

# Lingnan University 嶺南大學

## Faculty of Business and the Dean's Message

### 嶺大商學院簡介及院長寄語

## Lingnan University: A Leading Liberal Arts University in Asia

### 嶺南大學：亞洲領先的博雅大學

Lingnan University is the liberal arts university in Hong Kong and we have the longest established tradition among the local institutions of higher education. Our history can be dated back to 1888, when our forerunner, the Christian College in China, was founded in Guangzhou, and to 1967, when the institution, as Lingnan College, was re-established in Hong Kong. In 2015, Lingnan University was named as one of the "Top 10 Liberal Arts College in Asia" by Forbes.

嶺南大學是香港的博雅大學，也是香港本地高等院校中歷史最悠久的大學。嶺南大學的歷史可追溯至1888年。其前身「格致書院」在廣州創校，其後於1967年以嶺南書院之名在香港復校。2015年，嶺南大學被《福布斯》評為「亞洲十大頂尖博雅學院」之一。

### Our Quality Liberal Arts Education 嶺南大學優質的博雅教育

We offer undergraduate, taught postgraduate and research postgraduate programmes in the areas of Arts, Business and Social Sciences, and our broad curriculum covers an array of general education and interdisciplinary courses to provide students with a firm knowledge foundation across different subjects. We groom students to think critically and creatively, judge independently, care genuinely, and act appropriately and responsibly, and we prepare them to pursue their goals in a rapidly changing environment.

嶺南大學提供的本科生及授課式研究生課程涵蓋了人文學、商學和社會科學等範疇，通過全面的課程內容（包括通識及跨學科科目）為學生打下不同學科的知识基礎。嶺南大學注重培育學生慎思明辨的能力及破舊創新的思維，務求學生在畢業後能在瞬息萬變的環境中獨立思考、關懷社會、承擔責任以追求自己的目標。

### Rankings and Recognition 排名及認可

In the 2021 Global Ranking of Academic Subject (GARS) by ShanghaiRanking, Lingnan University is ranked as a top-tier academic institution for "Business Administration" and "Management".

在高等教育評價專業機構軟科發布的2021軟科世界一流學科排名中，嶺南大學商學院的工商管理學和管理學被評為世界一流學科。

In the Research Assessment Exercise 2020, Lingnan scholars have achieved better ratings for their research outputs. The percentage of research output rated as "world leading" (4-star) is also in the top two position in Hong Kong, for example, sociology and anthropology (first) and accountancy (second). Accountancy was ranked second among local universities, with 65% of research output rated 4-star or 3-star.

2020年研究評審工作結果中，嶺大學者的研究成果獲得更佳的評級。一些學科論文達世界領先水平（四星）的比例在全港大學中更位居前列，如社會學及人類學（全港排行第一）和會計學（排行第二）。會計學的四星和三星論文比例也高達65%，位列全港第二。



Lingnan came third worldwide for "Quality Education" in the latest Times Higher Education (THE) University Impact Rankings 2021. In addition, Lingnan leaped 20 places in the overall QS World University Rankings 2021. "Citations per faculty" are up 21 places, and 77 places in "International Students". Lingnan was also ranked top 35 in "International Faculty".

嶺大在2021年泰晤士高等教育大學影響力排名中，「優質教育」位列全球第三。嶺大並於2021QS世界大學排名中，整體排名躍升了20位，而嶺大學者在「論文平均被引用次數」及「學生國際化程度」的排名分別上升了21位和77位。嶺大在「教師國際化程度」一項中名列世界前35名。

## The Faculty of Business 岭大商学院



Welcome to the Faculty of Business at Lingnan University in Hong Kong! As a top liberal arts university with a long history in Asia, Lingnan University is continuously committed to the delivery of quality, whole-person education service to both undergraduate and postgraduate students. The University consists of three faculties, among which the Faculty of Business plays an important role in educating students about cutting-edge, practical knowledge and skills, improving students' academic and professional capabilities, as well as enhancing students' awareness on social responsibilities. Furthermore, we have been devoting every effort to the sustainable development of Lingnan University in the academic community and the substantive realization of our values and mission in the Hong Kong society and the world.

欢迎来到香港岭南大学商学院！作为一所在亚洲历史悠久的顶尖博雅大学，岭南大学一直致力于为本科生和研究生提供优质的全人教育服务。本大学由三个学院组成，其中商学院在提供前沿及实用的知识和技能、提高学生的学术和专业能力、以及提高学生的社会责任意识方面发挥着重要作用。此外，我们一直致力于岭南大学在学术界的可持续发展以及履行我们对香港社会及整个世界的价值和使命。

The Faculty of Business at Lingnan University was accredited by the Association to Advance Collegiate Schools of Business (AACSB International) in 2011 representing the highest standard in business education in the world.

岭南大学商学院于2011年获得国际商学院协会（AACSB International）的认证，此认证代表着全球商业教育的最高标准。

## The Dean's Message 院长寄语

On behalf of our faculty and staff, I start with a brief introduction about the Faculty of Business. The faculty is an AACSB-accredited one comprised of five departments: (i) Accountancy, (ii) Computing and Decision Sciences, (iii) Finance and Insurance, (iv) Management, and (v) Marketing and International Business. In addition, the Faculty is operating the Hong Kong Institute of Business Studies (HKIBS), which specialises in managing research programmes. We are offering undergraduate programmes, research postgraduate (RPg, MPhil and PhD), and self-financed taught postgraduate (TPg) programmes.

本人谨代表本院的教职员简单介绍商学院的架构。本学院是国际商学院协会（AACSB International）认证的商学院，由五个部门组成：(i) 会计学系、(ii) 电脑及决策科学学系、(iii) 财务及保险学系、(iv) 管理学学系、以及 (v) 市场及国际企业学系。此外，本学院设有香港商学研究所（HKIBS），专责管理本院的研究项目。商学院提供本科和研究生（RPg、MPhil 和 PhD），以及自资的授课式研究生（TPg）课程。



The Faculty of Business aims at continuous improvements of our academic level and education service in the liberal arts setting. Research excellence is always an important item in our development agenda. The faculty members in business have participated in many high-quality research activities. They have published a large number of papers in top academic journals such as *Academy of Management Journal*, *Journal of Financial and Quantitative Analysis*, *Journal of Management Information Systems*, *Journal of Marketing Research*, *Journal of Risk and Insurance*, *Manufacturing & Service Operations Management*, *Operations Research*, *Production and Operations Management*, and *The Accounting Review*, etc. In addition to long-term partnerships with Hong Kong local universities, our faculty and researchers have established collaborations with considerable external faculties and researchers in Europe, Mainland China, North America, and other areas. We are continuing with expansion of our collaborations to make more research contributions. This is also of great help to refreshing our faculty members' knowledges and expertise, thereby acting as an essential prerequisite of achieving our commitment to high teaching quality.

