



# Nurturing an Entrepreneurial Mindset in Schools

Prof. Betty Lin  
Dual-Degree Program in Technology & Management  
Academy of Interdisciplinary Studies  
The Hong Kong University of Science and Technology

# Betty Lin

Assoc. Director, Dual-Degree Program in Tech & Mgmt  
Assoc. Professor, Interdisciplinary Education  
HKUST

## Career Phases:

1. Software engineer/manager for 3 products (Palo Alto, USA)
2. Consulting Principle/Assoc. Partner (Greater China)
3. Regional VP for a US-based startup with 300 People (APAC region)
4. Country Manager for 4 US-based hightech companies (Greater China)
5. Faculty & Program Assoc. Director for T&M DDP (HK)

## Education

- B.S. EE&CS, UC Berkeley
- Executive MBA, Kellogg-HKUST
- Master of Applied Business Research, SBS
- Doctorate of Business Administration, SBS (Sep 2025)



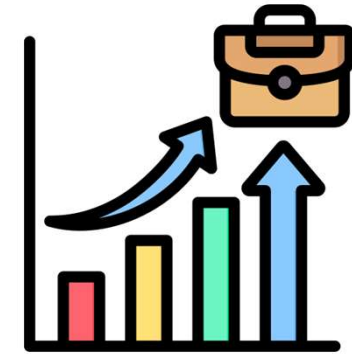
# Your Output is My Input



High School



→ University



→ Job Market

# What Does the Job Market Need?

## Future of Jobs Report 2025

INSIGHT REPORT  
JANUARY 2025



Future of Jobs Report 2025

Core skills in 2025



### 21<sup>st</sup> Century 4Cs Skills:

- Critical Thinking & Problem-Solving
- Creativity
- Communication
- Collaboration

Source: World Economic Forum. (2025). *Future of Jobs Report 2025*.

# **T&M** HKUST

DUAL DEGREE PROGRAM in  
Technology & Management

## CAPTURING THE BEST OF BOTH WORLDS



**2 DEGREES in 5 YEARS**



**BUILD  
STARTUP PLAN**



**CORPORATE  
CONSULTING**

**TEMG3950  
TEMG4950[A-Z]\***

**TEMG3950  
TEMG4970[A-Z]\***

# TEMG4950: T&M Consulting for a Corporate Client

## Consulting Projects using McKinsey Methods:

- Spr 24-25: "Next Intelligent Wealth Advisor Strategy" for UBS
- Fall 24-25: "Meta LLM for Viu Marketing"
- Spr 23-24: "Advanced Air Mobility" for Arup Aviation
- Fall 23-24: "ETF Sales Dashboard" for J.P. Morgan
- Spr 22-23: "Google and Open Data Strategy for PCCW-HKT"
- Fall 22-23: "Virtual Banking Strategies for livi"
- Spr 21-22: "Urban Retrofit Services for ARUP"
- Fall 21-22: "Future Transport Planning for TD"
- Spr 20-21: "Precision Farming for BAYER Japan"
- Fall 20-21: "GTM of FashionTech for Li & Fung in 3 Geo's"
- Spr 19-20: "Digital Façade Inspection for ARUP"
- Fall 19-20: "O2O Strategies for 5 GOOGLE Industries"
- ...
- Fall 08-09: "Empty Container Strategies for OOCL"



J.P.Morgan



# TEMG 4970: T&M IBPC/ABPC

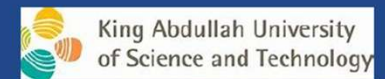
## Co-offered with 3-4 Universities

- Sum 2024-25 AIoT and AI Edge Computing - 3U's (Taiwan)
- Win 2024-25 Innovating the Future of Transportation - 4U's (Austin, USA)
- Sum 2023-24 The Future of Mobility and Logistics - 3U's (Singapore)
- Win 2023-24 Startup for Greater Bay Area - 3U's (Guangzhou & Shenzhen)
- Sum 2022-23 AI for Business - 4U's (Hamburg, Germany)
- Win 2021-22 <cancelled>
- Win 2020-21 Reimaging Education for COVID and Beyond for HKUST
- Sum 2019-20 Startup to Boost Economy under COVID - 3U's (Virtual)
- Win 2019-20 Assistive Tech for the Disabled - 4U's (3 cities in Brazil)
- Sum 2018-19 Healthier Living for Greater Bay Area - 3U's (Shenzhen)
- Win 2018-19 Traffic Jam Solution for Silicon Valley - 4U's (San Jose, USA)
- Sum 2017-18 Healthy Living - 3U's (Shanghai)
- ...
- Fall 2007-08 Build a Startup Using LED - 2 U's (Hong Kong)





