



**Master of Science  
in  
eBusiness and Supply Chain Management**

**Student Handbook 2018/19**



**MASTER OF SCIENCE IN EBUSINESS AND SUPPLY CHAIN MANAGEMENT  
ACADEMIC CALENDAR 2018-19**

**Term 1**

Week No.	Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Events	General Holidays
1	AUG 2018	5 12 19 26	6 13 20 27	7 14 21 28	1 8 15 22 29	2 9 16 23 30	3 10 17 24 31	4 11 18 25	14: Reporting & Registration Day for New MSocBSCM Admittees 15-20: Pre-entry Courses 21: New Student Orientation 22: Academic Year 2018-19 Term 1 Classes Begin	
2	SEP 2018	2	3	4	5	6	7	8		
3		9	10	11	12	13	14	15		
4		16	17	18	19	20	21	22		
5		23	24	25	26	27	28	29		25: The Day Following the Chinese Mid-Autumn Festival
6		30								
7	OCT 2018	7	8	9	10	11	12	13		1: National Day
8		14	15	16	17	18	19	20		17: Chung Yeung Festival
9		21	22	23	24	25	26	27		
10		28	29	30	31					
11	NOV 2018	4	5	6	7	8	9	10		
12		11	12	13	14	15	16	17		
13		18	19	20	21	22	23	24		
14		25	26	27	28	29	30		22: Congregation (Classes Suspended) 27: Term 1 Classes End, Last Day for Term 2 Tuition Payment 29-30: Term 1 Examinations	
	DEC 2018							1		
		2	3	4	5	6	7	8		7: Reserved for Exams Postponed Due to Extenuating Circumstances
		9	10	11	12	13	14	15		
		16	17	18	19	20	21	22		
		23	24	25	26	27	28	29		25-26: Christmas Day & The First Weekday after Christmas Day
		30	31							

**Term 2**

Week No.	Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Events	General Holidays
1	JAN 2019	6	7	8	9	10	11	12		1: New Year Holiday
2		13	14	15	16	17	18	19	7: Academic Year 2018-19 Term 2 Classes Begin	
3		20	21	22	23	24	25	26		
4		27	28	29	30	31				
	FEB 2019	3	4	5	6	7	8	9		4-15: Chinese New Year Holidays
5		10	11	12	13	14	15	16		
6		17	18	19	20	21	22	23	21: Sports Day (Classes Suspended)	
7	MAR 2019	3	4	5	6	7	8	9		
8		10	11	12	13	14	15	16		
9		17	18	19	20	21	22	23		
10		24	25	26	27	28	29	30		
11	APR 2019		1	2	3	4	5	6		5: Ching Ming Festival
12		7	8	9	10	11	12	13		
13		14	15	16	17	18	19	20		19-22: Easter Holidays
14		21	22	23	24	25	26	27	26: Term 2 Classes End	
	MAY 2019							4		1: The Labour Day
		5	6	7	8	9	10	11	3-9: Term 2 Examinations 10: Reserved for Exams Postponed Due to Extenuating Circumstances	
		12	13	14	15	16	17	18		
		19	20	21	22	23	24	25		13: The Day Following the Buddha's Birthday
		26	27	28	29	30	31			

Legend: ■ Holiday    ○ Important Dates for Students to Note    □ Examination

## Contents

1.	Lingnan University.....	5
1.1.	About LU .....	5
1.2.	Our Quality Liberal Arts Education .....	5
1.3.	Vision.....	5
1.4.	Mission.....	5
1.5.	Motto .....	5
1.6.	Core Values.....	5
1.7.	The Lingnan spirit .....	6
1.8.	Meaning of the Lingnan Logo.....	6
2.	Programme Information .....	7
2.1.	Background.....	7
2.2.	Aims and Learning Outcomes .....	7
2.3.	Entrance Requirements .....	8
2.4.	Mode of Study .....	8
2.5.	Duration of Study.....	8
2.6.	Medium of Instruction .....	8
2.7.	Programme Structure .....	8
3.	Academic Regulations.....	11
3.1.	Student Classification .....	11
3.2.	Change of Personal Particulars.....	11
3.3.	Credit Transfer and Course Exemption .....	11
3.4.	Adding and Dropping Courses and Changing Courses/Sections .....	12
3.5.	Class Attendance & Leave of Absence .....	12
3.6.	Withdrawal of Study.....	12
3.7.	Discontinuation of Studies .....	12
3.8.	Application for Testimonial /Transcript.....	13
3.9.	Deferment of Study.....	13
3.10.	Student Card Replacement.....	13
3.11.	Fees .....	14
4.	Assessment, Examination and Graduation Regulations.....	15
4.1.	Course Assessment.....	15
4.2.	Grading System.....	15
4.3.	Grade Point Average (G.P.A.).....	16
4.4.	Student Progression .....	16
4.5.	Graduation Requirements .....	17
4.6.	Intermediate Award.....	17
4.7.	Award Classification .....	17
4.8.	Supplementary Assessment.....	18

4.9.	Appeal .....	18
4.10.	Course Attendance Requirement for Examination for our Programme .....	18
4.11.	Re-taking a Course .....	18
4.12.	Academic Dishonesty .....	19
4.13.	Plagiarism .....	19
5.	Regulations and Code of Conduct .....	21
5.1.	Regulations .....	21
5.2.	Code of Conduct .....	21
6.	Quality Assurance .....	22
6.1.	Course Teaching and Learning Evaluation (CTLE) .....	22
6.2.	Early Alert System .....	22
6.3.	Postgraduate Studies Committee (PSC) .....	22
6.4.	Programme Curriculum Committee (PCC) .....	23
6.5.	Board of Examiners (BoE) .....	24
6.6.	External Academic Adviser (EAA) .....	24
6.7.	Advisory Board (AB) .....	24
6.8.	Staff-Student Consultation Committee (SSCC) .....	24
7.	Student Support .....	26
7.1.	Library .....	26
7.2.	Information Technology Services Centre (ITSC) .....	26
7.3.	Student Service Centre (SSC) .....	26
7.4.	Teaching and Learning Centre (TLC) .....	26
7.5.	Registry .....	26
7.6.	Division of Graduate Studies (DGS) .....	26
7.7.	Chaplain's Office .....	27
7.8.	Support for Students with Special Needs .....	27
8.	Scholarships and Financial Assistance .....	29
8.1.	Scholarships .....	29
8.2.	Financial Assistance .....	29
9.	Useful Information .....	30
9.1.	Bad Weather Arrangements .....	30
9.2.	Student Medical and Dental Scheme .....	31
9.3.	Employment Policy for Non-Local Students in Hong Kong .....	31
9.4.	Immigration Arrangements for Non-local Graduate (IANG) Policy .....	31
10.	Lingnan University Alumni Association (Hong Kong) (LUAA) .....	32
11.	Courses Descriptions .....	33
11.1.	Required Courses .....	33
11.2.	Elective Courses .....	34
12.	Campus Map .....	37
13.	Useful Telephone Numbers .....	38

# 1. LINGNAN UNIVERSITY

Introducing Lingnan - the Liberal Arts University in Hong Kong.

## 1.1. About LU

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.

## 1.2. Our Quality Liberal Arts Education

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.

## 1.3. Vision

To excel as a leading Asian liberal arts university with international recognition, distinguished by outstanding teaching, learning, scholarship and community engagement.

## 1.4. Mission

Lingnan University is committed to

- providing quality whole-person education by combining the best of Chinese and Western liberal arts traditions;
- nurturing students to achieve all-round excellence and imbuing them with its core values; and
- encouraging faculty and students to contribute to society through original research and knowledge transfer.

## 1.5. Motto

Education for service

## 1.6. Core Values

- A collegial community of learning and discovery for students and scholar-teachers  
Lingnan aims to build a community of learning and discovery with collegial students and scholar-teachers who respect each other, keep an open mind, embrace diversity, appreciate different views, uphold academic freedom and freedom of expression, and accept responsibility for their words and deeds.
- Whole-person cultivation and all-round development  
Lingnan endeavours to cultivate students' whole-person and all-round growth. It encourages students to pursue independent and critical thinking, creativity and innovation, excellent communication skills including a high level of literacy, social responsibility, personal virtue, cultural accomplishment and a passion for lifelong learning.
- Community engagement and social responsibility  
Lingnan encourages its members to care for others, to be responsible for their own actions, to serve the local community and beyond, and to make a positive impact for the betterment of humanity.

## 1.7. The Lingnan spirit

The Lingnan spirit, which has flourished since Lingnan's founding in Canton (Guangzhou) in 1888 as Christian College in China, has served over the years to bond all Lingnanians together, and continues to inspire the University today. The Lingnan spirit is marked by passion, loyalty, perseverance, openness to different ideas and cultures, and a readiness to serve.

## 1.8. Meaning of the Lingnan Logo

The mountain, river, trees and path illustrated in the University logo each symbolise a profound principle:



The White Cloud Mountain depicts the highest aspiration in life;

The Pearl River represents the wide dissemination of Lingnan education;

The lychee trees - with ripe fruit hanging in clusters - represent the commitment to realise the precept "For God, for Country, and for Lingnan";

The path represents the road to the future by virtue of hard work;

The panoramic view of the campus in the emblem 'reminds alumni and friends of Lingnan of their loyalty wherever they may be. The red and grey colours of the emblem help nourish the sentiment; they are "blood-red and iron-grey", symbolizing loyalty and steadfastness. The red and grey reflect the Lingnan spirit, a spirit inspiring them to lay the foundations for a splendid future forever<sup>1</sup>.

