比利時、荷蘭、瑞士、奧地利、瑞典和芬蘭；美洲的美國、巴西；以及大洋洲的澳洲和新西蘭。剛簽署交流協議的大學則有印度的O.P. Jindal Global University和University of Delhi，以及巴西的Universidade Federal de Santa Catarina。

「學生交流」協議屬互惠協議，即大學互相接受對方的交換生，雙方的學生都只須繳付所屬大學的學費。「境外學習」協議沒有這樣的互惠成分，樹仁同學若前往屬於「境外學習」類別的大學是要同時繳付境外大學的學費。目前，在57間合作大學中，49間屬於「交換學生」協議，佔86%；其餘8間屬「境外學習」協議，佔14%。

境外學習計劃將於2月10日截止申請，同學可在以下網址瀏覽詳情：<https://iu.hksyu.edu/about-study-abroad-scheme/>。

問：在疫情下，開拓合作大學的工作，遇到什麼困難？

唐：疫情期間，我們除了物色新的伙伴大學外，也要維繫現有伙伴大學的合作關係。樹仁與境外大學簽署的合作協議一般為期5年。境外學習計劃於2015/2016學年推行，首批簽署的合作協議已陸續到期。由去年9月至今，我們成功續簽的合作協議已達17份。這段時間，我們也聯絡了數十間海外大學，收到20多間回覆，除了先前提及的3間新簽約的大學外，現正商談具體合作事宜的大學有5、6間，包括中國大陸的武漢大學、新西蘭的University of Waikato、英國的University of Essex和University of Westminster等等。但在疫情衝擊之下，電郵聯繫的速度比正常緩慢，很多電郵發出去後過了一至兩個星期才收到回覆。

問：對於經濟有困難的學生，大學可以提供什麼資助？

唐：目前，有意參加境外學習計劃的同學，可以申請以下3種資助：(1) 香港樹仁大學李達三博士交換生獎學金；(2) 特區政府教育局轄下的3個資助計劃；及(3) 由樹仁學生事務處負責的外展體驗獎。所有參加境外學習計劃的同學，都能從上述計劃中得到不同程度的資助。

「多元化」策略

問：同學選擇交流的大學時，有什麼要注意的地方？

(續下頁)

工管系將為BBA學生提供暑期全職實習

工商管理學系將會研究，為選修實習科目的工商管理（榮譽）學士學位課程（BBA）的同學，安排暑期全職實習的可行性。

工管系副系主任兼工作實習協調老師（Internship Coordinator）林吳輝博士接受《樹仁簡訊》訪問時表示，BBA課程的實習科目BUS 490 Internship，是四年級學生的選修科目，3個學分。修讀的同學一般要在8 - 14周內完成120小時的實習工作。正常來說，同學可在上學期或下學期修讀，但受疫情影響，本學年上學期沒有開辦。下學期有近30名同學修讀，他們在1月下旬參與實習機構安排的面試。如一切順利，可於2月初展開實習。

僱主查詢可否轉為全職實習

林博士說，學系不時收到實習機構的查詢，問可否安排同學做全職實習。他們認為，同學轉為全職實習，不但方便公司管理和分派工作，也可以讓同學有機會真正正參與公司的具體工作，學到更多東西。

「我認同全職實習能夠為同學提供更多機會，把所學的知識和理論應用到實際之中，而且能夠較深入地了解公司運作和職場需要。因此，學系將會研究把目前兼職性質的實習，轉為暑期全職的可行性。但由於各種原因，如政府補貼、全日制學生身份、必修科目的上課安排和延遲畢業，不會考慮在上學期或下學期內安排。當然，學生仍然可以選擇在暑假中全職或兼

職實習。」林博士說。

談到實習工作類別，林博士表示，學系在尋找實習職位時，會盡量顧及BBA課程5個專修（Concentration），即財務服務及策劃（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）的特點。以工作性質分類，約半數實習，涉及項目性的工作，其餘涉及營銷、財務及會計、公司秘書和人力資源管理等。以行業分類，主要以專業及商用服務業為主，如會計、廣告、公司秘書及辦公室行政等，而金融服務業如銀行、保險等則相對較少。

