



持續教育學院
School of Continuing Studies
文化管理專業文憑

本課程已納入
教育局
持續進修發展計劃

Professional Diploma in Cultural Management (PDCM)

Course Introduction 課程簡介

The demand for professional practitioners in the cultural industry of Macau and Hong Kong has been rapidly increasing due to the direction of China government's decision to increase the soft power of China. The success of cultural organizations counts on practitioners, who should be equipped with knowledge of cultural concepts, a critical mind and an awareness of local and global cultural events. Experience and knowledge of risk, marketing and program management would not be less.

This diploma would be organized by MUST, accredited by Academy of Professional Certification (APC), and endorsed by The Institute of Crisis & Risk Management (ICRM), ISO31000 Risk Management and ISO17024 Standard.

隨著香港及澳門文化及創意產業的發展，對藝術行政及文化管理人員的需求亦日益增加。成功的專業文化管理人士，應具備文化藝術的概念和知識，批判性獨立思維。市場營銷，風險和項目管理的技術知識亦不能少。本學院的顧問、教授及管理專業團隊，邀請業界資深人士，共同推出為有志從事藝術行政、文化管理工作之人士提供的專業課程。

本學院重點放在如何實現一個藝術活動、內容結合案例分析、實地考察、小組討論、嘉賓分享、項目演練等多種授課模式，提升學員的專業認知、欣賞、分析、發展、創意、製作、實務及管理的能力，開拓學員從事專業管理及創意文化發展之機會，為需要管理文化藝術活動的學員提供一個專業文憑，並參與實務製作及分享。

這文憑經專業認證學院(APC)認證，及商業風險評估專業協會(ICRM)，ISO31000，ISO17024 標準認可。

Learning Objectives 教學目標

The programme aims to:

- enhance and broaden participants' professional knowledge and practice on contemporary art and cultural management for operating cultural events and exhibitions;
- provide participants the understanding of principles and strategic functions of company governance, project management, risk management, marketing techniques, and financial controls for cultural development and operation management;
- enable participants to understand a variety of specialization in art & culture management such as investor and financial relations, employees and artist communications, operation issues, and crisis management;
- enable participants' professional ability to becoming effective cultural manager in cope with the direction of Macau, Hong Kong and national demanding requirements.

Course Outline 課程大綱

Programme Structure

The programme consists of three modules and two real-life group projects:

Module 1

認知、欣賞 Appreciation

向學生講解藝術文化的各個領域，比對中西藝術和文化形式;培養獨立思考，不故意擁排古今中外藝術，涵蓋藝術行政管理人員所需要的專業知識。

- Compare and contrast the art and cultural Form of Hong Kong, Macau, China, East and West;
- Essential characters of high culture (opera, ballet, fine art etc.) and
- Mass culture (popular TV, music and film etc.)
- Visual art (Chinese Ink painting, watercolor, oil painting skills overview)
- Heritage symbols of Macau and Hong Kong
- Site visits, group discussions, guests seminar

Module II

分析、發展 Analysis and Business Development

向學生講解藝術文化管理的各個方面範疇，涵蓋藝術行政管理人員所需要的知識和專業領域。將使用案例研究的方法，以確保學生能了解面臨的管理方法，幫助當前和未來的藝術行政管理人員，研究策略和持續的決策。

- Art program & applied marketing management
- Applied project & risk management and continuity development skills
- Exhibition & event management
- Art and Cultural Mediation
- CSR & Professional Ethics
- Site visits, group discussions, guests seminar



Module III & IV

製作、實施 Production

向學生講解藝術活動的策劃，製作及實務安排細節，涵蓋藝術行政管理人員所需要的知識及操守。

- Business and exhibition plan
- Presentation skills for art & cultural activities
- Exhibition and events administration and implementation
- Setup, mounting, pre-release, production, and execution monitoring
- Program closing and review
- Case studies
- Site visits, group discussions, guests seminar

Target Audience 對象

Professionals in art & cultural fields with their experience either from part-time, in-house or consultancy work;

- business owners or senior executives who wish to grasp the knowledge and functions of art administration and cultural management, and incorporate them into their business goals and development; and
- persons from any disciplines or experiences who wish to broaden or change their careers to the field of art administration and cultural management.

