Introduction to Hang Seng Management College (HSMC)

Originated and founded in 1980, the Hang Seng School of Commerce was restructured and renamed in 2010 as Hang Seng Management College (HSMC), a non-profit private university-level institution in Hong Kong. Adopting the unique “Liberal + Professional” education model, the quality of its undergraduate experience is characterized by small class teaching, close student-teacher interactions, guidance for individual students outside classrooms. The College aims to nurture young talents with independent thinking, innovative minds, human care, ethical values and social responsibilities.

HSMC has been embarking on a long-term development plan with the goal of becoming a leading private university in the near future. With the concerted efforts by the College community and the professional advice from the building team, we have expanded our award-winning green campus which offers state-of-the-art learning, teaching, research and residential facilities to meet the needs and demands of quality tertiary education in the 21st century.

HSMC International Sustainability Week from 19th to 23rd July, 2015

HSMC achieved the Platinum Rating of BEAM Plus certification for its S H Ho Academic Building and the similar Provisional Platinum Rating for its Jockey Club Student Residential Hall. HSMC is the first among higher education institutions in Hong Kong in achieving these honours and in being recognized for its commitment to apply environmental measures in academic buildings, student residential halls and facilities. These achievements broke the tradition that only commercial and government organizations are able to claim the award and become the role model for new university campus design.

For celebrating its accomplishment for 35 years, HSMC will proudly hold the International Sustainability Week from 19th to 23rd July, which includes the Symposium on Sustainability and Bamboo on 19th July and followed with an Open Day and Campus Tour on 20th July, the 1st Forum on Sustainable Development in Higher Education on 21st July, the 20th APDSI Conference on 21st to 23rd July, and the 2nd International Conference on Supply Chain Management for Sustainability on 22nd July, 2015.

Philosophy of Sustainable Development (SD) in Higher Education (HE)

According to the definition of Brundtland Commission (1992) of the United Nations, “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” The basic element of sustainability is the economic aspect to support the business in short term. For business survival and expansion, issues relating to the customers, suppliers, organizations, and the community must be considered in strategic planning, strategy implementation, performance measurement and
process review. Environmental considerations in the core and supporting processes may also definitely contribute to sustainable business.

Besides, the study of Louw (2013, p. 56) mentioned that UNESCO called for educational sustainable development in the coming 10 years with the four main goals identified in relation to education, that is, rethinking and revising education from nursery school to university to include a clear focus of current and future societies on the development of knowledge, skills, perspectives and values related to sustainability. In order to fulfill the needs of UNESCO and increase the employability of learners, this forum focuses on exploring ways to increase the awareness of the followings put forward by UNESCO:

- Respect for others, including those of present and future generations;
- For differences and diversity;
- For the environment, and
- For the resources of the planet we inhabit.

The ultimate aim of the forum is to align with the OECD Action Plan for Youth mentioned in the 3rd UNESCO-APEID Meeting on Entrepreneurship Education that making the education system more relevant in preparing young people for the world of work through developing awareness of educators, policy-makers and industry practitioners about the importance of sustainability development in higher education and the linkage between sustainability development and supply chain management in the operations of key industries in the Asia Pacific Region in the hope that educators can develop more relevant programmes and modules to learners with higher order skills, e.g. problem-solving and solution-seeking skills for global employability.

Recent Developments in UNESCO-APEID

In the 17th International Conference on Teaching and Learning organized by UNESCO-APEID, Bajunid (2014) mentioned that any radical turning points in professional policy shifts required mid-set changes in teachers regarding their beliefs, assumptions, out the box thinking, time management, creativity, edupreneurship and wethanschaung. “The emerging of basic literacies and new literacies demand continuous learning by teacher as perennial leaner.” Bajunid (2014) also quoted the code of practice for quality assurance in public universities in Malaysia developed by the QA Department of the Malaysian Ministry of Higher Education (2008) that the key foci of programme quality were: conceptual framework, knowledge, skills, content knowledge, pedagogical content knowledge, pedagogical and professional knowledge and skills, professional disposition and assumption system with evaluation, field experience and clinical practice, diversity, faculty qualifications, performance and development, unit governance and resources (p.6) Moreover, he highlighted that all programmes objectives should align with the following learning outcomes:

- Knowledge;
- Practical Skills;
- Social Skills and Responsibilities;
- Communication, Leadership and Team Skills;
Yeung (2014) echoed the ideas of Bajunid (2014) that the following four characteristics were desirable for a social responsible teacher in the future teaching under the digital age. Teachers need to develop techniques to cater a diversified group of students through traditional and non-traditional classroom setting, for example, blending learning and virtual learning environment to motivate students as co-producers for meaningful and relevant curriculum. The four characteristics are:

1) Knowledge and Intellectual Skills –
   Multi-disciplinary knowledge and multi-thinking with a mindset of change

2) Processes –
   Value creation and waste reduction via curriculum review and revision

3) Autonomy, Accountability and Application-
   Acceptance of professional responsibility with people respect and continual improvement

4) IT, Numeracy and Communication-
   Using technology and information with environmental concerns in teaching and curriculum design

In the 17th conference of UNESCO in Teaching and Learning, though educators realized that the future teaching mindset and pedagogy needed to be changed to match the needs of the community, the issues were the implementation of appropriate institutionalized policy to increase the relevancy of continual professional development of scholars, teachers, industry practitioners to understand the linkage between sustainability development and supply chain management in various kinds of industries. As a result, UNESCO Bangkok acted as a co-organiser to support the 1st Forum on Sustainable Development in Higher Education organized by Hang Seng Management College, Hong Kong to cover, but not limit, the following areas:

- Sustainable Development in Responsible Management;
- Sustainable Development in Programmes/ Modules Design/ Character Building;
- Sustainable Development in Environments, including operating environment.
Objectives of the Forum:

- Launch the Sustainable Development in Higher Education network (SD in HE – Net)
- Share the current approaches, projects and good practices in higher education institutions and industries of sustainability education.
- Identify potential areas of joint activities.
- Discuss 2nd forum on Sustainability Development in Higher Education (SD in HE) and other follow-up activities for 2016.

Participants (By invitation)

Policy makers, educators, and professionals are expected to attend the forum.

Details of the 1st Forum on Sustainable Development in Higher Education will be as follows:-
Organizer: HSMC (Hang Seng Management College)
Co-organizer: UNESCO-APEID
(United Nations Educational, Scientific and Cultural Organization - Asia Pacific Programme of Educational Innovation for Development)

Brief Programme Rundown
Apart from Keynote Speeches on the topic of Sustainable Development in Higher Education, there will be three Panel Discussions (45 mins each) followed by Q & A sessions (15 mins) on responsible management, programme/ module design, learning environment design. Experts from government sectors, professional associations, and other institutions are invited for sharing knowledge and experience with respect to sustainable development in higher education.

Forum Convener:
Dr. Shirley Mo-ching Yeung
Assistant Professor
Supply Chain and Information Management Department
School of Decision Sciences
Director, Centre for Corporate Sustainability and Innovations
Hang Seng Management College

Forum Secretariat
Organizing Committee of the Symposium on Sustainability and Bamboo
8/F Block D, Hang Shin Link, Siu Lei Yuen, Shatin, Hang Seng Management College
Contact: Ms. Rainbow Chan  Tel: 852- 3963 5530  Fax: 852-3963 5332
Email: rainbowchan@hsmc.edu.hk  hackmanlee@hsmc.edu.hk
Website: www.hsmc.edu.hk