

課程編號  
Programme Code  
CF126101K

## 工商管理（數碼轉型）碩士 Master of Business Administration in Digital Transformation

The Master of Business Administration in Digital Transformation Programme at THEi is a promising programme designed to meet the market and industry demand for relevant professionals. The Programme offers two streams: “Digital Business and Leadership” and “Digital Technology and Innovation”, catering to students’ career goals. Students can systematically learn new trends and methods in enterprise transformation management in the digital era, preparing them for future enterprise digital transformation.

The programme emphasises both professional knowledge and practical experience, with industry case analyses integrated into the modules to enhance employability. A key feature is the Capstone Applied Business Project, which provides opportunities to study at leading companies undergoing digital transformation. By analysing real-world cases, students can apply theoretical knowledge, enhancing their problem-solving skills in the workplace.

This Programme aims to develop students’ understanding and capability to manage transformation and innovation in the current business environment so as to become digital transformers. Specifically, the Programme is to:

- Enhance students’ comprehensive understanding regarding the transformative influence of major frontier technologies on businesses and their broader implications on social and economic environment;
- Strengthen students’ competence in discharging key roles and exercising autonomy in the management of digital transformation and frontier technologies;
- Strengthen students’ competitive edge in the digitalisation or digital transformation landscape;
- Foster the advancement of students’ managerial and digital skill sets to effectively lead digital transformation initiatives and manage digital business processes; and
- Foster students’ new thinking in offering practical insights for business organisations to lead and thrive in the digital era.

### CAREER PROSPECTS

Graduates from the Programme can pursue careers in corporate management, finance, business consulting and marketing. They will achieve their career goals through a wealth of career development services and alumni networks.

THEi高科院之工商管理（數碼轉型）碩士課程是一個非常有前景的課程，針對市場及行業對相關專才需求而設。課程分別設有「數碼業務和領導力」及「數碼科技與創新」兩個分流以迎合學員職業目標。學生可以系統地學習數碼時代企業轉型管理的新趨勢和方法，為未來的企業數碼轉型工作做好準備。

本碩士課程不僅注重相關專業知識和技能，也十分重視實踐環節和就業支持。課程特色在於將行業案例分析融入科目中，使理論與實踐相結合，提升學生的實踐能力和就業競爭力。課程還設有應用商業總整專案，安排學生到領先的數碼轉型企業進行研習。通過分析和研究各行業實例，學生可以將理論知識應用於實際情境，提高職場解難能力。

本碩士課程旨在幫助學員全面掌握數碼化技術如何運用大數據進行分析，重塑商業模式和營運，推行精準營銷；管理數碼化轉型的流程和專案，利用數碼化技術提升營銷效率和客戶體驗；探索基於數碼技術的新商業模式，培養創新思維和敏捷開發能力，增加學員在瞬息萬變之市場環境中之競爭優勢。具體來說，該課程旨在：

- 增進學員對主要尖端技術如何改變企業及其對社會和經濟環境影響之全面理解；
- 增強學員於數碼轉型和尖端技術管理中擔任關鍵角色及行使自主權之能力；
- 增強學員在數碼化或數碼轉型環境中之競爭優勢；
- 提升學員之管理和數碼技能以有效地帶領數碼轉型計劃及管理數碼業務流程；及
- 促進學員之新思維為商業機構在數碼時代引領和發展提供實用見解。

### 就業前景

畢業生在各行各業均有良好的就業前景，特別是在企業管理、金融、商業諮詢和市場營銷等領域。學院將透過豐富的職業發展服務和校友網絡，幫助畢業生實現職業目標。

## ADMISSION REQUIREMENTS

1. Recognised bachelor’s degree in Business Administration or IT or Technology related fields (or equivalent); OR
2. Recognised bachelor’s degree with at least 3 years of relevant supervisory/ managerial work experience\*. AND
3. Language Requirement (Putonghua)
  - A. Mother tongue/language is Putonghua; OR
  - B. Received a bachelor’s degree or above of which the MOI was Putonghua; OR
  - C. Have at least three years work experience in Chinese Mainland or other Putonghua speaking countries or regions (Singapore, Taiwan, etc.); OR
  - D. Have achieved at least Grade B, Level 3 in the Putonghua Shuiping Ceshi awarded by the State Language Commission (SLC); OR
  - E. Demonstrate the Putonghua speaking competence through assessments in an interview.

