

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。本课程和快速发展的商业形态息息相关。

Partnerships 校企合作

The Programme has built partnerships with a number of relevant firms in the eBusiness and supply chain fields, which can help enhance the career prospects of students in the Programme.

本课程与多家电子商务及供应链领域的相关公司建立了合作伙伴关系，这有助于拓展学生的职业前景。

Applications 应用

The Programme provides ample opportunities for students to analyse professional cases and participate in real commercial projects, which can cultivate students' ability in solving the real-world problems.

本课程提供充足的机会让学生去分析专业案例和参与实际的商业项目，这有利于培养学生解决现实问题的能力。

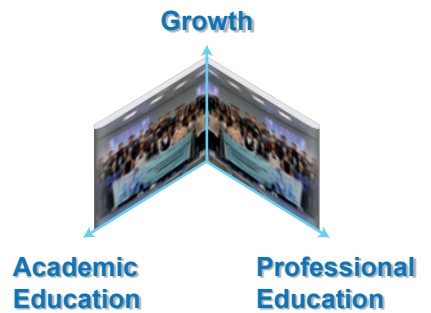
Professional Development 事业发展

The Programme invites influential industrial leaders and academic scholars to share the best practices and the latest industry trends. The Programme also offers many professional development activities to help students' career development.

本课程邀请有影响力的行业领袖和学术学者分享最佳实践和最新行业趋势。本课程还提供许多专业发展活动以帮助学生的事业发展。

Learning Outcomes 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 organization 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 资讯系统管理
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 have a better understanding of 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 Programme 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 took 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 studies. Eventually, I am glad to work in Midea, one of the top 300 biggest company worldwide, and in Servotronic, 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.

学生在一年的学习期间可以申请学生会员，毕业后可以申请成为正式会员。



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.

学生毕业后可申请成为正式会员。



The Institute of Certified E-Commerce Consultants 认证电子商务顾问协会

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).

学生可以在电子商务、金融、管理会计、会计、经济学、风险、项目管理、人力资源和管理咨询方面获得一张或多张证书（全球首个电子商务毕业生认证）。



The Chartered Institute of Procurement & 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一些证书。



Project Management Institute 项目管理协会

Students who take the course "Project Management with Software (CDS511)" will be eligible for the Certified Associate in Project Management (CAPM) and Project Management Professional (PMP) exams.

修读"项目管理及软件应用 (CDS 511)"这门课程的学生具备参加CAPM (项目管理专业助理师) 和 PMP (项目管理专业人士) 的考试资格。



The Information Systems Audit and Control Association 国际信息系统审计协会

The graduates from the Programme can enjoy one year exemption to obtain the membership. 本课程的毕业生有一年的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的大学颁发的学位，其他申请者必须取得托福考试（TOEFL）最低成绩达到 550分（纸考）或 79分（网考），或雅思考试（IELTS）最低成绩达到 6.5分。

- Applicants who do not fulfill 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 before commencement of the Programme:

未曾修读过资讯系统管理和统计学这两个科目或对这两个科目认识较少的申请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.

成绩优异的学生将被考虑授予奖学金，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). For details, please visit the website of the Working Family and Student Financial Assistance Agency (WFSFAA).

香港本地学生可申请扩展的免入息审查贷款计划，详情可浏览在职家庭及学生资助事务处的网页。

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 (2023/24): Local students - HK\$198,000
学费 (2023/24): 香港本地生 - 港币 198,000 元
Non-local students - HK\$208,000
非香港本地生 - 港币 208,000 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

Enquiries 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



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