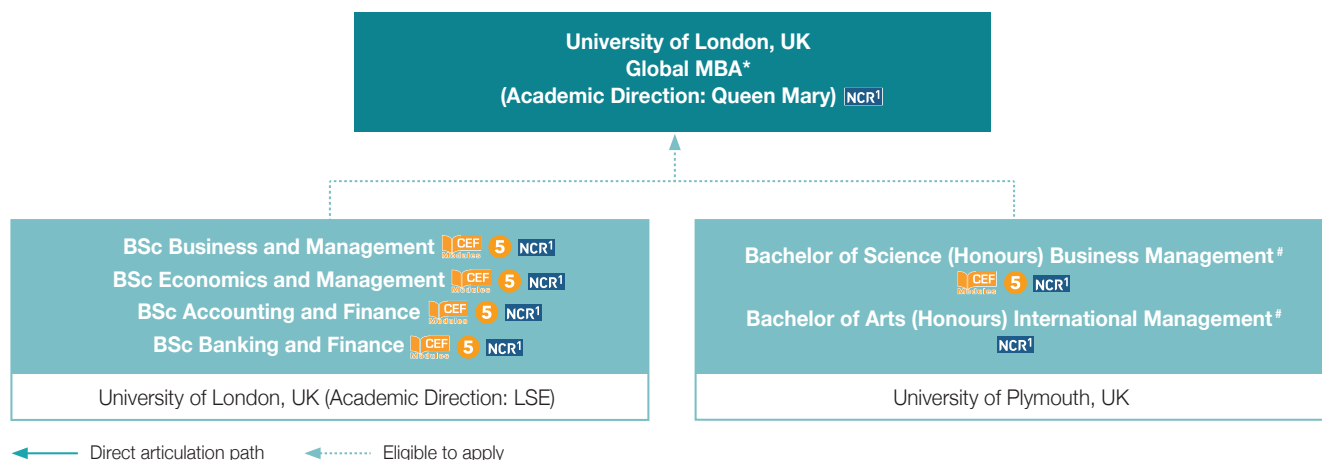


Pathways in Innovation, Creativity and Entrepreneurship



* HKU SPACE offers Preparatory Course to provide tuition support to students studying the University of London's Global MBA. The University of London will offer 40% entrance Scholarship to new students successfully admitted to the GMBA programme via HKU SPACE.

Applicants holding HKU SPACE College of Business and Finance's Postgraduate Diploma are eligible to apply for GMBA credit exemptions.

* For course details, please refer to P.104.

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

Application Code: 2065-SC486A



2867 8318

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

English

The preparatory courses aim to provide face-to-face tuition support to students for studying the Global MBA, University of London (UoL).

The programme provides students with an opportunity to develop and apply specialised knowledge relevant to the contemporary business world. Specialisms which include Entrepreneurship and Innovation, and Leadership are offered as electives.

R HKU SPACE 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).

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).

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.

\$ HK\$17,600 per Certificate for Module (You will also need to budget for Course Fee for University of London for details 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 |

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。

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。

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。

Certificate for Module (Digital Leadership and Innovation)

Programme Code: MS123A

☎ 2867 8318

✉ ice@hkuspace.hku.hk / kelly.wong@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. 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

⏱ 3 months

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



Certificate for Module (Intellectual Property Asset Management)

Programme Code: MS149A

☎ 2867 8318

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

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.

R - Applicants shall 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\$7,800

⏱ 3 months and 33 hours

🌐 English except for some Chinese legal terminology

📋 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

In today's era, data analytics is one of core pillars in every business, business executives must excel in navigating and managing data, but not many of them equipped with the ability to communicate the business insight effectively to the senior management. As business executives, it's too easy to generate tables, charts, graphs, and dashboard. The more information students have, the more difficult for them to filter out the most important information to support their recommendation. In this course, the students will not only learn the techniques, but also the effective strategies to master their data in an impactful way.

