

MASTER OF ARTS IN



TAUGHT
POSTGRADUATE
PROGRAMME

GLOBAL ARTS MANAGEMENT

環球藝術管理文學碩士

學位由理大頒授

混合模式 (全日制/兼讀制)

適合學士畢業生及在職人士

- 課程特色
- 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
 - 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
 - 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

畢業後的就業前景

畢業生可投身策展與數位藝術、藝術行政及文化政策等專業領域，於藝術顧問公司、拍賣行及企業藝術收藏等機構發展，或參與社區藝術、募款與倡議等工作。潛在僱主包括M+、香港故宮文化博物館、大館、政府文化機構、獨立藝術空間、香港巴塞爾藝術展，以及遍布香港、中國內地與亞太地區持續擴展的創意產業生態系統。

入學申請
Admission



課程網頁
Programme
Webpage



SSHD Instagram



sshd_cpce

Master of Arts in Global Arts Management

Degree Awarded by PolyU

Mixed-mode (Full-time/ Part-time)

For Degree Graduates and Working Adults

- Programme features
- 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
 - From AI-powered audience engagement and blockchain-based art authentication to digital curation and content marketing, the programme places emerging technology front and centre
 - 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

Career Prospects

Career pathways range from curators and digital art specialists managing collections to arts administrators and policy advisors shaping public institutions. Graduates with commercial interests may work in art consultancies, auction houses, or corporate art collections, while those focused on social impact can engage in community arts, fundraising, or advocacy. Potential employers include M+, Art Basel Hong Kong, and diverse creative enterprises across Hong Kong, Chinese Mainland, and the Asia-Pacific.

SSHD小紅書



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THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

School of Professional Education
and Executive Development
專業進修學院

SPEED

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Division of Social Sciences,
Humanities and Design
社會科學、人文及設計學部