通過實習為公司物色新血

林博士說，學系提供的實習職位雖然未必能滿足所有同學的要求，例如涉及人力資源管理者相對較少，但同學在實習過程中一定會得到不同的收穫，例如有公司會利用實習來物色新血，因此學系鼓勵同學盡量選修實習科目。

不過，林博士提醒同學，在決定修讀後，要承擔一定的責任，例如如在中途退修，必須及早通知學系和實習機構，並要解釋原因。



「曾有同學在面試後退修，但沒有通知學系和公司，結果當公司負責人打電話來查詢，學系才得知情況。此等不負責任的行為，不但會使學系流失實習職位，更會給僱主留下壞印象，影響學系、BBA學生以至樹仁的聲譽。」林博士說。

除了BBA課程外，工管系目前還提供數碼市場學（DM）、企業管治及風險管理（CGRM）和人力資源管理與應用心理學（HRMAP）3個學士學位課程。修讀這3個課程的同學，要在四年級修讀Capstone Project這個佔6個學分的必修科，當中實習和Project Report Writing分別佔3個學分。林博士表示，DM和CGRM課程首批學生於2018/2019入學，他們在2021/2022學年會升上四年級，學系將會為他們的實習作周全的安排。

（接上頁）

唐：大學鼓勵同學走出自己的舒適圈，豐富個人學習經歷，擴展國際視野，接觸不同文化。因此，我們鼓勵同學選擇前往他們不熟悉的國家和地區的大學。我們從收回的問卷得知，同學眼中的熱門地區，包括中國大陸、英國、美國、加拿大、澳洲和新西蘭。我們會繼續在這些國家物色合作伙伴，但同一時間，我們也會開拓非歐美的國家和地區。我把這一策略形容為「多元化」，例如新加入的印度和巴西的大學，就是這一策略的成果。

不少參與境外學習的同學，會碰到「學分轉移」（credit transfer）問題。其實，如果同學可以在出發前與學系先作溝通，問題便不會太大。「學分轉移」的前提是

學系以課程的相近程度及學科的專業判斷，來作出學分轉移的認可。因此，同學在出發前，應盡量收集有意修讀科目的課程資料，然後向學系查詢是否可以「學分轉移」，這可以避免日後出現問題。如抵埗後因不同情況而要修讀其他科目，應盡早通知系方。由於去年的境外學習計劃無法舉行，我預期下學年會有不少四年級同學想參加計劃，但主辦大學發放成績的時間有遲有早，四年級同學或有需要延遲一年才能畢業，故此有意參加計劃的同學，應盡量在四年級之前參與。

問：對於境外學習計劃和國際事務部的其他工作，你有什麼發展計劃？

唐：樹仁大學在「2021年QS亞洲大學排名」（QS Asia University Rankings 2021）

中，躍升至301至350位，對我們物色合作大學非常有幫助。我會繼續以剛才提及的「多元化」策略，擴充伙伴大學的數目，增加同學能有的選擇。另一方面，在交換學生計劃下，我們會在今年9月，接收外來交換生（inbound exchange students），令同學有機會與來自不同文化背景的交流生交流，認識彼此的文化，分享各自的生活經驗及學習心得。由於海外暑期學習課程一般都是歷時較短，未能合符學分轉移所需的要求，海外暑期學習課程是沒有學分轉移安排。無論如何，我都希望同學好好把握由國際事務部提供的海外學習機會，藉此接觸不一樣的人和物，掌握不一樣的生活文化和學習體驗，提升自己的個人閱歷和全球眼界。



Department of
Business
Administration
INTERNSHIP HANDBOOK



BBA 實習科目學生：學系的安排有系統

「我之前做過不同的兼職工作，但學系的實習有其作用和優點，一來實習工作與學科或同學選擇的專修範疇相關，二來實習期間有老師的跟進，安排上有系統，讓我有機會檢視自己的表現。」



工商管理學系2020年畢業生潘美婷Maggie，在四年級下學期因為選修了BUS 490 Internship科目，於3月份展開了她為期約2個月的實習工作，她最近接受《樹仁簡訊》訪問時談及上述的感想。

