



供應鏈及資訊管理學系
DEPARTMENT OF SUPPLY CHAIN AND
INFORMATION MANAGEMENT

香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



Bachelor of
**MANAGEMENT SCIENCE AND
INFORMATION MANAGEMENT** (Honours)
(BMSIM)
管理科學與資訊管理 (榮譽) 學士



ANALYTICS · BUSINESS DECISIONS · INNOVATION
分析學 · 商業決策 · 創新

The internet and mobile technologies are radically changing the ways we generate and share information, and open opportunities for new business models. Graduates with the ability to capitalise on technologies and to tap new business potentials are highly sought after in the job market. The BMSIM Programme prepares students for key roles in the management of business and in the shaping of digital innovation.

Our programme is an intellectually rigorous and interdisciplinary programme that integrates established knowledge on Management Science and Information Management with the study of emerging domains such as financial technology, IT auditing and digital business management. We believe that our graduates possess strong business sense and analytical skills, and have the capability of developing innovative business solutions.

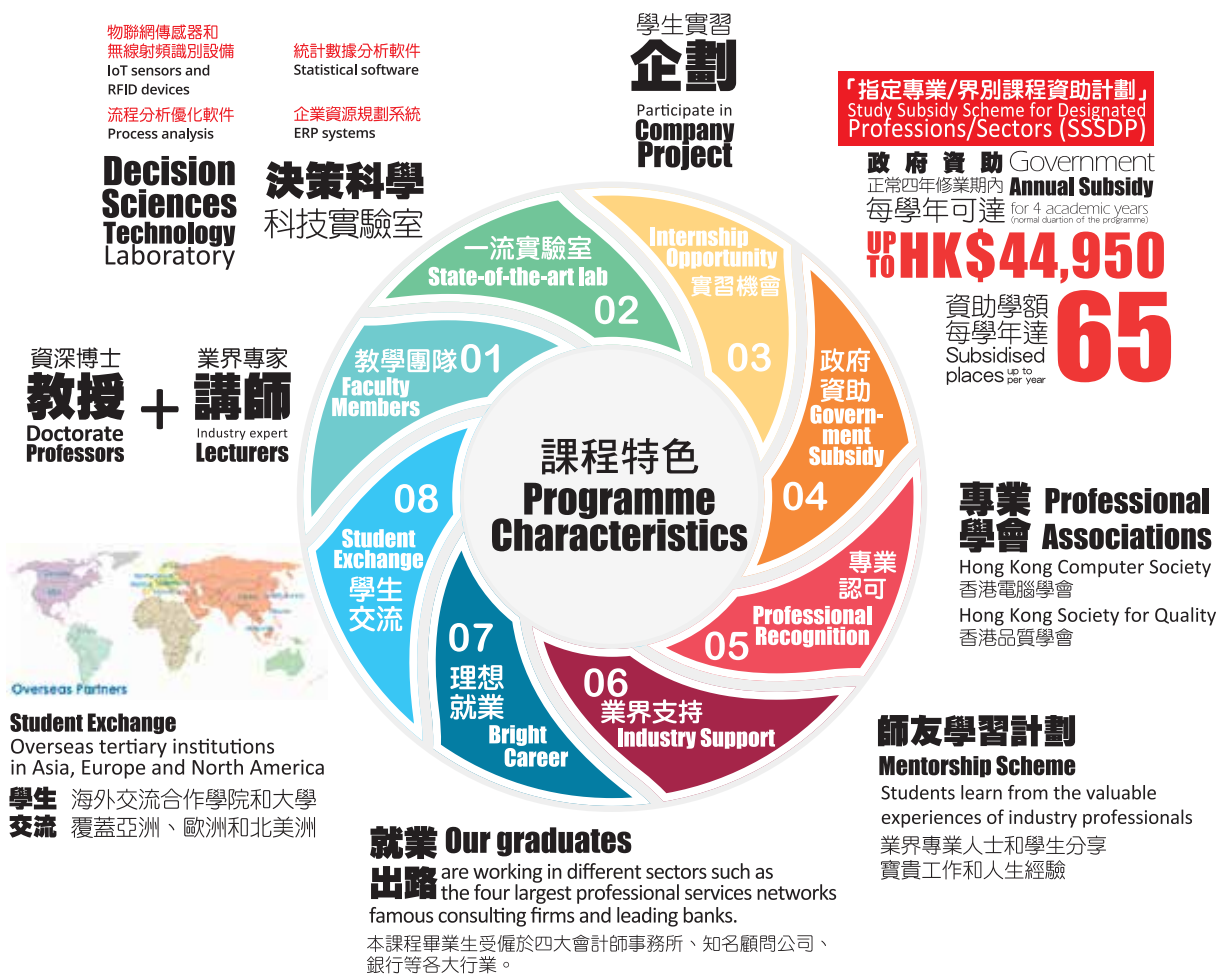
BMSIM Programme

Department of Supply Chain and Information Management

