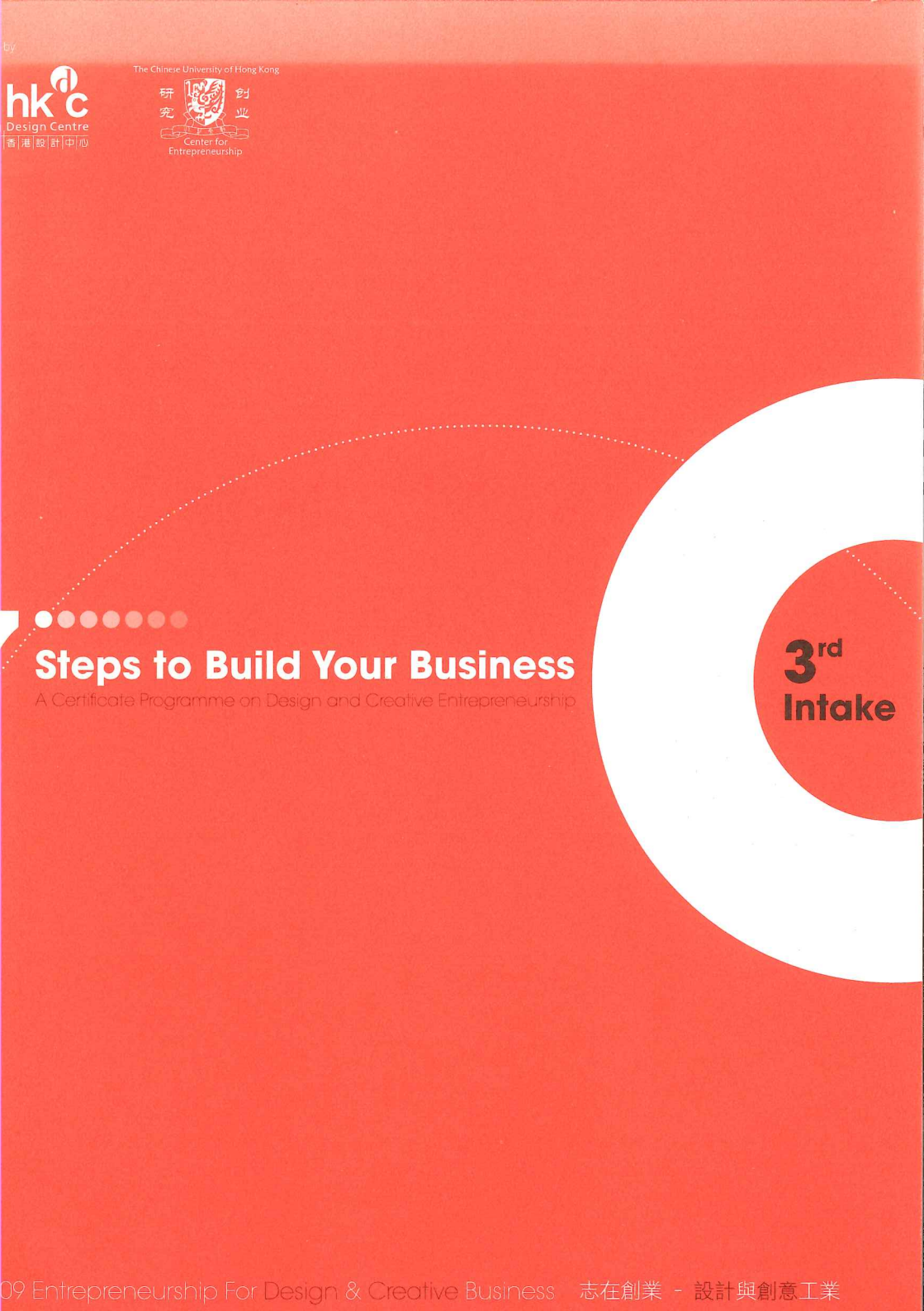




Steps to Build Your Business

A Certificate Programme on Design and Creative Entrepreneurship

3rd
Intake

Introduction 簡介

The “Entrepreneurship for Design and Creative Business” Workshop is jointly organised by the Hong Kong Design Centre and CUHK Center for Entrepreneurship to stretch the boundary of creative and design education in Hong Kong to respond to the rapidly changing business landscape.

In the workshop, we try to address the fundamental issues related to managing a creative design business. As such, our workshop has distilled the core design management practices into 7 modules through which important business insights can be conveyed. On top of that, we have added a site visit component into our programme through which our participants will get to see how an acclaimed creative business works in real life.

In March this year, we launched our first full-day hands-on workshop on Accounting for Design and Creative Professionals, which is an extended programme based on one of the modules in the entrepreneurship programme. We hope that similar one-day workshops derived from the current programme can be organised in the future to deepen your knowledge on the subject.

As there is no “one-size fits all” approach to help creative and design professionals construct a roadmap for career development and business growth, we believe that only by inviting guest speakers from diverse backgrounds can we find the approach most inspiring for you.

In the upcoming intake, we'll also move our site visit to the Pearl River Delta region. This is a new initiative which has been well received by the local design community. Through the visit, we hope to engage more of you to join us in exploring the new business opportunities from the gradual integration of Hong Kong and the PRD.

Like the previous intake, this book represents the collective contribution from our guest speakers and attendees. The speakers featured in this book have demonstrated in their own ways how they approach entrepreneurship with focus, passion, interdisciplinary teamwork, and willingness to learn and adapt in the face of change. As for the programme attendees, they have frequently given us constructive suggestions for improvement. I want to thank them all for what they have done.

由香港設計中心及中文大學創業研究中心合辦的「志在創業——設計與創意工業」工作坊，旨在於香港開拓更廣闊的創意及設計教育領域，以期適應正在急速轉變的商業環境。

在這個工作坊裏，我們嘗試解決一些與管理創意及設計業務有關的根本問題。工作坊將核心的設計管理方法分為七個單元，藉此傳達重要的商業洞見。在這個基礎上，我們又加入了實地考察的部份，讓參加者了解一間備受讚譽的創作公司是如何運作的。

今年三月，我們推出首個讓設計及創意專才實踐會計應用的全日工作坊，這是七個單元以外的一個延伸課程。我們期望由現行課程衍生出來的這類全日工作坊，可以深化閣下在特定課題上的知識。

由於協助創意及設計專才發展事業和業務增長方面，並沒有一種通用的做法。我們相信只有透過邀請來自不同設計範疇和背景的嘉賓講者分享經驗及見解，才能找到最能啟發你的方法。

在即將舉辦的新一屆課程中，我們將會轉而到珠三角作實地考察。這是一個廣受本地設計界人士歡迎的新建議。透過這次考察，我們希望可與你們一起，共同開拓因香港與珠三角逐漸融合所帶來的新商機。

一如往屆課程，此書包含了我們的嘉賓講者以及出席人士所作出的集體貢獻。書中所提及的講者，充分展現了他們如何透過專注、熱情、與不同領域的團隊合作，以及在面對轉變時願意學習和適應的態度，來處理與業務相關的問題。而參加者方面，他們透過不斷給予的建設性建議，讓我們的課程更見完整。我謹在此向他們道謝，感激他們所作的貢獻。