Master of Arts in ART BUSINESS (MA-AB)

藝術商業文學碩士



Klimt's *Portrait of Elisabeth Lederer* set a modern art auction record at Sotheby's New York in 2025 with a price of US$236.4 million. It became the second-highest priced artwork in auction history, injecting new vitality into the high-end art market.

克林姆《伊莉莎白・萊德勒肖像》2025年於紐約蘇富比創下2.364億美元現代藝術拍賣紀錄，拍賣史上成交價第二高的藝術品，為高端藝術市場注入了新的活力。

QF Level 資歷架構級別：6
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香港恒生大學
THE HANG SENG UNIVERSITY OF HONG KONG

藝術商業碩士課程
MA in Art Business

Master of Arts in Art Business (MA-AB)
藝術商業文學碩士

Master of Arts in Art Business (MA-AB) Programme aims at admitting the bulk of students from Hong Kong, Macao, and Mainland China particularly the neighbouring Greater Bay Area (GBA) where it is endowed with flourishing art and cultural resources. The sources of Art Basel and UBS global art reports have shown that the sale value of the art market worldwide in 2023 recorded 65 billion US dollars, of which China shared 19%, ranking the second largest market after the United States. Thus, taking the market in China and its need for knowledge workers in art business into consideration, the sheer size of the market would be large enough to absorb the Hong Kong-trained talents.

藝術商業文學碩士 (MA-AB) 課程 旨在招收來自香港、澳門及中國內地（尤其是文化藝術資源豐沛的鄰近大灣區）的學生為主。根據巴塞爾藝術展 (Art Basel) 與瑞銀集團 (UBS) 全球藝術市場報告顯示，2023 年全球藝術市場銷售額達 650 億美元，其中中國佔 19%，成為僅次於美國的第二大市場。因此，考量中國市場的規模及其對藝術商業專業人才的需求，本地市場足以吸納香港培育的專業人才。

MA-AB will also pay attention to the growing importance of art business in the region such as Singapore and South Korea. New economic incentives and business opportunities will drive the growth and sustainability of the sector in future. Given the established foundation and lead in the art business field, Hong Kong can take an active role in nurturing talents for the sector in the area. It is expected that job opportunities in the region will increase for graduates of the MA in Art Business.

本課程亦將關注新加坡、韓國等地區藝術商業領域日益提升的重要性。新的經濟誘因與商業機會將推動該產業未來的成長與永續發展。憑藉香港在藝術商業的穩健基礎與領先地位，我們能積極為區內培育相關人才。預計藝術商業文學碩士畢業生在亞洲地區的就業機會將持續增加。

Duration and Credit Requirement
修讀年期及學分要求

Mode of Study 學制	Full-time 或 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	8 Modules of 24 Credits 8 個單元，共 24 個學分



The Department of Art and Design curated the exhibition *A World Alive with Feeling: The Equal Gaze in Ding Yanyong's Art,* May to June 2026
藝術設計系參與籌辦《眾生有情：丁衍庸筆下的平等觀看》展覽 , 2026 年五至六月

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	Credit	QF Credit
5 Core Modules 必修課程	AB6001 Art Law 藝術法	3	13.5
	AB6002 Art Exhibition and Promotion 藝術品展覽與推廣	3	13.5
	AB6003 Fundamentals of Art Appreciation and Collection 藝術品鑒賞與收藏	3	13.5
	AB6004 Sale and Marketing of Art 藝術品銷售與营銷	3	13.5
	AB6005 Art Practice: Site Visit and Field Research 藝術實踐：現場訪問與實地研究	3	13.5
Electives 選修課程	AB6101 Valuation of Art 藝術品的估值	3	13.5
	AB6102 Business of Art Appreciation and Collection 藝術品鑒藏與商業機遇	3	13.5
	AB6103 Introduction in Art History and Development of Chinese Painting and Calligraphy 藝術史概論及中國書畫藝術發展史	3	13.5
	AB6104 Art Curation and Research 藝術品策展與研究	3	13.5
	AB6105 Business Management of Art Assets 藝術資產商業管理	3	13.5
	AB6106 Art Practice: Dissertation 藝術實踐：論文	3	13.5
Total	8 modules	24	108

Study plan for One-Year Full-Time Study Mode
一年全日制課程規劃

Year 1	
Semester 1	**Semester 2**
AB6001 Art Law 藝術法	AB6003 Fundamentals of Art Appreciation and Collection 藝術品鑒賞與收藏
AB6002 Art Exhibition and Promotion 藝術品展覽與推廣	AB6004 Sale and Marketing of Art 藝術品銷售與营銷
2 Elective Modules	AB6005 Art Practice: Site Visit and Field Research 藝術實踐：現場訪問與實地研究
	1 Elective Module

Study plan for Two-Year Part-Time Study Mode
兩年兼讀制課程規劃

Year 1	
Semester 1	**Semester 2**
AB6001 Art Law 藝術法	AB6002 Art Exhibition and Promotion 藝術品展覽與推廣
1 Elective Module	1 Elective Module
Year 2	
Semester 1	**Semester 2**
AB6003 Fundamentals of Art Appreciation and Collection 藝術品鑒賞與收藏	AB6004 Sale and Marketing of Art 藝術品銷售與营銷
1 Elective Module	AB6005 Art Practice: Site Visit and Field Research 藝術實踐：現場訪問與實地研究

