

商學院 SCHOOL OF BUSINESS

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

Master of Science in Entrepreneurial Management





Contact Us

Programme Office

The Hang Seng University of Hong Kong

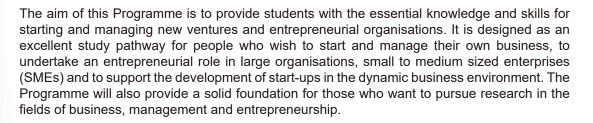
Email: mscem@hsu.edu.hk Enquiry: (852) 3963 5088



商學院 SCHOOL OF BUSINESS

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

Master of Science in Entrepreneurial Management



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 ≥ 550 (paper-based), ≥ 213 (computer-based), ≥ 79 (internet-based); IELTS ≥ 6.5; CET 6 ≥ 430; TEM-4 ≥ 70.

