XJTLU | ENTREPRENEURSHIP AND ENTERPRISE HUB
创业与企业家



MSC ENTREPRENEURSHIP AND INNOVATION 创业与创新硕士

PROGRAMME FEATURES

1 Full English Immersive Teaching, Unlocking Global Career Opportunities

The MSc Entrepreneurship and Innovation programme takes full English teaching as its core highlight, supported by an international faculty team and an advanced curriculum system. This setup enables students to align with global educational resources and refine their cross-cultural collaboration skills in an immersive English environment. Upon graduation, students will be awarded a degree from the University of Liverpool (UK), which is recognized by the Ministry of Education of the People's Republic of China—this academic qualification holds dual recognition both domestically and internationally, laying a high-value foundation for their career development. Leveraging this high-quality international educational background, graduates, equipped with a global perspective and professional competence, are consistently favored by multinational corporations and international organizations, smoothly unlocking the door to global career opportunities.

2 In-depth Integration of Disciplinary and Entrepreneurial Education, Systematically Mastering Entrepreneurial Methods and Innovative Thinking

Adopting a project-based teaching model of "pathway-driven disciplinary courses + entrepreneurial courses", it cultivates interdisciplinary talents with entrepreneurial thinking and innovative capabilities. In the first year of the programme, there are 4 shared modules on entrepreneurship and innovation and 4 technical modules in industry pathways, breaking the boundaries of traditional business schools —— discuss the essence of user experience with art scholars in design thinking courses, disassemble the implementation paths of AI and blockchain with engineers in the technology commercialisation module, and jointly explore sustainable solutions with public policy scholars in social innovation projects. Interdisciplinary integration is not just the accumulation of knowledge but also teaches students to discover cross-border opportunities from a "prism" perspective.

3 Learning Oriented by Syntegrative Education Projects, Exploring Future-oriented Business and Technological Solutions

In the second year of the programme, students can choose intrapreneur projects or entrepreneur projects to carry out on-the-job practical learning. Entrepreneur projects mean that through studying this option, students will be committed to leading and designing brand-new business projects, and the school aims to incubate independent legal entities with market competitiveness. Intrapreneur projects mean that through studying this option, students will help industry partner enterprises carry out internal entrepreneurship, find new markets and new businesses for existing enterprises, and promote intra-organisational innovation. Different from traditional case analysis and model replication, students participate in the entire process from 0 to 1 through real entrepreneurial project incubation and hands-on practice in the innovation factory, mastering the core ability to "solve unknown problems".

4 10 Emerging Industry Pathways with Great Future Potential, Empowering Interest Exploration and Career Matching

Focusing on future trends, it offers courses in 10 emerging industry pathways including Business and AI Innovation, Sustainable Solutions and Inclusive Technology, Creative Technology, Smart Cities, Enterprise Governance, Innovation and Succession, Venture Investment, Technology Transfer Management, Intelligent Robotics, Strategic Human Resource Management, and Smart Ageing and Health Management. Students can explore multiple industry opportunities according to their personal interests, and the curriculum system accurately aligns with the career development needs of future society, helping to achieve a deep integration of interests and careers.

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5 World-class Faculty Team, with Equal Emphasis on Academic and Industry Experience

Leveraging the advantages of XJTLU Entrepreneur College (Taicang), the teaching team consists of globally recruited scholars, researchers, entrepreneurs, venture capitalists, and high-tech industry experts, with doctoral degrees from top international universities and rich experience in academia, entrepreneurship, and enterprise management. Through Syntegrative Education, it guides students to connect theory with practice and empowers breakthroughs in innovation and entrepreneurship.

