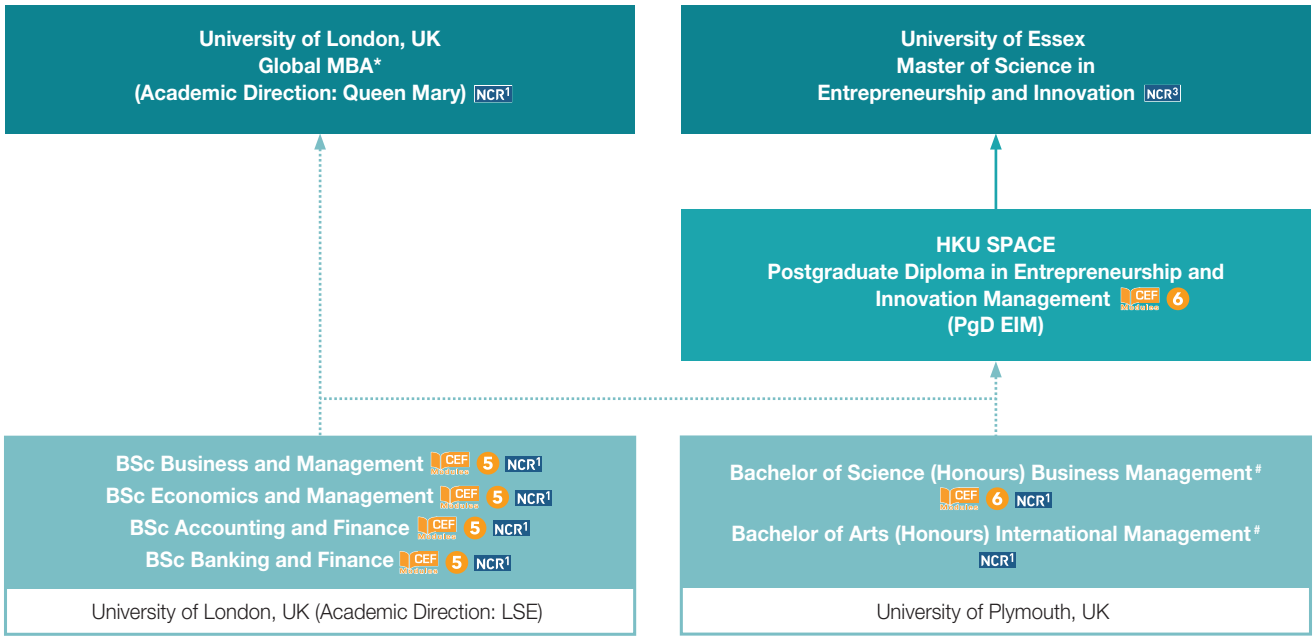
Innovation, Creativity and Entrepreneurship
創新、創意及創業

Pathways in Innovation, Creativity and Entrepreneurship



* 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.

Master of Science in Entrepreneurship and Innovation

Programme Code: MS120A

Application Code: 1870-MS120A

NCR3

2867 8318 ice@hkuspace.hku.hk

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.

R Applicants should have:
a. a second-class honours bachelor's degree awarded by a recognized institution;
AND
b. 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.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

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

D 2 years

English

See legend on page 1 & 9 圖像說明於第1及9頁
R Minimum Entry Requirements 基本入學要求(P.300) $ Fee 學費 D Duration 修業期
Medium of Instruction 教學語言 Q Qualifications Framework 資歷架構 E Exemption 豁免 S Short Course 短期課程

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk

Postgraduate Diploma in Entrepreneurship and Innovation Management
Programme Code: MS107A

Application Code: 1940-MS107A

CEF 6 Modules

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 Postragudate 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 Entrepreneurship and Innovation offered by the University of Essex, UK and HKU SPACE.

R Applicants should have:
a. (i) a bachelor's degree awarded by a recognized institution; OR
(ii) a professional qualification in a relevant discipline and five years of full-time work experience at senior managerial level in related industries.
AND
b. 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 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 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
(iii) HKDSE Examination 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

D 1 year English

Q Level 6 (Reg. No.: 18/000219/L6) Validity Period: 16 Apr 2018 - on-going

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

Application Code: 1950-SC486A

NCR1 CEF 6 Modules

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.

R 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.

If students meet only one of these requirements, students can apply to join the programme via Entry Route 2. For students' application to be considered, students must have one of the following:
- A second-class honours bachelor's degree in a relevant field or equivalent from an acceptable institution; or
- Three years' work experience in a managerial role (within the past five years).

