

## Ms Jamie Li 李嘉媚女士

Current Student of MSc in Entrepreneurial Management  
Co-Founder (Project Development) of Richmind Global Limited

創業管理學碩士課程學生  
Richmind Global Limited 聯合創辦人 (項目發展)



Jamie was inspired by her MBA journey in the US to tap the vast potential of business relating to education. Though having a great passion for implementing the business plan, Jamie at that time found it very challenging to kick start the entrepreneurial venture. "I had a few years' management experience, yet I had no experience starting a business on my own. I had no resources nor network as well." Having known the MSc-EM programme at the HSUHK, she decided to enrol in it to equip herself for the new business endeavour.

"The MSc-EM programme provides us with training on innovative thinking. It also enables me to identify problems through different real-life examples, and helps me prepare for unexpected challenges," she says. Thanks to the guidance and support by WUCIE as well, Jamie has learnt to develop the right entrepreneurial and management mindset, gained insight into exploring business resources and built her commercial network.

With the knowledge acquired at the HSUHK, Jamie has successfully realised her business plan. Her company provides different services varying from product design and marketing to corporate team building, with its focus on providing tailor-made training courses for students and organisations in collaboration with various universities and educational institutions worldwide, including Singapore, Malaysia, Australia, Canada, the US and the UK. It also provides research data on programme syllabuses in Hong Kong and the Greater Bay Area to business partners for course development and better learning experience.

李嘉媚在美國修讀工商管理碩士的時候得到啟發，洞悉到與教育相關的業務擁有巨大的潛力。雖然對這門生意躍躍欲試，當時她卻發現憑一己之力開拓新業務十分具挑戰性。「我雖有數年管理經驗，卻沒試過自己做生意。當時我沒有資源，亦欠缺網絡。」她得悉恒大的創業管理學碩士課程後，便決定報讀，為開發新業務好好裝備自己。

「這個課程給予我們創新思維的訓練，讓我透過不同的真實案例認清問題所在，裝備我應付突如其來的挑戰。」此外，在 WUCIE 的指導和支援下，李嘉媚亦建立了創業者應有的創業及管理思維，學習到如何為業務開拓資源，建立商業網絡。

透過在恒大學到的知識，李嘉媚已成功實踐她的商業構思。現時她的公司提供不同種類的服務，除了產品設計、市場營銷、企業團隊建立等，她更與全球不同的大學及教育機構合作，包括新加坡、馬來西亞、澳洲、加拿大、美國及英國，為學生和機構提供度身訂造的訓練課程。其公司亦會為業務伙伴提供香港及大灣區課程大綱的研究資訊，以便開發更多課程及建立優質的學習體驗。

## Ms Blanche Tsang 曾麗詩女士

Graduate of MSc in Entrepreneurial Management (2020)  
Founder & CFO of Sunflower Development Inc.

創業管理學碩士課程畢業生 (2020)  
Sunflower Development Inc. 創辦人及財務總監



With her company based in Canada, Blanche's business idea was triggered when she travelled there with her husband and met a friend who was familiar with the construction industry in Canada. "We found that there were great housing demands in cities in Alberta. We had not had a business overseas and this opportunity happened to come to us. So we decided to give it a try and explore the market there." Blanche then set up the business in 2017, focusing on building and selling condominiums in Edmonton, a city in Alberta.

As a foreign investor, Blanche encountered many difficulties in adapting to the culture and business model. It was also not easy for her to get loans from local banks in the beginning. Fortunately things started to go smoother with the accumulation of experience. And the MSc-EM programme has offered her a lot of help. "After I started the business, I learnt that the HSUHK had such a programme and found that it was very suitable for me. It covers the areas of knowledge that I need to know for my business. I thought it was a good opportunity for me to upgrade myself, and thus I joined the programme in Hong Kong with my colleagues helping me manage the business in Canada." Blanche says that the MSc-EM programme provides a lot of financial and accounting training. She is also able to apply the marketing concepts taught in the programme. "All the knowledge is very practical and useful for my business."

曾麗詩的公司以加拿大為基地，全因一次與丈夫到當地旅行時，認識了一位熟悉加拿大建築業的朋友。「我們發現亞伯達省內的城市對房屋的需求頗大。當時我們沒試過在外國做生意，碰巧又發現這個商機，便決定開拓那邊的市場。」她的公司於 2017 年成立，業務主要在亞伯達省內的愛民頓市興建及銷售公寓大樓。

作為一個外國投資者，曾麗詩在適應當地文化及生意模式上曾遇上許多困難，剛開始時要取得銀行貸款亦不容易。猶幸隨著經驗累積，事情開始順利，而創業管理學碩士課程亦給予她不少幫助。「我創立了生意後，知道恒大有這個課程，覺得十分適合我。課程涵蓋我營運生意需要知道的知識，我覺得這是一個增值自己的好機會，於是便決定在香港修讀課程，加拿大的生意則交由同事協助理管理。」曾麗詩認為創業管理課程給予她許多財務及會計上的訓練，而當中所教授的市場學概念亦能應用於生意上。「所有的知識都非常實用，對我的生意很有幫助。」