

Human Capital and Leadership

人力資本及領導力

Experiencing the Art Market

Programme Code: BEWS9061



Application Code: 2055-2015NW



☎ 2910 7610

✉ katie.tyk.wong@hkuspace.hku.hk

This course studies the major channels for art transactions from both the buy-side and sell-side perspectives. It also looks into how art businesses are run and how art collection and investment are executed. Commercial art establishments, such as galleries, auction houses, art fairs, etc., will be introduced with a focus to provide students with practitioners' points of view of the art business sector.

R APPLICANTS SHALL HOLD

(a) Degree holders

or

(b) Other qualifications or working experience will be considered on individual merit.

\$ HK\$7,400

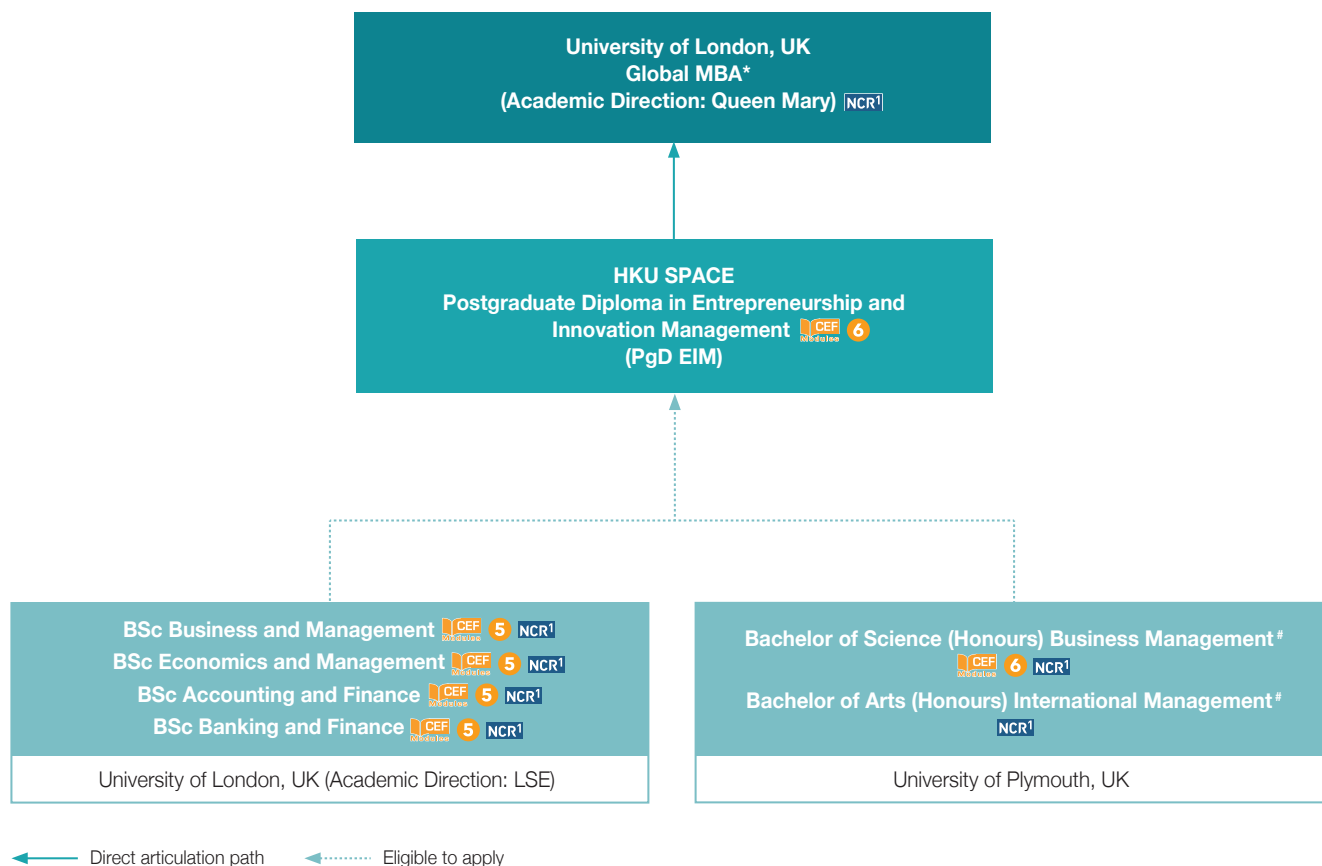
D 3 weeks to 4 weeks

E English supplemented with Cantonese

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.

For course details, please refer to P.103.

See legend on page 026 圖像說明於第 026 頁

R Minimum Entry Requirements 基本入學要求 (P.015)

\$ Fee 學費

D Duration 修業期

E 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

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

Application Code: 2050-SC486A



2867 8318

ice.hkustspace.hku.hk

English

This MBA (Master of Business Administration) preparatory course aims to provide tuition support to students for studying the Global MBA, University of London (UoL).

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

R HKU PACE Preparatory Courses requirement:

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 degree or equivalent from an acceptable institution.
- Three years' work experience in a managerial role (within the past five years).

UoL accept 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 Course Fee for University of London).

