

恆生管理學院
校長推薦招生計劃（2017）

1. 簡介

校長推薦入學計劃（下稱「本計劃」）目的在於肯定學生於學術和/或非學術範疇上（如體育、音樂等）的卓越表現、對社區服務的貢獻，或其領袖才能。恒管已預留學位予合資格的受薦學生，而在香港中學文憑試成績公佈前，恒管亦將派發有條件取錄予合資格的受薦學生。

2. 資格

合乎以下條件的學生均合資格參加本計劃：

- 擁有香港居留權的香港居民；及
- 恒管學士學位課程的申請人；及
- 參與香港中學文憑試的在校申請人；及
- 學業成績卓越；及／或
- 在非學術領域表現非凡（如體育、音樂、美術等）；或
- 具備良好的領導才能（如首席領袖生、學生會主席等）；或
- 參與社會服務活動

3. 學校可推薦的名額：5 個

4. 獎學金

經本計劃入讀恒管之受薦學生有機會獲頒獎學金，每名獎學金總值港幣二萬元。

5. 遞交申請

請於 2017 年 3 月 24 日前透過學校遞交申請，逾期遞交／修改概不受理。在校申請人可經就讀學校的校長推薦參加此項計劃。

所需文件包括：

- 已填妥的學校申請表，並獲校長簽署作實
- 每位受薦學生的個人履歷*及證書／獎項的副本

***重要事項**

- 若校方欲推薦學生入讀「指定專業／界別課程資助計劃」下的供應鏈管理工商管理(榮譽)學士課程，請經由「大學聯合招生辦法」中的校長推薦計劃遞交申請。
- 受薦學生必須先透過恆生管理學院網上入學申請系統或專上課程電子預先報名平台(E-APP)遞交入學申請，並完成整個報名手續(包括繳交報名費)，方可參加此計劃。

HANG SENG MANAGEMENT COLLEGE
Principal Recommended Admission Scheme
Student Personal Profile
(Completed by Student Nominee)

Each nominee should submit his/her own Student Personal Profile.

(A) Basic Information of Student Nominee

Name of Student : _____ (English) _____ (Chinese)

Name of School : _____

Current year of study : _____

HSMC Application : 1700
 Number _____

Programme Choice(s) : _____

(B) Outstanding achievements in academic and/or non-academic areas

(Please put a tick at the appropriate item. Copy the form for more achievements, if needed)

☐ **Academic achievements** *[Please attach the copy of certificate(s)]*

(1) Award year: _____

Name of award and description: _____

Name of organization: _____

(2) Award year: _____

Name of award and description: _____

Name of organization: _____

- ☐ **Non-academic areas e.g. sports, music, arts, etc.**
- ☐ **Leadership qualities training e.g. Head Prefects, Presidents of Students' Unions, etc.**
- ☐ **Participation in community services**

[Please attach the copy of certificate(s)]

(1) Year of Participation: _____

Name of programme / activity / award: _____

Brief description: _____

Role of participation: _____

Name of organization: _____

(2) Year of Participation: _____

Name of programme / activity / award: _____

Brief description: _____

Role of participation: _____

Name of organization: _____

(C) Self Recommendation (200 words including punctuation in English)

[illegible]

(D) School Recommendation (Optional)

(You may invite School Principals/teachers to provide comments for you on different aspects e.g. independence, analytical ability, leadership skills, a sense of responsibility, etc.)

