

## Browse Program Information

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**Academic Program:** Master of Arts in Cultural Management

**Academic Year:** 2019

**Language:**

### [Learning Outcomes](#)

#### Study Scheme

*Postgraduate Student Handbook 2019-20 (CUL-III)*

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## FACULTY OF ARTS

### Cultural Studies

#### Study Scheme

#### **M.A. Programme in Cultural Management (Full-time and Part-time)**

#### **Applicable to students admitted in 2018-19 and thereafter**

##### 1. *Coursework Requirement*

Students are required to complete 24 units of courses for graduation

(a) Required courses: **6 units**  
CULS5301, CULS5313

(b) Special Elective courses: **12 units**  
Any four courses to be chosen from CULS5303, CULS5305, CULS5307, CULS5308, CULS5309, CULS5315, CULS5316, CULS5317, CULS5318, CULS5319, CULS5320, CULS5321, CULS5322, CULS5325, CULS5326, CULS5327, CULS5328

(c) General Elective courses **6 units**  
Any two courses from MA programmes of Cultural Studies Division  
Except: CULS5201, CULS5211, CULS5215 and CULS5402  
\*or any one MA course from the Division except CULS5201, 5211, 5215, 5402 plus one 3-unit 4000-level undergraduate course (one CURE 4000-level course from BA in Cultural Studies or CUMT4005 from BA in Cultural Management).

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**Total: 24 units**

2. *Other Requirements*

- (a) Students must fulfill the Term Assessment Requirement of the Graduate School. For details, please refer to Clause 13.0 “Unsatisfactory Performance and Discontinuation of Studies” of the General Regulations Governing Postgraduate Studies which can be accessed from the Graduate School Homepage: <http://www.gs.cuhk.edu.hk>.
- (b) A student must achieve a cumulative grade point average (GPA) of at least 2.0 in order to fulfill the graduation requirement, unless special approval is granted by the Graduate Council.

**Applicable to students admitted in 2017-18 and before**

1. *Coursework Requirement*

Students are required to complete 24 units of courses for graduation

- (a) Required courses: **6 units**  
CULS5301, CULS5313

- (b) Special Elective courses: **12 units**  
Any four courses to be chosen from CULS5303, CULS5305, CULS5307, CULS5308, CULS5309, CULS5315, CULS5316, CULS5317, CULS5318, CULS5319, CULS5320, CULS5321, CULS5322, CULS5324, CULS5325, CULS5326, CULS5327, CULS5328

- (c) General Elective courses **6 units**  
Any two courses from MA programmes of Cultural Studies Division  
Except: CULS5201, CULS5211, CULS5215 and CULS5402  
\*or any one MA course from the Division except CULS5201, 5211, 5215, 5402 plus one 3-unit 4000-level undergraduate course (one CURE 4000-level course from BA in Cultural Studies or CUMT4005 from BA in Cultural Management).

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graduation requirement, unless special approval is granted by the Graduate Council.

### **Course List**

<u>Code</u>	<u>Course Title</u>	<u>Unit</u>
CULS5301	Concepts of Contemporary Culture	3
CULS5303	Introduction to Managing Non-Profit Organizations	3
CULS5305	IT Applications in Cultural Organizations	3
CULS5307	Visual Arts Administration	3
CULS5308	Performing Arts Administration	3
CULS5309	Museum and Archives Studies	3
CULS5313	Cultural Development and Policy	3
CULS5315	Film/Video & Media Art Administration	3
CULS5316	Graduate Research Paper	3
CULS5317	Xiqu and Performing Culture	3
CULS5318	Curatorship	3
CULS5319	Exhibition Design and Installation	3
CULS5320	Special Topics in Cultural Management	3
CULS5321	Curating and Managing Cultural Festivals	3
CULS5322	Practicums	3
CULS5324	Case Studies in Performing Arts Administration	3
CULS5325	Introduction to Cultural Management in China	3
CULS5326	Cultural Venues Management	3
CULS5327	Formation and Operation of Small Arts Organizations	3
CULS5328	Concept and Practice of Community Arts	3

### **Study Scheme**

#### **Learning Outcomes**

#### **MA in Cultural Management**

Through classroom lecturing and practicum experiences, the Programme intends to equip students with technical, managerial, critical and creative skills so that they could be engaged in the professional practice of cultural management in Hong Kong and elsewhere. In 2008 courses within the Programme were recomposed to specify the expectations on the learning outcomes. Students are expected to acquire the following skills and knowledge upon the completion of the Programme:

1. Technical and managerial know-how
  - a. Management of various forms of cultural institutions, including arts centre, theatre, museums and independent arts spaces;
  - b. Managing the production and presentation of cultural programmes, including various forms of performances, exhibition, film/video/digital arts presentation, various forms of arts presentation

and experimental arts projects;

- c. Providing mediation services for cultural programmes, including marketing, education programme and community outreach activities.

2. Critical ability

- a. Ability to engage in critical review of the various form of cultural expressions and provide distinctive interpretations;
- b. Ability to understand and critically review local and global cultural landscape in terms of their political and ecological context;
- c. Capable of being critical of traditional and existing practices in cultural management.

3. Creative skills

- a. Ability to curate distinctive cultural programmes with creative interpretation and presentation;
- b. Ability to introduce creative elements in communicating with the public through different mediation formats such as marketing, publication, education and outreaching programming.