



Bachelor of Science
Executive Management
Care. Ethics.
Social Responsibility.

Bachelor of Science in Executive Management
BSc. EM
(Senior Year Entry)

Programme Features

- **Education-focused** executive management
- **Careers** in schools, NGO and private sectors
- **Instructors** have academic and practitioner experiences
- **Broad-based**—corporate languages, information technology, and risk management
- **Internship**—try to match indicated preference (schools or NGOs)

Programme Information

Target Students: Local and Non-local

Study Period: 2-year Full-time

EdUHK Programme Code: A2B104

Tuition Fee:

HK\$42,100 per annum (local)

HK\$140,000 per annum (non-local)

(provisional and subject to adjustment)

Website:

www.apply.eduhk.hk/ug/programmes/bsem



CHAPTER

01



The Market Needs of Education-Focused Executive Talent





Purpose of serving in School and NGO

For the causes we care about

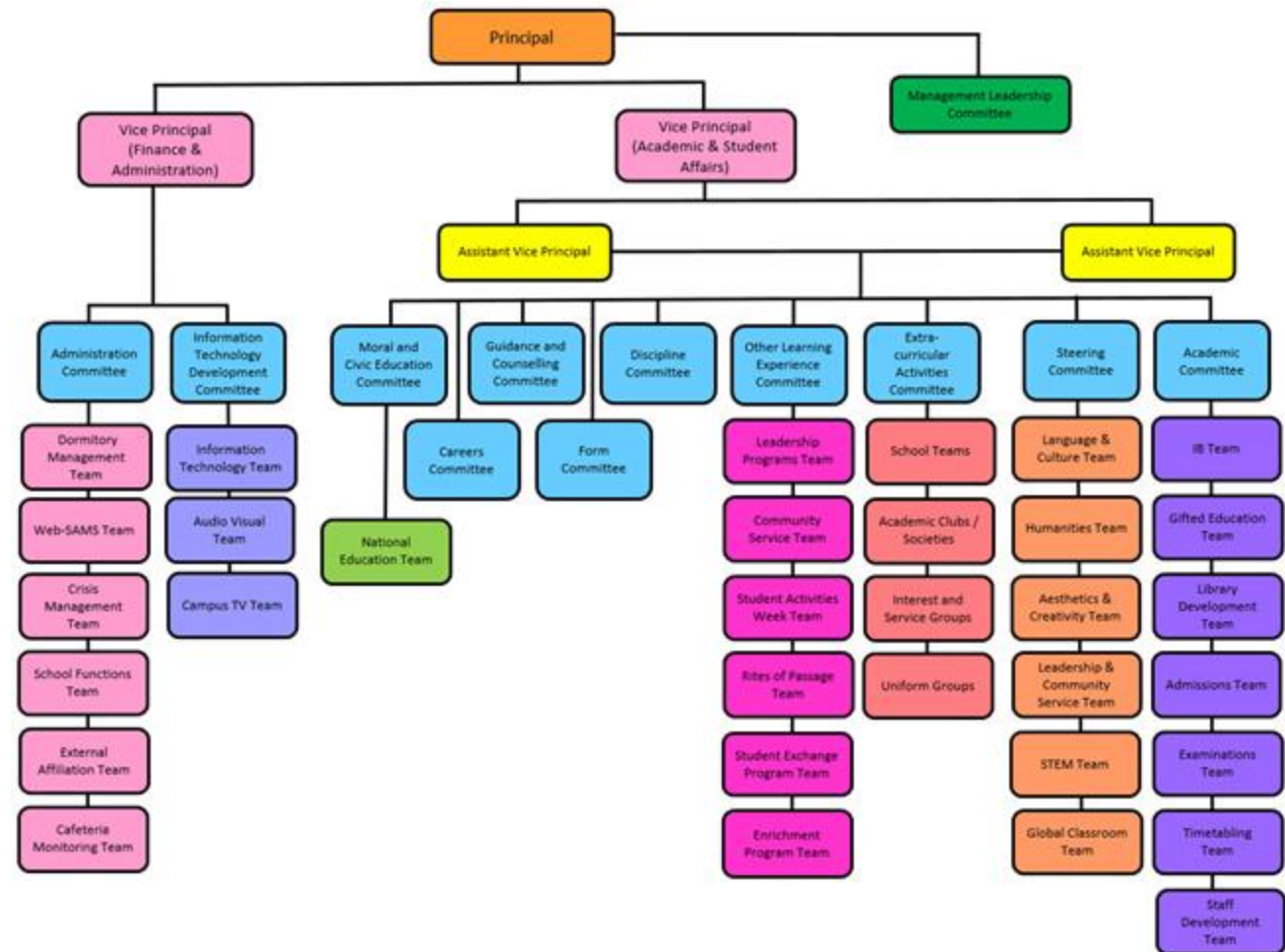
- Environmental causes
- Social Justice
- Commitment to students



