



The Liberal Arts University in HK:  
“Education for Service”

Faculty of Business  
商學院

## Lingnan Taught Postgraduate Programmes

Faculty of Business



## Lingnan University

Lingnan University is the leading Liberal Arts University in Asia. We emphasize high quality teaching and education. Through the education we provide, our graduates will have a breadth and depth of vision, a desire and capacity for public service, an awareness of the complexities that characterize enduring human dilemmas, and accordingly, maturity of judgement. Excelling as leaders and employees, Lingnan graduates will be the beneficiaries of a multi-dimensional approach to learning. For taught postgraduate programmes, we offer distinguished courses to enable our graduates to possess sound attributes in terms of knowledge, skills and attitude.



## Faculty of Business: Message from the Dean

The Faculty of Business provides high quality business education distinguished by the best liberal arts tradition. Our whole-person education approach, close student-teacher relation and on-campus residence make Lingnan unique among universities in Hong Kong and a great place to learn, experience, and discover. Committed to the whole-person education, we put a strong emphasis on nurturing students' practical ability and global vision.

At the postgraduate level, the Faculty offers Business MPhil and PhD programmes. We also offer specialist master's programmes (MSc) in Accountancy, Human Resource Management and Organisational Behavior, Marketing and International Business, eBusiness and Supply Chain Management, and Finance. These carefully designed one-year specialist master's programmes bring students maximum professional values and intellectual quality to ready them for the challenge of the marketplace in Hong Kong, the Chinese Mainland, and beyond.

I welcome you to visit our campus and explore our website to know more about the Lingnan spirit and to partner with us in our quest for education excellence.

A handwritten signature in black ink, appearing to be the name of the Dean.

Professor Liming LIU  
Dean, Faculty of Business

## Why study business at Lingnan?



- The Faculty of Business is accredited by AACSB International (The Association to Advance Collegiate Schools of Business). Only about 5% of business schools round the world are accredited by AACSB.
- Our academic staff are our most important asset. They are all well qualified in their specialized areas, and most hold doctoral degrees.
- Through scholarly enquiry and applied research, our staff have made significant contributions to knowledge creation in business management, and to the bridging of academic theory with business practice.
- Backed up by the University's quality assurance system, we provide high-quality teaching, outcome-based assessments, personalized academic advising as well as career development support for the benefits of our students in all of its programmes.



- We stress excellent teaching. The liberal arts education we provide distinguishes us from other universities and institutions in terms of teaching quality;
- Our programmes are designed to provide a high quality postgraduate-level education to meet the needs of the Hong Kong community and increasing demands from Mainland China.



- Our campus facilities are excellent, including the possibility of hostel accommodation. The Library and the Information Technology Services Center (ITSC) provide the Lingnan community with a campus-wide network, for the accessing of knowledge inside and outside campus 24 hours a day. Students can also benefit from the many independent reading and study spaces, as well as the Information Commons one-stop service for reference and multimedia services support.

## *Faculty-based Taught Postgraduate Programmes*

### **Master of Accountancy 會計學碩士課程**

The Master of Accountancy (MAcc) programme is designed primarily for individuals who are, or intend to be, working in the field of accountancy or a related field, such as finance and management. The Programme provides accountants, business administrators, managers and executives in a wide range of positions with an advanced knowledge of accountancy.



### **Programme Curriculum 課程結構**

Our full-time MAcc programme is a credit based programme. All courses in the programme structure are designed on the basis of three-credit units, and each three-credit course requires 39 hours (or one semester) of class contact. Our courses include Auditing, Business and Company Law, Cost and Management Accounting, Financial Accounting and Reporting, HK Taxation and Tax planning, Managerial Finance and Accounting Theory. There are also many elective courses for students to select to fulfill the graduation requirements.

Students completing six courses (18 credits) with a cumulative GPA of 2.67 in the first semester are awarded the *PGDA* (see more information below).

