



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

工商管理學院 SCHOOL OF BUSINESS



# Master of Science in Entrepreneurship and Global Marketing

15-month Full-time Programme

# MScEGM

# Double Degree Pathway

MScEGM students who opt to obtain double degree should apply within the first month of their study (i.e. January 2025). Successful students will study the January semester in Hong Kong and the September semester in Grenoble, France. Students under this pathway will obtain two Master's degrees, separately awarded by HKBU and GEM.

## About GEM

Founded in 1984, Grenoble École de Management (GEM), France is ranked the 6th Best French School (Le Point 2015, 2017) and 36th Best European Business School (Financial Times 2021). It is a nationally and internationally renowned Business School with 8000 students and 500 staff.

## Double Degree Application Timeline

January 2025	Application open
February 2025	Selection process
April 2025	Result announcement
June 2025	Preparation of visa to France
September 2025	Start of semester at GEM



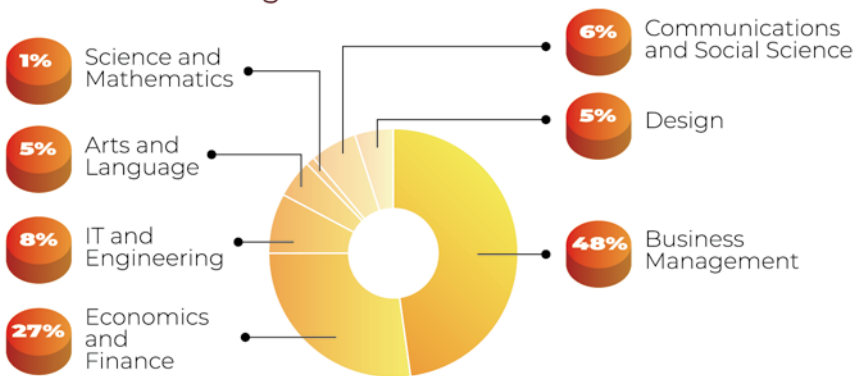
# Why MScEGM?

## HKBU Rankings and Reputation

- Top 1% business school worldwide with Triple Accreditation (AACSB, EQUIS, AMBA)
- Rank 66th in QS Asia University Ranking 2022
- Rank 26 in the World, QS Top 50 Under 50 University 2020

## Diversified Student Profile

- Male 46%, Female 54%
- Age Range: 20-57, Average Age: 25
- 92.5% with prior working experience
- Academic Backgrounds



## Countries of Origin of Students

- Australia
- Belgium
- Canada
- China
- Colombia
- Egypt
- France
- Germany
- India
- Italy
- New Zealand
- Pakistan
- Philippines
- USA

## Previous Institution – our students are graduates from top universities in the world

- Bocconi University, Italy
- Boston University, USA
- Frankfurt School of Finance & Management, Germany
- McGill University, Canada
- New York University, USA
- University of Amsterdam, Netherland
- University of Birmingham, UK
- University of British Columbia, Canada
- University of Cambridge, UK
- University of Durham, UK
- University of Melbourne, Australia
- University of New South Wales, Australia
- University of Queensland, Australia
- University of Sydney, Australia
- University of Toronto, Canada
- Wuhan University, China





# Career Prospects

The programme is designed for students who seek to advance into management and other leadership roles or to start a career as an entrepreneur. It prepares students who plan to be:

- Entrepreneur
- Project Manager
- Marketing Specialist
- Business Developer
- R&D Manager
- Business Leader in e-business and high-tech industries

Our graduates work in a wide range of industries. Employment highlights:



- 56% Mainland China
- 31% Hong Kong
- 8% Europe
- 5% Rest of the World

- 53% Marketing and Brand
- 30% Banking and Finance
- 9% Entrepreneurship
- 8% Others



# Curriculum



## MScEGM Curriculum

(equivalent to 48 credit units)

### Spring Semester (Jan-May)

- Startup Creation Process and Entrepreneurial Ecosystem
- Entrepreneurship and Business Opportunities
- New Venture Business Planning, Small and Family Business
- Accounting and Finance for Entrepreneurs
- Strategic Management
- Marketing Planning
- Socially Responsible Entrepreneurship in an International Context

### Autumn Semester (Sept-Dec)

- Advanced Effective Sales, Negotiation & Intercultural Communication
- Corporate Entrepreneurship and Business Development
- Leadership and Team Building for Entrepreneurs
- Digital Marketing Strategy
- Global Marketing

### Dissertation Period (Jan-Mar)

- Academic Dissertation OR
- Business Project



# Admission

## Admission Requirements

1. Bachelor's degree or equivalent
  2. English Language proficiency
    - a. Bachelor's degree taught in English in a recognized institution; or
    - b. IELTS 6.5 (all sub-bands 6+); or
    - c. TOEFL-iBT 90 (all sub-bands 21+); or
    - d. Cambridge Proficiency Exam: A, B or C; or
    - e. Pearson Test of English (PTE): 63.
- ❖ Online interview may be required for shortlisted candidates

**Admission Period:** start in late September 2023

### Admission Deadlines:

2023  
**30**  
NOV

Early  
round

2024  
**31**  
JAN

First  
round

2024  
**31**  
MAR

Second  
round

2024  
**30**  
JUN

Late  
round



# Fee and Scholarships

**Tuition Fee:** HK\$268,000 (in two instalments)

## International Postgraduate Scholarship

Tuition Waiver +  
Living Expenses

High calibre applicant with  
an international profile (merit based)

## Be Your Own Boss Award

HK\$50,000

Future entrepreneur with  
a high-potential business idea

## Admission Scholarship

HK\$10,000 –  
HK\$50,000

High calibre applicant with a distinctive area in  
his/her profile, e.g. GMAT (merit based)

## Lifelong Learning Award

HK\$10,000

Graduates of HKBU-affiliated institutions

## Study Schedule

### Double Degree Pathway

#### ❖ Jan – May 2025

- HKBU Semester 2
- 18 units / 7 courses

#### ❖ Jun – Aug 2025

- Summer
- Exchange (optional)
- Internship (optional)

#### ❖ Sept – Dec 2025

- Study at GEM, France
- 30 ECTS / 15 units
- Start planning for dissertation/project

#### ❖ Jan – Apr 2026\*

- Dissertation period
- Field work and researches for dissertation

### Single Degree Pathway

#### ❖ Jan – May 2025

- HKBU Semester 2
- 18 units / 7 courses

#### ❖ Jun – Aug 2025

- Summer
- Exchange (optional)
- Internship (optional)

#### ❖ Sept – Dec 2025

- HKBU Semester 1
- 15 units / 5 courses
- Start planning for dissertation/project

#### ❖ Jan – Mar 2026

- Dissertation period
- Field work and researches for dissertation/project

\*Academic dissertation is required for students who opt for double degree pathway.

# Contact Us



## MScEGM Programme Office

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