

樹仁簡訊

Shue Yan Newsletter



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HKSYU offers first doctoral programme in Counselling Psychology 仁大開辦首個博士學位課程



Hong Kong Shue Yan University (HKSYU) is going to offer a Doctor of Psychology in Counselling Psychology (PsyD-CoP) programme in September 2015. This is not only the first doctoral programme offered by HKSYU, but also the first Doctor of Psychology in Counselling Psychology programme in Hong Kong as well as in Asia.

"We started to plan the doctoral programme in 2004 in order to cater for the learning and developmental needs of graduates from the Counselling and Psychology Department as well as Hong Kong society as a whole," Professor Catherine Sun, Head of Department of Counselling & Psychology of HKSYU said.

Professor Sun cited the "Occupy Central" political movement as an example, pointing out that some Hongkongers may be facing mood fluctuations during the movement and they need counselling.

Professor Sun admitted that there were lots of challenges and queries during the planning and preparation stage of the Bachelor programme as well as the Doctoral programme. "What we do is try our best, do our best, and let the results speak for themselves," she said.

Professor Sun emphasized that the counselling programme at HKSYU was first initiated by the late Dr. Chung Chi Yung, founder of the University, in 1976. In 1977, the Diploma Programme in Counselling & Guidance was established and began to admit students. She believed that the launching of the PsyD-CoP programme could further strengthen the status of HKSYU in counselling psychology education in Hong Kong.

The PsyD-CoP programme offered by HKSYU is the first Doctoral programme in Counselling Psychology in Hong Kong as well as in Asia. "We welcome more institutions to operate similar programs. Cooperation will benefit the development of counselling psychology in Hong Kong in the long run," Professor Sun said.

According to Professor Sun, the mode of attendance of the programme is a three-year part-time programme. The intake quota per annum is six.

"The course content is tailor-made for every student. Students are available to choose the fields that they are interested in counselling psychology according to their interest and future career path," Professor Sun said.

She added that students should indicate their choice to the department in their applications so as to better match student interests with expertise within the department.

The programme has been validated by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). It will start in September 2015, after the approval by the Chief Executive in Council in March 2015.

Application methods and tuition fees will be confirmed in early March 2015. For more information, please contact: Department of Counselling and Psychology at 2806 5123 or counpsy@hkysyu.edu.



經歷10年籌備，香港樹仁大學將於2015年開辦輔導心理學博士學位課程 (Doctor of Psychology in Counselling Psychology)。這是仁大首辦的博士課程，也是香港以至全亞洲首個以輔導心理學為核心的博士課程。

仁大輔導及心理學系系主任孫天倫教授表示，為配合輔心系同學畢業後的專業發展及應付社會需求，輔心系早在2004年便開始籌備輔導心理學博士課程。她指出，現時香港社會的急促發展特別需要輔導心理學的專才。以近期「佔中」事件為例，有部分港人面對事件，心理上會產生波動，需要輔導心理學專業人士為他們提供輔導及心理調適。

孫教授坦言，不論是籌備輔導心理學學士學位課程或博士學位課程，過程中都遇上不少質疑；但她認為，只要以實幹方式做事，默默耕耘，付出的辛勞必會有成果，而且十分值得。她特別指出，仁大輔導心理學系（前稱輔導系）的輔導課程由已故鍾期榮校長在1976年開始籌辦，1977年招生。如今，再加上即將開辦的博士課程，將進一步奠定仁大輔導心理學在香港的地位。

孫教授把仁大輔心系的課程架構比喻為蛋糕，需先有一層牛油蛋糕作底部為基礎（即學士課程），再多加一層蛋糕使之更豐富（即碩士課程），最後在蛋糕表面加上糖衣作點綴（即博士課程），則成為既美觀又可口的蛋糕。

仁大是香港以至全亞洲首間開辦輔導心理學博士課程的院校，孫教授歡迎香港其他院校開辦同類課程，認為在競爭中的合作（coopetition）有利於輔導心理學在香港的長遠發展。

課程內容「一對一」度身訂造

孫教授表示，輔導心理學博士課程為3年制的兼讀課程，收生限額僅為6人，課程內容為每位學生度身訂造。學生可按自己的發展意向，如將來服務的對象，選擇輔導心理學中某一特定範疇進行研究，追求個人專業發展。學生須在申請時提供相關的資料，讓學系為學生與相關專業範疇的教授作配對。

輔導心理學博士課程已獲香港學術及職業資歷評審局審核，預計2015年3月經行政長官會同行政會議審批後，便可在2015年9月開課。

報名手續和學費將會在2015年3月初公布。如需進一步資料，可與輔導及心理學系聯絡：2806 5123 or counpsy@hksyu.edu。

HKSYU offers Master of Social Sciences in Psychology 仁大開辦心理學社會科學碩士學位課程

Hong Kong Shue Yan University (HKSYU) will offer the Master of Social Sciences in Psychology (MSSPsy) in January 2016. MSSPsy is the upgrade version of current Postgraduate Diploma in Psychology programme.

Professor Catherine Sun, Head of Department of Counselling & Psychology of HKSYU, said most of the Postgraduate Diploma in Psychology programmes offered by other institutions have been upgraded to Master programme, and HKSYU offers the MSSPsy in order to enhance the competitiveness of Shue Yan's graduates.

The programme sets out to provide an education for students who are holders of Bachelor's degrees with Honours in fields other

than psychology who intend to pursue Master's level education in psychology. The programme is also suitable for graduate members of the workforce who are interested in upgrading their abilities and credentials for the purpose of enhancing job performance.

Students need to obtain a total 39 credits to graduate. The programme provides postgraduate training in all recognized areas in psychology, and in particular, in one of the four areas of applied professional psychology (i.e. Clinical Psychology, Counselling Psychology, Industrial and Organizational Psychology, and Educational Psychology). Students can base on their interests to select a specific field to study.

