



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



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**Entrepreneurship and Innovation:
Gateway and Barriers**

創業與革新 - 迎難而上 營商有道

15th - 17th March 2018



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Master of Science in Entrepreneurial Management

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.

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.
2. 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.
3. 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.