

**REGULATIONS FOR THE DEGREE OF
MASTER OF SOCIAL SCIENCES
(MSocSc)**

(See also General Regulations and Regulations for Taught Postgraduate Curricula)

These regulations apply to candidates admitted to the Master of Social Sciences in the academic year 2024-25 and thereafter.

Any publication based on work approved for a higher degree should contain a reference to the effect that the work was submitted to the University of Hong Kong for the award of the degree.

The degree of Master of Social Sciences (MSocSc) is a postgraduate degree awarded for the satisfactory completion of a prescribed course of study in one of the following fields: Behavioral Health; Clinical Psychology; Counselling; Criminology; Educational Psychology; Gerontology; Media, Culture and Creative Cities; Mental Health; Nonprofit Management; Psychology; Social Data Analytics; Social Service Management; and Sustainability Leadership and Governance. These fields of study will not necessarily be offered every year.

Admission requirements

MSS 1. To be eligible for admission to the courses leading to the degree of Master of Social Sciences, candidates

- (a) shall comply with the General Regulations and the Regulations for Taught Postgraduate Curricula;
- (b) shall hold
 - (i) a Bachelor's degree of this University; or
 - (ii) another qualification of equivalent standard from this University or from another University or comparable institution accepted for this purpose;
- (c) for a candidate who is seeking admission on the basis of a qualification from a university or comparable institution outside Hong Kong of which the language of teaching and/or examination is not English, shall satisfy the University English language requirement applicable to higher degrees as prescribed under General Regulation G2(b);
- (d) shall satisfy any other admission requirements which may be specified for individual fields of study in the regulations below; and
- (e) shall satisfy the examiners in a qualifying examination if required.

MSS 1.1 To be eligible for admission to the courses leading to the degree of Master of Social Sciences in the fields of Behavioral Health, Counselling, Gerontology, Mental Health, and Social Service Management, candidates shall preferably have had a minimum of two years of post-qualification experience in the relevant fields, in addition to the requirements set out in Regulation MSS 1.

MSS 1.2 To be eligible for admission to the courses leading to the degree of Master of Social Sciences in the field of Clinical Psychology, candidates

- (a) shall hold a Bachelor's degree with a major in Psychology, or a recognized equivalent qualification;
- (b) shall have demonstrated empirical research experience in the form of a dissertation completed in the Bachelor's degree programme or another equivalent programme in psychology, or first-authorship in published journal article;
- (c) shall be eligible for the Graduate Membership of the Hong Kong Psychological Society; and
- (d) shall preferably have relevant working experience, in addition to the requirements set out in Regulation MSS 1.

MSS 1.3 To be eligible for admission to the courses leading to the degree of Master of Social Sciences in the field of Criminology, candidates

- (a) shall hold a Bachelor's degree preferably with a major in the social sciences or humanities discipline; or
- (b) shall preferably have working experience in the criminal justice system, social welfare agencies, or in other work with offenders,

in addition to the requirements set out in Regulation MSS 1.

MSS 1.4 To be eligible for admission to the courses leading to the degree of Master of Social Sciences in the field of Educational Psychology, candidates

- (a) shall hold a Bachelor's degree with a major in Psychology, or a recognized equivalent qualification;
- (b) shall be eligible for the Graduate Membership of the Hong Kong Psychological Society; and
- (c) shall preferably have relevant working experience in educational or related settings,

in addition to the requirements set out in Regulation MSS 1.

MSS 1.5 To be eligible for admission to the courses leading to the degree of Master of Social Sciences in the field of Nonprofit Management, candidates shall preferably have three years of relevant working experience, in addition to the requirements set out in Regulation MSS 1.

MSS 1.6 To be eligible for admission to the courses leading to the degree of Master of Social Sciences in the field of Psychology, candidates

- (a) shall preferably have more than one year of work experience; and
- (b) shall satisfy the examiners in a qualifying examination and interview if shortlisted,

in addition to the requirements set out in Regulation MSS 1.

MSS 1.7 To be eligible for admission to the courses leading to the degree of Master of Social Sciences in the field of Social Data Analytics, candidates

- (a) shall preferably have a Bachelor's degree in one of the fields of social sciences: Anthropology, Cognitive Science, Communication, Economics, Education Studies, Ethnic Studies, Linguistics, Political Science, Psychology, Sociology, Urban Studies and Planning, or a closely related field; or a Bachelor's degree in Mathematics, Computer Science, or a related field with an additional major/minor or substantial advanced coursework in one or more social sciences domains; and
- (b) shall preferably have pre-existing training in statistics and/or formal logic or prior experience with one or more technical domains, including programming, statistics, formal logic, calculus, linear algebra, etc.

in addition to the requirements set out in Regulation MSS 1.

