

PolyU

SPEED

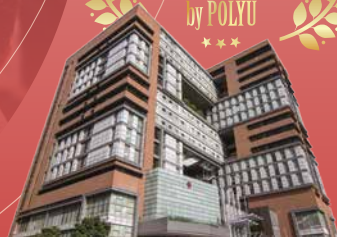
2026/27



Master of Science in Mega Events Management 盛事管理理學碩士

September 2026 Entry 2026 年 9 月開學

Full-time
全日制
Part-time
兼讀制



- 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.

課程目標：培育研究生具備多元學科的知識基礎，並在全面的學習架構中掌握廣博的當代知識，深入理解盛事及相關機構的運作，以制定具競爭力的方法及策略。

- 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.

專業課程：內容涵蓋盛事管理領域，包括活動營銷與品牌建立、策略性活動規劃、活動風險評估與危機管理、數碼化、文化遺產、文化及體育活動管理等相關主題。學院設有綠色商業研究中心，以支持教學和研究活動。



Programme Basic Information 課程基本資料

Duration of Study:

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

修讀年期：

1 年（混合模式全日制）/ 2 年（混合模式兼讀制）

Commencement Date: September 2026 Entry

開課日期：2026 年 9 月開學

Tuition Fee: HK\$249,790

學費：港幣 249,790 元

Programme Structure 課程結構

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.

學生需要完成 11 個科目合共 31 個學分，取得滿意成績，並需於一科電子學習科目（非學分）取得合格成績，以滿足國民教育要求，方可取得碩士學位。

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

必修科目（全部 9 科目，每科 3 學分，另有規定除外）

- Academic Integrity and Ethics in Business and Hospitality Management (1 credit 學分)
- 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)

選修科目[#]（任何 2 科目，每科 3 學分）

- 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.
每科選修科必須有足夠報讀人數才會開辦。

Career Prospects 就業前景

- 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.
活動產業已成為許多著名或國際旅遊目的地的重要組成部分，因此，管理人員及專業人士需具備跨領域知識與技能，才可突圍而出，在各種活動發展及策略中，推行可持續發展的做法。
- 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.
畢業生可於香港、大灣區及其他地區擔任以下職位：
活動經理、體育活動經理、節慶總監（例如文化節）、場地經理、活動管理機構顧問及活動策劃等。



Entrance Requirements 入學要求

- Holders of a recognised bachelor's degree, or an equivalent qualification in tourism and hospitality management.
持有認可的旅遊及酒店管理學士學位或同等學歷。
- Non-degree applicants with professional qualifications and relevant work experience will also be considered.
持有專業資格並具備相關工作經驗的非學位申請人亦會獲考慮。

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

入學要求詳情，請瀏覽課程網頁。

**For more information,
please contact:
想了解更多，請聯絡：**

Programme Leader 課程統籌

Dr Bruce Tsui 徐俊文博士

BBA (City H.K.), MSc, D.HTM [PolyU(H.K.)]; CHE, CEP

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Enquiries 查詢

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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.
學院有權更改此課程單張內容或撤銷此單張所述課程或科目。



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Programme Details 課程詳情