Schools: Who are they looking for?

School structure

- Practical legal knowledge
- Risk management
- Human resources
- Financial management
- Language



Schools: Who are they looking for?




Schools: Who are they looking for?


27	55,995
26	53,500
25	51,095
24	48,860
23	46,655
22	44,555
21	42,545
20	40,515
19	38,595
18	36,765
17	35,040
16	33,350
15	31,750

- (i) creating a regular School Executive Officer (School ExO) post¹ within the approved non-teaching staff establishment of aided schools for appointing a full-time School ExO with a local bachelor’s degree (or equivalent). The salary of the School ExO is pegged at that of a civil service Executive Officer II, i.e. Master Pay Scale Points 15 to 27. Please refer to **Appendix 1** for the entry requirements, proposed scope of responsibilities, remunerations and other appointment details of the post; or

Characteristic of this job



Stable



Administration oriented



Type of NGOs



Non-governmental organizations

- Charity (e.g., Hysan foundation)
- Service (e.g., Red-cross, YMCA)
- Social enterprise





NGO: Who are they looking for?

Junior level:

- Public relations management
- Programme development and management
- Corporate language



Direct Dialogue Team Leader 外展籌款與公眾教育隊長

Job Description

綠色和平是一個全球性非牟利的國際環保組織，在全球 40 多個國家設立了分部，進行不同的環保工作。綠色和平(東亞) 於 1997 年在香港成立，並在北京、台北、首爾、日本設有分部。為保持公正性和獨立性，綠色和平不接受任何政府、企業或政治團體的資助，只接受市民和獨立基金會的直接捐款。

職責:

發掘新月捐會員

- 於不同市區、商場及展覽會，向市民作環保宣傳的教育工作
- 宣揚及講解綠色和平關注的環保議題、項目及工作理念
- 招募會員，為組織在全球進行的工作籌募資金，讓工作得以持續及發展

培訓

- 協助籌款幹事作出適當的培訓，如溝通技巧、難題處理等等
- 激勵隊員，確保隊員有正面的士氣。

行政管理

- 向隊員作出簡報，提醒注意事項，通知並更新綠色和平的環保項目
- 確保綠色和平所有的人力資源及員工政策有效地實行。
- 撰寫詳細工作報告。
- 參與管理團隊的定期會議。

福利:

- 5 天工作 及 有薪年假可達 20 天
- 良好晉升多元發展機會
- 醫療福利 (包括門診及住院保障、牙科診治、身體檢查等)
- 有機會到其他國家進行籌款技巧交流

薪酬:

- 約\$17000
- 另設勤工及表現獎金



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NGO: Who are they looking for?

Junior level:

- Human resources management
- Programme development and management
- Corporate language



保良局
PO LEUNG KUK

Assistant Education Secretary (助理教育主任) (Ref: PS - AES)

Po Leung Kuk
Causeway Bay
Posted 19 hours ago

Job Highlights

- Bachelor's degree or above
- In any disciplines in a NGO setting
- Good command of English and Chinese

Job Description

The successful candidate will be required to assist the development of the Kuk's educational services. The key responsibilities will include (a) providing administrative support to the primary and special education team; (b) facilitating smooth operation of joint primary schools activities in various context; (c) **organizing meetings**, preparing minutes and correspondence; (d) **liaising** with affiliated primary, special schools and external units; (e) **taking up new project(s) and (f) other ad hoc tasks** as assigned by supervisor.