香港樹仁大學將於2016年1月開辦心理學社會科學碩士學位課程 (Master of Social Sciences in Psychology)。碩士課程是輔導及心理學系現有心理學

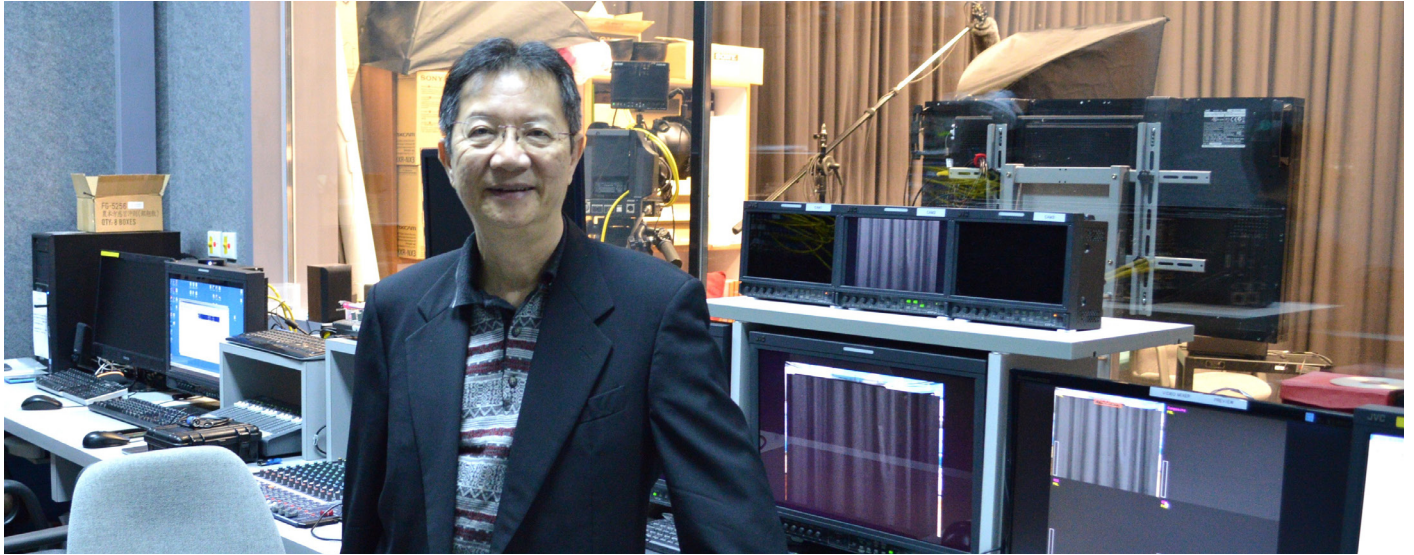
學士後文憑 (Postgraduate Diploma in Psychology) 課程的「升級版」。

輔心系系主任孫天倫教授表示，現時各大學的學士後文憑課程，大都「升級」為碩士課程。為了提高現時學士後文憑課程畢業生在市場上的競爭力，仁大決定開辦心理學碩士課程。

孫教授指出，心理學碩士課程主要協助非心理學本科畢業生轉投心理學，令他們在畢業後可以繼續攻讀心理學的碩士及博士課程。此外，對心理知識感興趣，及有志於從事與心理學相關行業的人士，皆可報讀。

在課程設計上，碩士課程與學士後文憑課程沒有太大分別，主要是學生需要多修讀兩個科目，所需的學分由36增加至39。心理學碩士課程有4個專業範疇，包括臨床心理學、輔導心理學、工業與組織心理學和教育心理學。學生可根據個人興趣和對未來的規劃，選擇修讀不同專業的選修科。

Research project funded by Research Grants Council: Hong Kong Journalists' Oral History 研究資助局資助計劃：香港報人口述歷史



This project is supported under the Faculty Development Scheme (FDS) of the Research Grants Council (RGC).

Principal Investigator: Professor LEUNG Tin Wai, Head of Department of Journalism and Communication
Amount awarded: HK\$614,100
Duration of the Project: January 2015 – December 2016

Details of the Project

Although history is usually based on tangible materials such as printed texts, documents and sound recordings, some histories, such as the history of contemporary journalism in Hong Kong, can only be known through the oral narratives of veteran journalists.

This project will systematically interview senior veteran journalists about their experiences working in the Chinese media in Hong Kong. We will then verify their testimonies, analyse them and place them in their historical context.

此項研究計劃獲研究資助局「教員發展計劃」(Faculty Development Scheme)撥款資助，由新聞與傳播學系系主任梁天偉教授出任計劃首席研究員(Principal Investigator)。

資助額：HK\$614,100
計劃年期：2015年1月—2016年12月

計劃詳情

香港報業發展蓬勃，今日的新聞就是日後的歷史。新聞與傳播學系系主任梁天偉教

授獲研究資助局撥款，研究香港報人口述歷史，訪問上世紀40至70年代在報界叱吒風雲的人物。

梁天偉教授表示，香港尚未出現資深報人和新聞工作者的口述歷史。他希望通過今次計劃，重現香港報業的發展史，讓人認識當年報業的生存環境和社會現狀，與現今新聞事業的生態有何不同。

梁教授指出，在上世紀50年代以前，香港報業以「黨報」為主，這些報章大多以宣傳所屬黨派的政見和主張為目的。進入50年代，「黨報」演變為「文人辦報」，《香港商報》(1952年創刊)、《明報》(1959年創刊)、《新報》(1959年創刊)、《天天日報》(1960年創刊)、《快報》(1963年創刊)等相繼創辦。時至今日，香港報業已成為「商人辦報」為主。而在每個時代、每一發展階段，報社的經營模式和處理新聞的手法，都各有不同。

梁教授1968年大學畢業後便投身新聞界，經歷了香港社會的變遷和新聞事業的轉變。與梁教授合作開展報人口述歷史計劃的還有新傳系副教授、資深新聞工作者黃仲鳴博士。黃博士曾任多份報章的總編輯和副總編輯，報壇閱歷豐富。梁教授相信，以他們二人的人脈，能成功邀請到當年在報界叱吒風雲的人物(詳見附表)接受訪問，講述香港的報業發展史。

梁教授說：「以《華僑日報》為例，在日本佔領香港期間繼續出版《華僑日報》的岑維休先生，當年曾有人批評他是漢奸，為日本人出版刊物，管治香港。岑維休的兒子岑才生回應說，處於當年的形勢，他父親岑維休根本不能拒絕。」梁教授希望從老報人的口述中，得悉當年新聞界一些鮮為人知的事情，填補香港新聞史的一些空白。

