

## 商學院 SCHOOL OF BUSINESS

恒生管理學院 HANG SENG MANAGEMENT COLLEGE

# Master of Science in Entrepreneurial Management





# **Contact Us**

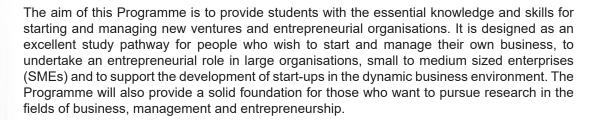
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### **Key Features**

- 1. 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.
- 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.
- 4. Complementary learning activities offered by the new 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.

#### **Programme Structure**

The Master of Science in Entrepreneurial Management programme 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)**

- 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 (6 credits)**

#### **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); IELTS  $\geq$  6.5; CET 6  $\geq$  430; TEM-4  $\geq$  70.