\*Applicants who acquire a recognised bachelor’s degree with at least 3 years of relevant supervisory/ managerial work experience are required to submit a personal statement (in Chinese) regarding their reasons of applying for the Programme, expectation and a future plan of their study, together with a set of Curriculum Vitae (CV) and reference letter(s) from their present and/or past employers to demonstrate that the applicants have discharged the relevant supervisory/managerial roles for a minimum of 3 years. Shortlisted applicants may be required to attend an interview to assess their suitability.

## PROGRAMME CURRICULUM

Students are required to complete 30 Institute Credit Points (CPs) to qualify for the Master’s degree award.

Two streams:

### Digital Business and Leadership stream

covers important management concepts in the area of leadership and the application of marketing concepts in a digital business environment. Graduates from this stream will be able to:

- Critically interpret and review macro trends and offer insights of their impact on business organisations
- Formulate and evaluate long-term strategic plan that effectively adapts to a changing business environment and digital ecosystem; and
- Analyse the competitive landscape to create a sustainable market position and gain a competitive advantage.

### Digital Technology and Innovation stream

emphasises on the management of digital innovation. Graduates from this stream will be able to:

- Identify, evaluate and apply the tools and techniques of innovation management within a variety of business scenarios;
- Communicate and integrate multi-disciplinary expertise related to digital innovation; and
- Formulate and implement start-up plans for technology-based businesses.

## TUITION FEE

The tuition fees are charged according to the number of credit points taken during a semester. The tuition fee for academic year 2026/27 is HK\$9,000 per credit. Tuition fees are subject to annual review.

THEi reserves the right to update its programme information. For the latest programme information, please visit THEi’s official website: <http://www.thei.edu.hk>.

## 入學條件

1. 認可的工商管理或資訊科技相關領域的學士學位（或等同資格）；或
2. 認可的非工商管理或資訊科技相關領域的學士學位（或等同資格）及具備至少三年的認可管理/督導經驗\*；及
3. 語言要求
  - A. 母語為普通話；或
  - B. 學士學位或以上學歷以普通話為教學語言；或
  - C. 具備三年或以上中國大陸或其他普通話國家或地區（新加坡、臺灣等）工作經驗；或
  - D. 具備國家語言文字工作委員會頒發的普通話水平測試三級乙等或以上資格；或
  - E. 通過面試評估展示普通話口語能力。

\*獲得認可學士學位並具有至少3年認可管理/督導經驗的申請者需要提交一份中文的個人陳述，說明申請該課程的原因、期望以及未來的學習計劃。申請人還需提供一份個人履歷和現任或過往雇主的推薦信，以證明其已擔任相關管理/督導職務至少3年。申請人可能需要參加面試作進一步評估。

年期:	1年 (全日制)
教學語言:	普通話
教學模式:	面授
-----	
Duration:	1 Year (Full-time)
Medium of Instruction:	Chinese (Putonghua)
Teaching Mode:	Face-to-face

## 課程結構

學生必須修畢30個學分，方能獲頒發碩士學位。

分流：

### 數碼業務和領導力

涵蓋重要管理概念以及在數碼業務環境中行銷概念的應用。此分流的畢業生將能夠：

- 批判地闡釋及回顧宏觀趨勢並提供其對商業組織影響的見解；
- 規劃及評估長期策略以有效地適應不斷變化之商業環境及數碼生態系統；及
- 分析競爭格局以創造可持續之市場地位及增強競爭優勢。

