

文學士課程

文化 管理

BA Programme in
Cultural
Management

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What is Cultural Management

Cultural Management is a broad field which aims to cultivate cultural awareness and diversity and to bring culture to meet public needs and enjoyment. This bachelor programme offers an interdisciplinary learning environment to engage students with theories, arts-based knowledge, and transferable skills. It focuses on three areas of Cultural Management:

1. Antiquities and Heritage Management;
2. Cultural Institutions and Curation;
3. Cultural and Creative Industries.

Recently there has been a growing interest in the potential contribution of the arts and culture to sustainable development, cultural diversity and global economy. In the present century, our economy is relying heavily on the developments of cultural and creative industries. Social awareness towards cultural authenticity, entirety and diversity, is also on the rise. There is a growing number of cultural infrastructure which include not only museums, but also large-scale cultural districts, small-sized community arts space, and public areas designated for socio-culture facilities. Thus, there is a pressing need to shape students of humanities with visions, expertise, sensibility, and ethics to serve as the mediators between the public and cultural productions. They will form the core “cultural software of our city”.

This BA programme emphasizes cross-disciplinary studies. It aims to educate and train this new breed of cultural leaders and mediators to interpret, define and defend cultures. With senses and respects for different cultures, they will commit to develop local culture from the perspectives of Fine Arts, Anthropology, History, Archaeology, Cultural Studies or any combinations of the above.

甚麼是文化管理

文化管理是一門涵蓋廣泛知識的學科，其目的在於培養文化察覺和多元文化，使文化活動切合公眾需要和享受。本課程提供跨學科的學習環境，使學生能接合理論、藝術知識及可轉移的技能，內容涵蓋文化管理的三大範疇：

1. 古物與文物遺產管理
2. 文化機構與策展
3. 文化及創意工業

近年來文化藝術對可持續發展、文化多元及全球經濟的貢獻開始備受注目。在本世紀，我們的經濟十分依賴文化及創意產業的發展。而公眾亦日益重視文化的原真性、完整性及多元化問題。近年，不少文化基建相繼落成，包括博物館、大型文化區、小型社區藝術空間，及被劃為社區文化設施的公共空間。因此，我們極需培養具人文學科知識的學生，同時兼具文化視野和觸覺、專業知識和操守，以作為公眾和文藝作品之間的中介人，成為我城的核心文化軟件。

文化管理文學士課程重視跨學科學習，以求培育新一代文化領袖和文化中介者。他們將能詮釋、界定並捍衛不同的文化。具備對不同文化的認識和尊重，學生將能從藝術研究、人類學、歷史學、考古學、文化研究等視角，積極推動本地文化發展。

課程簡介 Programme Introduction

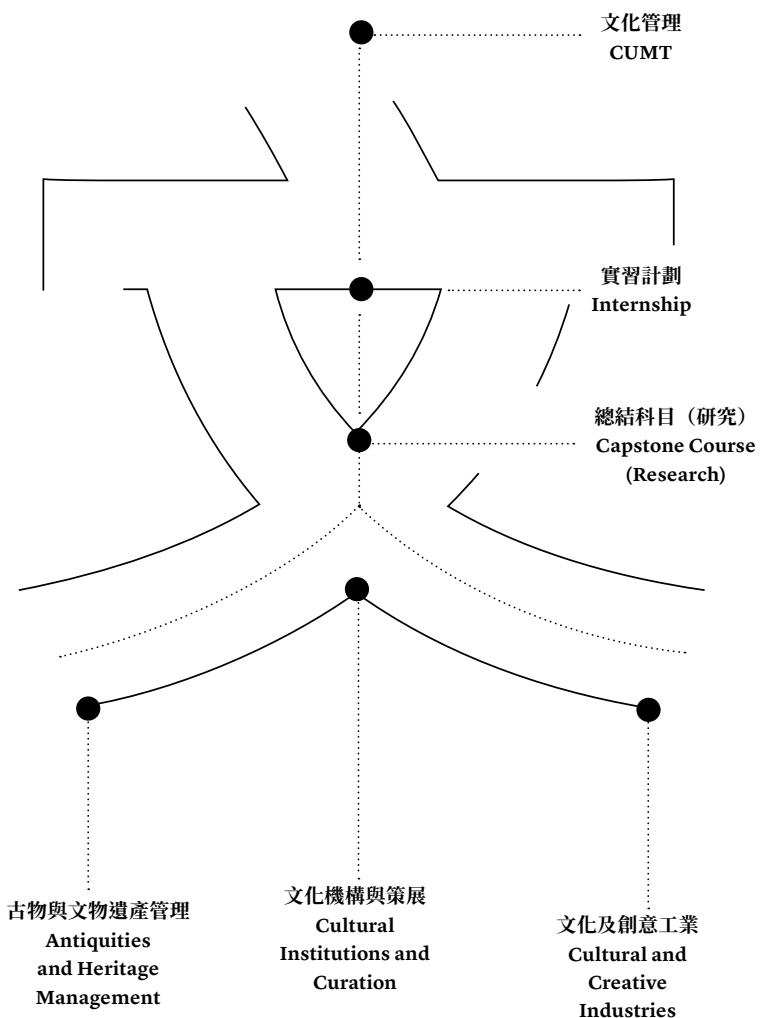
本課程首兩至三年提供人文學科的基礎訓練。我們鼓勵學生從藝術、古蹟遺址、表演藝術、文學等範疇中挑選一至兩個方向重點學習。第四年將以研究或實習項目作為進深訓練，培養學生處理行政事務技巧和批判及創意思維能力。畢業生將能投身於以公眾為本的文化組織，如博物館、表演藝術場地、社區藝術中心等文化機構，及至媒體和社會服務團體。