商学院旨在不断提高我们以博雅教育为前提的学术水平和教育服务。卓越的研究始终是我们发展议程中的重要项目，商学院的教员参加了许多高质量的学术及研究活动。他们在顶级学术期刊上发表过多篇论文，如 *Academy of Management Journal*, *Journal of Financial and Quantitative Analysis*, *Journal of Management Information Systems*, *Journal of Marketing Research*, *Journal of Risk and Insurance*, *Manufacturing & Service Operations Management*, *Operations Research*, *Production and Operations Management*, and *The Accounting Review* 等。除了与香港本地大学建立长期合作关系外，我们的教师和研究人員还与欧洲，中国大陆，北美和其他地区的院系和研究人員建立了合作关系。我们将继续扩大合作范围，以进行更多的研究贡献。这也有助于提升我们教师的知识和专业性，为实现我们对高质量教学的承诺奠下必要的基础。

Since the high-quality, whole-person education service is a core part of our values, all the faculty members and administrative staff in business work hard to continuously raise our quality in a variety of education programmes to undergraduate and postgraduate students. In addition to thoughtfully-designed courses locally taught by our faculty members, our students also enjoy many carefully-selected exchange programmes that can help expand their views beyond the boundaries of their home institutions. Moreover, we are making great effort to establish more programme collaborations with the world-class universities. This can certainly meet students' increasing needs in their academic and career developments, which helps further strengthen the academic reputation of our Faculty and the University. Our proven achievements give us great confidence to ensure the excellence in both research and teaching with a high level of commitment. As the Dean of the Faculty of Business, I would like to take this chance to highly appreciate my colleagues' great achievements. I do believe that our Faculty will continue with further developments in all aspects, thus better serving the students and societies in Hong Kong, Mainland China, and other parts of the world. My colleagues and I also welcome any researchers, practitioners, and organizations in the world to initiate research and programme collaborations with us.

鉴于高质量的全人教育服务是我们价值观的核心部分，所有教职员和管理人員都在努力提高我们对本科生和研究生的各种教育课程的质量。除了由我们的教师在本地上教授的精心设计的课程外，我们的学生还可以享受许多精心挑选的交流计划。这些计划可以帮助他们跨出校园、走向世界，丰富他们的阅历。此外，我们正在努力与世界一流大学建立更多的合作项目。这既可以满足学生在学术和职业发展方面日益增长的需求，也有助于进一步加强我们教师和大学的学术声誉。我们的成绩有目共睹，这也使我们有信心在研究和教学方面能作出卓越的表现。作为商学院院长，我想借此机会高度赞赏我的同事们的杰出成就。我相信我们的教职人員将继续在各方面持续发展，从而更好地服务香港、中国内地和世界其他地方的学生和机构。我和我的同事也欢迎任何国家的研究員、行业专家和机构与我们开展研究和合作项目。

**Professor Mingming LENG**

冷明明教授

Dean, Faculty of Business

商学院院长



# Collaborative Network 合作网络



- |    |   |   |    |   |   |    |   |   |
|----|---|---|----|---|---|----|---|---|
| 01 |    | Tsinghua University<br>(清华大学)                                   | 08 |    | Nantong University<br>(南通大学)                          | 15 |    | Guangdong University of<br>Technology<br>(广东工业大学) |
| 02 |   | Peking University<br>(北京大学)                                     | 09 |   | Fuzhou University<br>(福州大学)                           | 16 |   | Rutgers University<br>(USA)                       |
| 03 |  | Beijing University of<br>Technology<br>(北京工业大学)                 | 10 |  | Jimei University<br>(集美大学)                            | 17 |  | Pennsylvania State<br>University (USA)            |
| 04 |  | Central University of<br>Finance and Economics<br>(中央财经大学)      | 11 |  | The Academy of Digital<br>China (Fujian)<br>(数字中国研究院) | 18 |  | Essex Law School<br>(UK)                          |
| 05 |  | Capital University of<br>Economics and Business<br>(首都经济贸易大学)   | 12 |  | Sun Yat-sen University<br>(中山大学)                      | 19 |  | ESSCA (France)                                    |
| 06 |  | Southwestern University<br>of Finance and Economics<br>(西南财经大学) | 13 |  | South China University of<br>Technology<br>(华南理工大学)   | 20 |  | The University of<br>Luxembourg                   |
| 0+ |  | Nanjing University of<br>Finance and Economics<br>(南京财经大学)      | 14 |  | Shenzhen University<br>(深圳大学)                         | 21 |  | Ural Federal University<br>(Russia)               |

## Faculty of Business 岭大商学院

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岭大商学院

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# MAcc

## Master of Accountancy

### 会计学硕士课程

#### Special Features 课程特色

#### Two awards in one-year study 一年全日制课程,可获得会计学深造文凭和会计学硕士文凭

An intermediate award, i.e. Postgraduate Diploma in Accountancy (PGDA) will be granted to students who have completed all six required courses in Term 1 and achieved a cumulative GPA of 2.67 or above. Students with PGDA are qualified to sit the Qualification Programme (QP) exams of Hong Kong Institute of Certified Public Accountants (HKICPA).

学生修读完第一学期的六门必修科目并达到总平均成绩绩点2.67或以上,可获取会计学深造文凭。拥有该文凭的学生具备注册报考香港会计师公会专业考试 (Qualification Programme) 的资格。

#### High-quality teaching team and close interaction with students

#### 资深的教学团队 和谐互动的师生关系

Most instructors teaching the Programme are qualified professional accountants who hold doctoral degrees in accountancy or closely related disciplines. They regularly monitor students' academic progress and provide one-to-one advice about course learning and career planning.

课程导师均为会计界专业人士,且大部分为注册会计师并已取得会计学或其他相关领域的博士学位。同时导师们经常为学生提供一对一的课程学习咨询和未来职业规划指导。

#### Mutual examination paper exemptions between HKICPA and CICPA

#### 香港会计师公会和中国注册会计师考卷互认

Students who have passed the QP exams and become a HKICPA member can be exempted from four papers of the Chinese Institute of CPAs (CICPA) exams. Likewise, reciprocal arrangement is provided for those who have passed CICPA exams to be exempted for three modules in the HKICPA QP exams.

通过香港会计师公会考试并注册为其会员且符合其他相关条件者,可以豁免中国注册会计师考试的其中四门考试。而参加内地注册会计师全国统一考试并全科合格者,可以豁免香港会计师公会专业资格课程其中三门单元科目。

#### Overseas Learning Opportunities 海外学习机会

Graduates of MAcc programme have the chance to apply for studying at the University of Essex and the Ural Federal University to obtain an additional master's degree under the double degree arrangement.

会计学硕士课程毕业生有机会申请入读埃塞克斯大学(英国)和乌拉尔联邦大学(俄罗斯),通过双学位协议安排额外获得海外名校的硕士学位。

#### Message from the Director of Taught Postgraduate Programmes Office 总监寄语

#### Prof. SHI Shanshan, CPA (U.S.); FCPA(HK); CGMA

史珊珊教授(美国注册会计师,香港资深注册会计师,注册全球管理会计师)

'Welcome to our Master of Accountancy (MAcc) Programme! This one-year full-time programme equips our students with an up-to-date, broad knowledge of developments in accounting theory and practice from both a global and local perspective, thus enabling them to reach high in their next phase of career development. The Programme has a long history, outstanding reputation among employers, rigorous academic content and excellent career prospects. The MAcc Programme paves the way for your successful professional career in the future.'

