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

JSSH05
JUPAS Catalogue Number

IIBA® ACADEMIC PROGRAM MEMBER
ENDORSED PROGRAM

Bachelor of Science (Honours) in

BUSINESS ANALYTICS AND INFORMATION MANAGEMENT (BSc-BAIM)

商業分析與資訊管理(榮譽)理學士



DESIGN THINKING · DIGITAL TECHNOLOGY · AI ADOPTION
設計思維 · 數碼科技 · AI 應用

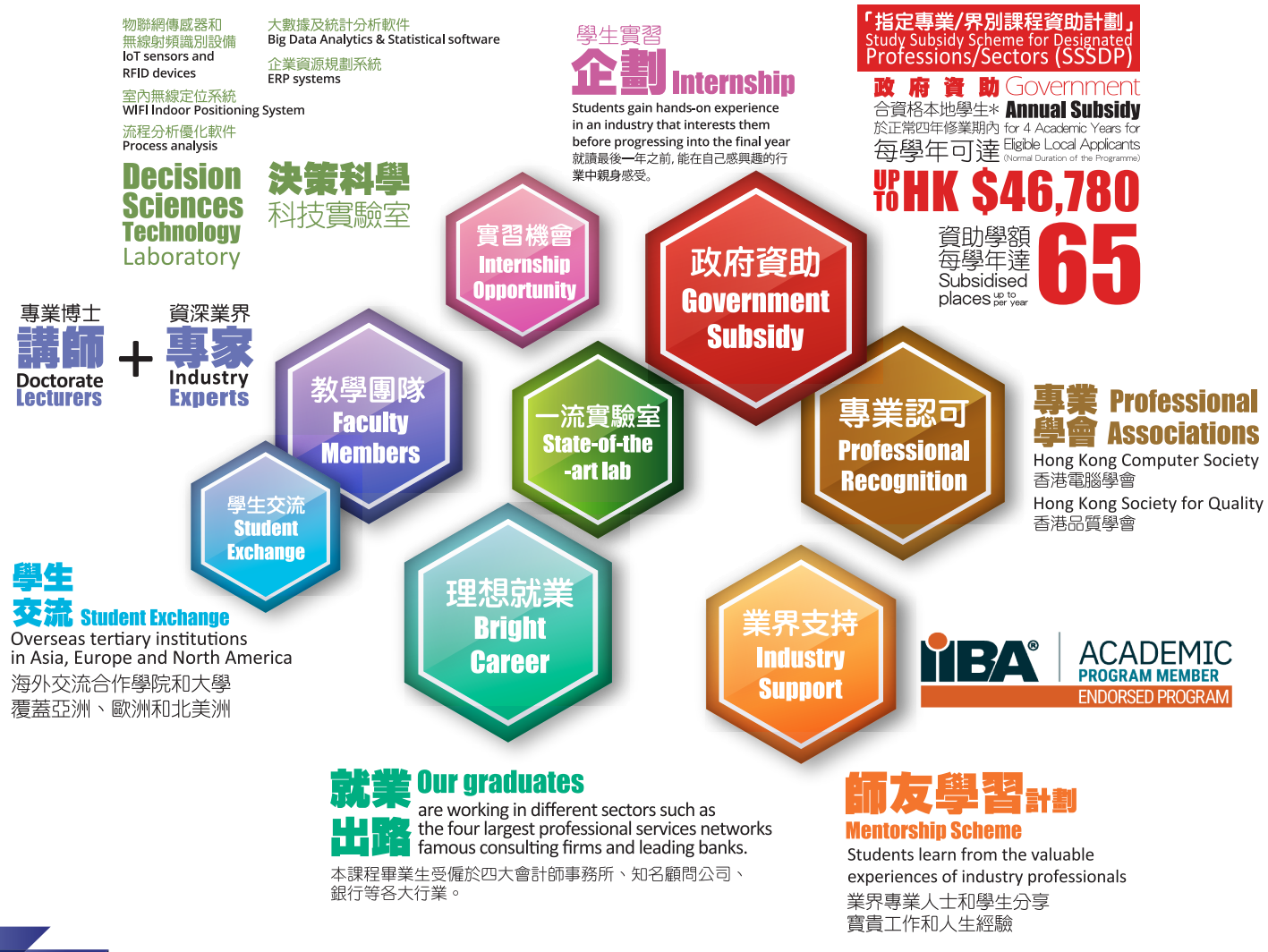
This programme integrates “Business Analytics”, “Decision Science”, “IT and AI+ applications”, enriched by emerging areas such as FinTech, Business Intelligence, Data Mining, IT Audit and Control, and Digital Business Management. Aligned with Hong Kong’s development in the digital economy and talent 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