The programme is set to provide foundational trainings in Humanities for the first two to three years of studies. Students are suggested to develop one or two areas of focused studies, which may be in fine arts, heritage, performing arts, literature and etc. The final year provides intensive trainings in forms of research and/or internships which develops administrative skills, critical capacity and creative thinking. Graduates from the programme will find career opportunities at cultural organizations with a public orientation, ranging from cultural institutions such as museum, performing arts venue, community arts centre, to media and social service agencies.

本課程設計建基於三個主要教育重點：

The three main areas of our educational focus:





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鍾明恩教授
Prof. Fanny Chung

研究興趣

- ◎ 表演藝術及文化遺產管理
- ◎ 文化機構的外展與教育
- ◎ 音樂教育社會學
- ◎ 幼兒音樂
- ◎ 粵劇傳承
- ◎ 文化政策

Research Interest

- ◎ Performing arts and heritage management
- ◎ Outreach and education in cultural institutions
- ◎ Sociology of music education
- ◎ Music in early childhood
- ◎ Transmission of Cantonese opera
- ◎ Cultural policy

鍾明恩教授在英國布里斯托大學獲得博士學位，她的研究領域涵蓋表演藝術與文化遺產管理、文化機構的外展與教育、音樂教育的課程理論與實踐、幼兒教育、中國戲曲的文化傳承，以及藝術的教師發展等。她最近學術出版集中於音樂表演和教育中的自我效能和社會心理學、中國戲曲相關的文化發展，以及表演藝術機構的外展和觀眾拓展之間的相互關連。目前，鍾教授的研究項目包括香港與中國的戲曲保育發展，以及音樂教育如何應對全球時代中的社會政治和教育政策轉變。

Prof. Chung obtained her doctoral degree from the University of Bristol. Her research encompasses the interlinked areas of performing arts and heritage management, outreach and education in cultural institutions, curriculum theories and practice in music education, early childhood education, cultural transmission of Chinese theatre arts in the global age, and teacher development in the arts. Her more recent publications examine self-efficacy and social psychology in musical performances and education, cultural development related to Chinese theatre arts, and outreach and audience-building in performing arts institutions. Currently, Prof. Chung is working on projects in the conservation development of Chinese Opera in Hong Kong and Mainland China, and how music education responds to sociopolitical changes and education policy in the global age.



陳蓓教授
Prof. Pedith Chan

研究興趣

- ◎ 近代及當代藝術
- ◎ 中國藝術與視覺文化
- ◎ 香港藝術
- ◎ 藝術社會史
- ◎ 藝術與全球現代主義

Research Interest

- ◎ Modern and contemporary art
- ◎ History of Chinese art and visual culture
- ◎ Hong Kong art
- ◎ Social history of art
- ◎ Art and global modernism

陳蓓教授於英國倫敦大學亞非學院 (SOAS, University of London) 取得哲學碩士及博士學位，並於該校任亞洲藝術與文化副教授 (2020-2021)。陳教授曾於香港藝術館擔任中國書畫部助理館長 (1996-1999)，及後於香港城市大學任教文化與文化產業管理文學士課程 (2010-2015)。研究興趣主要包括近代及現代中國藝術與文化的生產與消費。近期研究項目聚焦於近代及現代名勝的構建。陳教授於 2019 及 2020 年獲選參與 CAA-Getty International Programme。

Prof. Chan received her PhD from SOAS (School of Oriental and African Studies), University of London, where she also spent the 2020-21 academic year as a senior lecturer in Asian Arts and Cultures. She served as the assistant curator of Chinese Fine Arts at the Hong Kong Museum of Art (1996-1999) and taught at the City University for the BA programme Culture and Heritage Management (2010-2015). Her research interests center on the production and consumption of art and cultural heritage in modern and contemporary China. She is currently working on a project about the making of scenic attractions in modern and contemporary China. She was selected to participate in the CAA-Getty International Programme in 2019 and 2020.