### **Professional Recognition 專業認可**

#### **HKICPA**

The first half of our MAcc curriculum (i.e., the six required PGDA level courses in the first semester) has been accredited as an approved Conversion Programme under the Qualification Programme (QP) of the Hong Kong Institute of Certified Public Accountants (HKICPA). Subject to the final decision of the HKICPA, those awarded the PGDA are eligible to apply for direct entry into the Institute's QP, provided they hold a recognized first

degree. Passing the QP is a pre-requisite for becoming a Certified Public Accountant (CPA) in Hong Kong.

### CPA Australia

Qualified MAcc awardees are eligible for CPA Australia's associate membership and can commence their studies at the professional level of the association's CPA Programme



Programme website: <http://www.ln.edu.hk/acct/macc>

*Faculty-based Taught Postgraduate Programmes*

## MSc. in Human Resource Management and Organisational Behaviour

### 人力資源管理及組織行為學碩士課程

This Programme is designed for individuals who are, or intend to be, working in the field of human resource management or who occupy or intend to occupy positions with substantial leadership or line management responsibilities. For those serving or intending to serve in a wide range of supervisory, managerial and executive positions, the Programme is designed to enhance knowledge and competencies in managing and developing people. For holders of degrees within or outside the business field, the Programme offers a fast route to becoming professional human resource management specialists.

### Programme Curriculum 課程結構

Required courses include Management of Organizations and People, Managing Ethically, Teams for Learning, Contemporary Human Resource Management, and Performance Management. Students also take elective courses and an action-learning project to fulfill the requirements for graduation.



## Professional Recognition 專業認可

- Graduates of the MSc in HRMOB Programme are eligible for associate membership of the Hong Kong Institute of Human Resource Management (HKIHRM), provided they hold a recognized first degree in business. For details, please follow the link: <http://www.hkihrm.org/index.php/mb>
- Graduates of the MSc in HRMOB Program are eligible for membership of the Hong Kong Management Association (HKMA), provided they hold a recognized first degree in business. For details, please follow the link: <http://www.hkma.org.hk/index.asp>
- Students of the MSc in HRMOB Program can become associate members of Chartered Management Institute (CMI). For details, please follow the link: <http://www.managers.org.uk/>



Programme website: <http://www.ln.edu.hk/mgt/prog/index.php>

### *Faculty-based Taught Postgraduate Programmes*

## MSc. in Marketing and International Business

### 市場與國際企業碩士課程

The Master of Science in Marketing and International Business (MScMIB) Programme is specially designed to provide students with an opportunity to master knowledge in the field of marketing and international business, and hence orientate business and non-business students to pursue a career in marketing and global business management.

### Programme Curriculum 課程結構

All students are required to take five compulsory courses in Term one, including Consumer Behavior, Applied Marketing Research, Services Marketing and Customer Relationship Management, International Marketing Management, and International Trade and Investment. In Term two, students select four elective courses (limited to a maximum of two courses from the International Business Cluster). For detailed information on the elective courses, please refer to the programme brochure. In addition, the programme

offers students hands-on work experience when undertaking the year-long course “Consulting Project” where teams of students are matched with well-established firms in Hong Kong/China for real-life business projects.

### Professional Recognition 專業認可

Graduates of the MSc in MIB are eligible for Associate Membership of the Hong Kong Institute of Marketing (HKIM), the Hong Kong Management Association (HKMA), as well as the Chartered Institute of Marketing (CIM). Completion of the programme also gives its graduates a further option of becoming a Full Member of these respective professional organizations after accumulating a minimum of three years' work experience in marketing.