## Global View



Once per year since 2007

# TEMG4970: T&M International Business Plan Competition 10-day Immersive Program for 4 Universities (Winter)



## APAC Regional View



Summer term

# TEMG4970: T&M Asia Business Plan Competition 10-day Immersive Program for 3 Universities (Summer)

# Consulting vs Entrepreneurship

## Consulting for a Corporate Client

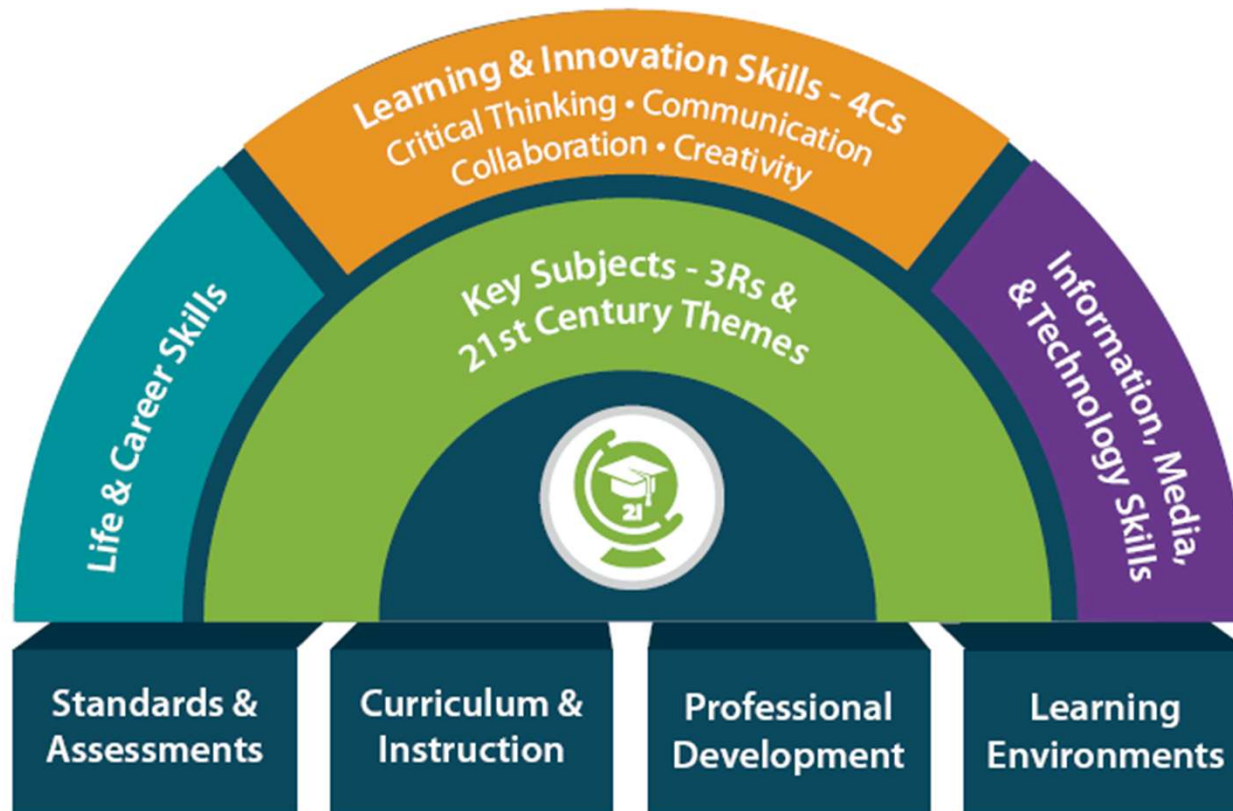
- **Critical Thinking:** identify potential issues and hypotheses
- **Creativity:** Design bespoke or personalized solutions for the client
- **Collaboration:** Work effectively with team members
- **Communication:** Active listening, clear communication to multiple stakeholders
- Possess expert-level skills in a few areas

## Building a Startup Company

- **Critical Thinking:** Identify valuable problems worth-solving **HARD**
- **Creativity:** Develop innovative solutions at market-appropriate prices
- **Collaboration:** Collaborate with co-founders and inspire team members **HARD**
- **Communication:** Engage and sell to potential customers and investors **HARD**
- Possess expert-level skills in a few areas

**Both require 4Cs + “T”/“ $\pi$ ” skills. *Which is Easier?***

# How Can High School Educators Prepare Students for University?



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Source: Partnership for 21<sup>st</sup> Century Skills, [www.cde.ca.gov/p21cskls](http://www.cde.ca.gov/p21cskls)

# Request to High School Educators

- Design curricula for the 21<sup>st</sup> Century (3Rs, ICT, Life Skills)
- Building foundation for 4Cs skills
  - *Critical Thinking & Problem-Solving*
    - Debate teams, problem-solving games
  - *Creativity & Collaboration*
    - Project-based learning, art & design innovation challenges with open-ended outcome
  - *Communication (Social Skills)*
    - Public speaking assignments, storytelling opportunities, narrative writing