

PolyU
SPEED 2026/27



New Master's Programme 全新硕士课程

Master of Arts in Global Arts Management 环球艺术管理文学硕士

September 2026 Entry 2026 年 9 月开学

New

DEGREES
AWARDED
by POLYU

Full-time
全日制
Part-time
兼读制

• Where Culture Meets Strategy 文化与策略的交会

The Master of Arts in Global Arts Management is designed for the next generation of arts leaders. Set in Hong Kong — one of the world's fastest-growing arts and cultural hubs — this programme equips you with the dual competencies of cultural literacy and strategic management that today's arts organisations demand.

「环球艺术管理文学硕士」课程专为下一代艺术领袖而设。课程立足于全球发展最迅速的艺术文化枢纽之一的香港，让你掌握当今艺术机构所要求的文化素养及策略管理双重能力。

• Technology at the Heart of the Curriculum 以科技为课程核心

From AI-powered audience engagement and blockchain-based art authentication to digital curation and content marketing, the programme places emerging technology front and centre. You will not simply learn about the art world — you will learn how to lead it into its digital future.

从人工智能驱动观众互动、区块链艺术品认证，到数位策展和内容行销，本课程将新兴科技置于首要位置。你不仅将学习艺术世界的知识，更将学习如何引领其迈向数位化的未来。

• A Curriculum Built for the Real World 为现实世界而设的课程

With a carefully structured blend of compulsory and elective subjects, you will develop expertise across global art history, curatorial practice, financial management, and strategic art business. An optional international study trip further broadens your global perspective, while flexible full-time (1 year) and part-time (2 years) study modes ensure the programme works around your life and career.

透过精心设计的必修与选修科目组合，你将在全球艺术史、策展实务、财务管理和策略性艺术商业等领域建立专业知识。你可选择参加海外考察交流团，进一步拓宽你的国际视野，而灵活的全日制（1年）和兼读制（2年）学习模式，确保课程能配合你的生活与事业发展。

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\$201,190

学费: 港币 201,190 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), namely "Understanding China and the Hong Kong Special Administrative Region, P.R.C.", 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），即「Understanding China and the Hong Kong Special Administrative Region, P.R.C.」，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 7 subjects, 3 credits each unless otherwise specified)

必修科目 (全部 7 科目，每科 3 学分，另有规定除外)

- Academic Integrity and Ethics in Arts Management (1 credit)
- Advanced Perspectives in Global Art History
- Curatorial Practice in the 21st Century
- Digital Curation and Exhibitions
- Digital Strategy and Content Marketing for the Arts
- Financial Management for Art Institutions
- Strategies for Global Art Business

Elective Subjects[#] (Any 4 subjects, 3 credits each)

选修科目[#] (任何 4 科目，每科 3 学分)

- AI for Business
- Audience Engagement and Experience Design for Art Appreciation
- Cultural Policy and Advocacy
- Emerging Technologies in Art: AI and Blockchain
- Global Contemporary Art^A
- Strategic Event Planning

[#]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

- Graduates of the MA in Global Arts Management are equipped to take on diverse and rewarding careers at the intersection of art, culture, and strategic management. With Hong Kong's art market poised to become the world's second largest, and the Greater Bay Area rapidly emerging as a global cultural powerhouse, the demand for skilled arts management professionals has never been greater.
「环球艺术管理文学硕士」毕业生具备能力在艺术、文化与策略管理交汇领域中，从事多元化且有前途的职业。随著香港艺术市场有望成为全球第二大市场，以及粤港澳大湾区迅速崛起成为全球文化重镇，对具备专业技能的艺术管理专才的需求前所未有地殷切。

- Career pathways span a broad spectrum: from curators and digital art specialists managing physical and virtual collections, to arts administrators and cultural policy advisors shaping the future of public institutions. Graduates with a commercial focus may find opportunities in art consultancies, auction houses, and corporate art collections, while those drawn to social impact can pursue roles in community arts, fundraising, and advocacy. Potential employers include institutions such as M+, the Hong Kong Palace Museum, Tai Kwun, government cultural agencies, independent/ alternative art spaces, Art Basel Hong Kong, and a growing ecosystem of creative enterprises across Hong Kong, Chinese Mainland, and the wider Asia-Pacific region.
职涯路径涵盖广泛：从管理实体与虚拟收藏的策展人与数位艺术专家，到塑造公共机构未来的艺术行政人员与文化政策顾问。著重商业发展的毕业生可在艺术顾问公司、拍卖行及企业艺术收藏等领域寻找机会，而有志于社会影响力的人士则可投身社区艺术、募款及倡议等工作。雇主包括 M+、香港故宫文化博物馆、大馆、政府文化机构、独立 / 另类艺术空间、香港巴塞艺术展，以及遍布香港、中国内地及亚太地区日益增长的创意企业生态系统。

Entrance Requirements 入学要求

Holders of a recognised bachelor's degree, or an equivalent qualification in arts, humanities, China studies, business administration, management, social sciences, or a related field.

持有认可的艺术、人文学科、中国研究、工商管理、管理学、社会科学或相关领域学士学位或同等学历。

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

Mr Chris Cheung 张士宗先生

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Programme Details 课程详情