欢迎来到会计学硕士课程!这个一年全日制课程致力于让学生掌握广泛且深入的会计学理论及香港本地和国际会计的实践,为下一阶段的职业生涯打下基础。课程历史悠久,雇主口碑良好,学术严谨,备受业界肯定,学生毕业后就业前景十分广阔。会计学硕士课程助你在未来专业道路上扬帆起航!



## Learning Outcomes 课程学习目标

- To demonstrate extensive and in-depth knowledge of accounting theory and practice in the international and local accountancy fields;  
掌握广泛且深入的会计学理论及香港本地和国际会计领域的实践;
- To critically analyse and question existing knowledge and practice in accounting-related fields;  
用批判的思维去分析会计学相关领域现存的知识 and 实践;
- To integrate and apply knowledge of accountancy in problem solving and decision making in an ever-changing business environment;  
在瞬息万变的营商环境下能将理论与实践相结合以解决问题并做出相应决策;
- To have good communication skills; and  
拥有良好的沟通技巧; 及
- To identify and demonstrate effective judgement of ethical issues in accounting practices.  
在会计领域识别问题并运用伦理判断。

## Programme Curriculum 课程结构

### Required Courses (7 modules) 必修课程 (7 门)

Auditing 审计学	Business and Company Law 商业及公司法
Cost and Management Accounting 成本及管理会计	Financial Accounting and Reporting 财务会计及财务报表
Hong Kong Taxation and Tax Planning 香港税制及税务策划	Managerial Finance 管理财务
Accounting Theory 会计理论	

### Elective Courses (any 4 modules) 选修课程 (任选 4 门)

Research Project in Accounting 会计研究报告	China Taxation: An International Perspective 中国税务: 国际视野
Contemporary Issues in Management Accounting 当代管理会计	Forensic Accounting and Fraud Examination 法证会计
Financial Statement Interpretation and Analysis 财务报表阐述与分析	The Economic Law of China 中国经济法
Advanced Auditing 高级审计学	Accounting Ethics and Corporate Governance 会计道德与公司治理
Comparative Legal Systems 法理系统比较	Data Analytics for Accounting 会计数据分析
Environmental, Social and Governance (ESG) Issues in Business and Accounting 商业和会计的环境, 社会与公司治理	Financial Regulatory Environments of Hong Kong and Mainland China 香港和内地的金融监管环境

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。

## Distinguished Alumni 杰出毕业生

**Dr Lam, Mo Brian**  
(MAcc 2010 Graduate)



Lecturer, BNU-HKBU UIC,  
Zhuhai, China

**Ms Pan, Xue**  
(MAcc 2019 Graduate)



Joined EY Qingdao,  
now vice secretary of a talent  
think tank in Shenzhen

**Ms Huang, Dongyang Clarie**  
(MAcc 2018 Graduate)



Audit, Deloitte,  
Hong Kong, China

**Ms Hung, Na Annabel**  
(MAcc 2014 Graduate)



Lawyer, AllBright Law Offices,  
Shenzhen, China

## Words from our Alumni



'Upon graduation from the Master of Accountancy (MAcc) programme, we realized that the learning experience equipped us with the necessary skills and knowledge which indeed facilitated us to sit the profession examinations. More importantly, the graduates of MAcc programme are also awarded the Postgraduate Diploma in Accountancy (PGDA) who are eligible for direct entry into the Hong Kong Institute of Certified Public Accountants (HKICPA)'s Qualification Programme. There are also mutual examination paper exemptions mechanism between the Chinese Institute of Certified Public Accountants and HKICPA. Overall speaking, the MAcc programme is creditable especially for those who wish to pursue a professional career in accountancy.'

**Ms LU, Xiaohua and Mr WU, Changhui (MAcc 2020 Graduates)**  
**Currently working at PwC Shenzhen Office**



'The Lingnan University MAcc Programme provided me with an excellent foundation for my career. The courses included in the Programme prepared me to pass all four parts of the U.S. CPA exam immediately after graduation. Upon starting the career, I discovered that the education I received at MAcc had not only equipped me to pass the CPA exam, but also to apply the knowledge I had gained practically. Together the selection of courses in the MAcc ensures that graduates will have both a solid grasp of accounting principles and their application. I would highly recommend the MAcc Programme to any student hoping to pursue a career in accounting.'

**Mr HOOK, James (MAcc 2019 Graduate)**  
**Currently working at a reputable CPA firm in the U.S.**

## Professional Recognition 专业认证



### **Hong Kong Institute of Certified Public Accountants 香港会计师公会**

PGDA graduates are eligible for direct entry into the Institute's Qualification Programme. The registration result is subject to the final decision of HKICPA. 获得会计学深造文凭的学生具备注册报考QP专业考试的资格。



### **Certified Public Accountants Australia 澳洲会计师公会**

MAcc graduates are eligible for CPA Australia's associate membership and can commence their studies at the professional level of the Association's CPA Programme. 会计学硕士课程毕业生可申请成为澳洲会计师公会会员，直接报考澳洲注册会计师的专业阶段课程。



### **Association of Chartered Certified Accountants 特许公认会计师公会**

MAcc graduates are entitled to course exemptions from respective ACCA examination papers. 会计学硕士课程毕业生可获得ACCA部分考卷的豁免。



### **The Institute of Certified Management Accountants 澳洲管理会计师公会**

MAcc graduates are exempted from the first 16 units of the ICMA professional examination and may apply for the Graduate Management Accountant (GMA) designation upon graduation. PGDA graduates are also exempted from taking 15 units of the ICMA examination.

会计学硕士课程毕业生可豁免其专业考试的首16份考卷，并可申请成为 Graduate Management Accountant (GMA)。持会计学深造文凭的毕业生可获豁免其专业考试的15份考卷。



### **Chartered Institute of Management Accountants 英国特许管理会计师公会**

MAcc graduates are eligible to enter the CIMA Management Case Study Exam level with 11 exemptions.

MAcc毕业生可豁免CIMA考试的首11张考卷，并直接进入Management Case Study Exam阶段的考试。



### **The Taxation Institute of Hong Kong 香港税务学会**

MAcc graduates are eligible for exemptions from two papers of The Taxation Institute of Hong Kong's Chartered Tax Adviser (CTA) Qualifying Examination. MAcc毕业生可豁免特许税务师(CTA)资格考试的2张考卷。

## Admission Requirements 入学条件

### General qualifications 申请资格

- 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.  
持有认可大学的学士学位或具有其他同等学历（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 may 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 a recognized bachelor's degree but not in business-related disciplines will be required to pass a pre-entry programme prior to their formal admission to the MAcc Programme. The number of pre-entry courses required to be taken by an applicant will be based on his/her undergraduate study.

