Bachelor of Business Administration in

SUPPLY CHAIN MANAGEMENT (Honours)
(BBA-SCM)

供应链管理工商管理（荣誉）学士
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN
SUPPLY CHAIN MANAGEMENT (BBA-SCM)
供應鏈管理工程管理（榮譽）學士

Trading and logistics industry has become the lifeblood of Hong Kong’s economy, and is one of the major economic pillars of Hong Kong. The need for supply chain talents to support the development of the industry is surging. Benefited by the recently continuous boost of e-commerce and the enhancement of transportation infrastructure and advanced technologies, the industry is growing much more rapidly and dramatically than before. The industry growth has led Hong Kong to become the regional hub in the Asia-Pacific region. It is evident that the Hong Kong International Airport is now one of the busiest and most advanced airports in the region. Its annual cargo throughput volume is doubled that of other airports including Incheon, Dubai and Shanghai.

The growth and prosperity of logistics and air transport industry is contingent upon the availability of a wealth of talent in various areas of supply chain. In response to this increasing demand of manpower, the Bachelor of Business Administration (Honours) in Supply Chain Management (BBA-SCM) Programme has offered two streams of study: Business Logistics and Air Transport starting from the cohort of 2017/18.

The BBA-SCM Programme which was launched in 2010 has now been publicly recognised as one of the largest BBA programmes in the region specialising in SCM/logistics. In 2016, the Programme has achieved the Programme Area Accreditation (PAA) status granted by the Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKCAAVQ). It has been an eligible programme under the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP) since 2015.

If you are interested in pursuing your careers in areas with high potential growth, you are strongly recommended to consider our Programme. You will learn specialised knowledge and skills in Supply Chain Management for your pursuit of professional career development and further studies. You will work closely with your peers and professors with a well-designed academic curriculum supported by small-class settings and modern facilities. Upon completing the programme, you will be a SCM professional with a well-recognised qualification. Above all, you will find enjoyment of studying here.

BBA-SCM Programme
Department of Supply Chain and Information Management

貿易和物流業已成為香港經濟的命脈及主要經濟支柱之一。市場對供應鏈人才的需求亦不斷攀升。得益於電子商務的持續增長、交通基礎設施和先進技術的提升，供應鏈管理相關的行業的增長速度更是與日俱增，這亦促進了香港成為亞太區的區域樞紐。顯然，香港國際機場已公認為是現在最繁忙和最先進的機場之一。其年貨物吞吐量是其他機場，包括仁川，杜拜和上海的兩倍。

物流和航空運輸業的增長和繁榮取決於供應鏈各範疇是否提供足夠的專業人才。為應對人力需求的不斷增長，於2017/18學年開始，供應鏈管理工商管理（榮譽）學士學位課程提供兩個專修組別：商業物流和航空運輸，讓同學選修。

供應鏈管理工商管理（榮譽）學士學位課程自2010年推出以來已被大眾公認為在本區域內其中一個最具規模的供應鏈及物流管理課程，並於2016年獲得香港學術及職業資歷評審局頒發學科範圍認證資格。此外，自2015年起，課程亦已納入教育局的「指定專業／界別課程資助計劃」。

如果您有興趣在增長潛力高的行業發展，我們強烈建議您考慮修讀供應鏈管理工商管理（榮譽）學士學位課程。您將學習到供應鏈管理的專業知識和技能，為您追求職業發展和進修作好準備。透過設計精良的學術課程及小班教學和現代化設施為基礎，您將與您的同學和教授緊密聯繫。於完成課程後，您將成為一名具有專業資格的供應鏈管理專才。最重要的，是你會在這裡尋找到學習的樂趣。

供應鏈管理工商管理（榮譽）學士課程
供應鏈及資訊管理學系
**INTERNSHIP OPPORTUNITIES**

Internship is a core module and forms a critical component of our BBA-SCM Programme. It aims to enrich learning by providing real-life working experiences for students to better understand the industry and apply their knowledge to the workplace.

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"Students of The Hang Seng University of Hong Kong (HSUHK) are very obedient and patient in learning. They are eager to learn new things through trial-and-error. For example, they tried every means and took their full effort at the stage of looking for a place to rent. They are also willing to get their hands dirty in gaining more front-line experiences."

759 Store (759阿信屋)

"They are especially eager to learn new things. During the internship, they would always like to apply what they have learned at school to work and, at the same time, master the new skills at work so as to help with their school work."