Programme contents:

- Introduction to Data and Analytics for Business Strategy and Storytelling
- Use of Visuals
- Design Principle of Data Visualization
- Storyboarding and Storytelling with Data Visualisation
- Dashboard Design and Implementation
- Analytics Presentation Skills
- Ethical Use of Data Visuals
- Practicing and Putting All it Together

R - Applicants shall 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\$7,800

⏱ 30 hours

🌐 English

📋 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

✉ ice@hkuspace.hku.hk / kelly.wong@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:

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

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 per programme

Application Fee: HK\$150

⏱ 3 months

🌐 English, supplemented with Cantonese

Executive Certificate in Effective Fund Pitching and Business Planning

Programme Code: EP168A

☎ 2867 8318

✉ ice@hkuspace.hku.hk
kelly.wong@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.

Programme Contents:

1. Entrepreneurship Know-how and New Venture Application
2. Screening a Marketable Business Plan
3. Application of Winning Strategy
4. Ganishing Presentation Skills

💰 HK\$7,200 per programme

⏱ 3 months

Executive Certificate in B2B Market and Innovation Strategy

Programme Code: EP107A

☎ 2867 8318

✉ ice@hkuspace.hku.hk / kelly.wong@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.

💰 HK\$6,800 per programme

Application Fee: HK\$150

⏱ 3 months



Executive Certificate in Collaborative Innovation Management

Programme Code: EP108A



☎ 2867 8318

✉ ice@hkuspace.hku.hk / kelly.wong@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.

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

📅 3 months

Executive Certificate in Commercialization of Innovative Products

Programme Code: EP100A

☎ 2867 8318

✉ ice@hkuspace.hku.hk / kelly.wong@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.

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

📅 3 months

Executive Certificate in Entrepreneurial Finance and Accounting for Small Business

Programme Code: EP169A

☎ 2867 8318

✉ ice@hkuspace.hku.hk
kelly.wong@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.

💰 HK\$5,800 per programme

📅 3 months

Executive Certificate in Start-Up Formula

Programme Code: EP102A



☎ 2867 8318

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



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

📅 3 months

Executive Workshop "Creative Application of ArtTech and NFT"

Programme Code: MGNT9359



☎ 2867 8318

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



Given the development in the global environment on ArtTech and NFT, this workshop is developed to capitalize on the worldwide trend and address hot topics in the market that cater to the needs of students. It is a one-stop course covering the application of creating and launching NFT, ownership rights associated with Intellectual Property legislations, and marketing NFT for individuals and organisations.

Workshop Contents:

1. Types of NFTs
2. Step by Step Guide to create your NFT
3. NFT Risk
4. Secret of Successful NFT
5. Launch of the NFT project
6. NFT and You

💰 HK\$4,200 per person (Online payment available)
Alumni Rate / Early Bird Rate : HK\$3,300 (Please enroll at the Learning Centre)
Student who has completed or applied for Executive Workshop "Innovation in ArtTech & NFT":
HK\$3,300 per person (Please enroll at the Learning Centre)

📅 1.5 days

Executive Workshop "Innovation in ArtTech and NFT"

Programme Code: MGNT9351



☎ 2867 8318

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



This programme aims to:

- Develop an understanding of Innovation in Art Market and ArtTech
- Equip with key concepts of digital art evaluation
- Acquire basic knowledge of Non-fungible Token (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 (Package for 2 persons or more, please enroll at the Learning Centre under the same transaction)

📅 1.5 days

🗣 Cantonese, suppl with teaching materials in English

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。 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。 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

Executive Workshop "The Magic of Storytelling Skills with Data"

Programme Code: MGNT9346

☎ 2867 8318

✉ ice@hkuspace.hku.hk

In today's era of digital and analytics, business decision is made by referring to different analytics. Insights from machine learning and big data analytics will have to be shared with senior management and key stakeholders to maximize business impacts.