互聯網和移動技術正在徹底改變我們構建和共享信息的方式，並為新的商業模式提供機會。能夠利用科技並發掘新商業潛力的畢業生在就業市場將備受追捧。管理科學與資訊管理學士課程協助學生在商業管理和數碼創新方面作足準備。我們的課程是強調嚴謹思維的跨學科課程，它融合了管理科學和資訊管理方面的知識，並與金融科技、資訊審計和數碼科技管理等新興領域互相結合。我們相信本課程的畢業生具備敏銳的商業觸角和開發創新業務解決方案的能力。

管理科學與資訊管理（榮譽）學士課程
供應鏈及資訊管理學系

PROGRAMME CHARACTERISTICS 課程特色



ACADEMIC OVERVIEW

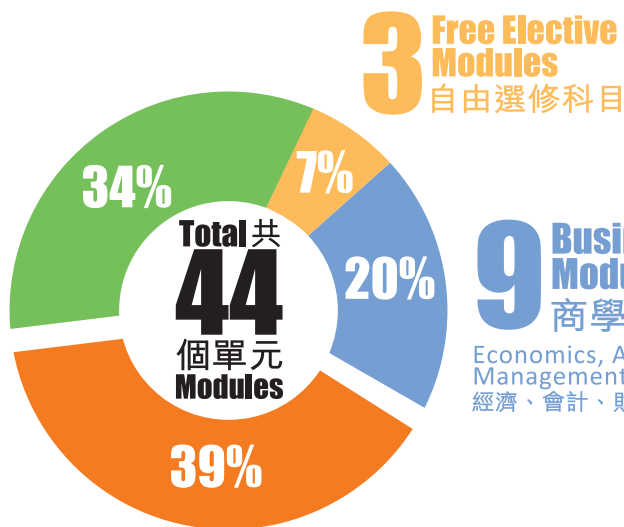
課程概覽

BMSIM is a four-year degree programme. Students need to complete a total of 129 credits from a four-year curriculum consisting of Major modules, Common Core modules, Business Education modules and Free Elective modules.

BMSIM為四年制本科課程。課程結構由主修科目、共同核心科目、商學教育科目及自由選修科目所組成。學生須於四年內修讀合共129學分。

15 Common Core Modules
共同核心科目

General Education, Languages and Quantitative & IT skills
通識教育、語文、計量及資訊科技



3 Free Elective Modules
自由選修科目

9 Business Education Modules
商學教育科目

Economics, Accounting, Finance, Management, Marketing and Law, etc.
經濟、會計、財務、管理、市場學及法律等

17 MSIM Modules
管理科學與資訊管理科目

BUSINESS EDUCATION MODULES

商學教育科目

- Business Economics 1
商業經濟學(一)
- Business Economics 2
商業經濟學(二)
- Principles of Management
管理學原理
- Financial Accounting
財務會計
- HK Business Law
香港商業法
- Principles of Marketing
市場學原理
- Management of Contemporary Business Operations
現代企業運營管理
- Financial Management
財務管理
- Business Policy and Strategy
企業政策和策略

COMMON CORE CURRICULUM

共同核心課程及其他基礎教育

- Languages, Quantitative Methods and IT Skills
語言、計量及資訊科技
- General Education
通識教育