Requirements

- A Bachelor's degree or above in any disciplines with some working experience;
- Good command of written and spoken English and Chinese (including Putonghua);
- Strong communication, organizational and problem-solving skills; Attention to details;
- A good team player with a positive attitude;
- An appropriate level of IT skills i.e. Word, Excel and PowerPoint, and Chinese word-processing;
- Good data and information management skills is an advantage;
- Shortlisted candidates will be invited to sit for an English and Chinese proficiency test.



Senior Donor Services Officer

Job Highlights

- Flexible work schedule
- Stable and friendly working environment
- Competitive package and attractive benefits

Job Description

JOB SUMMARY:

Provide professional services to donors, support fundraising projects, manage Monthly Donation program and coin box fulfillment. Assist Director, Donor Services in monitoring Donor Services operations and handling email enquiries.

JOB RESPONSIBILITIES:

- **Process** Monthly Donations and ensure that **communications** are made as required by the Protocols.
- **Capture donor details** into the donor database and arrange issuance of donation receipts.
- **Handle donor enquiries** and 'Info mail box' as necessary.
- Manage regular coin box fulfillment and prepare monthly review.
- Fulfill assigned **fundraising projects**.
- Assist Director, Donor Services in **monitoring the operations and setting up the workflow**.
- Provide support to ad hoc projects as necessary.

QUALIFICATIONS & EXPERIENCE:

- Bachelor Degree in any discipline with 3 - 5 years of working experience in customer service
- 1 - 2 years' supervisory experience preferred
- Experience in non-profit organization is a plus

KNOWLEDGE & SKILLS:

- Highly computer literate, analytical and logical thinking
- Self-initiated, mature and well organized
- Flexible and good team player
- Good interpersonal and leadership skills
- Good communication skills, patient and enjoy dealing with people
- Good command of written and spoken Chinese and English. Mandarin capability an advantage.



NGO: Who are they looking for?

Middle level:

- Public relation management
- Knowledge management
- Corporate Language



NGO: Who are they looking for?

Senior level:

- Financial management
- Programme development and management
- Public relation management
- Policy advocacy
- Corporate language



Project Support Manager, Charities (JC E-Health)

Job Highlights

- E-Health
- Degree in Social Sciences
- At least 8 years' working experience in funding

Job Description

The Department

The Charities Division is currently looking for a Project Support Manager to support and drive some of our Elderly and Health projects. Trust-initiated Projects, i.e. the "Community e-Health Care for Older People".

To be part of the Project teams,

The Job

You will:

- oversee the preparation and implementation of the project by developing project plans and collaborating with project partners to plan and implementing the project
- help steer the direction, monitor the progress and budget spending, as well as evaluate the effectiveness of the project
- engage different stakeholders to disseminate the project concept through interviews, publications, conferences, practice wisdom forums, focus group meetings, etc.
- provide secretarial support for the Steering Committee and working group of the project
- work with relevant parties on data analysis of health patterns of elderly and project evaluation
- assist in publicity events and activities of the project

About You

You should have:

- a Bachelor's degree in Social Sciences, Public Health, or Statistics
- at least 8 years' working experience in funding or charity / community project management
- working experience in running elderly service, management of community projects, or involvement in public services
- knowledge on Government policies and insights on community service needs, particularly the elderly service, medical and health and social welfare
- strong project development and management skills as well as ability to work / interface with project partners including government departments, NGOs, academics and people of various levels

NGO: Who are they looking for?

Characteristic of these job:

- All round skills
- Entrepreneurial spirit
- Passionate
- Full of possibility



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We are offering you two paths...

What's your choice?





