



Thinking
Critically and Logically
批判及邏輯性思考

p. 3

The herd can lead you
right over the cliff...
盲目跟風隨時會讓你墮崖...

p. 5

Opening of the
School of Medicine
新特蘭大學醫學院正式開幕

p. 8

Hong Kong Graduation 2019
香港畢業概況2019

p. 10

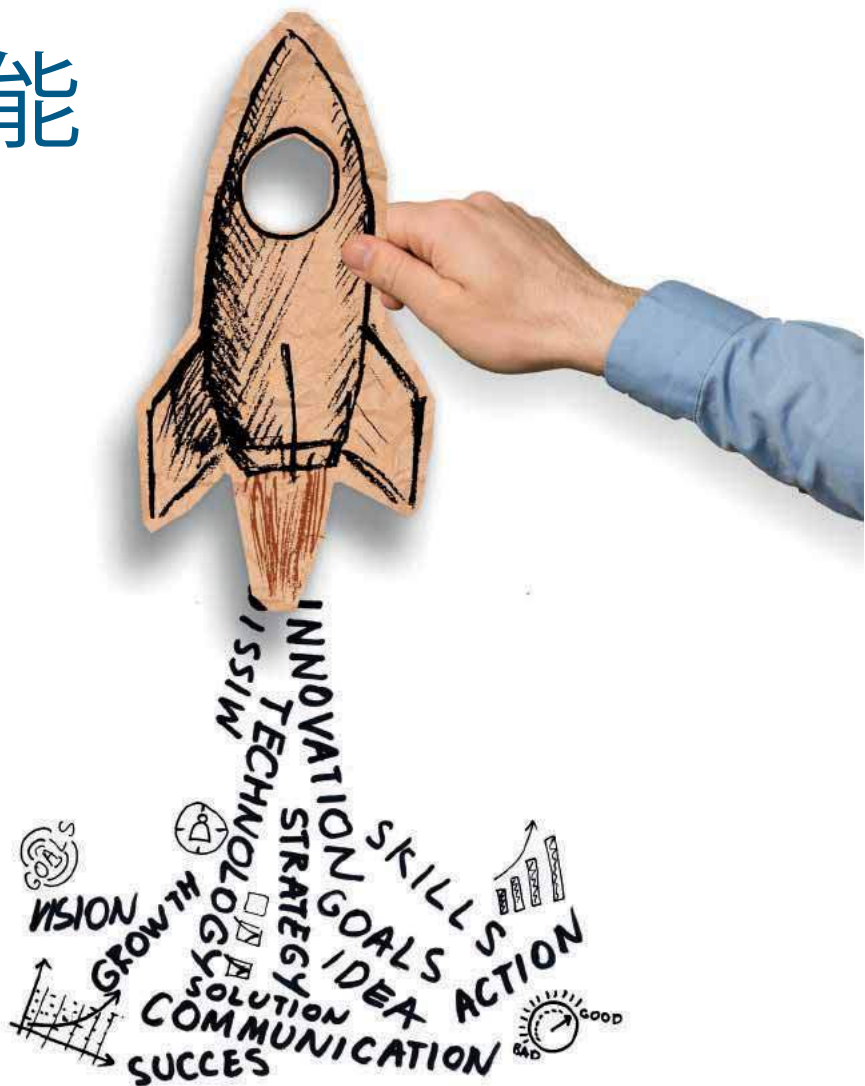
Skills That Live Forever 畢生受用的技能

Four years after my graduation, I still have a vivid picture of how my lecturers impressed me throughout my Sunderland HK school life. There were many core values and professional skills which I have learnt from my bachelor's degree, and they have been absolutely useful for my current career as a Financial Planning Unit Manager.

'First Impressions' are tremendously important in the hospitality field as we have to be cheerful, courteous, passionate and responsible to our customers. No matter where we work: Front Desk, Food and Beverage or Housekeeping, we have to wear our uniforms neatly and tidily and provide premium services to our guests. We are representing our brand and the brand image and reputation comes from all of us. Although I work in the wealth management field right now, I still need to bear this core value in mind as I usually encounter many new clients for their financial planning every day, and I have to perform with professionalism, trustworthiness, confidence and sincerity towards them. I am representing my company and myself as well as building up my 'Word of Mouth'. This is the reason why I still wear a full suit for work even during the hot summer days.

畢業四年後，新特蘭大學香港分校的講師在我腦海中仍留下生動而深刻的印象，至今仍記憶猶新。我從學士課程學到許多核心價值觀和專業技能，這一切對我目前的職業生涯——財務規劃部門經理，也絕對實用。

「第一印象」在酒店業中非常重要，因為我們必須開朗、熱情、有禮貌及有責任地看待顧客。不論工作崗位是前台、餐飲或客房服務，我們都必須穿上整齊的制服，並為客人提供優質的服務。正因為我們代表著公司的品牌，直接影響公司的品牌形象及聲譽，儘管我現在從事財富管理的工作，但我仍牢記這一切的核心價值，因為我每天都會遇到許多有財務計劃需求的新客戶，而我必須以專業、誠信、自信和誠懇的態度對待他們，因為這是代表公司和我個人，並為自己建立「口碑」。這就是即使在炎熱的夏天我仍會穿着全套西裝的原因。



‘Adaptability and Flexibility’ are always of the second significance in the field. Whenever we meet with visitors, we will receive various enquiries, requests and complaints. We have to be adaptable and flexible in dealing with ever-changing circumstances. Additionally, we have to be resourceful and diplomatic in giving out effective and efficient solutions, and confront guests with a polite and comfortable tone. In the financial field, when I meet up with new and existing clients, I have to listen to their requirements and solve their difficulties with a genuine attitude in my cozy office. Remember, our reactions, responses and our atmosphere will influence our guests considerably. Ensuring their satisfaction and delivering perfection is our responsibility.