[illegible]



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

For HKDSE Applicants
適用於應屆香港中學文憑試考生

Admission Applications 入學申請 2017/18

「博雅+專業」教育模式 **助你邁向理想**
"Liberal + Professional" education model
guides students to fulfill their dreams



* The cover image is an adaptation from a HSMC 2016 admission advertisement. Left to right: CHAN Lai Yan, Year-4 student of BBA Programme in Marketing, MAK Chun Yan, 2015 graduate of BBA Programme in Banking and Finance, and CHAN Ling Ka, Year-4 student of BJC Programme in Corporate Communication
封面設計源自恒管2016 收生廣告。左至右：工商管理(市場學)四年級學生陳麗茵、工商管理(銀行及金融學)2015 畢業生麥俊欽，及新聞及傳播(企業傳訊)四年級學生陳令葭

HSMC Features

恒管特色

- Over 90% of graduates obtained full-time employment within first 4 months
- Extensive internship opportunities from Hong Kong and all over the world
- Residential Colleges combining living and learning
- Innovative undergraduate programmes
- International top-quality faculty members and research
- Small-class teaching enhances close relation between professors and students
- Guidance and mentorship for individual students outside classrooms
- Vast opportunities for international exchange and independent research
- HSMC scholarships and bursaries amounting to about HK\$9 million per year
- 超過90%畢業生首四個月內就業
- 本港及世界各地工作實習機會
- 住宿書院結合生活與學習
- 創新學位課程
- 國際級師資與研究
- 小班教學建立緊密師生關係
- 課堂外對個別學生的指導
- 國際交流及獨立研究的機會
- 獎學金及助學金每年金額約九百萬港元

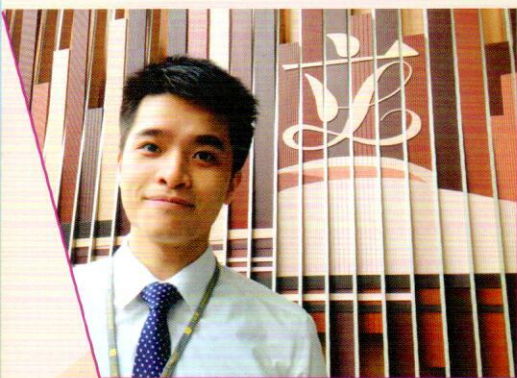
Campus and Residential Life

大學及住宿生活

HSMC Jockey Club Residential Colleges 恒管賽馬會住宿書院

The HSMC Jockey Club Residential Colleges provides an ideal environment for students to learn, engage in self-improvement and develop interpersonal networks. The Residential Colleges with 1,200 places for student accommodation are associated with four different themes: cultural diversity, healthy living, community service and sustainability.

恒管「住宿式書院制度」結合生活與學習，其中賽馬會住宿書院提供1,200個宿位；四個住宿書院各有獨特主題，包括：多元文化、健康生活、社會服務及可持續發展，讓學生從中自我提升、建立人際網絡。



Career Planning and Internship 事業規劃及實習

Internships provide authentic work experience to students and are conducive to sharpening students' workplace skills, contributing to enhancement of their employability. In 2015/16, around 860 internship offers provided by 223 companies and internship schemes in Hong Kong, Mainland China, Australia, the US, Germany, the UK, France, Singapore, Thailand, Malaysia, etc. were attained by HSMC students.

實習計劃讓學生親身體驗工作情況，增強他們的就業競爭力。在2015-16學年，共223家公司或實習項目提供約860個實習機會予恒管學生參與，涵蓋本地、中國內地、澳洲、美國、德國、英國、法國、新加坡、泰國、馬來西亞等地。

Students Exchange 學生交流事務

HSMC offers student exchange programmes with over 30 partnerships with various educational institutions in Asia, Europe and North America, such as Shanghai University of International Business and Economics, China; Pukyong National University, Republic of Korea; National Taipei University, Taiwan; Fu Jen Catholic University, Taiwan; University of Rouen, France; SRH University Heidelberg, Germany; and Gordon College, USA. Students can take these valuable opportunities to broaden their horizons and gain international exposure.