CHAPTER

02



Programme Characteristics and Structure



Programme Structure

Highlights

Practical skills

- Management skills
- Corporate Language

Experience

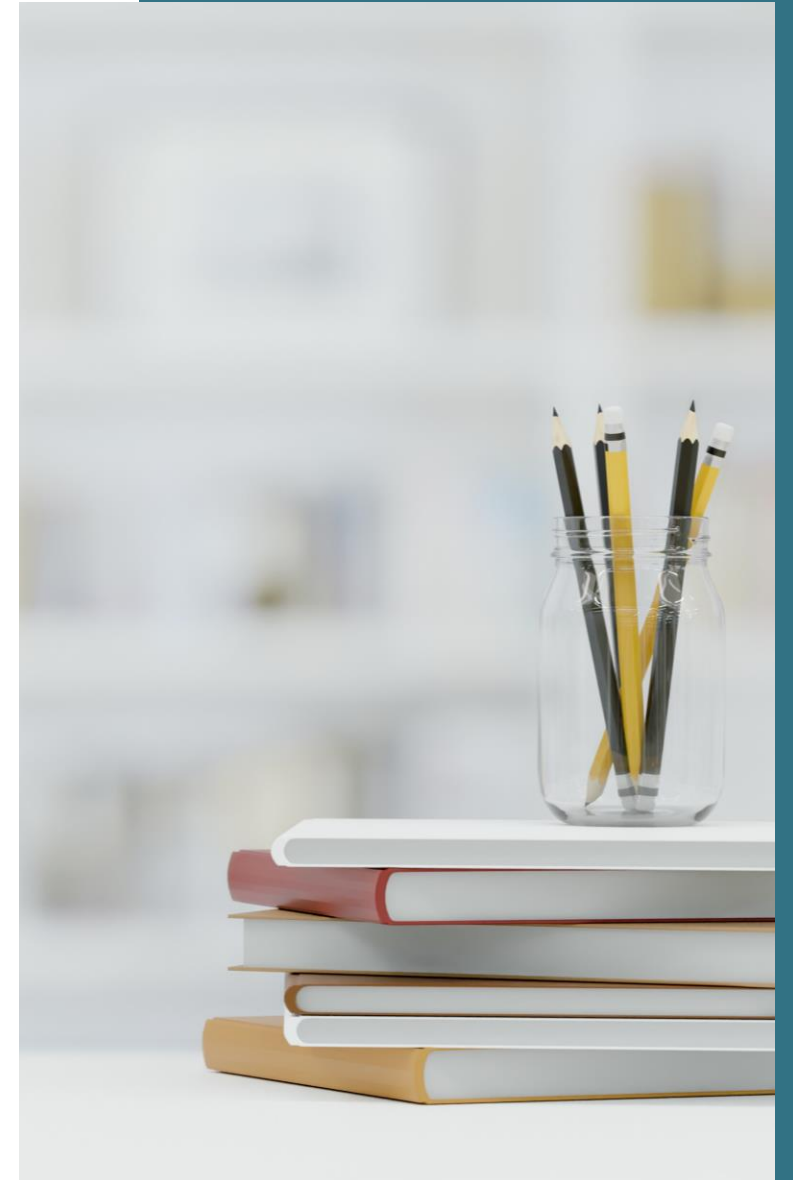
- Internship (HK & GBA)
- Capstone Project / Honours Project

