

MSc eBSCM

MSc in eBusiness and Supply Chain Management

电子商务与供应链管理硕士课程

Special Features 课程特色

Uniqueness 独特性

The Programme is unique and forward-looking dedicated to developing and promoting students' academic and professional potentials in the "Internet +" era. This Programme is highly relevant to fast growing business sector.

本课程具有独特性和前瞻性，致力于在“互联网+”时代下，发展和提升学生的学术和职业潜力。本专业和快速发展的商业形态息息相关。

Partnership 校企合作

The Programme has built partner relationships with a number of firms in the eBusiness and supply chain fields. This will help enhance the career prospects of the students in the Programme.

本课程与多家电子商务及供应链领域的公司建立了合作伙伴关系。这将大大提升学生的职业发展前景。

Applications 应用

Students will be provided ample opportunities to analyse professional cases and participate in real commercial projects. This will help improve the students' capability in applying their knowledge to solve real problems.

为学生提供多种多样的学习机会，让学生在真实商业项目中去分析相关案例，提高学生运用所学到的知识去解决实际问题的能力。

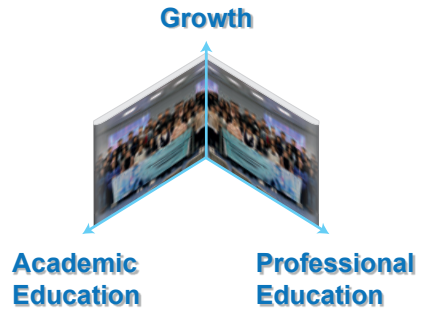
Professional Development 事业发展

Experienced managers from influential commercial firms will be invited to share the latest industry information. The Programme also offers many professional development activities to strengthen the students' career development.

邀请具有影响力的中高层管理人员为学生分享业界最前沿的资讯。同时，本课程协助学生增强事业发展的能力。

Learning Outcomes 课程学习目标

- To think critically and innovatively in solving complex supply chain problems in an eBusiness environment;
可以在电子商务环境下用批判和创新的思维解决复杂的供应链问题；
- To use proper information technologies to improve the performance of an organisation within a supply chain;
可以运用适宜的信息技术提升供应链内部架构的组织和运行；
- To apply suitable managerial strategies and skills to integrate supply chains with information technologies in the international and global context; and
可以在国际和全球化的环境中运用管理策略和技巧整合供应链和信息技术；和
- To initiate and develop online and mobile business functions that exist in a supply chain.
可以发展及创新目前供应链中的线上和移动商业功能。



Programme Curriculum 课程结构

Required Courses (6 modules) 必修课程 (6 门)	
Fundamentals of Electronic Business 电子商务导论	Supply Chain Management in eBusiness 电子商务供应链管理
Accounting and Financial Technology 会计与金融科技	Business Data Analytics 商务数据分析
Mobile Technology and Applications in eBusiness 移动技术和电子商务的应用	Best Practices in eBusiness and Supply Chain Management 电子商务与供应链管理最佳实践
Elective Courses (any 4 modules) 选修课程 (任选 4 门)	
Legal Issues for eBusiness 电子商务中的法律导论	Electronic Marketing 电子商务营销
E-Commerce Implementation: Planning, Platform Selection, and Execution 电子商务实务：规划，平台选择和执行	Social Media for eBusiness 电子商务的社交媒体
Project Management with Software 项目管理及软件应用	Service Operations Management 服务运营管理
Purchasing and Logistics Management for eBusiness 电子商务的采购和物流管理	Information Systems Management 资讯管理系统
Business Decision Making with Software 业务决策及软件应用	Comparative and Cross-cultural Management 跨文化比较及管理
Integrated Marketing Communications 整合营销传播	
Financial Services Marketing 金融服务营销	

Remarks: The offering of elective courses is subject to sufficient demand and faculty availability.
备注：选修课程开设与否取决于学生需求及学系教师的教学安排。

Words from our Alumni



'I was very fortunate to study eBusiness and Supply Chain Management at Lingnan University. All the staff in our programme are very enthusiastic and professional, and are willing to help me solve problems. In my one year journey, I am more determined about my future career and better understand what I am pursuing. Now I am engaged in the smart homes market, and the knowledge of Internet of Things I learned in our programme has come in handy. I am really grateful for the well-structured and practical courses arranged by our programme.'

Ms TONG Xintong
(MSceBSCM 2020 Graduate)

'Studying in this program was a worthy and helpful experience. The knowledge acquired from a course named Business Decision Making with Software enlightened me the most. To be specific, this course taught me to optimize profit in many different modes by Microsoft Excel, which integrated different courses I had learnt in business school as an undergraduate. In addition, not only the professors but also the teaching assistants are kind and considerate. They are willing to help me when I have problems in life and during my study. Eventually, I am glad to work in Midea, one of the top 300 biggest company worldwide, and in Servotronix, which is involved in the advanced motion control industry.'