恒管學生能藉交流計劃獲得寶貴經驗，擴闊視野。過去恒管與亞洲、歐洲及北美洲等超過30間大學及專上學府建立夥伴關係，包括上海對外貿易經濟大學、韓國釜慶國立大學、國立臺北大學、臺灣輔仁大學、法國魯昂大學、德國海德堡SRH大學及美國Gordon College。



Self-financed 4-Year Full-time Bachelor Degree Programmes with Honours (Year 1 Entry)[#] 自資四年全日制榮譽學士學位課程 (入讀一年級)[#]

School 學院	Programme 課程	Assessment 入學考核	Additional Subject Consideration 附加考慮條件
School of Business 商學院	Bachelor of Business Administration (Hons) 工商管理(榮譽)學士 Concentrations in Year 3 and 4: 第三至四年級揀選主修: - Accounting 會計學 - Banking and Finance 銀行及金融學 - Marketing 市場學	—	—
	Bachelor of Business Administration (Hons) in Corporate Governance 企業管治工商管理(榮譽)學士	Interview 面試	—
	Bachelor of Business Administration (Hons) in Financial Analysis 金融分析工商管理(榮譽)學士	Interview 面試	—
	Bachelor of Business Administration (Hons) in Management 管理學工商管理(榮譽)學士	Written Test and Interview 筆試及面試	—
School of Communication 傳播學院	Bachelor of Arts (Hons) in Convergent Media and Communication Technology 融合媒體及傳播科技(榮譽)文學士	Interview 面試	—
	Bachelor of Journalism and Communication (Hons) 新聞及傳播(榮譽)學士 Concentrations in Year 3 and 4: 第三至四年級揀選主修: - Business Journalism 商業新聞 - Corporate Communication 企業傳訊	Interview 面試	—
School of Decision Sciences 決策科學學院	Bachelor of Business Administration (Hons) in Supply Chain Management* 供應鏈管理工商管理(榮譽)學士*	Written Test and Interview will be conducted on a case-by-case basis 個別申請人或需筆試 及面試	M1 / M2 is regarded as an elective subject 中學文憑試數學延伸部分單元一/二被視為一科 選修科計算
	Bachelor of Management Science and Information Management (Hons) 管理科學與資訊管理(榮譽)學士	Interview will be conducted on a case-by-case basis 個別申請人或需面試	—
	Bachelor of Science (Hons) in Data Science and Business Intelligence 數據科學及商業智能學(榮譽)理學士	—	(a) M1 / M2 is regarded as an elective subject (b) Preference for applicants taking at least one of the following elective subjects in HKDSE: M1 / M2 / Information and Communication Technology (a) 中學文憑試數學延伸部分單元一/二被視為 一科選修科計算 (b) 報考中學文憑試數學延伸部分單元一 / 二、 資訊及通訊科技科者獲優先考慮
School of Humanities and Social Science 人文社會科學學院	Bachelor of Arts (Hons) in Applied and Human-Centred Computing 應用及人本計算學(榮譽)文學士	Interview 面試	—
	Bachelor of Arts (Hons) in Chinese 中文(榮譽)文學士	Interview 面試	—
	Bachelor of Arts in English (Hons) 英國語文(榮譽)學士	Written Test and Interview 筆試及面試	—
	Bachelor of Social Sciences (Hons) in Asian Studies 亞洲研究(榮譽)社會科學學士	Interview 面試	—
School of Translation 翻譯學院	Bachelor of Translation with Business (Hons) 商務翻譯(榮譽)學士	Written Test and Interview 筆試及面試	—

[#] All programmes were accredited by The Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) and recognized by the HKSAR Government.
所有課程已通過香港學術及職業資歷評審局(評審局)之評審，並獲香港特區政府認可。

* HSMC offers both self-financed quota and subsidised quota under "Study Subsidy Scheme for Designated Professions (SSSDP)" for Bachelor of Business Administration (Hons) in Supply Chain Management.
供應鏈管理工商管理(榮譽)學士學位課程同時提供自資學額及「指定專業/界別課程資助計劃」之政府資助學額。



Minimum Entry Requirements 最低入學要求

Subject 科目	Level Attained in HKDSE Examination 香港中學文憑試考獲
Chinese Language 中國語文	Level 3 第三級
English Language 英國語文	
Mathematics (Compulsory Part) 數學(必修部分)	Level 2 第二級
Liberal Studies 通識教育	
One Elective Subject 一科選修科目	

