



Bachelor of
Business Administration in

SUPPLY CHAIN MANAGEMENT (Honours) (BBA-SCM)

供應鏈管理工商管理(榮譽)學士



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 BUSINESS ADMINISTRATION (HONOURS) IN SUPPLY CHAIN MANAGEMENT (BBA-SCM)

供應鏈管理工商管理（榮譽）學士

Logistics and air transport industry has become the lifeblood of Hong Kong's economy, and is one of the major economic pillars of Hong Kong. The need for supply chain talents to support the development of the industry is surging. Benefited by the recently continuous boost of e-commerce and the enhancement of transportation infrastructure and advanced technologies, the industry is growing much more rapidly and dramatically than before. The industry growth has led Hong Kong to become the regional hub in the Greater China area. It is evident that the Hong Kong International Airport is now one of the busiest and most advanced airports in the region. Its annual cargo throughput volume is doubled that of other airports including Incheon, Dubai and Shanghai.



The growth and prosperity of logistics and air transport industry is contingent upon the availability of a wealth of talent in various areas of supply chain. In response to this increasing demand of manpower, the Bachelor of Business Administration (Honours) in Supply Chain Management (BBA-SCM) Programme offered two streams of study: Business Logistics and Air Transport starting from the cohort of 2017/18.

The BBA-SCM Programme which was launched in 2010 has now been publicly recognised as one of the largest BBA programmes in the region specialising in SCM/logistics. In 2016, the Programme has achieved the Programme Area Accreditation (PAA) status granted by the Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKCAAVQ). It has been an eligible programme under the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP) since 2015.

If you are interested in pursuing your careers in areas with high potential growth, you are strongly recommended to consider our Programme. You will learn specialised knowledge and skills in Supply Chain/Logistics Management and Air Transport Management for your pursuit of professional career development and further studies. You will work closely with your peers and professors with a well-designed academic curriculum supported by small-class settings and modern facilities. Upon completing the programme, you will be a SCM/Air Transport professional with a well-recognised qualification. Above all, you will find enjoyment of studying here.

Dr WONG Wai Hung, Collin
BBA-SCM Programme Director
Department of Supply Chain and Information Management

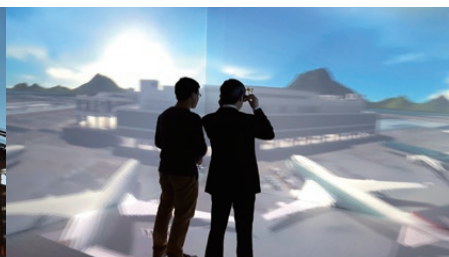
物流和航空運輸業已成為香港經濟的命脈及主要經濟支柱之一。市場對供應鏈人才的需求亦不斷飆升。受惠於電子商務的持續增長、交通基礎設施和先進技術的提升，與供應鏈管理相關的行業的增長速度更是與日俱增，這亦促進了香港成為大中華地區的區域樞紐。明顯地，香港國際機場已公認為是現在最繁忙和最先進的機場之一。其年貨物吞吐量是其他機場，包括仁川、杜拜和上海的兩倍。

物流和航空運輸業的增長和繁榮取決於供應鏈各範疇是否提供足夠的專業人才。為應對人力需求的不斷增長，從2017/18學年開始，供應鏈管理工商管理（榮譽）學士學位課程提供兩個專修組別：商業物流和航空運輸，讓同學選修。

供應鏈管理工商管理（榮譽）學士學位課程自2010年推出以來已被大眾公認為在大中華區域內其中一個最具規模的供應鏈及物流管理課程，並於2016年獲得香港學術及職業資歷評審局頒發學科範圍認證資格。此外，自2015年起，課程亦已納入教育局的「指定專業/界別課程資助計劃」。

如果您有興趣在增長潛力高的行業尋找職業，我們強烈建議您考慮修讀供應鏈管理工商管理（榮譽）學士學位課程。您將學習到供應鏈/物流管理和空運管理的專業知識和技能，為您追求職業發展和進修作好準備。透過設計精良的學術課程及以小班教學和現代化設施為基礎，您將與您的同學和教授緊密聯繫。於完成課程後，您將成為一名具有專業資格的供應鏈或空運管理專才。最重要的，是你會在這裡尋找到學習的樂趣。