Workshop Contents:

1. Introduction to Data and Analytics
2. Use of Visuals
3. Design Principle of Data Visualization and Presentation Skills
4. Storyboarding and Storytelling
5. Practicing and Putting All it Together

R Applicants should hold:
- a bachelor's degree awarded by a recognized university or equivalent or
- an Advanced Diploma or Higher Diploma / Associate Degree, and have at least 2 years of relevant working experience
Applicants with other equivalent qualifications will also be considered on individual merits.

\$ HK\$3,800 per programme

D 2 days

E 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.

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:

- 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 other;
- iv. To augment strong logical thinking skills with the ability to think creatively; and
- v. Too add to existing management or leadership development programmes.

\$ HK\$3,000
Group Rate: HK\$2,500 (Package for 2 persons or more should be enrolled in the Learning Centre under the same transaction)

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

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 (Package for 2 persons or more should be enrolled in the Learning Centre under the same transaction)

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
Group Rate: HK\$2,500 (Package for 2 persons should be enrolled in the Learning Centre under the same transaction)

D 6 hours

Executive Workshop "Metaverse for Future Business World"

Programme Code: MGNT9358

☎ 2867 8318

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

In this juncture 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 Contents:

1. Metaverse in the Past, Present and Future
2. The Converging Forces Shaping the Metaverse Reality
3. Business Opportunities in Metaverse and Thereafter
4. Embracing the Metaverse Era

\$ HK\$1,500

D 3 hours

See legend on page 029 圖像說明於第 029 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

Executive Workshop "Innovative Business Models in Decentralised Economy"

Programme Code: MGNT9360

☎ 2867 8318

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

The development of Cryptocurrency and the technology behind it – blockchain has brought the business world to another stage, an innovative evolution of decentralized economy and commerce. This short course is developed to provide basic knowledge on the innovative and disruptive process of decentralised economy on industries and businesses, and how to capture the opportunities arose, such as acquiring digital assets fund to support growth of businesses, entrepreneurs and startups.

💰 HK\$4,000 per person (Online payment available)
Group & Alumni Rate: HK\$3,500 per person (Package for 2 persons or more, please enroll at the Learning Centre under the same transaction)
Early Bird Rate: HK\$3,500 (Application received on or before 15 Oct 2022)

🕒 18 hours

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

Programme Code: MGNT9350

☎ 2867 8318

✉ ice@hkuspace.hku.hk / kelly.wong@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.

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

🕒 2 days

Executive Workshop Series: Blockchain for Enterprises – Real Cases Application

Programme Code: MGNT9337

☎ 2867 8318

✉ ice@hkuspace.hku.hk / kelly.wong@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.

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

🕒 1 day

Digital Innovation Bootcamp Series: UX Design and Digital Innovation Workshop

Programme Code: MGNT9349

☎ 2867 8318

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

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

🕒 2 days

Executive Workshop "Corporate Coaching for Transformation"

Programme Code: MGNT9353

☎ 2867 8318

✉ ice@hkuspace.hku.hk

For details, please refer to p.115

Executive Workshop "Economic Downturn Power Kit : Creating 'Wow' Customer Experience Through Design Thinking"

Programme Code: MGNT9343

☎ 2867 8318

✉ ice@hkuspace.hku.hk / kelly.wong@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.

💰 HK\$1,980
Alumni Rate: HK\$1,800
Group Rate: HK\$3,600 (Package for 2 persons or more to be enrolled under the same transaction)

🕒 7 hours

Coaching Skills Practice and Mentoring Workshop

Programme Code: COAC9023

☎ 2867 8318

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

The workshop is conducted based on real issues and cases in the workplace. Participants will be required to prepare and share their real cases from the workplace or life situation. They will participate in the coaching practice and be coached by the other coaches. Debrief and feedback will be received from the experienced coach and participants in each session.

💰 HK\$5,600
Alumni Rate: HK\$5,000

🕒 4 weeks

From Managers to Coaches

Programme Code: COAC9021

☎ 2867 8318

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

This course aims to introduce coaching as a management tool which helps managers or team leaders to obtain knowledge and skills in creating a coaching culture within organization.

💰 HK\$2,800
Alumni Rate: HK\$2,700

🕒 16 hours