本課程結合「商業分析」、「決策科學」、「資訊科技及人工智能+應用」，並融合金融科技、商業智能、數據挖掘、資訊系統審計與監控，以及數碼商業管理等新興領域。課程配合香港數碼經濟發展及人才技能提升方向，裝備學生運用數據、人工智能+工具及資訊系統，解決真實商業及營運問題。畢業生將能把商業需要轉化為量化洞察，並為不同行業，如業務諮詢、系統分析、銀行、金融及數碼轉型等，提供創新而可行的解決方案。

商業分析與資訊管理(榮譽)理學士課程
供應鏈及資訊管理學系

PROGRAMME CHARACTERISTICS
課程特色



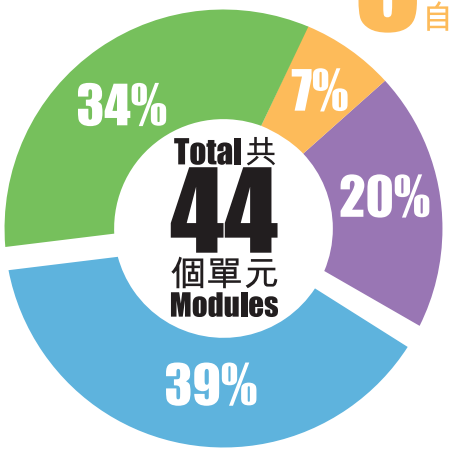
* For details, please refer to the SSSDP website
詳情請參閱 SSSDP 網站
https://www.cspe.edu.hk/en/sssdp/

ACADEMIC OVERVIEW
課程概覽

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.
商業分析與資訊管理(榮譽)理學士為四年制本科課程。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
FuturEdge Programme, Languages and Quantitative & IT skills
FuturEdge 課程、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 BAIM Modules
商業分析與資訊管理科目

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
- FuturEdge Programme
  FuturEdge 課程

BAIM MODULES
商業分析與資訊管理科目

BUSINESS ANALYTICS 商業分析

- 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*
- Research Project*
  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*