梁學彬教授
Prof. Isaac Leung

研究興趣

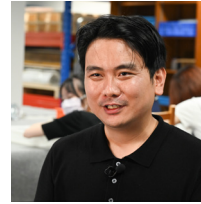
Research Interest

- ◎ 當代藝術
- ◎ 策展
- ◎ 新媒體
- ◎ 文化工業
- ◎ 藝術市場
- ◎ 文化研究

- ◎ Contemporary art
- ◎ Curation
- ◎ New media
- ◎ Cultural industries
- ◎ Art market
- ◎ Cultural studies

梁學彬教授身兼藝術家、策展人及藝術文化研究學者，於美國芝加哥藝術學院取得美術學位榮譽院士。2013 年獲委任為錄映太奇的主席，推動並參與電子藝術交流協會藝術節 (ISEA Festival)、Loop 巴塞羅那、Clockenflap 和巴塞爾藝術博覽會。梁教授過去曾執教理論和工作室課程，涵蓋媒體藝術、策展、展覽研究和文化理論等領域。研究興趣包括當代藝術、文化史學、藝術管理、文化產業和藝術市場。

Prof. Leung is a practicing artist, curator, and scholar in art and culture, who received an Honorary Fellowship of a BFA at the School of the Art Institute of Chicago. In 2013, He was appointed Chairman of Videotage, during which he has initiated/participated in ISEA Festival, Loop Barcelona, Clockenflap, Art Basel and many other projects. He has taught both studio and theoretical courses covering media art, curation, exhibition studies and cultural theories. His research interests include contemporary art, cultural historiography, arts management, cultural industries, and the art market.



彭鵬教授
Prof. Peng Peng

研究興趣

Research Interest

- ◎ 東亞藝術史
- ◎ 中國視覺 / 物質文化
- ◎ 中國考古學
- ◎ 早期中國冶金工藝與技術
- ◎ 中國及內亞藝術交流
- ◎ 文化遺產跨學科研究

- ◎ East Asian art history
- ◎ Chinese visual and material cultures
- ◎ Chinese archaeology
- ◎ Early Chinese metalworking and metallurgy
- ◎ Artistic exchange between China and Inner Asia
- ◎ Interdisciplinary research on cultural heritage

彭鵬教授於北京大學取得學士及碩士學位後，再於美國普林斯頓大學獲博士學位。加入香港中文大學之前，彭教授曾任教於美國佩斯大學 (2017) 與明尼蘇達大學 (2018-2019)。彭教授的研究主要集中於古代東亞藝術、考古、以及視覺 / 物質文化。彭教授的第一部專書 *Metalworking in Bronze Age China: The Lost-Wax Process* (Cambria Press, 2020) 在學術界廣受好評。目前彭教授正撰寫他的第二本著作 *Bronze Casting in Early China* (Amsterdam University Press)，並著手進行更多課題項目的研究。

Prof. Peng holds a PhD and an MA from Princeton University, an MA and a BA from Peking University. Before joining The Chinese University of Hong Kong, he taught at Pace University (2017) and The University of Minnesota, Twin Cities (2018-2019). His research centers on the art, archaeology, visual and material cultures of ancient East Asia. His first book, *Metalworking in Bronze Age China: The Lost-Wax Process* (Cambria Press, 2020) is well received in the academic world. He is now working on his second book, *Bronze Casting in Early China* (manuscript in progress, under contract with Amsterdam University Press), in addition to several other research projects.

李鍵泓 LI Kin Wang, Ernie

通過這幾年的學習經驗，我認為文化管理就是對文化、機構、活動運作進行探索，以及了解文化產業中不同的持分者如何制定文化政策及組織各類型表演和展覽等。我曾經在課堂中組織一個導賞團，期間遇到不少的難題，需要我們多番考量及檢討。這些實戰經驗有助我們更仔細及全面地策劃各種文化項目。藝術創作者、機構和受眾都是不斷相互影響著，從而構成文化產業這龐大的生態。課程不但使我們學到文管行業的基礎知識，同時培訓了我們各種管理及思考能力，有助我們更掌握行業的發展及需要，讓我將來更有效為參與者與文化之間架起橋樑。

Having been studying Cultural Management for years, I realized that it is an insightful exploration of the operation of cultural events and products. It is to learn how different stakeholders in the cultural industries function, formulate policies, and organize cultural activities. I got an excellent experience in coordinating a tour of historical sites in the university campus. In the process, we encountered various hindrance, which required us to put effort in several times of attempts, evaluation and improvement. Not only could these experience enable us to put theories into practice, it also enhance our ability in curating projects with meticulousness. Cultural industries work as an ecosystem that various elements including artists, organizations and audience tightly influence with each other. Through the programme, I gained a deeper insight into how we could engage in the industry with a mature mindset. It has also equipped me with multiple skills to build a bridge between participants and cultures.

「課程的培訓有助我將來更有效
為參與者與文化之間架起橋樑。」

“The programme equipped me with multiple skills to
build a bridge between participants and cultures.”