MSS 2. An application for exemption from the above requirements shall be considered on a case by case basis.

Qualifying examination

MSS 3.

- (a) A qualifying examination may be set to test the candidates' formal academic ability or their ability to follow the courses of study prescribed. It shall consist of one or more written papers or their equivalent and may include a project report.
- (b) Candidates who are required to satisfy the examiners in a qualifying examination shall not be permitted to register until they have satisfied the examiners in the examination.

Award of degree

MSS 4. To be eligible for the award of the degree of Master of Social Sciences, candidates

- (a) shall comply with the General Regulations and the Regulations for Taught Postgraduate Curricula; and
 - (b) shall complete the programme as prescribed in the syllabuses and satisfy the examiners in accordance with the regulations set out below.
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Period of study

MSS 5. The curriculum shall normally extend over one academic year of full-time study; or two academic years of part-time study, with a maximum period of registration of two academic years of full-time study or three academic years of part-time study, unless otherwise specified for individual fields of study in the regulations below.

MSS 5.1 In the field of Clinical Psychology, the programme shall normally extend over two academic years of full-time study, with a maximum period of registration of four academic years of full-time study.

MSS 5.2 In the field of Counselling, the programme shall normally extend over two or three academic years of part-time study, with a maximum period of registration of three academic years for the two-year part-time study or four academic years for the three-year part-time study.

MSS 5.3 In the field of Criminology, the programme shall normally extend over one academic year of full-time study or two academic years of part-time study, with a maximum period of registration of two academic years of full-time study or four academic years of part-time study.

MSS 5.4 In the field of Educational Psychology, the programme shall normally extend over two academic years of full-time study or three academic years of part-time study, with a maximum period of registration of four academic years for both full-time and part-time study.

MSS 5.5 In the fields of Media, Culture and Creative Cities, the programme shall normally extend over one academic year of full-time study or two academic years of part-time study, with a maximum period of registration of two academic years of full-time study or four academic years of part-time study.

MSS 5.6 In the field of Nonprofit Management, the programme shall normally extend over one academic year (three semesters) of full-time study or two academic years of part-time study, with a maximum period of registration of two academic years of full-time study or three academic years of part-time study.

MSS 5.7 In the fields of Mental Health, Social Service Management, and Social Work, the programme shall normally extend over two academic years of part-time study, with a maximum period of registration of three academic years of part-time study.

MSS 6. Candidates shall not be permitted to extend their studies beyond the maximum period of registration specified in the above regulations, unless otherwise permitted or required by the Board of the Faculty.

Advanced Standing

MSS 7. Advanced Standing may be granted to candidates in recognition of studies completed successfully before admission to the curriculum. Candidates who are awarded Advanced Standing will not be granted any further credit transfer for those studies for which Advanced Standing has been granted. The amount of credits to be granted for Advanced Standing shall be determined by the Board of the Faculty, in accordance with the following principles:

- (a) a candidate may be granted a total of not more than 20% of the total credits normally required under a curriculum for Advanced Standing unless otherwise approved by the Senate; and
 - (b) credits granted for Advanced Standing shall not normally be included in the calculation of the GPA unless permitted by the Board of the Faculty but will be recorded on the transcript of the candidate.
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Exemption

MSS 8. Candidates may be exempted, with or without special conditions attached, from the requirement prescribed in the regulations and syllabuses governing the curriculum with the approval of the Board of the Faculty, except in the case of a capstone experience. Approval for exemption of a capstone experience may be granted only by the Senate with good reasons. Candidates who are so exempted must replace the number of exempted credits with courses of the same credit value.

Progression in curriculum

MSS 9. Candidates may, with the approval of the Board of the Faculty, transfer credits for courses completed at other institutions during their candidature. The number of transferred credits may be recorded in the transcript of the candidate, but the results of courses completed at other institutions shall not be included in the calculation of the GPA. The combined total number of credits to be granted for Advanced Standing and credit transfer shall not exceed half of the total credits normally required under the curricula of the candidates during their candidature at the University.

