



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



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

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 acumen and have the capability of developing innovative business solutions.

BMSIM Programme

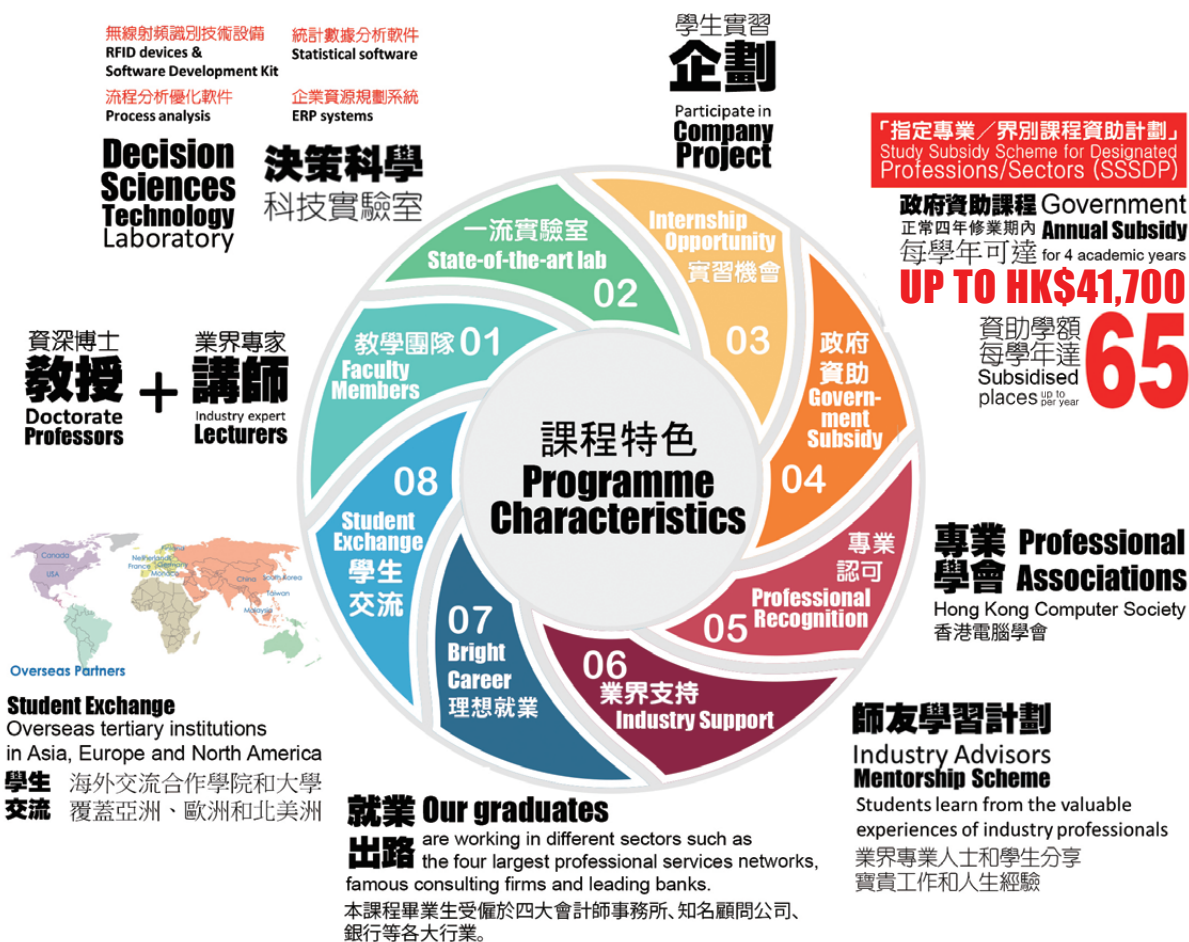
Department of Supply Chain and Information Management

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位創新方面作足準備。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、資訊審計和數位業務管理等新興領域相結合。我們相信本課程的畢業生具備敏銳的商業頭腦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.