供應鏈及資訊管理學系
供應鏈管理工商管理（榮譽）學士課程主任
黃惠虹博士



PROGRAMME CHARACTERISTICS

課程特色



INTERNSHIP OPPORTUNITIES

實習機會

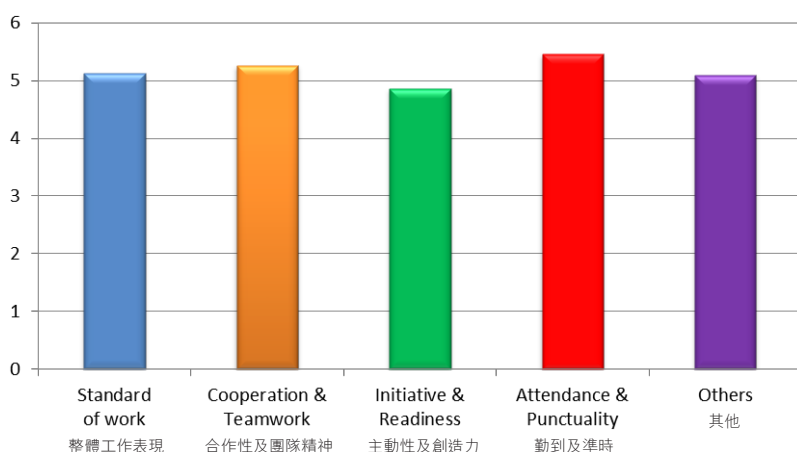
Internship is a core module and forms a critical component of our BBA-SCM Programme. It aims to enrich learning by providing real-life working experiences for students to better understand the industry and apply their knowledge to the workplace.

實習為本課程中一個不可或缺的主修科目，旨在透過寶貴的實習機會，讓學生能親身體驗行業運作模式及將理論靈活實踐於職場上，從而加深學生對業界的認識。本院並已成功得到業內多間優秀企業的支持。

完成實習的學生均得到僱主正面的評價，茲節錄如下：

Employment Evaluation (Average Grading)

僱主對實習生之工作評估



Scale of Rating: 1 (very poor) - 6 (excellent)

"Students of The Hang Seng University of Hong Kong (HSUHK) are very obedient and patient in learning. They are eager to learn new things through trial-and-error. For example, they tried every means and took their full effort at the stage of looking for a place to rent. They are also willing to get their hands dirty in gaining more front-line experiences."
759 Store (759 阿信屋)

"They are especially eager to learn new things. During the internship, they would always like to apply what they have learnt at school to work and, at the same time, master the new skills at work so as to help with their school work."
Hong Kong Quality Assurance Agency (香港品質保證局)

Supporting organisations include

部分參與機構包括：(排名不分先後)

China South City (Shenzhen) 華南城 (深圳)

MTR 港鐵

Cathay Pacific Services Limited 國泰航空服務有限公司

The Harbourview 香港灣景國際

Jardine OneSolution 怡和科技

Ricoh (Hong Kong) 理光 (香港)

Kingboard Chemical Holdings Limited 建滔化工

Bank of China 中國銀行

The HSBC 滙豐銀行

LI & Fung 利豐集團

SF Express 順豐速運

TNT Express Worldwide (HK) Limited

Marks & Spencer Hong Kong 馬莎百貨

Kerry Logistics 嘉里物流

CAREER PROSPECTS

就業前景

Career prospects of BBA-SCM graduates

The qualifications and competence of our graduates are widely recognised and well-received in the industry. Their job nature covers different parts of supply chain management, such as logistics, merchandising, customer services, retailing and project management.

本課程的畢業生於各行各業均被廣泛認受。他們的工作範疇涵蓋供應鏈管理的不同部分，譬如物流、貨物經銷、顧客服務、零售及項目管理。

Graduates have a wide range of career options:

