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 2028). 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 2028	Application open
February 2028	Selection process
April 2028	Result announcement
June 2028	Preparation of visa to France
September 2028	Start of semester at GEM



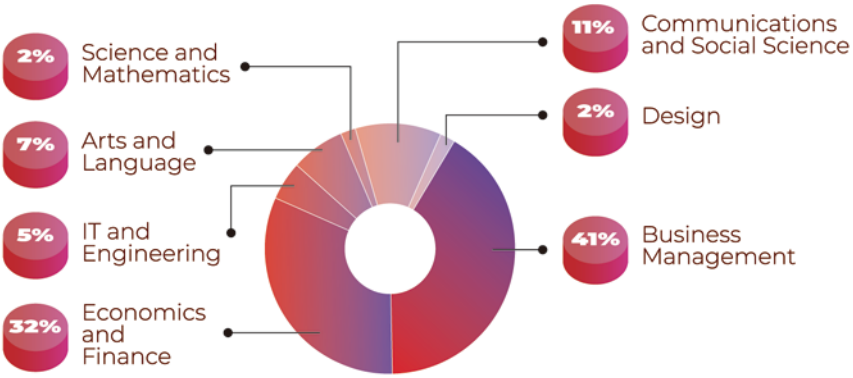
Why MScEGM?

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
- Russia
- 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 Manchester, UK
- University of Melbourne, Australia
- University of New South Wales, Australia
- University of Queensland, Australia
- 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 2026

Admission Deadlines:

2026 30 NOV	2027 31 JAN	2027 31 MAR	2027 30 JUN
Early round	First round	Second round	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	Single Degree Pathway
Jan – May 2028 · HKBU Semester 2 · 18 units / 7 courses	**Jan – May 2028** · HKBU Semester 2 · 18 units / 7 courses
Jun – Aug 2028 · Summer · Exchange (optional) · Internship (optional)	**Jun – Aug 2028** · Summer · Exchange (optional) · Internship (optional)
Sept – Dec 2028 · Study at GEM, France · 30 ECTS / 15 units · Start planning for dissertation/project	**Sept – Dec 2028** · HKBU Semester 1 · 15 units / 5 courses · Start planning for dissertation/project
Jan – Apr 2029* · Dissertation period · Field work and researches for dissertation	**Jan – Mar 2029** · 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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