



Lingnan 嶺南大學
University 香港 Hong Kong

AIBA
BECOME HEROES FOR THE TECHNOLOGY REVOLUTION

Master of Science in Artificial Intelligence and Business Analytics

人工智能與商業分析 理學碩士課程



PROGRAMME HIGHLIGHTS

課程特點



Uniqueness 獨特性 >>>

Understand All Aspects of Artificial Intelligence (AI) and Business Analytics 全方位了解人工智能和商業分析

Provide students with knowledge that spans the core disciplines of AI and business analytics.

本課程為學生提供了涵蓋人工智能和商業分析的核心知識。

Provide More Practical Business Applications and Frontier Technologies 提供更實用的商業應用和尖端科技

Combine AI and business analytics with blockchain, marketing, healthcare, geographical information systems, and optimisation, etc.

將人工智能和商業分析與區塊鏈、市場營銷、醫療保健、地理信息系統及優化系統等相結合。

Serve a Wide Range of Audiences 服務廣泛的受眾

It is ideal for professionals, decision and policy makers who need to process and analyse big data, as well as healthcare and public utility sector practitioners who understand the importance of AI and business analytics in enhancing the quality of society and effectiveness of operations.

適合需要處理和分析大數據的廣泛專業人士、決策者及政策制定者，也是不同醫療保健及公共事業從業員的理想選擇——他們了解人工智能和商業分析對提高社會質量和運營效率的重要性。

Become a Business Analyst, Data Analyst, Data Scientist, and AI Consultant/ Expert 從事商業分析師、數據分析師、數據科學家和人工智能顧問/專家的職業

Develop students' analytical and critical thinking, as well as their problem-solving skills.

培養學生的分析能力、批判性思維及解難能力。



CURRICULUM

課程結構

Required Courses 必修課程	Elective Courses 選修課程	Any 4 modules from the followings (選修以下任何4科)
Foundation of Artificial Intelligence 人工智能基礎	Marketing Analytics and Intelligence 營銷分析和信息智能	
Business Data Management 商業數據管理	Healthcare Analytics 醫療保健分析	
Practical Application of Deep Learning 深度學習的實際應用	Artificial Intelligence based Optimisation 人工智能的優化	
Business Data Analytics 商業數據分析	Location Intelligence 位置信息智能	
Machine Learning for Business 商業中的機器學習	Big Data Analytics 大數據分析	
Principle of Data Analytics and Programming 數據分析與編程原理	Blockchain 區塊鏈	
	Mobile Technology and Applications in eBusiness 移動技術和電子商務的應用	
	Project Management with Software 項目管理及軟件應用	
	Social Media for eBusiness 電子商務的社交媒體	
	Business Decision Making with Software 業務決策及軟件應用	
	Project for Artificial Intelligence and Business Analytics 人工智能和商業分析項目	

Pre-entry Courses 預科課程

Applicants with no or limited background in statistics or computer science will be required to complete non-credit-bearing pre-entry course(s): 未曾修讀過計算機科學或統計學科目, 或對這些科目認識較少的申請者需於本課程開始之前完成相應預科課程:

1. Introduction to Computing 計算概論
2. Statistics 統計學

*The offering of elective courses is subject to sufficient demand and faculty availability.
*選修課程開設與否取決於學生需求及學系教師的教學安排。

ADMISSION REQUIREMENTS

入學條件

★ General Qualifications 一般申請資格

An applicant should hold a Bachelor of Science, Engineering, Business Administration, or other related certification awarded by a tertiary education institution as recognised for admission purposes by the University; or have equivalent qualifications, which will be considered on a case-by-case basis.

申請者需持有認可大學的理學、工程學、工商管理或有關學科的學士學位, 或擁有其他同等學歷(視乎申請者情況作個別考慮)。

★ Language Requirements 語言要求

An applicant whose degree is not from a tertiary institution in Hong Kong or an English-speaking country should take one of the following English proficiency tests with a minimum score of:

除非持有香港或其他英語國家大學頒發的學位, 其他申請人須符合以下要求:

TOEFL 托福		IELTS 雅思
Paper-based test	550	6.5
Internet-based test	79	

OTHER INFORMATION 其他資料

Mode of Study 修讀方式

Full-time 全日制

Study Period 修讀年限

Normal - 1 year 一般年限：1年

Maximum - 3 years 最長年限：3年

Medium of Instruction 授課語言

English 英語

Tuition Fee 學費

HK\$278,000

Scholarships 獎學金

Scholarships might be considered for outstanding students on the basis of academic merit. All students admitted to the programme will automatically be the candidates for the scholarships. No application is required.

獎學金將授予成績優異的申請者；入讀本課程的學生均具備資格成為獎學金備選人，不需要額外申請。

ENQUIRIES 信息及諮詢

☎ (852) 2616 8152 / 2616 8099

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Website 課程網站

<https://www.ln.edu.hk/cds/mscaiba>



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