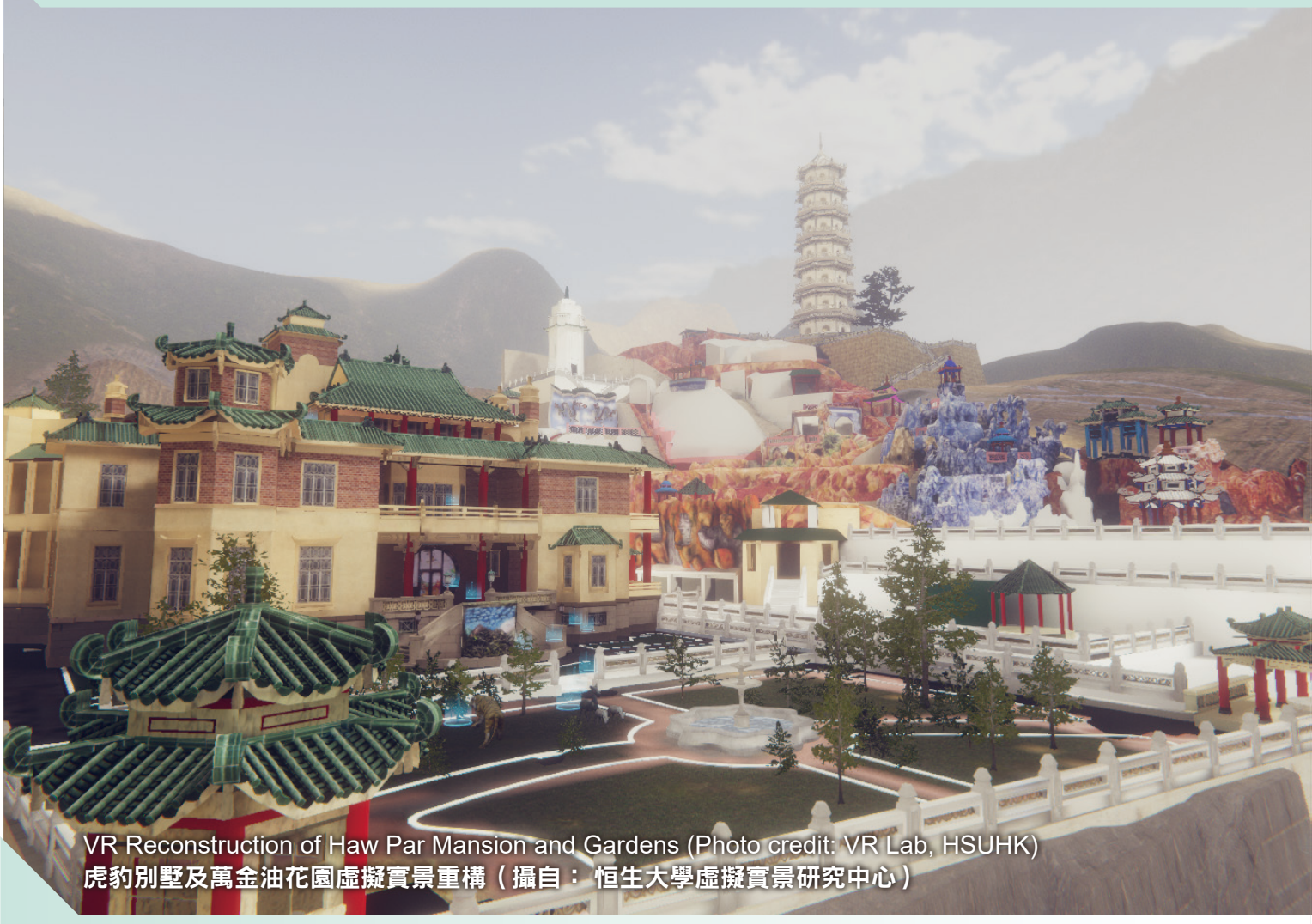
Master of Arts in CULTURAL HERITAGE MANAGEMENT (MA-CHM)
文化遺產管理文學碩士



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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01/09/2023 To 31/08/2030

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

文化遺產管理碩士課程
MA in Cultural Heritage Management

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 Prof 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教授（Prof Richard Engelhardt）為兼任教授，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.

