

Master of Arts in **CULTURAL HERITAGE MANAGEMENT** (MA-CHM) 文化遺產管理文學碩士



VR Reconstruction of Haw Par Mansion and Gardens (Photo credit: VR Lab, HSUHK)
虎豹別墅及萬金油花園虛擬實景重構 (攝自：恒生大學虛擬實景研究中心)

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文化遺產管理文學碩士
**MA IN CULTURAL HERITAGE
MANAGEMENT**

香港恒生大學
**THE HANG SENG UNIVERSITY
OF HONG KONG**



Master of Arts in

Cultural Heritage Management (MA-CHM)

文化遺產管理文學碩士

The MA-CHM Programme is designed for the effective management of tangible and intangible cultural heritage, conservation and value creation, operation, and public education of heritage projects. The curriculum incorporates the UNESCO Competence Framework for Cultural Heritage Management adopted since 2018. It is specially tailored for professionals in Hong Kong and the Greater Bay Area (GBA) who intend to engage in related industries to enhance their knowledge on the management of cultural relics and heritage conservation, providing a learning path for relevant management and applied knowledge.

文化遺產管理文學碩士主要針對物質與非物質文化遺產項目的保育和價值創造、營運、管理及公眾教育等範疇而設。課程引入聯合國教科文組織於2018年推出的「文化遺產管理能力評准框架」，把相關的理念和內容融入課程設計。課程主任、恒大藝術設計系系主任許焯權教授，表示此課程特別為香港及大灣區有意從事相關行業及提升文物保育知識的業內人士，提供相關管理知識及應用知識的進修管道。

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 the 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.”

許教授稱：「本港及大灣區豐富的文化遺產近年吸引大眾和媒體的關注，市民對文化保育的概念普遍提升，而年輕一代亦將文化遺產建立本土特色和構建文化身份，成為重要的橋樑。文化遺產更是推動文化旅遊、促進文化經濟等創造性活動的重要資產，是推動可持續發展的關鍵因素。有見及此，恒大特設此課程培育相關人才。」

The programme has invited Dr Richard Engelhardt, former UNESCO Regional Advisor for Culture in Asia and the Pacific, to be Adjunct Professor and member of the programme development committee, who will also be responsible for part of the teaching and research work.

恒大邀得前聯合國教科文組織亞太地區文化事務總監魏理察博士（Richard Engelhardt）為客座教授，擔任此課程發展委員會成員，他同時負責部份教研工作。

Adopting an interdisciplinary approach and a consolidated learning mode of theory and practice, the MA-CHM offers new understanding and unique perspectives towards the development of cultural heritage in the local, GBA, Asian and international contexts. The programme includes modules of cultural interpretations of heritage and the development of heritage management in Asian and international communities, business model, project and financial management, impact assessment, branding, marketing and digital applications of cultural heritage. It also introduces art, design, media and cultural mapping skills and knowledge related to heritage management. Besides, the Programme will be supplemented by research, fieldwork and internship, with the aim to encourage the use of knowledge and practice for the development of cultural heritage.

「文化遺產管理文學碩士課程」採用跨學科、結合理論及應用實踐的教學模式，強調從國際、亞洲、大灣區及本土視野出發，理解和詮釋文化遺產的發展。課程內容涵蓋文化遺產詮釋、國際及亞洲區內文化遺產管理體系的演變、文化遺產的商業模式、財務管理、文物影響評估、項目管理、品牌營銷及管理、文化遺產引進數碼技術、藝術設計及媒體應用、構築文化記憶及身份、文化圖譜（cultural mapping）等多個範疇的理論和應用知識。課程同時結合研究、實地考察及實習經驗，務求提升及培養學員對文化遺產管理的嶄新觀念之餘，學員可以學有所用，把相關知識用於文化遺產管理及項目設計上。

Duration and Credit Requirement

修讀年期及學分要求

Mode of Study 學制	Full Time / Part-time 全日制或兼讀制
Normal Duration of Programme 一般修讀年期	全日制：1年 兼讀制：2年
Credit Required for Graduation 畢業學分要求	8 Modules of 24 Credits 8 個單元，共 24 個學分



Jao Tsung-I Academy (Photo credit: Desmond Hui)

饒宗頤文化館 (攝自：許焯權教授)

Programme Structure

課程架構

Students are required to take a total of 8 modules, including 5 core modules and 3 elective modules.