‘Leadership and Delegation’ are also other crucial elements. When I was a student and studying the topic of leadership, I had always thought it was way too early to learn because it would be a long time before I became a manager. However, I was promoted to Unit Manager with a group of co-workers a year ago. I profoundly feel the indispensability of leadership, and empowering my subordinates makes all our businesses smoother and more successful.

Last but not least, professional skills, which we have learnt from the University of Sunderland in Hong Kong, are ever-lasting. Even though we receive sundry job opportunities in our career paths, and work in different industry insights, these professional skills will gradually become habits, then our strengths. They will be useful for our entire lives. So enjoy the interesting school life in the University of Sunderland in Hong Kong and prepare well for the challenges ahead! 🌟



「適應性和靈活性」始終是第二個重點。每當與客人見面時，我們都會收到各種詢問、要求和投訴。在應對不斷變化的情況時，我們必須具有適應性和靈活性。此外，我們必須足智多謀及運用圓滑的交際手腕，提供有效的解決方案，並以禮貌和舒適的語調對待客人。在金融領域中，當我與新客户和現用客戶見面時，我必須在舒適的辦公室中，以真誠的態度傾聽他們的要求，並為他們解決困難。要緊記我們的反應、回應和氣氛會為客人帶來極大的影響。要確保他們滿意及呈現完美的服務，都是我們的責任。

「領導力和授權」也是關鍵要素。當我

仍是學生，要研究領導力的議題時，還認為是言之過早，因為要晉升為經理需要一段時間。但是，一年前，我與部分同事一起晉升為部門經理。我深刻地明白到領導力和賦予下屬權力都是極之重要，能驅使所有業務更加順暢和成功。

最後，我們從新特蘭大學香港分校學到的專業技能是永久的。即使我們在職業生涯中將獲得各種各樣的工作機會，並持有不同行業見解，但這些專業技能將逐漸成為習慣，並轉化成為我們的優勢，讓我們終生受用。因此，請好好享受新特蘭大學香港分校的校園生活，為未來的挑戰做好充足準備! 🌟



Author's Profile 作者簡介

Mr. Tang Kwok Hei, Man

is a University of Sunderland in Hong Kong graduate from BSc (Hons) International Tourism and Hospitality Management in 2015. He was a Guest Relations Officer in Morgan Stanley and is currently a Financial Planning Unit Manager at Manulife.

鄧國緯先生

於2015年畢業於新特蘭大學香港分校，並獲得國際旅遊與酒店管理理學學士學位。他曾擔任 Morgan Stanley 客戶關係主任，目前擔任宏利金融的財務規劃部經理。

Thinking critically and logically as a student will generate benefits in many areas of life. In general, students who develop logic and critical thinking skills are more able to achieve better results, become less dependent on lectures, and become more evaluative and creative individuals. Thus, it is essential to have a better understanding of basic logic and the process of critical thinking.

以學生的角度進行批判及邏輯性思考，可在生活不同領域中獲益。一般而言，能掌握批判及邏輯性思考的學生，往往更能獲得優秀的成績，他們相對上不會太依賴課堂教學，並能加以自我評估及更具創造力。因此，擁有基本邏輯和批判性思考是十分重要的。



Thinking Critically and Logically

批判及邏輯性思考

A definition of critical thinking is the disposition to think clearly and accurately in order to be fair (Paul, R., & Elder, L., 2012). Critical thinking is the ability to think clearly and rationally about what is right, what is wrong, what to do, or what to believe. It includes the ability to engage in reflective and independent thinking. Someone with critical thinking skills is capable of understanding the logical connections between ideas.

Logic refers to the analysis of the meaning of the concepts common to all the sciences, and establishes the general principles governing the concepts. (A. Tarski, 1901-1983). To discover truths is the task of all sciences, not of assertion or thought (G. Frege (1848-1925). Logic is a

scientific process to evaluate reasoning and arguments. Critical thinking is the practice of evaluation which uses logic to separate truth from falsehood, and reasonable from unreasonable beliefs.

Therefore, it is important to evaluate claims, ideas, and arguments by using critical thinking in life.

The fundamental skill of effective thinking is to ask questions before reaching conclusions, i.e.:

- ✓ If this is true, what else must be true?
- ✓ If this is true, what else is probably true?
- ✓ If this is not true, what else can't be true?

