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

JSSH05
JUPAS Catalogue Number

Bachelor of Science (Honours) in
BUSINESS ANALYTICS AND INFORMATON MANAGEMENT (BSc-BAIM)
商業分析與資訊管理(榮譽)理學士

BUSINESS ANALYTICS · DESIGN THINKING · DIGITAL TECHNOLOGY
商業分析 · 設計思維 · 數碼科技

This program combines "Business Analytics", "Decision Science" and "Information Technology", and integrates with emerging fields such as FinTech, Business Intelligence and Data Mining, IT Audit and Control and Digital Business Management. It focuses on cultivating students' ability to move from theoretical practice to establishing business analysis and forecasting models, transforming qualitative goals into quantitative results, and providing better and innovative application solutions for different industries. Graduates often pursue careers in business consulting, systems analysis, and banking sectors.
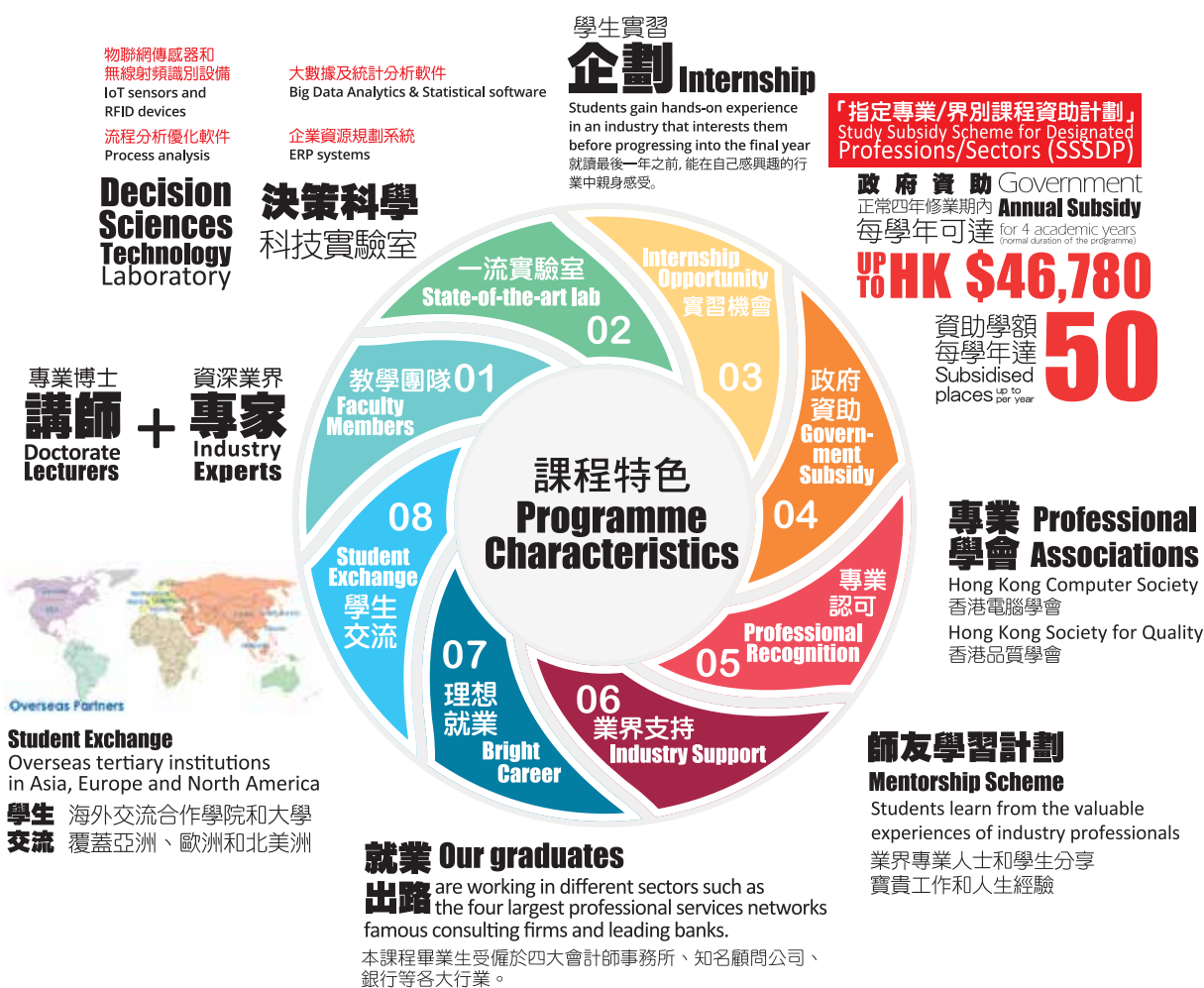
BSc-BAIM Programme
Department of Supply Chain and Information Management