梁教授還希望通過今次計劃，同時記錄當年香港社會和經濟發展情況。

談及計劃的難度時，梁教授特別提到，由於目標受訪者均是年邁的老報人，個別「重量級」人物如查良鏞先生，已因身體狀況難以接受訪問，這對口述歷史計劃和香港報業而言，是很可惜的事。也有些老報人，或因害怕開罪他人，或有難言之隱，拒絕暢所欲言。「我希望他們不會因為自己不想在訪談中講假話，但怕講真話時會出現狀況，而推卻訪問。」

據梁教授表示，可幸的是，目標人物當中，已經成功邀得七八成接受訪問，當中不乏當年新聞界響噹噹的重要人物，其中包括楊奇、張初、岑才生、韋基舜和胡仙等人。

梁教授又表示，現已聘請了一名仁大新傳系畢業生，負責資料搜集，協助進行研究工作。

另外，梁教授表示，鑑於報人口述歷史工作刻不容緩，新傳系已於兩年前初步開展口述歷史訪談計劃，並累積了一些史料。訪談完成後，會將錄影製作編寫成書；聲畫檔案製作將上載至樹仁新傳網發表；同時會捐贈給位於中環必列啫士街街市的香港新聞博覽館，供公眾查閱。

Veteran Journalists Will Be Interviewed (including but not limited to the following)

報人口述歷史計劃訪問對象 (排名不分先後; 人數眾多, 未克盡錄)

Mr. YANG Qi	Publisher, HWA SHANG PAO Publisher, TA KUNG PAO	楊奇	《華商報》社長 《大公報》社長
Mr. YEUNG Cho Kwan	Chief Editor, TA KUNG PAO	楊祖坤	《大公報》總編輯
Ms. AW Sin	Publisher, SING DAO JIH PAO	胡仙	《星島日報》董事長
Mr. SHUM Choi Sang	Publisher, WAH KIU YAT PO	岑才生	《華僑日報》社長
Mr. Eric HO	Publisher, THE KUNG SHEUNG DAILY NEWS	何鴻毅	《工商日報》社長
Mr. SHIU Lo Shin	Chief Editor, THE KUNG SHEUNG DAILY NEWS	邵盧善	《工商日報》總編輯
Mr. CHEUNG Wun Fung	Publisher, WEN WEI PAO	張雲楓	《文滙報》社長
Mr. CHEUNG Ching Wun	Deputy Chief Editor, WEN WEI PAO	張晴雲	《文滙報》副總編輯
Mr. CHAU Yick	Deputy Chief Editor, WEN WEI PAO	周奕	《文滙報》副總編輯
Mr. TSANG Mun Ze	Acting Chief Editor, WEN WEI PAO	曾敏之	《文滙報》代總編輯
Mr. LAW Fu	Editor-in-chief, THE NEW EVENING POST HONG KONG	羅孚	《新晚報》總編輯
Mr. WAI Kee Shun	Publisher, Daily Express (TIN TIN YAT PO)	韋基舜	《天天日報》社長
Mr. CHEUNG Chor	Chief Editor, HONGKONG COMMERCIAL DAILY	張初	《香港商報》總編輯
Mr. HUI Sun	Deputy Chief Editor, HONG KONG COMMERCIAL DAILY Deputy Chief Editor, TIN TIN DAILY NEWS	許燦	《香港商報》副總編輯 《天天日報》副總編輯
Mr. MOK Kong	Chief Editor, CHING PAO DAILY	莫光	《晶報》社長
Mr. PAN I Kung	Executive Chief Editor, NEW LIFE EVENING POST Chief Editor, EXPRESS	潘一工	《新生晚報》執行總編輯 《快報》總編輯
Mr. CHENG Ming Yan	Assignment Editor, SING PAO Chief Editor, APPLE DAILY	鄭明仁	《成報》採訪主任 《蘋果日報》總編輯
Mr. FUNG Shiu Wing	Publisher, HONG KONG DAILY NEWS Publisher, SING YEH PO	馮兆榮	《新報》社長 《星夜報》社長
Mr. Louis CHA	Founder, MING PAO	查良鏞	《明報》創辦人
Mr. WONG Shi Yu	Chief Editor, MING PAO Chief Editor, WAH YAN YEH PAO Chief Editor, SUN YEH PAO Chief Editor, KAM YEH PAO	王世瑜	《明報》總編輯 《華人夜報》總編輯 《新夜報》總編輯 《今夜報》總編輯
Mr. HUI Pui Ying	Founder, TIN WONG RACE TIPS Founder, TIN WONG EVENING NEWS Founder, CHUNG WANG YAT PO	許培櫻	《天皇馬經》創辦人 《天皇夜報》創辦人 《縱橫日報》創辦人
Mr. MA Sik Chun	Founder, ORIENTAL DAILY NEWS	馬惜珍	《東方日報》創辦人

Research project funded by Research Grants Council: In face of life's problems, what does religion mean? Assessing rational choice theory with evidence from Catholic case studies 研究資助局資助計劃：面對人生困境，宗教有甚麼意義？ ——以天主教徒個案為例檢討理性選擇理論



This project is supported under the Faculty Development Scheme (FDS) of the Research Grants Council (RGC).

Principal Investigator: Dr. HO Yuk Ying, Assistant Professor, Department of Sociology
Amount awarded: HK\$681,950
Duration of the Project: January 2015 – December 2016

Details of the Project

This research project will explore what religion currently means to people via a qualitative case study. Dr. HO Yuk Ying will specifically investigate the ways in which Catholics rely on their religion when they encounter life's solvable and insolvable problems. From the perspective of rational choice theory, religion may serve as a means or resources for people to solve their problems. Religious believers use the resources available to them via church organisations (e.g. charity services), religious rituals (e.g. sacraments of healing) and spiritual practices (e.g. prayers) to acquire what they want or need. This is how people generally understand and use religion when coping with difficulties. However, there is no complete solution for problems such as living with a terminal illness or raising a handicapped child. In cases such as these, 'solving' the problem is only mitigating the negative effects of misfortune. People must endure the lingering pain and suffering associated with insolvable problems.

