Innovation, Creativity and Entrepreneurship
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Pathways in Innovation, Creativity and Entrepreneurship

University of London, UK
Global MBA*
(Academic Direction: Queen Mary)

University of Essex
Master of Science in Entrepreneurship and Innovation

HKU SPACE
Postgraduate Diploma in Entrepreneurship and Innovation Management (PgD EIM)

University of London, UK (Academic Direction: LSE)

BSc Business and Management

BSc Economics and Management

BSc Accounting and Finance

BSc Banking and Finance

University of Plymouth, UK

Bachelor of Science (Honours) Business Management *

Bachelor of Arts (Honours) International Management *

£16,000 in total (pay by module)
Application Fee: HK$150
2 years

Master of Science in Entrepreneurship and Innovation
Programme Code: MS120A

Application Code: 1870-MS120A

The Master of Science in Entrepreneurship and Innovation (MSc EI) is a 2-year Part-Time programme jointly offered by UK’s University of Essex and HKU SPACE. This programme enables students to understand the ideas, theories and practice of new venture creation and entrepreneurship processes and understand application of theories of entrepreneurship and innovation in different economic contexts and in different organisational settings. The programme helps hone your entrepreneurial spirit, so you can have the capabilities and confidence to launch your own venture, manage your family business or introduce innovative ideas to improve performance at existing organisations. Credit exemptions are offered to students who have successfully completed the Postgraduate Diploma in Entrepreneurship and Innovation.

Applicants should have:
1. a second-class honours bachelor’s degree awarded by a recognised institution; AND
2. a good command of English. Applicants shall provide evidence of English proficiency, such as:
   i. an overall band of 6.5 or above with no subtests lower than 5.5 in the IELTS; or
   ii. a score of 550 or above in the paper-based TOEFL, or a score of 88 or above in the internet-based TOEFL (a minimum of 17 in Listening, 18 in Reading, 17 in Writing, and 20 in Speaking); or
   iii. equivalent qualifications.

Eligible to apply

Direct articulation path

* HKU SPACE offers Preparatory Course to provide tuition support to students studying the University of London’s Global MBA. Scholarship will be offered to students successfully admitted to the GMBA programme via HKU SPACE.

* For course details, please refer to P.103.

See legend on page 1 & 9
Innovation, Creativity and Entrepreneurship

Postgraduate Diploma in Entrepreneurship and Innovation Management
Programme Code: MS107A
Application Code: 1940-MS107A

2867 8318
ice@hkuspace.hku.hk

In the technology-driven world economy, Innovation and Entrepreneurship will be the in-demand knowledge and skills. Enroll in this Postgraduate Diploma programmes to equip yourself for a promising future. Upon successful completion of the programme, credit exemptions will be given for articulation to the MSc in Management and Innovation offered by the University of Essex, UK and HKU SPACE.

Applicants should have:

1. a bachelor’s degree awarded by a recognized institution; OR
2. a professional qualification in a relevant discipline and five years of full-time work experience at senior managerial level in related industries.

Preparatory Courses for University of London (Queen Mary) Global MBA

Application Code: 1950-SC486A

2867 8318
ice@hkuspace.hku.hk

This MBA (Master of Business Administration) preparatory course aims to provide tuition support to students for studying the GMBA, University of London (UoL). Comprehensive online learning material is to be provided by UoL.

The programme provides students with an opportunity to develop and apply master’s level knowledge. Specialisms which include Entrepreneurship and Innovation, Leadership and Accounting are offered as electives.

Scholarship is now available.

Be a current student of the University of London (Queen Mary) Global MBA programme

University of London Global MBA Requirement:

For direct access (Entry Route 1), students will need the following:

- A second-class honours bachelor’s degree or equivalent from an acceptable institution.
- Three years’ work experience in a managerial role (within the past five years).
- UoL accepts qualifications from around the world. If students have an appropriate professional award rather than a degree, UoL will consider this on an individual basis.

Applicants should have:

1. a good command of English. If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

   i. an overall band of 6.0 or above in the IELTS; or
   ii. a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
   iii. HKDSE Exam English Language at Level 3 or above; or
   iv. HKALE Use of English at Grade E or above; or
   v. equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit if she or he has at least 10 years of relevant working experience in entrepreneurship and/ or innovation management.

