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

School of Business
The Hang Seng University of Hong Kong

Master of Science in Entrepreneurial Management (MSC-EM)

Message from the Programme Director

The Master of Science in Entrepreneurial Management (MSC-EM)

is among the first of its kind in the Greater China region. It integrates the teaching of Entrepreneurship and Management in a taught master degree. In this programme, our goal is very clear. We aim to nurture students' entrepreneurial spirit by equipping them to turn an idea into a real business. Students are led to explore a range of knowledge domains covering Business Planning and Corporate Finance, Creativity and Innovation, Entrepreneurial and Digital Marketing, and Leadership and Asian Family Business.

We have a strong programme 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 entrepreneurial activities from pre-incubation to start-up mentorship, all aiming to prepare them to become an entrepreneur. Moreover, students are given the opportunities to meet and work with leaders and veterans in the field and within our social and alumni networks.

Our programme is internationally recognised and accredited. It is definitely a good investment for you to join us and experience a 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, you are invited 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 the state-of-the-art learning, teaching, research, recreational, and residential facilities to meet your educational needs. It also provides a vibrant campus life.

I hope this pamphlet contains all the information you need. Should you have any questions on the programme including the application and admission processes, contact us at 3963 5088 or via email mscem@hsu.edu.hk. We are happy to give advice on your further studying at MSC-EM.

Dr. Kenneth K. KWONG

"People do not lack business ideas but they do not have the training for execution. Our programme equips students with the necessary skills and knowledge to turn an idea into a real business."

Dr. Kenneth K. KWONG
MSC-EM Programme Director, HSUHK School of Business

Who should take this Programme?

This programme is for you if:

- You'd like to acquire the skills and knowledge required to run your own business.
- You'd like to become a more competent corporate executive by learning the strategic and practical entrepreneurial skills.
- You're a professional seeking to change the community through business engagement.
- You aspire to look for a breakthrough in your life.

"Everyone possesses the quality of being an entrepreneur, it is a matter of awakening this entrepreneur inside you."

SHIU Yin Ning, Elaine
MSC-EM student (2020/21 intake)
Founder & Executive Director, Ejj Holding Limited
Recipient, Outstanding Women of China, 2019
Recipient, Hong Kong Outstanding Young Entrepreneur, 2017

How to Come Aboard?

Applicants should have:

- Earned a bachelor's degree from a recognised university or equivalent, and/or
- Achieved the score of any English language proficiency tests listed below or any other equivalent tests recognised by HSUHK if the applicant's degree was not obtained from a university where English is the medium of instruction.

Who are Our Students?

All our current MSC-EM students are a degree holder awarded by a university in Hong Kong or other countries. 25% of them have a master's degree.

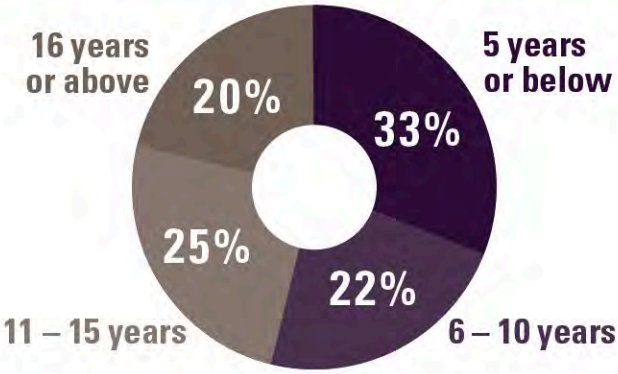
MSC-EM Students' Degree by Country

MSC-EM Students by Academic Backgrounds

Business and Law	72%
Science and Engineering	12%
Social Science	8%
Arts and Languages	8%

The average age of MSC-EM students is 34 years old and they have been working for an average of 11 years. 19% are business owners and founders of start-ups.

MSC-EM Students by Years of Work Experience



Notes: Figures are based on the student registration record of the MSC-EM programme in AY2020/21.

Who is on Our Programme Team?