For details, please refer to london.ac.uk/courses/global-mba

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

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

Q Level 6

More details



Programme Title	HKU SPACE 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	19/001230/L6	01 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Strategic Management and Marketing)	MS115A	HK\$17,600	6	19/001233/L6	1 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Venture Capital and Entrepreneurial Marketing)	MS116A	HK\$17,600	6	19/001234/L6	1 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Innovation and Private Equity)	MS117A	HK\$17,600	6	19/001231/L6	1 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Conflict Management and Ethical Decision-Making)	MS118A	HK\$17,600	6	19/001229/L6	1 Nov 2019 - on-going
Certificate for Module (Preparatory Course – Leadership, Transformation and Organisational Change Management)	MS119A	HK\$17,600	6	19/001232/L6	1 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

Postgraduate Diploma in Entrepreneurship and Innovation Management

Programme Code: MS107A

2867 8318

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The programme aims at providing students with modern knowledge of management practices for innovation and entrepreneurship; growing talents with mission-driven entrepreneurship and innovation management competence; and inspiring students to leverage open innovation and collaboration for sustainable growth in knowledge economy.

\$ HK\$9,600 per module (Total: HK\$48,000)

D 1 year

Application Fee: HK\$150

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

Certificate for Module (Digital Leadership and Innovation)

Programme Code: MS123A

2867 8318

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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. As new digital technologies are developed rapidly, the demand for digital leaders and business executives with innovation and technology skills are therefore growing exponentially.

\$ HK\$12,000 per programme

D 3 months

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

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。

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。

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

Certificate for Module (Intellectual Property Asset Management)

Programme Code: MS149A

☎ 2867 8318

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With the integration of HK with the Greater Bay Area to develop innovation and technology, the knowledge of IP rights is increasingly important to the business and innovation sectors. Given this, the IP rights and legislation in Hong Kong and Mainland are included in the syllabus to address the needs created by GBA development.

💰 HK\$7,800

⌚ 33 hours

📋 Level 5 (Reg. No.: 21/001173/L5) Validity Period: 01 Dec 2021 - on-going

Certificate for Module (Storytelling with Data for Impactful Presentation)

Programme Code: MS150A

☎ 2867 8318

✉ ice@hkuspace.hku.hk / kelly.wong@hkuspace.hku.hk



The programme enables students to:

- Understand the basic concept of machine learning, data and analytics and the importance of analytics storytelling in the world today;
- Develop data stories through exploring various real-life case studies of machine learning and big data;
- Shape ideas in a structured way to engage different audiences in the stories;
- Develop skills to generate effective data visuals and effective presentation;
- Familiarize themselves with the process of interactive dashboard development; and
- Understand the importance of ethical use of visuals and data.

💰 HK\$7,800

⌚ 30 hours

📋 Level 5 (Reg. No.: 21/001174/L5) Validity Period: 01 Dec 2021 - on-going

Executive Certificate in Digital Business and Innovation

Programme Code: EP098A

☎ 2867 8318

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New technologies are emerging faster than ever. They give rise to tremendous opportunities and sometimes disrupt traditional business models. The programme aims to:

1. provide students with specialized knowledge in new technologies and the technological requirements for business innovation; and
2. 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

💰 HK\$6,800 per programme
Application Fee: HK\$150

⌚ 3 months

Executive Certificate in Effective Fund Pitching and Business Planning

Programme Code: EP168A

☎ 2867 8318

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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 programme aims to:

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

💰 HK\$7,200 per programme

⌚ 3 months

Executive Certificate in Intellectual Property Asset Management

Programme Code: EP101A

☎ 2867 8318

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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.

💰 HK\$6,800 per programme
Application Fee: HK\$150

⌚ 3 months

Executive Certificate in B2B Market and Innovation Strategy

Programme Code: EP107A

☎ 2867 8318

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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.

💰 HK\$6,800 per programme
Application Fee: HK\$150

⌚ 3 months

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📋 Short Course 短期課程

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Executive Certificate in Collaborative Innovation Management

Programme Code: EP108A



☎ 2867 8318



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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.

💰 HK\$6,800 per programme
Application Fee: HK\$150

D 3 months

Executive Certificate in Commercialization of Innovative Products

Programme Code: EP100A

☎ 2867 8318



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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.

💰 HK\$6,800 per programme
Application Fee: HK\$150

D 3 months

Executive Certificate in Start-Up Formula

Programme Code: EP102A



☎ 2867 8318



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The programme aims to:

1. Nurture entrepreneurial talents with the right mindsets and skillsets in creating and sustaining successful start-up business by transforming creative ideas into innovative products;
2. 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
3. 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.

💰 HK\$6,800 per programme
Application Fee: HK\$150

D 3 months

Executive Workshop "Innovation in ArtTech and NFT"

Programme Code: MGNT9351



Application Code: 2035-2265NW

☎ 2867 8318



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ArtTech is a blue ocean that poses great potential for Hong Kong to flourish and thrive in the global art scene. In this workshop, we will explore the disruptions of ArtTech from the perspective of business innovation and the impact of Digital Art and NFT on the art markets.

