

Master of Science in **ENTREPRENEURIAL MANAGEMENT** (MSc-EM)



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Message from the Programme Director

Our Master's Programme – Master of Science in Entrepreneurial Management (MSc-EM) – is highly innovative and practical. In addition to offering you a range of subjects taught by a team of experienced scholars and practitioners, we will provide different experiential and authentic learning activities, including business planning projects, simulation games, case studies, field trips, guest speaker talks etc. The Programme is also well supported by the Wu Jieh Yee Centre for Innovation and Entrepreneurship which offers students a pre-incubation programme, seed-funding, start-up mentorship, and various networking events. Our Programme will certainly enable you to build a solid foundation and equip you with the essential knowledge and skills for developing your career in a highly dynamic business world, no matter whether you want to start your own business or to play an entrepreneurial role in different organisations.

We look forward to seeing you in our class!

Thomas Man
Programme Director

A strong focus on experiential and authentic learning for students to acquire first-hand experience on how entrepreneurs and business executives make decisions in the real-life context.

An emphasis on the development of a range of generic competencies such as creative thinking, decision making, interpersonal communication and team work, which are much needed in the dynamic business context nowadays.

Entrepreneurial Management¹

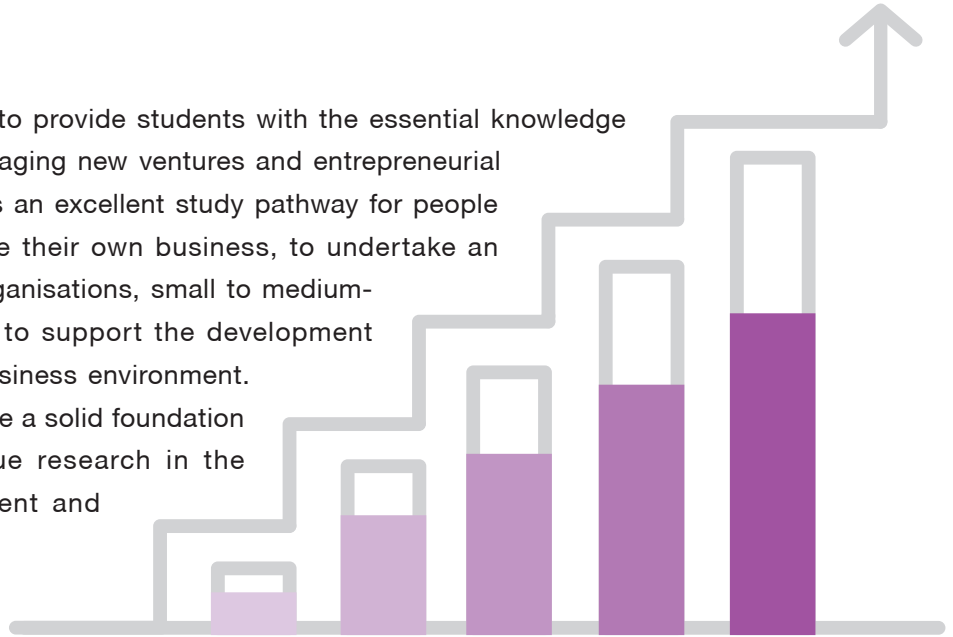
A unique MSc Project which can be adapted into different formats including a company-based project, an extended business start-up plan, or a traditional dissertation to match with individual career aspirations.

Complementary learning activities offered by the Wu Jieh Yee Centre for Innovation and Entrepreneurship, which features a pre-incubation programme, seed-funding, start-up mentorship as well as various networking events.

¹ MSc-EM has been accredited as Qualification Framework (QF) standard at level 6 by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ).

Objectives

The aim of this Programme is to provide students with the essential knowledge and skills for starting and managing new ventures and entrepreneurial organisations. It is designed as an excellent study pathway for people who wish to start and manage their own business, to undertake an entrepreneurial role in large organisations, small to medium-sized enterprises (SMEs) and to support the development of start-ups in the dynamic business environment. The Programme will also provide a solid foundation for those who want to pursue research in the fields of business, management and entrepreneurship.



Programme Structure

MSc-EM requires the successful completion of 30 credits, which consist of 12 credits of core modules, 12 credits of elective modules and 6 credits for the MSc Project as follows:

Core Modules (12 credits)

- Creativity and Entrepreneurship (3 credits)
- Accounting and Business Planning for Entrepreneurs (3 credits)
- Entrepreneurial Marketing (3 credits)
- Entrepreneurial and Corporate Finance (3 credits)

Elective Modules (12 credits)

Students are required to take 4 courses from the following,

- Digital and Cyber Marketing (3 credits)
- Innovation Management (3 credits)
- Asian Family Business (3 credits)
- Leading and Managing Entrepreneurial Firms (3 credits)
- Special Issues in Entrepreneurial Management (3 credits)

MSc Project (Entrepreneurial Management) (6 credits)

Students can choose to pursue a company-based project, an extended business start-up plan or a dissertation as their MSc Project.