Programme and Module Leaders

Professor Bradley R. BARNES
Dean, School of Business
Professor of International Management & Marketing

Dr. Kenneth K. KWONG
MSC-EM Programme Director
Co-Director, Chinese Family Succession Research Centre
Assistant Professor, Department of Marketing

Dr. Susanna CHUI
MSC-EM Associate Programme Director
Assistant Professor, Department of Management

- **Dr. James CHEONG**
  Associate Professor, Department of Economics and Finance
- **Dr. David CHUI**
  Head & Associate Professor (Practice), Department of Economics and Finance
- **Dr. Kelvin HO**
  Lecturer, Department of Marketing
- **Dr. Kaylee KONG**
  Assistant Professor, Department of Management
- **Professor Kevin LAM**
  Head & Professor, Department of Accountancy
- **Dr. Eko LIAO**
  Associate Head & Associate Professor, Department of Management
- **Dr. Thomas MAN**
  Associate Dean (Enterprise and Business Engagement), School of Business
  Director, Wu Jieh Yee Centre for Innovation and Entrepreneurship
  Associate Professor, Department of Management
- **Dr. Amy WANG**
  Assistant Professor, Department of Management

Programme Advisory Committee

Professor Kimmy W. CHAN (Chairman)
Professor, Department of Marketing
School of Business
Hong Kong Baptist University

Dr. Adam LEE
Managing Partner
Aqueduct Hills Consultant Limited
Member, Hong Kong Athletes Career & Education Programme Committee

Ms Esther PONG (Secretary)
School of Business, HSUHK

Dr. Kenneth K. KWONG (Convener)
MSC-EM Programme Director
Co-Director, Chinese Family Succession Research Centre
Assistant Professor, Department of Marketing

Mr. Frederick YUNG
Member, Incubation Admission Panel &
Venture Investment Connect Admission Panel
Hong Kong Science and Technology Parks Corporation

Dr. John LEUNG
Director
School of Continuing and Professional Education
City University of Hong Kong

Programme Office

Ms Esther PONG
School of Business, HSUHK

What will you Learn?

Programme Overview

- A strong focus on experiential and authentic learning on how entrepreneurs and business executives make decisions in the broader context.
- A capstone module which may involve a company-based project, an extended business start-up plan, or an academic dissertation to fit individual career aspirations.
- Value-added learning activities with a pre-incubation programme, seed funding, start-up mentorship and various networking events.

Core Modules

Accounting and Business Planning for Entrepreneurs

- Providing students with the accounting and business planning skills essential for entrepreneurial management.

Creativity and Entrepreneurship

- Developing students' understanding of creativity, entrepreneurship and the relationship between them both in theory and practice.

Entrepreneurial and Corporate Finance

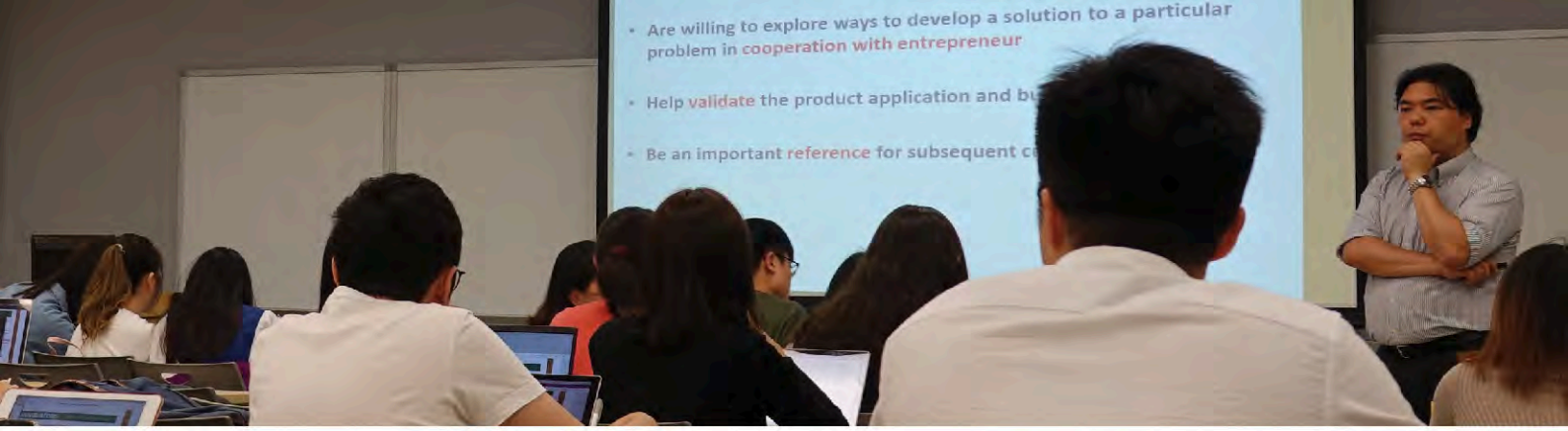
- Enabling students to gain a broader view of the financing landscape for start-ups (or younger firms) and to consider various funding sources including angel investment, crowd-funding, venture capital, private equity and hybrid financing.