At this point, this project will progress from the focus on religious resources to one that reveals the deeper meaning of religion. Dr. HO will explore the relationship between suffering and issues related to the human self. Some key questions will be asked, including the following. What are the

possible effects that prolonged pain and suffering have on human nature? What makes human self-transformation in suffering possible, and what role, if any, does religion play in the process? These questions will introduce the Catholic concept of redemptive suffering into our study of Catholic beliefs and behaviour, and present two implications. First, analysing how Catholics connect worldly misfortunes to the afterlife will help reveal the meaning of religion at the supernatural level. Second, the virtues embodied in redemptive suffering, such as patience, compassion and self-sacrifice, will enable us to detail the scenarios and behaviour related to moral virtues and the dynamics involved in the human struggle for a better life. Dr. HO hopes that the findings of this project will be useful not only for pastoral care, but also for scholars and practitioners who are interested in the role of religion in social work, counselling and health care.

The number of Mainland students and associate degree graduates admitted are 53 and 66 respectively.

此項研究計劃獲研究資助局「教員發展計劃」(Faculty Development Scheme)撥款資助，由社會學系助理教授賀玉英博士，出任計劃首席研究員(Principal Investigator)。

資助額：HK\$681,950

計劃年期：2015年1月—2016年12月

計劃詳情

本計劃首席研究員賀玉英博士，在社會學系任教宗教社會學科。她解釋選擇這個研究題目的原因時說：「我曾從事社會工作，我對宗教社會學很感興趣，一直有鑽研宗教社會學和相關學科的知識。『人生不如意事十常八九』，人生總有些不能迴避的苦難，例如疾病和天生殘疾，在面對苦難時，宗教能否幫助人轉化苦難，令人與之共存？我很想探究這些問題，所以構思了這個題目。」

喜怒哀樂，人皆有之。賀博士認為，人生困境可分為兩大類別：(1) 有可能解決的問題；(2) 不能完全地解決或甚至是無法解決的問題。前者例如財務困難、學業及工作上難題，後者包括身體老化、末期病患、意外傷殘、養育智障子女等等。賀博士希望通過探討人面對的「無可避免的苦難」，探索宗教更深層的意義。

在一般人眼中，教會組織能為面對苦難者，提供經濟上的幫助，也能提供某些社會服務；同時，藉着宗教儀式如聖事、祈禱等，使面對苦難者獲得靈性或精神上的支援。但賀博士希望通過今次研究計劃，進一步探討一些與苦難和宗教相關的問題，例如：長期或持續性的受苦經驗，對人性會產生什麼影響？苦難是否有可能導引出人的自我轉化，而宗教在這個轉化歷程中會否發揮某種作用？而在探討上述問題時，賀博士會援引天主教的受苦觀——「救贖性的苦難」，來考察天主教徒的信仰和行為。

賀博士指出，這一研究取向有兩大意義：(1) 通過考察天主教徒如何把現世苦楚聯繫到他世命運，揭示宗教對人的意義；(2) 通過勾畫天主教徒在面對人生困境時的反應，進一步了解天主教受苦觀中包含的善德，如忍耐、謙遜、仁愛、自我犧牲等，是如何發展起來。

賀博士相信，研究結果將有助於教會關顧服務的發展。在社會工作、心理輔導、醫療照顧等領域裏，有志於探索和發展包含宗教元素的服務的學者和實務工作者，也可從本研究所提供的深度個案分析中，獲得啟發。

BA Department Academic Week 2014: Embracing the world of E 工管系學術週 2014：商機在雲端



1



2

1 Honorable guests on 20th October (from left to right): Prof. Dr. Dr.h.c Yeung Wing Kay, David, Distinguished Research Professor and Head of Department, Dr. Szeto Wing Fu, Ricky, Administrative Head of the Department and Associate Professor, Mr. Jeffrey Phoenix Hui, Vice Chairperson at Hong Kong Institute of Marketing, Mr. Kenneth Yu, Founder of SENSE Training House, Mr. Alvin Lam, Founder and Group CEO of PacificLink iMedia Group and Ms. Stella So, Associate Dean and Director of undergraduate studies in CUHK Business School

出席 10 月 20 日主題演講的嘉賓（由左至右）：香港樹仁大學工商管理學系系主任楊榮基教授、香港樹仁大學工商管理學系行政系主任司徒永富博士、香港市務學會副主席凌羽一先生、PacificLink iMedia 創辦人兼集團行政總裁林溢鋒先生、SENSE Training House 創辦人余修賢先生及香港中文大學工商管理學院市場系蘇麗文副教授。

2 Keynote speakers on 20th October (from left to right): Mr. Jeffrey Phoenix Hui, Vice Chairperson at Hong Kong Institute of Marketing, Mr. Kenneth Yu, Founder of SENSE Training House, Mr. Alvin Lam, Founder and Group CEO of PacificLink iMedia Group and Ms. Stella So, Associate Dean and Director of undergraduate studies in CUHK Business School

出席 10 月 20 日主題講座的嘉賓（由左至右）：香港市務學會副主席凌羽一先生、PacificLink iMedia 創辦人兼集團行政總裁林溢鋒先生、SENSE Training House 創辦人余修賢先生及香港中文大學工商管理學院市場系蘇麗文副教授。

The Department of Business Administration holds the annual Academic Week with the aim of facilitating students to have better understanding of the development and changes in the business environment. In the “Academic Week 2014”, the Department invited prominent business leaders, professional authorities and social elites to share their precious experience and ideas about the knowledge of E-Business in HK and greater China.