Workshop Objectives:

- Develop an understanding of Innovation in Art Market and ArtTech
- Equip with key concepts of digital art evaluation
- Acquire basic knowledge of Non-fungible (NFT) and its dealing
- Develop key skills in the application of NFT dealing
- Acquire entrepreneurial knowledge in online art dealing

💰 HK\$4,200 per person (Online payment available)
Group Rate: HK\$3,600 per person (For 2 or more people under the same transaction, please enroll at Learning Centre)

D 9 hours

Executive Workshop "The Magic of Storytelling Skills with Data"

Programme Code: MGNT9346



Application Code: 2035-4506NW

☎ 2867 8318



✉ ice@hkuspace.hku.hk

The Executive Workshop provides the basic concept of machine learning, data and analytics and the importance of analytics storytelling in the world today. This programme also equips students with storytelling skills to generate effective data visual and effective presentation.

The programme enables students to:

- Design a strategy for communicating story with data to create high-impact reports and presentations
- Formulate problem statement and prepare an effective data analysis request
- Perform basic data analysis to create data visualisation
- Create effective analytics visuals in student's daily work
- Improve analytics presentations through storytelling

💰 HK\$3,800 per programme

D 2 days

Executive Workshop "The Power of Big Data Analytics in Making Smart Managerial Decision"

Programme Code: MGNT9350



Application Code: 2035-2683NW

☎ 2867 8318



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The course 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.

💰 HK\$4,000 per programme
Alumni Rate/ Early Bird Rate : HK\$3,800 per programme

D 2 days

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。

NCR2

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。

NCR3

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。

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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。

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Innovation, Creativity and Entrepreneurship

創新、創意及創業

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.

More details



Executive Workshop "Creativity Training Using the LEGO® SERIOUS PLAY® Materials and Methodology"

Programme Code: MGNT9338

2867 8318

ice@hkuspace.hku.hk / kelly.wong@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. The four-phase LEGO® Serious Play® methodology will guide participants in a state of flow through a series of structured steps to think, to build, to tell a story, and to reflect and refine, and to develop a deeper understanding on the issue at hand.

Who should attend:

Team Leaders from all disciplines and levels who need:

- To generate ideas;
- To address challenges that cannot be addressed by conventional thinking alone;
- To improve creative thinking - unleashing personal creativity and that of other;
- To augment strong logical thinking skills with the ability to think creatively; and
- To add to existing management or leadership development programmes.

\$ HK\$3,000
Group Rate : HK\$2,500 (For 2 or more people under the same transaction, please enroll at Learning Centre)

D 6 hours

Executive Workshop "Deep Dialogue Coaching Using the LEGO® SERIOUS PLAY® Materials and Methodology"

Programme Code: MGNT9341

2867 8318

ice@hkuspace.hku.hk / kelly.wong@hkuspace.hku.hk

UNLEASHING THE CREATIVITY IN YOU
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.

Highlight of key topics:

- Coaching Definitions vs LSP Deep Dialogue Coaching Framework
- LEGO® SERIOUS PLAY® skills
- Coaching Skills - LSP Deep Dialogue Coaching Framework
- Coaching Practice, Peer Feedback and Self Reflection
- Question Design and Coaching Session Design
- Making Ideas Business and Work-life Relevant and Long Lasting

\$ HK\$3,000 per programme
Group Rate : HK\$5,000 per programme (For 2 or more people under the same transaction, please enroll at Learning Centre)

D 6 hours

Executive Workshop "Design Thinking Using the LEGO® SERIOUS PLAY® Materials and Methodology"

Programme Code: MGNT9345

2867 8318

ice@hkuspace.hku.hk / kelly.wong@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.

\$ HK\$3,000
Early Bird Rate : HK\$2,700 (Please refer to the website)
Group Rate : HK\$2,500 (For 2 or more people under the same transaction, please enroll at Learning Centre)

D 6 hours

Executive Workshop "Metaverse for Future Business World"

Programme Code: MGNT9358

2867 8318

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In this junction of technological evolution, this course will help update students with the latest knowledge concerning the rising trend of Metaverse to keep abreast of the technology advancement for business application and career development.

Workshop Objectives

- Explore the nature and vast possibilities of Metaverse and its recent rising trend
- Foresee the impacts of Metaverse on the society and business world
- Gain insights of the potential business opportunities in Metaverse
- Examine the risks and potential adverse effects brought by Metaverse in its development

\$ HK\$1,500

D 3 hours

Executive Workshop Series: Blockchain for Enterprises – Real Cases Application

Programme Code: MGNT9337

2867 8318

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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\$5,400 (Package for 2 or more people)
Alumni Rate : HK\$2,700

D 1 day

Digital Innovation Bootcamp Series: UX Design and Digital Innovation Workshop

Programme Code: MGNT9349

2867 8318

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A meaningful user experience helps define customer journeys on the product/brand that are most conducive to business success. That explains why more and more companies sort to enhance their competitive edge through engaging UX experts to screen through any form of human/device interaction of their operation in order to stay competitive in the business world.

\$ HK\$3,500 per programme

D 2 days

See legend on page 026 圖像說明於第026頁

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