

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



供應鏈及資訊管理學系  
**DEPARTMENT OF SUPPLY CHAIN AND INFORMATION MANAGEMENT**  
恒生管理學院  
HANG SENG MANAGEMENT COLLEGE

In today's fast changing business environment, and under the increasing dominance of globalisation through information technologies (IT), employees are required to react quickly to new opportunities, and subsequently implement ideas that could be turned into IT solutions. In order to bridge the gap between the technical world and their business counterparts, we are dedicated to developing the next generation to seize this opportunity in the new digital world.

We aim to provide students with solid knowledge in Management Science and Information Management, as well as gaining professional IT experience and applying decision sciences methodologies to solve real business problems. We believe that our graduates would be able to apply a variety of IT skills in solving problems; as well as having the ability to be in charge of project implementation and develop innovative solutions, subsequently contributing to the society. The government has recently identified that financial technology and computer science are the disciplines having keen manpower demand. As a result, BMSIM has been invited to join the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP) of the Education Bureau of the HKSAR Government from 2018/19 to cultivate more value-added talent for the community. Applicants need to apply for the programme via JUPAS, and BMSIM students will have a \$40,000 subsidy from the government. I warmly welcome you to the BMSIM Programme.

**Dr Collin WONG**  
Head of Department of Supply Chain and Information Management  
Programme Director of BMSIM Programme

在現今瞬息萬變的商業環境，資訊技術成為全球化的帶動力量，不同行業都要求僱員對市場上的新機遇作出正確與適時的對策，並將概念轉化為系統化的解決方案。為了拉近資訊世界和業界之間的差距，我們致力於培養熟練掌握資訊技術的下一代以把握數碼化帶來的機遇。

本課程旨在為學生在管理科學與資訊管理領域打下紮實的基礎，並能應用資訊科技和科學決策方法解決實際業務問題。我們的畢業生不僅能夠靈活運用資訊科技解決問題，並能負責執行項目和運用創新解決方案，回饋社會。

政府最近辨識金融科技和電腦科學屬於人才需求殷切的範疇。因此，本課程獲邀從2018/19學年起加入香港特別行政區教育局的「指定專業/界別課程資助計劃」，為社會培育更多高增值人才。申請人需要通過JUPAS申請程序修讀本課程，便能獲得政府四萬港元的資助。我們期待你修讀本課程。

供應鏈及資訊管理學系系主任  
管理科學與資訊管理課程總監  
黃惠虹博士

## 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

## 管理科學與資訊管理(榮譽)學士 就業前景

Business Consultancy  
業務顧問

Business Analyst  
業務分析師

Business Consultant  
業務顧問

Business Development Consultant  
業務發展顧問

Digital Consultant  
數碼顧問

IT & Information Services Industry  
資訊科技及資訊服務業

System Analyst  
系統分析師

Business/Mobile Apps Developer  
商業/手機應用程式開發員

Information Security Consultant  
資訊保安顧問

Data Analyst  
數據分析師

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

Deloitte Touche Tohmatsu Limited  
德勤有限公司  
PwC Hong Kong 羅兵咸永道會計師事務所  
Bank of China (Hong Kong) Limited  
中銀香港  
Hang Seng Bank Limited 恒生銀行  
Standard Chartered Bank 渣打銀行  
JC Group 同景新能源集團