### Anthem

平原廣闊瞭近目前 江水流其間  
群邱遠繞恆為障護 奮前莫畏難  
母校屹立風波不搖 佳氣承遠方  
地美人娛乃祖所賜 愛保兩勿忘  
韶光幾度花娛鳥樂 飽受春風雨  
使我樂輸黃金時刻 基爾高譽序  
當前百事待儂擔負 不怕半途廢  
壯我胸懷得如昔在 母校光風裡

Broad the plain before us reaches,  
Calm the tides that flow;  
Far the mountains ever guard us,  
On in strength we go.  
College mother, calm thou standest,  
Given from afar;  
Wondrous land our fathers gave us,  
True to both we are!  
In thy care bright years are bringing  
Joys in happy throng;  
To thy life, these years were giving  
Gladly us this song.  
In the years and strife before us  
Never shall we fail;  
Courage, then, as joy thou'lt give us, Alma Mater Hail!

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<sup>1</sup> Lee, Sui-ming. A Phoenix of South China: The Story of Lingnan (University) College Sun Yat-sen University. Hong Kong: The Commercial Press, 2005.

## 2. PROGRAMME INFORMATION

### 2.1. Background

The Master of Science in eBusiness and Supply Chain Management (MSceBSCM) programme is offered and managed by the Department of Computing and Decision Sciences, Faculty of Business, Lingnan University. The Programme is mainly designed to educate students with information technology (IT) background about key management strategies and approaches in the eBusiness environment. It also aims to help students with or without IT background understand and utilize IT for supply chain integration in the international and global context. Growing international focus on the management of supply chain operations in eBusiness and the emergency of related international and global issues indicate the importance and relevance of the Programme.

Information regarding this full-time programme is given below.

1. Title in English: Master of Science in eBusiness and Supply Chain Management.
2. Title in Chinese: 電子商務與供應鏈管理碩士課程
3. Normal study duration: one year

### 2.2. Aims and Learning Outcomes

#### 2.2.1. Aims

This Programme aims to:

- strengthen students' abilities to understand and use the information technologies that are necessary for supply chain operations in an eBusiness environment;
- equip students with the management strategies for effectively using information technologies to achieve supply chain integration in the international and global context;
- familiarize students with managing online and mobile business operations that are involved into a supply chain;
- expose to students the benefits for an organization through incorporating the Internet into its supply chain operations; and
- foster students' abilities in identifying the business changes resulting from the use of information technologies for organizational practices in supply chains.

This MSc Programme focuses on the improvement of students' management strategies and skills in supply chain operations in the eBusiness context, in addition to the education of information technologies. Accordingly, all teaching staff in the Programme will utilize a number of practical cases and managerial discussions in their lectures.

#### 2.2.2. Learning Outcomes

On completing the MSc Programme, students will be able to:

- think critically and innovatively in solving complex supply chain problems in an eBusiness environment;
- use proper information technologies to improve the performance of an organization within a supply chain;
- apply suitable managerial strategies and skills to integrate supply chains with information technologies in the international and global context; and
- initiate and develop online and mobile business functions that exist in a supply chain.

### **2.3. Entrance Requirements**

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; and
3. meet the English language proficiency requirement by attaining a minimum score of 550 (paper-based test), 213 (computer-based test), or 79 (Internet-based test) or above in the Test of English as a Foreign Language (TOEFL). In lieu of the above, an applicant can submit results from the International English Language Testing System (IELTS) with the minimum acceptable score of 6.5 or the College English Test Band 6 (CET 6) of the People's Republic of China with the minimum acceptable score 450\*. Students who graduated from a university using English as a main teaching language do not normally need to present evidence of their proficiency.

Interviews may be conducted when necessary.

\* Effective from Term 2 of academic year 2018-19, the College Entrance Test Band 6 (CET6) is excluded from the University's official English language requirements for admission to taught postgraduate programmes.

### **2.4. Mode of Study**

This is a full-time programme. The teaching pattern is normally a 3-hour lecture and/or seminar per week per course. Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.

### **2.5. Duration of Study**

The normal duration for this MSc Programme is one-year full-time study, and a student could extend his or her study up to a maximum duration of three years, including any periods of leave of absence, which is subject to the approval of the Programme Director and the Head of the Department. Students would normally complete three required courses and two elective courses in the first term (September-December) and three required courses and two elective courses in the second term (January-May).

### **2.6. Medium of Instruction**

The medium of instruction is English.

### **2.7. Programme Structure**

#### **2.7.1. Curriculum**

The requirement for the award of the MSc degree is the completion of a total of 30 credits, therefore TEN courses (6 required and 4 electives).

In the Programme, required courses cover the grounding knowledge for the eBusiness and SCM careers, and electives address the specific needs of organizations in managing supply chain operations in eBusiness. The case studies or projects are conducted at appropriate points in all courses, which are arranged by course instructors.

## 2.7.2. List of Course (Core courses/Elective course)

<b>Required Courses</b>		<b>Credits</b>
1.	Fundamentals of Electronic Business	3
2.	Supply Chain Management in eBusiness	3
3.	Accounting and Financial Technology	3
4.	Business Data Analytics	3
5.	Mobile Technology and Applications in eBusiness	3
6.	Best Practices in eBusiness and Supply Chain Management	3
<b>Elective Courses</b>		
7.	Legal Issues for eBusiness	3
8.	Electronic Marketing	3
9.	E-Commerce Implementation: Planning, Platform Selection, and Execution	3
10.	Social Media for eBusiness	3
11.	Project Management with Software	3
12.	Service Operations Management	3
13.	Purchasing and Logistics Management for eBusiness	3
14.	Information Systems Management	3
15.	Business Decision Making with Software	3
16.	Comparative and Cross-cultural Management	3
17.	Integrated Marketing Communications	3
18.	E-Commerce and Social Media Marketing	3
19.	Financial Services Marketing	3

### 2.7.3. Mapping of University Graduate Attributes

<u>University Graduate Attributes</u>	<u>Learning Outcomes of the MSceBSCM Programme</u>
For postgraduate programmes, the ideal Lingnan graduate will possess the following attributes in terms of knowledge, skills and attitudes:	Our programme is structured with the following learning outcomes (in the three spheres of knowledge, skills and values) in mind:
<p><b><u>Knowledge</u></b></p> <p><b>K1)</b> current, in-depth theoretical and practical comprehension of a specific discipline area, as well as of a broad range of general and related areas</p>	<p><b><u>Knowledge</u></b></p> <p>Graduates of the programme will be able to:</p> <ul style="list-style-type: none"> <li>• solve complex supply chain problems in an eBusiness environment - <b>K1</b></li> <li>• apply suitable managerial strategies and skills to integrate supply chains with information technologies in the international and global context - <b>K1</b></li> </ul>
<p><b><u>Skills</u></b></p> <p><b>S1)</b> ability to apply knowledge at an advanced level in professional contexts especially for the purpose of solving problems</p> <p><b>S2)</b> competence in critical and creative thinking</p> <p><b>S3)</b> capacity to articulate ideas clearly and coherently both in written and oral forms</p>	<p><b><u>Skills</u></b></p> <p>Graduates of the programme will be able to:</p> <ul style="list-style-type: none"> <li>• think critically and innovatively in solving complex supply chain problems in an eBusiness environment - <b>S1, S2</b></li> <li>• use proper information technologies to improve the performance of an organization within a supply chain - <b>S3</b></li> <li>• apply suitable managerial strategies and skills to integrate supply chains with information technologies in the international and global context - <b>S1, S2, S3</b></li> </ul>
<p><b><u>Attitudes</u></b></p> <p><b>A1)</b> commitment to applying the knowledge acquired in the chosen field or conducting research in an ethical and socially responsible manner</p>	<p><b><u>Attitudes</u></b></p> <p>Graduates of the programme will be able to:</p> <ul style="list-style-type: none"> <li>• apply suitable managerial strategies and skills to integrate supply chains with information technologies in the international and global context - <b>A1</b></li> <li>• initiate and develop online and mobile business functions that exist in a supply chain - <b>A1</b></li> </ul>

### 3. ACADEMIC REGULATIONS

#### 3.1. Student Classification

- A student is designated as a Year 1, Year 2 or Year 3 student respectively in his/her first, second or third year of study at the University.
- A student is classified as a full-time student if he/she enrolls in 12 or more credits in a term while a student is classified as a part-time student if he/she enrolls in less than 12 credits in a term.

#### 3.2. Change of Personal Particulars

A student should retain the full name(s) entered on his/her Hong Kong Identity Card or Passport. Under special circumstances, however, a student may obtain from the MSceBSCM Programme Office an application form for changing personal particulars, complete and return it to the MSceBSCM Programme Office, together with the following documents:

- (a) written consent from the applicant's parent or guardian, if the applicant is under the age of 21, and
- (b) a copy of the applicant's Hong Kong Identity Card or passport, carrying the new name intended to be registered with the University, and
- (c) a copy of the applicant's statutory declaration and/or birth certificate.

A student should inform the MSceBSCM Programme Office immediately of any change of address or other particulars.

#### 3.3. Credit Transfer and Course Exemption

A student who has passed public, professional, or other examinations recognised by the University or has successfully completed a similar course at an appropriate level offered by a recognised institution may apply for credit transfer/course exemption.

##### 3.3.1. Credit Transfer

The student will be exempted from taking the corresponding course offered by the University and granted with equivalent credits, if the application is approved.

##### 3.3.2. Course Exemption

The student will be exempted from taking the corresponding course offered by the University, if the application is approved. However, credits are not granted, and the student has to take another course (may be a specified course or any other course) to make up for the total number of credits required for graduation.