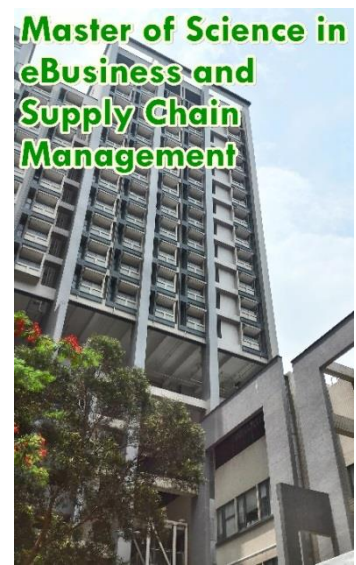
Programme website: <http://www.ln.edu.hk/mkt/mscmib/>

### *Faculty-based Taught Postgraduate Programmes*

## MSc. in eBusiness and Supply Chain Management

### 電子商務與供應鏈管理碩士課程

E-Business is mainly concerned with the use of information and communication technologies to facilitate information exchange, commercial transactions and knowledge sharing among interdependent firms that usually operate in a supply chain network.



The natural connection between eBusiness and supply chain management (SCM) provides the rationale for the MSc. Programme in eBusiness and Supply Chain Management, which is offered and managed by the Department of Computing and Decision Sciences at Lingnan University. The programme is mainly designed to educate students with information technology (IT) backgrounds in key management strategies and approaches in the eBusiness environment. It also aims to help students with or without an IT background understand and utilize IT for supply chain integration in the international and global context. The growing international focus on the management of supply chain operations in eBusiness and the emergence of related international and global issues indicate the importance and relevance of the proposed programme.

### Programme Curriculum 課程結構

The total requirement for the award of the MSc. degree is the completion of a total of 30 credits, including 10 courses (6 required and 4 electives). The teaching pattern is normally a 3-hour lecture and/or seminar per week per course. A student may extend his or her studies up to the maximum duration of three years, subject to the approval of the Program Director and the Head of the Department. Required courses include Introduction to Electronic Business, Supply Chain Management in eBusiness, Accounting Principles, Business Intelligence, Mobile Technology and Applications in eBusiness, and Best Practices in eBusiness and Supply Chain Management. For detailed information of the required and elective courses, please refer to the programme brochure.

### Professional Recognition 專業認可

Successful graduates from the MSc. programme are qualified for the professional recognitions that we are in the process of obtaining from certain professional bodies: the Chartered Institute of Purchasing & Supply (CIPS), the Institute of Certified E-Commerce Consultants, the Chinese General Chamber of Commerce, the Institute of Supply Chain Management, the Hong Kong Logistics Association, the Project Management Institute, and the International Institute of Management. We will update interested parties on our recognition progress soon.



Programme website: <http://cptra.ln.edu.hk/>



## **MSc. in Finance 金融學碩士課程**

The MSc in Finance programme provides a first-class education in finance for good graduates from a wide range of disciplines, and is an ideal preparation for those who wish to make careers in finance and insurance. The programme provides specialist studies in financial markets, investments, corporate finance, risk and insurance, and regulatory compliance for those who hold or would like to hold positions in the finance industry and for those who would like to enhance their knowledge of finance beyond the first degree level.



Our Programme will be especially beneficial for students who wish to pursue professional qualifications such as the Chartered Financial Analyst (CFA); Associate of the Chartered Insurance Institute (ACII); Diploma of the IIHK; Securities and Futures Commission (SFC) Licensing Exams, Senior Associate or Fellow of the Australian and New Zealand Institute of Insurance and Finance (ANZIIF (Snr Assoc)/ANZIIF (Fellow)); Certified Financial Planner (CFP); Chartered Property and Casualty Underwriter (CPCU); LOMA; and others. Our professors have relevant industry experience and hold professional qualifications in actuarial science, finance, insurance, risk management, and accounting.

### **Programme Curriculum 課程結構**

This is a full-time, credit-based postgraduate programme. Students are required to obtain a minimum of 30 credits or 10 courses (which consist of six core courses and four elective courses) in order to graduate.

#### **Required courses include:**

Corporate Finance;  
Financial Markets and Securities Analysis;  
Management of Banks and other Financial Institutions;  
Principles of Financial Analysis and Valuation;  
Principles of Risk Management and Insurance; and  
Quantitative Methods for Finance.



