

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

The Master of Science in Entrepreneurial Management (MSC-EM) is among the first of its kind in Greater China that integrates Entrepreneurship and Management in a taught master's degree. In this programme, our goal is very clear. We aim to nurture participants' entrepreneurial spirit to turn an idea into a business. Participants are led to explore a range of knowledge areas covering business planning and corporate finance, creativity and innovation, entrepreneurial and digital marketing, and leadership and Asian family business.

We have a strong professor team who is always ready to facilitate student learning and promote professional development. Our programme has worked closely with the Wu Jieh Yee Centre for Innovation and Entrepreneurship in providing the best pre-incubation support. Our students have the chance to join different experiential learning activities from pre-incubation to start-up mentorship, all aiming to prepare them as an entrepreneur. They are also given opportunities to meet and work with leaders and veterans in the field from our social and alumni networks.

Our programme is internationally recognised and accredited. It is definitely a good investment of your time to join us and experience a future self-transformation. Whether you want to start your own business or play an entrepreneurial role in different organisations, you will discover that the enriching experience of our MSC-EM programme will yield a lifetime value for you. To know more about us and the programme, I sincerely invite you to visit our green campus situated in Siu Lek Yuen adjacent to the Tate's Cairn Tunnel that is accessible from different parts of Hong Kong. Our campus is equipped with state-of-the-art learning, teaching, research, recreational, and residential facilities to meet your educational needs and provide a vibrant campus life.

I look forward to personally welcoming you on our campus.

Kenneth K. Kwong BA (Hons), Ph.D.

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 feature 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). QR Registration No.: 18/000856/L6. Registration Validity Period: 08/11/2018 to 31/08/2022.

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.



Entry Requirements

1. A bachelor's degree from a recognised university or equivalent; and
2. Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor degree was not obtained from a university where English is the medium of instruction:
 - TOEFL \geq 550 (paper-based), \geq 213 (computer-based), \geq 79 (internet-based); or
 - IELTS \geq 6; CET 6 \geq 430; TEM-4 \geq 70.
 - Any other equivalent English proficiency tests recognised by the University

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 KWONG Ka Kei,
Kenneth**
PhD, City University of
Hong Kong, Hong Kong
Programme Director
Co-Director of the Chinese Family
Succession Research Centre
Assistant Professor,
Department of Marketing



**Dr CHUI Lai Man,
Susanna**
PhD, Durham University,
United Kingdom
Associate Programme Director
Assistant Professor,
Department of Management



**Dr MAN Wing Yan,
Thomas**
PhD, The Hong Kong Polytechnic
University, Hong Kong
Associate Dean (Enterprise and
Business Engagement),
School of Business
Director, Wu Jieh Yee Centre for
Innovation and Entrepreneurship
Associate Professor,
Department of Management



**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 LIAO Yi, Eko
PhD, The University of
Hong Kong, Hong Kong
Associate Head and
Associate Professor,
Department of Management