HK$9,600 per module (Total: HK$48,000)
Application Fee: HK$150

Postgraduate Diploma in Entrepreneurship and Innovation Management
Programme Code: MS107A

Programme Title | Programme Code | Tuition Fee | QF Level | QR Registration No. | QR Registration Validity Period
--- | --- | --- | --- | --- | ---
Certificate for Module (Preparatory Course – Accounting, Finance and Economics) | MS113A | HK$17,600 | 6 | 19/012102/L6 | 01 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Human Resource Management and Leadership) | MS114A | HK$17,600 | 6 | 19/012103/L6 | 01 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Strategic Management and Marketing) | MS115A | HK$17,600 | 6 | 19/012104/L6 | 01 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Venture Capital and Entrepreneurial Marketing) | MS116A | HK$17,600 | 6 | 19/012105/L6 | 01 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Innovation and Private Equity) | MS117A | HK$17,600 | 6 | 19/012106/L6 | 01 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Conflict Management and Ethical Decision-Making) | MS118A | HK$17,600 | 6 | 19/012107/L6 | 01 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Leadership, Transformation and Organisational Change Management) | MS119A | HK$17,600 | 6 | 19/012108/L6 | 01 Nov 2019 - on-going
Strategic Project: “Entrepreneurship and Innovation” Specialism | MGMT9330 | HK$17,600 | NA | NA | NA
Strategic Project: “Leadership” Specialism | MGMT9333 | HK$17,600 | NA | NA | NA

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Certificate for Module (Preparatory Course – Venture Capital and Entrepreneurial Marketing) | MS116A | HK$17,600 | 6 | 19/012105/L6 | 01 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Innovation and Private Equity) | MS117A | HK$17,600 | 6 | 19/012106/L6 | 01 Nov 2019 - on-going
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Strategic Project: “Entrepreneurship and Innovation” Specialism | MGMT9330 | HK$17,600 | NA | NA | NA
Strategic Project: “Leadership” Specialism | MGMT9333 | HK$17,600 | NA | NA | NA

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

For CEF reimbursement, each Certificate for Module consists of two modules of GMBA except Strategic Project.

HK$17,600 per Certificate for Module (You will also need to budget for Application and Course Fees for University of London).

For CEF reimbursement, each Certificate for Module consists of two modules of GMBA except Strategic Project.

2 years (minimum) - 5 years (maximum)

These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

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Executive Certificate in Collaborative Innovation Management

Programme Code: EP108A

Application Code: 1890-EP108A

Programme Fee: HK$6,800

The programme aims to:
- nurture innovative, creative, and entrepreneurial talents to sustain organizations’ business growth through collaborations to create synergy, reduce risk, and share resources; and
- enable students to gain insight into challenges and opportunities in managing complex innovation projects across boundaries, cultures and generational differences.

Applicants shall hold:
(a) a bachelor’s degree awarded by a recognized university or equivalent; or
(b) an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience.

Applicants with other qualifications and substantial senior work experience will be considered on individual merit.

Certification: HK$6,800

Duration: 3 months

Language: English supplemented with Cantonese

Executive Certificate in B2B Market and Innovation Strategy

Programme Code: EP107A

Application Code: 1940-EP107A

Programme Fee: HK$6,800

The programme aims to:
- lead innovation with clear vision and strategy through conducting B2B market research with applied concepts and framework;
- manage innovation with in-depth market insights into customer needs, value-in-use, and competition for new product launch;
- apply B2B marketing skills to link R&D with markets, support knowledge exchange, and build strategic partnerships for new markets; and
- analyze challenges and opportunities for cross sector innovation with economic and social impacts.

Applicants shall hold:
(a) a bachelor’s degree awarded by a recognized university or equivalent; or
(b) an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience.

Applicants with other qualifications and substantial senior work experience will be considered on individual merit.

Certification: HK$6,800

Duration: 3 months

Language: English supplemented with Cantonese
Executive Certificate in Commercialization of Innovative Products
Programme Code: EP100A
Application Code: 1940-EP100A
2867 8318  ice@hkuspace.hku.hk

The programme aims to:
- develop innovative and entrepreneurial talents with capabilities to create value by transforming creative ideas into innovative products for business growth;
- enable students to adopt market-driven innovation process as a guiding framework to access technology relevance as well as market needs for new product development; and
- equip students with a set of methodologies to engage the right partners with solid value propositions for commercializing innovative products.

R Applicants shall hold:
(i) a bachelor’s degree awarded by a recognized university or equivalent; or
(ii) an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience.