Entrepreneurial Marketing

- Allowing students to explore the complexities of managing key marketing processes, with a focus on what is unique to and effective for entrepreneurial pursuits.

> "The complexity in the current business landscape really requires a systemic learning platform for individuals to tap into opportunities adaptively. I can see that HSUHK has accomplished in building such a platform."

Mr. Peter MOK
Head of Strategic Partnership
Hong Kong Science and Technology Parks Corporation



Elective Modules

Asian Family Business

- Giving students the opportunities to understand the unique challenges and opportunities in management and strategic issues of family firms.

Digital and Cyber Marketing

- Allowing students to explore the impacts of emerging digital technologies on traditional marketing practices.

Innovation Management

- Providing students with an advanced understanding of the knowledge required to manage innovation within organisations and the multifaceted drivers and barriers of firm innovative performance under the rapidly changing business world.

Leading and Managing Entrepreneurial Firms

- Developing students' understanding of the core components of managing and leading the growth and development of new ventures and entrepreneurial organisations, along with an introduction to theories, concepts, and skills relevant to these contexts.

Special Issues in Entrepreneurial Management

- Introducing students to recent topics in entrepreneurship and the practical issues involved for starting and managing a business, together with the ethical aspects of entrepreneurial management.

MSc Project in Entrepreneurial Management

- Providing students with an excellent opportunity to bring together the theory and practice of entrepreneurial management learnt during the programme and to carry out an in-depth investigation into a particular theme.

All modules are taught and assessed in English. A non-credit bearing English course on academic writing skills is open for students at their own cost. The course fee for 2022/23 intakes is $3,300.

The Programme Director may request students to take this English course on academic grounds.

"The HSUHK Entrepreneurial Programme fits the real world nicely. Young entrepreneurs have chances to pick up transferrable skills and learn theories to prepare them for their goals. I am especially touched by its ability to transform young elite athletes like Marco Kwok and prepare them for the next milestone of their life journey."

Professor Erwin HUANG
Senior Advisor, Center for Education Innovation
The Hong Kong University of Science and Technology
Angel Investor

What do Our Graduates Say?

SOCIAL VISION WINS TEAM
BUSINESS START-UP CH LENGE

"The learning process is rewarding because it has transformed me from an athlete to an entrepreneur. The strengthening of the brain muscle opens new avenues of opportunities. I feel that my graduation has taken me to another stage of self-development and self-awareness."

KWOK Ho Ting, Marco
Co-founder, GRWTH Limited
World Champion Cyclist – Rainbow Jersey
JCI HK Ten Outstanding Young Persons, 2017

"I challenged myself in registering for a programme that could provide cross-disciplinary and integrated learning. The MSC-EM was one that has enriched my business acumen."