批判性思考的定義是清晰、準確地思考部署，以達至公平 (Paul, R., & Elder, L., 2012)。批判性思考是清晰理性地分析對與錯，該做甚麼，或該相信甚麼的能力，同時包含反思和獨立思考的能力。具有批判性思考能力的人能理解不同概念之間的邏輯關聯。

邏輯是指對所有科學共同概念的含義進行分析，並建立管理這些概念的通用原則 (A. Tarski, 1901-1983)。發現真理是所有科學的任務，而非主張或思想 (G. Frege, 1848-1925)。邏輯是推理和論證的科學過程。批判性思考則是運用邏輯推理，以分辨真理與虛假、合理與不合理。

因此，在生活中使用批判性思考來評估主張、概念和論點都十分重要。

有效思維的基本技能是在得出結論之前先提出問題，即：

- ✓ 如果這是真的，還有甚麼一定是真實的？
- ✓ 如果這是真的，還有甚麼可能是真實的？
- ✓ 如果這不是真的，還有甚麼一定不是真實的？

These are all inferences that are connections between a given statement (the premise) and other statements (the conclusion). Inferences are the basic building blocks of logical reasoning, and there are strict rules governing what counts as a valid inference and what doesn't – it is just like mathematics but applies to statements rather than numbers.

Which of the following statements are valid, and which are invalid?

Affirming the Premise

If A is true, then B is true.
A is true; therefore, B is true.

Example:

If it is a Lucky, then it is a dog.
It is Lucky. Therefore, it is a dog.

Affirming the Consequent

If A is true, then B is true.
B is true; therefore, A is true.

Example:

If it is Lucky, then it is a dog.
It is a dog. Therefore, it must be Lucky.

Denying the Premise

If A is true, then B is true.
A is NOT true; therefore, B is NOT true.

Example:

If it is a Lucky, then it is a dog.
It is not a Lucky. Therefore, it is not a dog.

Denying the Consequent

If A is true, then B is true.
B is NOT true; therefore, A is NOT true.

Example:

If it is a Lucky, then it is a dog.
It is not a dog. Therefore, it cannot be a Lucky.

這些都是推論，是陳述（前提）和其他陳述（結論）之間的聯繫。推理是邏輯推理的基本組成部分，並且以嚴格的規則控制甚麼才算是有效的推理，甚麼才是有效的推理——如同數學，但僅適用於陳述而非數字。

以下哪些語句有效，哪些無效？

確認前提 如果 A 是真的，則 B 也是真的。

因為 A 是真的，所以 B 也是真的。

例子： 如果是 Lucky，那麼就是一隻狗。
因為是 Lucky，所以就是一隻狗。

確認結果 如果 A 是真，則 B 也是真。

因為 B 是真的，所以 A 也是真的。

例子： 如果是 Lucky，那麼就是一隻狗。
因為是一隻狗，所以就是 Lucky。

否認前提 如果 A 是真，則 B 也是真。

如果 A 不是真的，則 B 也不是真的。

例子： 如果是 Lucky，那麼就是一隻狗。
因為不是 Lucky，所以就不是一隻狗。

否認結果 如果 A 是真，則 B 也是真。

如果 B 不是真的，則 A 也不是真的。

例子： 如果是 Lucky，那麼就是一隻狗。
因為不是一隻狗，所以就不是 Lucky。

Use your critical thinking and logic to think about: Which one is true? Any reasons?

If you want to figure it out, try to use your critical thinking to think clearly and rationally about what is right and, what is wrong. Use logic to separate truth from falsehood, and reasonable from unreasonable beliefs. Then, you should figure out the above – Good Luck. 🍀

The answer is at the bottom...



Author's Profile 作者簡介

Dr. Margaret CHUI Siu Miu

holds a Doctoral degree in Business Administration focusing on Ethical Marketing, three Master's degrees majoring in Event & Festival Management, Training and Human Resources Management, and Marketing, and a Postgraduate Diploma in Education with University of Hong Kong. Prior to becoming an educator, she processed substantial work experience in the education industry, retail industry, and the property industry.



如果你想獲得更加深入地了解，請嘗試運用批判性思考，清晰、理性地思考甚麼是正確的，甚麼是錯誤的。用邏輯區分真理與虛假，以及合理與不合理。之後，你應該會對以上內容有更深入的了解 — 祝你好運! 🍀

答案在頁底...

References

- Tarski, A. (1901-1983), Introduction to logic and to the methodology of deductive sciences, Dover, pp 11.
- Frege, G. (1848-1925), "The Thought: A logical inquiry" in mind, Vol. 65
- Paul, R., & Elder, L. (2012), Critical thinking tools for taking charge of your learning and your life, Boston, Pearson.

崔少妙博士

持有工商管理博士學位，專注於道德行銷研究；並獲頒活動與項目管理、培訓與人力資源管理、市場營銷等三個碩士學位，以及香港大學的教育學研究生文憑。在成為教育家之前，她於教育、零售和物業等均積累了豐富的行業經驗。

Answer Key:

- Affirming the Premise (Valid); Affirming the Consequent (Invalid);
- Denying the Premise (Invalid); Denying the Consequent (Valid)

答案：

- 確認前提（有效）；確認結果（無效）
- 否認前提（無效）；否認結果（有效）

The herd can lead you right over the cliff...

盲目跟風隨時會讓你墮崖...

Behavioural finance examines how psychology influences financial decisions. Unfortunately, the evidence suggests that our psychology strongly influences these choices.