Application Procedure

申請程序

Application Procedure 申請程序	1. Submit Online Application HSMC Online Application System www.hsmc.edu.hk/ or E-APP https://www.eapp.gov.hk/ (For HKDSE applicants only) 2. Upload Copies of Supporting Documents: <ul style="list-style-type: none"> Hong Kong ID / Valid travel document Relevant academic transcript(s), certificate(s) and examination result(s) 3. Pay Application Fee (HK\$100 for each programme) 4. Attend Written Test / Interview (if applicable)	
	1. 網上報名 恒管網頁 www.hsmc.edu.hk/ 或 E-APP https://www.eapp.gov.hk/ (只適用於中學文憑試考生) 2. 上載證明文件副本： <ul style="list-style-type: none"> 香港身份證/有效旅行證件 學歷證明 3. 繳交報名費(每科壹佰元) 4. 參加筆試及/或面試(如適用)	
Important Dates (D/M/Y) 重要日期 (日/月/年)	19/11/2016 – 31/08/2017	Submit application for admission 提交入學申請
	Start from 19/11/2016 開始	Selected applicants will be invited for written test and/or interview (if applicable) 部份申請人將獲邀參加筆試及/或面試(如適用)
	Before 30/06/2017 之前	Conditional offer will be issued to eligible applicants 申請者有機會獲得有條件取錄通知
	Mid-July 2017年7月中	Announcement of main round offer 正式遴選結果公布

Principal Recommended Admission Scheme (PRAS)

校長推薦入學計劃

Eligibility 申請資格	<ol style="list-style-type: none"> Local Hong Kong citizen / residents with right of abode in Hong Kong; and Applicant of HSMC degree programme(s); and School applicants attending the HKDSE examination; and At least one of the following requirements: <ul style="list-style-type: none"> Outstanding academic achievements Distinguished achievements in non-academic areas, e.g. sports, music, arts, etc. Outstanding leadership qualities, e.g. Head Prefects, Presidents of Students' Unions Active participation in community services <ol style="list-style-type: none"> 擁有香港居留權的香港居民；及 恒管學士學位課程申請人；及 參與香港中學文憑試之在校申請人；及 以下至少一項： <ul style="list-style-type: none"> 學業成績卓越 在非學術領域表現非凡(如體育、音樂、美術等) 具備良好領導才能(如首席領袖生、學生會主席等) 積極參與社會服務
Application Method 申請方法	Submit via school by completing the School Nomination Form and Nominee's Personal Profile 透過所屬中學遞交學校提名表及學生個人履歷
Application Deadline 截止申請日期	24/03/2017

Scholarships and Financial Assistance Schemes 獎學金及經濟資助計劃

(Applicable to Year 1 students of self-financed programme in Academic Year 2016-17 only)
(只適用於2016-17學年入讀自資課程之一年級新生)

Entrance Scholarships 入學獎學金 ³			
Eligibility 資格	Year 1 第一年	Year 2 第二年	Year 3 to 4 第三至四年
Best five subjects with a total of 23 points in HKDSE examination ¹ 中學文憑試最佳五科成績考獲 23 分或以上 ¹	\$74,800	\$74,800 ²	每年\$42,400 per year ²
Core five subjects with a total of 20-22 points in HKDSE examination ¹ 中學文憑試四科必修科目及一科甲類選修科考獲 20-22 分或以上 ¹	\$20,000	\$20,000 ²	每年\$10,000 per year ²

HSMC President's Commendation Scheme 恒管校長獎勵計劃 ³		
Eligibility 資格	Year 1 第一年	Year 2 to 4 第二至四年
Core five subjects with a total of 18-19 points in HKDSE examination ¹ 中學文憑試四科必修科目及一科甲類選修科考獲 18-19 分或以上 ¹	\$10,000	每年\$10,000 per year ²