TSANG Lai Sze, Blanche
Co-founder & CFO, Sunflower Development Inc.
Member, The 49th Term Board of Directors, Yan Chai Hospital

EVENTS WATCH

ENTREPRENEURSHIP CONTEST

Budding entrepreneurs' start-up ideas showcased at Hang Seng University and SCMP's c writes **Wilson Lau**

Diversity and innovative thinking were clearly in evidence in the start-up business plans pitched by the finalist teams at the "HSUHK × SCMP Entrepreneurship Challenge 2019" (E-Challenge).

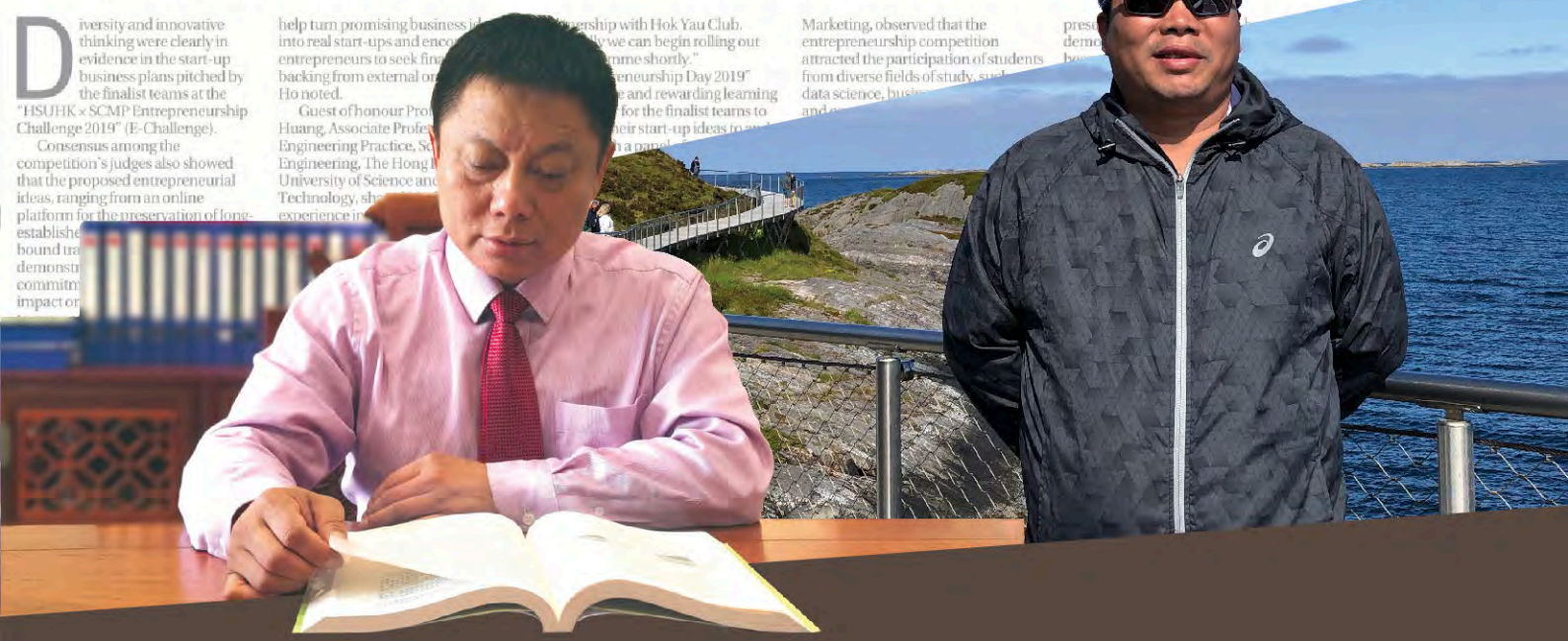
Consensus among the competition's judges also showed that the proposed entrepreneurial ideas, ranging from an online platform for the preservation of long-established bound tra demonstr commitm impact or

help turn promising business i ership with Hok Yau Club. into real start-ups and enco ly we can begin rolling out entrepreneurs to seek fin mme shortly." backing from external or eneurship Day 2019" Ho noted. e and rewarding learning