Have you ever found yourself in a situation where you felt you stuck out like a sore thumb? You may have experienced a great desire to conform in order to fit in with those around you. Pressure to conform comes from the unarticulated rules in our social surroundings, which have a powerful influence on our behaviour.

Some of our rules are written down in law or on signs, such as "No Parking" or the speed limit. But many have evolved over time, are unwritten and govern much of our behaviour, such as taking turns when speaking or queuing while waiting.

Without the need to conform, we could face social chaos. It is an innate function in humans, so that we can live in tribes, co-operate and share the gains from our endeavours.

行為金融學主要研究投資者如何被心理影響投資決定。數據顯示，人的心理的確對於我們在投資市場上所做的決定有舉足輕重的影響。

您有否曾經認為自己跟身邊人格格不入？您曾否試過跟隨別人喜好而喜歡同一種東西，或者做同一樣的事？基於社會或朋輩壓力而跟從某種不成文的規範，正正屬於「從眾行為」。

社會上有不少既定的規矩，例如「不准停車」或顯示車速限制的交通標誌等。同時，隨着時代演變，社會上亦有很多普遍被潛移默化的行為規範，例如交談時不應打岔，或者輪候時必須排隊等等。

如果沒有從眾行為，社會有可能陷入一片混亂。我們依着本能的群體心態，同心合作，共同為社會出一分力，一起收穫可觀的成果。



Author's Profile 作者簡介

Ms. Jennifer Bovard

Jennifer Bovard is a registered organisational psychologist, specialising in recruitment and training. She is a part time academic at University of Sunderland in Hong Kong and a consultant in corporate training.

Jennifer Bovard女士

是一位專門研究人才招聘及培訓的註冊組織心理學家，亦是英國新特蘭大學香港分校的兼職講師及企業培訓顧問。



While research suggests powerful pressure to conform in people, conformity does not occur to the same degree in all situations. Age, the cohesiveness that binds a group, our admiration for those we copy and even the size of a group, all influence how much one complies, along with individual differences.

Conformity seems to be driven by two powerful motives. First is the desire to have people approve of us. Second is the desire to be right by having an accurate understanding of the social world.

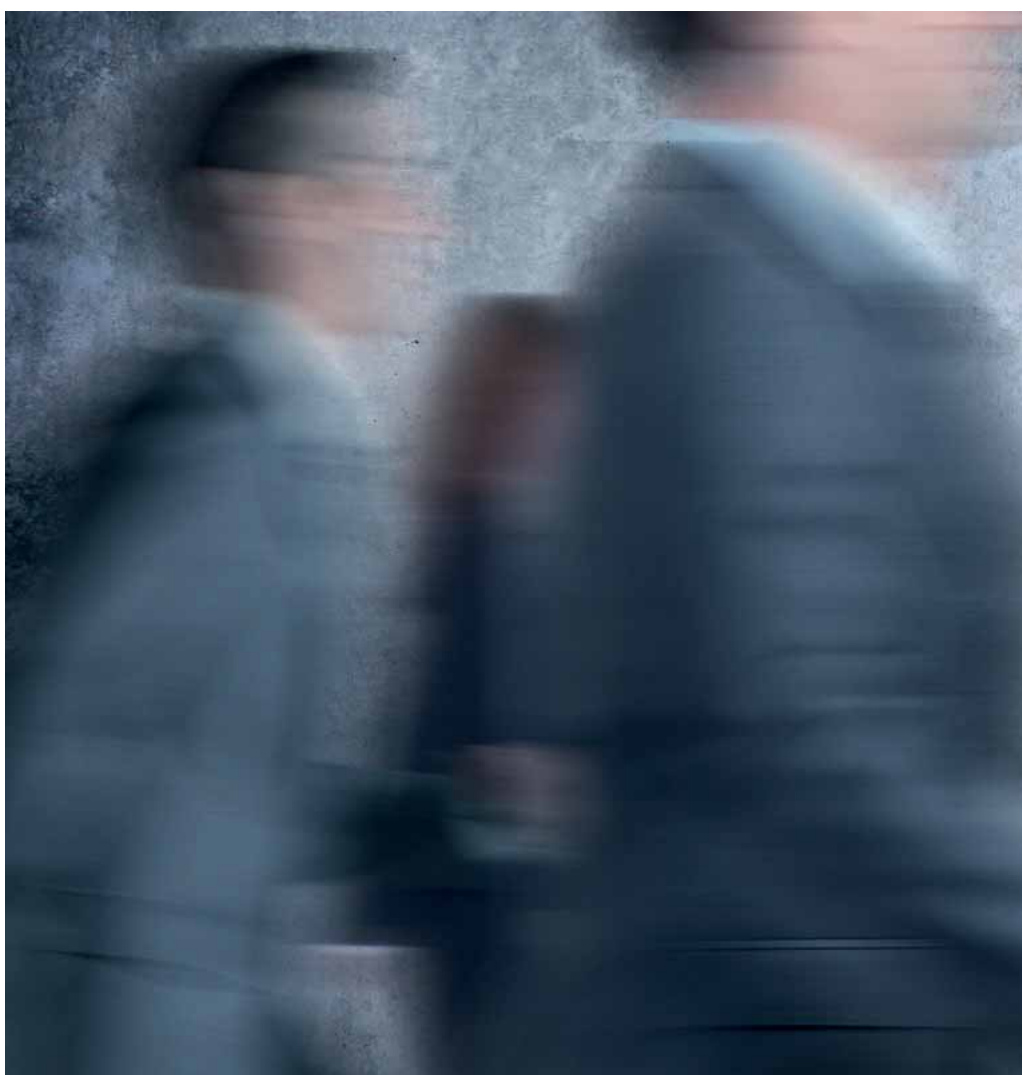
How influential is conformity when we are uncertain about what is correct and what is incorrect? Conformity can have a powerful and disturbing social influence on our perceptions, behaviour and decisions.