FREE ELECTIVE
自由選修科目

- Modules from any areas of study
  任何領域的科目

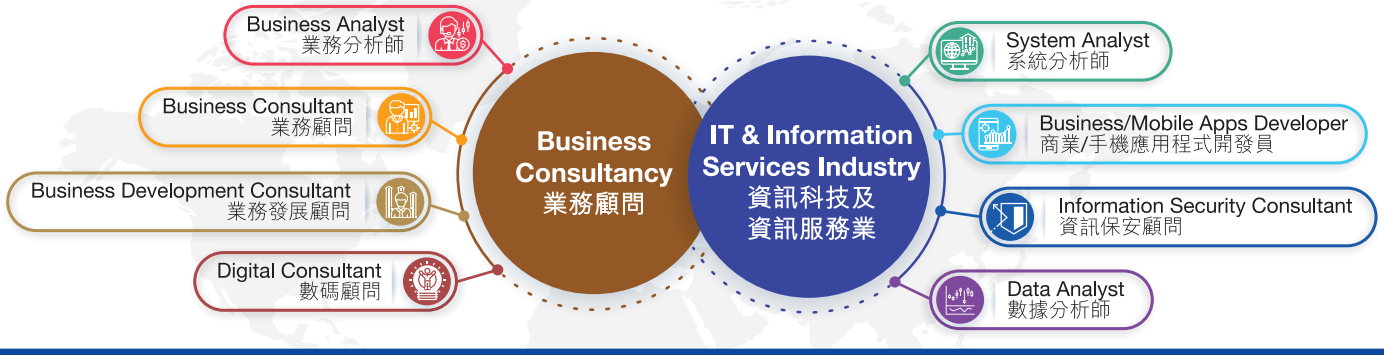
* BAIM Major Electives
* BAIM 主修選修科目

EMPLOYMENT SURVEY OF BSc-BAIM 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, 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.

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、系統設計、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，業界對與本課程相關的專業人才的需求十分殷切。

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
Shanghai Commercial Bank 上海商業銀行
Tencent 騰訊
ASL 自動系統集團有限公司
IBM 萬國商業機器集團
PCCW Solutions 電訊盈科企業方案
PwC Hong Kong 羅兵咸永道會計師事務所
DTTL (HK) 德勤 • 關黃陳方會計師行(香港)
RSM Hong Kong 羅申美會計師事務所
X-Venturer 創智薈

QUALIFICATIONS
專業資格

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.

商業分析與資訊管理理學士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
- QlikView Business Analyst Certification
  QlikView業務分析師認證
- Google Fundamentals of Digital Marketing
  谷歌數碼營銷基礎概念認證
- SAS (Joint Certificate in Data Mining)
  SAS數據挖掘聯頒證書
- Certified Information Systems Auditor (CISA)
  資訊系統審計師認證考試
- IIBA Certifications
  國際商業分析協會證書
- Java/Python/Frontend Certifications
  Java/Python/網頁前端開發認證
- SAP Certifications
  SAP顧問認證





INTERNSHIP OPPORTUNITIES
實習機會

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.

實習機會旨在讓學生能夠學以致用，把商業分析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。

Some of the internship opportunities include:
部分實習機會包括：
In alphabetical order of company name 按公司名稱英文字母排列

- A.S. Watson Group 屈臣氏集團
- DHL
- DTTL (HK) 德勤 • 關黃陳方會計師行(香港)
- Hang Seng Bank 恒生銀行
- HKTVmall 香港電視購物網絡
- HSBC 香港上海滙豐銀行有限公司
- IKEA 宜家家居
- LH Group 敍福樓集團
- 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 Jockey Club 香港賽馬會
- TransUnion 環聯
- Wang Pieces Tech Limited







STUDENT EXCHANGE PROGRAMMES
學生交流計劃

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:

學生曾到訪參加交流計劃的海外大專院校包括：



Korea University Sejong Campus
South Korea 南韓

HAAGA-HELIA University of Applied Sciences
Finland 芬蘭

LaSalle Ramon Llull University
Spain 西班牙

CBS International Business School

SRH University Heidelberg
Germany 德國

Seinan Gakuin University
Japan 日本



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 over 10 years.

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超過 10 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 MA Hoi Lam, Helen
馬凱琳博士

副系主任及副教授
供應鏈管理工商管理學士課程主任
BEng, PhD (PolyU)
Associate Head of Department of Supply Chain and Information Management
BBA-SCM Programme Director
Associate Professor

Prof MO Yiu Wing, Daniel
巫耀榮教授

決策科學學院副院長(本科課程)及教授
數字創新與科技管理理學碩士課程主任
BEng, MPhil, PhD (HKUST)
Associate Dean (Undergraduate Studies) of School of Decision Sciences
MSc-DITM Programme Director
Professor

Dr WU Chun Ho, Jack
胡鎮浩博士

商業分析與資訊管理理學士課程主任及副教授
BEng, PhD (PolyU)
BSc-BAIM Programme Director
Associate Professor