1. Level 3 in Chinese Language & English Language, Level 2 in Mathematics, Liberal Studies and one elective subject (except M1/M2) inclusive.
包括中、英文至少取得第三級、數學、通識教育及一科選修科至少第二級(M1/M2除外)。

2. Provided that Yearly GPA is 3.3 or above.
積分點必須達3.3或以上。

3. All scholarships and bursaries are to be calculated and settled in Hong Kong Dollars.
所有獎學金及助學金均以港幣計算。

4. Other scholarships are also available, updates of which for 2017 entry will be announced on HSMC website in due course.
恒管亦設立不同獎學金予表現卓越的學生，2017-18學年最新獎學金詳情將於恒管網頁公布。

HSMC Entrance Bursary Scheme 恒管入學助學金
For candidates who are admitted to an undergraduate programme with genuine financial hardship may receive one-off bursary valued up to HK\$20,000 each, depending on candidate's financial background. Exceptional cases will be considered individually. 獲課程取錄但有經濟困難之學生，將獲本院考慮發放助學金，每名受助人可獲最高總值港幣20,000元。 頒發金額視乎學生經濟背景作個別考慮。

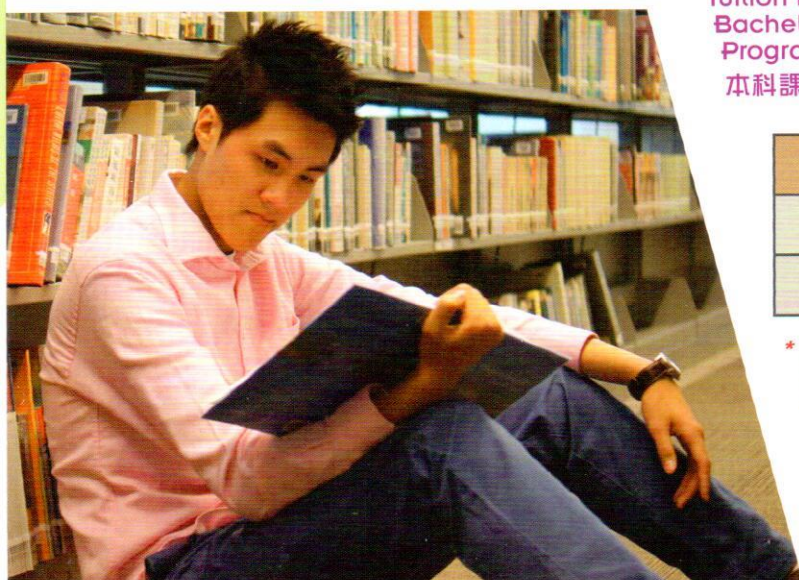
Financial Aid from the HKSAR Government 政府經濟援助
To full-time local HSMC students, the Government is providing: 香港特別行政區政府學生資助處為修讀本學院全日制學士學位課程的本地學生提供以下資助： <ul style="list-style-type: none"> Financial Assistance Scheme for Post-secondary Students (FASP) 專上學生資助計劃 Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) 免入息審查貸款計劃

Tuition Fee of Bachelor Degree Programmes 本科課程學費

(Applicable to Year 1 students of self-financed programme in Academic Year 2016-17 only)
(只適用於2016-17學年入讀自資課程之一年級新生)

Year of Study 年級	Tuition Fee (HKD) 學費 (港幣)
Year 1 to 2 一至二年級	每年 \$74,800 per year
Year 3 to 4 三至四年級	每年 \$84,800 per year

* Tuition fee, scholarships and bursaries for 2017 entry will be announced on HSMC website in due course.
2017/18學年之學費、獎學金及助學金詳情將稍後於恒管網頁公佈。



93%

of 2015 Bachelor Degree graduates
engaged in employment or further study
2015年學士學位畢業生成功就業或繼續進修

Employment Sector 就業行業

- Banking/Finance/Insurance 銀行/金融/保險
- Communication/Media 傳訊/媒體
- Trading/Wholesale/Retails 貿易/批發/零售
- Accounting/Auditing 會計/審計