Some classic studies on conformity were carried out by Solomon Asch beginning in 1951. Participants believed they were in an experiment on perception. Imagine yourself sitting down with a group of eight people. Unknown to you, they are all confederates in the experiment. You are shown one card with a single black vertical line and another card with three black vertical lines. Only one of these three lines is remotely similar in length to the single line on the first card.

Each person is asked to identify which of the three lines on the second card matches the single line on the first. To your astonishment, the participants, one by one, give the wrong response to such a simple task. Do you conform and give the wrong answer, or do you stand your ground?

To his surprise, Asch found that three-quarters of those tested conformed to the wrong answer.

Investor conformity can be like animal herding. Sheep, for example, stick together for protection, and while at one moment the flock may be resting quietly, the slightest trigger can set them off into a panicked stampede.



Flocks of sheep have been known to jump off cliffs.

When it comes to investing, some people take a do-it-yourself approach, accessing the plethora of information and advice available. People who cannot use scientific methodologies in their decisions may fall back on intuition and instinct.

What is possible in such scenarios is that herding drives some investors to buy on instinct rather than analysis, and bubbles can be created. Then investing can become a social event of discussions with friends, checking portfolios or watching CNBC or Bloomberg every day, hoping the price will go up any minute.

There is a suggestion that even investment experts may occasionally exhibit herding behaviour. John Graham at

Duke University developed an empirically supported theory, which he tested out on investment newsletter analysts.

The research suggests that if an analyst has a “high reputation” or “low ability”, or if there is strong public information that is inconsistent with the analyst’s private information, he or she is likely to herd. This is not to imply that all bulletin analysts show conformity, however.

Sage investors base their decisions on sound advice and careful analysis. Being aware of biases that may influence our decision-making should help us to minimise them. 🌟



研究顯示,雖然人類是因為受到社會強大的壓力而作出從眾行為,每個人跟隨群體規範的程度皆不盡相同。人的年齡、所屬群體的凝聚力、所仰慕或視為學習對象的人,甚至群體的大小,均有可能根據個人異同而影響服從的程度。

從眾的主因有二:渴望得到別人認同,或者想要突顯自己熟悉社會規範,而作出被普遍視為正確的行為。

當我們不肯定某事的對錯時,從眾心理的影響可以有多大?誠然,這種心態對於我們的想法、行為及決定有着深遠,甚或負面的影響。

1951年,美國著名心理學家Solomon Asch進行了一個有關從眾現象的經典實驗。當時,所有參加者均以為這是一個關於人類想法的研究。實驗過程中,一名參加者與七名偽裝成參加者的研究員共處一室。他們被展示兩張卡:第一張卡上有一條黑色直線;另一張卡上有三條長短各異的黑色直線,而當中只有一條跟第一張卡的黑線長度

稍微接近。

每位參加者逐一被問到:第二張卡上哪一條線跟第一張卡上的黑線長度相同?令人驚訝的是,所有參加者都得出錯誤的答案。在上述情況下,你會選擇「跟大隊」抑或堅持你認為正確的答案?

結果顯示,四分之三的參加者最終選擇盲從,給了錯的答案。

投資者盲目跟風,就像動物聯群結隊一樣。例如,羊着喜歡集體活動,以策安全。無風無浪時,羊群靜靜地休憩、吃草;一旦有任何風吹草動,羊群就會如驚弓之鳥般倉皇逃跑,甚至墮下萬丈懸崖。

有些人會在作出投資決定前,先深入研究產品的各種資料及專家意見;亦有人不會善用科技資訊,全憑直覺。

這時候,羊群心理很可能驅使部份投資者在倚靠直覺、全無分析的情況下盲目跟風,導致市場上出現投資泡沫。因此,討論投資心

得或研究各種投資組合變成了跟朋友們茶餘飯後的話題;追看美國CNBC消費商業電視頻道或緊盯着彭博(Bloomberg)金融數據,期盼自己買入的產品價格上升,亦成為了每天必做之事。

另外,有人認為投資專家亦有可能間歇性展示羊群心理,美國杜克大學John Graham教授提出了一套由研究投資時事分析師表現所得出的實證支持理論。

此研究表示,若果一名投資分析師被視為可信度高,預測能力低,又或者分析師所得到的小道消息與公眾已知的大相逕庭,便可能發表大眾普遍認為是對的消息,但這並不代表所有分析師都會這樣做。

有智慧的投資者應當根據可靠消息,經過細心謹慎分析後,作出不偏頗的投資決定,將一時衝動做錯決定的投資風險減到最低。🔥

Opening of the School of Medicine

新特蘭大學醫學院正式開幕



The University of Sunderland's home-city campus welcomed its first medical students as the doors opened on its new School of Medicine this autumn. The School saw 51 students arrive in September as they started their journey to become a qualified doctor.