The “2014 Academic Week” began with a simple and meaningful ceremony on 20th October. The theme of this year: “Embracing the world of E-Business: Everywhere Everyone and Everything” with the aim in exploring the key importance, market potential and the application of the latest technology in E-Business. Functions of Business Administration include E-Marketing, product innovation through the application in social media in HK and greater China. With the emphasis in E-Media platforms such as Facebook, Taobao of Alibaba, Instagram and eBay, local marketers are getting very active to match with the substantial development. Featured eleven keynote speeches which were all wonderful and listed as follow:

- Opening: Embracing the world of E-Business: Everywhere Everyone and Everything
- Wheels of Big Data
- Brand Ambassador
- Could a big city accommodate a small shop?
- Time for media
- The stage of Internet
- Linkage of martial art and life
- New World Exploration
- Wind Love Picture
- Taste of life
- Wine tasting Workshop

In the “2014 Academic Week”, 19 prominent guests from various professional sectors, including business and education were invited as speakers of seminars. They are:

- Mr. Jeffrey Phoenix Hui, Vice Chairperson at Hong Kong Institute of Marketing
- Mr. Kenneth Yu, Founder of SENSE Training House
- Mr. Alvin Lam, Founder and Group CEO of PacificLink iMedia Group
- Ms. Stella So, Associate Dean and Director

of undergraduate studies in CUHK Business School

- Mr. Teddy Liu, General Manager of Corporate and Talent Development of New World Development Company Limited
- Mr. Matthew Chan, Assistant General Manager, Digital Marketing and CRM of K11 Concepts Limited
- Ms. Sharon Fung, Program Executive of Intrinsic for students and youth
- Ms. Cheyenne Chan, Founder of FurBe Pet Shop
- Professor Timon Du, professor of Decision Sciences and Managerial Economics at the Faculty of Business Administration in the Chinese University of Hong Kong
- Mr. Daniel Chan, President of Institute of Supply Management, Pearl River Delta
- Mr. Ken Fong, the Founding Chairman of the Hong Kong Retail Technology Industry Association (RTIA)
- Ms. Kady Fung, Founder of 138mall
- Mr. Raymond Li, Founder of Jouir La Vie
- Mr. K. M. Yim, Founder and CEO of Write4U.hk
- Mr. Ray Chan, Honorary Senior Fellow of The Chinese Institute of Certified Financial Planners
- Mr. Ricky Tam, Martial Art teacher
- Mr. Ronald Mok, Sessional Lecturer of Department of Business Administration in Hong Kong Shue Yan University
- Mr. Clement So, CEO of Access Kingdom Ltd.
- Mr. H. M. Chan (司徒夾帶), Creative director of UMOVIE

The “2014 Academic Week” received a large number of positive responses from students. Students took this precious opportunity to communicate with guests through interactive sharing and reflections, which they have been enriched. Guest speakers encouraged students to be perseverant and creative, hold an agile mobility, and pay close attention to market dynamics. To tackle the ever-changing business and economic environment, students were encouraged to expand the horizons of views and enhance individual competitiveness to make sure that we can bravely go upstream in the torrents and thus being outstanding. (cont'd on next page)

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The weeklong "2014 Academic Week" has already successfully had its closing ceremony on 24th October 2014.

為增加同學對工商界發展和變化的認知，以及能將課堂上學習的知識與現實接軌，多關心社會，提升就業競爭力，香港樹仁大學工商管理學系本學年繼續舉行學術週，邀請多名工商企業的卓越領袖、專業權威和社會賢達，透過主題探討，與同學分享人生歷練以及香港和中國內地的網上商業知識。

今年學術週的主題是「商機在雲端——無遠弗屆，咫尺眼前」，深入探討網上商業、具前瞻性的技術與科技應用、行業動態以及人才培養等方面。10月20日舉行的剪彩儀式為學術週正式拉開帷幕。工商管理包含如何在香港及中國內地應用社交媒體以推動網上行銷和創新產品，本地行銷專家特別着重當中正高速發展的網上媒體如Facebook、阿里巴巴的淘寶、Instagram和eBay等。今年學術週活動涵蓋了以下11個精彩而又豐富的主題演講：

- 開幕禮：商機在雲端
- 大數據巨輪
- 品牌代言人
- 你估大城容得下小店嗎？
- 媒分媒秒
- 網絡舞台
- 武動人生

- 探索新世界（企業參觀）
- 風·情·畫
- 品味生活
- 酒過浮華大地（品酒坊）

今年學術週共邀請商界及教育界19位翹楚蒞臨作主講嘉賓，包括：

- 香港市務學會副主席凌羽一先生
- SENSE Training House 創辦人—余修賢先生
- PacificLink iMedia 創辦人兼集團行政總裁林溢鋒先生
- 香港中文大學工商管理學院市場系—蘇麗文副教授
- 新世界發展有限公司總經理（企業籌劃及人才發展）廖國泰先生
- K11 Concepts Limited 市務部互動營銷及客戶關係管理高級經理陳超琮先生
- 煉金石國際文化交流機構項目主任—馮綺雯小姐
- FurBe Pet Shop 網上商店創辦人陳倩如小姐
- 香港中文大學商學院決策科學與企業經濟學系杜志挺教授
- 美國供應管理協會 (ISM) 珠江三角洲地區總裁陳錦標先生
- 香港零售科技商會創會會長方健僑博士
- 138 網上折扣平台的創辦人及營運幹事馮嘉儀小姐
- 「賞會 Jouis La Vie」創辦人李兆昌先生

- Write4U.hk 網上創作平台的創辦人及總裁嚴啟明先生
- 迷踪羅漢拳四傳弟子、中國註冊理財策劃師協會高級榮譽專家顧問陳卓華先生
- 佛山詠春派葉問宗師第四代弟子（徐上田系）、新生命教育協會平安福音中學教師—譚偉健先生
- 佛山詠春派葉問宗師第四代弟子（徐上田系）、香港樹仁大學工商管理學系兼任講師莫肇忻先生
- Access Kingdom Ltd. CEO —蘇啟民先生
- UMOVIE 創作總監陳學鳴先生（司徒夾帶）

出席主題演講的嘉賓勉勵同學要有勇於創新的精神以及敏捷的行動力，並要具備持之以恆的堅毅態度，以及密切留意市場動態。在面對這瞬息萬變的商業經濟環境中，同學們要努力拓展視野，提升個人競爭力，才能確保在社會急流中逆流而上，脫穎而出。