MSIM MODULES

管理科學與資訊管理科目

MANAGEMENT SCIENCE 管理科學

- Management Science
管理科學
- Quality Management with Process Analysis
質量管理與流程分析
- Business Forecasting
企業預測
- Project Management
項目管理
- Decision Analytics
決策分析
- Principles of Investments*
投資學原理*
- Systems Simulation*
系統模擬*
- BPR with Change Management*
業務流程再造與變革管理*

APPLICATION & INTEGRATION 應用與整合

- Enterprise Business Application
企業商業應用
- Business Intelligence and Data Mining
商業智能與數據開發
- Internship*
工作實習*
- MSIM Research Project*
管理科學與資訊管理研究論文*
- Contemporary Financial Technology
現代金融科技
- Introduction to Business Analytics
商業分析導論
- Statistical Computing in Practice
電腦統計應用

INFORMATION MANAGEMENT 資訊管理

- Programming Methodology
程式編寫方法論
- Information Systems Analysis and Design
信息系統分析與設計
- Database Design and Management
數據庫設計及管理
- Information Technology Infrastructure and Security
資訊科技基礎建設與維護
- Business Application Programming and Implementation
企業應用程序編程與執行
- Website Design and Development*
網站設計與開發*
- IT in Supply Chain*
供應鏈資訊科技應用*
- IT Audit and Control*
資訊系統審計與監控*
- Digital Business Management*
數碼商業管理*

* MSIM Major Electives

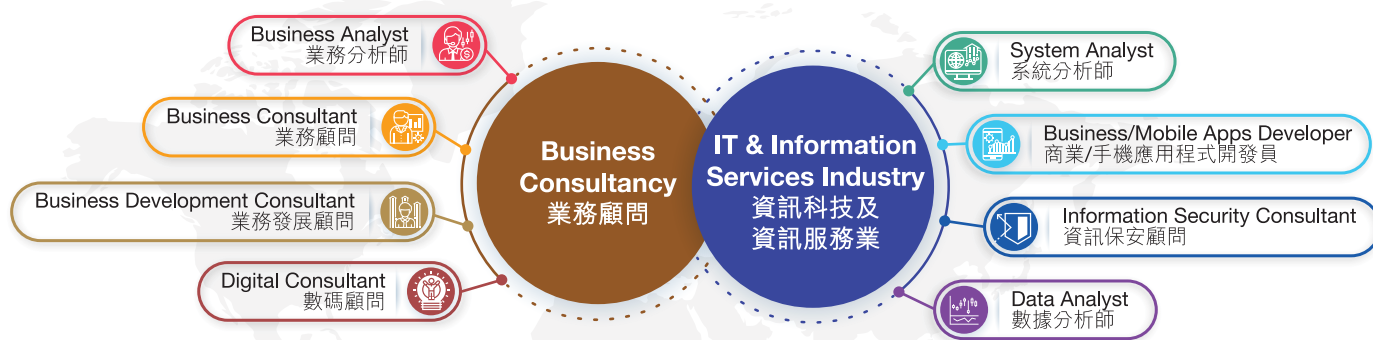
* MSIM 主修選修科目

EMPLOYMENT SURVEY OF BMSIM GRADUATES AND ADDITIONAL MANPOWER REQUIREMENT PROJECTION 本課程畢業生就業問卷調查及人力資源推算(新增職位)

This survey illustrates our graduates' career prospects. They are now working in different sectors such as Business Analyses, IT Programming, Project Management, Information Management and public sector, etc. The Vocational Training Council's Committee on Information Technology Training and Development has suggested the large demands for talents in the fields relevant to MSIM.