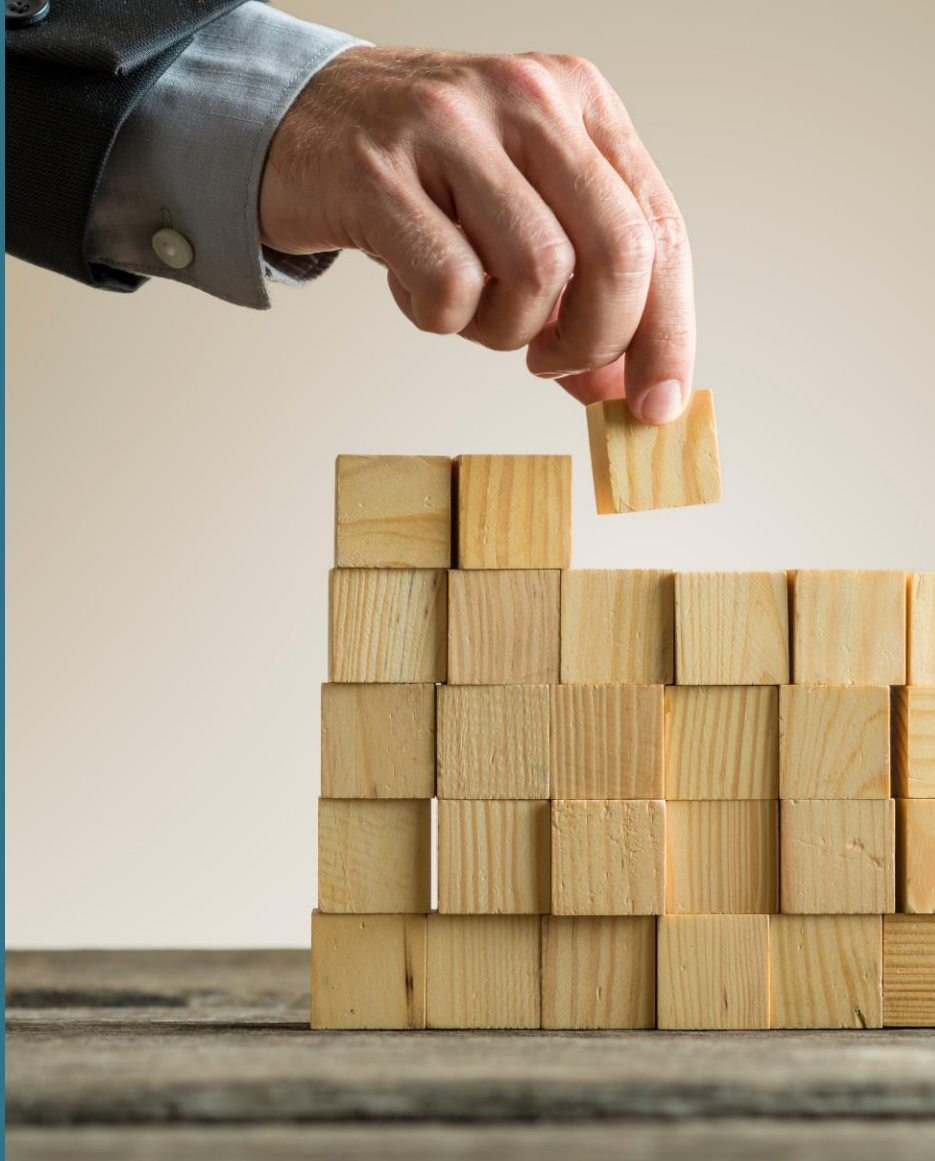
Domains	Credits
Major	30
Programme Package	15
Internship	6
General Education	3
Final Year Project	6
Total:	60



Major Courses

- Executive management for educational and non-profit organizations
- Human resources management and development
- Financial management and accounting for educational and non-profit Organizations
- Public relations management for educational and non-profit organizations
- Risk management and decision making
- Entrepreneurship for educational and non-profit organizations
- Practical legal knowledge for educational practitioners & NGOs
- Knowledge management for educational and non-profit organizations
- Policy advocacy and community engagement
- Programme development and management





Programme Package

- Corporate language (Chinese)
- Corporate language (English)
- Information technology and automation for educational and non-profit organizations
- Organizational and executive management: Cross-cultural perspectives
- 21st Century Skills and Values Education

Final Year Project

- Honours Project (Phase I): Research methods and proposal
- Honours Project (Phase II): Research report
- Capstone Project (Phase I): User experience design - organizational/project management proposal
- Capstone Project (Phase II): User experience design - Implementation and report
- Internship (6 cps) (Summer)
- University ePortfolio