Ir Prof HO To Sum, George
何道森教授、工程師

決策科學學院副院長(產學合作) 及教授
決策分析博士課程副主任
BEng, PhD (PolyU)
Associate Dean (Engagement) of School of Decision Sciences
DDA Associate Programme Director
Professor

Prof WONG Yin Cheung, Eugene
黃彥璋教授

教授
BEng (HKU),
MSc (The University of London), PhD (HKU)
Professor

Dr LAM Hoi Yan, Cathy
藍凱欣博士

商業分析與資訊管理理學士課程副主任及副教授
BSc, PhD (PolyU)
BSc-BAIM Associate Programme Director
Associate Professor

Dr HO Chi Kuen, Danny
何熾權博士

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

Dr ZOU Chengye, Paul
鄒成業博士

數字創新與科技管理理學碩士課程副主任及助理教授
BEng (Zhejiang University), PhD (HKU)
MSc-DITM Associate Programme Director
Assistant Professor

Dr TANG Valerie
鄧慧盈博士

供應鏈管理工商管理學士課程副主任(航空運輸)及助理教授
BEng, PhD (PolyU)
BBA-SCM Associate Programme Director (Air Transport)
Assistant Professor

Dr CHAN Kin Wing, Kenneth
陳健榮博士

高級講師
BSc, MBA (UNSW)
PhD (UWE)
Senior Lecturer

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學士及
環球供應鏈管理理學碩士課程副主任
高級講師
BSc (Staffordshire University),
MSc, MSc, MBA (PolyU)
BBA-SCM and MSc-GSCM Associate Programme Director
Senior Lecturer

Dr NI Bing, Icy
倪冰博士

環球供應鏈管理理學碩士課程副主任及講師
BEng, MEng (Nanjing University of Posts and Telecommunications, NJUPT),
PhD (CUHK)
MSc-GSCM Associate Programme Director (Mainland)
Lecturer

Mr CHAN Hei Shing, Eddy
陳希承先生

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

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, 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
商業分析與資訊管理(榮譽)理學士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

STUDENT ACHIEVEMENT 學生成就

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 課程鼓勵同學參加各類比賽和活動，以增廣見聞和獲取寶貴經驗。



Technical Merit Award in the HKSQ Student Project Competition 2026
HKSQ 學生專題比賽2026 中榮獲技術優異獎



Jasper (4th from left) won the Best Data Talent Award in the DaLa Data Boot Camp
梁佑思同學 (左起第四位) 於 DaLa 數據訓練營中獲得 Best Data Talent Award



Excellence Award in the Innovation · Zero-Missing Part Challenge 2025
"智造· 零缺" 挑戰 2025 中獲頒優秀團隊獎



1st Runner-up in DataDevelop Prize HK: 2025 Student Case Competition
DataDevelop Prize HK: 2025 學生案例比賽奪得亞軍



Isaac (1st from left) and his team "AutoArmor" won the Champion
李展翹同學 (左起第一位)與他的團隊 "AutoArmor" 奪冠



CyberAce Awards Ceremony
CyberAce 頒獎典禮



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. Other applicants should 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。其他申請者可透過恒大網上入學申請系統遞交申請。如有進一步查詢，請聯絡本校教務處。

Year 1 entry 入讀一年級	Applicants should possess HKDSE Examination results or equivalent qualifications. 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 入讀三年級	Applicants should have completed an Associate Degree or Higher Diploma in a related discipline. 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	: 5968 6500
Website 網頁	: https://scm.hsu.edu.hk
Programme Email 課程查詢	: baim@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 2026.
有關資料更新至2026年10月。

QF Level: 5
QR Registration No.: 25/000338/L5
Registration Validity Period: 01/09/2025 To 31/08/2029

Programme Website

Programme Instagram

Department Facebook

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FSC® C137189