With state-of-the-art facilities already in place and dedicated partnerships with the UK's NHS trusts, the opening allows the University to now offer 360° health-care via its graduating students.

The University will now offer a full cycle of health programmes from paramedic training and nursing to pharmacy and, now, medicine. In total, 2019/20 will see more than 2,000 health professionals of the future going through the University's doors.

As well as providing the opportunity to study medicine to students with the required talent and capability, the school will be well-placed to address the

region's chronic shortage of doctors.

Medical student Francesca Cockell, 18, of Gateshead, England, became one of the first 51 students embarking on the life-changing journey to qualifying as a doctor.



Francesca Cockell

Francesca said 'I received a few offers from different universities but I'd been to an open day at Sunderland and I was so impressed; they made me feel like a person, not just a number.'

'I like the fact that this is a university willing to accommodate medical students from all backgrounds, that the door wouldn't be shut on you just because you come from a working class environment.'

Sir David Bell, Vice Chancellor and Chief Executive of the University, said: 'It's an exciting time for the women and men involved as they embark on the demanding journey to become a doctor.'

'Offering a medical degree is further demonstration of the crucially important work done at, and by, the University of Sunderland. We now have a full suite of health-related disciplines which, this year, will be educating more than 2,000 future professionals. All of them will have a positive and powerful effect on the health of the city and the wider region.'

In March last year the Government announced that Sunderland was one of five places across the UK granted permission to open a new medical school.

The decision fitted perfectly with the University's ongoing commitment to improving patient care through its teaching and research across subjects including pharmacy, nursing, paramedic practice, biomedical science and now medicine.

Laura Giles, 19, from Sunderland, England, said 'No one in my family has had a career in medicine, or health care for that matter; I'm the first. I'm so excited to get started I never thought that one day I would be going to medical school. This is a dream come true.'

Professor Scott Wilkes, Head of School of Medicine and Professor of General Practice and Primary Care at Sunderland, said: 'We are delighted to welcome our first medical students and we look forward to guiding and supporting them through the many exciting years of learning they have ahead.'

'Part of the reason why we were named as one of the five new medical schools is our commitment to inclusivity when attracting medical students and training them to become doctors.'

'We have achieved our target by using our breadth of expertise in attracting students from all backgrounds.'

'We initially set ourselves the aim of attracting 15% of students from a widening participation background. We have actually achieved the figure of 25%.' 🍀



今年秋季,英國新特蘭大學主校區的醫學院正式開幕。一共有51名學生於9月份抵達新校園,踏上成為執業醫生的璀璨旅途。

醫學院特別配備的尖端先進教學及醫學設施、加上與英國公營醫療機構國民保健署(National Health Service, NHS)通力合作的關係,令將來成功畢業的醫科生有能力為病人提供360度全方位醫療保健服務。

大學為學生提供的醫學系課程包羅萬有,包括緊急醫療救護訓練、護理學、藥劑學及醫學等等,估計將於2019/20年度吸納超過2,000名醫療界的明日之星。

除了悉心培育醫學人才之外,大學的位置佔盡地利,相信有助解決新特蘭市及鄰近地區醫生長期短缺的問題。

來自蓋茨黑德鎮、現年18歲的Francesca Cockell是第一屆共51名醫科生中的一員。她表示:「有幾間大學都肯給予取錄。我決定入讀新特蘭大學的原因是,我在開放日前來參觀時,實在印象難忘,他們令我感到被重視,而不只是個申請者編號。」

「這所大學對於來自不同家庭背景的學生均一視同仁,並不會因為你生於勞動階層就不予取錄。」

新特蘭大學校長及執行長David Bell爵士表示:「我們熱切歡迎這一群歷盡艱辛、努力,即將成為專業醫生的學生們。」

「今年,我們將提供多元化的醫學學系課程,認真培育超過2,000名未來專業醫護人員,讓他們學習重要的醫療知識,為新特蘭市及鄰近地區吸納所需的人力資源,為本地居民帶來正面幫助。」

去年3月,新特蘭大學獲英國政府批准,成為全英國5間其中一所可開辦新醫學院的大學。

大學希望透過藥劑學、護理學、緊急醫療救護訓

練、生物醫學及醫學等方面的教學及研究造福人群,這個消息對於新特蘭大學簡直是天大喜訊。



來自新特蘭市、現年19歲的Laura Giles表示:「我是整個家族裡第一個投身醫學或醫療保健事業的人。此刻的興奮實非筆墨可形容。我從來沒有想過會有機會入讀醫科,真有夢境成真的感覺。」

新特蘭大學醫學院院長兼家庭醫學及基礎醫療系教授Scott Wilkes表示:「我們在此衷心歡迎本校第一屆的醫科生,非常期待在未來數年間一直引領及支持他們度過醫科生涯。」

「我相信其中一個被獲批開辦醫學院的原因是,我們在醫科收生方面秉持學生背景多樣性的宗旨。」

「我們運用這方面的專長,成功吸納了多位來自不同家庭背景的學生。」

「招生初期,醫學院的目標是吸納15%背景迥異的學生,而數字最終竟達到25%。」 🍀

London Graduation 倫敦分校畢業禮盛況

Hundreds of students and guests from the University of Sunderland in London celebrated their graduations in style in October. The invited guests gathered at Tower Hotel in London to witness friends and family celebrating one of the biggest days of their lives.