Completion of curriculum

MSS 10. To complete the curriculum, candidates

- (a) shall satisfy the requirements prescribed in TPG 6 of the Regulations for Taught Postgraduate Curricula;
 - (b) shall follow courses of instruction and complete satisfactorily all prescribed written work and field work;
 - (c) shall complete and present a satisfactory dissertation or capstone project as prescribed in the syllabuses; and
 - (d) shall satisfy the examiners in all prescribed courses and in any prescribed form of examination.
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Dissertation and Capstone project

MSS 11. Subject to the provisions of Regulation MSS 10(c), the title of the dissertation or capstone project shall be submitted for approval by not later than March 31 of the final academic year in which the teaching programme ends and the dissertation or capstone project shall be presented by a date as prescribed in the syllabuses for each field of study; candidates shall submit a statement that the dissertation or capstone project represents their own work (or in the case of conjoint work, a statement countersigned by their co-worker(s), which show their share of the work) undertaken after registration as candidates for the degree.

Assessment

MSS 12. Candidates shall be assessed for each of the courses for which they have registered, and assessment may be conducted in any combination of continuous assessment of coursework, written examinations and/or any other assessable activities. Only passed courses will earn credits.

MSS 13.

- (a) Where so prescribed in the syllabuses, coursework or a dissertation or a capstone project shall constitute part or whole of the examination for one or more courses.
- (b) An assessment of the candidates' coursework during their studies, including completion of written assignments and participation in field work or laboratory work, as the case may be, may be taken into account in determining the candidates' result in each written examination paper; or, where so prescribed in the syllabuses, may constitute the examination of one or more courses.

MSS 14. Candidates shall not be permitted to repeat a course for which they have received a passing grade for the purpose of upgrading.

MSS 15. Candidates who have failed to satisfy the examiners at their first attempt in not more than half of the number of courses to be examined, whether by means of written examination papers or coursework assessment, during any of the academic years of study, may be permitted to make up for the failed course(s) in the following manner:

- (a) undergoing re-assessment/re-examination in the failed course; or
- (b) re-submitting failed coursework, without having to repeat the same course of instruction; or
- (c) repeating the failed course by undergoing instruction and satisfying the assessments; or
- (d) for elective courses, taking another course in lieu and satisfying the assessment requirements.

MSS 16. Subject to the provision of Regulation MSS 10(c), candidates who have failed to present a satisfactory dissertation or capstone project may be permitted to submit a new or revised dissertation or capstone project within a specified period.

MSS 17. Candidates who have failed to satisfy the examiners in any prescribed field work/practical work/internship may be permitted to present themselves for re-examination in field work/practical work/internship within a specified period.

MSS 18. Candidates who are unable because of their illness to be present at the written examination of any course may apply for permission to present themselves at a supplementary examination of the same course to be held before the beginning of the following academic year. Any such application shall be made on the form prescribed within seven calendar days of the first day of the candidate's absence from any examination. Any supplementary examination shall be part of that academic year's examinations, and the provision made in the regulations for failure at the first attempt shall apply accordingly.

MSS 19. There shall be no appeal against the results of examinations and all other forms of assessment.

MSS 20. Candidates who

- (a) are not permitted to present themselves for re-assessment/re-examination in any failed course(s) or to repeat the failed course(s) or take another course in lieu under Regulation MSS 15; or
 - (b) have failed to satisfy the examiners in any course(s) at a second attempt; or
 - (c) are not permitted to submit a new or revised dissertation or capstone project under Regulation MSS 16; or
 - (d) have failed to submit a satisfactory new or revised dissertation or capstone project under Regulation MSS 16; or
 - (e) have exceeded the maximum period of registration.
- may be required to discontinue their studies.

MSS 20.1 In the field of Clinical Psychology, candidates who have failed two external placements or the second attempt of either the external placement or internal practicum may be required to discontinue their studies.

MSS 20.2 In the field of Educational Psychology, candidates who have failed any two practicum courses may be required to discontinue their studies.

Grading systems

MSS 21. Individual courses shall be graded according to the one of the following grading systems:

(a) Letter grades, their standards and the grade points for assessment as follows:

<i>Grade</i>		<i>Standard</i>	<i>Grade Point</i>
A+	}	Excellent	4.3
A			4.0
A-			3.7
B+	}	Good	3.3
B			3.0
B-			2.7
C+	}	Satisfactory	2.3
C			2.0
C-			1.7
D+	}	Pass	1.3
D			1.0
F		Fail	0

or

(b) 'Pass' or 'Fail'.