For detailed information of required and elective courses, please refer to the programme brochure.



Programme website: [http://www.ln.edu.hk/fin\\_ins/](http://www.ln.edu.hk/fin_ins/)

## Course Lists 課程科目表

### Master of Accountancy 會計學碩士課程 (全日制)

#### Required Courses 必修科:

- Auditing
- Business and Company Law
- Cost and Management Accounting
- Accounting Theory
- Financial Accounting and Reporting
- Hong Kong Taxation and Tax Planning
- Managerial Finance

#### Elective Courses\* (any 4 courses from the following) 選修科:

- Comparative Financial Reporting and Accounting
- Accounting and Taxation in Mainland China
- Contemporary Issues in Management Accounting
- Forensic Accounting and Fraud Examination
- Financial Statement Interpretation and Analysis
- The Economic Law of China
- Advanced Auditing
- Accounting Ethics and Corporate Governance
- Research Project

### MSc. in Human Resource Management and Organisational Behaviour

#### 人力資源管理及組織行為學碩士課程

#### Required Courses 必修科:

- Management of Organisations and People
- Managing Ethically
- Teams for Learning
- Contemporary Human Resource Management
- Performance Management

#### Elective Courses\* (any 4 courses from the following) 選修科:

- Managing Conflict in Organisations
- Leadership in Organisations
- Comparative and Cross-cultural Management
- Strategic Management
- Managing Quality for People and Organisations
- Organisational Analysis and Change

**Projects (A 3 credit year course for a minimum of 42 hours of learning activities):**

Action Learning Projects<sup>#</sup>

<sup>#</sup>Required, but not included in the calculation of G.P.A.

## MSc. in Marketing and International Business

### 市場與國際企業學碩士課程

**Required Courses 必修科目:**

- Consumer Behavior
- Applied Marketing Research
- Services Marketing and CRM
- International Marketing Management
- International Trade and Investment
- Consulting Project

**Elective Courses\* (any 4 courses from the following) 選修科:**

Marketing Electives

- Business to Business Marketing
- Innovation and New Product Development
- Integrated Marketing Communications
- Sales and Retail Management
- E-Commerce and Social Media Marketing
- Financial Services Marketing

International Business Electives

- Strategic Management
- Comparative and Cross-Cultural Management
- Multinational Financial Management
- Globalization and Financial Market Development

## MSc. in eBusiness and Supply Chain Management

### 電子商務與供應鏈管理碩士課程

**Required Courses 必修科:**

- Introduction to Electronic Business
- Supply Chain Management in eBusiness
- Accounting Principles
- Business Intelligence
- Mobile Technology and Application in eBusiness
- Best Practices in eBusiness and Supply Chain Management

**Elective Courses\* (any 4 courses from the following) 選修科:**

- Legal Issues for eBusiness
- Electronic Marketing
- E-Commence and Web Programming
- Social Media for eBusiness
- Project Management with Software
- Legal Issues for eBusiness
- Electronic Marketing
- E-Commence and Web Programming
- Social Media for eBusiness
- Project Management with Software

## MSc. in Finance 金融學碩士課程 *(Subject to Senate Approval)*

### Required Courses 必修科:

- Corporate Finance
- Financial Markets and Securities
- Management of Banks and other Financial Institutions
- Principles of Financial Analysis and Valuation
- Principles of Risk Management and Insurance
- Quantitative Methods for Finance

### Elective Courses\* (any 4 courses from the following) 選修科:

- Case Studies in Finance
- Derivative Securities
- Financial Planning and Services
- Fixed Income Securities
- Hong Kong Monetary and Financial Systems
- Insurance Law in Hong Kong
- Insurance Practice
- International Financial Management
- Investment and Wealth Management

\* *The offering of elective courses is subject to sufficient student demand and faculty availability.*

### Application and Contact Information

## Admission Requirements 入學條件



### English Language Proficiency Requirements 英語水平要求



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 213 (computer-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), or a score of 450 in the College English Test (CET) Band 6, or an equivalent score in a recognized test. An equivalent qualification to prove his/her language proficiency will be considered on a case-by-case basis.