持有非商科学士学位的申请者将需于入读本课程之前修读并通过相关的预科课程。具体需要修读的预科课程会根据申请者本科阶段所学课程决定。

## Scholarships & Financial Assistance 奖学金及学费资助

- Scholarships will be offered to outstanding students based on their academic merit upon entry to the Programme and during the study of the programme. All students admitted to the programme will automatically be the candidates for the scholarships.  
学生在入学申请时或在修读课程期间成绩优异，均有机会获得奖学金。入读本课程的学生均具备资格成为备选人。
- Each year about 40-50 internal and external scholarships are awarded to qualified students based on their academic merit.  
每年大概有40-50个内部或外部奖学金提供给符合学术成绩资格的学生。
- 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）”。

## Master of Accountancy 会计学硕士课程

Tuition Fee (2023/24):  
学费 (2023/24):

Local students - HK\$198,000  
香港本地生: 港币 198,000 元  
Non-local students - HK\$258,000  
非香港本地生: 港币 258,000 元

Enquiries 信息及咨询  
Tel 电话: (+852) 2616-8212  
E-mail 电邮: admission\_acc@LN.edu.hk

Mode of Study:  
修读方法:

Full-time, credit-based taught postgraduate programme  
全日制, 学分制授课式研究生课程

Study Period:  
修读年限:

Normal - 1 year  
一般年限: 1 年  
Maximum - 3 years  
最长年限: 3 年

Modules Required:  
课程要求:

11 modules  
11 门

Credits Required:  
学分要求:

33 credits  
33 学分

Medium of Instruction:  
授课语言:

English  
英文

Website 课程网站  
LN.edu.hk/acct/macc/

WeChat 微信  
HKLU\_MAcc



# MScBIE

## MSc in Business Innovation & Entrepreneurship

### 商业创新与创业理学硕士课程

#### 课程特色

##### 全港首创

本课程是香港第一个以中文教授并同时针对商业创新和创业的硕士课程，可以让学生更加了解在大中华地区有关商业创新和创业的政策、法规和发展。

##### 涵盖创新和创业所需的知识

本课程涵盖创业所需的不同范畴的知识，培养学生了解创业的技术、社会、法律和财务方面以及应用知识的能力。同时也让学生了解支持创新及其发展和可持续性的概念和理论，学会批判性地分析与创新发展有关的问题。

##### 帮助学生为新企业制定商业计划

本课程设有 Capstone 项目，为学生提供应用知识和技能的机会，帮助学生透过此项目学习如何为新企业制定发展计划。

#### 课程学习目标

- 让学生了解创业的技术、社会、法律及财务等方面的知识，并具备运用这些知识的能力；
- 让学生了解创新和可持续发展的概念和理论，并批判性地分析与创新发展有关的问题；
- 帮助学生制定创业计划；及
- 通过完成课程的capstone模块，为学生提供应用知识和技能的机会。

#### 院长寄语



冷明明教授  
商学院院长

在当今社会，科技发展突飞猛进，商业环境日新月异，消费者偏好与需求不断变化。任何一家企业都不得不面临一个重要问题：如何在动态商业社会中实现企业的可持续发展？要有效解决这个问题，首先就需要企业人员具备“创新精神”。只有这种精神的存在，企业人员才能够紧跟社会前进的步伐，并适时地做出发展方向和运营管理上的调整与改变。所以说，社会的快速发展就要求企业人员具备“标新立异，革故鼎新”的创新精神。

与此同时，新的商业机会也随着社会的变化而不断地产生。这就为有志于建立新的商业行为以期更好地服务社会的创业人士提供了诸多机会。但，如何有效识别和把握商业机遇？这就要求创业人士具备商业前沿知识，敏锐目光，和开放思维。因此，我认为现在和未来的企业人员对商业创新与创业的精神，意识，和知识的拥有是十分重要的。

岭南大学商学院以培养具备高水平管理素质与能力的企业管理人员为目标，适时地推出了“商业创新与创业”理学硕士课程。相信该课程培养出来的创新与创业人才将为企业的可持续发展，消费者不断变化的需求的及时满足，商业社会的发展作为贡献。

## 课程结构

必修课程 (7 门, 21 学分)	选修课程* (任选 3 门, 9 学分)
创新及创业战略 (3学分)	谈判与沟通 (3学分)
创新与新产品开发 (3学分)	创业意识和行动 (3学分)
全球企业家精神 (3学分)	电子商务模式和初创企业 (3学分)
风险投资与私募股权 (3学分)	企业家会计 (3学分)
创业法律与知识产权 (3学分)	创业的环境, 社会及公司治理 (3学分)
Capstone 项目 (3学分)	
大数据营销 (3学分)	

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。

## 入学条件

### 一般学历要求

- 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)。

### 语言要求

- 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: 雅思考试 (IELTS) 最低成绩达 5.5 分; 或托福考试 (TOEFL) 最低成绩达 453分 (纸考) 或 46 分 (网考)。
- 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。
- 学生入读后, 需要完成大学提供的英语课程及活动以满足毕业要求及提升英语能力和国际化视野。

## 奖学金及学费资助

- 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。
- 香港本地学生亦可申请“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 Business Innovation & Entrepreneurship 商业创新与创业理学硕士课程

学费 (2023/24): 香港本地生 – 港币 240,000 元  
非香港本地生 – 港币 240,000 元

修读方法: 全日制

修读年限: 一般年限: 1年  
最长年限: 2年

课程要求: 10 门

学分要求: 30 学分

授课语言: 普通话

信息及咨询

电话: (+852) 2616-8192

电邮: admission\_bie@LN.edu.hk

课程网站:  
LN.edu.hk/fb/mscbie

微信:  
LUMScBIE



# 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。

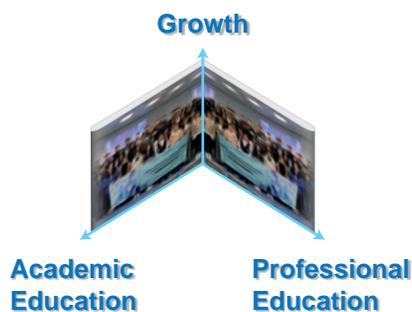
##### Professional Development 事业发展

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



WeChat 微信  
HKLUEBSCM



# MFin MSc in Finance 金融学硕士课程

## Special Features 课程特色

- The Programme is ideal for those students who have a strong desire to expand their knowledge of finance and are keen to work in the finance industry in Hong Kong, Mainland China, and internationally.  
本课程非常适合渴望扩展金融知识面并有志于在香港、中国内地及海外从事金融行业工作的人士。
- The Programme will emphasize the important concepts, skills, and theoretical and institutional underpinnings of finance in Term 1 and more advanced topics and practical aspects in Term 2.  
本课程第一学期的教学着重于概念、理论及金融体制基础的知识，第二学期则侧重于深入的知识和实践课题。
- The Programme will provide a comprehensive education for students who wish to attempt the major professional qualifications in finance such as the CFA, CIIA, FRM, and CII designations.  
本课程为欲申请特许金融分析师(CFA)、注册国际投资分析师(CIIA)、金融风险管理师(FRM)或英国特许保险学会资格(CII)的人士提供全方位准备课程。

