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

供應鏈及資訊管理學系
Department of Supply Chain and Information Management

IIBA® ACADEMIC PROGRAM MEMBER ENDORSED PROGRAM

Bachelor of Science (Honours) in

BUSINESS ANALYTICS AND INFORMATION MANAGEMENT (BSc-BAIM)

商业分析与资讯管理(荣誉)理学士



DESIGN THINKING · DIGITAL TECHNOLOGY · AI ADOPTION

设计思维 · 数码科技 · AI 应用

This programme integrates “Business Analytics”, “Decision Science”, “IT and AI+ applications”, enriched by emerging areas such as FinTech, Business Intelligence, Data Mining, IT Audit and Control, and Digital Business Management. Aligned with Hong Kong’s development in the digital economy and talent upskilling, the programme equips students to apply data, AI+ tools and information systems to solve real-world business and operational problems. Graduates will be able to translate business needs into quantitative insights and deliver innovative, practical solutions across sectors such as business consulting, systems analysis, banking, finance and digital transformation.

BSc-BAIM Programme
Department of Supply Chain and Information Management

本课程结合「商业分析」、「决策科学」、「资讯科技及人工智能+应用」，并融合金融科技、商业智能、数据挖掘、资讯系统审计与监控，以及数码商业管理等新兴领域。课程配合香港数码经济发展及人才技能提升方向，装备学生运用数据、人工智能+工具及资讯系统，解决真实商业及营运问题。毕业生将能把商业需要转化为量化洞察，并为不同行业，如业务咨询、系统分析、银行、金融及数码转型等，提供创新而可行的解决方案。

商业分析与资讯管理(荣誉)理学士课程
供应链及资讯管理学系

PROGRAMME CHARACTERISTICS
课程特色

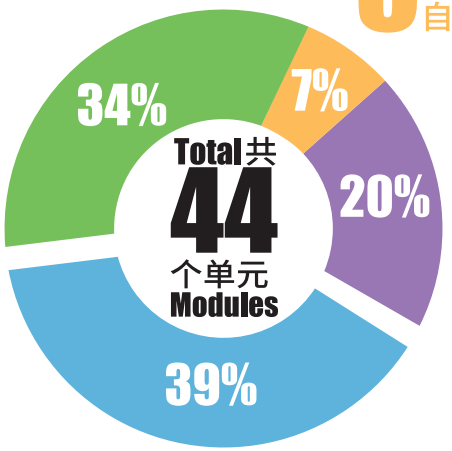


ACADEMIC OVERVIEW
课程概览

BSc-BAIM 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.
商业分析与资讯管理(荣誉)理学士为四年制本科课程。课程结构由主修科目、共同核心科目、商学教育科目及自由选修科目所组成。学生须于四年内修读合共129学分。

15 Common Core Modules
共同核心科目
FuturEdge Programme, Languages and Quantitative & IT skills
FuturEdge 课程、语文、计量及信息科技

3 Free Elective Modules
自由选修科目



9 Business Education Modules
商学教育科目
Economics, Accounting, Finance, Management, Marketing and Law, etc.
经济、会计、财务、管理、市场学及法律等

17 BAIM Modules
商业分析与资讯管理科目

BUSINESS EDUCATION MODULES
商学教育科目

- Business Economics 1
  商业经济学(一)
- Business Economics 2
  商业经济学(二)
- Principles of Management
  管理学原理
- Financial Accounting
  财务会计
- HK Business Law
  香港商业法
- Principles of Marketing
  市场学原理
- Management of Contemporary Business Operations
  现代企业运营管理
- Financial Management
  财务管理
- Business Policy and Strategy
  企业政策和策略

COMMON CORE CURRICULUM
共同核心课程及其他基础教育

- Languages, Quantitative Methods and IT Skills
  语言、计量及信息科技
- FuturEdge Programme
  FuturEdge 课程

BAIM MODULES
商业分析与资讯管理科目

BUSINESS ANALYTICS 商业分析

- Management Science
  管理科学
- Quality Management with Process Analysis
  质量管理与流程分析
- Business Forecasting
  企业预测
- Project Management
  项目管理
- Decision Analytics
  决策分析
- Principles of Investments*
  投资学原理*
- Systems Simulation*
  系統模拟*
- BPR with Change Management*
  业务流程再造与变革管理*

APPLICATION & INTEGRATION
应用与整合

- Enterprise Business Application
  企业商业应用
- Business Intelligence and Data Mining
  商业智能与数据挖掘
- Internship*
  工作实习*
- Research Project*
  研究论文*
- Contemporary Financial Technology
  现代金融科技
- Introduction to Business Analytics
  商业分析导论
- Statistical Computing in Practice
  计算机统计应用