為期一星期的學術週於10月24日圓滿結束。是次學術週活動得到同學的熱烈迴響，同學把握難得良機，積極與嘉賓交流，共同探討問題，獲益良多。

歷史系舉辦「粵港澳歷史文化及公共政策學術研討會」

近年，粵港澳歷史文化及公共政策的互動課題成為兩岸三地學者討論的熱點，而當連接香港、珠海及澳門的港珠澳大橋工程完成後，將加速粵港澳三地的文化及經貿連繫。另一方面，香港和澳門在回歸前，有各自的制度及文化背景，回歸後與內地的融合，也引起不少爭論。此外，學術界過去舉辦的研討會，或着眼於政治，或側重於經濟，尚未能較宏觀地對三地的社會、經濟、文化、教育等多方面作總體的探討。故此，香港樹仁大學歷史學系與香港公共管治學會於2014年11月7日，舉辦「粵港澳歷史文化及公共政策學術研討會」，邀請了香港及廣東15位學者，分別就粵港澳三地在政治、經濟、社會、歷史文化、語文教育、地理等多方面的發展和互動，發表專題論文；同時也邀請了香港政府官員和立法會議員參與。

參加研討會的學者，除探討粵港澳地區的特色外，也為未來三地的融合問題發表意見。

研討會在香港樹仁大學圖書館綜合大樓舉行，由仁大協理副校長（策略發展）梁鏡威和香港公共管治學會理事長陳財喜博士，致開幕辭。後由仁大歷史學系系主任鮑紹霖教授、香港大學城市規劃及設計系講座教授葉嘉安教授及香港浸會大學歷史系系主任周佳榮教授，分別從歷史和現實、香港管治、陸港關係、政經及地理環境等不同角度，檢視粵港經濟合作模式和粵港文化交流。其他與會者也就不同範疇作專題報告。

與會者普遍認為，是次研討會深入討論了粵港澳三地的互動情況，及其有待解決的問題；較成功地從歷史文化及公共政策的角度，探討三地的政治、經濟、社會和文化政策，以及從宏觀和微觀的角度檢視三地融合帶來的機遇。與會者希望未來有更多同類型的研討會，以增進三地的學術交流。

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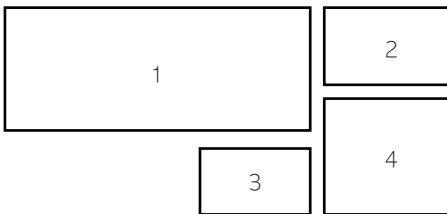
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English Department students present Oscar Wilde's Lady Windermere's Fan 英文系演出王爾德名劇《溫夫人的扇子》



The Year 3 students of English Department had presented an outstanding drama performance on the Open Day, 1st November, of the University. The activity was held by two classes and was performed in two sections respectively. They were performing Oscar Wilde's (1854-1900) famous drama Lady Windermere's Fan.

Lady Windermere's Fan is about a wife, who has discovered that her husband may have a mistress and a series of matters follows. The performance was based on the original script, but part of the script had been rewritten by students. Since the year 3 students were divided into two classes for the course, there were two groups of crew, while each included seven actors and actresses. For other students, they took parts in the backstage by joining the team of assistant directors, sounds and lights, promotion, and so on.

The main actress, Pionka Wong from Group A, believed that the most important message of the performance was that nothing is absolutely black or white. When all people believed that Mrs. Erlynne should be blamed for abandoning her child and behaving in an evil way, she became the savior of her daughter. "As a human being, we cannot judge a woman simply on the surface but have to evaluate more," Pionka Wong said.

Though the two casts had a similar story line, Group B considered that their rewritten script a

comedy, in which being fun was more important than being educational.

Both groups agreed that the climax happened when Mrs. Erlynne took off her evil mask. Rebecca Luk from Group B, who played the role of Mrs. Erlynne, commented that this act showed how a mother cared for her daughter and this would bring a surprise to the audience.

The actors and actresses agreed that the performance was a great chance for them to challenge themselves. The main actor, Ryan Hsieh from Group A, stated that he was always being confident in presentations and conversations, but he wanted to have a breakthrough of himself by being an actor on stage.

Another actor, Liam Cheung, from Group B, also considered his role as a challenge as the character was greatly different from himself. The role he played was a playboy who often flirted with women, including the married Lady Windermere. Indeed, for most of the actors and actresses, they only had limited acting experiences. This became the main difficulties for them to present the characters lively. Liam recalled that in his first practice, he spoke out every single word from the script emotionlessly, which was indeed embarrassing for him.

(cont'd on next page)

1-2 Students of English Department are rehearsing for the drama at Lady Lily Shaw Hall.
英文系同學在邵美珍堂為話劇演出作最後彩排。

3-4 Actors and actresses dress up in the presentation.
演員在演出中盛裝打扮。

(cont'd from previous page)

With the help of Dr. Michelle Chan, the supervisor of the drama and the lecturer of English Department, actors and actresses could soon catch up with the skills on acting their roles. Evangeline Leung from Group B, who acted as one of the friends of Lady Windermere, remarked that Dr. Chan would demonstrate how to act the role in a better way for them. This helped them a lot in terms of relaxing themselves on stage finding senses of fulfillment in acting.

Noticeably, all the actors agreed that they were actually leaving their original images in front of their classmates. Though they have been studied together for three years, they have hardly shown others their different sides. It was interesting to interact with classmates in this way, like they were getting to know each other more. This can explain why throughout the whole activity, they seldom had any arguments but only delightful memories.

Undeniably, the students presented a prominent performance. Being on the stage was different from any rehearsal they had before. Rebecca recalled that the nervousness was heavier than ever before. She tried not to look at any audience directly but to focus on acting. For Evangeline, she thought that audience had great interactions with her. After all, they all miss the days they had together. Since the beginning of October,

they were preparing every bit of the drama. For now, the show is over but their friendship seems to step further and becomes stronger. Congratulations to all of the participants who completed an excellent performance.