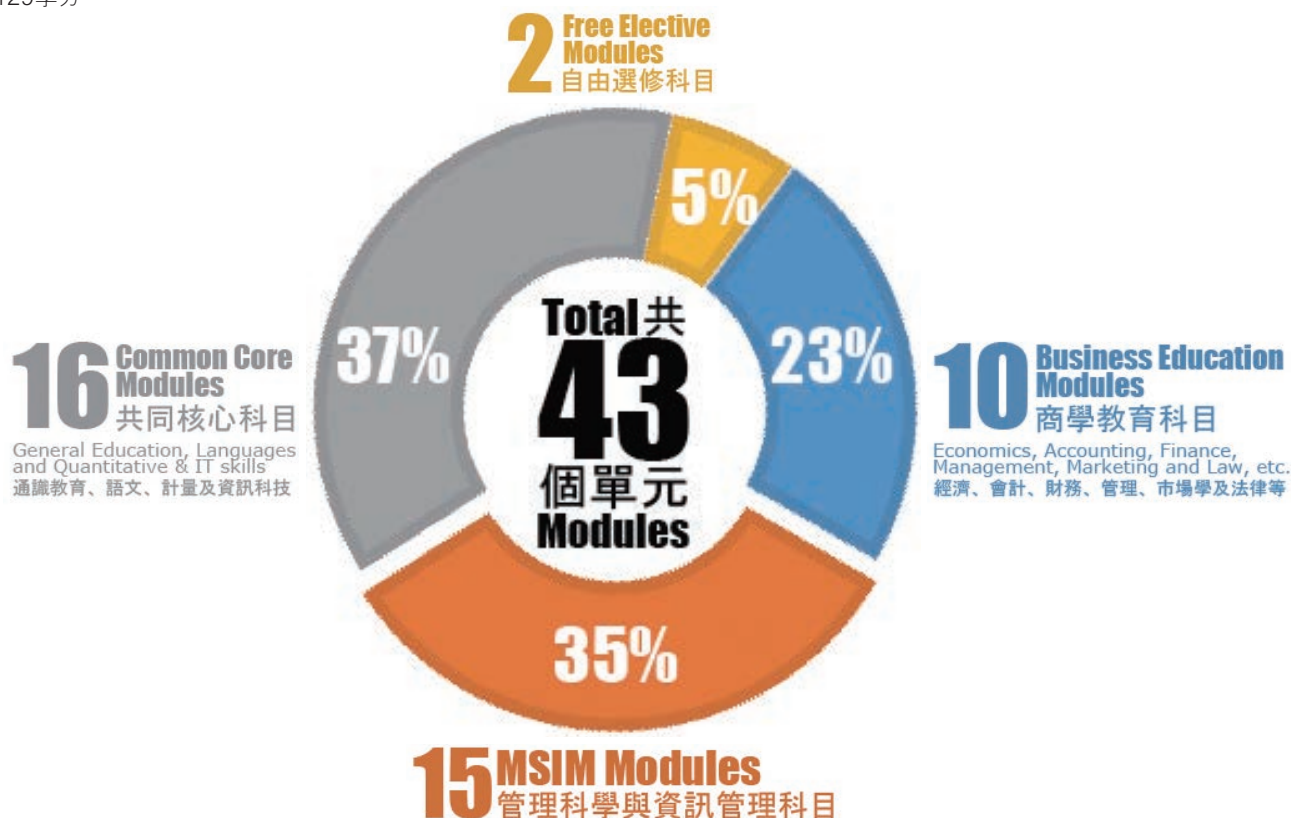
# PROGRAMME CHARACTERISTICS 課程特色



## 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。



# ACADEMIC STRUCTURE 課程大綱

This four-year curriculum consists of three components, namely a) Management Science (MS), b) Information Management (IM), and c) Application and Integration (MS & IM). Students are required to take at least 15 MS, IM modules, including Core and/or MSIM Core Electives\*.

本四年制課程由三個部分組成，即 a) 管理科學 (MS)，b) 資訊管理 (IM) 和 c) 應用與整合 (MS & IM)。學生必須修讀至少 15MS，IM 科目，包括核心和 MSIM 核心選修科目\*。

## BUSINESS EDUCATION 商學教育

Students will be required to study 12-14 business modules, including accounting, economics, finance, management, marketing, mathematics, and operations management to build a strong foundation in business knowledge.

學生須修讀 12 至 14 門企業管理科目，當中涵蓋會計、經濟、金融、管理、市場營銷、數學和營運等範疇，以建立穩固的基礎。

- Introduction to Linear Algebra and Calculus  
線性代數與微積分
- Probability and Statistics  
概率論及數理統計
- 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  
市場營銷原理
- 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
- Business Elective module  
商學教育選修科目

## MANAGEMENT SCIENCE 管理科學

- Management Science  
管理科學
- Quality/Process Management and Analysis  
質量/流程管理及分析
- Business Forecasting  
企業預測
- Project Management  
項目管理
- Decision Analytics  
決策分析
- Systems Simulation\*  
系統模擬\*
- BPR and Change Management\*  
業務流程再造與變革管理\*

## INFORMATION MANAGEMENT 資訊管理

- Programming Methodology  
程式編寫方法論
- Information System Analysis and Design  
信息系統分析與設計
- Database Design and Management  
數據庫設計與管理
- 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\*
- Advanced Information Systems Design\*  
進階資訊系統設計\*
- IT in Supply Chain\*  
資訊管理與供應鏈\*
- E-Marketing\*  
電子市場學\*
- IT Audit and Control\*  
資訊系統審計與監控\*
- Financial Technology^  
金融科技^
- Digital Business and Commerce Management^  
數碼商業與商貿管理^

^ subject to approval  
有待審批





## 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\*

## COMMON CORE CURRICULUM 共同核心課程及其他基礎教育

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

★ MSIM Core Electives  
MSIM核心選修科目

## INTERNSHIP OPPORTUNITIES 實習機會

Our internship programme is designed to provide students with hands-on experience of management science and information management in real-world practices. Students may take part in the internship placement in organisations where they will be able to apply the knowledge learnt 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

