

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). 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.



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 LIAO Yi, Eko

**PhD, The University of
Hong Kong, Hong Kong**
Associate Professor,
Department of Management



**Dr CHEONG Tsun Se,
James**

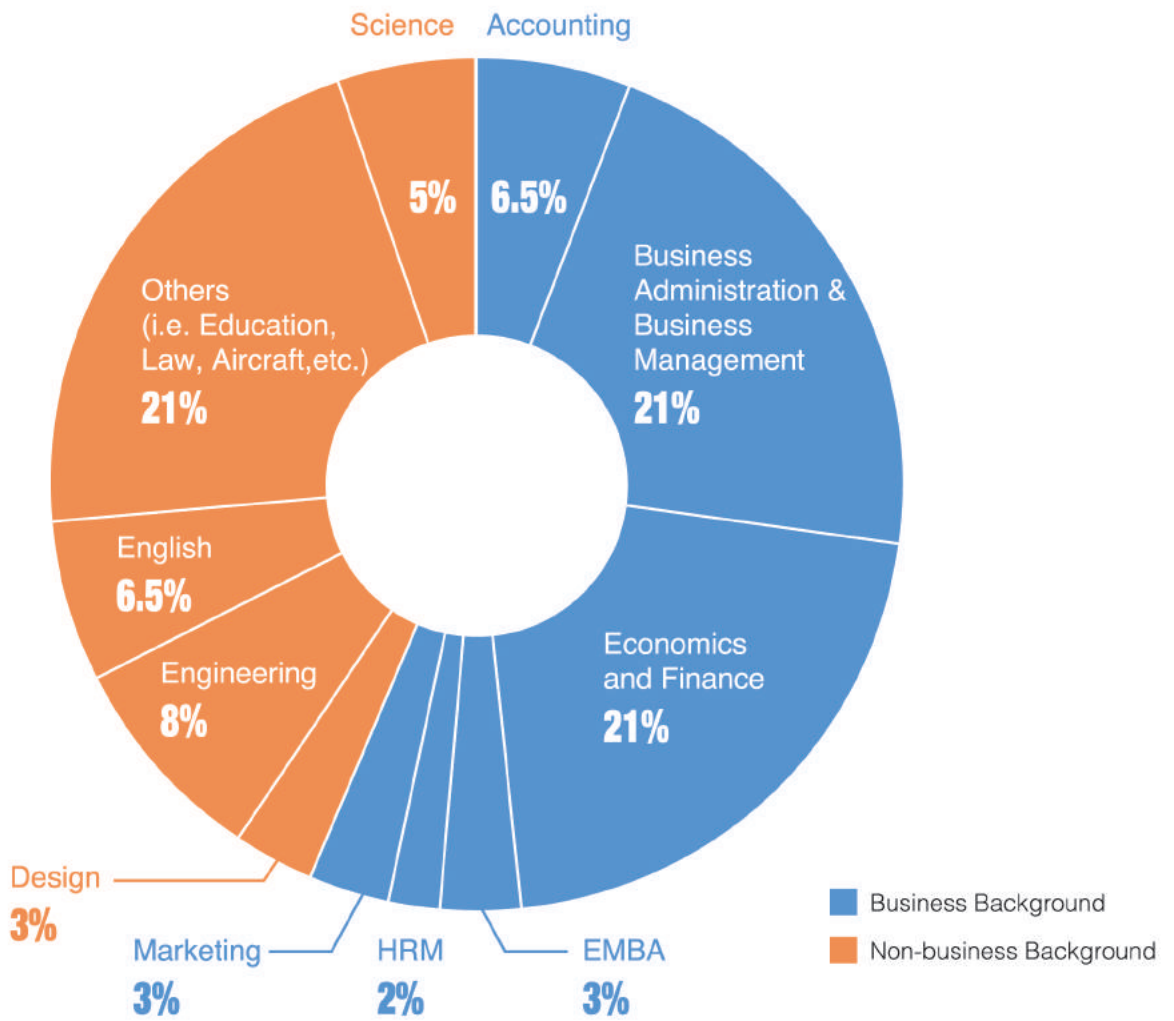
**PhD, University of
Western Australia, Australia**
Assistant Professor,
Department of
Economics and Finance