### 數碼科技與創新

強調數碼創新的管理。此分流的畢業生將能夠：

- 識別、評估及應用各種業務狀況中之創新管理工具和技術；
- 溝通和整合與數碼創新相關並涉及多門學科之專業知識；及
- 制定及執行以科技為本的行業之初創計劃書。

## 學費

課程學費依據學生每學期修讀的學分計算。2026/27學年學費為每個學分港幣9,000元。學費水平每年均會予以檢討。



More Details  
更多資訊

THEi高科院保留更新其課程資訊的權利。如需最新的課程資訊，請瀏覽THEi高科院的官方網站。

## 體育競賽組織理學碩士 Master of Science in Organisation of Sports Event

The Master of Science in Organisation of Sports Event programme at THEi is designed to meet the growing demand for skilled professionals in the sports industry across Hong Kong, the Greater Bay Area (GBA), and Chinese Mainland. The Programme equips students with advanced knowledge in mega event operations, strategic planning, digital marketing, and sports science. It integrates practical learning through workshops, guest lectures, and strong industry collaborations. The Programme addresses the gap in technology-driven sports education and supports government initiatives promoting sports professionalism and industrialisation. Graduates will be well-prepared to manage large-scale sports events, engage stakeholders, and contribute to the sustainable development of the sports sector in the region.

THEi高科院之體育競賽組織理學碩士課程是一個創新課程，旨在培養能應對香港、粵港澳大灣區及中國內地體育產業日益增長需求之專業人才。課程內容涵蓋大型賽事管理、策略規劃、數碼行銷及運動科學，並透過工作坊、嘉賓講座及與業界等機構的緊密合作，強化實務學習體驗。課程針對當前體育教育在科技應用方面的不足，並積極配合政府推動體育專業化及產業化的政策方向。畢業生將具備管理大型體育活動的能力，能有效與持份者溝通協作，並為區域體育產業的可持續發展作出貢獻。

The Programme aims to equip graduates with both theoretical knowledge and practical skills in the dynamic field of Sports Mega Event Management. By cultivating a deep understanding of this fast-growing and constantly evolving industry, graduates of this Programme will be well-prepared to excel and effectively tackle every-day complex challenges in their professional career. Specifically, the Programme is to:

- Enhance students' comprehensive understanding of the Sports Mega Event Management field, encompassing contemporary theories and practices;
- Strengthen students' diagnostic and creative skills to execute complex planning, design, and management functions related to sports operations and services, including effective resource allocation and evaluation;
- Strengthen students' leadership capabilities to contribute meaningfully to organisational change and development, effectively navigating complex ethical and professional issues within the sports sector;
- Enhance students' adoption of appropriate methodologies and technologies to facilitate collaboration in teams and enhance professional interactions; and
- Foster students' critical evaluations of numerical and graphical data, thereby informing decision-making and enhancing the capacity to address challenges within the Sports Mega Event Management field.

本碩士課程致力於培養學員在體育競賽組織管理領域的理論基礎與實務能力。透過系統性掌握這個快速成長且持續發展的產業，本碩士課程的畢業生將能全面提升專業素養，從容應對專業和職場中的各項複雜挑戰。本課程具體目標如下：

- 增進學員對體育競賽組織管理領域的全面理解，涵蓋當代理論和實踐；
- 增強學員的判斷和創造性技能來執行與體育營運和服務相關的精密規劃、設計和管理功能，包括有效的資源分配和評估；
- 增強學員的領導能力來對組織變革和發展作出有意義的貢獻，並有效應對體育領域中的複雜倫理和專業議題；
- 提升學員採用適當方法和技術來促進團隊合作，並增強專業互動；及
- 促進學員對數字和圖形數據進行批判性評估的能力，以支持決策並增強應對體育競賽組織管理領域挑戰的能耐。

## CAREER PROSPECTS

Graduates of the Programme can pursue careers in sports mega event management, sports marketing, coaching, sports science, and event planning across the Greater Bay Area (GBA) and beyond. They will benefit from Hong Kong's strategic position as an international sports and financial hub, gaining access to global career opportunities. They will also achieve their career development through a wide range of career services and strong alumni networks provided by THEi, helping them achieve their professional goals in the rapidly growing sports industry.

## ADMISSION REQUIREMENTS

1. Recognised bachelor's degree in Sports, recreation, leisure, management or Sports Science (or equivalent); OR
2. Recognised bachelor's degree with at least 3 years of supervisory/ managerial work experience\*; AND
3. Language Requirement (Putonghua)
  - A. Mother tongue/language is Putonghua; OR
  - B. Received a bachelor's degree or above of which the MOI was Putonghua; OR
  - C. Have at least three years work experience in Chinese Mainland or other Putonghua speaking countries or regions (Singapore, Taiwan, etc.); OR
  - D. Have achieved at least Grade B, Level 3 in the Putonghua Shuiping Ceshi awarded by the State Language Commission (SLC); OR
  - E. Demonstrate the Putonghua speaking competence through assessments in an interview.