香港樹仁大學英文系3年級學生，在每年的開放日都會表演話劇。今年表演的是英國19世紀著名作家兼戲劇家王爾德（Oscar Wilde, 1854—1900）的《溫夫人的扇子》。要演活劇中男女主角之間恣意的調情與挑逗，同學們都說是一大挑戰。

劇中故事講述溫夫人懷疑她丈夫與歐琳太太有染，即使溫夫人強烈反對，她丈夫仍堅持邀請歐琳太太參加她的生日舞會。溫夫人對丈夫明目張膽地勾搭歐琳太太怒火中燒，決意離開丈夫與暗戀她多時的勳爵私奔。歐琳太太無意中看到溫夫人留給丈夫的信件，並得知溫夫人原來是她早年遺棄的女兒，於是尾隨溫夫人前往勳爵的家，試圖說服溫夫人回到丈夫身邊。過程中，歐琳太太犧牲自己的聲譽來挽救溫夫人的婚姻。

參與演出的英文系3年級同學，分成兩個組別，一組在上午演出，另一組負責下午的表演。在劇本上，兩組同學在維持內容主軸不變的同時，各自對原著作出一些改動，以實現各自追求的舞台效果。在上午飾演其中一名女主角的Pionka Wong表示，《溫》劇帶出的最重要信息是世事不是單純地只有黑或白。當人們責罵歐琳太太拋棄自己的親生孩子時，她卻又一直在保護自己的孩子。「我們

不應該單憑表面去判斷一個人的好壞。」

雖說兩組同學演出同一劇目，但下午場的同學較着重喜劇元素，更重視戲劇中的趣味性。不過，兩組同學都認為，故事的高潮是在歐琳太太除下面具的一刻。在下午場飾演歐琳太太的Rebecca Luk認為，這一幕給觀眾帶來一大驚喜。參與演出的同學認為，這次表演是一個很好的機會表現自己和釋放自己。上午場的男主角Ryan Hsieh認為，自己平常在滙報時十分有自信，他希望通過今次演出能找到突破點。

在下午場飾勳爵的男演員Liam Cheung認為，這次演出的最大挑戰是演活一位跟自己性格很不一樣的花花公子。這位花花公子恣意挑逗已婚的溫夫人，更認為溫夫人跟他私奔無傷大雅。

參與演出的同學大部分只有很少的演出經驗，所以在排練過程中經歷了不少困難；但在英文系講師Dr. Michelle Chan的指導下，同學都能掌握一些表演技巧，並很快地投入到角色之中。由彩排到正式表演，同學之間彼此看到大家在個性和態度上的另一面，有着比平日更有趣的互動，彼此之間建立了更密切的關係。

演員們都表示，真正演出時比綵排緊張得多。Rebecca Luk說，在台上她為了專心演出，沒有直接與觀眾對望，只願與同台的演員交流。而Evangeline Leung則表示，因為她的角色有着滑稽的外表，成功令她跟觀眾有不少交流。

不論同學們在台上或台下有着什麼不同的經歷，各人都對擁有今次寶貴的演出經驗和美妙的回憶，表示感恩。



仁大開放日吸引800人參觀

香港樹仁大學今年的開放日在11月1日舉行，吸引了約800人前來參觀及查詢入學資料。

仁大11個學系利用開放日的機會，向來訪者介紹12個榮譽學士學位課程的資料。校方並安排各學系的系主任或教授，親身介紹課程內容。

仁大2015—2016學年學士學位課程報名日期為2015年7月15—28日。申請人必須在香港中學文憑考試中，考取以下成績：

- 英國語文科3級或以上；
- 中國語文科3級或以上；
- 數學科2級或以上；

- 通識教育科2級或以上；及
- 另加一或兩科選修科達3級或以上成績（申請入讀會計學、工商管理學、新聞與傳播或社會工作榮譽學士學位課程者，須持有兩科選修科達3級或以上成績；而其他課程申請者則只須持有1科選修科達3級或以上成績）。

申請人需親身到仁大索取報名表。屆時，申請人將獲發印有遞交申請表日期和時間的籌號。遞交申請後，申請人將獲邀出席面試，作為評選程序的一部分。

學士學位課程每年學費為HK\$60,000，分兩期繳交。



成和道夜校生的學習歲月

張舜堯於1975年進入樹仁修讀工商管理課程，1979年畢業。現任香港樹仁大學校董，長弓集團有限公司 (Longbow Holdings Limited) 主席，中國人民政治協商會議天津市委員。



我雖然已經離開樹仁很長的一段時間，但我一直和母校有着緊密的聯繫，因為我今天的成就，很大功勞歸因於母校。

1975年，我入讀樹仁工商管理學課程。當時樹仁還是以「樹仁書院」的名稱辦學，1976才更名「樹仁學院」，2006年12月正名為「香港樹仁大學」。當年校舍設在跑馬地成和道一幢3層高的洋房裏，分日校和夜校兩班制。白天上學的學生大多數是剛剛預科畢業的莘莘學子；而上夜校的，基本都是白天要全職工作，但依然不忘學習的一群在職人士。基於是私人開辦的專上學院，缺少政府資助，樹仁初期的發展頗為艱難。但為了給學生提供最優質的教育，不讓每一位擁抱讀書夢的學生失望，胡鴻烈校監和鍾期榮校長動用了自己的人際網絡，向學術界和各行各業的精英尋求協助，邀請他們到樹仁授課。所謂得道多助，當時很多知名學者和行業翹楚，都響應他們的號召。

我預科時把心思放在談戀愛上，結果使成績一向不錯的我在公開考試中失手。為了圓自己的大學夢，來到樹仁參加入學考試。當時我自信中文和英文這兩份試卷可順利過關，但在英文中學畢業的我看到要用中文回答的數學卷時，腦袋一片空白，那些自己之前從來沒有見過的數學中文名詞，正弦、餘弦……令我腦筋發麻，無奈之下，唯有硬着頭皮交白卷，心想這次的考試一定考砸了。

正當以為自己求學無門時，竟然收到鍾期榮校長親自打來的電話。原來，鍾校長為了給予每一個有心求學的學生繼續讀書的機會，不嫌辛苦，親自翻閱每一份入學申請表，恐防錯過任何一個有心人。當鍾校長了解到我的情況後，破格收我為「試讀生」。鍾校長電話裏的聲音和話，我至今也難以忘記。為了不讓校長失望，我努力學習，一年級和二年級的平均積點分別高達3.6和滿分的4.0，四年級畢業時的平均積點也達3.6。