到初創公司實習

Maggie是工商管理（榮譽）學士學位課程（BBA）學生，選了人力資源管理（Human Resource Management）專修範疇（Concentration）。由於直接與人力資源管理相關的實習職位不多，學系安排她到一間初創科技公司實習。她預期有機會接觸營銷工作，加上可以藉此了解初創公司的營運，於是接受了學系的安排。

該公司的主要業務是銷售其自行研發、供學習人工智能（AI）和機器學習（machine learning）的機械電池車。

磨練了資料搜集能力

受疫情影響，Maggie在實習開始時，要在家工作，按僱主的要求，搜集同類機械電池的用途，及其應用於STEAM教育的資料，之後把資料編寫成PowerPoint，在Zoom上向他匯報。而他在觀看和聆聽

Maggie的講解後，會提出意見，之後指示下一次的資料搜集內容和研究方向。

Maggie說：「他指示我發掘電池車在STEAM教育的用處，研究香港STEAM市場的現狀和競爭情況，以及擬定公司產品的買點。我也曾按照他的指示，搜集香港科技園公司各項初創企業和科技企業支援計劃的資料和申請辦法，並就申請事宜提出建議。雖然我不知道公司最後做出了什麼決定，有沒有採納我提出的建議，但經歷了連番的資料搜集和PowerPoint撰寫後，不但訓練了我這方面能力，也讓我對STEAM教育及其市場有更深入的認識。」

在實習的尾聲，Maggie可以回到公司位於長沙灣辦公室上班，與僱主和同事見面和交流；但由於上班的時間和日子不長，負責的工作都屬項目性的資料搜集，所以對公司的營運並不十分了解。

學系有系統地跟進同學表現

Maggie認為，BBA的師弟師妹應修讀實習科目，藉以增加對公司營運管理和職場要求的認識。另外，由於學系有系統地跟進同學的表現，例如實習協調老師會在實習期間約晤同學，查詢實習情況、工作量和

實習表現，而同學又需要撰寫中期報告和自我評估報告，因此可以讓同學有機會檢視自身的表現，並得知如何改進。

「與老師談實習後，我更清楚自己可以從實習上學到什麼東西，更加了解自己的長處和缺點，以及畢業後的工作方向。我今次做的是與marketing相關的實習，工作一段時間後發現做marketing需要創新思維和創意，我便知道要問問自己：HR是否比較適合我？」Maggie說。

她又說：「同學選擇實習工作時，應以自己的興趣為依歸，因為這樣你才會投入實習。」

Maggie去年畢業後，曾在教育機構任職，主要負責文書工作。但她已在去年底辭職，現正努力尋找她喜愛的人力資源管理工作。☺



01 在四年級下學期參與實習的工商管理學系2020年畢業生潘美婷。



01

男女子羽毛球隊爭取進入大專盃決賽圈八強



樹仁男、女子羽毛球教練潘秉肇先生 (Ben sir) 憶述，數年前一場香港大專體育協會男子羽毛球團體賽事中，樹仁同學一開始成功打出他擅長的攻擊戰術和節奏，拿下了第一局。但由於同學在攻擊上已消耗了相當多的體力，結果到第二局中段氣力「放盡」，最後連失兩局落敗。

所以Ben sir經常對隊員說：要追趕體能上的進度，因為體能是運動比賽一項重要元素，無論技術有多好，欠缺足夠的體能去支撐，都是徒勞無功，不能好好發揮技術。

樹仁男、女子羽毛球隊在去年10月上旬疫情稍為緩和後，展開本學年的訓練和新入選拔，隊員們都很珍惜這難得的訓練機會。在選拔後，男子隊加入了11人，而女子隊則有9位新成員。

訓練由5部分構成

據女子羽毛球隊隊長蕭詠彤同學表示，女子隊和男子隊都是逢星期一及三晚上在校一起進行訓練。按照教練的安排，每次訓練主要分為5部分。首先是做熱身，例如來回跑、跨步、原地縱跳等。接着是基本的羽毛球步法訓練，因為步法是羽毛球中不可或缺的一部分。然後進行技術訓練，此部分包含多球訓練、單打及雙打對賽練習。教練會因應各隊員的進度，以小組