- No grade will be given but all exempted courses and the number of credits transferred will be shown in the student's transcript.
- Normally, a student may not be granted credit transfer/course exemption for more than 30% of the required number of credits for the academic award.
- The student is required to obtain from the MSceBSCM Programme Office an application form for credit transfer/course exemption, complete and submit the application to the Head of Department of Computing and Decision Sciences via MSceBSCM Programme Office before the beginning of a term. All such applications must be accompanied by original supporting documents and their photocopies. The MSceBSCM Programme Office will return the original supporting documents to the applicant after inspection.
- The application should be approved by the Head of the Academic Unit concerned, who should forward it to the Registry within two weeks after the beginning of a term.
- A student should not enrol in a course for which he/she has been granted exemption (with or without credits). If the student has enrolled in a course and is subsequently granted exemption (with or without credits), he/she is not required to apply to drop the exempted course.

### **3.4. Adding and Dropping Courses and Changing Courses/Sections**

- A student should complete add or drop a course or change a course two weeks before student registration. The student is required to obtain the endorsement of the teachers involved and the approval of the Programme Director after course registration.
- A transaction fee will be charged for each entry to be altered if the application is approved. If the change is initiated by a teacher, no fee will be charged. No student is allowed to drop two weeks after the beginning of the term concerned.

### **3.5. Class Attendance & Leave of Absence**

- A student should attend required lectures, tutorials and other class activities, tests and examinations and complete the work assigned by the teachers of the courses in which the student has enrolled.
- Students are expected to attend classes and other class activities punctually and regularly, to the satisfaction of the lecturers of courses. Each course may have specific requirements for student attendance. Appropriate sanctions, where necessary, would be approved by the Board of Examiners concerned.
- A student who wishes to obtain leave of absence of more than three weeks should obtain prior permission from the programme concerned on the basis of a written application, stating the reasons for seeking leave of absence.
- Leave of absence may be granted for a maximum period of 12 months. Any periods of leave of absence taken shall be included as part of the period of study.
- In case of illness or other serious emergencies, a student who has been granted leave of absence may apply to the Programme Director for permission to carry out make-up work for assignments, tests and examinations. Such applications are subject to approval by the Programme Director in consultation with the teachers concerned.
- A student whose accumulated leave of absence exceeds one-third of the term should not be assessed and awarded credits for the courses enrolled in the term.
- A student may be required to take leave of absence if the condition of the student's health will constitute a definite hazard to the University community. Such a student should seek appropriate treatment. After the prescribed period of absence and before the student applies to resume classes, he/she should obtain a certificate signed by a registered medical doctor, stating that the student no longer constitutes a hazard to the University community.

### **3.6. Withdrawal of Study**

- A student who wishes to leave the University before graduation must seek official withdrawal from the University. The student should complete and submit an application form obtainable from the MSceBSCM Programme Office.
- Approval will be granted by the Registrar only after proper clearance by relevant units.
- A student who leaves the University without prior approval by the Registrar will be considered as having unofficially withdrawn from the University effective on the last day of the teaching term concerned.
- An unofficially withdrawn student will not be issued any official documents of the University and will not be re-admitted.

### **3.7. Discontinuation of Studies**

- The Senate may, on the recommendation of relevant committee(s), discontinue the studies of a student at any time on the grounds of the candidate's unsatisfactory performance or failure to comply with the [Regulations Governing Taught Master's Degree Programmes](#).
- The studies of a student will normally be discontinued if,

- (a) he/she fails to have his/her academic probation lifted at the end of the term after he/she has been put on probation, or
  - (b) his/her Cumulative G.P.A. is below 2.33 at an academic review after the academic probation is lifted and the student continued on the programme;
  - (c) he/she fails to fulfill progression requirements specified in Section 4.4 of this Handbook; or
  - (d) he/she fails to fulfill all requirements for graduation within the maximum study period.
- A student with studies discontinued on academic grounds is normally not allowed to be admitted to the same programme of the University in the following academic year. If a student is admitted to the same programme or another taught postgraduate programme of the University, recognition of the credits obtained in his/her previous studies at the University will be determined by the course offering unit and the decision shall be based on content relevance and the grade obtained. Only courses passed with grade B- or above will be recognised and recognised grades will be counted in Cumulative G.P.A. calculation. Normally, no more than 30% of the required number of credits for the academic award shall be recognised.
  - Students' academic standing referred to in second paragraph under 3.7 above is subject to the approval of the Senate upon the recommendation of the relevant committee(s).
  - Notwithstanding the above, a student whose studies have been discontinued may appeal through the Registrar against the decision. Details are stipulated in Section 9 of the [Regulation Governing University Examinations](#).

### **3.8. Application for Testimonial /Transcript**

#### **3.8.1. Testimonial**

A student who wishes to have a letter certifying his/her student status or attendance records may apply to the Registry via the MSceBSCM Programme Office for such a testimonial.

A student who wishes to have a personal recommendation or reference letter should approach a teacher who knows him/her well.

#### **3.8.2. Transcript**

- A student who wishes to apply for transfer or admission to another educational institution or for employment may apply to the Registry for an official transcript.
- An official transcript shows the relevant particulars of a student, title of his/her programme, all courses taken and retaken regardless of passed or failed, grades obtained, grade point averages, academic scholarships, academic awards and disciplinary actions taken, if any.
- An official transcript will be sent direct by the Registry to the institution or prospective employer upon the student's request and payment of the prescribed fees and postage.
- An official transcript is not issued to a student as a personal copy or to any private individual.
- Official transcripts shall not be issued to students who have not completed a term of study.

A student who has unofficially withdrawn from the University or has unpaid accounts or obligations due to the University will not be issued any transcript or testimonial.

### **3.9. Deferment of Study**

A student who for special reasons seeks permission for deferment of his/her registration may apply in writing to the Registrar at least one week before the specified date for registration. A fee for late registration will be charged.

### **3.10. Student Card Replacement**

Upon first registration, each student is issued with a Student Identity Card free of charge. The student should take good care of the card. A fee will be charged for each replacement card.

## **3.11. Fees**

### **3.11.1. Tuition Payment**

Student must pay their tuition fee on the specified due dates. There will be a penalty for late payment.

A penalty of HK\$500 will be charged if payment is not made by the due date. If the tuition fee and the penalty are not paid within ten days from the due date, the student is considered to be unofficially withdrawn and must secure approval for re-admission. In some special cases payments may be delayed without penalty upon prior recommendation from the Director of Student Services and approval from the Programme Director for Taught Postgraduate Programmes.

### **3.11.2. Deposit**

A deposit of HK\$600 is payable by all students on first registration and is refundable only when a student has completed at least one academic year and withdraws officially from the University or his/her study is discontinued by the University. A deduction will be made by the University for an outstanding debts not previously settled. An application for refund of the deposit must be made within one year after a student leaves the University. Otherwise, according to the practice of the University, the full amount of the deposit or the balance left is forfeited.

For students who graduate, the deposit or the balance left is not refunded but is transferred to pay part or all of the graduation fee.

Where there is an unpaid account due to the University after netting off the deposit, students should fully settle the amount before graduation.

### **3.11.3. Graduation Fee**

A graduation fee of HK\$600 is payable upon approval for graduation. In accordance with the practice of the University, the full amount or the balance of the deposit paid on first registration is used to pay this graduation fee. Where the balance is insufficient to pay the entire HK\$600, a student must pay the difference before the degree is awarded.

### **3.11.4. Transcript Fee**

A fee of HK\$50 is payable for each copy of the transcript requested by a student or graduate. Students or graduates who apply for admission to other institutions may request the University to send their transcripts to the institutions concerned. The cost of postage is charged to the students.

The University will provide one copy of the transcript free of charge to every student upon graduation.

## 4. ASSESSMENT, EXAMINATION AND GRADUATION REGULATIONS

### 4.1. Course Assessment

#### 4.1.1. Outcome-based Approach to Teaching and Learning (OBATL)

- Lingnan University has put in place effective mechanisms to assure and enhance the quality of its education with a view to achieving the graduate attributes and learning outcomes exemplifying the qualities expected of Lingnan graduates.
- OBATL is grounded in a set of pedagogical and institutional values and principles that articulate clearly stated “intended learning outcomes” (ILOs) with a set of assessment tasks (methods) for measuring them.
- OBATL requires that assessment processes be based on clearly expressed criteria which are then used for determining the final grade (criterion-referencing).
- In other words, students are graded on the basis of attaining well defined learning outcomes (i.e., knowledge, skills, attributes criteria) rather than how they compare with their peer group (norm-referencing).

### 4.2. Grading System

Letter grades are used to indicate a student's academic performance in a course.

Grades are awarded according to the following system:

Grade	Standard	Sub-divisions	Grade Points
A	Excellent	A	4.00
		A-	3.67
B	Good	B+	3.33
		B	3.00
		B-	2.67
C	Pass	C+	2.33
		C	2.00
		C-	1.67
F	Failure	F	0
I	Incomplete		0*
PASS/FAIL			no grade point given*

\*Not included in the calculation of grade point average.

- Grade I is a temporary grade which indicates that the course work or examination has not been completed for reasons acceptable to both the teacher and the Board of Examiners concerned. The assessment should be completed within four weeks after official release of the preliminary assessment results, and the grade I will be converted to a final grade which includes all assessment marks; otherwise, the grade I will be converted to grade F. The final grade will be used in the calculation of grade point averages.
- A Pass or Fail grade may only be given as specified in the approved syllabus of the course concerned.

### 4.3. Grade Point Average (G.P.A.)

#### 4.3.1. Term G.P.A.

This is a figure ranging from 0 to 4.00 (A = 4.00) used to indicate the performance of a student in the term concerned.