- Bank of China 中國銀行
- Census and Statistics Department  
政府統計處
- China South City 華南城
- Hong Kong Disneyland  
香港迪士尼樂園
- Hong Kong Information  
Technology Join Council Ltd  
香港資訊科技聯會
- Kerry Logistics (Hong Kong) Ltd  
嘉里物流
- Li & Fung Ltd Company  
利豐有限公司
- Deloitte Touche Tohmatsu Limited  
德勤·關黃陳方會計師行
- Luk Fook Jewellery 六福珠寶
- Main Power Electrical Ltd  
主力電器製品廠有限公司
- MTR 港鐵
- Power Hub Ltd 力泓有限公司
- Ricoh Hong Kong Ltd  
理光香港有限公司
- The Harbourview 灣景國際
- The Hong Kong and Shanghai  
Banking Corporation Ltd  
滙豐集團
- Wilson Logistics Ltd 威信物流

## STUDENT'S FEEDBACK FROM INTERNSHIP



### WONG Ka Chun, Angus (BMSIM Year 3, 2014/15)

The training from the BMSIM programme certainly makes me more competitive in the job market. I attained an internship placement at Deloitte, an internationally renowned firm and I worked for the audit and advisory division. I was primarily involved in the analyses of clients' financial portfolios. I developed and delivered taxation-related solutions to our clients that put them in a better position. Without the solid knowledge of IT and strong analytical skills, I believe I would not be able to achieve what I have had.



# FULL-TIME ACADEMIC STAFF OF SCM DEPARTMENT

## 供應鏈管理及資訊管理學系全職學術人員

Prior to joining HSMC, 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 in the United Kingdom, Australia and the United States. On average, their years of teaching and industrial experience are 13 and 11 respectively.

本課程的學術人員均具有豐富教學經驗，曾任教中文大學、香港大學、香港科技大學以及英國、澳洲和美國的知名大學。平均教學和行業經驗分別是13年和11年。

### Professor LEUNG Chi Kin, Lawrence 梁志堅教授

決策科學學院院長及教授  
BSIE (Northeastern University, USA)  
MSIE (Virginia Tech, USA), PhD (Virginia Tech, USA)  
Dean of School of Decision Sciences  
Professor of Department of Supply Chain and Information Management

### Professor LEE Tien Sheng 李天生教授

榮休教授  
BSc (Chiao-Tung), MSc (Chiao-Tung)  
MBA (Missouri-Columbia), PhD (Missouri-Columbia)  
Emeritus Professor

### Dr CHEUNG King Yin, Tommy 張敬賢博士

助理教授  
BEng (UNSW, Australia), PhD (UNSW, Australia)  
Assistant Professor

### Dr WONG Yin Cheung, Eugene 黃彥璋博士

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

### Dr John M COOMBES

講師  
BSc (University of Sheffield)  
MSc (University of Sheffield)  
PhD (City University of Hong Kong)  
Lecturer

### Dr WONG Wai Hung, Collin 黃惠虹博士

供應鏈及資訊管理學系系主任及副教授  
管理科學與資訊管理課程總監  
BEng (CUHK), MPhil (CUHK), PhD (CUHK)  
Head of Department of Supply Chain and Information Management  
Programme Director of BMSIM Programme  
Associate Professor

### Dr NG Chi Hung, Stephen 吳志雄博士

供應鏈管理工商管理課程總監及副教授  
BSc (National Taiwan University)  
MSc (Warwick University), MBA (PolyU), PhD (CUHK)  
BBA-SCM Programme Director  
Associate Professor

### Dr MO Yiu Wing, Daniel 巫耀榮博士

供應鏈管理工商管理課程副總監及助理教授  
BEng (HKUST), MPhil (HKUST), PhD (HKUST)  
BBA-SCM Associate Programme Director  
Assistant Professor

### Dr LIU Kar Wai, Connie 廖家慧博士

高級講師  
BSc (Bristol), MSc (CUHK), PhD (CUHK)  
Senior Lecturer

### Dr WU Chun Ho, Jack 胡鎮浩博士

講師  
BEng (PolyU)  
PhD (PolyU)  
Lecturer

### Dr WONG Siu Kuen, Ricky 黃紹權博士

副系主任及助理教授  
管理科學與資訊管理課程副總監  
BEng (Hons) (University College London)  
MSc (London School of Economics and Political Science)  
PhD (London School of Economics and Political Science)  
Associate Head and Assistant Professor of Department of Supply Chain and Information Management  
BMSIM Associate Programme Director

### Dr HO Chi Kuen, Danny 何熾權博士

助理教授  
MSc (Coventry), PhD (PolyU), MPhil (HKUST)  
Assistant Professor

### Dr WANG Yue 王越博士

助理教授  
BSc (Peking University), MEng (Peking University)  
PhD (HKUST)  
Assistant Professor

### Dr Bruce E BERGSTROM

講師  
BA (University of Georgia)  
MBA (University of New South Wales)  
PhD (University of South Australia)  
Lecturer