這項調查結果總結我們的畢業生的事業發展。畢業生受僱於各行各業，包括商業分析、程式編寫、項目管理、資訊系統管理以及政府等界別。職業訓練局轄下資訊科技訓練發展委員會所作的調查顯示，與本課程相關的專業人才需求十分殷切。

CAREER PROSPECTS 就業前景



Graduates' employers include 部分畢業生受僱於以下大型機構

Bank of China (Hong Kong) 中國銀行 (香港)
DBS Bank 星展銀行
Standard Chartered Bank 渣打銀行

Tencent 騰訊
Hang Seng Bank 恒生銀行
PCCW Solutions 電訊盈科企業方案

PwC Hong Kong 羅兵咸永道會計師事務所
Deloitte Touche Tohmatsu (HK)
德勤·關黃陳方會計師行 (香港)

QUALIFICATIONS 專業資格

Our BMSIM Programme is now recognised by the Hong Kong Computer Society (HKCS) and the Hong Kong Society for Quality (HKSQ). Our students would become the student member of HKCS and HKSQ. During their time with us, the relevant professional knowledge will be covered, which is useful for the qualification examinations.

管理科學與資訊管理課程獲香港電腦學會及香港品質學會認可，學生將獲預先批核為學生會員。另外，課程傳授不同專業知識，有利畢業生將來參加學會的專業資格考試。

- Project Management Professional (PMP) 項目管理
- Six Sigma Quality Management 六西格瑪質量管理
- SAP Certifications SAP顧問認證
- QlikView Business Analyst Certification 業務分析師認證
- Google Fundamentals of Digital Marketing 谷歌數字營銷基礎認證
- SAS (Joint Certificate in Data Mining) 數據挖掘聯頒證書
- CISA 資訊系統審計師認證考試
- Oracle Certified Professional (Database) 甲骨文認證 (數據庫)
- Java Certification Java程式編寫認證
- Software Development Associate Engineer Certification 助理軟件工程師認證



INTERNSHIP OPPORTUNITIES

實習機會

Our internship programme is designed to provide students with hands-on experience to apply management science and information management knowledge to real-life settings. Students may take part in the internship placement in organisations where they will be able to apply the knowledge learned from a classroom setting to real-life business situations.

實習機會旨在讓學生能夠學以致用，把管理科學與資訊管理的知識實踐和應用於實際工作上。學生可在參與實習計劃的機構和組織進行實習，獲取寶貴的學習體驗。

Participating organisations include:

部分曾參與機構包括：

In alphabetical order of company name 按公司名稱英文字母排列

- Deloitte Touche Tohmatsu (Hong Kong) 德勤 • 關黃陳方會計師行(香港)
- HKTVmall 香港電視
- IKEA 宜家家居
- Li & Fung Limited 利豐有限公司
- Microsoft Corporation 微軟公司
- Porsche Centre Hong Kong 香港保時捷中心
- Tencent 騰訊
- The Hong Kong and Shanghai Banking Corporation Ltd 香港上海滙豐銀行有限公司
- The Hong Kong Jockey Club 香港賽馬會
- TransUnion 環聯

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STUDENT'S FEEDBACK FROM INTERNSHIP

Mr LI Cheong Kit, Ken
(BMSIM Year 4 Student, AY2021-22)

Deliveroo is a food delivery company that serves as an intermediary between customers and restaurants. As an intern under the commercial team, I participated in various projects, such as the procurement of paper bags, a sustainable packaging development project, and CRM-related tasks. Therefore, I could understand how to execute a project in a real-world business setting.

I was allowed to learn a skill set that I was unfamiliar with and gain experience while working on the sustainable project with the other 14 interns over these three months. It provides me with the chance to advance both professionally and personally. It was my first professional project, and I would not have been able to complete it without the help of my fellow interns and my supervisors.

My understanding of e-commerce has improved thanks to such practical and hands-on experience. This internship is a fantastic chance to work on various projects and learn from some of the most wonderful people on the team.



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STUDENT EXCHANGE PROGRAMMES

學生交流計劃

The Hang Seng University of Hong Kong (HSUHK) has established student exchange programme partnership with the following institutions around the world.