$ 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.

D 2 years (minimum) - 5 years (maximum) English

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	19/001228/L6	01 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Human Resource Management and Leadership)	MS114A	HK$17,600	6	19/001233/L6	01 Nov 2019 - on-going
Certificate for Module (Preparatory Course - Strategic Management and Marketing)	MS115A	HK$17,600	6	19/001230/L6	01 Nov 2019 - on-going
Certificate for Module (Preparatory Course - Venture Capital and Entrepreneurial Marketing)	MS116A	HK$17,600	6	19/001234/L6	01 Nov 2019 - on-going
Certificate for Module (Preparatory Course - Innovation and Private Equity)	MS117A	HK$17,600	6	19/001231/L6	01 Nov 2019 - on-going
Certificate for Module (Preparatory Course - Conflict Management and Ethical Decision-Making)	MS118A	HK$17,600	6	19/001229/L6	01 Nov 2019 - on-going
Certificate for Module (Preparatory Course - Leadership, Transformation and Organisational Change Management)	MS119A	HK$17,600	6	19/001232/L6	01 Nov 2019 - on-going
Strategic Project: "Entrepreneurship and Innovation" Specialism	MGNT9330	HK$17,600	NA	NA	NA
Strategic Project: "Leadership" Specialism	MGNT9335	HK$17,600	NA	NA	NA

Mounting of each course is subject to sufficient enrolment and solely at the discretion of the School.

NCR1 This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。
NCR2 These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。
NCR3 The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Innovation, Creativity and Entrepreneurship
創新、創意及創業

30 Hours Tech Toolkit for Executives Series

New digital technologies are developed rapidly, the demand for digital leaders and business executives with innovation and technology skills are therefore growing exponentially. This technology series acts as a toolkit including AI, Big Data, Cryptocurrency & Blockchain, and other up-to-dated topics. This aims to prepare students for the new era by sharing insights of various trending technologies, as well as implementation for digital transformation in business.

More details

Certificate for Module (Digital Leadership and Innovation)
Programme Code: MS123A

Application Code: 1870-MS123A

2867 8318 ice@hkuspace.hku.hk

Rapid technology advancement is reshuffling economic powerhouses in the world landscape. With the evolution of the Revolution 4.0 progressing rapidly, the world economy is more than ever technology-driven fuelled by innovation. This Certificate for Module (Digital Leadership and Innovation) aims to prepare students to be digital leaders through equipping them with the knowledge and skills in innovation. The programme also equips students with the knowledge to sit for the Global Innovation Management Institute's (GIM Institute) Associate (Innovation Certificate Level 1) Certificate examination.

$ HK$12,000 per programme

D 3 months

English

Q Level 5 (Reg. No.: 20/000254/L5) Validity Period: 01 Jun 2020 - on-going

Executive Certificate in Digital Business and Innovation
Programme Code: EP098A

Application Code: 1935-EP098A

2867 8318 ice@hkuspace.hku.hk

New technologies are emerging faster than ever. They give rise to tremendous opportunities and sometimes disrupt traditional business models. The programme aims to:
- provide students with specialized knowledge in new technologies and the technological requirements for business innovation; and
- enable executives or entrepreneurs to acquire skills in evaluating the potential of digital innovation and its role in enhancing and sustaining competitive advantages of a business

R Applicants shall hold:
- a bachelor's degree awarded by a recognized university or equivalent; OR
- an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience; OR
- relevant professional qualifications.

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

$ HK$6,800
Application Fee: HK$150

D 3 months

English supplemented with Cantonese

Executive Certificate in Collaborative Innovation Management
Programme Code: EP108A

Application Code: 1890-EP108A

2867 8318 ice@hkuspace.hku.hk

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.

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.

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

$ HK$6,800
Application Fee: HK$150

D 3 months

English supplemented with Cantonese

Executive Certificate in B2B Market and Innovation Strategy
Programme Code: EP107A

Application Code: 1940-EP107A

2867 8318 ice@hkuspace.hku.hk

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.

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.

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

$ HK$6,800
Application Fee: HK$150

D 3 months

English supplemented with Cantonese

See legend on page 1 & 9 圖像說明於第1及9頁

R Minimum Entry Requirements 基本入學要求(P.300) $ Fee 學費 D Duration 修業期
Medium of Instruction 教學語言 Q Qualifications Framework 資歷架構 E Exemption 豁免 S Short Course 短期課程

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk

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.