Mr KOOK Kaming
(MSceBSCM 2020 Graduate)



Words from our Professor



Prof WONG, Man-leung

Head, Department of Computing and Decision Sciences
(Specialising in data and machine learning)

'The Programme is designed to deliver the latest theories and developments of eBusiness, Supply Chain Management, Business Analytics and Mobile eBusiness Applications to students. They will have many opportunities to gain practical experience from activities organised by leading eBusiness companies and the University. Our postgraduates will be well-prepared to work in these fast-growing and incredible industries.'

Words from Professional

Mr LEUNG, Wing-on Louis

President of Hong Kong Chinese Industry & Commerce Association

'E-Business has been growing rapidly and is the future of our world. Supply Chain Management is a key factor in earning profit for our businesses. Accordingly, students from the MSceBSCM Programme are going to be our business leaders!'



Professional Recognition 专业资格认可



Hong Kong Logistics Association 香港物流协会

Students can enjoy a Student Membership during the one-year study or a Full Membership upon graduation.

一年就读期间内可申请学生会员，毕业后可申请成为正式会员。



The International Institute of Management 国际管理学会

Students can enjoy a Full Membership (MIIM: Member of The International Institute of Management) upon graduation.

毕业后可申请成为正式会员。



The Institute of Certified E-Commerce Consultants 注册电子商务咨询师协会

Students can enjoy one or more certifications in E-Commerce, Finance, Management Accounting, Accounting, Economics, Risk, Project Management, HR, and Management Consulting. (The World's First E-Business Graduate Certification)

就读电子商务、金融、会计管理、会计、经济、风险项目管理、人力资源管理和管理咨询的学生可获得一张或多张证书。(全球首个电子商务毕业生认证)



Chartered Institute of Purchasing & Supply 皇家采购与供应学会

Students can enjoy the unit exemptions for some certificates.

学生可以豁免部分考试以获取证书。



Project Management Institute 美国项目管理协会有限公司

Students who take the course "Project Management with Software (CDS 511)" will be eligible for the CAPM and PMP exams.

修读 CDS511 ("Project Management with Software") 课程的学生具备参加 CAPM (项目管理助理师) 和 PMP (项目管理师) 的考试资格。



The Information Systems Audit and Control Association 国际资讯系统审计协会

The graduates from the Programme can enjoy one year exemption to obtain the membership.

本课程毕业生有一年考试豁免权以获取会员资格。

Admission Requirements 入学条件

General qualifications 一般学历要求

- Hold a bachelor's degree awarded by a recognized tertiary institution or have equivalent qualifications, which will be considered on a case-by-case basis.
申请者需持有认可大学的学士学位或拥有其他同等学历（视乎申请者情况作个别考虑）。

Language requirements 语言要求

- An applicant whose degree is not from a tertiary institution in Hong Kong or an English-speaking country should obtain a minimum score of 550 (paper-based test) or 79 (internet-based test) in the Test of English as a Foreign Language (TOEFL), or a band score of 6.5 or above in the International English Language Testing System (IELTS).

除非持有香港或其他英语国家大学颁发的学位，其他申请人必须符合以下要求：托福考试 (TOEFL) 最低成绩达 550 分 (纸考) 或 79 分 (网考)；或雅思考试 (IELTS) 最低成绩达 6.5 分。

- Applicants who do not fulfil the above language requirements but have an equivalent score in a recognized test, or an equivalent qualification assessment to prove their language proficiency will be considered on a case-by-case basis.

未达到上述语言要求但持有同等资格的申请者，或有同等资格评估以证明其语言能力的申请者，会作个别考虑。

Pre-entry courses 预科课程

Applicants with no or limited background in information systems management and statistics will be required to pass the two pre-entry courses listed below:

若申请者未曾修读过 Information Systems Management 和 Statistics 两个科目或对这些科目较少认识者将需于本课程开始前通过以下预科课程：

1. Information Systems Management 资讯系统管理
2. Statistics 统计学

Scholarships & Financial Assistance 奖学金及学费资助

- Scholarships might be considered for outstanding students on the basis of academic merit. All students admitted to the programme will automatically be the candidates for the scholarships.

将授予成绩优异的申请者；入读本课程的学生均具备资格成为备选人。

- Local students are eligible for applying the Extended Non-means Tested Loan Scheme (ENLS).

香港本地学生可申请“扩展的免入息审查贷款计划 (ENLS)”，具体详情，可浏览在职家庭及学生资助事务处网页。

MSc in eBusiness and Supply Chain Management 电子商务与供应链管理理学硕士课程

Tuition Fee (2022/23): Local students - HK\$180,000
学费 (2022/23): 香港本地生 – 港币 180,000 元
Non-local students - HK\$180,000
非香港本地生 – 港币 180,000 元

Mode of Study: Full-time
修读方法: 全日制

Study Period: Normal - 1 year
修读年限: 一般年限: 1年
Maximum - 3 years
最长年限: 3年

Modules Required: 10 modules
课程要求: 10 门

Credits Required: 30 credits
学分要求: 30 学分

Medium of Instruction: English
授课语言: 英文

Enquiry 信息及咨询

Tel 电话: (+852) 2616-7832

E-mail 电邮: admission_ebscm@LN.edu.hk

Website 课程网站
LN.edu.hk/cds/ebiz



WeChat 微信
LN-MSceBSCM