INFORMATION MANAGEMENT 资讯管理

- Programming Methodology
  编程方法论
- Information Systems Analysis and Design
  信息系统分析与设计
- Database Design and Management
  数据库设计及管理
- Information Technology Infrastructure and Security
  资讯科技基础建设与维护
- Business Application Programming and Implementation
  企业应用编程与执行
- Website Design and Development*
  网站设计与开发*
- IT in Supply Chain*
  供应链资讯科技应用*
- IT Audit and Control*
  资讯系统审计与监控*
- Digital Business Management*
  数码商业管理*

FREE ELECTIVE
自由选修科目

- Modules from any areas of study
  任何领域的科目

* BAIM Major Electives
* BAIM 主修选修科目

EMPLOYMENT SURVEY OF BSc-BAIM GRADUATES AND ADDITIONAL MANPOWER REQUIREMENT PROJECTION
本课程毕业生就业问卷调查及人力资源推算(新增职位)

This survey illustrates our graduates' career prospects. They are now working in different sectors such as Business Analyses, System design, 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 BAIM.

这项调查结果总结我们的毕业生的事业发展。毕业生受雇于各行各业，包括商业分析、系统设计、项目管理、资讯系统管理以及政府等界别。本地职业训练局辖下资讯科技训练发展委员会所作的调查显示，业界对与本课程相关的专业人才的需求十分殷切。

CAREER PROSPECTS
就业前景



Graduates' employers include
部分毕业生受雇于以下大型机构

Bank of China (Hong Kong) 中国银行（香港）
DBS Bank 星展银行
Standard Chartered Bank 渣打银行
Shanghai Commercial Bank 上海商业银行
Tencent 腾讯
ASL 自动系统集团有限公司
IBM 万国商业机器集团
PCCW Solutions 电讯盈科企业方案
PwC Hong Kong 罗兵咸永道会计师事务所
DTTL (HK) 德勤 • 关黄陈方会计师行 (香港)
RSM Hong Kong 罗申美会计师事务所
X-Venturer 创智荟

QUALIFICATIONS
专业资格

Our BSc-BAIM 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.

商业分析与资讯管理理学士课程获香港电脑学会及香港品质学会认可，学生将获预先批核为学生会员。另外，课程传授不同专业知识，有利毕业生将来参加学会的专业资格考试。

- Project Management Professional (PMP)
  项目管理
- Six Sigma Quality Management
  六西格码质量管理
- QlikView Business Analyst Certification
  QlikView业务分析师认证
- Google Fundamentals of Digital Marketing
  谷歌数码营销基础概念认证
- SAS (Joint Certificate in Data Mining)
  SAS数据挖掘联合证书
- Certified Information Systems Auditor (CISA)
  资讯系统审计师认证考试
- IIBA Certifications
  国际商业分析协会证书
- Java/Python/Frontend Certifications
  Java/Python/网页前端开发认证
- SAP Certifications
  SAP顾问认证





INTERNSHIP OPPORTUNITIES
实习机会

Our internship programme is designed to provide students with hands-on experience to apply business analytics 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.

实习机会旨在让学生能够学以致用，把商业分析与资讯管理的知识实践和应用于实际工作上。学生可在参与实习计划的机构和组织进行实习，获取宝贵的学习体验。

Participating organisations include:
部分曾参与机构包括：
In alphabetical order of company name 按公司名称英文字母排列

- A.S. Watson Group 屈臣氏集团
- DHL
- DTTL (HK) 德勤・关黄陈方会计师行(香港)
- Hang Seng Bank 恒生银行
- HKTVmall 香港电视购物网络
- HSBC 香港上海汇丰银行有限公司
- IKEA 宜家家居
- LH Group 叙福楼集团
- Li & Fung Limited 利丰有限公司
- Microsoft Corporation 微软公司
- Porsche Centre Hong Kong 香港保时捷中心
- Tencent 腾讯
- The Hong Kong Jockey Club 香港赛马会
- TransUnion 环联
- Wang Pieces Tech Limited







STUDENT EXCHANGE PROGRAMMES
学生交流计划

The Hang Seng University of Hong Kong (HSUHK) has established student exchange programme partnership with institutions around the world. Our students have been to the overseas institutions which include:

学生曾到访参加交流计划的海外大专院校包括：



Korea University Sejong Campus
South Korea 南韩

HAAGA-HELIA University of Applied Sciences
Finland 芬兰

LaSalle Ramon Llull University
Spain 西班牙

CBS International Business School

SRH University Heidelberg

Germany 德国

Seinan Gakuin University
Japan 日本











FULL-TIME ACADEMIC STAFF OF SCM DEPARTMENT
供应链及资讯管理学系全职教学人员

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 over 10 years.