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

$ HK$6,800
Application Fee: HK$150

D 3 months

English supplemented with Cantonese

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.

Applicants with other equivalent qualifications will also be considered on individual merits.

$ HK$3,800

D 2 days

English supplemented with Cantonese

Executive Workshop "The Power of Big Data Analytics in Making Smart Managerial Decision"
Programme Code: MGNT9350

Application Code: 1935-1778NW

NEW

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.

R Applicants should have:
- an Advanced Diploma or Higher Diploma / Associate Degree awarded by a recognized institution.

Applicants with other equivalent qualifications will also be considered on individual merits.

$ HK$4,000
- Early Bird Rate & Alumni Rate: HK$ 3,800

D 2 days

Executive Workshop Series: Blockchain for Enterprises – Real Cases Application
Programme Code: MGNT9346

Application Code: 1940-1333NW

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.

$ HK$3,000
- Group Rate : HK$2,700 (Package for 2 persons or more)
- Early Bird Rate & Alumni Rate: HK$2,700

D 1 day

English supplemented with Cantonese

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.

More details

Executive Certificate in Effective Fund Pitching and Business Planning
Programme Code: EP168A

Application Code: 1870-MS123A

NEW

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.

This programme aims to:
- equip participants with fundamental business and entrepreneurship knowledge;
- equip participants with fundamental rational skills in thinking, decision making, potential problem analysis and solving in dealing with small business start-up at both planning and implementing stage; and
- coach and teach participants the knowledge and technique in preparation of a business plan for a small business start-up funding.

NCR[1] This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

NCR[2] These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

NCR[3] The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Innovation, Creativity and Entrepreneurship
創新、創意及創業

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

Applicants with other qualifications will be considered on individual merit.

$ HK$7,200 per programme

D 3 months

English supplemented with Cantonese

Executive Certificate in Entrepreneurial Finance and Accounting for Small Business
Programme Code: EP169A

Application Code: 1890-EP169A

NEW

2867 8318 ice@hkuspace.hku.hk

In the journey of starting a new business, running a small business, or advancing the career, executives newly charged with responsibilities of business line performance. This programme aims to equip entrepreneurs who running a business or executives for career advancement with knowledge on key concepts of accounting and finance in order to understand and manage business performance.

Who Should Attend
- Startups, entrepreneurs, and entrepreneurs-to-be
- SME owners
- Business executives and executives responsible for segment performance
- Boardroom executives
- Project managers

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

Applicants with other qualifications will be considered on individual merit.

$ HK$5,800

D 3 months

English supplemented with Cantonese

Executive Certificate in Start-Up Formula
Programme Code: EP102A

S

Application Code: 1935-EP102A

2867 8318 ice@hkuspace.hku.hk

The programme aims to:
- nurture entrepreneurial talents with the right mindsets and skillsets in creating and sustaining successful start-up business by transforming creative ideas into innovative products;
- enable students to understand critical elements in formulating a successful start-up business and assess supporting resources and available funding to build, develop, and sustain new business ventures; and
- equip students with a set of methodologies to effectively engage financial investors, key customers, and strategic partners in the early stage of start-up development.

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.

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

$ HK$6,800
Application Fee: HK$150

D 3 months

English supplemented with Cantonese

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.

R Applicants shall hold:
(i) a bachelors 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

D 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

S

Application Code: 1940-1338NW

2867 8318 ice@hkuspace.hku.hk

LEGO® 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

D 6 hours

English supplemented with Cantonese

See legend on page 1 & 9 圖像說明於第1及9頁

R Minimum Entry Requirements 基本入學要求(P.300) $ Fee 學費 D Duration 修業期
Medium of Instruction 教學語言 Q Qualifications Framework 資歷架構 E Exemption 豁免 S Short Course 短期課程

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk

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$3,000
- Group Rate: HK$2,500

D 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

D 6 hours

English supplemented with Cantonese

Digital Innovation Bootcamp Series: UX Design and Digital Innovation Workshop

Programme Code: MGNT9346

Application Code: 1940-1296NW

NEW

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 strategy. By exploring various real-life case studies, students can develop skills to examine own products.

$ HK$3,500

D 2 days

English

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

$ HK$1,980
- Group Rate & Alumni Rate: HK$1,800

D 7 hours

English supplemented with Cantonese

NCR[1] This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

NCR[2] These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。
It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

NCR[3] The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。