### Dr MA Hoi Lam, Helen 馬凱琳博士

講師  
BEng (PolyU)  
PhD (PolyU)  
Lecturer

## PROGRAMME ADVISORY PANEL 課程顧問委員會

### Dr Witman HUNG 洪為民博士

Managing Director  
Qianhai International Liaison  
Services Ltd

### Professor LI, Eldon 李有仁教授

University Chair Professor  
National Chengchi University

### Professor NGAI WT, Eric 倪偉定教授

Professor  
Department of Management  
and Marketing, The Hong  
Kong Polytechnic University

### Ms Annie KONG 江佩玲女士

Business Director  
ePlanning Service Ltd

### Professor LAI, Vincent Siu-king 賴紹琮教授

Programme Consultant and  
External Examiner  
Professor  
Department of Decision Sciences  
and Managerial Economics,  
The Chinese 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 in October 2012 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於2012年10月正式成立，藉此促進課堂上的小組討論，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 Resources Planning: SAP Business One & Kindee K/3
- Simulation: Rockwell Arena Simulation
- Process Analysis: Visio Professional
- Statistical Data Analysis: SAS
- Statistical Product and Service Solutions (SPSS)
- Adobe Dreamweaver
- Management Science: Premium Solver Platform
- Microsoft Office Project Management
- Radio Frequency Identification (RFID) devices & Software Development Kit (SDK)



## 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



## QUALIFICATIONS

### 專業資格

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

管理科學與資訊管理課程獲香港電腦學會認可，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 項目管理
- Six Sigma Quality Management 六標準差品質
- SAP 顧問認證課程
- SAS 統計專業技術資格考試
- CISA 資訊系統審計師認證考試
- Oracle Certified Professional 資料庫管理系統專業文憑
- Java Certification Java程式編寫認證課程
- Software Development Associate Engineer Certification 助理軟件工程師認證

## INDUSTRY ADVISORS MENTORSHIP SCHEME

### 師友學習計劃

A list of industry professionals would share their valuable experience and give advice to MSIM 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。

#### Dr Toa CHARM

湛家揚博士

Chairperson,  
BI & Big Data Special  
Interest Group & Director  
Professional Development  
(Council Member)  
Hong Kong Computer Society

#### Mr Micky LO

盧振東先生

Head of Information  
Risk Management  
APAC BNY Mellon

#### Ms Belinda SO

蘇慧明女士

General Manager  
Information Service Department  
Orient Overseas Container Line Ltd

#### Mr Alex SIN

冼志雄先生

Vice President  
Project Management Institute  
Hong Kong Chapter

#### Dr Ken FONG

方健僑博士

Founding Chairman of  
Hong Kong Retail Technology  
Industry Association

#### Mr HO Kwok Kin

何國堅先生

Assistant General Manager  
Head of IT  
BOC Credit Card (Int'l) Ltd

#### Mr Adrian CHAN

陳祖榮先生

Acting Chairman  
The Chartered Institute of Marketing  
Hong Kong





## STUDENT EXCHANGE PROGRAMMES 學生交流計劃

HSMC has established student exchange programme partnership with the following institutions around the world.

合作的海外院校包括：

### EUROPE 歐洲

- HAAGA-HELIA University of Applied Sciences (芬蘭)
- Laurea University of Applied Sciences (芬蘭)
- EDC PARIS, Ecole des Dirigeants et Créateurs d'entreprise (法國)
- ISIT - Institut de Management et de Communication Interculturels (法國)
- International University of Monaco (摩納哥)
- Edinburgh Napier University (蘇格蘭)

### UNITED STATES 美國

- Albright College (賓夕法尼亞州)
- Gordon College (馬薩諸塞州)
- Illinois Wesleyan University (伊利諾伊州)

### ASIA 亞洲

- 上海對外經貿大學 (中國)
- 對外經濟貿易大學 (中國)
- 仁荷大學 (韓國)
- 龍仁大學 (韓國)
- 釜慶國立大學 (韓國)



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。

## ENQUIRIES ON APPLICATION AND ADMISSION

### 入學申請查詢

Applicants can submit their applications through the HSMC Online Application System.

For further enquiries, please contact the Registry.

申請者可透過恒生管理學院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

入讀一年級

Applicants should possess HKDSE or equivalent qualifications.

申請者應具備香港中學文憑或同等學歷。

#### 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 5555

Fax 傳真

: 3963 5553

Website 網頁

: www.hsmc.edu.hk

Programme Email 課程查詢

: msim@hsmc.edu.hk

Admission Email 入學查詢

: ugadmission@hsmc.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 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。

Hang Seng Management College is incorporated in Hong Kong with limited liability by guarantee.

恒生管理學院是一間於香港註冊成立之擔保有限公司。

Information updated as of August 2017.

有關資料更新至2017年8月。



Facebook Page