



## For Immediate Release

To: Assignment Editor/Editor of Local News, Education Sections

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### HSUHK Launches Two New Taught Postgraduate Programmes

Approved by the Chief Executive in Council, The Hang Seng University of Hong Kong (HSUHK) will launch two new taught postgraduate programmes, namely Master of Arts in Cultural Heritage Management (MA-CHM) and Master of Social Sciences in Public Policy and Risk Governance (MSS-PPRG), in 2023-24. MSS-PPRG is the first public policy master's degree programme in Hong Kong that focuses on risk research. With the two new programmes, HSUHK offers a total of 26 undergraduate and 14 postgraduate programmes.

MA-CHM is designed for tangible and intangible cultural heritage, conservation and value creation, operation, management and public education of the Revitalisation Scheme. The programme also introduces the “competence framework for cultural heritage management” launched by UNESCO in 2018. It is specially tailored for professionals in Hong Kong and the Greater Bay Area (GBA) who intend to engage in related industries and enhance their knowledge on cultural relics conservation, providing a learning channel for relevant management and application knowledge.

Professor Desmond Hui, MA-CHM programme director and Head of the Department of Art and Design, said, “The rich cultural heritage of Hong Kong and GBA has attracted the attention of the public and the media in recent years. Cultural heritage is an important asset for tourism and a key to sustainable development. Therefore, HSUHK specially designed this programme to cultivate relevant talents.” The University is also delighted to welcome Dr Richard Engelhardt, former Regional Advisor for Culture for Asia and the Pacific of UNESCO, to be the adjunct professor and member of the programme development committee, who will also be responsible for part of the teaching and research work. Dr Joseph Ting, renowned historian and former Chief Curator of the Hong Kong Museum of History, will also join as an adjunct professor.

For MSS-PPRG, it is the first public policy master's programme in Hong Kong focusing on risk research. It aims to cultivate students who are interested in public administration, risk governance and policy research-related career development.

Dr Eva Hung, MSS-PPRG programme director and Associate Professor of the Department of Social Science, said that analysis, assessment, and management of risks have become an indispensable part in public policy formulation in the ever-changing society. The government and the public sector need to be more forward-looking and take appropriate risk analysis in the decision-making process, and at the same time to actively involve the private sector and the larger public so as to create the room for



policy changes. “Students will be taught to grasp the importance of risk factors in the public policy making process and to propose innovative solutions. Our graduates will be competent in public and private institutions, policy research institutes or positions in think tanks, NGOs, charities, public relations/public affairs agencies, higher education institutions, etc. They can also further pursue research-based master’s and doctoral degrees in policy research, public administration and other related disciplines.”

Below is the information of the two new postgraduate programmes:

School	Programme	Quota	Academic Year of the First Batch Students
School of Humanities and Social Science	Master of Arts in Cultural Heritage Management	50 (Full-time and Part-time)	2023/2024
	Master of Social Sciences in Public Policy and Risk Governance	40 (Full-time and Part-time)	2023/2024

**Photos:**



Photo 1: Professor Desmond Hui, MA-CHM programme director, said the programme is specially tailored for professionals in Hong Kong and GBA who intend to engage in related industries and enhance their knowledge on cultural relics conservation.



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Photo 2: Dr Eva Hung, MSS-PPRG programme director, said this is the first HSUHK master's programme in social sciences. It aims to cultivate students who are interested in public administration, risk management and policy research-related work development.

Photos for download: <https://bit.ly/3GG5ITb>

### **About The Hang Seng University of Hong Kong**

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and around 6,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSUHK is a residential institution which puts quality teaching and students’ all-round development as its highest priorities.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. Listed among the top 200 worldwide for ‘Quality Education’ and ‘Decent Work and Economic Growth’ in Times Higher Education University Impact Rankings 2021, the University aims to nurture young talents with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.



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