6 Comprehensive Entrepreneurial Ecosystem, Resource Support and World-class Campus Facilities

Relying on XJTLU Innovation Factory and Xi' Co-venture, it builds a "co-creation ecosystem" connecting entrepreneurs, investors, and scientists. Students can turn their innovative ideas into reality, obtain full-process support for experiments, research, and incubation, and at the same time accumulate cross-domain "innovation partner" resources to enhance project value and entrepreneurial success rates. It is equipped with more than 120 professional laboratories, including Haier CosmoPlat Industry 4.0 intelligent production lines, iFlytek Laboratories, Industrial Internet Comprehensive Laboratories, etc., all equipped with cutting-edge industry equipment. In addition, the campus has an international standard swimming pool and first-class gymnasium facilities, helping students maintain physical and mental health while studying.

Official Website

WeChat Group

Scan QR code to learn more information

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10 PATHWAYS TO CHOOSE FROM

BUSINESS AND AI INNOVATION

Centered on "Syntegrative Project," this pathway partners with frontier enterprises such as Thailand's Charoen Pokphand (CP) Group to bring real corporate scenarios and needs into the classroom. Students learn to pinpoint innovation opportunities in live business environments and, through hands-on practice, uncover the core value of merging AI with commerce. Throughout this practice-driven journey, students not only grasp how AI technologies re-engineer business operations and reshape entire industries, but also systematically strengthen strategic planning, managerial decision-making and cross-disciplinary collaboration. The curriculum keeps pace with emerging global trends—AI-powered industrial digitalization, intelligent business ecosystem design, etc. and dissects concrete AI deployments in manufacturing, consumer markets and beyond. The graduates who think innovatively and see the world globally can tackle complex business challenges with integrated acumen. This pathway is open to applicants from all academic backgrounds, with no restrictions on undergraduate majors.

CREATIVE TECHNOLOGY

This pathway cultivates next-generation leaders in global digital audiovisual content creation and production, co-delivered with Academy of Film and Creative Technology. Built on interdisciplinary integration and hands-on industry practice, the programme develops hybrid talent who command digital technologies, generate compelling content and understand end-to-end production pipelines. This pathway focuses on the intersection of creative arts, emerging tech and entrepreneurship—offering Responsible Digital Innovation and Sustainability, Venture Funding & Growth Capital, and more—dissolving traditional silos. Through project-based learning, students sharpen technical expertise, commercial acumen and creative strategy, turning ideas into market-ready solutions. Graduates emerge as pioneering innovators ready to reshape film, gaming, digital exhibitions and beyond.

SUSTAINABLE SOLUTIONS AND INCLUSIVE TECHNOLOGY

Developed by Entrepreneurship and Enterprise Hub of XJTLU Entrepreneur College (Taicang), this pathway integrates curricular resources from School of Internet of Things, School of Robotics and School of Intelligent Finance and Business to explore how cutting-edge technologies can advance sustainable development. The curriculum foregrounds the use of frontier tech to tackle social and environmental challenges. Through real corporate cases and live projects, students learn to craft implementable, sustainability-focused solutions. Working side-by-side with high-tech partners such as Rokid (human-computer interaction), learners will solve authentic industry problems; prototype innovative sustainability schemes in team projects; master interdisciplinary research methods that balance technology, business and social responsibility; grasp the deep links between technology and sustainable development, and apply this insight to corporate strategy and governance. Rooted in sustainability & inclusive-innovation research, classroom outputs are designed for immediate uptake by society and industry. Ideal for Science and Engineering graduates (computer science, AI, robotics, environmental engineering, IoT, etc.), business students passionate about deploying technology for future sustainable scenarios, and bachelor's holder eager to drive cross-disciplinary fusion and green transformation.

ENTERPRISE GOVERNANCE, INNOVATION AND SUCCESSION

Jointly delivered by Entrepreneurship and Enterprise Hub of XJTLU Entrepreneur College (Taicang) and HeXie Management Research Centre of College of Industry-Entrepreneurs, this pathway focuses on the critical issues and societal demands of serial entrepreneurship, transformational innovation, governance upgrading and inter-generational succession. Through Syntegrative Education, students learn to deploy trans-disciplinary insights, from complex-systems science, history and culture to frame and tackle these challenges, translating classroom knowledge into live industry problem-solving. The pathway cultivates and refines students' systemic integration skills for present and future entrepreneurial innovation, governance and succession, continuously upgrading their "harmonious mindset" to navigate an uncertain, ambiguous, complex and rapidly-changing world.