- Transport/Logistics 運輸/物流
- Education 教育
- Government 政府
- Real Estate 房地產

- Hospitality and Tourism 酒店及旅遊
- Information Technology 資訊科技
- Manufacturing 製造業



TO Man Tik, Dickson 杜文迪

Bachelor of Business Administration (Honours)
— Banking and Finance Concentration

2012 Graduate

Senior Relationship Manager, DBS

工商管理(榮譽)學士學位課程
— 主修銀行及金融學

2012年畢業生

現職星展銀行高級客戶經理

The HSMC BBA programme not only equipped him with a basic understanding of the finance industry, but also gave him hands-on experience on practising what he has learnt in the classroom. These practices allowed him to apply the knowledge in real life situations.

透過恒管工商管理課程，文迪不止學到金融行業的基本知識，同時讓他帶來實踐的機會，把課堂上所學習的知識付諸實行。



LEE Tsz Yan, Latetia 李芷恩

Bachelor of Translation with Business (Honours)

2015 Graduate

Information Officer,
Information Services Department

商務翻譯(榮譽)學士學位課程

2015年畢業生

現職政府新聞處新聞主任

With a probe in translation and language for four years in Hang Seng Management College and work experience in a translation firm and a news agency, Latetia saw potential in herself in the fields of public relations and frontline operations.

芷恩透過恒管的學習生活和翻譯公司及報社的實習經驗，涉獵翻譯及語文等範疇，更發掘到於公共關係及前線工作方面的潛質。

FUNG Hing Yin, Violet 馮馨賢

Bachelor of Business Administration (Honours)
in Supply Chain Management

2014 Graduate

Assistant Merchandiser,
Toys "R" Us (Asia) Limited
Advancement to Master of Management,
University of Auckland

供應鏈管理工商管理(榮譽)學士課程

2014年畢業生

現職玩具“反”斗城採購助理
將升讀University of Auckland
管理學碩士課程



Violet graduated with First Class Honours in 2014. In addition to her outstanding academic performance, she was also awarded various scholarships and awards, such as Outstanding Performance Scholarship (2013) and Best Progress Award offered by Self-financing Post-secondary Education Fund (2014).

2014年，馨賢以一級榮譽生身份畢業。除了學術表現出色，她亦獲獎無數，包括由自資專上教育基金頒發的卓越表現獎學金(2013)及最佳進步獎(2014)。



WONG Lai Ching, Katherine 黃麗青

Bachelor of Journalism and Communication (Honours)
— Corporate Communication Concentration

2015 Graduate

Working at Corporate Communications Department,
Division of Urban Renewal Authority,
Advancement to MSSc in Corporate Communication, CUHK

新聞及傳播(榮譽)學士學位課程
— 主修企業傳訊

2015年畢業生

現職市區重建局企業傳訊部
將升讀香港中文大學企業傳播社會科學碩士課程

The programme incorporating elements of commerce provided specialised, business-oriented knowledge for her to adapt to Hong Kong's fast-paced commercial environment. General Education courses in the curriculum also helped develop critical thinking and global perspective. She was equipped with both theoretical knowledge and practical skills which allowed her to perform well in her capacity.

新聞及傳播(榮譽)學士學位課程集各種商業元素於一身，提供專門的商業知識助她適應香港瞬息萬變的商業環境。課程亦培養同學的批判思考及環球視野。從課程學到的理論和實戰技巧讓她在工作時一展所長。

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The information in this pamphlet is updated as of September 2016. Please check the most up-to-date information, including the admission details for non-HKDSE applicants, non-Chinese speaking applicants, and applicants of Year 2 / Year 3 entry from the HSMC website regularly. 本小冊子刊載之內容更新至2016年9月。敬請定期瀏覽恒管網頁，以獲取本學院之最新入學資訊，包括非應屆香港中學文憑試申請人、非華語申請人及直接入讀課程二年級/三年級之入學詳情。