Guest of honour Pro for the finalist teams to Huang, Associate Profe heir start-up ideas to Engineering Practice, S n a panel Engineering, The Hong K University of Science and Technology, sh experience i

Marketing, observed that the entrepreneurship competition attracted the participation of students from diverse fields of study, such data science, busi and

pres demo bo



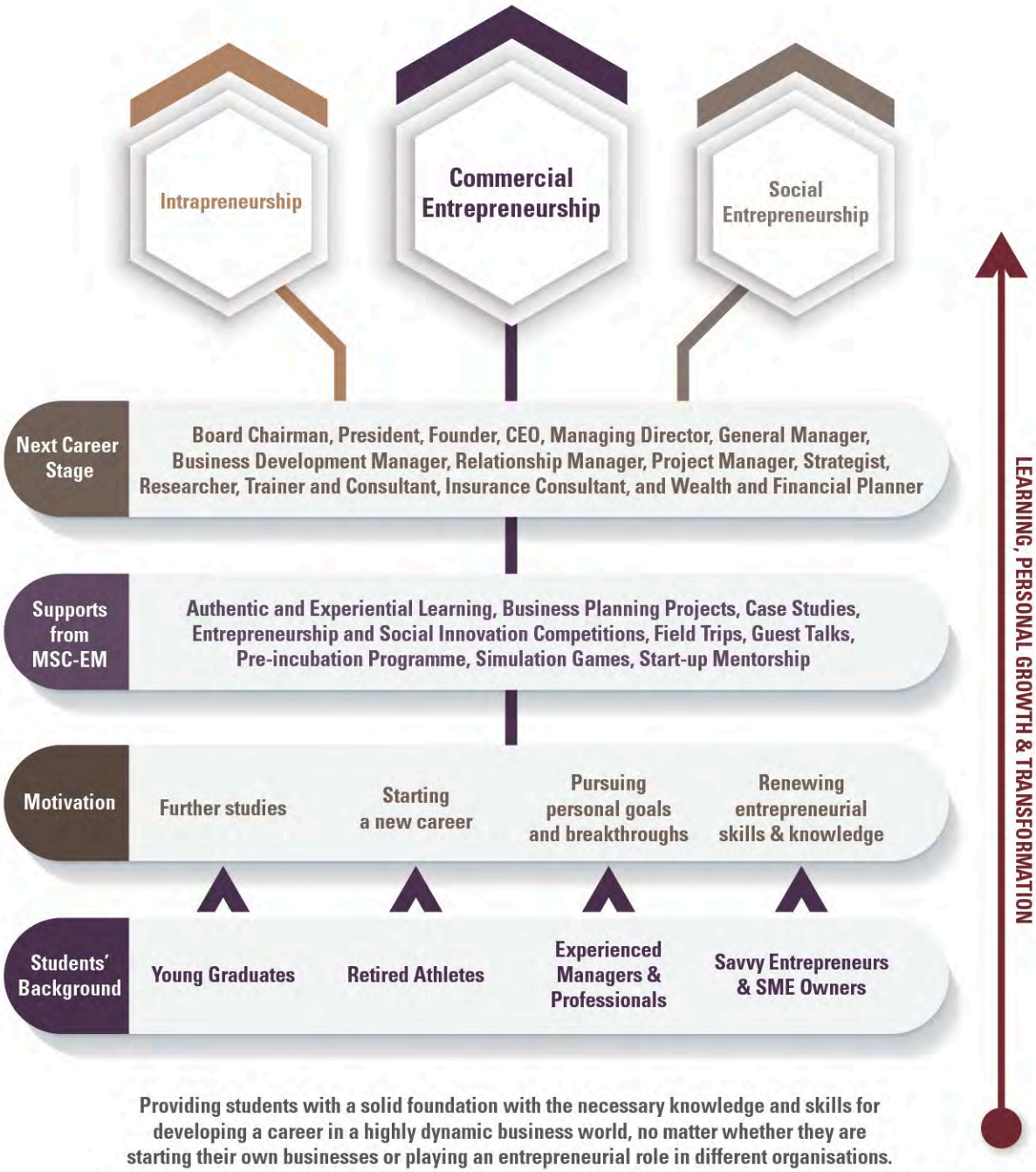
"I enjoyed the case study approach which allowed me to encounter different business challenges with a realistic perspective. Hence, my sensitivity and creative skills have been enhanced."