Hong Kong Quality Assurance Agency (香港品質保證局)

**Supporting organisations include**

- China South City (Shenzhen) 華南城 (深圳)
- MTR 港鐵
- Cathay Pacific Services Limited 國際航空服務有限公司
- The Harbouview 香港灣景國際
- Jardine OneSolution 怡和科技
- Ricoh (Hong Kong) 理光 (香港)
- Kingboard Chemical Holdings Limited 建滔化工
- Bank of China 中國銀行
- The HSBC 匯豐銀行
- LI & Fung 厲豐集團
- S F Express 顺豐速運
- TNT Express Worldwide (HK) Limited
- Marks & Spencer Hong Kong 馬莎百貨
- Kerry Logistics 嘉里物流
CAREER PROSPECTS

The qualifications and competence of our graduates are widely recognised and well-received in the industry. Their job nature covers different parts of supply chain management, such as logistics, merchandising, customer services, retailing and project management.

Graduates have a wide range of career options:

- Procurement Management
  採購管理
- Enterprise Resources Planning
  企業資源規劃
- Aviation Revenue Management
  航空收益管理
- Air Cargo Operations Management
  航空貨運業務管理
- Quality Management
  品質管理
- Logistics and Sales Management
  物流及商品銷售管理
- International Transport and Inventory Management
  國際運輸及庫存管理
- Supply Chain Management
  供應鏈管理
- Order Processing and Customer Service Management
  訂單管理及客戶服務
- Vendor Quality Development
  供應商質量發展
- Management of Information System
  資訊系統管理

Our graduates are on a starting salary ranging from HK$15,000 to HK$20,000 per month.

OCCUPATION DISTRIBUTION OF BBA-SCM GRADUATES 2018

2018年供應鏈管理工商管理（榮譽）學士學位課程畢業生就業分佈

- 46% Transport and Logistics
  運輸及物流
- 19% Trading, Wholesale and Retail
  貿易、批發及零售
- 9% Manufacturing
  製造業
- 5% Hospitality and Tourism
  酒店及旅遊業
- 4% Banking, Finance and Insurance
  銀行、金融及保險
- 2% Education
  教育
- 2% Others
  其他
ACADEMIC STRUCTURE AND OUTLINE OF THE PROGRAMME
學術架構及課程大綱

SCM Common Core Modules 供應鏈管理共同核心科目
Operations and Supply Chain Management I
運營與供應鏈管理I
Operations and Supply Chain Management II
運營與供應鏈管理II
Management Science
運籌管理學
Global Logistics Management
環球物流管理
Shipping & Transport Logistics
航運及運輸物流
Carriage of Goods Law in Hong Kong & China
貨物運輸法(本港及國內)
Internship or Company Project
工作實習或專題研習
Senior Year Project or Honours Project I & II
高級項目研究或(榮譽學位)研究論文I及II

Business Logistics Stream 商業物流專修組別
Quality Management and ISO9000
品質管理及ISO 9000
Negotiation Analysis in Supply Chain Management
供應鏈管理協商分析
Enterprise Information Management
企業信息管理
Purchase & Supply Management
採購與供應管理
Management of Service Operations
服務作業管理

Air Transport Stream 航空運輸專修組別
Transportation Planning: Policies, Methods and System
交通規劃：政策、方法及系統
Airline Operations and Revenue Management
航空運作及收益管理
Airfreight Management in Global Supply Chain
環球供應鏈航空貨運管理
Airport and Air Cargo Terminal Operations Management
機場及空運貨站運作管理
Service Management in Aviation Operations
航空服務作業管理

SCM Elective Modules 供應鏈管理選修科目
Entrepreneurship
創業管理
Current Issues in Supply Chain Management & Logistics
供應鏈管理及物流專題研習
Information Technology in Supply Chain
供應鏈資訊科技應用
Corporate Social Responsibility
企業社會責任
Sustainable Transportation
可持續運輸
Aviation Security & Safety Management
航空保安及安全管理
Shipping and Aviation Finance
航運及空運金融
BPR with Change Management
業務流程再造與變革管理

MINOR PROGRAMME
副修課程
Students can opt to a minor programme to develop their competence in different areas.
學生更可修讀其他課程，以發展他們在不同領域的長遠發展。
FULL-TIME ACADEMIC STAFF OF SCM DEPARTMENT
供應鏈及資訊管理學系全職教學人員

Professor LEUNG Chi Kin, Lawrence
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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

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Associate Professor

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PhD (PolyU)
Lecturer

Dr Bruce E BERGSTROM
講師
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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
SCHOLARSHIP OPPORTUNITIES FOR BBA-SCM PROGRAMME STUDENTS
供應鏈管理工商管理（榮譽）學士學位課程
學生可申領之獎學金

With the generous support from the government and donors, there are increasing scholarship opportunities at HSUHK, including Entrance Scholarship, Academic Excellence Scholarship, Self-financing Post-secondary Scholarship etc. Detailed scholarship list will be updated periodically by the Student Affairs Office.

