



MBA in Innovation and Entrepreneurship 创新创业MBA

The Accelerator for AI Business Leaders
AI商业领袖加速器

Program Highlights 项目亮点

**No Entrance Exam or Graduation Thesis Requirement;
Earn an HKUST MBA Degree in Nansha, Guangzhou**

免联考、免论文，在广州南沙获颁港科大 MBA 学位

"All in AI" Curriculum: From Tech-Anxiety to AI Mastery

"All in AI" 课程体系，助你从技术焦虑进化为智能驾驭

**Immersive English Instruction: Reshaping Global
Competency**

沉浸式全英授课环境，全面重塑全球商业胜任力

**Star Alumni Mentors: Access to High-Net-Worth Tech
Circles**

明星校友导师护航，跨入高净值科创核心圈层

Co-creation with Top Scientists: The Lab as Your R&D Hub

与顶尖科学家共创，实验室即是你的“企业研发部”

**Flexible Bi-Weekly Schedule: Shared Tech-Life Circle
within the GBA Campus**

双周末灵活授课模式，共享大湾区一小时优质科创生活圈

ABOUT THE PROGRAM 项目定位

In the AI-powered era, anyone can become the CEO of a one-person company. AI does not only empower businesses but also fuel mass innovation and entrepreneurship. The MBA in Innovation and Entrepreneurship program is tailored for individuals seeking new industrial opportunities or undergoing career transitions. It attracts mature managers who wish to leverage the challenges and opportunities brought by AI, investors who are looking for promising commercializable technologies, and ambitious young entrepreneurs who are navigating their startups.

HKUST(GZ) creates a platform for entrepreneurial souls to gather, experiment, and grow together. This program will equip you with trending AI knowledge, entrepreneurial skills, and business acumen, outperforming traditional MBAs or startup bootcamps. Upon completion, participants will have a clear business direction, established entrepreneurial frameworks, and the confidence to pursue their career goals.

作为举全校之力打造的标杆授课型硕士项目, 港科大(广州) 创新创业MBA致力于成为全球领先的科技商科教育标杆, 让每一位商业领袖以及创新创业者都能驾驭科技的力量, 在AI智能化浪潮中实现职业与商业全球竞争力的进阶。

STUDY MODE 项目学制

Mode of Study	Part-time (2 Years), Weekends and Intensive Study 2年兼读制, 双周末或节假日授课
Min. Graduation Requirement	45 Credits 需修满45学分
Tuition Fees	RMB 225,000 per year 学费22.5万/年
Accommodation	On campus accommodation available through booking 提供校内公寓住宿便利

MODULE 项目模块

Module	Description
AI-Driven Technology Module AI驱动的技术模块	AI 底层架构与技术通识: 构建数字认知底座 Building Your Digital Foundation 跨越技术门槛, 掌握算法逻辑。深度学习机器学习原理、Transformer 架构解构、企业级 AI Agent 构建; 解析算力 (Token采购与成本计算) 及模型私有化部署等。 Build a solid foundation in AI with a focus on deep learning, machine learning, and Transformer architecture. Learn to develop AI agents and manage computing resources and model deployment.
Innovation and Entrepreneurship Module 创新与创业模块	AI驱动的创新创业战略: 重塑科创的竞争博弈逻辑 Reshaping Competitive Logic 利用AI驱动的“商战沙盘”, 学习决策底层逻辑从“经验导向”转向“模拟与算法增强”、运营引擎从“流程标准”转向“智能体自主化”, 以及交互战术从单一“人际博弈”进化为“人机协同的复合博弈”。 Transform decision-making and operations using AI simulations, shifting from traditional methods to advanced human-machine collaboration.
Business Module 商业模块	AI 原生管理范式: 重塑组织进化动力 Redefining Organizational Evolution 学习重新定义AI时代的“生产关系”。管理资源从人力资本转向“算法、算力、数据”三位一体治理; 组织模式从驱动“自然人”切换为“人类+智能体”协同系统; 财务逻辑从滞后复盘全面跃迁为全量数据的实时洞察与自动化预判。 Redefine organizational dynamics by integrating algorithms, computing power, and data management, leading to real-time insights and automated decision-making.
Project-Based Learning Module 项目制学习模块	AI 原生创业实验室: 从0到1打造科创项目 AI-First Venture Incubation (0 to 1) 亲自下场孵化“AI-First”的商业物种。深度解构AI原生产品设计、制定AI时代的融资策略与估值模型, 并利用AI自动化工具实现企业的极度敏捷开发与爆发式增长。 Create and grow AI-driven businesses from the ground up, focusing on product design, financing strategies, and rapid development.
Venture Capital Module 风险投资模块	定义AI时代的价值锚点: 智能资本实战 Redefining Value: Intelligent Capital in Action 培养识别“AI泡沫”与“算法护城河”的专业眼光。模拟AI原生资本运作, 学习指挥智能体军团进行尽职调查与投后赋能; 精准评估AI护城河, 利用算法工具实现对传统行业的“降维打击”。 Develop skills to assess AI investments, identify strategic advantages, and leverage AI to innovate traditional sectors.
Study Trip Module 研学考察模块	AI 产业深潜: 全球算力与智力资源的沉浸式体验 Deep Dive into the Global AI Ecosystem 入全球AI生态枢纽, 练习在复杂商业环境下调度全球算力与专家资源, 在真实场景中交付AI驱动的系统性解决方案。 Engage with international AI ecosystems to apply AI solutions and manage global resources effectively.

(SUBJECT TO THE ARRANGEMENT BEFORE THE COMMENCEMENT OF THE PROGRAM)
(以开课前的实际安排为准)

ADMISSION REQUIREMENT 入学要求

- Obtained a bachelor's degree from a recognized institution, or an approved equivalent qualification
- Language Proficiency: IELTS/TOEFL required. Please refer to official website for score details.

*Applicants are waived from the English proficiency requirement if their first language is English, or they obtained a bachelor's degree (or equivalent) from an institution where the medium of instruction was English.

申请人需持有认可的学士学位或等同资格, 并提交雅思或托福成绩(可后补, 具体要求见官网); 母语为英语, 或本科/硕士阶段为全英文授课者可豁免语言要求。

Application Deadline: 30 November 2026

申请截止日期: 2026年11月30日

APPLY NOW 立即申请

Application
注册申请



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