S HK$3,600
Application Fee: HK$150
D 2 days

Executive Workshop “The Magic of Storytelling Skills with Data”
Programme Code: MGNT9346
Application Code: 1890-1489NW
2867 8318  ice@hkuspace.hku.hk

In today’s era of digital and analytics, business decision is made by referring to different analytics. This Executive Workshop aims to provide the basic concept of machine learning, data and analytics and the importance of analytics storytelling in the world today. This programme also equips storytelling skills to generate effective data visual and effective presentation.

R Applicants shall hold:
(i) a bachelor’s degree awarded by a recognized university or equivalent; or
(ii) an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience.

S HK$3,600
D 2 days

Executive Workshop “The Power of Big Data Analytics in Making Smart Managerial Decision”
Programme Code: MGNT9350
Application Code: 1935-1778NW
2867 8318  ice@hkuspace.hku.hk

The ability of making an effective and decisive decision is an essential competency of any successful manager. One of the major contributing factors is adopting evidence-based information in managerial decision-making process. This course aims to focus on identifying the value of data analytics in managerial decision-making process. In addition, it will provide insights into how data analytics can be used to formulate business strategies. The course will not only provide students with general understanding of the latest technology development, but also helps them understand the process of Big Data analytics implementation.

Fund Pitching & Startup Toolkit Series
This Fund Pitching & Startup Toolkit Series aims to enable students to understand critical elements in formulating a successful start-up business including Intellectual Property Asset Management, Entrepreneurial Accounting and Finance. Also, students will be able to assess supporting resources and available funding to build, develop, and sustain new business ventures in the early stage of start-up development.

Executive Certificate in Effective Fund Pitching and Business Planning
Programme Code: EP168A
Application Code: 1870-MS123A
2867 8318  ice@hkuspace.hku.hk

In view of limited funding available in the market, from the government or private venture capital, developing a feasible and appealing business plan as well as good pitching skills are more important than ever to win funding and sponsorship. This executive certificate helps entrepreneurs, SME owners, corporate project managers, and change-makers refine and differentiate their business plans to increase the chance of success in these turbulent times.

Executive Workshop Series: Blockchain for Enterprises – Real Cases Application
Programme Code: MGNT9346
Application Code: 1940-1335NW
2867 8318  ice@hkuspace.hku.hk

Through a series of cases, the workshop will let the students understand the real application value of the blockchain and learn about the practical use of the blockchain to their own industry and enterprises.

S HK$4,000
- Early Bird Rate & Alumni Rate: HK$3,800
D 1 day

More details

English supplemented with Cantonese

English supplemented with Cantonese

More details
Innovation, Creativity and Entrepreneurship

Executive Certificate in Intellectual Property Asset Management
Programme Code: EP101A

Application Code: 1935-EP101A
2867 8318  ice@hkuspace.hku.hk

The programme aims to:
- develop innovative and entrepreneurial talents with capabilities to create value by transforming creativity into innovation;
- equip students with sufficient competence to leverage Intellectual Property (IP) in commercial settings to optimize knowledge-based innovation;
- inspire students’ confidence in managing IP by equipping them with sound knowledge of relevant legal framework for innovation development; and
- train students to apply strategic thinking and win-win approaches to create synergy in collaborations of open innovation.

Applicants shall hold:
(i) a bachelor’s degree awarded by a recognized university or equivalent; or
(ii) an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience.

Applicants with other qualifications and substantial senior work experience will be considered on individual merit.

HK$6,800  Application Fee: HK$150
3 months  English supplemented with Cantonese

Executive Workshop Series - Using the LEGO® SERIOUS PLAY® Materials and Methodology

LEGO® SERIOUS PLAY® methodology enables three modes of communication: visual, auditory and kinaesthetic. LEGO® SERIOUS PLAY® facilitates the participants to communicate visually through a storytelling model while using the colorful bricks. In a less formal or “play” mode, the participants can share, discuss and innovate their ideas visually on organizational strategy or any issues on hand for business results. We also offer customised corporate training workshop using LEGO® SERIOUS PLAY® materials and methodology. You are most welcome to contact us at 2867 8318 for details.

Executive Workshop “Creativity Training with LEGO® SERIOUS PLAY® Methodology”
Programme Code: MGNT9338

Application Code: 1940-1338NW
2867 8318  ice@hkuspace.hku.hk

LEG® SERIOUS PLAY® methodology is an innovative tool to help generate ideas. This workshop is designed for anyone who needs some guidance on developing an idea or taking an existing idea to the next level.