畢業生有多元化的就業選擇：

Procurement Management

採購管理

Enterprise Resources Planning

企業資源規劃

Aviation Revenue Management

航空收益管理

Air Cargo Operations Management

航空貨運業務管理

Quality Management

品質管理

Logistics and Sales Management

物流及商品銷售管理

International Transport and Inventory Management

國際運輸及庫存管理

Supply Chain Management

供應鏈管理

Order Processing and Customer Service Management

訂單管理及客戶服務

Vendor Quality Development

供應商質量發展

Management of Information System

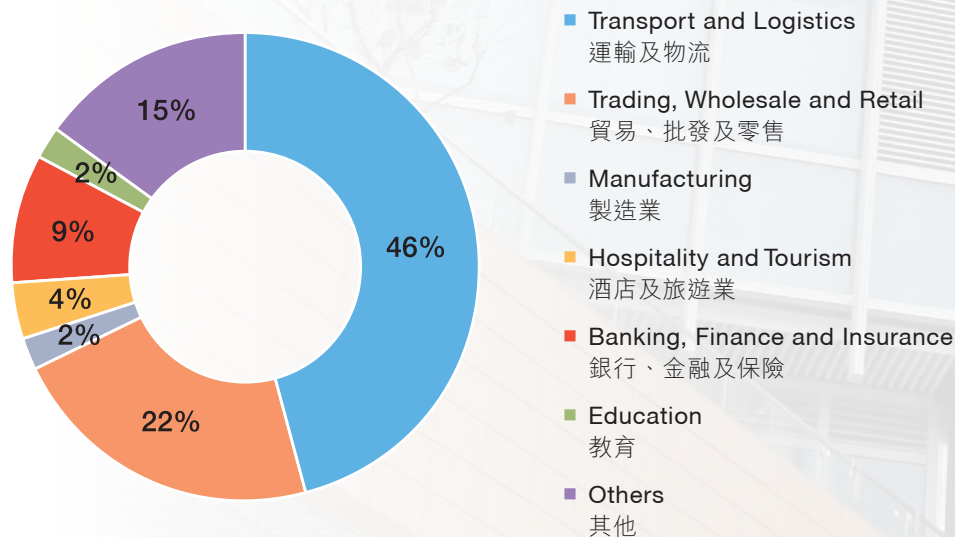
資訊系統管理

Our graduates are on a starting salary ranging from HK\$12,000 to HK\$20,000 per month.

畢業生的起薪點為月薪12,000港元至20,000港元。

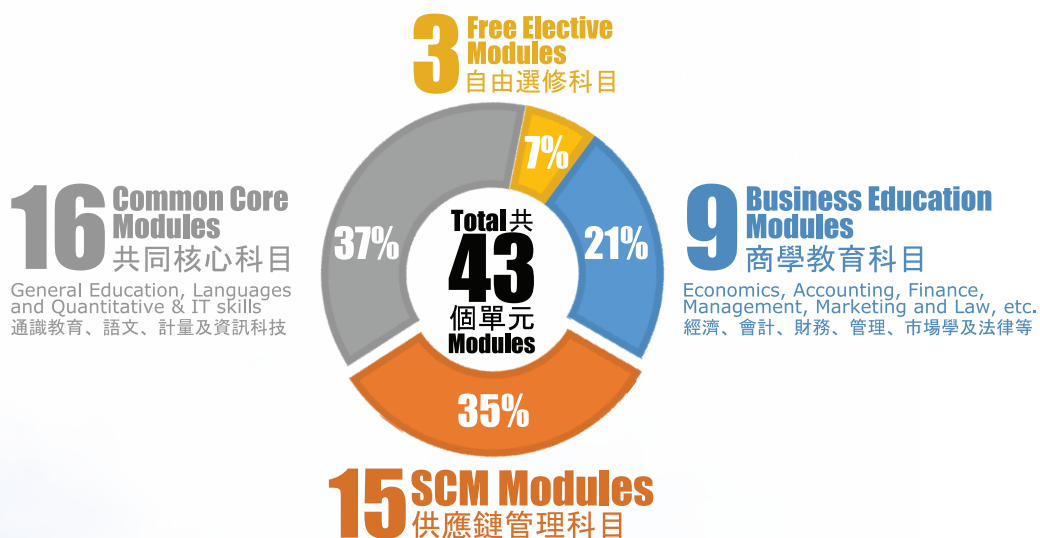
OCCUPATION DISTRIBUTION OF BBA-SCM GRADUATES 2017

2017年供應鏈管理工商管理（榮譽）學士課程畢業生就業分佈



ACADEMIC STRUCTURE AND OUTLINE OF THE PROGRAMME

學術架構及課程大綱



SCM Common Core Modules 供應鏈管理共同核心科目

Operations and Supply Chain Management I & II
營運與供應鏈管理I及II
Management Science
運籌管理學
Global Logistics Management
環球物流管理
Shipping & Transport Logistics
航運及運輸物流

Carriage of Goods Law in Hong Kong & China
貨物運輸法(本港及國內)
Internship or Company Project
工作實習或專題研習
Senior Year Project or Honours Project I & II
高級項目研究 或(榮譽學位) 研究論文I及II