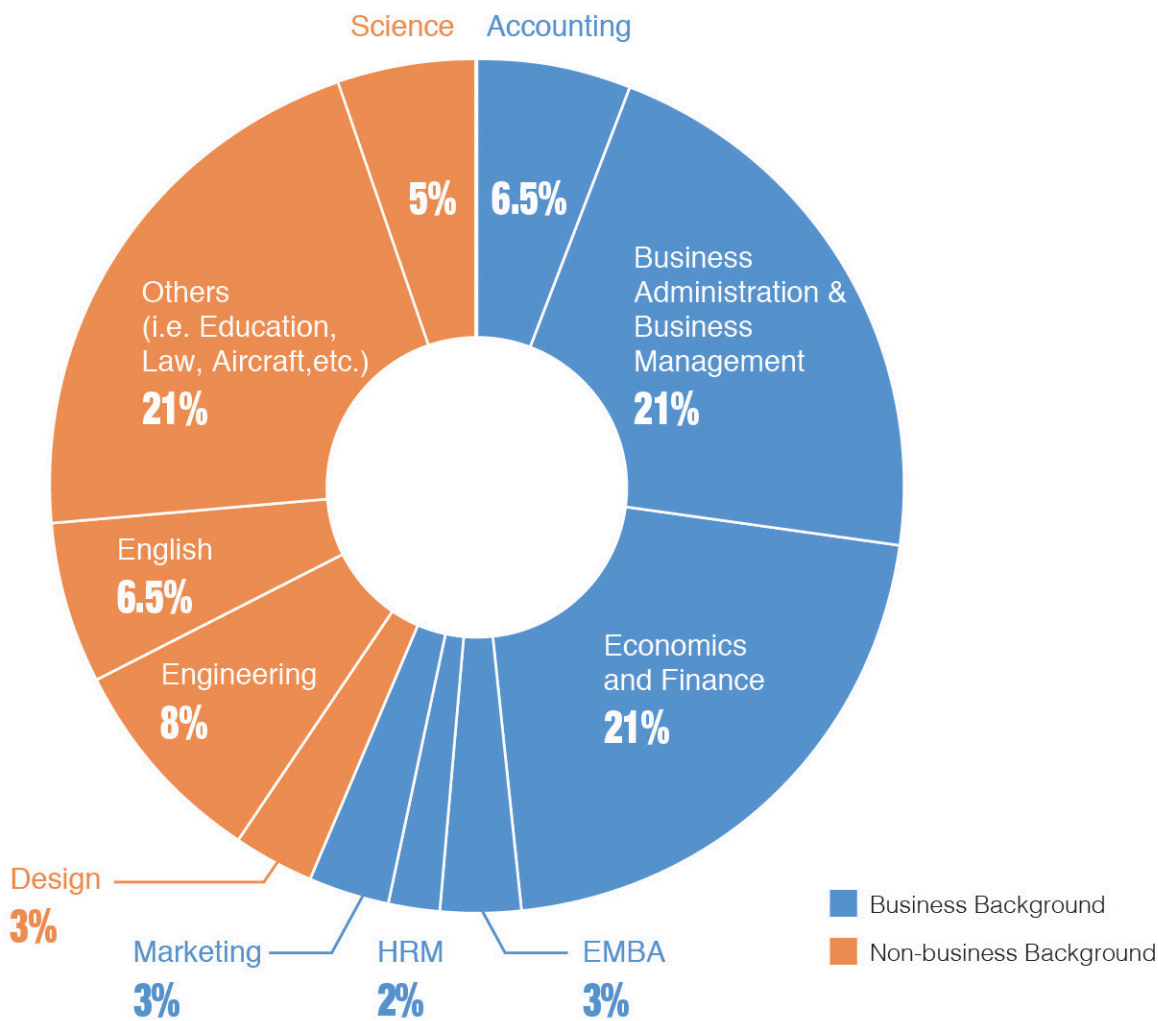


**Dr CHEONG Tsun Se,
James**
PhD, University of
Western Australia, Australia
Associate Professor,
Department of
Economics and Finance

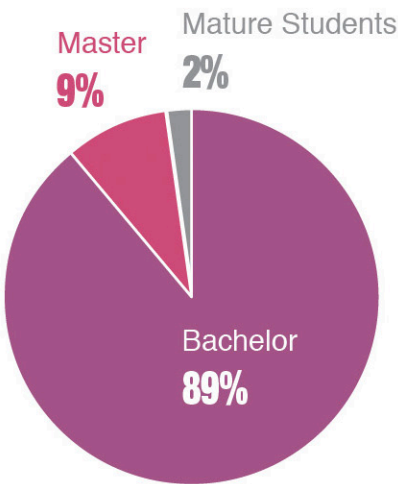


**Dr HO Kwok Wai,
Kelvin**
PhD, University of
South Australia, Australia
Lecturer
Department of Marketing

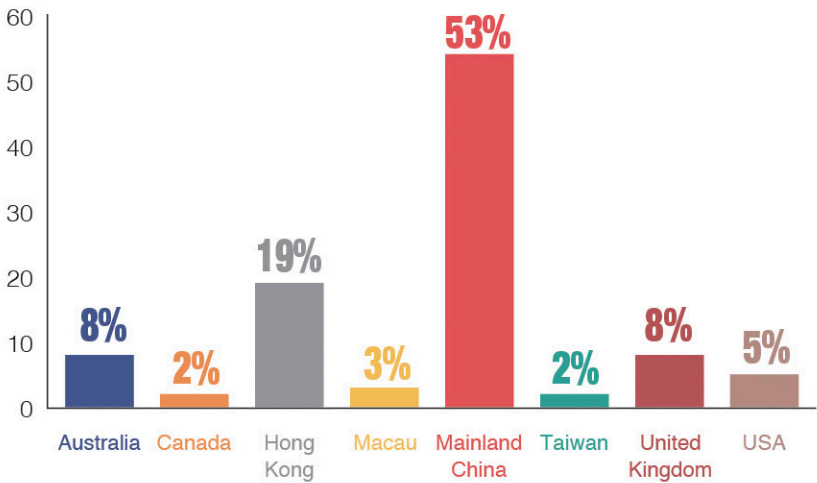
Student Profile



Qualifications



Graduated Countries/Cities



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 Hong Kong 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.