馮家欣 FUNG Ka Yan, Karen

文管的學習為我增添了不少難得的機會與體驗。我們的教授經常邀請不同界別的专业人士來分享他們的行內知識和工作經驗，又會安排各類型實地考察。我印象最深刻的一次是考察西貢一個村落的神功戲，我們更有幸可以去到後台，參觀戲班表演前的準備工作。另外，老師亦鼓勵我們把自己想法應用在日常功課當中，並創作自己有興趣的藝術活動，例如我曾跟組員創作了一個關於生死教育的藝術節。對於將來規劃，我希望利用學習到的知識，用藝術回饋社會，因為我相信文化藝術可以令人心靈更加富足。

CUMT has provided me many valuable opportunities and exposure. Our professors always invite professionals from leading arts and cultural organisations to share their industry knowledge as well as in-field experience and organise field visits to various cultural events. What thrilled me most was the visit in Sai Kung where we could study the “Sun Kung Hei”, the Cantonese opera played for the spirits during the Hungry Ghost Festival! We got the chance to visit their backstage and had a better understanding on the preparation of the performance. Also, we are urged to apply theories but also our original ideas in assignments and create our own art projects. For instance, my team has recently curated an arts festival about life and death education. In the future, I would like to use the gained knowledge to contribute back to the society through arts as arts and culture are essentials to illuminate our inner lives.

「我印象最深刻的一次是考察西貢一個村落的神功戲，我們更有幸可以去到後台，參觀戲班表演前的準備工作。」

“What thrilled me most was the visit in Sai Kung where we could study the “Sun Kung Hei”. We got the chance to visit their backstage to explore the preparation work.”



曾思程 TSANG Sze Ching, Joanna

無論是展覽中的文物或是置身於城市角落的古蹟，他們的一磚一瓦、每一個紋飾或者字句，都是在解讀一段歷史及故事。課程中讓我學習到如何利用專業及學術的角度去剖析文物，由青銅器、陶器、玉器、到書畫都有所涉獵，而且又會學習國際文化遺產的保護原則及本地保育政策等。我們經常參與實地考察例如大埔碗窰、文物探知館等，這些經驗使我們可以親眼觀察文物，進行更近距離的學習。另外，老師更會設計有趣的習作，例如模擬以公眾身份去為香港古蹟寫「狀紙」向古物古蹟辦事處爭取古蹟評級等，讓我們靈活地把理論實踐出來。

Relics or heritages always speak for themselves. The programme equips us the skills in analysing different artifacts, ranging from bronze, ceramic, jade, to calligraphy and painting, from a professional and academic perspective. We also learned the general principles of international cultural heritage protection and local conservation policies. The programme always offers us chances to have heritage visits like Wun Yiu in Tai Po and the Hong Kong Heritage Discovery Centre etc. These experiences enabled us to observe the artifacts closely and explore them from various perspectives firsthand. Also, professors create interesting assessment for us, like to draft an assessment proposal to the Antiquities and Monuments Office to fight for a better grading for a local historical site, encouraging us to apply the knowledge into the practical situation.



「他們的一磚一瓦、每一個紋飾或者字句，
都是在解讀一段歷史及故事。」

“Relics or heritages always speak for themselves”



學術活動 Academic Activities

為了向學生提供業界最新動向和課堂外的知識，本課程會於每學期舉行公開講座和工作坊，邀請來自香港及海外的專家學者就文化管理的不同專題進行分享，涵蓋表演藝術、策展、遺址管理、考古、社區藝術、文化旅遊等範疇。

由本課程提供的科目，不少包含本地考察活動以作為體驗學習的一部分。學生將能進入藝術家的工作室、博物館和表演後台等工作現場作實地考察，讓學生連結課堂知識及行業實況。

本課程亦會定期舉辦駐校藝術家計劃，跟文化及藝術行業的人士及機構合作，安排一系列的體驗工作坊，讓同學親身學習到行內的工作知識及技巧。

In order to provide the latest information and knowledge out of the class, public lectures and workshops are held in every semester. Experts and scholars from Hong Kong and overseas are invited to deliver lectures specialized in cultural management covering topics on performing arts, curatorship, heritage management, archeology, community arts, cultural tourism, etc.

Most of the CUMT subjects contain local fieldtrips as a part of experiential learning. Students are brought to the sites, such as artist's studios, museums, backstage of performance and etc., so as to link up their classroom knowledge with onsite experience.

The programme regularly co-ordinates with an array of professional practitioners and organisations in the art and cultural field to arrange artist-in-residence programmes for students, aiming to equip them with essential in-field knowledge and practical skills.



文化管理在社區 CUMT in Community

本課程致力提供不同機會以鼓勵學生走進社區。學生會應用課堂學到的知識，並連繫社區中各個持份者，共同策展一系列有關社會議題的藝術項目給大眾參與，包括文化導賞、展覽及網上互動項目等等。

通過參與這些有趣及互動的藝術活動，公眾能夠深入了解社區中不同的社群及事物，並且更關注各種社會議題，例如文化融合、弱勢社群及青年的未來、以及老化社會等問題。透過文化管理的積極介入，展現藝術能正面影響社會的力量。

The programme strives to provide opportunities for students to engage in the community and curate cultural projects related to diverse social issues. Students are urged to apply their gained knowledge into the real practices and liaise with stakeholders to co-create a wide range of art projects such as cultural tours, video production, exhibitions and online events for the public.

Through joining these fun and interactive art activities, the public could get in-depth insight into the social surroundings and various social issues such as the cultural integration among ethnic minorities, the futures of the youth and the disadvantaged, and the aging problems etc. By proactive participation in the community through the approach of cultural management, the power of arts can bring positive impact to the society.