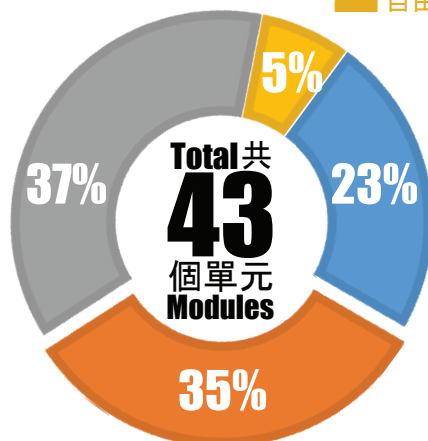
BMSIM為四年制本科課程。課程結構由主修科目、共同核心科目、商學教育科目及自由選修科目所組成。學生須於四年內修讀合共129學分。

16 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

JSSH05
JUPAS
Catalogue
Number

2 Free Elective Modules
自由選修科目



10 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

15 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

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/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*

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^
業務分析導論^

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*
- Digital Business Management^
數碼商業管理^

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

^ subject to approval
有待審批

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 (Hong Kong)
德勤·關黃陳方會計師行(香港)
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
Tonking New Energy Group 同景新能源集團

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
- 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



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 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
- Deloitte Touche Tohmatsu (Hong Kong) 德勤·關黃陳方會計師行(香港)
- Hong Kong SAR Government 香港特別行政區政府
- HKTVmall 香港電視
- Li & Fung Limited 利豐有限公司
- Microsoft Corporation 微軟公司
- MTR 港鐵
- Porsche Centre Hong Kong 香港保時捷中心
- Tencent Holdings Limited 騰訊
- The Hong Kong and Shanghai Banking Corporation Ltd 滙豐集團
- TransUnion 環聯

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：



STUDENT'S FEEDBACK FROM INTERNSHIP



Felix participated in an internship placement at Tencent. This opportunity broadened his horizon and helped build the foundation for his future career development.

Mr CHAN Chun Hong, Felix
(2017 Graduate)

Felix was recommended by the University to join a one-year internship programme of Tencent Holdings Co, Ltd. In the Business Development Department, he participated in the preparatory work of WeChat payment in Hong Kong. During the internship, he fully realised the knowledge acquired in the classroom keeping abreast of the latest developments in the industry. "HSUHK provides dual training in IT expertise and business management. Internship experience provided me with opportunities to apply the latest technology to solve problems in commercial operations." He used the learned technology to help Tencent to complete the localisation of WeChat payment products, and business knowledge to help Tencent establish partnerships with local companies and to promote products through shopping offers. Felix believes that this internship opportunity is not only very rare, but also lays the foundation for his future career development.

He is currently working at one of the Big Four accounting firms and is responsible for providing information technology support to clients. The nature of his work is closely related to the BMSIM curriculum design. He believes that HSUHK provides innovative and practical programmes and valuable internship experience to help him build confidence and face the challenges at work, and make great achievements in the industry.

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)

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)

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

本課程的教學人員均具有豐富教學經驗，加入恒大大前，曾任教香港中文大學、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

Dr WONG Wai Hung, Collin 黃惠虹博士

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

Dr NG Chi Hung, Stephen 吳志雄博士

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

Dr WONG Siu Kuen, Ricky 黃紹權博士

副主任及助理教授
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 and Assistant Professor of Department of Supply Chain and Information Management
BMSIM Programme Director

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 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), PhD (PolyU), MPhil (HKUST)
Associate Programme Director of MSC-GSCM Programme
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 WANG Yue 王越博士

管理科學與資訊管理課程副主任及助理教授
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 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
PhD (PolyU)
BEng (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

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

PROGRAMME ADVISORY PANEL 課程顧問委員會

Professor Witman HUNG

洪為民教授

Managing Director
Qianhai International Liaison
Services Ltd

Professor LI, Eldon

李有仁教授

University Chair Professor
National Chengchi University

Mr Micky LO

盧振東先生

Head of Information Risk Management
APAC BNY Mellon

Dr Benjamin YEN

顏秉常博士

Associate Professor
Faculty of Business and Economics
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 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



INDUSTRY ADVISORS 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。

Dr Toa CHARM

湛家揚博士

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

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

Ms Annie KONG

江佩玲女士

Senior Programme Manager
Hong Kong University of Science
and Technology (HKUST)





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 Online 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 or equivalent qualifications.

入讀一年級 申請者應具備香港中學文憑或同等學歷。

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 5555

Fax 傳真 : 3963 5553

Website 網頁 : 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 January 2019.

有關資料更新至2019年1月。



Facebook Page