Term G.P.A.

$$= \frac{\text{Total weighted points for all courses enrolled in during the term concerned}}{\text{Total number of credits* enrolled in during the term concerned}}$$

#### 4.3.2. Cumulative G.P.A.

This is a figure ranging from 0 to 4.00 (A = 4.00) used to indicate the overall performance of a student in all the terms up to date.

Cumulative G.P.A.

$$= \frac{\text{Total weighted points for all^{\wedge} courses enrolled in}}{\text{Total number of credits* enrolled in for all terms}}$$

\* credits of relevant courses only

^ with exception as stipulated in the paragraph below

- Courses enrolled, whether passed or failed, will be taken in the calculation of Term or Cumulative G.P.A., but for courses which have been retaken, only the grade and weighted points obtained in the final attempt will be included in the G.P.A. calculation.
- Courses which are exempted are not included in the calculation of Term or Cumulative G.P.A.

### 4.4. Student Progression

- Students are required to achieve a cumulative G.P.A. of 2.50 or above in order to proceed to the next term. The Board of Examiners shall, at the end of each term, recommend whether each student is:
  1. eligible for progression towards an award;
  2. eligible for an award; or
  3. required to withdraw from the programme.
- A student will normally progress unless he/she falls within the following categories, any of which may be regarded as grounds for withdrawal from the Programme:
  1. the student cannot attain a Cumulative G.P.A. of 2.50;
  2. the student has exceeded the maximum period of study, which is 3 years for the MSc; or
  3. the student will be unable to attain a Cumulative G.P.A. of 2.67 at the end of the Programme.
- However, to enhance support for a student with potential study problems, the Programme Curriculum Committee (PCC) of the programme will give an early warning/advice to the student or may have a special consideration for the student's chance of study continuation, which depends on the conditions specified below.
  1. If a student's cumulative G.P.A. is equal to or greater than 2.50 but smaller than 2.67 (which is the minimum G.P.A. requirement for graduation), then the PCC of this MSc Programme should give an early warning/advice to the student.
  2. If a student's cumulative G.P.A. is smaller than 2.50 but equal to or greater than 2.33 (equivalent to "C+"), then the PCC of this MSc Programme may have a special consideration for the student's chance of study continuation. Here, the cumulative G.P.A. of 2.33 is regarded as the minimum Cumulative G.P.A. threshold for special consideration for a chance of continuation.

3. If the student satisfies the cumulative G.P.A. requirement for special consideration, then the student can apply for an interview to be conducted by the Programme Director, who will closely consider the student's eligibility for continuation and then report their recommendation to the Board of Examiners for the MSc Programme. The Board of Examiners will make a decision on the marginal case and report their thinking and decision to the University's Postgraduate Studies Committee (PSC) for information, or make recommendations on the marginal case for special consideration by the PSC for a chance of continuation. If approved by the PSC, the student who is given a chance of continuation will be put on academic probation in the following term, the academic probation will be lifted if he/she obtains a cumulative GPA of 2.5 or above.

#### 4.5. Graduation Requirements

- A student will be evaluated for graduation at the conclusion of the term in which he/she may satisfy all the conditions for an award. If a student is not allowed to graduate, he/she will be re-evaluated for graduation at the end of subsequent terms.
- The student should have fulfilled all graduation requirements stipulated in the curriculum of his/her programme. The University reserves the right to make amendments to academic programmes from time to time as approved by the Senate.
- For graduation, students are required to complete a total of 10 courses of 30 credits as specified in the programme curriculum, including "required" and "elective" courses.
- The cumulative grade point average that a student should have obtained for graduation shall not be below 2.67.
- A student is required to graduate as soon as he/she satisfies all the conditions for an award.
- A student may graduate upon completion of all requirements at the end of any term in an academic year, although the conferment of awards is held annually.
- A student's eligibility for graduation is subject to Senate approval.

#### 4.6. Intermediate Award

- Students will be awarded a Postgraduate Diploma in eBusiness and Supply Chain Management if they cannot meet the requirement(s) for graduation with a MSc degree. Specifically, to qualify for the award of the Postgraduate Diploma in eBusiness and Supply Chain Management issued by Lingnan University, students must complete any four required courses with a cumulative G.P.A. that is equal to or greater than 2.33.
- Acceptance of an intermediate award implies an intention not to complete the final award. Where students seek re-admission to complete the award, re-admission cannot be guaranteed. Where students are re-admitted and go on to complete the award, their transcripts will indicate that the intermediate award has been superseded.
- A student's eligibility for this intermediate award is subject to Senate approval.

#### 4.7. Award Classification

- A student who has fulfilled all the requirements for graduation will be awarded a MSc degree with one of the following classifications:

Degree Classification	Minimum Cumulative G.P.A. Required
Distinction	3.50
Pass	2.67

- These classifications are given according to the student's Cumulative G.P.A.
- There is no classification for an intermediate award.

#### **4.8. Supplementary Assessment**

- A student who fails to attend a test or an examination without a good reason will not be given marks for that test or examination and no supplementary assessment will be given.
- A student who is unable to sit for an examination but has medical or other compelling reasons acceptable to the Academic Unit responsible for the course concerned may apply in writing with documentary evidence to the Academic Unit concerned for a supplementary assessment. The application should be made at the earliest possible moment and no later than one week after the examination concerned was held.

#### **4.9. Appeal**

##### **4.9.1. Review of Grades and Reassessment**

- A student unsure of how a course grade has been calculated is encouraged to seek an explanation from the course instructor
- The course instructor should provide the information which may include an explanation of the criteria used in marking individual assessment tasks and/or a confirmation of the scores and weightings on which the course grade is based
- A student may appeal through the concerned Academic Unit for a review of grades, or for a reassessment
- For review of grades, the original calculation of marks would be checked but no remarking would be done
- For reassessment, the student is required to explain briefly why he or she believes the original grade is unfair, and the final exam will be graded again.
- No personal lobbying by students is permitted and failure to comply with this requirement will result in the appeals being rejected.

##### **4.9.2. Discontinuation of Studies**

- A student whose studies are discontinued at the University due to unsatisfactory academic performance or progression may appeal in writing through the Registrar against the decision
- All the necessary supporting documents shall be enclosed
- The Discontinuation Appeals Panel is empowered by the Senate to decide on the case, mainly on grounds of extenuating circumstances that affected the studies of the appellant and/or procedural problem(s) in the assessment process
- The decision of the Panel will be final

#### **4.10. Course Attendance Requirement for Examination for our Programme**

Students are expected to attend classes and other class activities punctually and regularly, to the satisfaction of the lecturers of courses. Each course may have specific requirements for student attendance. Appropriate sanctions, where necessary, would be approved by the Board of Examiners concerned.

#### **4.11. Re-taking a Course**

- A student must retake a failed required course or take a substitute course approved in writing by the Academic Unit concerned.
- A student may retake a required course passed with grade C+ or below or take a substitute course approved in writing by the Academic Unit concerned.
- A student who has failed an elective course or passed the elective course with grade C+ or below may retake it or substitute it with another elective in a subsequent term. Students are required

to register the substitution with the relevant programme office prior to commencement of the term.

- A student may retake a course only twice. Course grades for all attempts, inclusive of any course substitute, will appear on the student's transcript, but only the final grade and weighted points obtained will be taken in the calculation of the student's G.P.As, and only the credits for the final attempt will be counted towards fulfilment of graduation requirements.
- A student may retake only two courses passed with grade C+ or below.
- A student shall be charged additional tuition fees for retaking a course, in an amount to be determined by the Academic Unit concerned.
- A student is not allowed to retake any credit bearing or non-credit bearing courses which he/she has previously taken and passed with B- or above.

#### **4.12. Academic Dishonesty**

Academic dishonesty and plagiarism will automatically result in a failing grade. Acts of academic dishonesty include, but are not limited to, the following:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words;
- duplicating a table, graph or diagram, in whole or in part, without referencing the source;
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g. personal communication, ideas from a verbal presentation) without referencing the source;
- copying the answers of another student in any test, examination, or take-home assignment;
- providing answers to another student in any test, examination, or take-home assignment;
- taking any unauthorized materials into an examination or term test (crib notes);
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination;
- stealing or mutilating library materials;
- accessing test prior to the time and date of the sitting;
- changing name or answer(s) on a test after that test has been graded and returned; or
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructor(s) involved.

#### **4.13. Plagiarism**

##### **4.13.1. What is Plagiarism?**

Plagiarism is using others' ideas and words without clearly acknowledging the source of that information.

##### **4.13.2. Avoid Plagiarism**

To avoid plagiarism, much credit should be given whenever using another person's idea, opinion, or theory; any facts, statistics, graphs, drawings – any facts, statistics, graphs, drawings – any pieces of information – that are not common knowledge; quotations of another person's actual spoken or written words; or paraphrase of another person's spoken or written words. "Turnitin" is the anti-plagiarism software, acting as a mandatory platform for submitting written assignments for all courses to help check against plagiarism and as a self-learning tool for students.

#### **4.13.3. Online Tutorial on Plagiarism Awareness**

In order to enhance students' understanding of plagiarism, all new students, including senior years admittees, starting from 2016-17 intake are required to complete an online mini-course entitled 'Online Tutorial on Plagiarism Awareness' by the end of Term 1 of their first year of studies in Lingnan.

The Online Tutorial on Plagiarism Awareness is an hour long and consists of video and exercises. Students can access to it at the Lingnan Portal or via TLC webpage at: <http://study.ln.edu.hk/tlc/plagiarism-resources-student>. Completion will be indicated by ticking a check-box at the end of the course. TPg students fail to complete this requirement by the end of Term 1 may be withdrawn from courses registered for Term 2 by the Programme Office concerned.