## Learning Outcomes 课程学习目标

- Demonstrate knowledge of the functions and operation of financial institutions and of how financial services benefit firms and individuals;  
让学生认识金融机构的职能和运作，以及金融服务如何使公司和个人受惠；
- Analyse the risk and return profiles of different investments and devise suitable investment strategies;  
培育学生分析不同的投资风险和回报，并制定合适的投资策略；
- Demonstrate mastery of quantitative skills in applying financial models and performing financial analysis and valuation;  
帮助学生掌握应用财务模型、以及执行财务分析和估值的量化技巧；
- Develop and apply risk management techniques and financial products to control exposure to risk in a global capital market; and  
帮助学生发展并运用风险管理技术和金融产品，以控制全球资本市场的风险；以及
- Explain how compliance to regulation and ethical standards in the business environment are implemented by financial institutions.  
培育学生理解金融机构应如何遵守商业环境的法规和道德标准。

## Professional Recognition 专业认证



### CFA Institute – University Affiliation Program 特许金融分析师协会大学联盟项目

Through participation in this University Affiliation Program, Lingnan University is eligible to receive a limited number of student scholarships for the CFA Program each year.

金融学硕士课程为特许金融分析师协会认可的大学联盟项目，该协会每年会为学生提供奖学金。



## Programme Curriculum 课程结构

### Required Courses (7 modules) 必修课程 (7 门)

Corporate Finance  
公司金融学

Financial Markets and Investment Analysis  
金融市场及投资分析

Management of Financial Institutions in Hong Kong and Mainland China  
中国内地及香港的金融机构管理

Quantitative Methods for Finance  
金融数量方法

Principles of Risk Management  
风险管理原理

Fixed Income Securities  
固定收入证券

Principles of Financial Analysis and Valuation  
财务分析及估值

### Elective Courses (any 3 modules) 选修课程 (任选 3 门)

Derivative Securities  
衍生证券

Algorithmic Trading and Quantitative Strategies  
算法交易及量化策略

International Financial Management  
国际财务管理

Hong Kong and Mainland China Monetary and Financial Systems  
中国内地及香港的货币金融体系

Investment and Wealth Management  
投资管理及财富管理

Real Estate Investment and Finance  
房地产投资与金融

Securities Laws and Regulatory Framework in Hong Kong and Mainland China  
中国内地及香港的证券法规与监管架构

Financial Planning and Services in Hong Kong and Mainland China  
中国内地及香港的财务策划与服务

Venture Capital and Private Equity  
风险投资与私募股权

Insurance Law in Hong Kong and Mainland China  
中国内地及香港的保险法

Insurance Practice in Hong Kong and Mainland China  
中国内地与香港的保险实践

Introduction to FinTech  
金融科技导论

Case Studies in Finance  
金融案例研究

Environmental, Social and Governance (ESG) Investing\*  
环境、社会和企业管治 (ESG) 投资\*

\*Subject to the University's approval 有待大学审批

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 Professional



### **Mr WONG, Kwok-leung Kenneth**

General Manager and Head of Corporate Banking Division II of China Construction Bank (Asia) Corporation Limited (Retired)

'The MSc in Finance Programme is a dynamic Programme providing a wide range of professional courses in finance-related fields. The courses, enabling students to learn various financial tools and methodologies, are specifically designed to cater for students who would be prepared to get into the challenging financial world relating to the corporate and investment banking, the private equity side, insurance and securities business and accounting and finance segments. The students not only could learn various financial skill sets through the Programme, but also could interact closely with the faculty members of the Programme and get into academic discussions in depth with the members so that they could broaden their mindset and maximize the benefits from the Programme, setting a firm foundation for themselves before getting into the real world.

In addition to the above, the Programme has included a course in FinTech which enables students to keep in line with the global financial markets in FinTech as it is getting very important.'

## Words from our Alumni

'Lingnan University is, and will always be, the best education provider in my life. The instructors of the Programme spend great amount of efforts to build students' strength. When I was studying in Lingnan University, the bondage between students and teachers were so strong that you could feel the warmth and cohesion within programme. Not only once but many times did the professors in my programme offer me a helping hand in building my career gradually. It is really lucky for me to grow up in Lingnan University.'

### **Mr HUI, Sai-kit Jack**

**MFin 2017 Graduate**

**MPhil 2020 Graduate, Department of Finance and Insurance, Lingnan University**

**Currently a PhD candidate at University of Reading, UK**



'Looking back to the journey I studied in Lingnan University, I have learned lots of professional knowledge in Finance area. Whenever I encountered any academic difficulties, professors and instructors are very passionate and enthusiastic to help.

I received so much support from professors and classmates, and the relationship that we built up in this one year study life is non replaceable. I think studying in Lingnan University is the best decision that I have ever made!'

### **Mr WEI, Jin Wayne**

**MFin 2021 Graduate**

**Currently working at Essence International Financial Holdings Ltd. as Management Trainee**

'The MSc in Finance Programme at Lingnan University is very useful to me, especially I didn't get much Finance related knowledge before. The programme offers pre-entry course for students who don't have Finance background, it can definitely strengthen my basic knowledge and easier for me to catch up in classes. The experiences I got in Lingnan University is truly unforgettable and memorable!'

### **Mr XIA, Yu Shaldon**

**MFin 2021 Graduate**

**Currently working at PWC Beijing as Assurance Associate (Financial Services)**



## 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), 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 may 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。

### Remarks 注意

- A recent GMAT or GRE test score, while not required, will be helpful in determining admittance into the Programme.

GMAT或GRE成绩并不是入学申请的必需资料，但该成绩可作为录取参考。

### Pre-entry course 预科课程

- Applicants with no or limited background in finance, accounting, and statistics in their bachelor's degree will be required to pass a 42-hour pre-entry course "Financial Management and Statistics" prior to the start of this Programme.

若申请者未曾修读过金融、会计及统计学等科目或对这些科目较少认识，将需于本课程开始之前通过一门42小时的“财务管理和统计学”预科课程。

## Scholarships & Financial Assistance 奖学金及学费资助

- Scholarships might be offered to outstanding students on the basis of academic merit.

All students admitted to the programme will automatically be the candidates for the scholarships.

奖学金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。

- Wu Ho Loo Ning Scholarship will be awarded to a full-time postgraduate student pursuing a taught postgraduate (TPg) programme in international banking and/or finance (including insurance).