Business Logistics Stream 商業物流專修組別

Quality Management and ISO9000
品質管理及ISO 9000
Negotiation Analysis in Supply Chain Management
供應鏈管理協商分析
Enterprise Information Management
企業信息管理
Purchase & Supply Management
採購與供應管理
Management of Service Operations
服務作業管理

Air Transport Stream 航空運輸專修組別

Transportation Planning: Policies, Methods and System
交通規劃：政策、方法及系統
Airline Operations and Revenue Management
航空運作及收益管理
Airfreight Management in Global Supply Chain
環球供應鏈航空貨運管理
Airport and Air Cargo Terminal Operations Management
機場及空運貨站運作管理
Sustainable Transportation
可持續運輸

SCM Elective Modules 供應鏈管理選修科目

Entrepreneurship
創業管理
Current Issues in Supply Chain Management & Logistics
供應鏈管理及物流專題研習
Information and Technology in Supply Chain
供應鏈資訊科技應用
Corporate Social Responsibility
企業社會責任

Corporate Governance
企業管治
Aviation Security & Safety Management
航空保安及安全
Shipping and Aviation Finance
航運及空運金融
BPR with Change Management
業務流程再造與變革管理

MINOR PROGRAMME 副修課程

Students can opt to a minor programme to develop their competence in different areas.
學生更可副修其他課程，以裝備他們在不同領域的長遠發展。



FULL-TIME ACADEMIC STAFF OF SCM DEPARTMENT

供應鏈及資訊管理學系全職教學人員

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

Dr WONG Wai Hung, Collin 黃惠虹博士

決策科學學院副院長(外務)
及副教授
供應鏈管理工商管理課程主任
BEng (CUHK), MPhil (CUHK),
PhD (CUHK)
Associate Dean (External) of
School of Decision Sciences
BBA-SCM Programme Director
Associate Professor

Dr NG Chi Hung, Stephen 吳志雄博士

系主任及副教授
環球供應鏈管理理學碩士
課程主任
BSc (National Taiwan University),
MSc (Warwick University),
MBA (PolyU),
PhD (CUHK)
Head of Department of
Supply Chain and Information
Management
MSC-GSCM Programme Director
Associate Professor

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主任
BEng (Hons) (University College London),
MSc (London School of
Economics and Political Science),
PhD (London School of
Economics and Political Science)
Associate Head of Department
of Supply Chain and Information
Management
BMSIM Programme Director
Assistant Professor

Dr HO Chi Kuen, Danny 何熾權博士

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

Dr WANG Yue 王越博士

助理教授
管理科學與資訊管理課程副主任
BSc (Peking University),
MEng (Peking University),
PhD (HKUST)
BMSIM Associate Programme
Director
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 MO Yiu Wing, Daniel 巫耀榮博士

供應鏈管理工商管理課程副主任
(商業物流)及助理教授
BEng (HKUST), MPhil (HKUST),
PhD (HKUST)
BBA-SCM Associate Programme
Director (Business Logistics)
Assistant Professor

Dr HO To Sum, George 何道森博士

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

Dr WU Chun Ho, Jack 胡鎮浩博士

助理教授
BEng (PolyU),
PhD (PolyU)
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 WONG Yiu Man 王耀文博士

環球供應鏈管理理學碩士課程
副主任及高級講師
BSc(Eng) (HKU), MSc(Eng) (HKU),
MBA (CUHK),
EngD (Warwick),
FHKIE
MSC-GSCM Associate
Programme Director
Senior Lecturer

Dr Bruce E BERGSTROM 講師

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

Dr John M COOMBES 講師

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

Dr MA Hoi Lam, Helen 馬凱琳博士

講師
BEng (PolyU),
PhD (PolyU)
Lecturer

SCHOLARSHIP OPPORTUNITIES FOR BBA-SCM PROGRAMME STUDENTS 供應鏈管理工商管理（榮譽）學士課程 學生可申領之獎學金

With the generous support from the government and donors, there are increasing scholarship opportunities at HSUHK, including Entrance Scholarship and Academic Excellence, etc from internal channel; and Scholarships provided by external donors who include Fuji Xerox (Hong Kong) Limited Scholarship, Kowloon Chamber of Commerce Scholarship and ISM-PRD Scholarship, etc.

Detailed scholarship list will be updated periodically by the Student Affairs Office.