### Degree Requirements 本科學位要求

### Master of Accountancy / Postgraduate Diploma in Accountancy

The minimum requirement for admission to the one-year full-time MAcc programme can be met by any one of the following:

- (1) a bachelor's degree in business or equivalent from a recognized tertiary institution\*;
- (2) a bachelor's degree in a non-business discipline from a recognized tertiary institution (applicants in this category have to complete the pre-entry programme);

(3) other qualifications and experience equivalent to (1) or (2) above (Such applications shall be considered on a case-by-case basis).

\*Applicants with a degree who have studied Accounting, Economics, Information Systems Management, Management, and Statistics from a bachelor degree programme in a recognized tertiary institution are considered "business degree holders".

### **MSc. in Human Resource Management and Organisational Behaviour**

A bachelor's degree with a good record from a recognized tertiary institution (applicants holding a non-business first degree\* have to complete pre-entry courses); or equivalent qualifications and experience, which will be considered on a case-by-case basis.

\*Applicants who hold a bachelor's degree and study Economics, Information Systems Management, and Statistics at university-level are considered business-related degree holders.

### **MSc. in Marketing and International Business**

To be eligible for admission, a candidate should have a recognized first degree\*. Applicants with good working experience will be preferred. Interviews will be conducted to select qualified candidates.

\*Applicants with a non-business first degree, and those without a course in Marketing or Economics have to complete a pre-entry bridging course prior to the start of the MSc programme.

### MSc. in eBusiness and Supply Chain Management

To be eligible for entry into this MSc. programme, candidates should:

- (1) hold a bachelor's degree with first or second class honours from a recognized tertiary institution; or have equivalent qualifications and experience, which will be considered on a case-by-case basis;
- (2) have basic information technology (IT) or information systems (IS) background, which is recognized if candidates have taken at least one IT- or IS-related course (e.g., Information Systems Management, Computer Programming, etc.) and/or worked in relevant industry for at least one year.

### MSc. in Finance

The minimum requirement for admission to this MSc. programme can be met by any one of the following:

- (1) hold a bachelor's degree with a first class or second class honours from a recognized tertiary institution (applicants with no background in finance in their first degree will have to complete pre-entry courses); or ;
- (2) have equivalent qualifications and experience, which will be considered on a case-by-case basis;



### Enquiries and More Information

#### Master of Accountancy / Postgraduate Diploma in Accountancy

<http://www.ln.edu.hk/acct/macc>

Tel: (852) 2616-8182 / (852) 2616-8107

Email: [macc@Ln.edu.hk](mailto:macc@Ln.edu.hk)

#### MSc. in Human Resource Management and Organisational Behaviour

<http://www.ln.edu.hk/mgt/prog/index.php>

Tel: (852) 2616-8308 / (852) 2616-8309

Email: [hrmob@Ln.edu.hk](mailto:hrmob@Ln.edu.hk)

#### MSc. in Marketing and International Business

<http://www.ln.edu.hk/mkt/mscmib/>

Tel: (852) 2616-8321

Email: [mscmib@Ln.edu.hk](mailto:mscmib@Ln.edu.hk)

#### MSc. in eBusiness and Supply Chain Management

<http://cpra.ln.edu.hk/>

Tel: (852) 2616-8096

Email: [admission\\_ebiz@Ln.edu.hk](mailto:admission_ebiz@Ln.edu.hk)

#### MSc. in Finance

[http://www.ln.edu.hk/fin\\_ins/](http://www.ln.edu.hk/fin_ins/)

Tel: (852) 2616-8196

Email: [fin\\_ins@Ln.edu.hk](mailto:fin_ins@Ln.edu.hk)





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