## 5. REGULATIONS AND CODE OF CONDUCT

### 5.1. Regulations

All students shall observe all regulations and rules prescribed by the University. These regulations and rules can be accessed via the following links:

- Academic Regulations for Postgraduate Programmes: Regulations Governing Taught Master's Degree Programmes  
<http://www.ln.edu.hk/reg/docs/mdeg.pdf>
- Regulations Governing University Examinations  
<http://www.ln.edu.hk/reg/docs/arue.pdf>
- Regulations Governing Discipline of Students  
<http://www.ln.edu.hk/reg/docs/rgds.pdf>
- Library Regulations  
<http://www.library.ln.edu.hk/about/rules-regulations-policies>

### 5.2. Code of Conduct

In addition to the Rules and Regulations of the University, all students are expected to observe the following code of conduct:

- (a) students should not eat or drink in lecture theatres, classrooms, laboratories, examination venues and any other areas so designated by the University;
- (b) smoking is strictly prohibited in all indoor and open areas within the campus;
- (c) gambling or betting in any form is prohibited in the University; and
- (d) use of mobile phones or pagers is not allowed in lecture theatres, classrooms and laboratories.

Students are reminded that cases of non-observance of any of the above will be referred to the Student Disciplinary Committee.

## 6. QUALITY ASSURANCE

### 6.1. Course Teaching and Learning Evaluation (CTLE)

- Lingnan is committed to monitoring and improving the quality of course teaching and learning.
- Students are well placed to provide feedback on many aspects of course teaching and learning.
- The University runs a **formal** and **mandatory** paper-based CTLE exercise generally for **all** courses to collect students' feedback.
- Online CTLE is a web-based, ongoing Course, Teaching and Learning enhancement process to supplement the conventional paper system.
- It provides a platform for instructors to collect immediate and formative feedback from students at anytime throughout a semester (must be activate by the **9<sup>th</sup> week**) for the continuous improvement of course and teaching quality.
- CTLE results provide staff applying for promotion, substantiation and contract renewal with a form of evidence on teaching.

### 6.2. Early Alert System

- The purpose of the Early Alert System is to identify students who encounter difficulties in their studies and provide assistance in an **early stage**
- Steps–1) asking teachers around the middle of the term to report students who might need special attention, e.g. frequent absence, poor performance in test/midterm; 2) compiling a warning list for each course and cross check with other teachers; 3) issuing a mid-term warning to students who have not performed well; 4) academic advisor meeting with concerned students to evaluate the situation and suggest remedial measures; 5) ongoing communication and monitoring

### 6.3. Postgraduate Studies Committee (PSC)

Terms of reference

- (a) To formulate policies and guidelines on postgraduate programmes.
- (b) To validate and review taught postgraduate programmes and to assure their academic standards, including overseeing the validation/five-year programme review process, approving annual programme reports, appointing External Academic Advisers and Advisory Boards members, and approving or recommending for Senate's approval proposed major modifications to taught postgraduate programmes.<sup>2</sup>
- (c) To decide on the admission, supervision, study progress, examination, graduation and discontinuation of studies of all postgraduate students.<sup>3</sup>
- (d) To approve and administer the Postgraduate Studentship Scheme, and any other awards available to research postgraduate students.
- (e) To deal with all other matters related to postgraduate study programmes.

Notes: 1. With the authority delegated by the Senate, the Committee may approve changes to the taught postgraduate programme curricula, such as re-designation of a required

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<sup>2</sup> With the authority delegated by the Senate, the Committee may approve changes to the taught postgraduate programme curricula, such as re-designation of a required course as an elective, addition of required/elective courses, while major changes of more substantial nature require Senate approval.

<sup>3</sup> With the authority delegated by the Senate, the Committee may approve individual postgraduate student cases involving deviation from the academic regulations, except for non-standard graduation cases for postgraduate programmes.

course as an elective, addition of required/elective courses, while major changes of more substantial nature require Senate approval.

2. With the authority delegated by the Senate, the Committee may approve individual postgraduate student cases involving deviation from the academic regulations, except for non-standard graduation cases for postgraduate programmes.

#### Membership

Chairman : Vice-President

Members : Associate Vice-President (Academic Quality Assurance and Internationalisation)  
Associate Vice-President (Academic Affairs)  
Deans or their representatives<sup>4</sup>

Chairperson or an elected member of Research and Postgraduate Studies Committee (RPSC) from each of the three Faculties<sup>5</sup>

Chairman of the Executive Committee, Research Postgraduate Students' Circle<sup>6</sup>

Observer : A research postgraduate student<sup>6</sup> (on a rotational basis for each meeting as co-ordinated by the Executive Committee, Research Postgraduate Students' Circle)

Secretary : Registrar or his/her nominee

#### 6.4. Programme Curriculum Committee (PCC)

The PCC serves to monitor and assure the satisfactory operation of the programme. The terms of reference of the Committee are:

- (a) to take charge of the degree programme including the design, implementation, and review of the curricula, the achievement of the intended student learning outcomes, and others;
- (b) to liaise with teaching staff concerned on programme matters such as course offerings for each academic year;
- (c) to liaise with the Registry on all academic matters including review of academic regulations and examination matters;
- (d) to review admissions policy for the degree programme; and
- (e) to deal with all other matters related to the degree programme.

#### Membership

Chairman: Programme Director of the MSc in eBusiness and Supply Chain Management

Members: All staffs who teach the courses in the M.Sc. programme

Secretary: To be appointed by the Chairman

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<sup>4</sup> Although Deans may send representatives to serve on the PSC if deemed necessary, Deans are expected to serve on the PSC normally to give their inputs. If a representative is sent to serve on the Committee, he/she should keep the Dean abreast of PSC discussion and decisions.

<sup>5</sup> To be decided by each RPSC whether it is the Chairperson or the elected member to sit on the Postgraduate Studies Committee (PSC). If the Chairperson sits on the PSC, the other designated RPSC member will sit on the Research Committee (RC), or vice versa.

<sup>6</sup> For matters related to policy/regulations/issues of research postgraduate studies only.

### **6.5. Board of Examiners (BoE)**

The Board of Examiners makes decisions on examinations, continuous assessment and recommendation of students for graduation. It has the following duties:

- (a) to maintain the academic standards of the programmes at a level appropriate to the award of the degree;
- (b) to maintain general supervision of the system of continuous assessment;
- (c) to assess the performance of students in the programmes;
- (d) to maintain the proper conduct of examinations;
- (e) to approve the final subject results;
- (f) to deal with grievances and appeals from students; and
- (g) to report/make recommendations to the Postgraduate Studies Committee under Senate.

#### Membership

Chairman: Programme Director of the MSc in eBusiness and Supply Chain Management

Members: (1) Dean of the Faculty of Business or his/her delegated representative;  
(2) Head of Department of Computing and Decision Sciences;  
(3) all staffs concerned with the setting and marking of any part of the Examinations, and External Examiner(s), if any

Secretary: To be appointed by the Chairman

### **6.6. External Academic Adviser (EAA)**

- The appointment of External Academic Advisers is intended to provide an external and impartial check that internal standards are being fairly and consistently applied, and that Lingnan's standards are comparable with those of similar degree programmes at tertiary level in Hong Kong and outside Hong Kong.
- At least one External Academic Adviser, either local or non-local, shall be appointed for a taught postgraduate programme.
- The major role of an External Academic Adviser is to provide advice and support on benchmarking of academic standard.

### **6.7. Advisory Board (AB)**

- An Advisory Board shall normally be set up on discipline/department basis. However, there can be more than one Advisory Board for a discipline/department to perform different functions as the Faculty Management Board concerned deems appropriate.
- The role of an Advisory Board is to act as an interface between Government/industry/commerce/the community at large and the Department(s) concerned.

### **6.8. Staff-Student Consultation Committee (SSCC)**

The SSCC has the following duties:

- (a) to promote understanding between students and teaching staff;
- (b) to consider feedback from students regarding teaching, learning and course evaluation and issues of importance for enhancing teaching and learning quality;
- (c) to consider any other matters of concern to students;
- (d) to review and monitor the learning and teaching quality assurance mechanisms and processes within the programme;
- (e) to provide feedback to students on changes made to courses and teaching in response to the

Course Teaching and Learning Evaluation exercise; and  
(f) to formulate strategies in helping students to learn more effectively.

Membership

Chairman: Programme Director of the MSc in eBusiness and Supply Chain Management

Members: (1) at least two teaching staff representatives; and  
(2) at least three student representatives.

Secretary: To be appointed by the Chairman.

## 7. STUDENT SUPPORT

### 7.1. Library

The library offers a wide range of study materials that you can access and check out using your Lingnan University Student ID. The online catalogue is accessible on and off campus. Electronic Information services are available to all staff and students. Library photocopying machines accept payment by Octopus stored value card. For details, visit the library website: <http://www.library.ln.edu.hk/>

### 7.2. Information Technology Services Centre (ITSC)

The centre provides computing, audio-visual facilities and technical support services, individual emails and log-ins are given to staff and students on joining the University. Computer labs can be found in the Main Building and teaching buildings. All of the labs are equipped with laser printers, which students can pay to use by cash or with an Octopus stored value card. For details, visit ITSC website: <http://www.ln.edu.hk/itsc/>

### 7.3. Student Service Centre (SSC)

The SSC manages a range of services including student development, counselling, career services, supporting students with special needs, student hostels, activities, amenities, physical, cultural and leisure courses, finance and scholarships, health services and catering. For details, visit <http://www.ln.edu.hk/ssc/>

### 7.4. Teaching and Learning Centre (TLC)

The primary mission of the TLC is to support the enhancement of **learning and teaching** at Lingnan. The centre is continuously updating and expanding its programmes and services in order to enhance the opportunities to assist staff in creating engaging and meaningful learning experiences for students; it is also assisting in development of information sessions and training for undergraduate, research post-graduate and taught post-graduate students. The centre is also providing the online mini-course entitled 'Online Tutorial on Plagiarism Awareness'.