PROGRAMME ADVISORY COMMITTEE & MENTORSHIP SCHEME 課程顧問委員會及師友學習計劃

Our Programme benefits from the advice provided by world-renowned professors and industry experts who have served us as the BBA-SCM Programme Advisors and Industry Advisors. These industry experts have acted as mentors under our Mentorship Scheme.



(First row, from left) Prof Janny Leung, Ir Stephen Chan, Hon Frankie Yick Chi Ming JP and Prof Li Chung Lun
(前排左起) 梁美兒教授、陳鏡治先生、易志明先生 JP 及李仲麟教授

STUDENT SHARING 學生分享



Chui Hoi Man GiGi 崔凱曼
(Graduate 2015/16)

The highlight of this programme is not only the design of the courses, but also the outstanding teaching team, small class learning scale, and software and hardware support, which offers a good opportunity to me to get well prepared for my further career development.



Koo Ho Ying 顧可瑩
(Exchange Programme to National Taipei University in Semester 2, 2015/16)

It is a remarkable and memorable experience going on exchange. I met a lot of great professors and students there. Lectures and lessons really broadened my horizon.

PROFESSIONAL EXAMINATIONS AND TRAINING 專業考試及培訓

Our programme is designed to provide students with solid knowledge, skills and attributes that are essential for pursuing professional status recognised locally and internationally. Students are encouraged to complete the qualifying examinations and associated requirements of the following professional associations to develop their career in supply chain management:

本課程著重提供同學們一些專業考試及培訓的相關知識，更鼓勵同學應考各類本地或國際性認可之供應鏈管理的專業考試：

- Certified in Production and Inventory Management (CPIM)
- Certified Supply Chain Professional (CSCP)
- Certified Professional in Supply Management (CPSM)
- Certified Professional in Supplier Diversity (CPSD)
- Certified/Advanced Certificate in Procurement and Supply Operations
- Regulated Agent Regime Security Training
- Dangerous Goods Regulation/Awareness Training
- Continuing Professional Development Courses (ISO9001, ISO14001 Foundation or Auditor Training)

PROFESSIONAL RECOGNITION 專業資格認可

Graduates of BBA-SCM Programme can apply for the membership of Hong Kong Logistics Association (HKLA), while BBA-SCM students can join HKLA, The Chartered Institute of Logistics & Transport—Hong Kong (CILTHK), Institute for Supply Management—Hong Kong (ISM-HK), Institute of Purchasing and Supply of Hong Kong (IPSHK) and Supply Chain Security Association as STUDENT members.

供應鏈管理工商管理（榮譽）學士學位課程的畢業生，可以申請成為香港物流協會的會員，在讀的學生亦可以申請入會。除此之外學生還能加入：香港運輸物流協會、供應鏈管理協會（香港）、香港物資採購與供銷學會和供應鏈保安協會成為學生會員。

STUDENT ACHIEVEMENT 學生成就



CILTHK Student Day 2017 - First-runner-up
香港運輸物流學會學界專題研習比賽亞軍



CILTHK Case Competition 2016 - Champion
香港運輸物流協會個案比賽冠軍



CILTHK Final Year Project Award 2016 - Champion
香港運輸物流協會畢業論文比賽冠軍



CIPS Best Student Awards 2015 - Best Student Award
英國皇家採購與供應學會卓越學生選舉獲卓越學生殊榮

ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Year 1 entry For Year 1 admission to BBA-SCM programme under the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP), HKDSE candidates are required to apply via JUPAS.

入讀一年級 報讀教育局指定專業/界別課程資助計劃的供應鏈管理工商管理（榮譽）學士學位課程之香港中學文憑試考生或持往屆中學文憑試成績之學生，必須透過「大學聯合招生辦法」申請。

Year 3 entry For Year 3 admission to BBA-SCM self-financed programme, both HKDSE and non-HKDSE candidates can apply via HSUHK Online Application System.

入讀三年級 報讀供應鏈管理工商管理（榮譽）學士學位之自資課程或以非香港中學文憑試成績申請，則直接透過香港恒生大學網上入學系統遞交申請。

For further enquiries, please contact the Registry.

如有進一步查詢，請聯絡本校教務處。

Tel 電話 : 3963 5555

Fax 傳真 : 3963 5553

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

Programme Email : scm@hsu.edu.hk (課程查詢)

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 January 2019.

有關資料更新至2019年1月。