

PolyU

SPEED 2026/27



New Master's Programme 全新碩士課程

Master of Arts in Global Arts Management 環球藝術管理文學碩士

September 2026 Entry 2026 年 9 月開學

New

DEGREES
AWARDED
by POLYU

Full-time
全日制
Part-time
兼讀制

• Where Culture Meets Strategy 文化與策略的交會

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.

「環球藝術管理文學碩士」課程專為下一代藝術領袖而設。課程立足於全球發展最迅速的藝術文化樞紐之一的香港，讓你掌握當今藝術機構所要求的文化素養及策略管理雙重能力。

• Technology at the Heart of the Curriculum 以科技為課程核心

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.

從人工智能驅動的觀眾互動、區塊鏈藝術品認證，到數位策展和內容行銷，本課程將新興科技置於首要位置。你不僅將學習藝術世界的知識，更將學習如何引領其邁向數位化的未來。

• A Curriculum Built for the Real World 為現實世界而設的課程

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.

透過精心設計的必修與選修科目組合，你將在全球藝術史、策展實務、財務管理和策略性藝術商業等領域建立專業知識。你可選擇參加海外考察交流團，進一步拓寬你的國際視野，而靈活的全日制（1年）和兼讀制（2年）學習模式，確保課程能配合你的生活與事業發展。

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\$201,190

學費：港幣 201,190 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), 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.

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），即「Understanding China and the Hong Kong Special Administrative Region, P.R.C.」，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 7 subjects, 3 credits each unless otherwise specified)

必修科目（全部 7 科目，每科 3 學分，另有規定除外）

- 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)

選修科目[#]（任何 4 科目，每科 3 學分）

- 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.
每科選修科必須有足夠報讀人數才會開辦。

Career Prospects 就業前景

- 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.
「環球藝術管理文學碩士」畢業生具備能力在藝術、文化與策略管理交匯領域中，從事多元化且有前途的職業。隨著香港藝術市場有望成為全球第二大市場，以及粵港澳大灣區迅速崛起成為全球文化重鎮，對具備專業技能的藝術管理專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.
職涯路徑涵蓋廣泛：從管理實體與虛擬收藏的策展人與數位藝術專家，到塑造公共機構未來的藝術行政人員與文化政策顧問。著重商業發展的畢業生可在藝術顧問公司、拍賣行及企業藝術收藏等領域尋找機會，而有志於社會影響力的人士則可投身社區藝術、募款及倡議等工作。僱主包括 M+、香港故宮文化博物館、大館、政府文化機構、獨立 / 另類藝術空間、香港巴塞爾藝術展，以及遍布香港、中國內地及亞太地區日益增長的創意企業生態系統。

Entrance Requirements 入學要求

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.

持有認可的藝術、人文學科、中國研究、工商管理、管理學、社會科學或相關領域學士學位或同等學歷。

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

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Enquiries 查詢

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Programme Details 課程詳情