STRATEGIC HR MANAGEMENT

This pathway is jointly delivered by the Entrepreneurship and Enterprise Hub of XJTLU Entrepreneur College (Taicang) , and HeXie Management Research Centre of College of Industry-Entrepreneurs, in close collaboration with leading industry partners such as Huibi Human Resources Group, Linlong Yunke, and BenQ Guru. Focused on the new challenges and opportunities of the digital-intelligence era—spanning Intelligent HRM: Strategy and Practice, talent strategy and ecosystem building, cross-cultural management and leadership, the pathway adopts Syntegrative Education model to cultivate international, tech-savvy, strategic HR professionals equipped to drive organizational transformation and innovation.

TECHNOLOGY TRANSFER MANAGEMENT

Co-delivered by Entrepreneurship and Enterprise Hub of XJTLU Entrepreneur College (Taicang) and the XJTLU-JITRI Academy of Industrial Technology, this pathway is embedded in an ecosystem where education, research, training, innovation and industry converge. Collaborative laboratories and flagship R&D projects act as a bridge that turns scientific breakthroughs into market-ready solutions and supplies industry with applied, hybrid talents. The curriculum cultivates end-to-end technology-transfer competence, Core course "Technology Transfer: Theory and Practice" plus "Technology and Innovation Management" dissect the logic of commercialising research; "Venture Funding & Growth Capital" teaches how to fund the journey; "Industrial Internet of Things" and "Materials Science and Manufacturing Processes" solidify technological literacy, while "Responsible Digital Innovation and Sustainability" keeps progress aligned with societal needs. Graduates leave equipped with technological insight, business acumen and capital-market thinking, and becoming elite professionals who can move research from lab bench to industrial impact.

SMART CITIES

Co-delivered by Entrepreneurship and Enterprise Hub of XJTLU Entrepreneur College (Taicang) and the Department of Urban Planning and Design, this pathway concentrates on the core competences required for smart-city development. Foundational modules in Sustainable Urban Planning Strategies, Digital Transformation for Smart Cities, and IoT for Smart Cities are paired with Responsible Digital Innovation and Sustainability and Venture Funding & Growth Capital, ensuring that sustainability thinking and commercial acumen advance together. Open to graduates from environmental design, urban planning, civil engineering, environmental engineering, human geography, construction management, GIS, spatial management, landscape architecture, telecom engineering and related fields, the Pathway cultivates hybrid talent capable of making cities smarter and more effective at meeting sustainability challenges.

INTELLIGENT ROBOTICS

Jointly delivered by the Entrepreneurship and Enterprise Hub of XJTLU Entrepreneur College (Taicang) and School of Intelligent Robotics, this pathway also enjoys in-depth collaboration with XtotPark (Changzhou) and XJTLU-JITRI Academy of Industrial Technology. Focusing on the wave of technological transformation in robotics and AI, the School of Intelligent Robotics takes it as its mission to cultivate interdisciplinary leaders with knowledge, creativity and entrepreneurial spirit. It integrates academic learning with industry research through Syntegrative Education, and strengthens students' practical capabilities by relying on industry partnerships. The curriculum features both technical depth and multi-dimensional coverage: it not only includes modules such as Contemporary Mechatronics in Intelligent Robotics, Advanced Robotics Intelligence and Machine Learning, but also offers modules like Responsible Digital Innovation and Sustainability, as well as Venture Funding & Growth Capital to complement students' business acumen and sense of social responsibility. This all-round curriculum aims to help students grow into interdisciplinary professionals who are well-suited for the booming robotics industry.

VENTURE INVESTMENT

This pathway upholds Syntegrative Education through collaboration with real industry partners and live projects. Its curriculum centers on investment strategies, venture financing, and portfolio management, while also systematically covering key topics related to high-growth future ecosystems—including legal, financial, and operational aspects. Additionally, this pathway explores the impact of financial technology on society and businesses.