學生們聯同本地南亞裔族群及相關的非牟利機構，共同創作了「南嚟難捨」網上社區共融計劃，藉此推動社區的種族共融。

The students liaised with a local NGO and ethnic minorities and together created an online community project 'Southside Story' to foster cultural integration in the community.

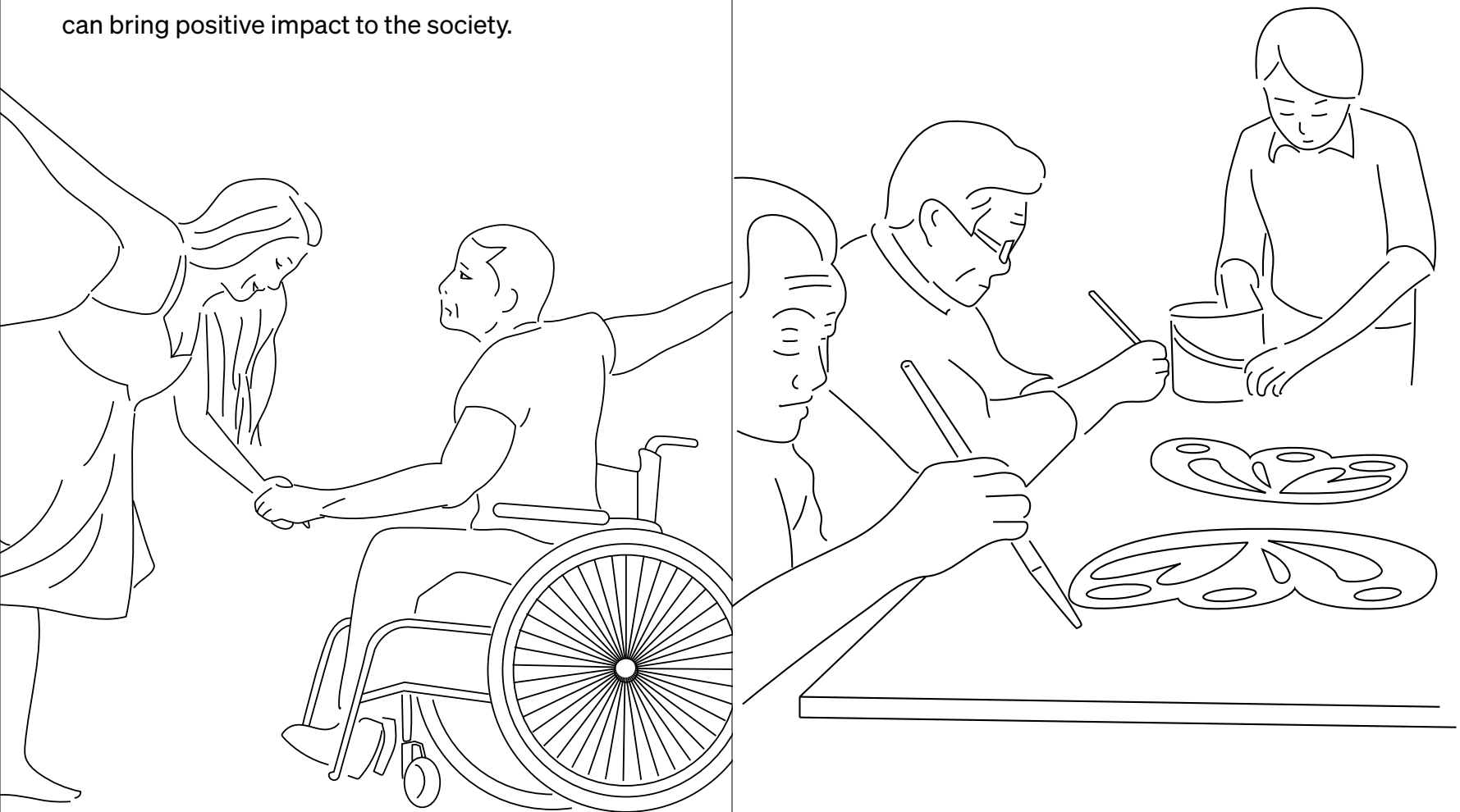


學生與香港藝術中心合作舉辦了藝術體驗地攤，讓公眾透過藝術認識社區。

Students collaborated with Hong Kong Arts Centre to organize an Art Experience Booth, encouraging the public to explore more about the community.

透過文化管理的積極介入，
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實習計劃 Internship

為培育新一代成為具創見的文化工作者，本課程為學生安排為期約 8 週的暑期實習計劃，讓有興趣參加的學生親身到文化機構實習。通過實習，學生能獲得實際的工作經驗，並向業內專業人士學習，從中了解如何營運及管理文化機構。同時，我們鼓勵學生在實習時能夠反思文化管理理論的實際操作和應用，並為將來事業發展建立人際網絡。



合作夥伴

- 香港展能藝術會
- 亞洲藝術文獻庫
- 百老匯電影中心
- 中英劇團
- 香港藝術中心
- 香港藝術節
- 香港中樂團
- 香港話劇團
- 饒宗頤文化館
- 一條褲製作有限公司
- 水煮魚文化製作有限公司
- 聲音掏腰包
- 錄影太奇



To nurture a generation of insightful cultural practitioners, opportunities of an approximately eight-week internship programme are offered to students who are interested to get exposure to current cultural institutions. Through participating in the internship programme, students will have the opportunities to gain actual working experience, learn from in-field practitioners, understand how cultural institutions operate and try to survive. At the same time, they are encouraged to reflect upon the application of theory to practice and to build network for future career development.