承蒙政府及捐款人的支持，香港恒生大學提供一系列的獎學金予學生，當中包括入學獎學金、學術卓越獎學金、自資專上教育獎學金等。學生事務處會不時更新獎學金名單。

PROGRAMME ADVISORY COMMITTEE & MENTORSHIP SCHEME
課程顧問委員會及師友學習計劃

Our Programme benefits from the advice provided by world-renowned professors and industry experts who have served as the BBA-SCM Programme Advisors and Industry Advisors. These industry experts have acted as mentors under our mentorship Scheme.

由擁有豐富教學或業界經驗的資深學者及專業人士擔任課程及業界顧問，而業界顧問更成為師友學習計劃的導師，與學生分享寶貴的工作和人生經驗。

STUDENT SHARING
學生分享

Poon Wai Sza 潘慧思
(Exchange Programme to Chung-Ang University, Korea in Semester 2, 2017/18)
Study abroad in South Korea is the best decision of my life. Professors and my classmates were kind and helpful. I explored different learning atmosphere between Hong Kong and South Korea. The Supply Chain courses provided by Chung-Ang University introduced the operations of incheon international airport which is fascinating for me, it’s also great to have the chance to work with students from different countries who also study logistics in daily classes.

Chan Siu Long 陳兆朗
(Graduate 2018/19)
This program provides a very favorable learning environment encompassing not only the well-designed academic curriculum, but also the professional teaching team. It allows me to gain a practical insight in logistics industry and really arouses my interest in aviation operation. I am so grateful to meet many of my caring professors here. Thanks for all the physical and mental support during these 4 years!

PROFESSIONAL EXAMINATIONS AND TRAINING
專業考試及培訓

Our programme is designed to provide students with solid knowledge, skills and attributes that are essential for pursuing professional status recognised locally and internationally. Students are encouraged to complete the qualifying examinations and associated requirements of the following professional associations to develop their career in supply chain management:

本課程著重提供同學們一些專業考試及培訓的相關知識，更鼓勵同學應考各類本地或國際性認可之供應鏈管理的專業考試：

- Certified in Production and Inventory Management (CPIIM)
- Certified Supply Chain Professional (CSCP)
- Certified Professional in Supply Management (CPSM)
- Certified Professional in Supplier Diversity (CPSD)
- Certified/Advanced Certificate in Procurement and Supply Operations
- Regulated Agent Regime Security Training
- Dangerous Goods Regulation/Awareness Training
- Continuing Professional Development Courses (ISO9001, ISO14001 Foundation or Auditor Training)

PROFESSIONAL RECOGNITION
專業資格認可

Graduates of BBA-SCM Programme can apply for the membership of Hong Kong Logistics Association (HKLA), while BBA-SCM students can join HKLA, The Chartered Institute of Logistics & Transport—Hong Kong (CILTHK), Institute for Supply Management—Hong Kong (ISM-HK), Institute of Purchasing and Supply of Hong Kong (IPS HK) and Supply Chain Security Association as STUDENT members.

供應鏈管理工商管理（榮譽）學士學位課程的畢業生，可以申請成為香港物流協會的會員，而讀的學生亦可以申請入會。除此之外學生還能加入：香港運輸物流學會、香港供應管理協會、香港物資採購與供銷學會和供應鏈保安協會成為學生會員。
ENQUIRIES ON APPLICATION AND ADMISSION

入學申請查詢

Year 1 entry  For Year 1 admission to BBA-SCM programme under the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP), HKDSE candidates are required to apply via JUPAS.

入讀一年級 報讀教育局指定專業/界別課程資助計劃的供應鏈管理工商管理（榮譽）學士學位課程之香港中學文憑試考生或持往屆中學文憑試成績之學生，必須透過「大學聯合招生辦法」申請。

Year 3 entry For Year 3 admission to BBA-SCM self-financed programme, both HKDSE and non-HKDSE candidates can apply via HSLUK Online Application System.

入讀三年級 報讀供應鏈管理工商管理（榮譽）學士學位之自資課程或以非香港中學文憑試成績申請者，則直接透過香港恆生大學網頁上入學系統遞交申請。

For further enquiries, please contact the Registry.
如有進一步查詢，請聯絡本校教務處。

Tel 電話 : 3963 5555
Fax 傳真 : 3963 5553
Admission Email 入學查詢 : uagadmission@hsu.edu.hk
Programme Email 課程查詢 : scm@hsu.edu.hk

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.
香港恆生大學是一間於香港註冊成立之有限公司。

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有關資料更新至2020年4月。