Programme Intended Learning Outcomes
課程學習目標

Upon completion of the Programme, students should be able to:
完成藝術商業文學碩士後，學生應能：

• Synthesize diverse theories from art and design, art marketing, history, cultural and creative industries, cultural studies, and business research;	• 綜合藝術創意產業、文化研究、設計、藝術經營和商業研究的不同理論；
• Apply research and practical skills in the development of Art Business, such as business model creation, project management, and evaluation methods;	• 運用商業模型創建、專案管理和評估方法等研究和實際技能，在藝術經營中發展；
• Critically evaluate information, concepts, and evidence in the field, including Art Business practices in both global and local contexts;	• 批判性評估該領域的資訊、概念和證據，如全球和本地藝術經營與管理實踐；
• Apply broad-based knowledge in Art Business to address various contemporary issues, such as the deployment of art assets, project curation, and venue branding;	• 將基礎廣泛藝術經營與管理知識應用於各種當代問題，如拍賣行、畫廊等地方品牌推廣；
• Evaluate own contributions and responsibilities in assuring sustainability and in becoming responsible citizens, employees, business leaders, and business partners.	• 評估自己在確保可持續性、成為負責任的公民、雇員、商業領袖和商業夥伴方面的貢獻和責任。

Admission Requirements
入學要求

1. A Bachelor's degree from a recognised university or equivalent.
2. A Bachelor's degree from a university or institution in which the medium of instruction is Chinese. Otherwise, applicants are required to demonstrate their proficiency in Chinese at one of the following levels:
   a) Level 3 in Chinese Language of HKDSE;
   b) Level 5 at Hanyu Shuiping Kaoshi (HSK) （漢語水平考試第五級）; or
   c) Level 2-B at Putonghua Shuiping Ceshi (PSC), State Language Affairs Commission （國家語言文字工作委員會普通話水平測試二級乙等）; or
   d) ≥100 in Chinese Language of Joint Entrance Examination (JEE) / National College Entrance Examination (Gaokao).

1. 申請者須於於認可院校獲頒學士學位，或等同資歷；及
2. 申請者如畢業于非中文授課的大學，必須符合以下的中文能力要求：
   a) 香港中學文憑考試中國語文科第三級；或
   b) 漢語水平考試 (HSK) 第五級；或
   c) 國家語言文字工作委員會制定的《普通話水準測試》(PSC) 二級乙等；或
   d) 中文科成績（中華人民共和國普通高等學校聯合招生考試／高考）達 100 分或以上。



The HSUHK Foundation Gallery co-presented in March to April 2026 with ArtNext *The Stars Are Not Afraid to Appear Like Fireflies,* a solo exhibition by Chinese contemporary artist Wang Yi
恒大基金展覽廊與新藝潮 合辦中國當代藝術家王一個人作品展《群星不懼形似螢火》

Graduation Requirements
畢業要求

To be eligible for the award of the Master of Arts in Art Business, students are required to:
藝術商業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



A scene from Sotheby's Hong Kong Modern and Contemporary Art Spring Auction 2026
2026 年蘇富比香港現當代藝術春季拍賣會現場

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 History, Chinese Art, Cultural Studie, Museum Studies and Arts Technology and Business.

該課程的畢業生可繼續攻讀哲學碩士或博士學位，尤其在藝術史、中國藝術、文化研究、博物館研究以及藝術科技與商業等領域深造。



A scene from Art Basel Hong Kong 2026
2026 年香港巴塞爾藝術展現場

Employment Pathways
就業出路

Manager /Coordinator 經理／統籌員	In the management and planning aspects of auction houses and galleries 從事拍賣行與畫廊的管理與策劃方面
Project manager / Executive 項目經理／主任	Arts, culture, or project Management 從事藝術、文化、或項目管理
Administrative Executive /Professional 行政主任	Arts, culture, administration / policy in art collection, art dealership, architecture and design, history, tourism, arts, and cultural sectors 從事藝術、文化、藝術收藏管理／政策、藝術品交易、建築與設計、歷史、旅遊以及藝術與文化領域
Event / Programme / Exhibition curator 活動／節目／展覽策展人	In the realms of Art Business, project management, non-profit organizations, and media / creative industries 從事藝術商業、專案管理、非營利組織及媒體／創意產業領域



Sougwen Chung's *Recursion*: a contemporary artwork co-created through artificial intelligence, robotic arms, and ink-scroll painting, presented at Art Basel Hong Kong 2026
鍾愫君《遞迴》：以人工智慧、機械臂與水墨共創，於 2026 年香港巴塞爾藝術展呈獻



Willem de Kooning's *Interchange*, one of the most expensive artworks in history sold for US$300 million in 2015
威廉· 德· 庫寧《交匯》2015 年以三億美元成交，成為歷史上最昂貴的藝術品之一。

ENQUIRIES ON APPLICATION AND ADMISSION
入學申請查詢

Applicants can submit the application through The Hang Seng University of Hong Kong Postgradaute Application System.

For further enquiries, please contact the Graduate School.

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，請聯絡本校研究生院。

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Programme Email 課程查詢	: maab@hsu.edu.hk / 3963 5434
Admission Email 入學查詢	: pgadmission@hsu.edu.hk
Address 地址	: Hang Shin Link, Siu Lek Yuen, Shatin, NT 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擔保之有限公司。

Information updated as of May 2026.

有關資料更新至 2026 年 5 月。