For more details, please visit the TLC webpage: <https://study.ln.edu.hk/tlc/>

### 7.5. Registry

Major Responsibilities of the Registry

- Responsible for the planning and implementation of all aspects of the University policies concerning academic quality assurance, student admissions (of both local and non-local students), registration, records, assessments, and administration of study programmes
- Provides administrative and secretarial support to the Senate, most of its standing committees and other boards/groups, and assists the University in the advancement of academic excellence

For more details, visit the Registry webpage: <https://www.ln.edu.hk/reg/index.php>

### 7.6. Division of Graduate Studies (DGS)

Major Roles of DGS

- To perform a central coordinating role in developing, promoting and governing newly launched inter-university and inter-faculty taught master programmes;
- To develop activities to establish a stronger Learning Community and expand the learning space for Lingnan students;
- To seek proactive collaboration with leading institutions in the regional and international academic communities to enhance international profile of Lingnan University;
- To position the University in postgraduate studies in the local, regional and international contexts;

- Major activities for TPg Students: Orientation for TPg Students, English Language Enhancement Courses, Postgraduate Writing Enhancement Program, Putonghua for Beginners, Postgraduate Studies Seminar Series, Open Lectures; Geopark Boat Tour, Dinner for Graduating TPg Students, International Postgraduate Summer School; Internship and Placement Referrals

For more details, visit <http://www.ln.edu.hk/dgs/>

### 7.7. Chaplain's Office

The Chaplain's Office offers pastoral care and Christian counselling to the University community, providing opportunities for members of Lingnan to grow and develop in the Christian faith in line with Lingnan's Christian heritage. It is currently supported by a small team comprising a Chaplain and a Chaplain Assistant, both financed by the Chinese YMCA. At the office, you can

- talk about almost anything you want;
- share, relax and meet friends as a newcomer to campus;
- participate in a community where you can be accepted; and
- find spiritual support and pastoral care.

Feel free to contact the Chaplain at 2616 7245 (Tel), via email [chaplain@LN.edu.hk](mailto:chaplain@LN.edu.hk) or visit their office at NAB-UG15 Lower G/F, New Academic Block.

For more information, visit: <https://chaplainoffice.wixsite.com/luchaplainoffice>

### 7.8. Support for Students with Special Needs

#### 7.8.1. Support Services for Students with Special Needs

- Students with special needs should register with the Student Services Centre (SCC) at the beginning of the academic year and as early as possible if students require support and services such as academic adjustments and special hostel arrangements. Such requests should be supported by documentary evidence such as medical reports.
- To allow sufficient processing time for making special examination arrangements, students should submit their applications at least six weeks prior to the start of the examination period and late applications may not be entertained. Subject teachers concerned will discuss with the students before deciding on whether and what academic adjustments and special examination arrangements should be made, taking into consideration the students' circumstances and the specific nature of the assessment tasks of their courses.

For enquiries, feel free to contact Ms. Mabel MAK at 2616 7021 (Tel) or via email [makmc@LN.edu.hk](mailto:makmc@LN.edu.hk).

#### 7.8.2. SSC works with students with disabilities

SSC works with students with disabilities such as:

- Learning disabilities
- Attention-deficit/hyperactivity disorder
- Mental health disabilities
- Autism spectrum disorder
- Brain injuries
- Physical/mobility and medical disabilities
- Vision and hearing impairments

#### 7.8.3. Register of services of SCC

Student Registration Form: <https://webapp.ln.edu.hk/sys/ssc/sen/reg.php>

Please submit your registration online.

#### 7.8.4. Support available

- Learning Support  
The SSC will liaise with department to implement reasonable learning support to SEN students. The supports such as special facilities and seating arrangement for lectures/ tutorials and special examination arrangements.
- More Support  
More details relating the support services for SEN students, please visit the webpage of Lingnan University Equal Opportunities Committee  
<http://www.ln.edu.hk/eoc/one-stop-shop-online-resources>

## **8. SCHOLARSHIPS AND FINANCIAL ASSISTANCE**

### **8.1. Scholarships**

A scholarship will be awarded to the student with highest C.G.P.A. on each academic year subjects to the decision of BoE.

### **8.2. Financial Assistance**

Local students are eligible for applying the following financial assistance:

#### **8.2.1. Government Student Financial Assistance**

Local students are eligible for applying the Non-means Tested Loan Scheme (ENLS). For eligibility and details, please visit the Working Family and Student Financial Assistance Agency's website (<https://www.wfsfaa.gov.hk/sfo/en/postsecondary/enls/overview.htm>).

## 9. USEFUL INFORMATION

### 9.1. Bad Weather Arrangements

When Typhoon Warning Signal No. 1 or 3 or the Amber Rainstorm Warning is issued by the Hong Kong Observatory, all classes, examinations, registration and other activities should be held as scheduled. As soon as the Pre-No. 8 Typhoon Warning or Typhoon Warning Signal No. 8 or Red/Black Rainstorm Warning is issued during office hours, the Comptroller's Office will transmit the information immediately to all departments and units.

#### 9.1.1. Classes/ Programmes & Activities (including ILP)

- (a) If the Pre-No. 8 Typhoon Warning or the Typhoon Warning Signal No. 8 or above, or the Black Rainstorm Warning is in force within two hours before the commencement of a class, the class will be cancelled.
- (b) If the Pre-No. 8 Typhoon Warning or the Typhoon Warning Signal No. 8 or above is issued when a class is in session, the class should be suspended. Students should return home or take shelter in a safe place without delay.
- (c) If the Amber or Red Rainstorm Warning Signal is issued, the class should be held as scheduled. If the Black Rainstorm Warning Signal is issued when a class is in session, normally, the class will still be held unless the inclement weather affects the safety of students.
- (d) Class resumption arrangement, after the Typhoon Warning Signal No. 8 or above is replaced by No. 3/No. 1 OR the Black Rainstorm Warning Signal is replaced by Red/Amber Rainstorm Warning Signal OR all Warning Signals are cancelled, is as follows, provided that weather and transport conditions permit:
  - If the replacement/cancellation is announced before 9:00 a.m., classes will normally resume in the morning two hours thereafter.
  - If the replacement/cancellation is announced after 9:00 a.m. and before 1:00 p.m., classes will normally resume from 1:00 p.m. or two hours after the announcement, whichever is later.
  - If the replacement/cancellation is announced after 1:00 p.m., classes will be cancelled for the rest of the day.

#### 9.1.2. Examination Arrangements

- When Typhoon Warning Signal Pre-No. 8 or above/ Black Rainstorm Warning is issued or still in force within two hours before the commencement of an examination, or upon announcement by the University through broadcasting, the examination concerned will be postponed. A re-schedule of the examination affected will be announced by the MSceBSCM Programme Office.
- Examinations will be conducted as scheduled when any of the above mentioned signals/warning is lowered two hours before the commencement of examinations. However all evening examinations will be postponed if any of the above-mentioned signals/warning is still in force at 4:00 p.m. as staff are not required to report for work under such circumstances. A table summarizing the arrangements is given below:

When Typhoon Warning Signal Pre-No. 8 or above/ Black Rainstorm Warning is Lowered	Arrangement
At or before 7:30 a.m.	All examinations will proceed as scheduled.
Between 7:30 a.m. and 12:00 noon	Examinations in the afternoon and evening sessions will proceed as scheduled.
Between 12:00 noon and 4:00 p.m.	Examinations in the evening session will proceed as scheduled.

- An examination already in progress will continue unless the Chief Invigilator is advised by the Registrar that it should be terminated.

## 9.2. Student Medical and Dental Scheme

The Lingnan University provides Student Medical and Dental Scheme to all full-time students. The medical scheme for all full-time students covers out-patient (門診) to the panel doctors listed by the University with HK\$20 (subject to review) per visit. For the dental scheme, students have to pay a nominal fee when visiting the panel dentists. For details, please visit <http://www.ln.edu.hk/ssc/health/medical-dental/>.

The Scheme will NOT cover any in-patient expense. The Hong Kong Government will charge non-local students with valid student visa the local rate of hospital expense when admitted in the public hospital. For the information on fees and charges at local rate in Hong Kong public hostels, please refer to the website of Hospital Authority at <http://www.ha.org.hk>.

## 9.3. Employment Policy for Non-Local Students in Hong Kong

In Hong Kong, it is illegal for a student visa holder to accept employment (paid or unpaid, volunteer work included) without a valid work permit. Students are only eligible to participant in study/curriculum-related internships arranged or endorsed by the MSceBSCM Programme.