Courses graded according to (b) above shall not be included in the calculation of the GPA.

Classification of awards

MSS 22. On successful completion of the curriculum, candidates who have shown exceptional merit may be awarded a mark of distinction, and this mark shall be recorded in the candidates' degree diploma.

**SYLLABUSES FOR THE DEGREE OF
MASTER OF SOCIAL SCIENCES****NONPROFIT MANAGEMENT**

This programme provides an opportunity for leaders in the nonprofit sector in the Greater China and the world to develop enhanced capacity to lead the future development in civil society and the nonprofits sector. Our comprehensive and rigorous programme situates nonprofit management in a broader arena to include social, political and economic dimensions that will enable graduates to act as agents of

change through policy advocacy, innovation, and other strategic actions as well as allow graduates to take on leadership positions in the sector. Through this programme, we will:

- extend students' knowledge of current critical issues in governance and leadership in the nonprofit sector, across sectors, as well as within relevant social services and public policy areas;
- enhance the capacity of the students in navigating the complex and dynamic social-economic-policy context to create positive changes in the sector;
- empower students with the state of art of innovations in the government, private and the nonprofit sectors, and create innovative competence in the sector;
- prepare students to integrate academic and professional knowledge to enhance their intellectual abilities and professional practice in order to achieve more effective and efficient leadership in the nonprofit sector; and
- create value for organisations as their staff members who join this programme can reflect on challenges and issues facing their organisations as well as apply newly developed competencies to mobilize resources and build new networks to transform their organisation.

ASSESSMENT

To complete the programme, candidates shall satisfy the examiners in the assessments of courses. Candidates may be assessed by continual coursework assessment, written examinations, or a combination of both. The grading system with fine grades (i.e. A+, A, A-, B+, B, B-, C+, C, C-, D+, D and F) will be adopted for this programme.

CURRICULUM

Candidates are required to complete 60 credits, including 8 courses (6 credits each) and one capstone project (12 credits) in order to receive the Master of Social Sciences in the field of Nonprofit Management degree. Of the 8 courses needed to complete this degree, candidates are required to take 4 core courses and may choose the remaining 4 courses from a list of pre-approved electives. Candidates can take a maximum of two elective courses in other fields of study under the Master of Social Sciences (Behavioral Health, Gerontology, Mental Health, Social Service Management, Sustainability Leadership and Governance) and the Master of Social Work programmes, and/or from other postgraduate programmes in the University which offer cross-listed courses to MNPM. Special approval from the MNPM Programme Director and respective Programme Directors for the courses in the above-mentioned fields of study or programmes is needed.

Candidates can take a maximum of one elective course from the Master of Family Wealth Management programme. The selection of cross-listed courses shall be subject to the approval of the Programme Director/Chairman of the two respective programmes.

Compulsory courses

Candidates shall complete the following courses.

- MNPM7001. Public governance, structure and dynamics of the nonprofit sector in Greater China (6 credits)
- MNPM7002. Foundations of the nonprofit sector in comparative perspective (6 credits)
- MNPM7003. Managing nonprofit organisations: issues, tools and challenges (6 credits)
- MNPM7004. Performance measurement, assessment and programme evaluation (6 credits)

Capstone experience course

Candidates shall complete the following course.

- MNPM7013. Capstone in nonprofit management (12 credits)

Elective courses

Candidates shall complete four courses from the following list.

- MNPM7005. Strategic management of nonprofit organisations (6 credits)
 - MNPM7006. The law, nonprofit and philanthropy (6 credits)
 - MNPM7007. Talent management and strategic leadership for nonprofit organisations (6 credits)
 - MNPM7008. NGO Board governance and development (6 credits)
 - MNPM7009. Philanthropy: impact, strategic engagement and community support (6 credits)
 - MNPM7010. Fund development and financial management for nonprofit organisations (6 credits)
 - MNPM7011. Social entrepreneurship and innovation (6 credits)
 - MNPM7012. Brand building and social marketing (6 credits)
 - MNPM7014. Organizational analysis and strategic development in changing context (6 credits)
 - MNPM7015. Current topics in nonprofit management (6 credits)
 - MNPM7016. Working toward sustainable development goals through experiential learning (6 credits)
 - MNPM7017. Nonprofit management programme internship (6 credits)
 - MNPM7018. Environmental, Social, Governance (ESG): the opportunities for nonprofits (6 credits)
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COURSE DESCRIPTIONS