伍何露宁奖学金将授予修读国际银行与金融硕士课程和金融学硕士课程（包括保险专业）的全日制授课式学生中的学术成绩优异者。

- 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）。

## MSc in Finance

### 金融学硕士课程

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\$258,000

非香港本地生: 港币 258,000 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 - 2 years

最长年限: 2 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) 2616-8150

Email 电邮: admission\_fin@LN.edu.hk

Website 课程网站  
LN.edu.hk/fin\_ins/mfin/

WeChat 微信  
LUMFIN



# MScHRMOB

## MSc in Human Resource Management and Organisational Behaviour

### 人力资源管理及组织行为学硕士课程

#### Special Features 课程特色

##### Uniqueness 独特性

The Programme is unique in the way it embraces a whole-person approach to build soft skills and other attributes, which can serve as essential building blocks for a student's career development in human resource and other business management areas. It is also unique in bridging human resource management and organisational behaviour concepts in solving the complex people management in a dynamic global business environment.

以全人教育的方式培养学生品格，提升学生在人力资源及相关商业管理领域的职场专业技能；将人力资源管理与组织行为学的概念有效结合，使学生能在全球商业环境下解决复杂的人员管理问题。

##### Action Learning Projects 实践研习项目

The Action Learning Projects provide students opportunities to visit and analyse companies across industries to gain the contemporary and best practice knowledge in human resource management.

该课程通过诸如公司参观，训练研习活动，研讨会以及组织活动等形式帮助学生获得并应用最前沿最贴合实践的专业知识，培养批判性思维以及提升领导力。

##### Professional Networking Activities 专业网络构建活动

Our executive mentoring and internship programmes assist our students to develop a stronger professional network and career plan.

本课程的导师项目和实习项目均可有效协助学生建立强大且专业的人际关系网络以及做好职业生涯规划。



#### Learning Outcomes 课程学习目标

- To explain the changing nature of the human resource management function and its implications for human resource policies, planning and practice;  
诠释人力资源管理职能的变化本质及其在人力资源政策，规划和实践等方面的应用；
- To apply skills and knowledge for managing and developing people in continuously changing environments;  
在不断变化的环境下应用自身技能和专业知识进行人才的管理与发展；
- To think critically and innovatively in solving complex problems regarding the management and development of organisational members;  
对复杂的组织成员管理与发展问题进行批判性与创新性的思考；
- To utilise organisational behaviour concepts to diagnose and resolve people management problems;  
运用组织行为学概念判断和解决人才管理问题；
- To apply sound principles of ethical conduct and social responsibility in a human resource management context; and  
在人力资源管理相关环境下合理运用道德伦理行为准则和社会责任准则；
- To develop a credible performance management strategy that clearly demonstrates the contribution of the HR function to an organization's mission.  
制定可行的绩效管理战略，可以明确显示人力资源职能对组织使命的贡献。

## Programme Curriculum 课程结构

### Required Courses (6 modules) 必修课程 (6 门)

Management of Organisations and People  
组织与人才管理

Managing Ethically  
道德管理

Teams for Learning  
团队学习

Contemporary Human Resource Management  
当代人力资源管理

Performance Management  
绩效管理

Action Learning Projects (Year-course)  
实践研习项目课程

### Elective Courses (any 4 modules) 选修课程 (任选 4 门)

Managing Conflict in Organisations  
组织中的冲突应变管理

Leadership in Organisations  
组织领导力

Comparative and Cross-cultural Management  
跨文化比较及管理

Strategic Management  
战略管理

Managing Quality for People and Organisations  
人事与组织质量管理

Organisational Analysis and Change  
组织分析与变革

Business Decision Making with Software  
业务决策及软件应用

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



'Time flies, I have finished my master degree at Lingnan University this year and I am so blessed to choose MScHRMOB Programme. During the process of learning, I gained a lot of professional human resources management knowledge and had opportunities to visit famous companies in various industries. We had a better understanding of how to practice what we have learned in future work. In addition, thanks to our professors and classmates to bring me lots of unforgettable memories.'

**Ms XU, Anqi Angel (MScHRMOB 2019 Graduate)**



'This Programme allows me to gain invaluable knowledge from experienced professors who used "real-life" examples as part of their teaching. In the past year, the Programme arranged different guest speakers to deliver talks. In addition, site visits to companies were also well organized. I was mostly impressed with the visit to LinkedIn when we received a tour around the office. The humanistic and relaxing office allows employees to have good sense of belonging to the company. It also cultivates creativity and innovation for the establishment of the HR networking system. I treasure the lectures and chances of site visits which will definitely give me invaluable insights and help me in my future career.'

**Ms BAILEY, Jennifer Cousineau (MScHRMOB 2018 Graduate)**



'I still visit the programme office after graduating with the HRMOB master's degree. The professors and staff foster a long-term relationship environment here, which makes it one of the best learning experiences. Learning from professors who were once exceptional HR Directors, and have managed this degree since commencement, the course is all about practicality and application.'

Apart from academic knowledge, team building and networking are what you will gain at every turn in this degree. At any given time, you can always consult with professors regarding your career and entrepreneurial ideas and learn from their first-hand experiences. The teaching style of every professor varies in a fascinating way. You won't believe me if I tell you that one of our courses included a talent show as an icebreaker activity.'

**Ms KAUR, Dalvinder (MScHRMOB 2022 Graduate)**

## Words from our Associate Director



### Prof. LAM King-sun, Frankie

Associate Director of Taught Postgraduate Programmes Office, Office of the Faculty of Business

'I have many happy memories of teaching and socialising with students of the past cohorts, and look forward to more of this. The classroom atmosphere is friendly, attentive and interactive. The students share their viewpoints and ideas openly and enthusiastically, and are keen to learn from one another as well as from me.'

## Experiential Learning 体验式学习

Apart from the courses, we develop a series of optional experiential learning programmes including

- 1) Singapore Study Trip, in partnership with Nanyang Technological University and
- 2) Leadership Incubation Programme coached by professional trainers, to accelerate students' leadership development skills

本课程为学生安排课堂以外的体验学习项目, 包括

- 1) 南洋理工大学协办的新加坡游学团及
- 2) 由专业人力资源导师策划及带领的领袖培育计划, 让学生能够从实际参与中启发他们的领袖潜能

## Professional Recognition 专业认证



### Hong Kong Institute of Human Resource Management 香港人力资源管理学会

Graduates of the Programme are eligible for the associate membership of the Hong Kong Institute of Human Resource Management (HKIHRM), provided they hold a recognised first degree in business.

持有认可的商科学士学位的本课程毕业生均可获得成为香港人力资源管理学会的准会员资格。



### Hong Kong Management Association 香港管理专业协会

Graduates of the Programme are eligible for membership of the Hong Kong Management Association (HKMA), provided they hold a recognised first degree in business.

