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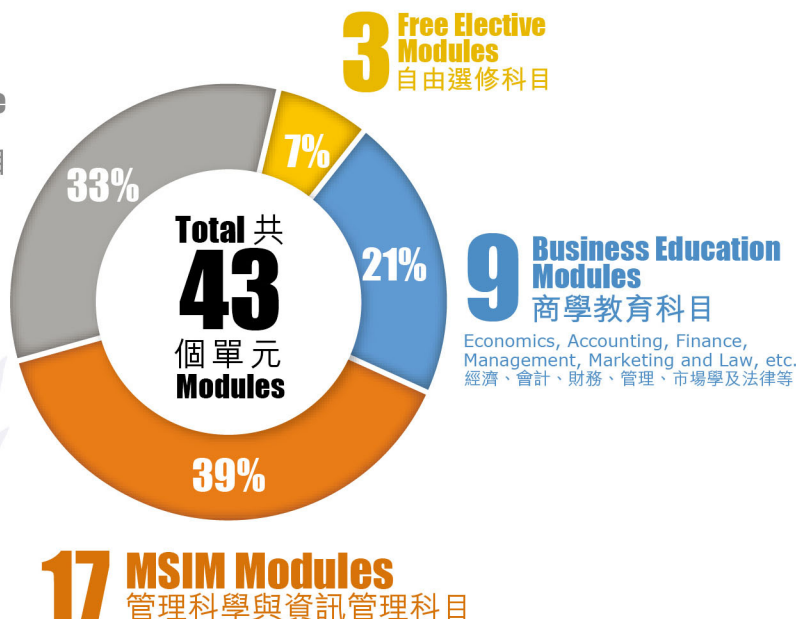BMSIM為四年制本科課程。課程結構由主修科目、共同核心科目、商學教育科目及自由選修科目所組成。學生須於四年內修讀合共129學分。

14 **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

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 **MSIM Modules** 管理科學與資訊管理科目

Total 共
43
個單元
Modules

33% / 7% / 21% / 39%

JSSH05
JUPAS Catalogue Number

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

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 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 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
- 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
  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*
- 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*

* MSIM Major Electives
* MSIM 主修選修科目

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	IT & Information Services Industry 資訊科技及資訊服務業
Business Analyst 業務分析師	System Analyst 系統分析師
Business Consultant 業務顧問	Business/Mobile Apps Developer 商業/手機應用程式開發員
Business Development Consultant 業務發展顧問	Information Security Consultant 資訊保安顧問
Digital Consultant 數碼顧問	Data Analyst 數據分析師

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

DBS Bank 星展銀行
Deloitte Touche Tohmatsu (Hong Kong) 德勤 · 關黃陳方會計師行(香港)
Hang Seng Bank 恒生銀行
PCCW Solutions 電訊盈科企業方案
PwC Hong Kong 羅兵咸永道會計師事務所
Standard Chartered Bank 渣打銀行

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 (Joint Certificate in Data Mining)
- 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 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

- Deloitte Touche Tohmatsu (Hong Kong) 德勤 • 關黃陳方會計師行(香港)
- HKTVmall 香港電視
- IKEA 宜家家居
- 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 Holdings Limited 騰訊
- The Hong Kong and Shanghai Banking Corporation Ltd 香港上海滙豐銀行有限公司
- The Hong Kong Jockey Club 香港賽馬會
- TransUnion 環聯

STUDENT'S FEEDBACK FROM INTERNSHIP

Mr KWAN Ho Lam
(BMSIM Year 4 Student, AY2020-21)

AXA is an innovative insurer that leverages technology like Big Data and Artificial Intelligence (AI) to transform customer experience. These allow the simplification of the processes by which a claim is made, or an insurance policy is approved. I feel very honoured to be offered to join the AXA Corporate Internship Programme this summer.

As an IT solution intern under the Robotic Process Automation (RPA) team, I am required to give professional advice ranging from analysing the potential gains in productivity using RPA robots, to the design of RPAs robot. Our team also sometimes outsources some RPA projects to different IT vendors such as IBM, Accenture and TCS. Part of my job is to work closely with the overseas vendors to ensure that schedules and the requirements of our business analyst are met by the vendors.

During my internship period, I have handled several RPA projects including migrating the existing robots to the cloud system, RPA robot credential management and robotic solution on Emma project. Such practical and hands-on experience has enhanced my understanding of RPA robot knowledge in Uipath.

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：

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）

THE 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)及副教授
BEng (CUHK), MPhil (CUHK), PhD (CUHK)
Associate Dean (External) of
School of Decision Sciences
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
副系主任及副教授
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
Associate Professor

Professor CHAN Wai Kwong, Samuel
陳偉光教授
教授
BSc (The Chinese University of Hong Kong)
MSc (Victoria University of Manchester)
MPhil (The Chinese University of Hong Kong)
PhD (University of New South Wales)
Professor

Dr HO Chi Kuen, Danny
何熾權博士
助理教授
MSc (Coventry), MPhil (HKUST),
PhD (PolyU)
Assistant Professor

Dr MO Yiu Wing, Daniel
巫耀榮博士
供應鏈管理工商管理課程主任及副教授
BEng (HKUST), MPhil (HKUST),
PhD (HKUST)
BBA-SCM Programme Director
Associate Professor

Dr WANG Yue
王越博士
環球供應鏈管理理學碩士課程副主任及副教授
BSc (Peking University), MEng (Peking
University),
PhD (HKUST)
MSC-GSCM Associate
Programme Director
Associate Professor

Dr WONG Yin Cheung, Eugene
黃彥璋博士
環球供應鏈管理理學碩士課程副主任及副教授
BEng (HKU)
MSc (The University of London)
PhD (HKU)
MSC-GSCM Associate
Programme Director
Associate 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
(商業物流)及助理教授
BEng (PolyU)
PhD (PolyU)
BBA-SCM Associate
Programme Director (Business Logistics)
Assistant Professor

Dr WU Chun Ho, Jack
胡鎮浩博士
管理科學與資訊管理課程副主任及助理教授
BEng (PolyU)
PhD (PolyU)
BMSIM Associate Programme Director
Assistant Professor

Dr MA Hoi Lam, Helen
馬凱琳博士
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

Mr CHAU Chun Hing, Timothy
周俊興先生
高級講師
BSc (Lancaster), MBA (UBC), MStat (HKU),
MMedSc (HKU)
Senior Lecturer

Dr WONG Yiu Man
王耀文博士
高級講師
BSc(Eng) (HKU), MSc(Eng) (HKU),
MBA (CUHK),
EngD (Warwick), FHKIE
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 LAM Hoi Yan, Cathy
藍凱欣博士
講師
BSc (PolyU)
PhD (PolyU)
Lecturer

Ms CHIU Wai Han, Memory
趙慧嫻女士
講師
BSc (Uvic), MSc (Uvic)
Lecturer

Mr LEE Wai Yip, Harry
李偉業先生
講師
BSc (Staffordshire University)
MSc (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 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
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
Programme WhatsApp 課程查詢 : 9513 7468
Website 網頁 : http://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。

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Web Page