XIE Haokun
Chairman, Dongguan Haoyu Industrial Investment Co. Ltd

"As the President of a large exporting company of bearings, I consider the life-long learning important in allowing me to scale new heights for my company. I just enjoyed the experience and professional networking here in the School of Business."

MA Ming Chang, Johnason
President, Ningbo Isutami International Group

Study and Career Paths



Providing students with a solid foundation with the necessary knowledge and skills for developing a career in a highly dynamic business world, no matter whether they are starting their own businesses or playing an entrepreneurial role in different organisations.

"With the skills I have learnt in the programme, many of my business ideas can be aptly turned into real products and customer service solutions. The satisfaction is enormous. It is like revealing the full and complete jigsaw puzzle picture after putting the pieces together in place."

LAI Chun Ho, Boyce
Founder & CEO, Anchor Sport Centre
Retired Track and Field Sprint Athlete, Hong Kong Team

Scholarships and Financial Support

Different types of external and internal scholarships are available for our local and non-local students.

Below are some of our MSC-EM scholarship recipients in past years:

FTLife Elite Scholarship in Entrepreneurial Management
- DONG Yifei, Lorraine (2021/22 intake)
- MAO Yuchen, Richy (2021/22 intake)
- DAN Beini, Sophie (2019/20 intake)
- YANG Jie, Melody (2019/20 intake)

The Hong Kong Athletes Career and Education Programme (HKACEP) Scholarship
- CHIU Chi Kam, Kenneth (2021/22 intake)
- LAI Chun Ho, Boyce (2018/19 intake)
- LAI Chun Ho, Boyce (2018/19 intake)

HSUHK Half-Tuition Fee Scholarship
- CHIU Chi Kam, Kenneth (2021/22 intake)
- SHIU Yin Ning, Elaine (2020/21 intake)
- ZHAO Zijin, Derek (2019/20 intake)
- CHENG Chun Yiu, Patrick (2018/19 intake)

Graduates of Hang Seng School of Commerce (HSSC)/Hang Seng Management College (HSMC)/The Hang Seng University of Hong Kong (HSUHK) are qualified for the Alumni Fee Reduction Scheme.

Study Modes

- Full-time students are expected to register 4 modules every semester and complete the programme in 1-year time.
- The study load of part-time students is half of the full-time study mode, that means students are taking 2 modules per semester and they can complete the programme in 2 years.
- Classes are usually scheduled on weekday evenings and Saturday mornings.
- Summer semester is usually reserved for the MSc Project.

Tuition Fee

- Students are required to complete a minimum of 30 credits to be eligible for graduation.
- For the intake in 2022/23, the tuition fee for the local and non-local student is HK$4,500 and HK$5,850 respectively for each credit.
- The tuition fee is valid for the whole study period.
- Students are also required to pay caution money and are subject to other relevant fees applicable to taught postgraduate programmes as stipulated by the University.

Enquiries on Application and Admission

Master of Science in Entrepreneurial Management is recognised under the Qualifications Framework (QF).
QF Level: 6 | QR Registration No.: 18/000856/L6 | Registration Validity Period: 08/11/2018 to 31/08/2022

Applicants can submit their applications through the HSUHK Online Application System.
For further enquiries, please contact the Registry.
Tel: 3963 5555
Fax: 3963 5553
Admission enquiries: tpgadmission@hsu.edu.hk

MSC-EM Programme Office
Tel: 3963 5088
Programme enquiries: mscem@hsu.edu.hk
Hang Shin Link, Siu Lek Yuen, Shatin, New Territories, Hong Kong.
www.hsu.edu.hk

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

Information updated as of September 2021.