持有认可的商科学位的本课程毕业生均可获得成为香港管理专业协会的会员资格。



### Chartered Professionals in Human Resources of British Columbia and Yukon (CPHR BC & Yukon)

- MSChRMOB students are eligible to enroll as student members.
- MSChRMOB students are exempted from writing the Chartered Professional in Human Resources (CPHR™) National Knowledge Examination® (NKE) in Canada.
- MSChRMOB graduates (who have been enrolled as student members during their study) would become CPHR™ Candidates and are eligible to apply as full members of CPHR BC & Yukon after accumulating three years of relevant professional HR experience



## Admission Requirements 入学条件

### General qualifications 申请资格

- Hold a bachelor's degree awarded by a recognized tertiary institution or have equivalent qualifications, which may 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 holding a non-business degree may be requested to attend pre-entry courses in Economics, Human Resource Management and Statistics prior to the start of the Programme.

非商科本科毕业生申请者可能需于本课程开学前修读预科课程 Economics, Human Resource Management 和 Statistics.

## Scholarships & Financial Assistance

### 奖学金及学费资助

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

奖学金将授予本地申请者及成绩优异的申请者；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) or Continuing Education Fund (CEF).

香港本地学生可申请“扩展的免入息审查贷款计划 (ENLS)”或持续进修基金 (CEF)。

## MSc in Human Resource Management and Organisational Behaviour

### 人力资源管理及组织行为学硕士课程

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

Local students - HK\$198,000  
香港本地生: 港币 198,000 元

Mode of Study: Full-time  
修读方法: 全日制

Study Period: 修读年限: Normal - 1 year  
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) 2616-8303  
(+852) 2616-8308

E-mail 电邮: admission\_hrmob@LN.edu.hk

Website 课程网站  
LN.edu.hk/mgt/prog/

WeChat 微信  
MSChRMOb



# MScMIB

## MSc in Marketing and International Business

### 市场及国际企业理学硕士课程

#### Special Features 课程特色

##### Teaching and Learning 教与学

To adopt a student-oriented teaching and learning approach and emphasize close faculty-student relationship.

以『学生为本』的教学理念为主导，注重和谐互动的学院师生关系。

##### Professional Networking Activities 专业社交网络活动

To provide students with whole-person and career development opportunities through professional networking activities.

举办不同的专业社交网络活动开阔视野，协助学生在投入社会前积极装备自己，实行全人教育提供发展事业的机会。

##### Consulting Project 咨询项目

To enable students to put theory into practice, and deliver meaningful services to the community upon undertaking consulting projects.

加强学生结合理论与实践的能力，在学期间提供实习机会，通过为公司提供解决方案以深化整个学习过程。并致力将社会服务的理念融入咨询项目当中，提升社会责任感。

#### Learning Outcomes 课程学习目标

- To understand the theories and practices of marketing and international business;  
深入探讨市场营销和国际企业的理论和实践；
- To demonstrate a global outlook and understanding of cultural diversity and their implications for marketing and management;  
掌握全球视野与对文化多样性的理解，及其在市场营销与管理上的应用；
- To analyse consumer and organisational buyer behaviour and its implications for marketing strategy;  
通过分析消费者和机构的购买行为来制定市场营销策略；
- To have a solid understanding of international business concepts and trends and an ability to internationalise business models and practices; and  
对国际商业概念与趋势有扎实的理解，并能将商业模式和实践国际化；和
- To apply consulting skills to undertake international marketing decisions and operations.  
运用咨询技巧进行国际营销决策和运营。



## Programme Curriculum 课程结构

### Required Courses (6 modules) 必修课程 (6 门)

Consumer Behaviour  
消费者行为学

Applied Marketing Research  
应用市场研究

International Marketing Management  
国际营销管理

International Trade and Investment  
国际贸易与投资

E-Commerce and Social Media Marketing  
电子商务和社交媒体营销

Consulting Project  
咨询项目

### Elective Courses (any 3 modules, up to 1 from International Business Cluster)

选修课程 (任选三门, 国际商业范畴最多可挑一门)

#### **Marketing Cluster** 市场学范畴

Innovation and New Product Development  
创新及新品开发管理

Integrated Marketing Communications  
整合营销传播

Big Data Marketing  
大数据营销

Services Marketing and Customer Relationship Management  
服务营销及客户关系管理

Financial Services Marketing  
金融服务营销

Sales and Retail Management  
销售与零售管理

#### **International Business Cluster** 国际商业范畴

Purchasing and Logistics Management for eBusiness  
电子商务的采购和物流管理

Strategic Management  
战略管理

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 Professional



### Mr WONG, Hak-kun Sunny

Executive Director of Biofit International Limited  
Chairman of MScMIB's Advisory Board

'The MScMIB Programme focuses on personal development. Every student is assigned an academic advisor who offers one-to-one coaching, which is very unique and valuable in itself. Students can discuss any adaptation problems and study and career planning issues with their advisors. Through this effective advising process, an individual student grows, develops one's potential and reaches new heights over time.'

## Words from our Associate Director



### Prof YAN, Aihua

Associate Director of Taught Postgraduate Programmes Office,  
Office of the Faculty of Business

We believe that an investment in education will have significant impact on your future and it is a hard decision to choose the right programme. We believe that our programme, Master of Science in Marketing and International Business, is the right one for you if your goal is to become an inspiring business leader and professional with global vision in the future.

To help you achieve this goal, we create an immersive learning environment by perfectly blending academically focused curriculum, liberal-arts oriented small-class teaching, an individualized advisory system, and a one-year practical consulting project. Through this curriculum design, we expect that our students will be able to effectively solve real-world business problems with viable solutions upon graduation. Beyond the academic environment, our program also supports your learning with a warm, supportive, and culturally diverse environment.

We believe that the future is bright even under the current COVID-19 pandemic situation and we look forward to welcoming you to the Lingnan University.

## Words from our Alumni



'The MIB programme not only provides fundamental understanding of business, and it is also a cornerstone of my entrepreneurial career. Nine months with MIB has transformed me from a young graduate into a business professional.

It takes a good head and a good heart to be successful. MIB has changed the way I see things and the way I speak, which makes me have deeper interpersonal relationships with friends, colleagues and strangers. After nine months of intensive studies in MIB, I would like to share the elements of success with you, which are integrity, trust, honesty, determination, and desire to succeed. MIB has many successful professors and smart students, some of them would be my best friends and business partners. With the international business network and the professional knowledge from the programme, I am able to fly through any obstacles I may face in the future. MIB impressed me the most was not only what I have accomplished professionally and academically, but also the way I was and the way I am.'

**Mr XU, Lucas (MScMIB 2019 Graduate)**



'This MSc in Marketing and International Business Programme allows you understanding of consumer's psychology and conducting market research. Ultimately, with a variety of propositions, you will be able to plan out professional marketing campaigns.

The year-course Consulting Project enables you to experience real business environment, negotiating with clients, discussing with supervisor and putting forward strategies for the company sponsors. This is not only an interesting and challenging project, but one to apply theories learnt.'

**Ms WEI, Yandan (MScMIB 2018 Graduate)**

## Professional Recognition 专业资格认可



### **Hong Kong Institute of Marketing** 香港市务学会

Graduates of the Programme are eligible for Associate Membership of the Hong Kong Institute of Marketing (HKIM).