「文化遺產管理碩士課程」採用跨學科、給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，理解和詮譯文化遺產的發展。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、財務模管理、文物影响評估、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、田野調查及實習經驗，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

Site visit at the Hong Kong Heritage Discovery Centre with reception by Ms Susanna SIU, MH, Chief Heritage Executive, Antiquities and Monuments Office (Photo credit: Kiki KO-LI)
課程考察香港文物探知館並獲古物古蹟辦事處總文物主任蕭麗娟 MH 女士親自接待（攝自：李高凱盈女士）

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: Thesis	3	13.5
	CHM6107 Chinese Art as Cultural Heritage	3	13.5
	CHM6108 Silk Road Heritage	3	13.5
	CHM6109 Illicit Traffic and Trading of Cultural Heritage and Property	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	**Semester 2** 第二學期
CHM6001 Interpretation of Cultural Heritage and Value Creation	CHM6003 Business Model and Financial Management for Cultural Heritage
CHM6002 Global and Asian Perspective on Cultural Heritage Management	CHM6004 Project Management in Cultural Heritage
CHM6005 Heritage in Action: Site Visits and Fieldwork Research	2 Elective Module *(Student may choose CHM6006 Heritage in Action: Thesis as the elective module.)*
1 Elective Module	

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	**Semester 2** 第二學期
CHM6001 Interpretation of Cultural Heritage and Value Creation	CHM6004 Project Management in Cultural Heritage
1 Elective Module	1 Elective Module
Year 2 二年級	
Semester 1 第一學期	**Semester 2** 第二學期
CHM6002 Global and Asian Perspective on Cultural Heritage Management	CHM6003 Business Model and Financial Management for Cultural Heritage
CHM6005 Heritage in Action: Site Visits and Fieldwork Research	1 Elective Module *(Student may choose CHM6006 Heritage in Action: Thesis 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：

• Synthesize different theories of studies in cultural studies, design, heritage management and business studies	• 綜合文化研究、設計、遺產管理和商業學科的不同研究理論
• Employ research and practical skills such as business model creation, project management and assessment methods in the development of cultural heritage;	• 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
• Critically assess information, concepts, and evidence at the forefront of the field such as cultural heritage management practices in global and local context	• 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
• 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	• 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
• Evaluate own contributions and responsibilities in assuring sustainability and in becoming responsible employees, business leaders and business partners.	• 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

Words from Graduates
畢業生的話

This programme presents the trends in cultural heritage management through field visits, guest lectures by experts. These diverse approaches aid students understand the industry evolution comprehensively and accurately, thereby preparing them for future career advancement within the field effectively.

課程透過實地考察、專家講座等不同方式呈現文化遺產管理的趨勢，有助學生全面而準確認識到行業的發展，為晉身行業做好準備。

LAM Man Lok, 2024 Graduate 林文樂 - 2024 年畢業生

Admission Requirements
入學要求

1. A bachelor's degree from a recognised university or equivalent; and
   於認可院校頒授的學士學位，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:

   - A minimum of 550 (paper-based); 79 (internet-based) in TOEFL / TOEFL iBT Special Home Edition@; or
   - A minimum of 6.0 in IELTS / IELTS Online / IELTS Indicator@ ; or
   - A minimum of 430 in College English Test-Band 6 (CET-6) or "Pass" if the test was taken before June 2005.

   若申請人並非在以英語教學的院校取得學士學位，須具備以下的英語能力要求：
   在以下其中一個英語能力考試中考獲最低指定分數：

   - TOEFL 托福 ≥ 550（筆考），≥ 79（網考）/ 托福 iBT 家庭版 @
   - IELTS 雅思 (學術) / 雅思（IELTS Online / Indicator）：≥ 6.0
   - CET-6 中國全國大學英語六級考試：≥ 430 或「及格」（如考試時間在 2005 年 6 月之前）。

Students in class at M+ Tower with Prof Richard Engelhardt (Photo credit: Prof Desmond HUI)
魏理察教授與學生在西九文化區 M+ 大樓上課（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