Who should attend
- Team Leaders from all disciplines and levels who need
  i. To generate ideas;
  ii. To address challenges that cannot be addressed by conventional thinking alone;
  iii. To improve creative thinking - unleashing personal creativity and that of others;
  iv. To augment strong logical thinking skills with the ability to think creatively; and
  v. To add to existing management or leadership development programmes.

HK$3,000
- Group Rate : HK$2,500
6 hours  English supplemented with Cantonese
Executive Workshop “Deep Dialogue Coaching Using the LEGO® SERIOUS PLAY® Materials and Methodology”
Programme Code: MGNT9341

Application Code: 1940-1341NW
2867 8318
ice@hkuspace.hku.hk

Coaching could be much more than verbal communications. LEGO® bricks, with the use of LEGO® SERIOUS PLAY® and a deep dialogue methodology, could create a new dimension of communication as visual dialogue.

Who should attend
- Business Managers / Executives
- Startup / Entrepreneurs
- HR and Training Professionals
- Team Leaders
- Councilors / Career Councilors
- Social Workers
- Teachers
- Anyone interested in LEGO® Serious Play® Methodology

HK$2,000
- Group Rate: HK$2,500

6 hours
English supplemented with Cantonese

Executive Workshop “Design Thinking Using the LEGO® SERIOUS PLAY® Materials and Methodology”
Programme Code: MGNT9345

Application Code: 1940-1292NW
2867 8318
ice@hkuspace.hku.hk

Design thinking is essential for companies to come up with innovative and creative solutions for problems. The target from the process is to develop an in-depth understanding of the problem in order to reach creative solutions. The combination of Design Thinking and LEGO® SERIOUS PLAY® is the latest trend used by companies in building team synergy and to innovate business strategy.

Who should attend
- Business Managers / Executives
- Startup / Entrepreneurs
- HR and Training Professionals
- Team Leaders
- Councilors / Career Councilors
- Social Workers
- Teachers
- Anyone interested in LEGO® Serious Play® Methodology

HK$3,000
- Early Bird Rate: HK$2,700
- Group Rate: HK$2,500

6 hours
English supplemented with Cantonese

Digital Innovation Bootcamp Series: UX Design and Digital Innovation Workshop
Programme Code: MGNT9346

Application Code: 1940-1296NW
2867 8318
ice@hkuspace.hku.hk

A meaningful user experience helps define customer journeys on the product/brand that are most conducive to business success. This Workshop aims to provide the basic concept of user experience, design sprint and the importance of digital innovation through UX. This programme also equips problem-solving skills and tests new ideas by applying design thinking in building team synergy.

Who should attend
- Business Managers / Executives
- Team Leaders / Unit Heads;
- Customer Service Managers;
- Sales and Marketing Managers;
- Frontline Sales Supervisors;
- The middle and senior management in hospitality industry;
- Anyone interested in LEGO® Serious Play® Methodology

New
HK$3,500
- Group Rate: HK$3,000

2 days

Executive Workshop “Economic Downturn Power Kit: Creating ‘Wow’ Customer Experience Through Design Thinking”
Programme Code: MGNT9343

Application Code: 1945-2871NW
2867 8318
ice@hkuspace.hku.hk

Design Thinking is a powerful tool for breakthrough business strategies during economic downturn. This workshop is specially designed for business executives working in all sectors and industries, service sectors in particular, to revive their sluggish business growth during difficult times. Students will be able to discuss key theories of Design Thinking, experience key Design Thinking tools in various cases, innovate and apply Design Thinking in different scenarios for problem-solving in relation to customer service experience.

Who should attend
- Business Executives;
- Team Leaders / Unit Heads;
- Customer Service Managers;
- Sales and Marketing Managers;
- Frontline Sales Supervisors;
- The middle and senior management in hospitality industry;
- Anyone interested in LEGO® Serious Play® Methodology

HK$1,500
- Group Rate & Alumni Rate: HK$1,800

7 hours
English supplemented with Cantonese

UX Design and Digital Innovation Bootcamp Series:
Programme Code: MGNT9347

Through Design Thinking”

Application Code: 1945-2872NW
2867 8318
ice@hkuspace.hku.hk

Wow’ Customer Experience

Downturn Power Kit: Creating

7 hours