香港恒生大學(恒大)的全球各地合作院校包括：

THE UNITED STATES

美國

- Cottey College (密蘇里州)
- Gordon College (馬薩諸塞州)
- Illinois Wesleyan University (伊利諾伊州)

EUROPE

歐洲

- HAAGA-HELIA University of Applied Sciences (芬蘭)
- ICHEC Brussels Management School (比利時)
- EDC PARIS, Ecole des Dirigeants et Créateurs d'entreprise (法國)
- SRH University Heidelberg (德國)
- Linnaeus University (瑞典)
- HZ University of Applied Sciences (荷蘭)

ASIA

亞洲

- Shanghai University of International Business and Economics (中國)
- Aichi Shukutoku University (日本)
- Inha University (韓國)
- Taylor's University (馬來西亞)
- National Taiwan University (臺灣)



The above names of institution are for general reference only.
Please refer to the latest information provided by the Student Affairs Office online.
以上院校只供一般參考。最新資料請查閱學生事務處網上資訊。



FULL-TIME ACADEMIC STAFF OF SCM DEPARTMENT 供應鏈及資訊管理學系全職教學人員

Prior to joining HSUHK, our academic staff worked for The Chinese University of Hong Kong (CUHK), The University of Hong Kong (HKU), The Hong Kong University of Science and Technology (HKUST) and renowned universities abroad. On average, their years of teaching and industrial experience are 13 and 11 respectively.

本課程的教學人員均具有豐富教學經驗，加入恒大前，曾任教香港中文大學、香港大學、香港科技大學以及國內、外的知名大學。平均教學和行業經驗分別是13年和11年。

Dr NG Chi Hung, Stephen 吳志雄博士

系主任及副教授
BSc (National Taiwan University),
MSc (Warwick University),
MBA (PolyU), PhD (CUHK)
Head of Department of Supply Chain and
Information Management
Associate Professor

Dr MO Yiu Wing, Daniel 巫耀榮博士

決策科學學院副院長(教與學)及
副教授
BEng, MPhil, PhD (HKUST)
Associate Dean (Teaching and Learning)
of School of Decision Sciences
Associate Professor

Dr WONG Yin Cheung, Eugene 黃彥璋博士

副系主任及副教授
環球供應鏈管理學碩士課程副主任
BEng (HKU),
MSc (The University of London), PhD (HKU)
Associate Head of Department of Supply
Chain and Information Management
MSC-GSCM Associate Programme Director
Associate Professor

Dr WU Chun Ho, Jack 胡鎮浩博士

管理科學與資訊管理課程主任及
副教授
BEng, PhD (PolyU)
BMSIM Programme Director
Associate Professor

Dr HO To Sum, George 何道森博士

供應鏈管理工商管理課程主任及
副教授
BEng, PhD (PolyU)
BBA-SCM Programme Director
Associate Professor

Dr WANG Yue 王越博士

環球供應鏈管理學碩士課程主任及
副教授
BSc, MEng (Peking University),
PhD (HKUST)
MSC-GSCM Programme Director
Associate Professor

Dr MA Hoi Lam, Helen 馬凱琳博士

供應鏈管理工商管理課程副主任
(航空運輸)及副教授
BEng, PhD (PolyU)
BBA-SCM Associate Programme Director
(Air Transport)
Associate Professor

Dr WONG Wai Hung, Collin 黃惠虹博士

副教授
BEng, MPhil, PhD (CUHK)
Associate Professor

Dr HO Chi Kuen, Danny 何熾權博士

環球供應鏈管理學碩士課程副主任及
助理教授
MSc (Coventry), MPhil (HKUST), PhD (PolyU)
MSC-GSCM Associate Programme Director
Assistant Professor

Dr LAM Hoi Yan, Cathy 藍凱欣博士

管理科學與資訊管理課程副主任及
助理教授
BSc, PhD (PolyU)
BMSIM Associate Programme Director
Assistant Professor

Mr CHAU Chun Hing, Timothy 周俊興先生

高級講師
BSc (Lancaster), MBA (UBC),
MStat, MMedSc (HKU)
Senior Lecturer

Mr LEE Wai Yip, Harry 李偉業先生

供應鏈管理工商管理課程副主任
(商業物流)及講師
BSc (Staffordshire University),
MSc, MSc, MBA (PolyU)
BBA-SCM Associate Programme Director
(Business Logistics)
Lecturer