Compulsory Courses

MNPM7001. Public governance, structure and dynamics of the nonprofit Sector in Greater China (6 credits)

This course provides an overview of the major issues in public governance, structure and dynamics of civil society, and the nonprofit sector in Greater China. It will examine the different modes of public governance and public-private interface through the development of civil society in Hong Kong, Mainland China, Macau and Taiwan. The existence, functions and contributions of nonprofit organisations to public governance will be explored. Students will gain a broader understanding of the mapping of nonprofit practices and the nature of current social issues in Greater China, such as online fundraising, social innovation, widening income disparity, ageing, poverty, climate change and migrant workers, in the context of recent reforms. Case studies will be used to demonstrate how change can be achieved and how to manage the dynamics of people and systems under different regimes.

Assessment: 100% coursework

MNPM7002. Foundations of the nonprofit sector in comparative perspective (6 credits)

This course examines the theories and concepts, roles and development of nonprofit organisations, voluntary associations, philanthropic organisations and social enterprises from an historical, political, social and economic perspective. It also examines the distinct scope, theories and functions of such organisations, and how they operate and impact on society, to equip students with a deep understanding of the complexity of the sector and its relationship to public governance.

Assessment: 100% coursework

MNPM7003. Managing nonprofit organisations: issues, tools and challenges (6 credits)

A major challenge facing the nonprofit sector today is to attain effective management in a complex, rapidly changing environment. This course provides an overview of the broad range of management tools, principles and practices on which nonprofit organisations rely as they seek to meet mission

objectives, frame messages to attract public support, motivate volunteers, plan effectively, develop strong board leadership, connect with the other sectors, and set and meet performance objectives. The course also looks toward future trends and developments in the management of nonprofit organisations. Topics covered range from developing organisational capacity to leveraging stakeholder and community engagement.

Assessment: 100% coursework

MNPM7004. Performance measurement, assessment and programme evaluation (6 credits)

This course introduces on data collection, assessment, impact and performance appraisal systems that nonprofit can implement to measure and assess efficacy of policies and programmes. Performance measurement and programme evaluation are critical to improving the overall quality of programmes and services, gaining credibility with donors and demonstrating accountability and transparency to stakeholders. Topics also include: Social impact assessment (SIA) process, models and social variables for measuring social returns or social outputs especially in the fields of impact investing and social entrepreneurship, setting key performance indicators (KPIs); performance evaluation from a human capital perspective; and developing appropriate methods for communicating assessment results.

Assessment: 100% coursework

Elective Courses

MNPM7005. Strategic management of nonprofit organisations (6 credits)

This course focuses on leadership and management of nonprofit organisations in the current context of resource scarcity and the blurring of boundaries between the private, public and nonprofit sectors. As there is increasing emphasis on corporate social responsibilities and collective share holding in for-profit businesses, case studies of effective businesses and witnessing transformation of corporations will empower students to appreciate Change Management in an ever changing socio-economic environment. The course aims to provide the necessary perspectives and tools for executing high-impact strategy, including the conceptual frameworks for understanding high-impact organisations and the role of strategic leadership; analytical tools for developing and evaluating strategy; issues around succession planning; risk assessment; systems thinking and sustainability; approaches to working with stakeholders to mobilise commitment; and methods for leading change and achieving goals.

Assessment: 100% coursework

MNPM7006. The law, nonprofit and philanthropy (6 credits)

This course covers the range of legal issues affecting civic engagement, volunteerism, human rights, international standards, nonprofit organisations and philanthropy. It examines and compares the evolution of the legal systems pertaining to those underlying policies and regulatory issues contained in constitutional, tax, contract, and trust laws that affect the set up and operation of charities, foundations, social enterprises and other philanthropic endeavours in Greater China with a comparison to Western legal frameworks. International best practices in policies, legal framework and systems on civil society, philanthropy, fund management, impact investing and NPOs will be examined.

Assessment: 100% coursework

MNPM7007. Talent management and strategic leadership for nonprofit organisations (6 credits)

Talent management has emerged in the field of human resources as a key strategy for improving how an organisation functions. It is a set of processes designed to manage, recruit, develop, motivate and retain a workforce with the goal of creating a sustainable, highly responsive and performance driven organisation. Topics covered include identifying a competency-based, integrated talent management system, volunteer recruitment and management, and promoting organisational values-based behavioral themes.

