

Opening an Academic Programme and Modules on Entrepreneurship

開辦創業課程及學科

To further promote entrepreneurship, the HSUHK offers a master's programme and academic modules at the undergraduate level to equip students with relevant theoretical knowledge.

為了進一步推廣創業精神，恒大開辦了創業碩士課程，亦在本科課程中設有創業學科，使學生配備相關的理論知識。

• Master of Science in Entrepreneurial Management (MSc-EM)

創業管理理學碩士

The first of its kind in the region that integrates Entrepreneurship and Management in a taught master's degree, the MSc-EM programme aims at providing students with the essential knowledge and skills for starting new ventures or managing entrepreneurial organisations. "It is designed to equip students either to start their own businesses or undertake an entrepreneurial role in large organisations. So it actually targets not only on entrepreneurship but also intrapreneurship, which is about driving and motivating colleagues or creating new ideas as an entrepreneur in an enterprise. We also promote social entrepreneurship, hoping that our graduates will be able to make an impact on society," Dr Kenneth Kwong, Programme Director of the MSc-EM, introduces.

Working closely with WUCIE, the programme organises different experiential learning activities for students to gain business insights and expand their network. It also collaborates with the Sports Federation & Olympic Committee of Hong Kong, China and recruits retired athletes to join the programme. "For example, we have Marco Kwok (former Hong Kong Cycling Team member) and Boyce Lai (former Hong Kong Track and Field Team athlete) who join us to receive training on entrepreneurship for a new chapter of their lives. Many athletes find it difficult to enter the workforce when they make a move, and thus they tend to start their own businesses. Our programme will offer them systematic training so that they can make a change from the sports to the commercial fields," Dr Kwong says.

Dr Susanna Chui, Associate Programme Director, adds, "Athletes possess the qualities that are necessary for an entrepreneur – self-disciplined, perseverant, and they are not afraid of failure. Upon learning new knowledge and gaining practical experience, these qualities could become transferrable skills that will help them set up their businesses or develop other careers." She stressed that for those who possess such qualities or potential, for example, those working in the medical care field, or savvy entrepreneurs and SME owners, this programme will be highly helpful for them to transform or renew their skills and knowledge when they want to make a career move or further their businesses.

作為區內首個結合創業與管理的修課式碩士課程，創業管理理學碩士（MSc-EM）旨在授予學生創立新業務或管理創業組織時所需的知識與技能。課程主任鄭家麒博士介紹時表示：

「MSc-EM 為裝備學生開展個人業務，或在大機構內擔任創業家的角色而設。因此它不僅聚焦創業，亦著重企業內部的創業文化，即在企業中以創業家的姿態帶動和激勵同事，或提出新構思。我們亦提倡社會企業的發展，希望畢業生能為社會帶來影響。」

課程與 WUCIE 緊密合作，舉辦不同的體驗學習活動，讓學生獲取深入的商業知識及擴大網絡；此外亦與中國香港體育協會暨奧林匹克委員會合作，招攬退役運動員入讀課程。鄭博士表示：

「例如郭灝霆（前香港單車代表隊成員）及黎振浩（前香港田徑代表隊成員）已加入課程接受創業培訓，開展人生新篇章。許多運動員投入職場時會感到困難，因此傾向發展自己的生意，而課程中提供的系統性訓練，有助他們轉換跑道，從體育界轉到商界。」

課程副主任徐麗雯博士補充：「運動員本身具有創業家的特質——自律、有毅力、不怕失敗。

當學習到新知識及獲取實際經驗後，這些特質會變成可轉移技能，有助他們建立自己的生意或發展其他事業。」她強調對於同樣具備這些特質或潛力的人，例如從事醫護行業的人員，或富經驗的創業家及中小企老闆，當他們想發展另一門事業或希望業務有所突破時，這個課程可有助轉化、更新他們的技能和知識，對他們非常有幫助。



◀ Dr Kenneth Kwong (left) and Dr Susanna Chui
鄭家麒博士（左）及徐麗雯博士