Dr TANG, Valerie 鄧慧盈博士

講師
BEng, PhD (PolyU)
Lecturer

Dr NI Bing, Icy 倪冰博士

講師
BEng, MEng (Nanjing University of Posts
and Telecommunications, NJUPT),
PhD (CUHK)
Lecturer

PROGRAMME ADVISORY PANEL

課程顧問委員會

Professor LI, Eldon
李有仁教授

University Chair Professor
National Chengchi University

Mr Micky LO
盧振東先生

Senior Vice President -
Technology Risk
Galaxy Entertainment Group

Dr. Carlos TAM
譚志偉博士

Assistant Vice President and Digital
Business Development Director
Emerging Technologies,
Commercial Group
HKT Limited

Dr Benjamin YEN
顏秉常博士

Associate Professor
Business School
The University of Hong Kong

FACILITIES HIGHLIGHTS – THE DECISION SCIENCES TECHNOLOGY LABORATORY

重點設施 – 決策科學科技實驗室

The Decision Sciences Technology (DST) Laboratory was established to facilitate in-class discussions and promote collaborative learning. The laboratory is equipped with the latest and most popular software and hardware listed as follows:

決策科學科技實驗室的成立，促進課堂上的小組討論和為學生提供共同學習的環境。實驗室配備了業界最新和最流行的軟硬件如下：

- Enterprise Resource Planning (ERP): SAP A1, SAP B1
- Cloud Platform: IBM Cloud, MS Azure, Qlik Analytics
- Simulation: Simio, SimuAr, ProModel
- Process Analysis: MS Visio Professional
- Statistical Analysis: SAS, SPSS, Minitab
- Management Science: Analytic Solver, Super Decisions, TreePlan
- Data Mining: Weka 3
- Project Management: MS Project
- Software/Web Design: ArgoUML, Adobe Dreamweaver
- Programming Environment: Anaconda Python 3+, Eclipse, Intelli J, NetBeans, MS Studio
- Radio Frequency Identification (RFID): Alien devices & software development kit



SCHOLARSHIPS OPPORTUNITIES FOR BMSIM PROGRAMME STUDENTS

管理科學與資訊管理（榮譽）課程 學生可申領的獎學金包括：

- Entrance Scholarship
入學獎學金
- Academic Excellence Scholarship
學術卓越獎學金
- Self-financing Post-secondary Scholarship
自資專上教育獎學金
- Best Progress Award
最佳進步獎



MENTORSHIP SCHEME 師友學習計劃

A list of industry professionals would share their valuable experience and give advice to BMSIM Programme students.

各業界專業人士提供專業指導及分享寶貴工作經驗予課程學生。





ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applicants who are eligible to apply via JUPAS should submit and complete their applications via the JUPAS online application system. Year 3 applicants can submit their applications through the HSUHK Undergraduate Application System. For further enquiries, please contact the Registry.

符合「大學聯合招生辦法」申請資格的申請人均應透過「大學聯合招生辦法」網上申請系統遞交及完成申請。三年級申請者可透過恒大網上入學申請系統申請。如有進一步查詢，請聯絡本校教務處。

Year 1 entry Applicants should possess HKDSE Examination results or equivalent qualifications.

入讀一年級 申請者須持有香港中學文憑考試成績或具備同等學歷。

Year 3 entry Applicants should have completed an Associate Degree or Higher Diploma in a related discipline.

入讀三年級 申請者須修畢相關學科的副學士或高級文憑課程。

Tel 電話 : 3963 5710

Fax 傳真 : 3963 5553

Programme WhatsApp 課程查詢 : 9513 7468

Website 網頁 : <http://www.hsu.edu.hk>

Programme Email 課程查詢 : msim@hsu.edu.hk

Admission Email 入學查詢 : ugadmission@hsu.edu.hk

Address 地址 : Hang Shin Link, Siu Lek Yuen, Shatin, NT
新界沙田小瀝源行善里

In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.

本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.

香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of October 2022.

有關資料更新至2022年10月。

QF Level: 5

QR Registration No.: 18/000847/L5

Registration Validity Period: 08/11/2018 to 31/08/2024



BMSIM Web Page