本課程集合「商業分析」、「決策科學」及「資訊科技」於一身，並與金融科技、商業智能與數據挖掘、資訊系統審計和數碼商業等新興領域互相結合。重點培育學生由理論實踐到建立業務分析和預測模型，將質化目標轉化成量化結果，為不同行業提供更好的、創新的應用方案。畢業生多從事商業顧問、系統分析和銀行業等專業領域。

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

物聯網傳感器和無線射頻識別設備
IoT sensors and RFID devices

流程分析優化軟件
Process analysis

大數據及統計分析軟件
Big Data Analytics & Statistical software

企業資源規劃系統
ERP systems

學生實習
企劃 Internship

Students gain hands-on experience in an industry that interests them before progressing into the final year
就讀最後一年之前, 能在自己感興趣的行業中親身感受。

Decision Sciences Technology Laboratory

決策科學
科技實驗室

專業博士
講師 Doctorate Lecturers

+

資深業界
專家 Industry Experts

一流實驗室
State-of-the-art lab
02

教學團隊 **01**
Faculty Members

Internship Opportunity
實習機會
03

政府資助
Government Subsidy
04

08
Student Exchange
學生交流

課程特色
Programme Characteristics

07
理想就業
Bright Career

06
業界支持
Industry Support

專業認可
Professional Recognition
05

「指定專業/界別課程資助計劃」
Study Subsidy Scheme for Designated
Professions/Sectors (SSSDP)

政 府 資 助 Government
正常四年修業期內 **Annual Subsidy**
每學年可達 for 4 academic years
(normal duration of the programme)

UP TO **HK $46,780**

資助學額
每學年達
Subsidised places up to per year
50

專業 Professional
學會 Associations
Hong Kong Computer Society
香港電腦學會
Hong Kong Society for Quality
香港品質學會

Overseas Partners

Student Exchange
Overseas tertiary institutions in Asia, Europe and North America
學生 海外交流合作學院和大學
交流 覆蓋亞洲、歐洲和北美洲

就業 **Our graduates**
出路 are working in different sectors such as the four largest professional services networks famous consulting firms and leading banks.
本課程畢業生受僱於四大會計師事務所、知名顧問公司、銀行等各大行業。

師友學習計劃
Mentorship Scheme
Students learn from the valuable experiences of industry professionals
業界專業人士和學生分享
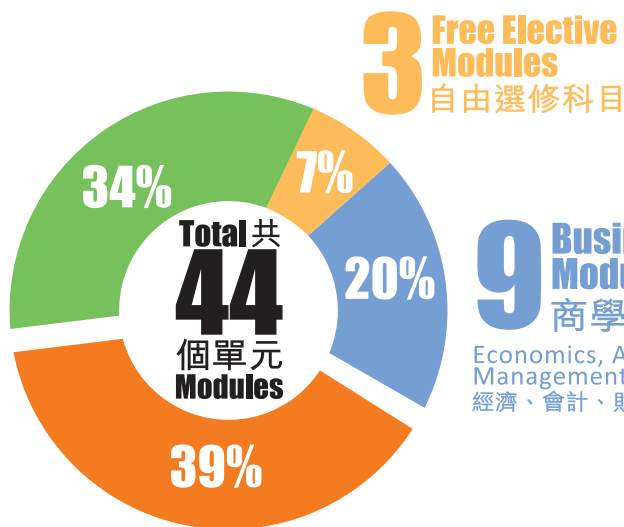寶貴工作和人生經驗