SMART AGEING AND HEALTH MANAGEMENT

This pathway, jointly developed by Entrepreneurship and Enterprise Hub of XJTLU Entrepreneur College (Taicang) and HeXie Management Research Centre of College of Industry-Entrepreneurs, focuses on the use of digital and intelligent technology to empower collaborative and innovative management in wellbeing of the elderly and industry. We are committed to building a talent pool of silver economy and healthcare innovation ecosystem, contributing to the active response to the ageing population and the enhancement of the wellbeing of the elderly and the society.

The Executive Track is perfect for working professionals who want to earn a prestigious international degree on weekends. It covers practical courses in entrepreneurship and innovation, with the choice of studying in the Business and AI Innovation pathway or the Sustainable Solutions and Inclusive Technology pathway, all taught by professors with extensive international experience.

ON-THE-JOB STUDYING TRACK FOR MASTER'S YEAR 2

For each pathway, students have two project options to choose from:

Entrepreneur Project: Through studying this option, students will focus on leading and designing brand-new business projects. The university aims to incubate independent legal entities with market competitiveness for such projects.

Intrapreneur Project: Through studying this option, students will assist partner enterprises in intrapreneurship, explore new markets and businesses for existing companies, and drive innovation within the organisation.



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OVERVIEW

Against the backdrop of the accelerating evolution of artificial intelligence and Industry 4.0, technological disruption has become the norm in industry competition. New business models continue to emerge, and enterprises that fail to rapidly upgrade themselves or expand their business boundaries may be overtaken by competitors. In this context, there is an increasingly urgent demand across all sectors for innovative and interdisciplinary talents who can help enterprises meet the challenges of technological transformation. Innovation capability and entrepreneurial thinking have become the core driving forces behind social change. To respond to this era's demand, the Entrepreneurship and Enterprise Hub (EEH) of XJTLU Entrepreneur College (Taicang), in collaboration with multiple faculties of Xi'an Jiaotong-Liverpool University, has jointly developed the MSc in Entrepreneurship and Innovation programme.

Unlike traditional business school programmes, this master's programme focuses on exploring future-oriented business and technological solutions, delving into cutting-edge areas such as new technologies, new models, new products, new services, new experiences, new organisations, new markets, and new values. It aims to enable students to enjoy the pleasure of creating value, and to change the world and achieve self-actualisation through business and technology.

The MSc Entrepreneurship and Innovation programme offers a broad range of pathways to meet diverse students' interests and needs: Business and AI Innovation, Sustainable Solutions and Inclusive Technology, Creative Technology, Enterprise Governance, Innovation and Succession, Venture Investment, Smart Cities, Technology Transfer Management, Strategic Human Resources Management, Intelligent Robotics, Smart Ageing and Health Management.



KNOWLEDGE AND SKILLS

- **Systematically develop design thinking mindsets:** Through practical training, master the full-process design thinking methodology from demand insight to scheme iteration, be able to independently complete product prototype development or software prototype construction, and transform ideas into visual results.
- **Pioneering research methods for a new paradigm of Human-Machine Intelligence:** Learn industry trend analysis, market dynamics monitoring, and user behaviour research methods empowered by artificial intelligence technology and accurately capture business opportunities through data-driven research methods.
- **Deeply explore the commercial value of cutting-edge technologies:** Conduct in-depth analysis of the development context and application scenarios of cutting-edge technologies such as artificial intelligence, blockchain, and the Internet of Things, and possess a keen insight to identify entrepreneurial entry points from technological breakthroughs.
- **Forge full-chain capabilities in business and technological innovation:** Focus on identifying new technologies, new business opportunities, new product research and development, new model design, new service construction, and new value creation, and form innovative solutions covering the entire business chain.
- **Master core project management methodologies:** Systematically study project planning, risk control, team coordination, and resource integration skills, and be able to efficiently promote the implementation of entrepreneurial projects from the conceptual stage.
- **Cultivate entrepreneurial literacy in the new era:** Shape entrepreneurial thinking that combines foresight and practicality, deeply understand the core and boundaries of the entrepreneurial spirit, and establish a development concept that integrates business success with social responsibility.