本课程的教学人员均具有丰富教学经验，加入恒大前，曾任教香港中文大学、香港大学、香港科技大学以及国内、外的知名大学。平均教学和行业经验超过 10 年。

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Associate Professor

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BBA-SCM Programme Director
Associate Professor

Prof MO Yiu Wing, Daniel
巫耀荣教授

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Associate Dean (Undergraduate Studies) of School of Decision Sciences
MSc-DITM Programme Director
Professor

Dr WU Chun Ho, Jack
胡镇浩博士

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Associate Professor

Ir Prof HO To Sum, George
何道森教授、工程师

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PhD (UWE)
Senior Lecturer

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周俊兴先生

高级讲师
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MStat, MMedSc (HKU)
Senior Lecturer

Mr LEE Wai Yip, Harry
李伟业先生

供应链管理工商管理学士及
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MSc, MSc, MBA (PolyU)
BBA-SCM and MSc-GSCM Associate Programme Director
Senior Lecturer

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倪冰博士

环球供应链管理理学硕士课程副主任及讲师
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MSc-GSCM Associate Programme Director (Mainland)
Lecturer

Mr CHAN Hei Shing, Eddy
陈希承先生

讲师
BSc (HKUST), MSc (Eng) (HKU)
Lecturer

FACILITIES HIGHLIGHTS –THE DECISION SCIENCES TECHNOLOGY LABORATORY
重点设施－决策科学科技实验室

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:

决策科学科技实验室的成立，促进了课堂上的小组讨论，为学生提供了共同的学习环境。实验室配备了业界最新和最流行的软硬件如下：

- Enterprise Resource Planning (ERP): SAP A1, SAP B1
- Cloud Platform: IBM Cloud, MS Azure, Qlik Analytics
- Simulation: Simio, SimulAr, 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 BSc-BAIM PROGRAMME STUDENTS
商业分析与资讯管理(荣誉)理学士课程学生可申领的奖学金包括：



- Entrance Scholarship 入学奖学金
- Academic Excellence Scholarship 学术卓越奖学金
- Self-financing Post-secondary Scholarship 自资专上教育奖学金
- Best Progress Award 最佳进步奖

STUDENT ACHIEVEMENT 学生成就

The BSc-BAIM programme encourages students to participate in different kinds of competitions and activities to increase their exposure and gain hands-on experience.

BSc-BAIM 课程鼓励同学参加各类比赛和活动，以增广见闻和获取宝贵经验。



Technical Merit Award in the HKSQ Student Project Competition 2026
HKSQ 学生专题比赛2026中荣获技术优异奖



Jasper (4th from left) won the Best Data Talent Award in the DaLa Data Boot Camp
梁佑思同学 (左起第四位) 于 DaLa 数据训练营中获得 Best Data Talent Award



Excellence Award in the Innovation · Zero-Missing Part Challenge 2025
“智造・零缺”挑战 2025 中获颁优秀团队奖



1st Runner-up in DataDevelop Prize HK: 2025 Student Case Competition
DataDevelop Prize HK: 2025 学生案例比赛夺得亚军



Isaac (1st from left) and his team "AutoArmor" won the Champion
李展翘同学 (左起第一位)与他的团队 "AutoArmor" 夺冠



CyberAce Awards Ceremony
CyberAce 颁奖典礼



ENQUIRIES ON APPLICATION AND ADMISSION
入学申请查询

Applicants can submit their application through the HSUHK Online Application System.
For further enquiries, please contact the Registry.
申请者可通过恒大网上入学申请系统递交申请。如有进一步查询，请联络本校教务处。

Tel 电话	: (852) 3963 5710
Fax 传真	: (852) 3963 5553
Website 网页	: https://scm.hsu.edu.hk
Programme Email 课程查询	: baim@hsu.edu.hk
Admission Email 入学查询	: nladmission@hsu.edu.hk
Address 地址	: Hang Shin Link, Siu Lek Yuen, Shatin, NT, HK 香港新界沙田小沥源行善里

In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.
本课程简介内容以英文版本为准，中文译本仅供参考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.
香港恒生大学是一间于香港注册成立之担保有限公司。

Information updated as of October 2026.
有关资料更新至2026年10月。

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QR Registration No.: 25/000338/L5
Registration Validity Period: 01/09/2025 To 31/08/2029

Programme Website

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