Our Partners

- Arts With Disabled Association Hong Kong
- Asia Art Archive
- Broadway Cinematheque
- Chung Ying Theatre Company
- Hong Kong Arts Centre
- Hong Kong Arts Festival
- Hong Kong Chinese Orchestra
- Hong Kong Repertory Theatre
- Jao Tsung-I Academy, HK Institute for Promotion of Chinese Culture Ltd
- Pants Theatre Production
- SpicyFish Cultural Production Limited
- Soundpocket
- Videotage Limited

李函崙

LEE Han Chun Amanda

實習機構 Internship Institution

中英劇團 (教育及外展部)

Chung Ying Theatre Company (Education and Outreach Department)

暑假期間於中英劇團的實習是我踏入藝術行政的一小步，由實習過程中我體會到溝通技巧的重要性，無論是透過口語或者文字上的表達，良好的溝通能使工作效率提升，亦能使觀眾更清楚地明白文化藝術的精髓。實習不單只是獲取工作經驗，而是檢視我在文化管理的課堂所學，找出自己的強項與弱點，針對不足之處來加強；與不同背景的同事工作後也能拓展新的視野，了解到在職場處事的思維，提早體驗未來職場的生態，從實習中我更加確定我對藝術行政的熱情。

Working as an intern at the Chung Ying Theatre Company allows me to get a taste of arts administration and prepare myself for my future career. During the three-month internship, I assisted in a youth musical theatre, enriching my knowledge of theatre and offering me an unforgettable memory of working with teenagers. Not only did I gain valuable work experience, but I also applied what I have learned from courses in a professional workplace, discovering my strengths and weaknesses. It strengthened my practical skills and allowed me to understand the ecology of the arts and cultural industry. Besides, working with people from different backgrounds expanded my horizons and developed my interpersonal skills. This internship is truly a great growing experience that ignites my passion for performing arts. I am excited to continue my journey as an arts administrator in the future.

冼逸藍

SIN Yat Nam, Ruby

實習機構 Internship Institution

香港話劇團

Hong Kong Repertory Theatre

在香港話劇團的兩個月實習，我獲益良多。雖然我在外展教育部門實習，但所負責的工作都較廣闊。除了行政工作外，也要管理外展教室的運作，以及相關外展教育演出的工作。在過程中我學會了如何與小朋友相處、溝通，也了解到在兒童藝術外展教育上，應採取怎樣的方式來進行戲劇推廣。另外，我亦了解到演出的事前及事後工作，例如服裝道具安排、場刊擺放、觀眾注意事項等，而我的說話技巧及應變能力也提升了不少。透過實習可以向文化藝術界的前輩學習，他們也很樂意提供很多接觸藝術行政的機會給我，擴闊視野，同時亦令我更明白外展教育的角色定位，對於藝術推廣及發展是非常重要的，使我投身於文化藝術界的決心更堅定。