Assessment: 100% coursework

MNPM7008. NGO Board governance and development (6 credits)

This course presents an overview of nonprofit governance and issues of accountability that affect organisational performance from the structure, functions and composition of Boards to the individual fiduciary responsibility of each member. Topics covered include best practices on Board selection based on competency modelling; Board training and development, including working with cross-sectoral partners; collaboration and consensus building, how to assess Board performance and transformation of Boards.

Assessment: 100% coursework

MNPM7009. Philanthropy: impact, strategic engagement and community support (6 credits)

Philanthropy is essential for the vision and advancement strategy of NonProfits as individual, corporate, family and community foundations mushroom in a culture of communal altruism all over the world. Fundraising is important for NonProfit leaders as a tool in community engagement, branding and sharing of mission. The course examines the core values, methods and secrets of philanthropy and fundraising with in-depth analysis on the changing landscape, the global trends vis a vis cultural differences in the traditions of East and West. We examine case studies from the international arena, as well as those from Hong Kong and Asia, along with the contexts of ecological, historical, and social processes. Topics include issues and tensions around accountability and legitimacy; high-impact philanthropy; metrics for measuring impact; strategic philanthropy and the ethics of giving. Effective philanthropy inevitably looks for impactful investments with a desire for genuine social change.

In seminar and workshop mode, there will be active discussion and debates, hands-on presentations and group projects. Guest speakers from donors, community partners and NGO leaders will be invited, culminating in a field trip to complete the practical guide on fundraising proposals and protocols for solicitation and stewardship.

Assessment: 100% coursework

MNPM7010. Fund development and financial management for nonprofit organisations (6 credits)

A major priority for nonprofit organisations is securing funds in support of noble goals and programmes. This course covers the fundamentals of fund development and diversifying sources of income as part of an organisation's strategy to build up capacity for sustainable, long-term growth. The use of financial information in organisational planning, implementation, control, reporting, and analysis are essential to the smooth operation of nonprofit organisations. Topics to be covered include techniques for developing successful fundraising strategies and campaigns; examination of donor behaviour and giving methodologies; assessing various potential sources and types of support; prospecting and building relationships; ethics and fund stewardship; and understanding external issues with potential to impact fund development and organisational performance; as well as accounting, budgeting, preparing and analysing financial statements, and using analytical tools in financial-decision making to improve

organisational performance.
Assessment: 100% coursework

MNPM7011. Social entrepreneurship and innovation (6 credits)

Social entrepreneurship is about advancing long-term social change through technological innovative solutions and is a rapidly developing and changing field that constitutes different activities and goals depending on whether one is from the private, nonprofit or public sector. This course analyses the strengths and limitations of social entrepreneurship and social businesses, from a comparative perspective, as a tool for achieving significant lasting social change within nonprofit organisations. It explores the different theories, concepts, frameworks, guidelines and measurement tools, such as impact investing and SORI for effective social entrepreneurship and innovation with an eye towards sustainability of such solutions.

Assessment: 100% coursework

MNPM7012. Brand building and social marketing (6 credits)

Nonprofit organisations, characterised by having a wide range of stakeholders, rely heavily on community goodwill and public engagement to attain desirable social goals. Building a strong brand with appropriate marketing and public relations strategies can help nonprofit organisations strategically attract financial support, volunteers, beneficiaries, talents, as well as strengthen organisational identity, cohesion and capacity. Social marketing, which refers to the application of marketing concepts and techniques and integration with other social science approaches, can effectively help influence specific behaviours that benefit individuals and communities for social good. Successfully branded nonprofits enable themselves to gain greater attention and capacity to mobilise the community for creating greater social good when applying social marketing technique. This course adopts a mode of professional practicum to cover the essential concepts and tools for nonprofit to formulate branding and social marketing strategies, which synchronise with the social values and positioning of the organisation. Students will also learn the basic concepts of nonprofit marketing, digital marketing and PR functions as well as how to develop a marketing plan, conduct competitive analyses and market segmentation; understand target audience needs and how to adopt marketing philosophies to overcome threats and reap the opportunities in the current environment. Veteran professionals will be invited to share their invaluable experiences in class and students will be provided the opportunity to support a local nonprofit organisation in an actual marketing project through the course assignment.

