

PolyU

SPEED

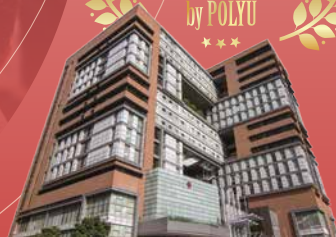
2026/27



Master of Science in Mega Events Management 盛事管理理学硕士

September 2026 Entry 2026 年 9 月开学

Full-time
全日制
Part-time
兼读制



- Programme aim: To nurture postgraduates' multi-disciplinary knowledge foundation with comprehensive and contemporary knowledge in a holistic context, understanding of mega events and related organisations to develop competitive practices and strategies.

课程目标：培育研究生具备多元学科的知识基础，并在全面的学习架构中掌握广博的当代知识，深入理解盛事及相关机构的运作，以制定具竞争力的方法及策略。

- Specialised curriculum: Cover areas of mega events management, which incorporates event marketing and branding, strategic event planning, event risk assessment and crisis management, digitalisation, heritage, cultural, and sports event management, and other relevant topics, etc., with a Research Centre for Green Business to support teaching and research.

专业课程：内容涵盖盛事管理领域，包括活动营销与品牌建立、策略性活动规划、活动风险评估与危机管理、数码化、文化遗产、文化及体育活动管理等相关主题。学院设有绿色商业研究中心，以支持教学和研究活动。



Programme Basic Information 课程基本资料

Duration of Study:

1 year (Mixed-mode Full-time) / 2 years (Mixed-mode Part-time)

修读年期:

1 年 (混合模式全日制) / 2 年 (混合模式兼读制)

Commencement Date: September 2026 Entry

开课日期: 2026 年 9 月开学

Tuition Fee: HK\$249,790

学费: 港币 249,790 元

Programme Structure 课程结构

Students are required to complete 11 subjects for a total of 31 credits with satisfactory results as well as passing an e-learning course (non-credit bearing) to fulfil the National Education Requirement in order to obtain a master's degree.

学生需要完成 11 个科目合共 31 个学分，取得满意成绩，并需于一科电子学习科目（非学分）取得合格成绩，以满足国民教育要求，方可取得硕士学位。

Compulsory Subjects (all 9 subjects; 3 credits each unless otherwise specified)

必修科目 (全部 9 科目，每科 3 学分，另有规定除外)

- Academic Integrity and Ethics in Business and Hospitality Management (1 credit 学分)
- Digitalisation and Information Management in Tourism and Hospitality
- Event Marketing and Branding
- Event Risk Assessment and Crisis Management
- Heritage, Cultural, and Sports Event Management
- International Festival and Event Management
- Responsible Mega Events Management
- Special Project in Contemporary Issues in Tourism and Hospitality
- Strategic Event Planning

Elective Subjects[#] (any 2 subjects; 3 credits each)

选修科目[#] (任何 2 科目，每科 3 学分)

- AI for Business
- Corporate Strategy and Sustainable Leadership
- Customer Experience Management and Innovations
- Financial Management for Business
- Tourism and Hospitality and ESG Practices in China

[#] Offering of any elective subjects is subject to sufficient enrolment.
每科选修科必须有足够报读人数才会开办。

Career Prospects 就业前景

- Event business has become an important component among well-known or international destinations; hence, managers and professionals should possess multi-disciplinary knowledge and skills to excel in sustainable practices in various event development and strategies.

活动产业已成为许多著名或国际旅游目的地的重要组成部分，因此，管理人员及专业人士需具备跨领域知识与技能，才可突围而出，在各种活动发展及策略中，推行可持续发展的做法。

- Graduates can take up the following positions in Hong Kong, the GBA region, and elsewhere: Event Manager; Sports Event Manager; Festival Director (e.g., Cultural festivals); Venue Manager; Consultant for Event Management Organisations; Event Planner, etc.

毕业生可于香港、大湾区及其他地区担任以下职位：

活动经理、体育活动经理、节庆总监（例如文化节）、场地经理、活动管理机构顾问及活动策划等。



Entrance Requirements 入学要求

- Holders of a recognised bachelor's degree, or an equivalent qualification in tourism and hospitality management. 持有认可的旅游及酒店管理学士学位或同等学历。
- Non-degree applicants with professional qualifications and relevant work experience will also be considered. 持有专业资格并具备相关工作经验的非学位申请人亦会获考虑。

For details of entrance requirements, please visit the programme webpage.

入学要求详情，请浏览课程网页。

**For more information,
please contact:
想了解更多，请联络：**

Programme Leader 课程统筹

Dr Bruce Tsui 徐俊文博士

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Enquiries 查询

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The School reserves the right to update the contents of this programme brochure and to change or withdraw programmes or subjects described here.
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Programme Details 课程详情