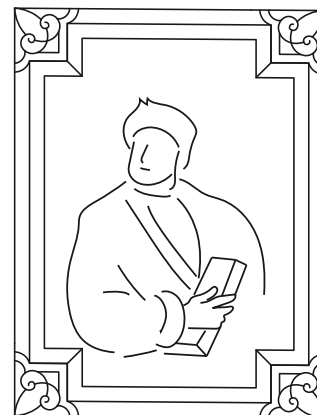
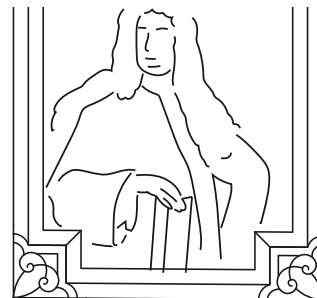
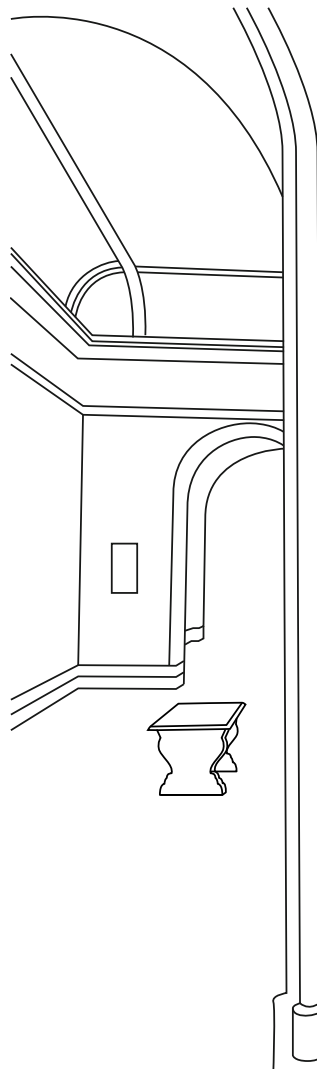
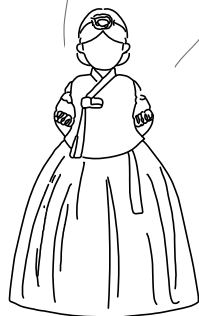
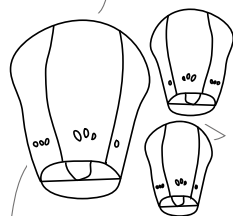
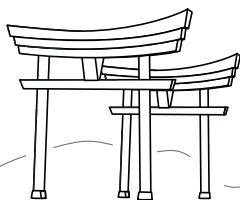
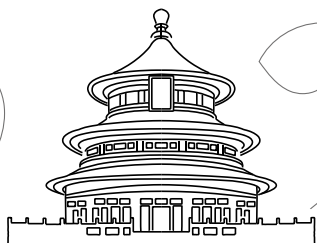
It was a fruitful experience for being an intern in Hong Kong Repertory Theatre. I worked in the outreach and education department and my job duties was very broad. Such as the administration work, managing the outreach classroom and pre-work of performance. These experience enabled me to learn the communication strategy and the skills for building relationship with children and parents. Through the internship, I gained lots of opportunities to experience the preparation, planning, organizing work of the outreach programmes. It helped me to have a depth understanding in performing arts and widen my horizon.

海外文化交流 Overseas Cultural Exchange

本課程每年均舉辦海外考察團，為學生提供海外交流機會，當中包括台北、北京、首爾及光州等地。學生除了可以跟來自不同大學的學生進行交流外，更可以透過觀賞當地文藝表演、參觀文化機構和場地，得以了解各地的文化管理最新概況。更重要是，學生能從中獲得啟發，反思香港藝術文化的現況及將來發展。

Overseas exchange tours such as visits to Taipei, Beijing, Seoul and Gwanju are organized every year aiming to provide cultural exchange opportunities to students. Not only can students interact with students from overseas universities, they can also get in-depth insight into diverse local cultural performances, institutions and heritage sites so as to keep pace with the cultural development of all corners of the world and obtain inspiration and reflections towards the situation and future development of cultural management in Hong Kong.





Career Prospects

Multiple Pathways

The programme is committed to widen students' cultural visions and equip them with interdisciplinary knowledge and transferable skills, enabling them to develop future career across sectors.

Most of our graduates are working in governmental institutions, non-governmental organisations and private funded institutions related to Cultural Management, in which some of them are employed in reference to their good internship performance. The most reported job natures include:

- Art education and Outreach
- Auction Planning
- Backstage Management
- Copywriting and Editing
- Curation
- Exhibition Design
- Festival Production
- Gallery Administration
- Grant Making
- Marketing and PR
- Programming
- Research
- Tour Guiding Management

Our graduates are employed by various kinds of institutions, such as Hong Kong Museum of Art, Hong Kong Museum of History, K11 Art Foundation, The Hong Kong Jockey Club, Zuni Icosahedron, Ching Ying Theatre Company, Christie's Hong Kong, Chinese Temples Committee, Tung Wah Group of Hospitals, The Hong Kong Philharmonic Orchestra, Tai Kwun Centre for Heritage and Arts and etc.

Further Studies

As the programme encourage students to develop expertise on specific subjects, some graduates have had their further studies, whether in Hong Kong or overseas, on Humanities subjects such as Museum Studies, Drama & Theatre Studies, Anthropology, Archaeology and Fine Arts.