Student Activities, Guest Talks and Company Visits

Student Orientation

An orientation was held to welcome and embark the learning journey for our newly admitted MSC-EM students.



Pre-incubation Programme

Prof. Erwin HUANG, the keynote speaker of Entrepreneurship Day 2019, shared his experience of social innovation.

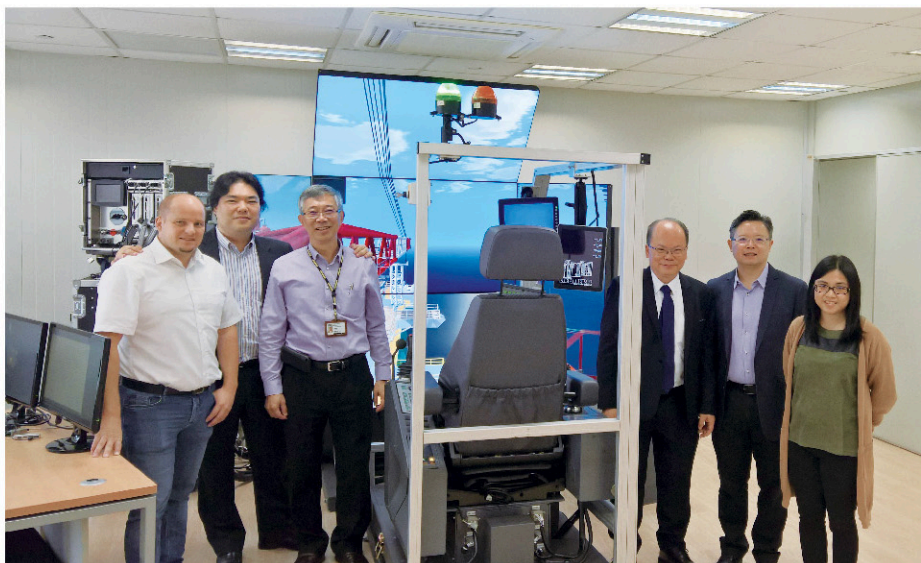
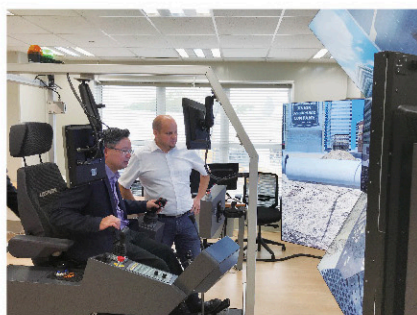


The Champion Team – Steps and Visions, received a seed funding of HK\$70,000

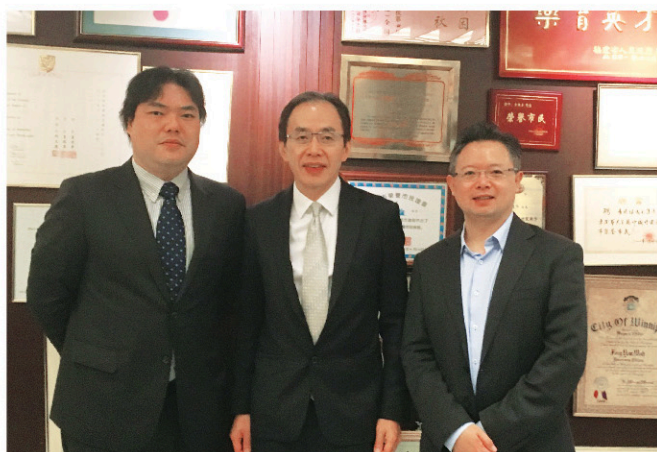


The 2nd Entrepreneurship Day cum HSUHK x SCMP Entrepreneurship Challenge

Company Visits



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



Hip Shing Hong (協成行)



Hong Kong Science and Technology Parks
(香港科技園)



Visit to The Mills (南豐紗廠), which is a landmark revitalisation project from Nan Fung Group.



Lee Kum Kee (李錦記)

Guest Speakers/Talks



Mr Kenneth LO (5th from left), Founder, Crystal International Group.



Mr Stephen WONG, Co-Founder & CEO, Dory Network Technology Limited and Member, Entrepreneurship Committee Advisory Group (ECAG), Cyberport Hong Kong.



Ms Fyiona YONG, Founder, Wholistic Coachsulting Limited.



Mr Louis LEUNG (right), Founder, Wing On CPA Associates & Wing On Professional Group and Executive President of HK Chinese Industry and Commerce Association.



Mr Peter MOK, Head of Incubation & Acceleration Programmes, Hong Kong Science and Technology Parks Corporation (HKSTP).

Scholarships

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



Recipients, 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.

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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 September 2020.