## 9.4. Immigration Arrangements for Non-local Graduate (IANG) Policy

Under the Immigration Arrangements for Non-local Graduates (IANG), non-local graduates refer to non-local students who have obtained an undergraduate or higher qualification in a full-time and locally-accredited local programme in the HKSAR. They may apply to stay/return and work in the HKSAR under the IANG, regardless of when they obtained the requisite qualification. There is no restriction on the number of times a non-local graduate may apply to stay/return and work under the IANG. For details, please visit website of Immigration Department, HKSAR: <https://www.immd.gov.hk/eng/services/visas/IANG.html>

## 10. LINGNAN UNIVERSITY ALUMNI ASSOCIATION (HONG KONG) (LUAA)

Lingnan University Alumni Association (Hong Kong) (LUAA) (嶺南大學香港同學會) was founded in the early 40s and was established as a registered society in Hong Kong in April 1960. The mandate of which is to strengthen the bond between Lingnanians, to embrace Lingnan spirit and to serve the community. We welcome alumni to join LUAA as member. For further information, please refer to their website at <http://www.luaa.hk>

## 11. COURSES DESCRIPTIONS

### 11.1. Required Courses

#### **CDS501 Fundamentals of Electronic Business (3 credits)**

Electronic business is aimed at enhancing the competitiveness of an organization by developing innovative information and communications technology throughout an organization and beyond, through links to partners and customers. Managers and decision makers need to know not only how to use the new techniques to automate existing business processes, but also how to redesign and transform processes taking advantage of electronic business. The course introduces fundamentals and infrastructure of electronic business to familiarize students with related new technology development. It also discusses how electronic business differs from traditional business in terms of business processes and business activities, and how we can set business strategy with electronic business. How to implement electronic business in current business environment will also be discussed. The tentative topics include but are not limited to the introductory-level knowledge of Internet business models, electronic commerce infrastructure, E-procurement, E-marketing, E-CRM (Customer Relationship Management).

#### **CDS502 Supply Chain Management in eBusiness (3 credits)**

The core competence in E-business is effective transaction fulfillment. Good e-business is synonymous with powerful logistics and good supply chain relation and management. This course introduces the fundamental concepts, key issues, and problem-solving tools and techniques in logistics and supply chain management. It explains how networks of firms in a supply chain must work together to enable efficient flows of information, materials, and money so that product or service reaches customers at the right time and quantity to maximize customer value. It also examines how different e-business models are matched by different logistics and supply chain structures and solutions.

#### **CDS503 Accounting and Financial Technology (3 credits)**

Accounting is frequently called as the language of business. This course is concerned with an understanding of how accounting records and reports economic activities for the use of creditors, shareholders, government agents and other stakeholders. We will lecture the conceptual framework of accounting and the operational aspects of financial reporting. In addition to the use of accounting information for the external users, students will learn the concepts and techniques that can be used to prepare accounting reports for internal users (such as manager and directors) for their management decisions. We will also teach the concepts and methods of organizing and analyzing accounting information to facilitate management decision makings, such as planning, control and problem solving. The course will provide understandings of accounting information system and how it is designed. The students will be introduced to the assurance of the integrity of accounting information. Latest trend in the development of accounting information system will also be highlighted.

#### **CDS504 Business Data Analytics (3 credits)**

This course is designed to introduce data analytics and its applications in e-Business. Databases are valuable treasures containing data and hidden precious knowledge. Conventionally, the data are analyzed manually to explore the relationships among various variables. Even with powerful computers and software, analysts may not be able to recognize some hidden and potentially useful relationships. Nowadays, such problems are more acute as many organizations are performing their operations electronically and these organizations are capable of generating and collecting a huge amount of data in a relatively short period. The explosive growth of data requires a more efficient way to extract useful knowledge. Data analytics, which is an automated process of sifting the data to get the gold buried in databases, can fulfill this requirement.

E-Business is the conduct of business processes (E.g., buying and selling products and services, providing customer services, solidifying customer loyalty, identifying leads, processing payments, cooperating with business partners, etc.) on the Internet. E-Business organizations need huge information and knowledge from all data sources to give one holistic view of business partners, customers, products, services, and processes. This allows managers to make informed decisions to achieve effective cooperation among partners, customer acquisition and retention, cross selling, up selling, customer lifetime value maximization, appropriate marketing strategies, products and services optimization, innovations, and business process reengineering. The rapid accumulation of various kinds of data has prompted managers to use data analytics to extract knowledge for decision making.

#### **CDS505 Mobile Technology and Applications in eBusiness (3 credits)**

This course introduces the foundation of mobile technology and the basics for developing mobile applications. The course is also designed for managers to appreciate the business value of innovations in mobile technology as well as the relevant ethical issues.

#### **CDS506 Best Practices in eBusiness and Supply Chain Management (3 credits)**

This capstone course integrates various aspects of eBusiness and supply chain management, applies the theories, concepts, and methods covered in relevant courses, and introduces approaches to strategic decision-making and state-of-the-art practices. Through the use of mini-lectures, case studies, and group projects, students will study current practices in various industries and identify strategies and approaches that give an organization a competitive advantage.

### **11.2. Elective Courses**

#### **CDS507 Legal Issues for eBusiness (3 credits)**

This course does not presume any legal knowledge on the part of the students. Students will be taught the salient features of the Hong Kong legal system, with particular emphasis on the sources of Hong Kong law, law courts and the two branches of the legal profession. Students will then be introduced to certain legal issues in eBusiness, including the definition of eBusiness and an explanation of how writing and signature requirements are fulfilled in the eBusiness environment. This is followed by a discussion on electronic contracts with regard to how the three essential requirements of a paper-based contract are satisfied in the Internet environment and the factors that affect the validity of a valid contract. Contract for the sale of goods will also be covered. Finally, certain other important issues with regard to eBusiness, such as consumer protection and domain name disputes will also be examined.

#### **CDS508 Electronic Marketing (3 credits)**

This course is mainly about the impact of information technologies including the convergence of the Internet and mobile communications on consumer behavior, market segmentation, and communication strategies. It also discusses different marketing/promotion strategies for firms within a supply chain, which intend to take advantage of information technologies to expand their market shares and improve profitability.

#### **CDS509 E-Commerce Implementation: Planning, Platform Selection, and Execution (3 credits)**

This course is designed to introduce students about e-Commerce implementation in planning, e-Commerce platform selection, and hands-on execution of the chosen e-Commerce software. Particularly, various approaches and software platforms in e-Commerce development as well as the associated technologies will be introduced. The state-of-the-art and easy-to-use e-Commerce platform in the marketplace will be used in the course to implement fully functioning e-Commerce stores. The essential steps involved in designing, developing, administering, analyzing, and promoting

the constructed e-Commerce stores will also be explored. Besides, students will have exposure to the various supporting technologies such as databases, HTML, and CSS to customize the business rules and control transactional processing to improve the e-Commerce stores.

### **CDS510 Social Media for eBusiness (3 credits)**

This course is about the fundamentals of social media for eBusiness and the steps involved in incorporating social technology into an eBusiness platform. It equips students with a comprehensive understanding of social media applications and their contribution to the formulation and corporate strategies.

### **CDS511 Project Management with Software (3 credits)**

The principles of project management, largely developed and tested on engineering projects, are being success- fully applied to projects of all sizes and types within the business world. Furthermore, the role of project management in a cross section of applications such as information technology, product development, and construction is now emphasized. This course addresses the fundamental principles of project management, and the tools and techniques at our disposal to help achieve our goals. Topics covered include: project definition and start up; project attribute estimation; planning and scheduling; resource selection and allocation, implementation; post-project evaluation; project management as a career; skills and knowledge required by professionals, including decision-making and resource allocation appropriate to project phases; integration with other disciplines, including accounting and finance. The Microsoft Project software tool will be introduced for project scheduling and management.

### **CDS512 Service Operations Management (3 credits)**

The service sector represents the largest component in most industrial economies. Operations management plays an important role in effectively improving the service organizations' performance and competitiveness, and its importance is increasing due to global competition and rapidly evolving information technology. This course provides an overview of service operations management. We will introduce the basic concepts, principles, and techniques that are applied to the design, planning, control, and improvement of service operations. After an introduction to service and service operations, the following topics will be explored: service strategy, new service development (including the design of service process), service process analysis and facility layout, service quality management and control, process improvement, managing capacity and demand, and managing waiting lines. We will also apply the principles and techniques discussed in the course to the analysis of cases from various service industries.

### **CDS513 Purchasing and Logistics Management for eBusiness (3 credits)**

This course explores the principles and practices of purchasing and logistics in the eBusiness context. It examines the potentials of strategic purchasing to increase profitability through quality-driven approaches to sourcing, buyer-supplier relationships, and cost and logistics management, with a focus on the use of information technology for efficient purchasing and logistics management. This course provides general and specific purchasing and logistics management information that will serve to strengthen the student's ability to participate in today's global business environment.

### **CDS514 Information Systems Management (3 credits)**

This is a managerial course designed for students to gain an understanding of the effective use of information technologies in organizations nowadays. It covers not only the latest generation of computing, internetworking, and decision support technologies, but also the current industry trends, management concepts, and approaches, business applications, social, ethical, and governance issues related to information systems.

### **CDS515 Business Decision Making with Software (3 credits)**

Organizations often need to make decisions in their best interests in different situations, and Microsoft Excel is one of the most popular software that business people use to assist their decision making. This course introduces commonly used quantitative analysis techniques that facilitate scientific and systematic decision making. Students will learn how to employ appropriate decision-making techniques to obtain the best solutions for a variety of business problems, and learn about the best-practices of spreadsheet modeling for clarity and communication. Through practicing these techniques and Excel functions, students will develop analytical and computer-based problem-solving skills, which can help them improve their performance at work or in daily life.

### **MGT603 Comparative and Cross-cultural Management (3 credits)**

This course prepares students with an understanding of the challenges of managing in a global world. It not only aims at providing students with understanding of, and insights into, the potential value differences between people from diverse societies, but also tries to help students to seek to help students understand and appreciate the implications of various approaches a range of approaches for managing cross-cultural management issues. Through participation in the course, students are expected to improve their understanding of the impact of Chinese thoughts and values on management practices, both within Chinese culture and in cross-cultural contexts, and thus will be equipped with relevant competence and understanding to handle such cultural issues in their future careers.