學生須修讀8個單元，包括5個核心課程單元及3個選修單元。

	Module Code & Module Title 課程編號及課程名稱	Credit 學分	QF Credit 資歷學分
5 Core Modules 5個核心單元	CHM6001 Interpretation of Cultural Heritage and Value Creation	3	13.5
	CHM6002 Global and Asian Perspective on Cultural Heritage Management	3	13.5
	CHM6003 Business Model and Financial Management for Cultural Heritage	3	13.5
	CHM6004 Project Management in Cultural Heritage	3	13.5
	CHM6005 Heritage in Action: Site Visits and Fieldwork Research	3	13.5
Electives 選修單元	CHM6101 Memory, Identity and Cultural Heritage	3	13.5
	CHM6102 Place Branding with Cultural Heritage	3	13.5
	CHM6103 Digital Practices for Cultural Heritage	3	13.5
	CHM6104 Application of Art, Design and Media Strategies in Cultural Heritage	3	13.5
	CHM6105 Cultural Mapping with Heritage	3	13.5
	CHM6106 Impact Assessment in Cultural Heritage: Methodologies and Practices	3	13.5
	CHM6006 Heritage in Action: Dissertation	3	13.5
Total 總數	8 modules 8個單元	24	108

Study plan for One-Year Full-Time Study Mode

一年全日制課程規劃

Year 1

一年級

Semester 1

第一學期

CHM6001 Interpretation of Cultural Heritage and Value Creation

CHM6002 Global and Asian Perspective on Cultural Heritage Management

CHM6005 Heritage in Action: Site Visits and Fieldwork Research

1 Elective Module

Semester 2

第二學期

CHM6003 Business Model and Financial Management for Cultural Heritage

CHM6004 Project Management in Cultural Heritage

2 Elective Module

(Student may choose CHM6006 Heritage in Action: Dissertation as one of the elective modules.)

Study plan for Two-Year Part-Time Study Mode

兩年兼讀制課程規劃

Year 1

一年級

Semester 1

第一學期

CHM6001 Interpretation of Cultural Heritage and Value Creation

1 Elective Module

Semester 2

第二學期

CHM6004 Project Management in Cultural Heritage

1 Elective Module

Year 2

二年級

Semester 1

第一學期

CHM6002 Global and Asian Perspective on Cultural Heritage Management

CHM6005 Heritage in Action: Site Visits and Fieldwork Research

Semester 2

第二學期

CHM6003 Business Model and Financial Management for Cultural Heritage

1 Elective Module

(Student may choose CHM6006 Heritage in Action: Dissertation as the elective module.)

Programme Intended Learning Outcomes

課程學習目標

Upon completion of the Programme, students should be able to:

完成文化遺產管理文學碩士後，學生應能：

- | | |
|--|--|
| <ul style="list-style-type: none">• Synthesize different theories of studies in cultural studies, design, heritage management and business studies | <ul style="list-style-type: none">• 綜合文化研究、設計、遺產管理和商業學科的不同研究理論 |
| <ul style="list-style-type: none">• Employ research and practical skills such as business model creation, project management and assessment methods in the development of cultural heritage; | <ul style="list-style-type: none">• 在文化遺產發展中運用研究和實踐技能，例如建立商業模式、項目管理和評估方法等 |
| <ul style="list-style-type: none">• Critically assess information, concepts, and evidence at the forefront of the field such as cultural heritage management practices in global and local context | <ul style="list-style-type: none">• 批判性評估該領域前沿的資訊、概念和現象，例如全球和本地環境下的文化遺產管理實踐 |
| <ul style="list-style-type: none">• Apply advanced knowledge of cultural heritage management to various contemporary issues, such as deployment of tangible and intangible cultural assets, programme curatorship and place branding | <ul style="list-style-type: none">• 應用文化遺產管理的先進知識於各種當代問題，例如有形和無形文化資產的運用、項目策展和地方品牌推廣等 |
| <ul style="list-style-type: none">• Evaluate own contributions and responsibilities in assuring sustainability and in becoming responsible employees, business leaders and business partners. | <ul style="list-style-type: none">• 評估個人貢獻和責任，以確保可持續性得以延續，以及成為負責任的員工、業務領導者和業務合作夥伴 |