Assessment: 100% coursework

MNPM7014. Organizational analysis and strategic development in changing context (6 credits)

This course targets at middle and senior managers of non-profit organizations, foundations and corporate social responsibility programs to be equipped with the core knowledge and cutting edge trends in strategizing organizational management and development. In confronting global challenges of rapid changes in public, business and social sectors, this course will offer deep analysis on organizational changes and learning to enhance students' knowledge and skills of multidisciplinary management. Topics may include change management, quality and performance monitoring systems, digital accountability and governance, strategic leadership, risk management, social economy and organizational innovations, etc.

Assessment: 100% coursework

MNPM7015. Current topics in nonprofit management (6 credits)

Effective nonprofit management requires students to be familiar with the often-complex issues created by a rapidly changing global environment and to understand the approaches being taken to address those challenges. This course provides the students with an opportunity to explore current and emerging issues in nonprofit management from both a theoretical and practical perspective.

The specific issues addressed will vary from year to year but may include such areas as nonprofit law and regulation; civic engagement, volunteering and volunteer management; new institutional forms and the blurring boundaries of the nonprofit sector; collaboration, networking and acquisition; interorganizational relations and public private partnership; challenges and opportunities in a digital environment; and the policy environment.

Assessment: 100% coursework

**MNPM7016. Working toward sustainable development goals through experiential learning
(6 credits)**

This credit-bearing Experiential Learning course coalesces scholars and expert practitioners to offer a unique learning experience through a study trip that aims to empower students with strong entrepreneurial and humanitarian spirit to work towards the Sustainable Development Goals with new insight, skills, knowledge, and leadership. Specifically, the study trip will examine successful social innovation and startup models, conservation and development struggles, and other critical topics that harness social innovation, local and international nonprofits, and public-private partnerships for social good in developing countries. Students will also learn to solve problems using a set of tools, including design thinking, project management and leadership, and marketing. Students will also learn how to design and lead similar types of experiential learning in the future.

Assessment: 100% coursework

MNPM7017. Nonprofit management programme internship (6 credits)

The Nonprofit Management Programme Internship presents a unique opportunity for students who have limited experience working in nonprofit organizations. To fulfill the course requirements, students must complete a minimum of 100 internship hours in local or international nonprofits or nonprofit-related unit in private organizations. Students must seek approval from the internship coordinator for the suitability of the internship positions to fulfill the course requirement.

Before undertaking the internship, students need to attend the pre-internship workshops to be prepared for this experiential learning opportunity. During the internship, students need to maintain a logbook to document their experiences and obtain endorsements from their internship supervisors. Upon completion of the internship, students are expected to provide reflections on their internship experiences throughout the process.

Assessment: 100% coursework

**MNPM7018. Environmental, Social, Governance (ESG): the opportunities for nonprofits
(6 credits)**

This course explores the emerging trend of Environmental, Social, and Governance (ESG), with a focus on the unique opportunities it presents for the nonprofit sector. As the demand for sustainable development continues to grow, the holistic management of organizations, encompassing business and nonprofits alike, is becoming increasingly vital. Students will develop an understanding of ESG history, ESG principles, ESG practices, the global ESG landscape, and the drivers of adoption and promotion by both business and nonprofits. With the help of lectures, case studies, interactive discussions, guest speakers and group activities, students will learn how to embrace the new opportunities brought by ESG

and how to effectively integrate ESG practices into nonprofits, creating lasting social and environmental impact and mitigating risks.

Assessment: 100% coursework

Capstone Experience Course

MNPM7013. Capstone in nonprofit management (12 credits)

The capstone project enables students to integrate what they have learned from the programme and demonstrate their ability to analyse critical issues, mobilise resources and build creative synergy in strategic nonprofit management. Students will attend a workshop as part of capstone and through active participation with distinguished academics, entrepreneurs and practitioners in the field, will develop expertise in those skills, tools and competencies essential to leading effective and efficient nonprofit organisations. Topics covered in the workshop include managing interpersonal and group conflicts; advocating for social change; information strategy in the digital age; and the art of networking and forming strategic alliances. Students will then work in small groups or on individual basis to complete a professional project. A topic is selected in consultation with relevant teaching staff by the end of the first month of the final academic year of study. The project is then researched, written and submitted for examination by the end of the final academic year.

Assessment: 100% coursework