形式進行針對性訓練，並定期調整訓練模式。之後會有體能訓練。最後，在剩餘的時間，隊員可以自由組合進行單打或雙打的對賽。「對賽訓練能讓球員習慣比賽的模式，以及運用訓練中學到的技術。」

Ben sir從2017年起開始擔任樹仁羽毛球隊教練。在2017/2018年度的大專盃團體賽事中，女子隊在初賽取得兩勝兩負的成績，成功闖入決賽圈，最後力戰下在8支決賽隊伍中以7名完成賽事，是近年的佳績。而在2016/2017和2018/2019兩屆比賽中，女子隊都無緣晉身決賽。男子隊的表現則稍遜一籌，在這3個年度中均無法擠身決賽圈。

對於本年度（2020/2021）的大專盃賽事，教練和男、女子隊的共同目標是進入決賽圈，即拿到前8名的成績。受疫情影響，本年度的大專盃賽事，已暫定延至2月或3月展開。



02

01 2019年10月「樹仁盃」羽毛球賽完滿結束後，羽毛球隊隊員和工作人員與體育部主任龔曉恩博士合照。

02 教練潘秉肇Ben sir。

女子隊隊長蕭詠彤。



男子隊隊長張靖灝。

團體氣氛同樣重要

Ben sir表示，雖然羽毛球屬於比較偏重個人的運動，「但球技不等於全部，團體氣氛、隊員的品德和態度，亦同等重要」。因此，他希望可以在日常的訓練中，建立一種凝聚力，讓隊員一起去完成比賽；同時建立一種互相幫忙、互相鼓勵及互相尊重的氛圍。

在常規的訓練以外，Ben sir會安排隊球與其他大專院校和本地球會的隊伍進行友誼賽，讓隊員能夠累積比賽經驗。Ben sir亦會鼓勵隊員多參加外間的公開比賽，讓隊員認識多點不同的對手，了解不同的打法，以及增加比賽經驗。

一年一度的集訓

Ben sir每年也會安排羽毛球隊進行一次集訓，去年在長洲舉行了一個三日兩夜的集訓營。Ben sir形容集訓整體成效不俗，隊員之間也增進了友誼。他希望今年如果能夠進行集訓的話，會有多些隊員參與。

男子隊隊長張靖灝同學說，透過參與不同類型的比賽，「除了可以提升個人實力外，也有維持作戰心態的作用」。男、女子隊參加過的本地公開賽事，包括中銀團體賽的大專組別比賽，及全港羽毛球雙打聯賽。