就業概覽

多元出路

本課程的教學致力擴闊學生的文化視野，同時讓他們獲取跨學科的知識以及可轉移技巧，有助他們發掘多元出路。

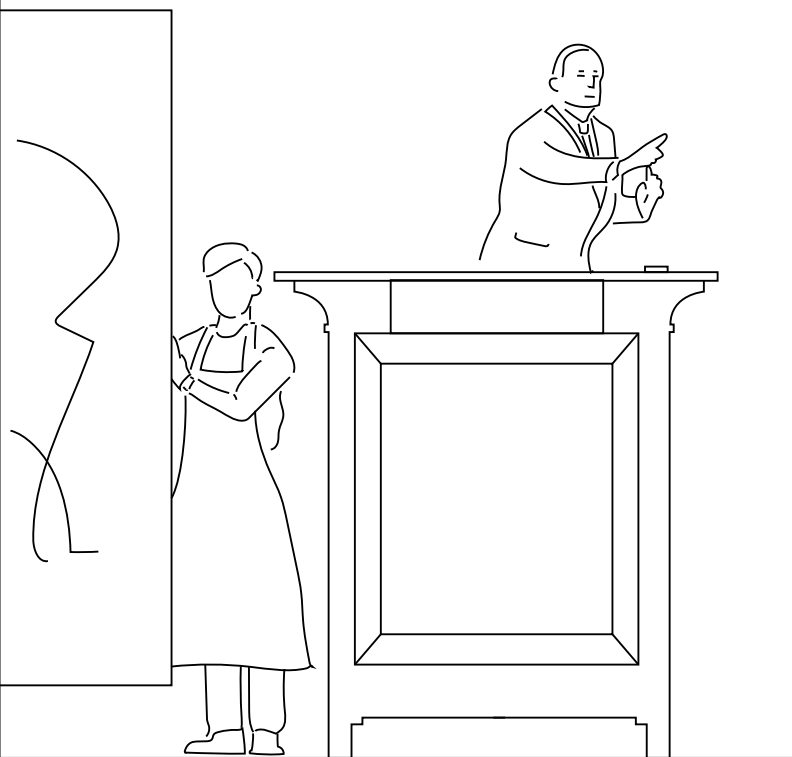
畢業生大多於有關文化管理的政府機構、非政府組織及私營機構就業。部分於實習期間表演優異的學生，畢業後亦獲得機構再次聘用。現時最常獲聘用的工作性質包括：

- 藝術教育與外展
- 藝術拍賣
- 後台管理
- 撰稿及編輯人員
- 策展
- 展覽設計
- 藝術節製作
- 藝廊行政
- 資助審批
- 市場策劃及公共關係
- 節目製作
- 研究
- 導賞管理

畢業生獲聘機構包括香港藝術館、香港歷史博物館、K11 Art Foundation、香港賽馬會、進念·二十面體、中美劇團、佳士得拍賣行、華人廟宇委員會、東華三院、香港管弦樂團、大館古蹟及藝術館等。

專業進修

由於本課程鼓勵學生發展專業知識，部分畢業生會選擇在本地或海外繼續攻讀人文學專科，包括博物館學、戲劇及劇院研究、人類學、考古學及視覺藝術等，以充實專門知識，更稱職地擔任文化管理的工作。





雷子興 LUI Tsz Hing, Anthony

畢業年份 **Graduated**

© 2017

我現時主要負責為慈善機構審批藝術文化項目，工作上需要了解香港的藝術生態及文化政策，方可以決定什麼項目值得重點發展及支持。我認為文管課程除了涵蓋實務管理技巧，最重要的是讓同學更廣闊地認識整個城市的文化現象，掌握不同文化理論，使我現在審閱計劃書時能夠以更專業的角度作出分析。

I am currently responsible for reviewing and approving proposals for arts and cultural projects at a local charity. My work requires me to have all-round understanding on arts industry and cultural policies so as to decide which projects worth supporting. In my view, the CUMT programme not only covers practical management skills, more importantly, it allows students to use comprehensive perspectives to analyse and understand the cultural trends through equipping them with a wide range of cultural theories. The training experience enhanced my ability to evaluate arts and cultural projects from a more professional perspective.



蔡詩爾 TSOI Sze Yi, Joyce

畢業年份 **Graduated**

© 2018

我在文管課程學到非常實用的知識，包括如何經營藝團及策劃藝術活動等。課程不但安排暑期實習機會，日常課堂上亦有不少參觀及實地考察活動。當年我曾經在微波國際新媒體藝術節及法國藝術節進行實習，令我更全面體驗行內生態，對從事藝術行業有更多思考：正如並非只有握筆創作的人才藝藝術家，他們的背後往往需要不同專業人士配合才能夠達到最好效果。

In the programme, I have learnt practical knowledge, including how to run an art organisation and coordinate arts activities. In addition to the summer internship, the programme also arranges field trips and site visits regularly. I used to work as an intern at Microwave Arts Festival and Le French May. These experiences offered me an in-depth understanding of the arts industry and made me realised that not only those who strike the brush work in arts – all successful artists always need a professional supporting team.



徐沁 XU Qin, Kathy

畢業年份 Graduated

© 2021

課程灌輸了我們各方面知識，包括文化理論、藝術鑑賞、商業管理等。課程更讓我們深入本地社區，利用藝術促進多元文化及社區融洽。例如我跟組員接觸香港視障人士，積極策劃各種無界限的藝術活動，打破社會對弱勢社群的偏見。另外，很多老師都是文化從業者，他們的教導讓我們更了解行內知識，有助我們生涯發展。這三年的寶貴經驗，拓展了我的文化視野，往後我會繼續保持好奇心及對多元文化的尊重，成為文化中介者去連結大眾及文化藝術。

The programme equipped us with a wide spectrum of knowledge, including cultural theory, arts appreciation, business management etc. It enables us to walk into the local communities where we could use arts to raise public concern on cultural diversity and social harmony. My team used to organise arts activities to promote barrier-free access for the visually impaired in Hong Kong. Also, most of our teachers are active practitioners in the cultural industry. Their expertise and in-field knowledge greatly facilitates on our career planning. The experience in CUMT greatly widens my horizons. I promise that I could keep up my curiosity and appreciation for cultural diversity and serves as a mediator between the public and cultural productions.



香港中文大學文學院
文化管理文學士課程

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