



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 2027). 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 31st Best European Business School (Financial Times 2024). It is a nationally and internationally renowned Business School with 8000 students and 500 staff.

Double Degree Application Timeline

January 2027	Application open
February 2027	Selection process
April 2027	Result announcement
June 2027	Preparation of visa to France
September 2027	Start of semester at GEM



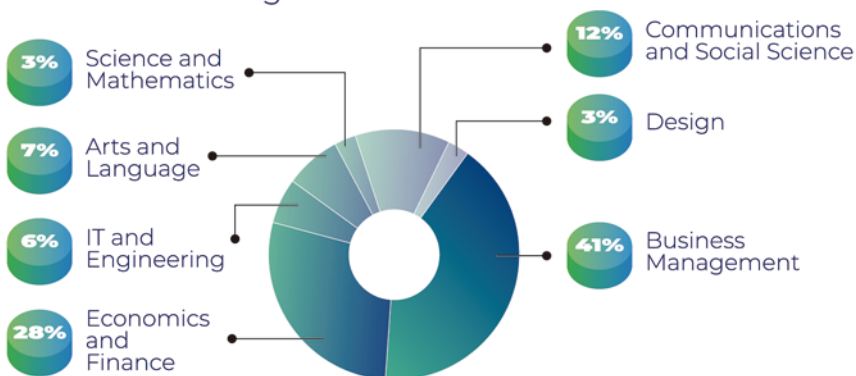
Why MScEGM?

HKBU Rankings and Reputation

- Top 1% business school worldwide with Triple Accreditation (AACSB, EQUIS, AMBA)
- Rank 50th in the THE Asia University Rankings 2025
- Rank 46th in the THE Young University Ranking 2024

Diversified Student Profile

- Male 41%, Female 59%
- Age Range: 20-58, Average Age: 25
- 93% with prior working experience
- Academic Backgrounds



Countries of Origin of Students

- Australia
- Belgium
- Brazil
- Canada
- China
- Colombia
- Egypt
- France
- Germany
- Hungary
- India
- Italy
- Kazakhstan
- New Zealand
- Pakistan
- Philippines
- Ukraine
- USA
- Venezuela

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

- 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 California Los Angeles, USA
- University of Leeds, UK
- University of Melbourne, Australia
- University of New South Wales, Australia
- University of Queensland, Australia
- University of Southampton, UK
- University of Sydney, Australia
- University of Texas at Austin, USA
- 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
- Business Developer
- R&D Manager
- Brand and Marketing Specialist
- 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

- 52% Marketing and Brand
- 30% Banking and Finance
- 8% Entrepreneurship
- 10% Others



Curriculum

MScEGM Curriculum

(equivalent to 48 credit units)

Spring Semester (Jan-May)

- Startup Creation Process and Entrepreneurial Ecosystem
- Entrepreneurship, Emerging Technologies, and Business Opportunities
- New Venture Business Planning, Small and Family Business
- Accounting and Finance for Entrepreneurs
- Strategic Management
- Marketing Planning
- Social Entrepreneurship and Impact-driven Business

Autumn Semester (Sept-Dec)

- Advanced Effective Sales, Negotiation & Intercultural Communication
- Corporate Entrepreneurship and Business Development
- Seminar in Entrepreneurial Leadership
- Digital Marketing Strategy
- Global Marketing

Dissertation Period (Jan-Mar)

- Academic Dissertation OR
- Business Project

* Curriculum pending final review and approval.



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 mid-September 2025

Admission Deadlines:

2025
30
NOV

Early
round

2026
31
JAN

First
round

2026
31
MAR

Second
round

2026
30
JUN

Late
round



Fee and Scholarships

Tuition Fee: HK\$298,000 (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 2027

- HKBU Semester 2
- 18 units / 7 courses

❖ Jun – Aug 2027

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

❖ Sept – Dec 2027

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

❖ Jan – Apr 2028*

- Dissertation period
- Field work and
researches for
dissertation

Single Degree Pathway

❖ Jan – May 2027

- HKBU Semester 2
- 18 units / 7 courses

❖ Jun – Aug 2027

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

❖ Sept – Dec 2027

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

❖ Jan – Mar 2028

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

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

Contact Us



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Academic Registry TPG Office

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