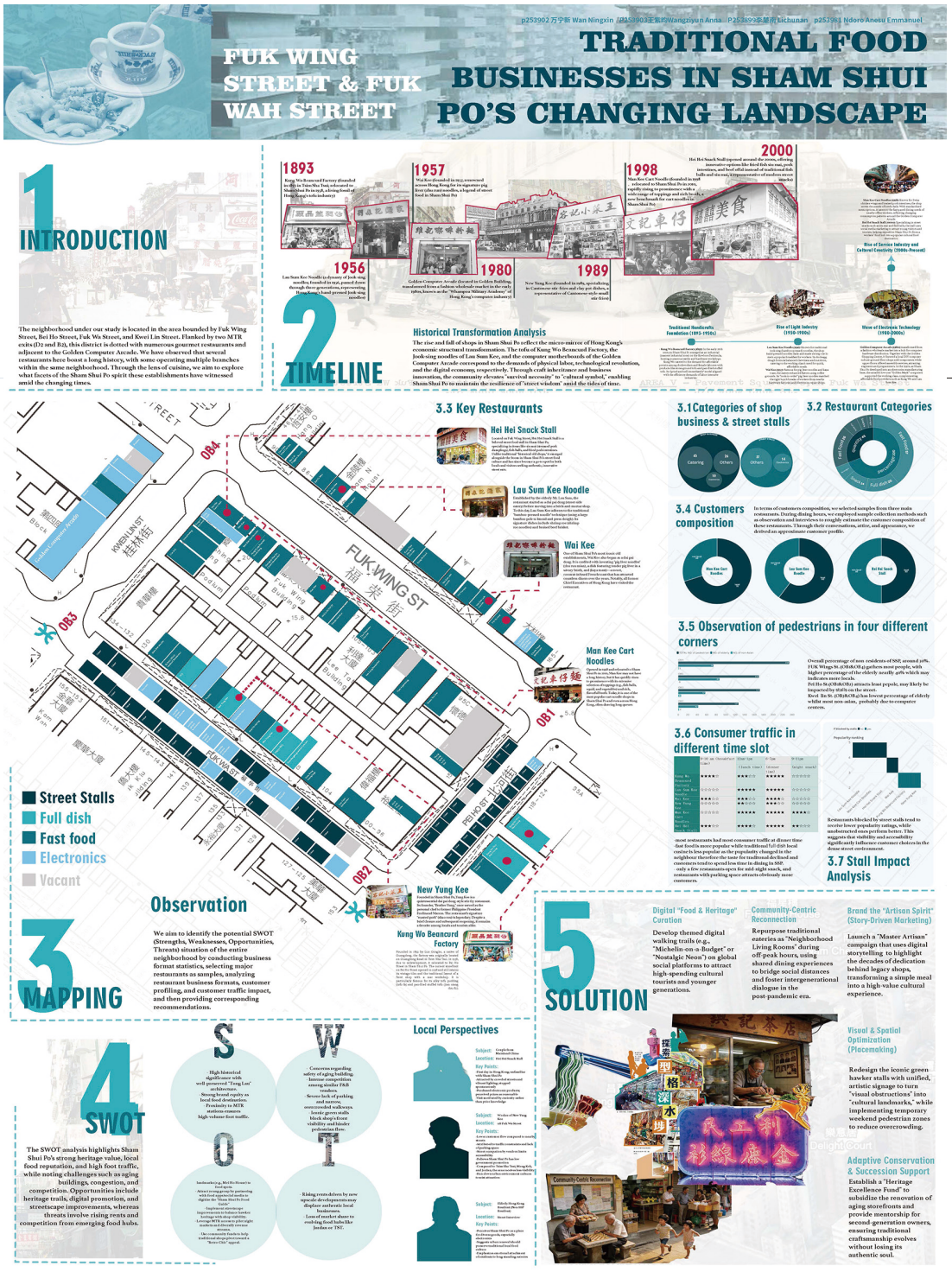
- obtained a cumulative GPA of at least 2.0
- 累計平均積點（Cumulative GPA）須達到2.0或以上

Students learning virtual production in the Martin Ka Shing Lee Innovation Lab in CHM6103 Digital Practices for Cultural Heritage (Photo credit: Dr Christine CHOY)
CHM6103 文化遺產的數字化實踐學生在李家誠創新實驗室學習虛擬製作（攝自：蔡曉瑩博士）

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。



"Sham Shui Po Culture Mapping", student work from CHM6105 Cultural Mapping with Heritage. (Photo credit: Caspar YAM)
CHM6105 文化遺產的文化地圖 學生作業：深水埗的文化地圖（攝自：任明顯先生）

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

Words from Graduates
畢業生的話

The Cultural Heritage Management programme has made me realize that the preservation of intangible cultural heritage is not only about transferring skills to the world through performances, but also about gaining a deeper understanding of the origins of intangible culture and its impact on the surrounding environment and society. Cultural heritage management is not only a methodology, but also a practical case of connecting with the society to bring back to the people the characteristic social and cultural markers that have disappeared or are about to disappear in the right way.

文化遺產管理專業讓我認識到非物質文化遺產保護不僅僅是把技能通過表演的方式傳遞給世界，更應該深入瞭解非物質文化的由來以及其對周遭環境、社會的影響。文化遺產管理不僅僅是一種方法論，更應該是一種與社會接軌的實踐案例，通過合適的方式、恰當的方法將已經消失或即將消失的具有特色的社會文化標識，重新展示在人們面前。

DING Pengtao, 2024 Graduate 丁鵬涛 - 2024 年畢業生

The Tiger Balm Garden Metaverse VR project awarded "Star of Outstanding" at 2024 Global Awards for World Heritage Education Innovative Cases
虎豹別墅元宇宙虛擬實境項目榮獲 2024 全球世界遺產教育創新案例獎「卓越之星獎」

ENQUIRIES ON APPLICATION AND ADMISSION
入學申請查詢

Applicants can submit the application through The Hang Seng University of Hong Kong Postgraduate 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。

Tel 電話	**：3963 5620**
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 /3963 5634**
Admission Email 入學查詢	**：pgadmission@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.
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Information updated as of May 2026.
有關資料更新至2026年5月。