\*Applicants who acquire a recognised bachelor's degree with at least 3 years of supervisory/ managerial work experience are required to submit a personal statement (in Chinese) regarding their reasons of applying for the Programme, expectation and a future plan of their study, together with a set of Curriculum Vitae (CV) and reference letter(s) from their present and/or past employers to demonstrate that the applicants have discharged the supervisory/ managerial roles for a minimum of 3 years. Shortlisted applicants may be required to attend an interview to assess their suitability.

## PROGRAMME CURRICULUM

Students are required to complete 30 Institute Credit Points (CPs) to qualify for the Master's degree award.

### Core Module

- Leading & Planning of Mega Event
- Mega Event Operation & Management
- Sports System & Event Operation in Chinese Mainland
- Scientific Support in Elite Athletes Training
- Applications of Sports Therapy in the Industry
- Digital Marketing
- Strategic Innovation & Entrepreneurship
- Business Intelligence & Analytics
- Capstone Applied Project

### Programme Elective Module (Select 1 out of 5)

- Digital Business Strategy & Transformation
- Leadership & Strategy
- Cyber Security in Business
- Scientific Strength & Conditioning in Sports Development
- Organisational & Human Resources Management

## TUITION FEE

The tuition fees are charged according to the number of credit points taken during a semester. The tuition fee for academic year 2026/27 is HK\$9,000 per credit. Tuition fees are subject to annual review.

THEi reserves the right to update its programme information. For the latest programme information, please visit THEi's official website: <http://www.thei.edu.hk>.

## 就業前景

本碩士課程的畢業生在各行各業均有良好的就業前景，特別是在體育大型賽事管理、體育市場推廣、教練、運動科學及活動策劃等相關領域，於粵港澳大灣區及其他地區發展事業。香港作為國際體育及金融樞紐，為畢業生提供進軍全球職場的有利條件。THEi高科院亦將透過多元化的職業發展服務及強大和校友網絡，幫助畢業生在迅速發展的體育產業中實現職業目標。

## 入學條件

1. 認可的運動、康樂、文娛、管理或運動科學相關領域的學士學位（或同等學歷）；或
2. 認可的學士學位及具備至少三年的管理/督導經驗\*；及
3. 語言要求
  - A. 母語為普通話；或
  - B. 以普通話為教學語言的學士學位或以上學歷；或
  - C. 具備三年或以上在中國大陸或其他普通話國家或地區（新加坡、臺灣等）的工作經驗；或
  - D. 具備國家語言文字工作委員會頒發的普通話水平測試三級乙等或以上學歷；或
  - E. 通過面試中的普通話口語能力評估。

\*獲得認可學士學位並具備至少3年管理/督導經驗的申請者需要提交一份以中文書寫的個人陳述，闡明申請本課程的原因、期望以及未來的學習計劃。申請人還需提供一份個人履歷和現任/過往雇主的推薦信，以證明申請人已擔任管理/督導職務至少3年。申請人可能需要參加面試作進一步評估。

年期:	1年(全日制)
教學語言:	普通話
教學模式:	面授
-----	
Duration:	1 Year (Full-time)
Medium of Instruction:	Chinese (Putonghua)
Teaching Mode:	Face-to-face

## 課程結構

學生必須修畢30個學分，方能獲頒發碩士學位。

### 核心單元

- 領導與規劃大型活動
- 營運與管理大型活動
- 中國內地運動體系與活動營運
- 科學支援精英運動員訓練
- 應用運動治療
- 數碼行銷
- 策略性創新與創業精神
- 商業情報及分析
- 綜合應用專案

### 選修單元 (五選一)

- 數碼業務策略及轉型
- 領導與商業策略
- 商業網絡安全
- 體育發展中的力量與體能訓練科學
- 機構與人力資源管理

## 學費

課程學費依據學生每學期修讀的學分計算。2026/27學年學費為每個學分港幣9,000元。學費水平每年均會予以檢討。



More Details  
更多資訊

THEi高科院保留更新其課程資訊的權利。如需最新的課程資訊，請瀏覽THEi高科院的官方網站。