### **MIB602 Integrated Marketing Communications (3 credits)**

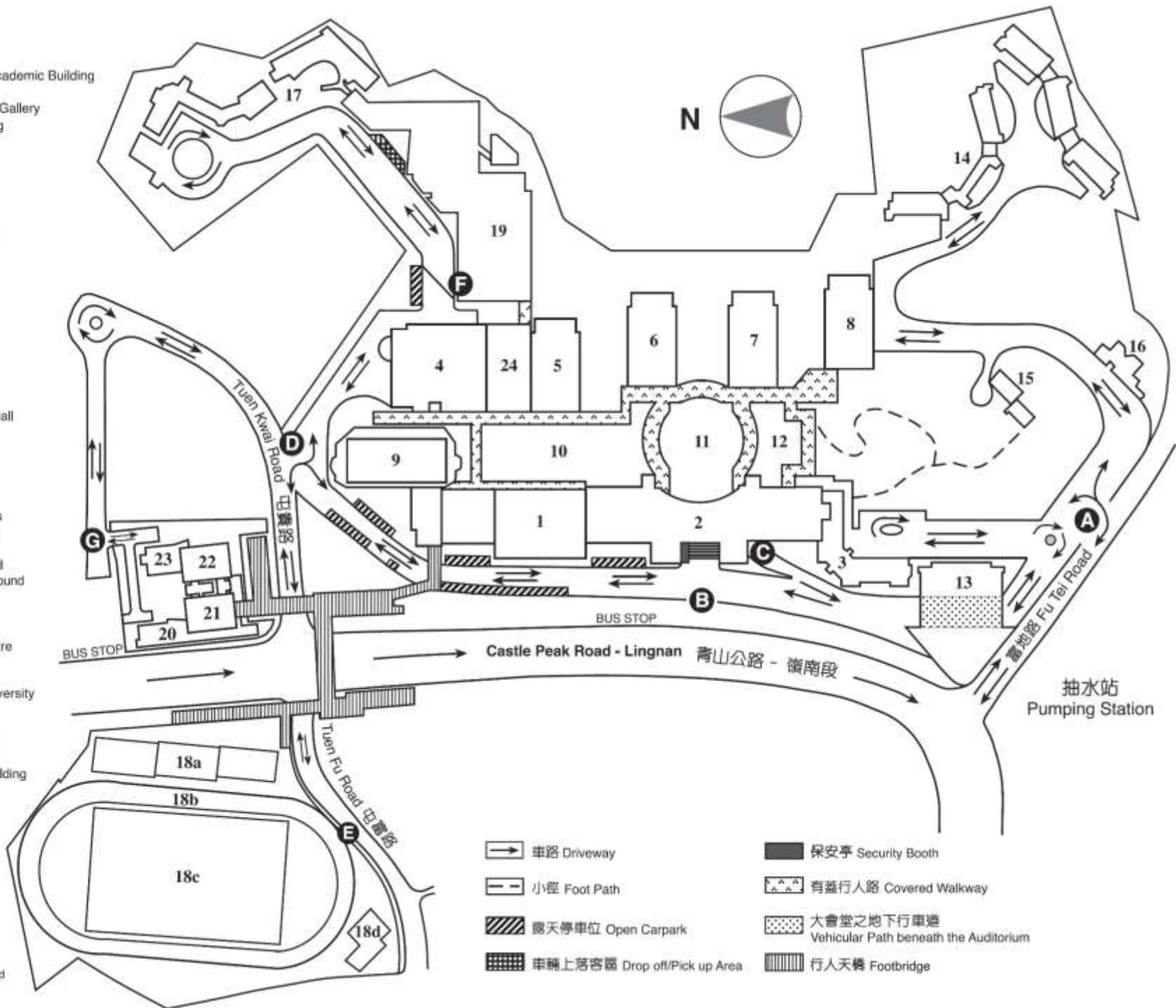
Consumers are the focus of marketing communication for products, services and ideas. Taking a consumer perspective, this course aims to equip This is an application-oriented course and it is designed to provide students with a theoretical and practical appreciation of the role of integrated marketing communications (IMC) in today's business environment. The course focuses on connecting the target customers with the brand and activating their needs by deploying the strategic mix of advertising, sales promotion, public relations, event marketing and direct response promotions along with mass and two-way communication. Based on research evidence, students will identify issues related to consumers and media usage, and the roles of marketing communication on consumer behaviors.

### **MIB605 E-Commerce and Social Media Marketing (3 credits)**

The Internet has changed our lives and how people participate in business today. The popularity of online business, including online transaction and communication become an essential part for everyday consumption. In this course, we aim to introduce the practice of social media and its implications in e-commerce. We discuss not only the practical aspects of the online trend, but also related theories to explain the antecedents and consequences of social media. As the growth of Internet and the popularity of social media among consumers, firms can now communicate with consumers in a non-traditional fashion. This course provides the knowledge and theories in this growing areas by illustrating topics such as E-commerce, E-marketing strategy, social media marketing strategy, social consumers in digital co 11. COURSES DESCRIPTIONS

# Campus Map

1. 綜合運動大樓 Indoor Sports Complex  
成龍體育館 Jackie Chan Gymnasium
  2. 李達強教學大樓 Patrick Lee Wan Keung Academic Building  
蔚森透圖書館 Fong Sum Wood Library  
梁方喬畫廊 Leung Fong Oi Art Gallery
  3. 黃氏行政大樓 Wong Administration Building
  4. 康樂樓 Amenities Building  
泰寧堂 Tai Ning Hall
  5. 黃玉蘭樓 Dorothy Y. L. Wong Building
  6. 林炳炎樓 B. Y. Lam Building
  7. 梁詠嫻樓 Leung Kau Kui Building
  8. 何善衡樓 Ho Sin Hang Building
  9. 田家炳游泳池 Tin Ka Ping Swimming Pool
  10. 現代花園 Contemporary Garden  
雨後軒 Pavilion After The Rain
  11. 永安廣場 Wing On Plaza
  12. 余近輝紀念園及余近輝紀念亭  
Yu Kan Hing Memorial Garden  
& Yu Kan Hing Memorial Pavilion
  13. 陳德泰大會堂 Chan Tak Tai Auditorium
  14. 學生宿舍 Student Hostels  
蒙民偉樓 William M W Mong Hall  
東亞堂 The Bank of East Asia Hall  
香港崇正總會樓 Tsung Tsin Association Hall  
霍漢棉樓 Fok Cho Min Hall  
忠德堂 Chung Shun Hall  
逸民堂 Yee Min Hall  
林漢堂 Lam Woo Hall
  15. 校長寓所 President's Lodge
  16. 訪客及職員宿舍 Visitors' and Staff Quarters
  17. 賽馬會會堂村 Jockey Club Student Village  
賽馬會會堂 The Jockey Club Hall  
賽馬會博雅堂 The Jockey Club New Hall
  18. 室外運動場 Multi-purpose Outdoor Sports Ground  
18a. 網球場 Tennis Courts  
18b. 徑賽跑道 Running Track  
18c. 足球場 Soccer Pitch  
18d. 學生活動中心 Student Activities Centre
  19. 新教學大樓 New Academic Block  
嶺南大學社區學院  
The Community College at Lingnan University  
嶺南大學持續進修學院  
Lingnan Institute of Further Education  
洗稻銘會堂 Sin Cho Ming Function Hall  
禮拜堂 Chapel
  20. 郭少明伉儷樓 Simon and Eleanor Kwok Building
  21. 黃浩川堂 Wong Hoo Chuen Hall
  22. 伍紫宜堂 Wu Jieh Yee Hall
  23. 陳澤南會堂 Chan Wai Nam Function Hall
  24. 天幕 Skylight
- A** 南門 South Gate  
**B** 行人路入口 Pedestrian Entrance  
**C** 地下停車入口 Underground Parking  
**D** 北門 North Gate  
**E** 室外運動場入口  
Entrance of Multi-purpose Outdoor Sports Ground  
**F** 有蓋停車入口 Covered Car Park  
**G** 郭少明伉儷樓-黃浩川堂-伍紫宜堂入口  
Entrance of Simon and Eleanor Kwok Building,  
Wong Hoo Chuen Hall and Wu Jieh Yee Hall



## 13. USEFUL TELEPHONE NUMBERS

<b>Depts./Offices</b>	<b>Telephone Number</b>
Hong Kong Emergency Service (24 hours)	999
Tuen Mun Hospital	2468 5111
Tuen Mun Police Station	3661 1670
Campus Emergency hotline (24 Hours)	2616 8000
Security Control (24 Hours)	2616 8705
ITSC	2616 7995
Library	2616 8586
Sports Complex	2616 7147
Chaplain's Office	2616 7245
Lingnan House Chinese Restaurant	2616 7990

<b>Staff and Contacts of Programme Office</b>	<b>Contact</b>
Taught Postgraduate Programme Office (TPgPO) Faculty of Business	Telephone: 2616 8193
	Email: <a href="mailto:tpgpofb@LN.edu.hk">tpgpofb@LN.edu.hk</a>
	Location: SEK112/1
	WeChat: tpgpofb_In
	Webpage: <a href="http://www.ln.edu.hk/fb/tpgp/">http://www.ln.edu.hk/fb/tpgp/</a>
MSc in eBusiness and Supply Chain Management Programme Office Department of Computing and Decision Sciences	Telephone: 2616 8099 / 2616 8096
	Email: <a href="mailto:eBSCM@LN.edu.hk">eBSCM@LN.edu.hk</a>
	Location: SEK112/8
	Webpage: <a href="http://www.ln.edu.hk/cds/ebiz/">http://www.ln.edu.hk/cds/ebiz/</a>

This Programme Student Handbook is subject to periodic review and changes may be made when needed. Students will be informed of the changes as and when appropriate.

(Last update: Aug 1, 2018)