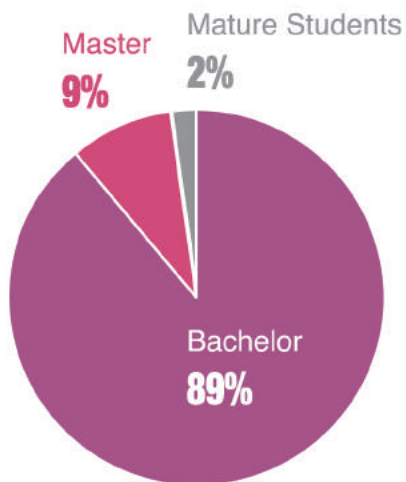
**Dr HO Kwok Wai,
Kelvin**

**PhD, University of
South Australia, Australia**
Lecturer
Department of Marketing

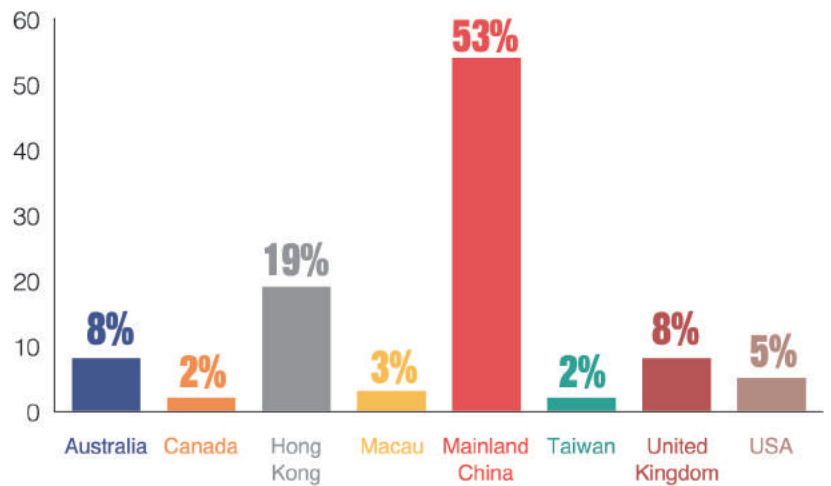
Student Profile



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 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.

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.



Distinguished Entrepreneur Talk

Mr. Kenneth LO, Founder of Crystal International Group (晶苑國際集團) which is one of the largest apparel manufacturers in Asia, shared his entrepreneur experience and how to run the global fashion production plants by Chinese traditional wisdom.



Mr. LO shared his story of developing Crystal International Group with the spirit of "For the greater good" (大我為先).



Mr Louis LEUNG (right), the Founder of Wing On CPA Associates & Wing On Professional Group and the President of HK Chinese Industry and Commerce Association, delivered an Entrepreneur Talk to students.

Pre-incubation Programme

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

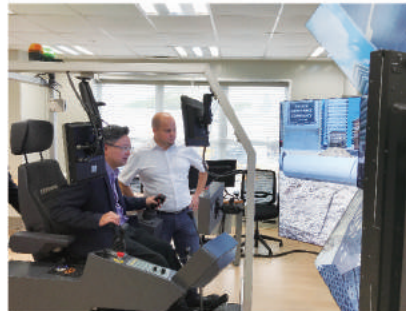


The Champion Team – Steps and Visions, received a seed funding of HK\$70,000

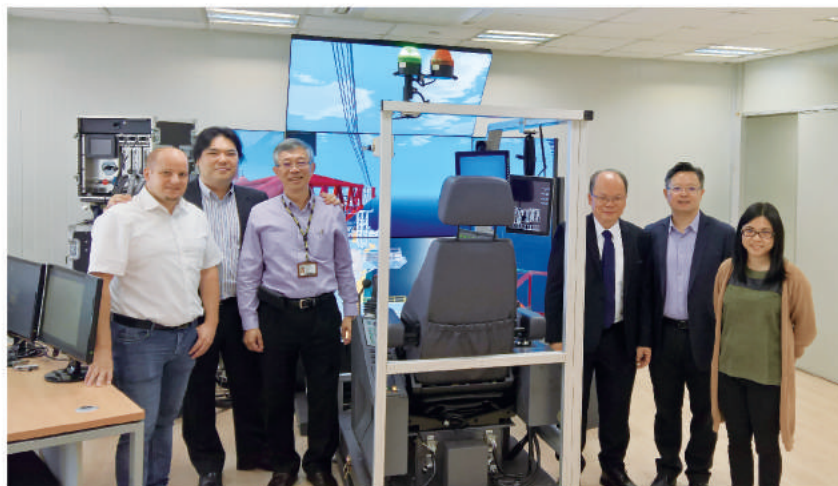


The 2nd Entrepreneurship Day cum HSUHK x SCMP Entrepreneurship Challenge

Company Visits



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



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



Lee Kum Kee (李錦記)



HK Science Park (香港科技園)



Hip Shing Hong (協成行)



The Mills (南豐紗廠)



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 September 2019.