The University's Vice Chancellor, Sir David Bell, was on hand to congratulate those receiving the honours. He said: 'Students at the University of Sunderland in London are lively and enthusiastic so graduation is a wonderful celebra-

tion of their achievements.'

'It was a delight to welcome them, along with families and friends, for what was a memorable occasion.'

While the University's Chair of Governors, John Mowbray, also sent a message to the graduating students. He said: 'The London Campus has had a real buzz about it when I've visited and their graduations are always very special vibrant occasions.' 🍀

今年10月,數百名學生與賓客盛裝出席新特蘭大學倫敦分校的畢業禮。所有來賓齊集倫敦倫敦塔酒店內,跟家人親友們慶祝人生中難忘的一天。

新特蘭大學校長David Bell爵士致辭,恭喜一眾畢業生:「新特蘭大學倫敦分校的學生們踴躍參與校園生活,對學習有熱誠,非常欣慰能夠在這裏跟他們分享成就。在此熱烈歡迎各位畢業生及其家人親友們蒞臨。」

新特蘭大學董事會主席John Mowbray亦有發言,祝賀一眾畢業生:「今年的倫敦分校校園充滿活力,畢業禮更是特別熱鬧。」

是次畢業禮總共有101名、於倫敦分校就讀不同範疇課程的學生獲頒大學學位。今屆畢業生代表Ajoke Udomesi致謝辭:「就讀新特蘭大學倫敦分校期間,我充分領略到學習是無止境,並且可開拓無限可能性。不要質疑自己,要相信自己的能力。」 🍀

Hong Kong Graduation 2019

香港畢業概況2019



Today, the University of Sunderland, an innovative and modern UK University, is delighted to announce the grand total number of 534 graduates from various disciplines in Hong Kong in 2019. This includes MSc Data Science, MBA, and business-related degrees at the University of Sunderland in Hong Kong (the HK campus); Graphic Design and Engineering related degrees at Hong Kong College of Technology (HKCT); and MSc Clinical Pharmacy at HKU SPACE.

This year, the Hong Kong graduation ceremony is hosted by Vice Chancellor and Chief Executive, Sir David Bell KCB, at Kowloon Bay International Trade and Exhibition Centre.

In 2019, the HK campus has once again achieved another record-breaking year of 77% graduates, achieving a 2.2 (Second Class) degree or higher. In addition, the MBA class also saw significant growth as their graduate numbers doubled from 2018. Adding to the year's successes, the first cohort of MSc Data Science students graduated, in which 75% were awarded with distinction.

Campus Director of the HK campus, Mr. Francis Chiang, who says this of today's graduation results, 'The growth that the HK campus has achieved this academic year has been nothing short of incredible, and is a testament to the hard work of both the students and all of the staff involved in helping to mould the futures of our bright, young individuals.'

Included in the ceremony is recognition of stellar performance throughout the academic year and the University is proud to announce the Special Awards of 2019. 🌟

今天,創新而現代化的英國大學 — 新特蘭大學,公佈其2019年度的香港畢業生人數達534人,畢業生來自不同學系,當中包括新特蘭大學香港分校(下稱香港分校)的數據科學碩士、工商管理碩士及各商業相關學位;港專職業訓練學院(下稱HKCT)的平面設計及各工程相關學位;以及香港大學附屬學院(HKU SPACE)的臨床藥劑學碩士。

今年的香港畢業典禮由大學校長 Sir David Bell KCB 主持,於九龍灣國際展貿中心舉行。

於2019年,新特蘭大學香港分校再破紀錄,有77%畢業生能考獲2等2級或以上的榮譽學士,而工商管理碩士畢業人數更是2018年的兩倍。與此同時,今年亦有首屆數據科學碩士的香港學生畢業,當中75%獲卓越評分。

就今年的畢業生表現,香港分校總監蔣上偉先生表示:「對於香港分校畢業生能達到今年的增長並不驚訝,這實屬學生及全體職員努力的成果,讓年青一代能建立更光輝的未來。」

大學亦公佈2019年的各項特別獎,以表揚得獎者於本學年的傑出表現,有關獎項亦於今年畢業禮頒發。 🌟



Special Awards of 2019

Academic Excellence

CHU Kwok Key, BEng (Hons) Electronic and Electrical Engineering, HKCT
LAM Cheuk Lun Rago, Master of Business Administration, University of Sunderland in Hong Kong
WONG Justin Chung Yun, BA (Hons) in Accounting and Financial Management, University of Sunderland in Hong Kong

Outstanding Student

CHUNG Ka Wing, BA (Hons) Graphic Design, HKCT
KWONG Ka Yat, BA (Hons) in Business and Management, University of Sunderland in Hong Kong

Best Teacher

Ir CHUNG Kam Hung, HKCT
Dr LEUNG Sai Yiu Francis, University of Sunderland in Hong Kong

Being the Guest Speaker in HKU

於港大作嘉賓講師

One of our MSc Data Science students, Mr. Wong Yuk Lun, was invited to be one of the guest speakers at the Summer Institute's "Business Management and Digital Transformation Strategy – A Data Analytics Approach" course and shared his related knowledge and experience with international undergraduate students at the University of Hong Kong.

