

創業管理理學碩士  
Master of Science in  
Entrepreneurial Management

**Innovate. Venture. Lead.**

Dear Prospective MSc EM Student,

Thank you for your interest in our Master of Science in Entrepreneurial Management (MSc EM) programme. Since assuming the role of Programme Director in October 2025, I have focused on deepening our students' connection to the real-world entrepreneurial landscape. I am writing to share two significant new initiatives designed to transform your academic journey into a practical, career-defining experience.

**1. The 'Entrepreneurship Advisors' Mentorship Programme:** We now offer an exciting mentorship scheme connecting you to distinguished leaders and founders. Our inaugural mentors include figures such as the Chief Commercial Officer of the Alibaba Entrepreneurs Fund Hong Kong, providing you with unparalleled guidance and network access from day one.

**2. Hands-On Consulting via HKSTP Partnership:** Under the Dean's strategic vision, we have secured a strategic partnership with Hong Kong Science and Technology Parks (HKSTP) to provide our students with hands-on consulting projects for startups within the HKSTP ecosystem. This collaboration is a vital bridge between academic theory and practical application, offering invaluable experiential learning.

These initiatives are more than additions to a curriculum; they are a vital bridge between theory and practice, ensuring you graduate not just with knowledge, but with experience, connections, and a proven ability to create impact.

We believe this is what modern entrepreneurial education requires, and we are committed to providing it.

I wish you a joyful and prosperous year ahead as you consider your next steps. We look forward to the possibility of welcoming you to a programme designed to actively shape your entrepreneurial future.

Warmly,



Dr. Li King King  
Programme Director, MSc Entrepreneurial Management