本课程毕业生具备资格成为准会员。



### **Hong Kong Management Association** 香港管理专业协会

Graduates of the Programme are eligible for Associate Membership of the Hong Kong Management Association (HKMA).

本课程毕业生具备资格成为准会员。



### **Chartered Institute Marketing** 英国皇家特许行销学会

Graduates of the Programme are eligible for Associate Membership of the Chartered Institute Marketing (CIM).

本课程毕业生具备资格成为准会员。

Completion of the Programme also gives its graduates a further option of becoming a Full Member of these respective professional organisations after accumulating a minimum of three years' work experience in marketing.

市场及国际企业理学硕士课程的毕业生将具备成为香港市务学会（HKIM）、香港管理专业协会（HKMA）和英国特许市务学会（CIM）的准会员资格。要成为以上专业团体的正式会员，需要最少累积满三年的相关工作经验。

## 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), 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 may 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 holding a non-business degree are required to pass pre-entry courses in Marketing and Economics prior to the start of the Programme.

非商科学位的申请者将需于本课程开始之前通过市场学或经济学的预科课程。

## Scholarships & Financial Assistance

### 奖学金及学费资助

- 5-10 entrance scholarships (from partial to full tuition fee scholarship) are available each year for outstanding students based on their academic merit.

每年均提供约5至10名入学奖学金予优秀的申请者，包括全额、半额或部分学费资助。

- Local students are eligible for applying the Extended Non-means Tested Loan Scheme (ENLS). For more information, please visit <https://www.wfsfaa.gov.hk/sfo/en/postsecondary/enls/overview.htm>

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。

## Master of Science in Marketing and International Business

### 市场及国际企业理学硕士课程

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

Enquiries 信息及咨询

Tel 电话: (+852) 2616-8321

E-mail 电邮: admission\_mib@LN.edu.hk

Mode of Study:

修读方法:

Full-time

全日制

Study Period:

修读年限:

Normal - 1 year

一般年限: 1 年

Maximum - 3 years

最长年限: 3 年

Modules Required:

课程要求:

9 modules

9 门

Credits Required:

学分要求:

30 credits

30 学分

Medium of Instruction:

授课语言:

English

英文

Website 课程网站  
[LN.edu.hk/mkt/mscmib/](http://LN.edu.hk/mkt/mscmib/)



WeChat 微信  
LUmscmib



# MScRIM

## MSc in Risk and Insurance Management

### 风险及保险管理理学硕士课程

#### Special Features 课程特色

- The degree gives an in-depth coverage of the major areas in risk management and insurance, with an emphasis on professional practice.  
本课程让学生深入认识风险管理及保险业的主要领域，并注重专业实践。
- The degree helps students obtain professional qualifications such as Chartered Insurance Institute (CII) and Financial Risk Manager (FRM) qualifications.  
本课程帮助学生获得如英国特许保险学会 (CII) 和金融风险管理师 (FRM) 的专业资格认证。
- The degree covers risk management principles, general insurance, life and health insurance, financial risk management, risk modelling and analysis, insurance law and regulation, wealth management, and financial services markets.  
本课程涵盖风险管理原理、一般保险、人寿和健康保险、财务风险管理、风险建模及分析、保险法律和法规、财富管理，以及金融服务市场。
- The inclusion of finance electives increases the appeal of the degree to both students and potential employers.  
本课程让学生选修部份金融学科，以加强他们将来就业的竞争力。

#### Learning Outcomes 课程学习目标

- Explain the theories and practices of risk management and insurance;  
培育学生理解风险管理和保险的理论与实践；
- Devise suitable risk management strategies for different individuals and corporations;  
培育学生掌握如何制定合适的个人和公司风险管理策略；
- Demonstrate a mastery of quantitative skills in applying risk models and performing risk analysis;  
帮助学生掌握应用风险模型，以及执行风险分析的量化技巧；
- Apply risk management and insurance products to control risk exposures; and  
培育学生运用风险管理和保险产品以控制风险；以及
- Explain regulatory compliance and regulations for insurance businesses in the insurance market.  
培育学生理解保险市场及业务的法规和监管。

#### Programme Curriculum 课程结构

##### Required Courses (5 modules) 必修课程 (5 门)

Accounting and Financial Management in Financial Institutions 金融机构的会计与财务管理	Economics and Business 经济与商业
Insurance Practice in Hong Kong and Mainland China 中国内地与香港的保险实践	Principles of Risk Management 风险管理原理
Risk Analysis and Modelling 风险分析及建模	

##### Elective Courses (any 5 modules) 选修课程 (任选 5 门)

Financial Planning and Services in Hong Kong and Mainland China 中国内地及香港的财务策划与服务	Life and Health Insurance 人寿及医疗保险
Insurance Law in Hong Kong and Mainland China 中国内地与香港保险法	Reinsurance, Risk Transfer and Risk Securitisation 再保险、风险转移及资产证券化
Property and Casualty Insurance 财产及意外保险	Financial Risk Management 财务风险管理
Derivative Securities 衍生证券	Venture Capital and Private Equity 风险投资与私募股权

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。

## 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), 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 may 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。

### Remarks 注意

- A recent GMAT or GRE test score, while not required, will be helpful in determining admittance into the Programme.

GMAT或GRE成绩并不是入学申请的必需资料，但该成绩可作为录取参考。

### Pre-entry courses 预科课程

- Applicants with no or limited background in insurance and statistics in their bachelor's degree will be required to pass the pre-entry course(s) "Fundamental of Insurance" and/or "Statistics Workshop" prior to the start of this Programme.

申请者如未曾修读过保险和统计学等科目或对这些科目较少认识，将需于本课程开始之前通过相应预科课程(包括保险基础及统计学)。

## Scholarships & Financial Assistance 奖学金及学费资助

- Scholarships might be considered for outstanding students on the basis of academic merit.

奖学金将授予成绩优异的申请者。

- 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）”。

## Career Destination 职业前景

- Career opportunities include positions in insurance companies, banks, and other related financial institutions. MPhil or PhD programmes are also other favorable.

学生毕业后可于不同行业职位发展，包括保险、银行和其他金融相关工作。另外，继续研究深造研究型硕士和博士亦是理想的出路。

## MSc in Risk and Insurance Management

### 风险及保险管理理学硕士课程

Tuition Fee

(2023/24):

学费 (2023/24):

Local students - HK\$198,000

香港本地生: 港币 198,000 元

Non-local students - HK\$210,000

非香港本地生: 港币 210,000 元

Enquiries 信息及咨询

Tel 电话: (+852) 2616-8191

Email 电邮: admission\_rim@LN.edu.hk

Mode of Study:

修读方法:

Full-time

全日制

Study Period:

修读年限:

Normal - 1 year

一般年限: 1 年

Maximum - 2 years

最长年限: 2 年

Modules Required:

课程要求:

10 modules

10 门

Credits Required:

学分要求:

30 credits

30 学分

Medium of Instruction:

授课语言:

English

英文

Website 课程网站

LN.edu.hk/fin\_ins/mscrim/

WeChat 微信

LU MScRIM