ACADEMIC ADMISSION REQUIREMENTS

A bachelor's degree from an accredited institution is required.

CHINA
Top 100 of 2026 Shanghai Ranking or World-class universities or First-class disciplines (MoE, People's Republic of China): 75 per cent or above (Weighted Average Mark)
Other universities: 80 – 85 per cent or above (Weighted Average Mark), depending on your undergraduate institution

UK
UK upper second class honours (2:1) or equivalent

NORTH AMERICA
3.0 Cumulative GPA (out of 4) or
3.2 Cumulative GPA in the final two years of your undergraduate programme

Note: The MSc Entrepreneurship and Innovation programme offers 10 pathways. Applicants are required to confirm their chosen pathway during application stage. Each pathway is tailored to applicants with different undergraduate academic backgrounds, and all application materials must be reviewed by the pathway director of the corresponding pathway. Applicants who pass the preliminary review may receive an interview invitation. Master's programmes at Xi'an Jiaotong-Liverpool University (XJTLU) adopt an application-based admission system. The University adheres to the principles of fairness and impartiality in reviewing all applications, and conducts a comprehensive evaluation of each application. Admission is granted on a competitive basis, taking into account the admission requirements of each programme and the specific circumstances of the applicants. The University does not guarantee admission to every applicant who meets the minimum entry requirements.

LANGUAGE REQUIREMENTS

Applicants who are not native speakers of English are expected to meet the following English language requirements:

- a minimum of 6.5 on the IELTS English language test, with no less than 5.5 on any individual component of the test; OR
- a minimum of 90 on the Internet-based TOEFL test.

For the 2027entry, we only accept IELTS (Academic), TOEFL iBT, and PTE (Academic).

Based on the English test score, students may be admitted or may be required to take and successfully complete a 6-week or 12-week intensive pre-sessional English (PSE) language course for successful admission to the master's programme.

PSE12: Semester One PSE12 starts on 2 November 2026; PART-TIME/FULL-TIME PSE12 starts on 31 May 2027

PSE6: Semester One PSE6 starts on 14 December 2026; Summer PSE6 starts on 12 July 2027

Minimum requirements for PSE programmes:
6-week full-time/12-week part-time PSE IELTS overall 6.0, with minimum of 5.5 in all sections;
12-week full-time PSE IELTS overall 5.5, with minimum of 5.0 in all sections

START DATE
February/September 2027

ATTENDANCE
Full time/Part time

DURATION
24 months/36months

LOCATION
Taicang, Suzhou (close to Shanghai)

SCHOOL
XJTLU Entrepreneur College (Taicang)- Entrepreneurship and Enterprise Hub

DEGREE
This programme leads to a University of Liverpool degree which is recognized by the Ministry of Education, China.

APPLICATION DEADLINE
The application deadline for the 2027 February intake is 5 pm Beijing Time,15 November 2026.

The application deadline for the 2027 September intake is 5 pm Beijing Time,15 June 2027.





CAREERS

The MSc Entrepreneurship and Innovation programme of XJTLU Entrepreneur College (Taicang) offers multiple pathways covering business, technology, management and other fields, so as to adapt to the ever-changing social needs. Each pathway represents the development trends of different future fields and is closely aligned with industry demands, providing students with up-to-date knowledge and skills. The teaching model emphasises the integration of practice and theory, fostering students' innovative thinking and problem-solving abilities, enabling them to quickly adapt to the evolving market environment in their careers. Upon graduation, they will become leading talents in various industries, driving the sustainable development of society and the economy.