Yuk Lun said, 'I was invited to be a guest speaker, and I'm glad to be qualified for

conducting the session with the knowledge I have gained from the MSc Data Science course at Sunderland's HK campus. I would like to thank you for the teaching and coaching I have received at the University of Sunderland in Hong Kong.'

Yuk Lun is one of the first cohort MSc Data Science graduates at the HK Campus, passed with distinction. We are so proud of Yuk Lun and wish him all the success in the future. 🍀

Mr. Wong Yuk Lun
MSc Data Science graduate 2019
Passed with distinction



新特蘭大學香港分校數據科學碩士生之一,黃育麟先生應邀擔任香港大學暑期課程Business Management and Digital Transformation Strategy – A Data Analytics Approach的其中一位客席講師,並與香港大學的國際學士學生分享他的相關知識和經驗。

黃育麟表示:「我很高興被邀請擔任嘉賓講師,有資格參與進行這場演講,並跟各位分享我在新特蘭大學香港分校的數據科學碩士課程中所獲得的知識。感謝香港分校給予的教學和指導。」

黃育麟是香港分校首屆數據科學碩士,獲卓越評分的畢業生之一。我們以他為榮,亦祝願他前程似錦。🍀

HK Data Science Student's Work Accepted by International Conference

香港數據科學碩士生於國際會議演講

It is a great pleasure for me, as a newbie to the data science related discipline, to get a chance to present to the International Conference on Applied Education, Technology and Innovation (THEi AETI 2019).

I am originally a registered physiotherapist and a strength and conditioning specialist focusing on higher education in Hong Kong. However, the more frequent use of data analytics, in health care and sports in recent years, makes me feel that studying data science is one of the most essential things for my future life and career path.

During the study, in my 2nd semester, the Data Science leader from the UK campus, Prof Peng, provided us with a good opportunity to work on an assignment that inspired us to push the boundaries of applying the knowledge learned to solve real problems in our own

profession. The assignment required us to make use of open source data from Kaggle to perform data analytics and write a detailed report. When I came across the dataset, the picture of "male dominant master class" appeared in my mind and this triggered me for further investigation on the working and employment conditions for female data scientists.

With the close supervision and valuable advice provided by our local tutor, I successfully finished the statistical analysis with R and had my abstract accepted by the International Conference on Applied Education, Technology and Innovation (THEi AETI 2019). I will be presenting the data and insights obtained, in the middle of April, in Hong Kong. I especially thank the University of Sunderland for offering the Master Degree Programme in Data Science and opening the door to success for all of us. 🍀

Mr. Ho Man Kit, Indy
MSc Data Science graduate 2019
Passed with distinction



作為數據科學範疇的新鮮人,我很榮幸能有機會於國際會議THEi AETI 2019演講。

我本身是一位註冊物理治療師,亦是香港高等教育的肌力及體能專家。然而,近年在保健及運動層面上,涉足更多數據分析,讓我明白研究數據科學,會是我未來人生及事業旅途的重要項目之一。

在我修讀的第二個學期,英國主校的數據科學系主任彭教授給我們一個難得的任務,並激勵我們突破框架,運用所學的知識,去解決職業上的實際問題。任務要我們就Kaggle的公開數據進行分析,並撰寫詳細報告。當研究這些數據時,我發現這些大師級課堂都以男性為主導,這亦觸發我研究女性數據科學家的工作和就業情況。

本地導師會為我們提供寶貴意見,在他們的密切監督下,我成功運用R完成統計分析,而我的分析摘要更獲THEi AETI 2019採納。我將於四月中旬在香港分享所得的數據和見解。我非常感謝新特蘭大學提供的數據科學碩士課程,並為我們所有人打開了成功之門。🍀

FREE Webinar 1

Language: English



Using A Scientific Approach To HIRING TALENT

HR人才招聘: 用更科學的方法, 找「對」的人

- Why do we need to hire the best?
- Why work so hard to get the right person?
- Critical Success Factors in the job
- Decision Criteria Matrix

Register Now!

<https://www.sunderland.edu.hk/webinar191022-hr/>



免費網上講座 2

語言: 粵語



- 甚麼是Data Science?
- Data Science在香港的前景
- 如何成為香港的數據科學家
- Data Scientist與Data Analyst的分別

立即參加!

<https://www.sunderland.edu.hk/webinar190919-data-science/>



The Sunderland HK

CALL FOR ARTICLES

The Sunderland HK is inviting you to share your professional or industry knowledge and insights in our quarterly publication.

新特蘭香港誠邀您於我們的季刊·分享你的專業或行業的知識及見解。

Authors of published articles will receive a reward of up to **HK\$1,000**.

獲刊載的文章作者將獲高達港幣\$1,000



For details, please scan the QR code here or visit our web page:

詳情請掃描這個二維碼·或瀏覽以下網頁:

<https://www.sunderland.edu.hk/call-for-articles/>



**Free Subscription
for the next issue**



免費訂閱下期季刊

<http://bit.ly/SudnerlandHK1912>