張靖灝又表示，雖然隊員的實力有些參差，但在隊際的雙打比賽中，教練會讓所有隊員都得到應有的出場機會，好讓各



人能建立信心，把所學的技術運用在實戰中。每次比賽結束後，教練進行賽後檢討，從不同角度，提點各人優勝或欠佳之處。

「拼盡、不輕敵、擺得一分得一分」

蕭詠彤表示，Ben sir平易近人，沒有架子，能夠與隊員打成一片，所以隊員很喜歡在訓練結束後與教練一起吃晚飯。雖然如此，教練在訓練時對球隊有嚴格的要求。

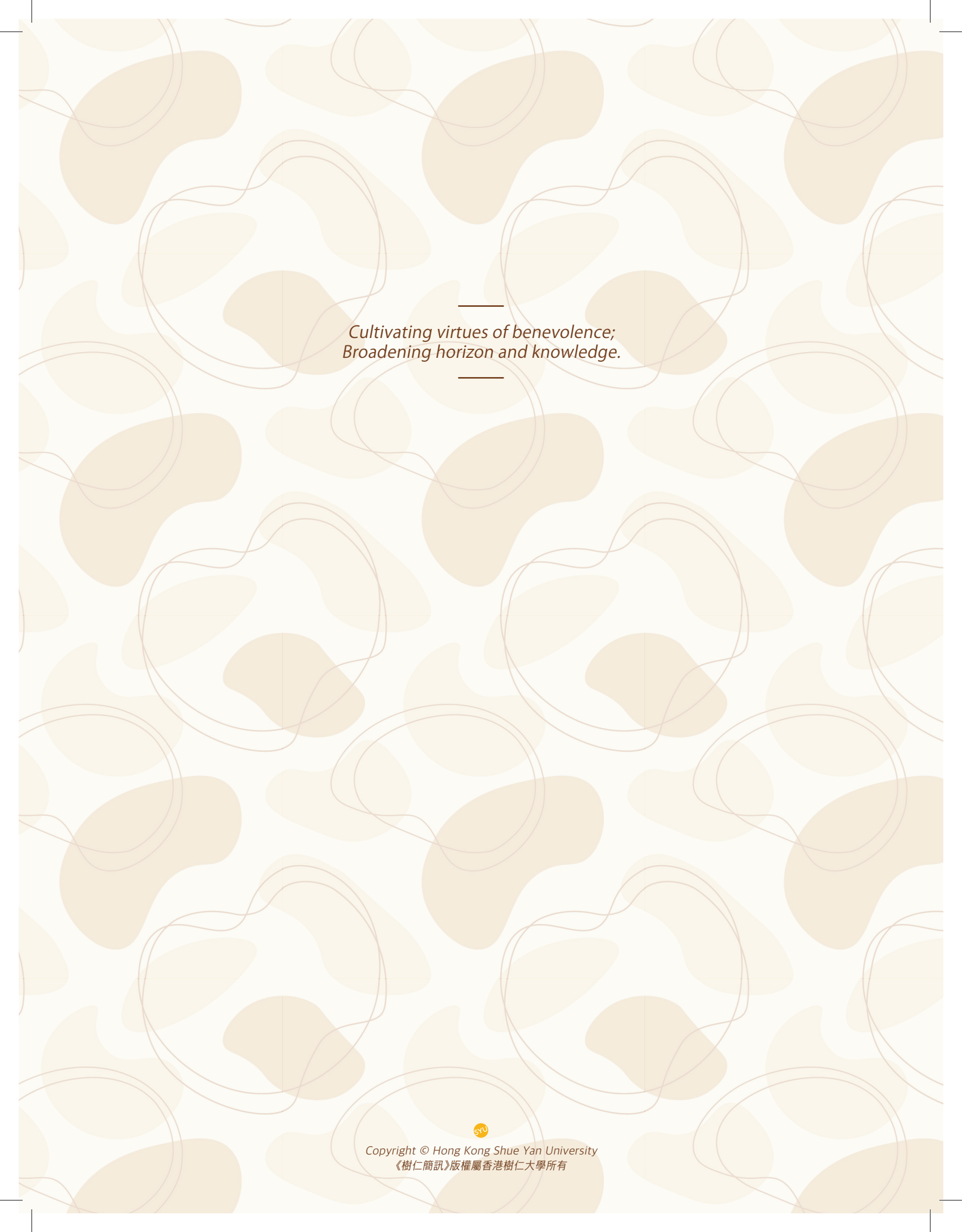
她說：「教練認為，即使樹仁羽毛球隊實力不像其他院校強勁，但球隊內彼此間要非常認真地對待每一次訓練和比賽。比賽中的輸贏並不是最重要，最重要是做到『拼盡、不輕敵、擺得一分得一分』。他又經常提醒我們，不要與對手比較，要與過去的自己比較，要重視個人有沒有進步。」

協助籌辦樹仁盃羽毛球賽

「樹仁盃」羽毛球賽是體育部舉辦的其中一項校內大型比賽，歡迎同學及教職報名參加。賽事一般安排在上學期10月中舉行，但受疫情影響，今年的比賽被迫取消。

蕭詠彤說，羽毛球隊一直以來十分樂意並積極協助體育部籌辦這項賽事。賽事期間，每一位隊員既是參賽者，同時亦是大會工作人員。從設計宣傳海報、編排賽程、安排球證及工作人員、佈置場地，到記錄成績，都會悉心安排，務求達至盡善盡美。👍

03 長洲集訓。



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*Cultivating virtues of benevolence;
Broadening horizon and knowledge.*
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