我在學的年代，樹仁有突擊測驗這回事。一天晚上，我因探望在醫院待產的太太而遲到，怎料走進課室後剛坐下來，老師便說要進行突擊測驗。作為一群白天要工作的學生，我們根本擠不出多餘的時間在課餘的時候經常複習功課，往往臨考試前才挑燈夜讀，準備考試。所以對夜校生來說，突擊測驗是比較難有好成績的。當時我有點不高興，反正功課未複習好，又一直惦記着在醫院的太太，所以決定在卷上只寫上姓名就交卷離開。心想：大不了靠考試成績追回失去的分數吧！不料其他同學看到我的舉動，也紛紛跟着交卷。此事很快就傳到了鍾校長的那裏，她對於學生這樣集體的行為感到不解，以為是我帶頭搞事，於是把我和數名同學叫到辦公室去「詢問」。

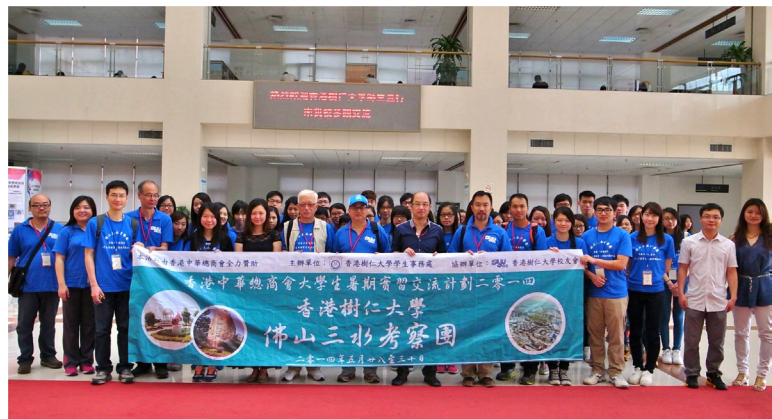
基於大家心虛，都不敢多作辯解，而我則大膽地對校長說了幾句肺腑之言：「校長，我們夜校的同學都是自己賺錢來交學費讀書的。我們不需要老師用突擊測驗來迫我們讀書。如果我們的時間可以，我們是會主動溫習功課的。」校長聽到這裏，明白之餘不免感到心疼，也十分體諒眼前這群十分珍惜每一個學習機會的學生。之後，校長積極與老師和同學溝通，多方面幫助夜校同學在學習和工作之間取得適當的平衡。

那時候，身為大律師的胡校監，業務繁忙，雖然還有很多社會公職，但仍不忘到處奔走為樹仁爭取資源。而鍾校長則經常巡視課堂，日夜無間。有一種說法，指當年每間課室房門上透明玻璃窗的高度，是為方便校長巡視而專門設置的。

樹仁校風一直是樸實、勤奮，實而不華，這是學生傳承了校監和校長以身作則，勤奮工作的做人態度。當時同學們都深知，能獲得繼續升學的機會，十分難能可貴，故大家都非常珍惜擁有的一切。

由於在跑馬地成和道校舍空間比較有限，夜校同學除上課時間外，在學校裏都沒有太多機會一起活動或聊天，因此為了培養友誼和放鬆一下，我們晚上下課後經常會三五成群地吃宵夜或喝啤酒；而每到考試臨近，同學們也會一起複習課業。

編者按：本文由張舜堯口述，社工學系2年級學生吳曉怡筆錄，發表前經張舜堯審閱。



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讓交流開拓視野 · 汲經驗啟迪思維

社會的發展與人的成長一樣，必須有宏觀的視野，亦要有自省的心。香港多年來都走在國際社會的前緣，全球競爭力、經濟自由度、法治等，都位居前列。而近年，內地省市經濟高速發展，競爭力提升，當中有不少成功經驗值得我們去探討，從而反思香港應如何保持發展優勢。

校友會於2014年5月協助母校籌辦佛山三水交流團，讓同學和校友有機會與國內大型生產企業，就內地投資和營商環境作分享和交流，有助更立體地了解國家經貿發展的形勢，也讓同學有機會與國內大學生和學長交流分享，從不同角度了解國家的情況。

三水因位處廣東的北江、西江和綏江匯流的地方而得名。更因當地政府致力綠化、保護天然環境，贏得「中國飲料之都」、「中國首個富裕型長壽之鄉」等美譽。

行程從整體認識三水出發，首先到三水新城規劃展覽館了解三水最新的發展，之後到被評為國家A級旅遊境區的三水森林公園參觀，除認識當地環境保育工作，也參觀了身長達108米，以一整塊巨石雕刻而成的中國第一大臥佛。

翌日一行人參觀了「金水鄉工業園」和「三水工廠園」內四間生產企業，百威英博（佛山）啤酒有限公司、廣東紅牛維他命飲料有限公司、廣東佳明機器廠有限公司和廣東愛康太陽能科技有限公司。四家公司的背景各異，有外資、港資、合資和民營企業。同學在參觀時可以了解到不同文化背景，在管理上的差異；但同樣都注重科技的應用、標準化的生產流程、環境保護、工業安全等重要元素。

交錯的小巷，展現了前人建築的智慧，把防火、防洪、防風、排水、防匪等功能融入建築佈局之中。而在文塔公園賞日落，就給一天的繁忙行程稍事歇息，古樸雅淡的文塔襯上小湖泊和拱橋，構成了一幅如詩如畫的日落美景。

最後一天拜訪了廣東財經大學三水校區。作為一所財經大學，校內闢出一個創業園區，同學可以在區內開店售賣物品，掌握實戰經驗。但要開店也不容易，須遞交計劃書，經校內教授和校外知名企業家組成的評審委員會通過，才可入內開業。此外，校方也非常注重培育學生的文化藝術素養，特設藝術展覽場地，展示同學的藝術作品。作為壓軸活動，同學與財大的學生進行了兩小時的小組討論，交流彼此就兩地教育、民生、生活等課題的觀點和意見。

短短三日兩夜的行程也許不足以讓同學透徹認識內地城市的發展經驗，但也為大家開啟了探索和反思的大門。香港真正的實力，不在於中央政府給予香港哪些優惠或支持，而是作為未來的社會棟樑，香港的青年人能有更廣闊的視野和遠大的目光，認識香港的優勢與不足，取長補短，為建設香港盡一分力。

在參觀企業期間也去拜訪了兩個古蹟和名勝：大旗頭古村和文塔公園。大旗頭古村是現今保存得較完整的一條清代古村，縱橫

1 交流團參觀廣東愛康太陽能科技有限公司。

2-3 交流團參訪廣東財經大學三水校區。