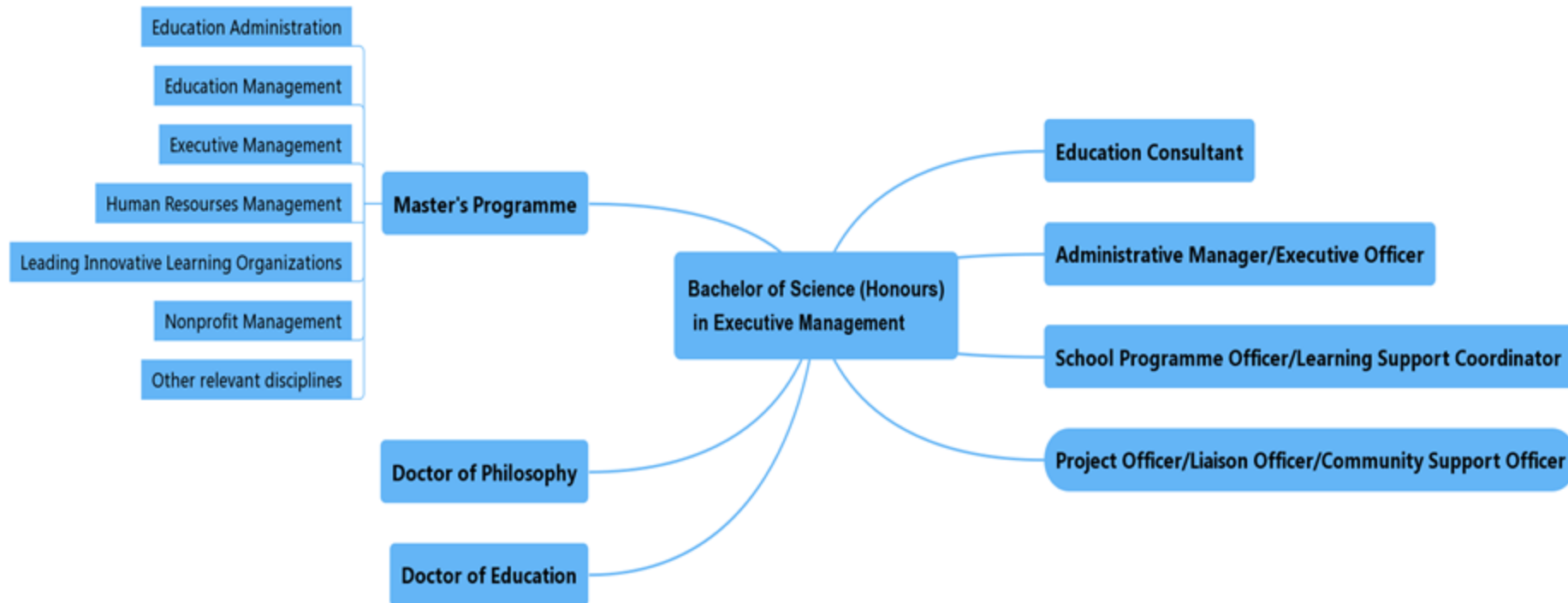


Internship Partners

- We try to match your interests
- Pathways—Schools or NGOs
- Location—Hong Kong or Beyond Hong Kong Greater Bay Area China



What can you do after graduation?





General Admission Requirements

A recognised **post-secondary** qualification
e.g. an **Associate Degree / Higher Diploma** preferably in areas

- **Education** and Social Science related areas;
- Business Management, Event Management,
- Applied Social Services, Communications,
- Social Policy and Administration;

For further enquiries: bscem@eduhk.hk



Student Sharing



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廖浹瑤同學 (Yoyo)

香港教育大學幼兒教育
高級文憑畢業生



陳詠儀同學 (Zoe)

香港教育大學幼兒教育
高級文憑畢業生



蘇頌雅同學 (Soso)

香港專業教育學院
幼兒教育高級文憑畢業生



賴曉鵬同學 (Leon)

香港大學專業進修學院
保良局何鴻燊社區書院
旅遊與款待高級文憑畢業生



CHAPTER

03



Tips for Interview



Interview Flow

Step 1: Self Introduction (approx: 1 min)

Self Introduction

- Positive lasting impression
- Be relevant
- Be natural
- Be original
- Be considerate

Appearance

- Be Punctual
- Dress Smart
- Be well-groomed
- Smile
- Relax



Step 2: Case Studies In groups (approx: 10 mins)

Problem Solving Skills



Cooperation



Keep in Contact

We will send out the latest information of the programme to you if you wish.



<https://bscem.eduhk.hk/>



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(852) 2948 7849



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Q & A