Admission Requirements

入學要求

1. A bachelor's degree in Art/ Design/ Architectural Studies, Anthropology, Asian Studies, Cultural Studies, Journalism and Communication, Social Sciences, Business, Marketing and Management Studies, Urban and Environmental Studies; and

於認可院校頒授的藝術/設計/建築學/人類學/亞洲研究/文化研究/傳播/社會科學/工商管理/市場學/城市及環境研究學士學位，或等同資歷；及

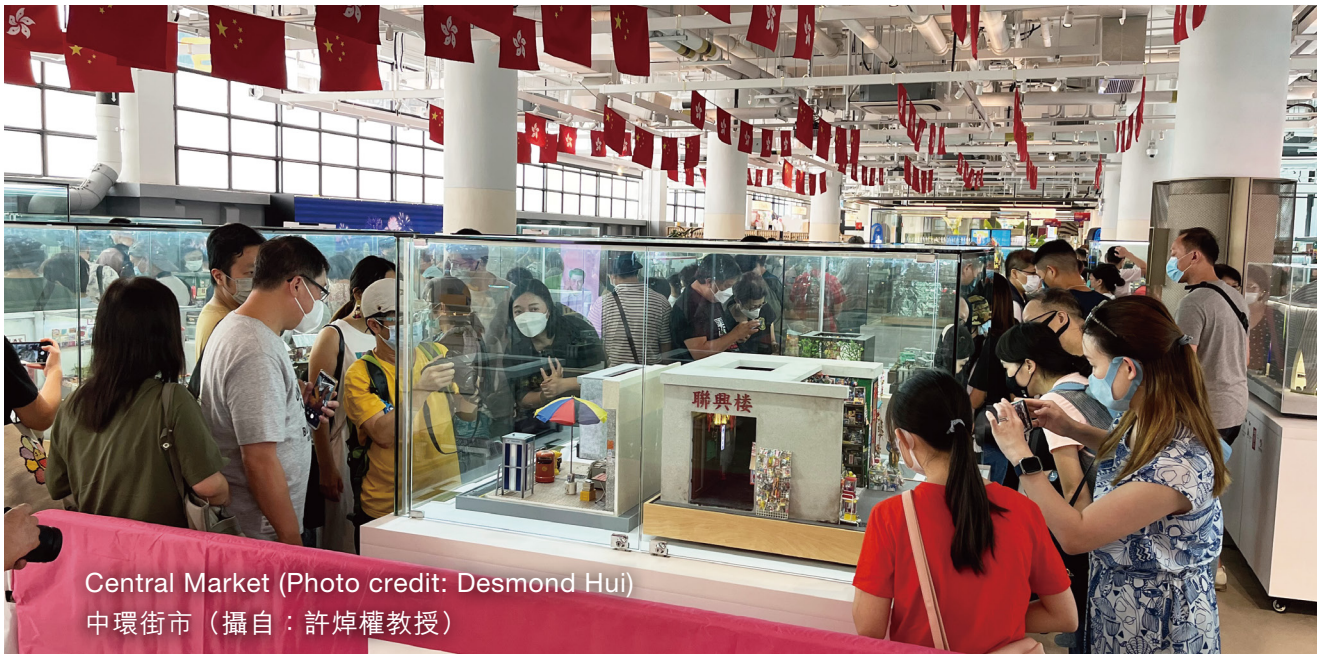
2. Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university/tertiary institution where English is the medium of instruction:

TOEFL \geq 550 (paper-based); IELTS \geq 6.0; CET 6 \geq 430; TEM-4 \geq 70.