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。

3 Free Elective Modules 自由選修科目

15 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

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

Total 共 **44** 個單元 Modules

34% 7% 20% 39%

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
- General Education
  通識教育

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*
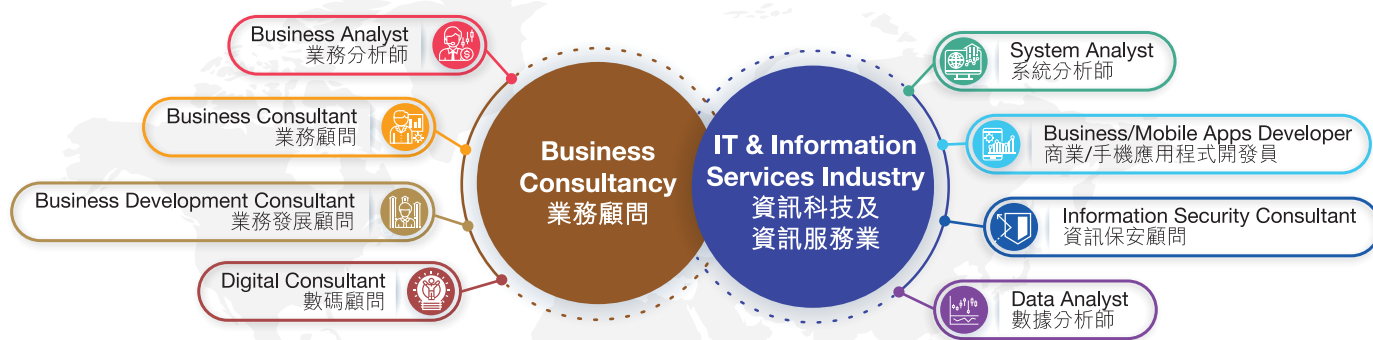 數碼商業管理*

* 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

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

Business Consultancy 業務顧問

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

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

- 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。

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

- A.S. Watson Group 屈臣氏集團
- 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
- 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

GRADUATE PROSPECTS
畢業生前景

Dr Cathy Lam
BSc-BAIM Associate Programme Director

Ms Carly Peng
MSc Systems Engineering and Engineering Management, CUHK

Mr Jason Kwan
Senior Product Manager, KuCoin

Mr Samuel Yeung
Analyst/Programmer II, HKSAR

Mr Thomas Chen
MSc Business Analytics, University of Warrick

Mr David Yan
Executive Assistant, Hospital Authority

Dr Jack Wu
BSc-BAIM Programme Director

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

Osaka International University
Japan 日本

CBS International Business School
SRH University Heidelberg
Germany 德国

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
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 MO Yiu Wing, Daniel
巫耀榮博士

決策科學學院副院長(產學合作與本科課程)及副教授
Associate Dean (Engagement and Undergraduate Studies) of School of Decision Sciences
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課程副主任
(航空運輸)
BEng, PhD (PolyU)
Associate Head of Department of Supply Chain and Information Management
BBA-SCM Associate Programme Director
(Air Transport)
Associate 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 Dr HO To Sum, George
何道森博士、工程師

供應鏈管理工商管理課程主任及副教授
BEng, PhD (PolyU)
BBA-SCM 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 WONG Wai Hung, Collin
黃惠虹博士

副教授
BEng, MPhil, PhD (CUHK)
Associate 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助理教授
BSc, PhD (PolyU)
BSc-BAIM Associate 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 TANG Valerie
鄧慧盈博士

助理教授
BEng, PhD (PolyU)
Assistant Professor

Dr ZOU Chengye, Paul
鄒成業博士

助理教授
BEng (Zhejiang University)
PhD (HKU)
Assistant Professor

Mr CHAN Kin Wing, Kenneth
陳健榮先生

高級講師
BSc, MBA (University of New South Wales)
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課程副主任
(商業物流)及高級講師
BSc (Staffordshire University),
MSc, MSc, MBA (PolyU)
BBA-SCM Associate Programme Director
(Business Logistics)
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

PROGRAMME ADVISORY PANEL
課程顧問委員會

Professor LI, Eldon
李有仁教授

Chair Professor
Department of Information
Management
National Chung Cheng University

Mr Micky LO
盧振東先生

Head of Risk and Control
The Hong Kong Jockey Club

Dr Carlos TAM
譚志偉博士

Assistant Vice President and Digital
Business Development Director
Emerging Technologies,
Commercial Group
HKT Limited

Dr Benjamin YEN
顏秉常博士

Honorary Associate Professor
Business School
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 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

Our student, Li Chin Kiu, Issac and his team "AutoArmor" successfully advanced to finals from 30 teams and won the Champion in the Deloitte CyberAce bootcamp 2023.
李展翹同學和他所屬的「AutoArmor」團隊在30支隊伍中成功脫穎而出，在德勤的網絡安全2023 總決賽中奪冠。

Issac and his team "AutoArmor" won the Champion
李展翹同學與他所屬的團隊 "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. Year 3 applicants can 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。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 Examination results or equivalent qualifications.
入讀一年級   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   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 5710
Fax 傳真	: 3963 5553
Programme WhatsApp 課程查詢	: 5968 6500
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。

Information updated as of February 2025.
有關資料更新至2025年2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

MIX
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www.fsc.org