Applications should fulfill the following requirements:

- (a) Form 5 or equivalent with English and Chinese proficient;
 - (b) Professional certification holders or equivalent with 2 years of working experiences in various industries and;
- Submit an article on “Self-introduction & reasons in enrolling this programme” within 200 words either in English or Chinese when submitting their enrolment form.

曾於藝術及文化範疇擁有兼職、內部或顧問經驗的專業人士

希望掌握藝術和文化管理知識及功能的顧主或高級管理人員，並將其作為自己的業務目標和發展;

有意擴大或轉換自己的職業到藝術和文化管理範疇的人士。

報讀者應具備以下報讀要求：

- (a) 中五或等同中五程度的英文及中文能力
- (b) 專業證書持有人或於不同工作機構擁有兩年工作經驗的人士

於報讀時，學員需遞交一份少於 200 字關於“自我介紹及就讀此課程的理由”的文章（中文或英文均可）



Instructor 導師簡介

Programme Advisor: Mr. Marco Szeto and Mr. Danny Ha

Mr. Marco Szeto

Art and Design Instructor in Hong Kong Art School

Fine Art Instructor in Lingnan University

Oil Painting instructor in City University of Hong Kong

Mr. Danny Ha

Mediation professional certificate holder {CPM (Mediator), Creator of Art Mediation}.

A number of Art and cultural management certificates holder, including: Diploma in Cultural Management, Certificate in Chinese Ink Painting, Certificate in Advanced Oil Painting, China Pottery Appreciation, Pottery Making, China Painting Appreciation, Diploma in Digital Photography for Advertising and Certified Photographer of the Photography Society of New York (APSNY).

Lecturers:

Mr. Marco Szeto, Ms. Mandy Chu

Mr. Peter Mak, Mr. Danny Ha, Ms. Sandy Chu

Guest Speakers:

Ms. Donna Chu, Miss Hong Kong 1989

To be invited by lecturers each module

Medium of Instruction 授課語言 Teaching activities will be conducted mainly in Cantonese and some English.

Teaching materials will be mainly in English, some in Chinese.

教學以中文為主，英文為輔；教材則以英文為主，中文為輔

Venue 上課地點 Alameda Dr. Carlos D' Assumpção 335-341, Hotline Centre, 10/F, Macau
澳門新口岸宋玉生廣場 335-341 號獲多利中心 10 樓

Course date & time 上課日期

15 Sept, 2013 ~ 15 Dec, 2013	Sun 10:00 – 17:00	課程編號：1304180086	Total hrs: 72
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Tuition Fee 課程費用 MOP 10,000

Class Size 收生名額 19 people

All fees are non-refundable and non-transferable. (The school has full right to withdraw any course anytime).

Therefore, student is advised to consider carefully about the course time and personal situations before application.

所有費用一經繳交，恕不退還或轉讓（本院取消開辦該課程除外）。因此，報讀者於報名前，請考慮清楚上課時間及視乎個人具體情況而決定報讀與否。

Enquiries 查詢 Tel: 8796 1999 / 8796 1998 Email: scs@must.edu.mo

Website: <http://www.must.edu.mo/scs-tw/admission/diploma-certificate-programs/news>

The School of Continuing Studies develops life-long learning opportunities. Should you wish to receive information on our programs / courses, please send us an email (to scs@must.edu.mo) stating your email address in your email and “Join the mailing list” in the Subject line.

持續教育學院致力開拓終身學習機會，如欲收到本學院之課程資料，可發電郵至 scs@must.edu.mo，並提供閣下之電郵地址，標題主旨為“加入通知群組”。

We also offer in-house training for corporations/Government Departments/schools, tailor-made with respect to your choices of topics, time, place, and group of attendees. Please contact us for more information.

我們亦為機構/政府部門/學校等提供內部培訓，按各機構不同之要求(主題/時間/地點/對象)而訂定培訓內容。請與我們聯絡。