假如申請者沒有完成以英語作為授課語言的學位課程須達到以下英語水準要求：

在以下其中一個英語能力考試中考獲最低指定分數：

- TOEFL託福：（紙筆考試）550
- IELTS雅思（學術）：6.0
- CET-6中國全國大學英語六級考試：430
- 全國高校英語專業四級考試：70；或
- 其他同等成績



Central Market (Photo credit: Desmond Hui)

中環街市（攝自：許焯權教授）

Graduation Requirements

畢業要求

To be eligible for the award of the Master of Arts in Cultural Heritage Management, students are required to:
文化遺產管理文學碩士學生須達到下列條件，方可滿足畢業要求：

- obtained a Grade D or above on at least 24 credits (8 modules), including all core modules.
• 修讀最少24學分（8個單元）並獲得D級或以上成績，當中包括所有核心單元
- obtained a cumulative GPA of at least 2.0
• 累計平均積點（Cumulative GPA）須達到2.0或以上



Tai Hang Fire Dragon (Photo credit: Desmond Hui)
大坑火龍（攝自：許焯權教授）

Education Pathways

升學出路

Graduates of the Programme may pursue further studies at MPhil or PhD levels, particularly in the field of Art and Design, History and Humanities, Cultural Studies, Cultural Management, Architecture, Landscape Architecture, Real Estate, Urban Planning, Environmental and Sustainability Studies.

本課程畢業生可繼續攻讀哲學碩士或博士課程，尤其適合以下範疇：藝術設計、人文歷史、文化研究、文化管理、建築、景觀建築、房地產、城市規劃、環境及可持續研究。



Tai Kwun (Photo credit: Desmond Hui)
大館 (攝自：許焯權教授)

Employment Pathways

就業出路

Manager /Coordinator 經理/ 統籌員	Administration / planning in heritage groups, organizations, or institutions 於遺產保育團體、組織或機構從事行政/ 統籌工作
Project Manager / Executive 項目經理/ 主任	Arts, culture, heritage events or project management 從事藝術、文化、遺產管理活動或項目管理
Administrative Executive /Professional 行政主任	Arts, culture, heritage administration / policy in architecture, urban planning and design, land development, tourism, arts, and cultural sectors 於從事藝術、文化及遺產管理/ 政策、建築、城市規劃及設計、土地發展、旅遊業、藝術及文化行業
Event / Programme / Exhibition Curator 活動/ 節目/ 展覽策展人	Arts, culture, heritage events or project management; non-profit making organizations Media/ Creative Industries 從事藝術、文化、遺產管理活動或項目管理、非牟利組織、媒體及創意行業
Researcher / Assistant Researcher 研究員/ 助理研究員	Arts, culture, heritage administration / policy and research 從事藝術、文化及遺產管理/ 政策及研究



Revitalization of Mui Tsz Lam Hakka Village (Photo credit: Desmond Hui)
梅子林客家村屋活化外景 (攝自：許焯權教授)

ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applicants can submit their applications through The Hang Seng University of Hong Kong Postgraduate Application System.

For further enquiries, please contact the Registry.

申請者可透過香港恒生大學網上入學申請系統申請。如有進一步查詢，請聯絡本校教務處。

Tel 電話	: 3963 5710
Fax 傳真	: 3963 5553
Website 網頁	: https://aad.hsu.edu.hk/en/home/study-with-us-degree-programme/master-of-arts-in-cultural-heritage-management-ma-chm/
Programme Email 課程查詢	: machm@hsu.edu.hk
Admission Email 入學查詢	: tpgadmission@hsu.edu.hk
Address 地址	: Hang Shin Link, Siu Lek Yuen, Shatin, N.T. 新界沙田小瀝源行善里

In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.

本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.

香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of October 2023.

有關資料更新至2023年10月。

