

Master of Science in Entrepreneurship and Global Marketing

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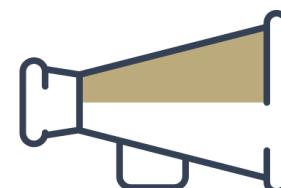
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CURRICULUM

Learning Goals



Solutions



Marketing



Analytical



Teamwork

Students will demonstrate an understanding of entrepreneurship theory, tools and business models by applying them to propose integrative solutions to business problems.

Students will demonstrate an understanding of the marketing knowledge required by conducting marketing activities in a global context.

Students will apply analytical, critical and creative thinking for managing change and creating new businesses.

Students will demonstrate teamwork and oral and written communication skills in managing innovation and solving business problems.

Programme Structure

The programme has 33 units of taught courses. The business project (or academic dissertation) accounts for 15 units. Requirements of the programme are as follows:

January Semester (18 units)

Starts in January (Semester 2 of HKBU Academic Calendar)

MKTG 7010 Startup Creation Process and Entrepreneurial Ecosystem (3 units)

MKTG 7020 Entrepreneurship and Business Opportunities (3 units)

MKTG 7030 New Venture Business Planning, Small and Family Business (3 units)

MKTG 7040 Accounting and Finance for Entrepreneurs (3 units)

MKTG 7050 Strategic Management (1.5 units)

MKTG 7060 Marketing Planning (1.5 units)

MKTG 7110 Socially Responsible Entrepreneurship in an International Context (3 units)



September Semester (15 units)

Starts in September (Semester 1 of HKBU Academic Calendar)

MKTG 7070 Advanced Effective Sales, Negotiation & Intercultural Communication (3 units)

MKTG 7080 Corporate Entrepreneurship and Business Development (3 units)

MKTG 7090 Leadership and Team Building for Entrepreneurs (3 units)

MKTG 7100 Digital Marketing Strategy (3 units)

MKTG 7120 Global Marketing (3 units)



Dissertation Period

MKTG 7130 Business Project / Academic Dissertation (15 units)

Business Project

The student will be required to complete a BP of approximately 20,000 words in length. To successfully complete the BP, the student is required to develop a new business start-up proposal, including Market, Product and Benchmark

Academic Dissertation

This course requires the student to research a topic appropriate to the field of entrepreneurship and global marketing. The dissertation should involve

Analysis, and provide roadmap and action plan to assist during the decision-making process for the development and introduction to the market of this new business. The BP should be the culmination of the students' postgraduate programme. This is their opportunity to apply the knowledge acquired during the course of their programme to a specific business problem in their field.

engagement with theoretical concepts and practical application to an entrepreneurship and/or global marketing issue.

Total Units

48 units

Remark: The study curriculum may be reviewed and updated from time to time.



Study Mode

15-month full-time taught postgraduate programme. For double degree, students study in Hong Kong for semester 1 in France for semester 2. For single degree, students may opt to study the whole programme in Hong Kong and graduate with a single Master's degree, awarded by HKBU.



Medium of Instruction

English is the official medium of instruction.



Graduation (Double Degree)

The Master of Science in Entrepreneurship and Global Marketing double degree will be granted to students who have completed and passed all the 12 required core courses and an Academic Dissertation with a total of 48 HKBU units, and having met the requirements of both HKBU (including a minimum cumulative GPA of 2.5) and GEM in their respective semesters.



Graduation (Single Degree)

The Master of Science in Entrepreneurship and Global Marketing single degree will be granted to students who have completed and passed all the 12 required core courses and a Business Project with a total of 48 HKBU units, and having met the requirements of HKBU (including a minimum cumulative GPA of 2.5).



International Accreditation



Student Activities



Employability



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