Academic Faculty



**Professor
Bradley R BARNES**

**PhD, University of Leeds,
United Kingdom**

Dean, School of Business
Professor of International
Management & Marketing



**Dr MAN Wing Yan,
Thomas**

**PhD, The Hong Kong
Polytechnic University,
Hong Kong**

MSc-EM Programme Director
Associate Professor,
Department of Management
Director of Wu Jieh Yee
Centre for Innovation and
Entrepreneurship



**Dr KWONG Ka Kei,
Kenneth**

**PhD, City University of
Hong Kong, Hong Kong**

MSc-EM Associate
Programme Director
Assistant Professor,
Department of Marketing



**Dr CHUI Kam Hung,
David**

**PhD, University of London,
United Kingdom**

Head and Associate Professor
(Practice), Department of
Economics and Finance



**Professor
LAM Chee Keung, Kevin**

**PhD, University of Toronto,
Canada**

Head and Professor,
Department of Accountancy



**Dr CHAN Hak Sin,
Haksin**

**PhD, University of
Wisconsin-Madison, USA**

Head and Associate Professor,
Department of Marketing



**Dr LEUNG Kim Ping,
Thomas**

**PhD, University of
Western Sydney, Australia**

Associate Dean,
School of Business
Associate Professor,
Department of Marketing



Dr LIAO Yi, Eko

**PhD, The University of
Hong Kong, Hong Kong**

Assistant Professor,
Department of Management



**Dr HO Kwok Wai,
Kelvin**

**PhD, University of
South Australia, Australia**

Lecturer
Department of Marketing

Participants' Profile

Our participants come from local and overseas with multiple talents and industrial backgrounds.

Young Entrepreneur



KWOK Ho Ting, Marco

- Co-founder, GRWTH (Edu-Tech Start-up)
- Recipient, JCIHK Ten Outstanding Young Persons Award
- Holder, UCI Track Cycling World Champion - RAINBOW JERSEY owner
- Graduate, The Education University of Hong Kong

Local Participants



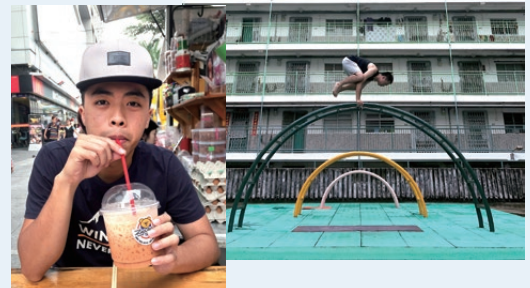
LAI Chun Ho

- Medallist of 4x100 metres relay in Incheon Asian Games, and Asian Athletics Championships
- Graduate, The Hong Kong Polytechnic University



CHENG Chun Yiu, Patrick

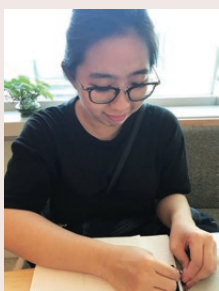
- Specialist in quality assurance
- Graduate, The Chinese University of Hong Kong, The Hong Kong Polytechnic University



LAM Kin Yip, Terry

- Marketer of a professional firm
- Graduate, University of Tasmania, Australia

Overseas Participants



LIM Ee Mun

- Malaysian
- Graduate, The University of Sydney, Australia

Learning and Research Facility



Wu Jieh Yee Centre for Innovation and Entrepreneurship is a platform to provide a wide range of functions and activities to the students of The Hang Seng University of Hong Kong (HSUHK). It is established through the generous donation of the Wu Jieh Yee Charitable Foundation. It also targets on raising the awareness of the youth and the business executives in Hong Kong for the importance of entrepreneurship, innovative thinking and creativity.

Academic Activities and Company Visits

International Conference

The 27th World Business Congress was hosted in June 2018 at HSUHK. This annual conference was well attended by 120 academics and senior executives from some 20 countries and regions. Participants shared insights and exchanged views on major business topics, such as the creative and sharing economy in Greater China.



Dr Thomas Man (1st from right), MSc-EM Programme Director, was the moderator of a panel discussion for the topic "Entrepreneurship and Innovation: Development of Creative and Sharing Economy in Greater China".

Student Orientation

An orientation was held in the Wu Jieh Yee Centre for Innovation and Entrepreneurship to embark on the learning journey for our first-year cohort of MSc students at HSUHK.



First cohort and HSUHK professors

Pre-Incubation Programme

Dr George Lam, Chairman of Hong Kong Cyberport Management Company Limited, gave a keynote speech on nurturing the entrepreneurial spirit of the youth.



The Champion Team – Miracle Force, received a seed funding of HK\$50,000



Entrepreneurship Day

Networking



Interviewed with Mr David Fong, Managing Director of Hip Shing Hong



Programme Office visited Lieber Group and we were experiencing the crane simulation which worths €1 million.



Mr Kenneth Chau (3rd from left), Founder of Ketch'Up and HSUHK professors

Joined the Smart Carbon Footprint event co-organised by CyClean.



HSUHK organised a visit for a group of specialities and practitioners to HKSTP to explore possible fund matching.



Professor Barry Unger (1st from right), from Boston University was exploring the funding scheme details at HKSTP.



Scholarships

Several types of scholarship are available for both local and non-local applicants.

Recipients and the donor of Dr Adam Lee Scholarship in Entrepreneurial Management

Enquiries on Application and Admission

Applicants can submit their applications through the HSUHK Online Application System. For further enquiries, please contact the Registry.

- Tel : 3963 5555
- Fax : 3963 5553
- Website : www.hsu.edu.hk
- Programme Website : <https://sbus.hsu.edu.hk>
- Programme Enquiries : mscem@hsu.edu.hk
- Admission Enquiries : gsu@hsu.edu.hk
- Address : Hang Shin Link, Siu Lek Yuen Shatin, NT.

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.

Information updated as of January 2019.