

# MASTER OF SCIENCE IN INNOVATION AND ENTREPRENEURSHIP IN HOSPITALITY



Under the MSc Scheme in Hospitality and Tourism Management,  
five Master's degree programmes are offered:

***MSc in Innovation and Entrepreneurship in Hospitality***

***MSc in Luxury Experiences Management***

***MSc in International Hospitality Management***

***MSc in International Tourism and Event Management\****

***MSc in International Wine Management***

\* The new programme title is subject to approval

## WHAT MAKES THE PROGRAMME UNIQUE ?

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### Evolving with the Times

As demand from consumers recovers, the hospitality industry continues to grow and invest in innovative practices. Increased demand for innovation and entrepreneurship in the hospitality industry has brought a surge in demand for talents with professional qualifications.

### World-leading Hospitality and Tourism Management School

The Master of Science in Innovation and Entrepreneurship in Hospitality (IEH) is offered by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University, a globally recognised hospitality and tourism management school consistently ranked no. 1 in the world by numerous independent bodies.

### Meet Professional Needs and Goals

Advanced programme offered to individuals who aspire to lead innovation and entrepreneurship in hospitality for the sustainable development of the global industry.

### Distinct Asian Focus

Offered in Hong Kong, a financial powerhouse close to mainland China, the programme has an international focus while recognising the Asian context.

### Diverse Learning Experiences

International business field trips give students the opportunity to acquire first-hand experience of digital transformation, innovation and entrepreneurship in hospitality, preparing them to overcome challenges and drive growth and success in the global industry.

### Unique Teaching Approach

The programme's participant-centred teaching and learning methods and flexible delivery pattern enable students to complete subjects at their own pace, allowing them to learn while continuing to work.

## HOW WILL THE PROGRAMME HELP YOU EXCEL?

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The IEH is designed for industry professionals who value the importance of an entrepreneurial mindset to bring about innovation and growth in times of rapid transformation. It also provides a unique opportunity for individuals who aspire to develop their careers in this global industry.

The programme's participant-centred teaching and learning methods facilitate students' active engagement and encourage close collaboration between students and faculty members, thereby promoting a dynamic learning environment.

Led by world-class scholars from the SHTM and supported by prominent industry professionals in the field of innovation and entrepreneurship, the programme prepares industry leaders and entrepreneurs to lead hospitality innovation and entrepreneurship for the sustainable development of the global industry.

Taught in English, the IEH focuses on students' personal and professional growth, providing them with the tools and skills necessary to become ethical leaders and socially responsible global citizens while taking their professional competence to an advanced level.

## HOW WILL YOU PROGRESS IN YOUR STUDIES?

All subjects are taught solely in English. Students must complete 32 credits to receive the MSc degree in Innovation and Entrepreneurship in Hospitality. Students must complete four compulsory subjects, four specialisation subjects, one introductory workshop, one academic integrity and ethics (AIE) subject, and a combination of either a research project or a consultancy project with one elective subject.

Subject Nature	Subject Title
<b>Compulsory Workshop &amp; AIE subject</b> <i>(1 credit each)</i>	<ul style="list-style-type: none"> <li>• Introductory Workshop</li> <li>• Academic Integrity and Ethics in Business Studies and Research</li> </ul>
<b>Compulsory Subjects</b> <i>(3 credits each)</i>	<ul style="list-style-type: none"> <li>• Managing Human Resources in the Hospitality and Tourism Industry</li> <li>• Managing Marketing in the Hospitality and Tourism Industry</li> <li>• Hospitality and Tourism Financial Management</li> <li>• Research Methods</li> </ul>
<b>Compulsory Specialisation Subjects</b> <i>(3 credits each)</i>	<ul style="list-style-type: none"> <li>• Innovation and Entrepreneurship in Hospitality Industry</li> <li>• Innovative Experience Design</li> <li>• Business Models for Hospitality Entrepreneurship</li> <li>• Innovation in Hospitality in the Digital Age</li> </ul>
<b>Project Options and Electives</b>	<ul style="list-style-type: none"> <li>• Research Project (6 credits)</li> <li>• Consultancy Project (3 credits) plus one three-credit elective subject</li> </ul>
<b>Suggested Elective Subjects</b> <i>(3 credits each except Management Practice)</i>	<ul style="list-style-type: none"> <li>• Business Development and Branding (including residential workshop)</li> <li>• Hospitality Revenue Management</li> <li>• Smart Tourism and Big Data Analytics</li> <li>• Management Practice (Internship with stipend)</li> <li>• Residential Study Trip</li> <li>• Brand Management and Communication in Wine Business</li> <li>• Wine Economics</li> </ul>

## WHAT DOES THE APPLICATION PROCESS INVOLVE ?

### Step 1

#### *You must have*

- a recognised Bachelor's degree or equivalent;
- no less than 1 year of work experience by the time of enrolment; and
- a relevant educational or industry background. Students without a relevant educational or industry background may be required to take bridging courses/workshops before programme commencement.

Applicants who are non-native English speakers, or whose Bachelor's degree or equivalent was awarded by an institution where the medium of instruction is not English, must provide their TOEFL/IELTS score.

#### *You will need*

- a self-recommendation letter;
- a personal resume (CV);
- an undergraduate degree graduation certificate;
- copies of transcripts from all colleges and universities attended;
- proof of your TOEFL or IELTS score to demonstrate English proficiency;
- proof of employment record(s);
- at least one letter of recommendation; and
- records of other professional attainments, if any.

### Step 2

Submit your application to PolyU eAdmission:



We consider applications on a rolling basis. You are strongly encouraged to apply for admission as early as possible.

### Step 3

Our Admissions team will contact you for an interview if your application is shortlisted.

### Step 4

Receive notification of your application result.

### Step 5

Confirm your acceptance and pay the initial fee.

## ENQUIRIES

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