Industry Distribution



CURRICULUM STRUCTURE

YEAR 1 INTEGRATE SPECIALIZATION WITH INNOVATION 1st Year, 2 Semesters, 40 Credits

8 modules 40 credits (specialist module+ ENT module)

- **ENT Shared Module with all Pathways** — Syntegrative Project A, Syntegrative Project B, Responsible Digital Innovation and Sustainability, Venture Funding & Growth Capital
- **Pathway Technology Specialist Modules** — e.g, Materials Science and Manufacturing, the Gaming Industry and Culture, Robotic Intelligence and Machine Learning, Industrial Internet of Things, Family Business Governance, IoT for Smart Cities, Sustainable Urban Planning Strategies, Cultural and Creative Innovation, etc. (The specific courses chosen depend on the student's industry pathway.)

*The actual course information is subject to the query on e-Bridge.

YEAR 2 INDUSTRY - EDUCATION SYNTEGRATION 2nd Year, 2 Semesters, 40 Credits

Intrapreneur Project 1 Module 40 Credits → Industry ecosystem

Entrepreneur Project 1 Module 40 Credits → Incubation Center Support

PREVIOUS GRADUATES' FURTHER STUDY

Domestic Universities

Wuhan University of Technology;
Xi'an Jiaotong - Liverpool University
Shanghai International Studies University
Southeast University (Full Scholarship PhD)

Overseas Universities

Royal Holloway, University of London;
University of Liverpool;
Auckland University of Technology;
Lappeenranta - Lahti University of Technology;
Mississippi State University



Outstanding Alumni

PREVIOUS GRADUATES' EMPLOYMENT LIST

ICBC · 中国农业银行 · 中国建设银行 · 交通银行 · 中信建投证券 · 北京银行 · Deloitte. · 中国石油 · JD.COM · SAILUN · 招商局工业集团 · CRRC · 中国平安 PING AN · GEELY · 双胞 · forvismazars

PARTIAL TEACHING STAFF INTRODUCTION



Xiaojun Zhang
Professor
Director of Education
Leader of Entrepreneur College (Taicang) Leadership Team
Director of Entrepreneurship and Enterprise Hub



Teck Chai Lau
Director for Entrepreneurship Education
Senior Associate Professor



Fawad Ahmed
Associate Professor



Antonio Benitez Garcia
Assistant Professor
Deputy Programme Director for International Recruitment



Yauhen Arnatovich
Assistant Professor



Khalid Akhal
Assistant Professor



Pietro Borsano
Associate Professor
Director of the Syntegrative Education Centre (Thailand)



Shu-Hsiang Chen
Associate Professor
Director of Technology Transfer Management Pathway



Jiawei Hai
Assistant Professor
Pathway Director of Business & AI Innovation Pathway



Tong He
Assistant Professor
Programme Director for MSc Entrepreneurship and Innovation



Weize Huang
Associate Professor
EEH Research Director



Kai Liu
Assistant Professor
Deputy Programme Director for Business Development



Bogdan Marculescu
Assistant Professor



Mustafa Ozguven
Associate Professor



Victor Perez
Associate Professor



Stefan Seedorf
Associate Professor



Joseph Seet
Associate Professor
Director of Entrepreneurship and Incubation



Jin Wang
Associate Professor



Ningxin Wang
Assistant Professor
Pathway Director of Venture Investment Pathway



Cameron Watson
Assistant Professor



Tong Wu
Assistant Professor
ENT UG Director



Jiyao Xun
Associate Professor



Shuo Yan
Assistant Professor



Mikhail Zenchenkov
Associate Professor
Director of K*Y Co-Venture



Bo Zhang
Assistant Professor
Pathway Director of sustainable Solutions & Inclusive Technology Pathway



Weila Cui
Assistant Professor



Lianyong Xu
Assistant Professor



Lijun Wang
Assistant Professor



Yuqing Wang
Assistant Professor



Boyi Jin
Assistant Professor



Jingyuan Chen
Assistant Professor



Cheng Tao
Assistant Professor

List of Industry Partners for Syntegrative Projects



Part of Eco-Partners of XJTLU Entrepreneur College (Taicang) Ecosystem