INNOVATION & ENTREPRENEURSHIP

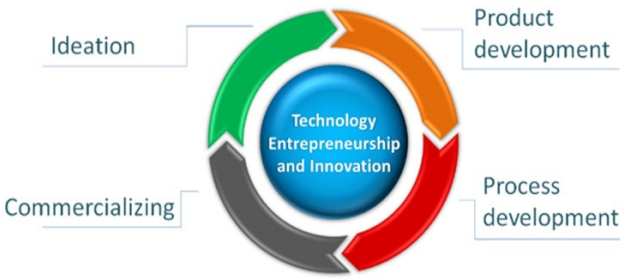
HKUSPACE 香港大學專業進修學院 HKU School of Professional and Continuing Education

Inspiring Your Future
Business Education@HKUSPACE

## Growing ICE Talents

***I**nnovation*C**reativity*E**ntrepreneurship*

***Invention*** *(Success @ Lab)* → ***Innovation*** *(Success @ Market)*




***Creativity*** *(IDEA)* → ***Innovation*** *(SOLUTION)*

## Executive Certificate in

# Commercialization of Innovative Products

# 行政人員證書《創新產品商業化》EP100A

*This course 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 inspire students to analyze competitive advantage and gain market insights for strategic development in new product introduction.*

### Programme Structure

Main topics:

- **Innovation: Assessment & Development**
  - Technology Assessment
  - Market Assessment
  - Application Development
- **Technology Commercialization**
  - From Invention (Success@Lab) to Innovation (Success@Market)
  - Technology Transfer & Commercialization
- **Strategic Marketing Process**
  - Market Trend and Customer Insight
  - Rapid Market Assessment (RMA) Methodology
- **Innovation & Growth Execution**
  - Strategy Formulation & Implementation
  - Value Proposition & Strategy for New Product Introduction (NPI)
- **Collaborative Innovation**
  - Fundamentals of Open Innovation & Collaboration

### Course Fee

- HK$6,800 per programme

### Entry Requirement

Applicants shall hold:
(i) a bachelor's degree awarded by a recognized university or equivalent; or
(ii) an Associate Degree / a Higher Diploma or equivalent, and have at least 2 years of work experience; or
(iii) relevant professional qualifications.

Applicants with other qualifications and substantial senior level work experience will be considered on individual merit.

### Programme Delivery

10 sessions X 3 hours = 30 contact hours

Medium of Instruction
English supplemented with Cantonese

https://hkuspace.hku.hk/business/ie

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## Executive Certificate in Commercialization of Innovative Products

**COURSE CODE**
EP100A

**APPLICATION CODE**
1550-EP100A

**STUDY MODE**
Part-time

**START DATE**
October 2017

**LANGUAGE**
English supplemented with Cantonese

**LOCATION**
HK Island: Specific Location To Be Confirmed

**Course Fee**
**HK$6,800**

### Application Procedure

Complete and return the application form in person to HKU SPACE Enrolment Centre. The application must be accompanied with:

- A non-refundable application fee of HKD150
- Photocopies of ID card, relevant certificates/transcripts, or other documentary proof of the applicant's working experience (Please bring original certificates/transcripts and proof of working experience for certification at HKU SPACE Centres)

### Programme Enquiries

Tel: 2867 8318
Email: samuel.chu@hkuspace.hku.hk
ice@hkuspace.hku.hk

Application deadline: 10 October 2017

### Speaker: Mr. Henry C. K. Ma

As an innovator, engineer, and marketer, Mr. Ma has around 20 years of industry working experience in a few global science companies (such as GE, DuPont, and 3M) as business leader leading cross-functional teams in Greater China and Asia Pacific for market-driven innovation and new product development across different industries. Prior to his current role as the Senior Programme Director of HKU SPACE, he was the CMO (Technology & Incubation) of HKUST and the first director – Materials Innovation of FOSSIL Group (Listed in USA).

Academically, Mr. Ma holds an MBA degree from the University of Cambridge and is pursuing his doctoral degree at the University of Hong Kong with research focus on cross-sector (university-industry- government) collaboration, market driven innovation, knowledge transfer, technology commercialization and regional innovation systems in Hong Kong and Mainland China.

## Enrolment Centres

**Admiralty Learning Centre [ADC]**
3/F., Admiralty Centre, 18 Harcourt Road, Hong Kong (Exit A, Admiralty MTR Station)
3761 1111

**Fortress Tower Learning Centre [FTC]**
14/F., Fortress Tower, 250 King's Road., North Point, Hong Kong (Exit B, Fortress Hill MTR Station)
3762 0888

**HPSHCC Campus [HPSHCC]**
1/F, HPCC Campus, 66 Leighton Road, Causeway Bay, Hong Kong
3923 7171

**Island East Campus [IEC]**
2/F, 494 King's Road, North Point, Hong Kong (Exit B3, North Point MTR Station)
3762 0000

**HKU Campus [HKUC]**
3/F., T.T.Tsui Bldg. The University of Hong Kong Pokfulam Road, Hong Kong
2975 5680

**Kowloon East Campus [KEC]**
1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon (Exit B, Kowloon Bay MTR Station)
3762 2222

**Kowloon West Campus [KWC]**
38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6), Kowloon (Exit B, Kowloon Bay MTR Station)
3762 4000