

### Certificate for Module (Art Business Investment and Management)

Programme Code: MS145A

☎ 2910 7610

✉ bes@hkuspace.hku.hk



The programme aims to equip students with the knowledge and skills to identify the artistic and financial worth of art pieces, to buy and sell art, and to market and run an art business.

The programme begins with a study of the art business market, covering topics such

as the artistic and financial value of art pieces, the key players and ecosystem of the art market and the latest trends, technology and emergence of online art trading platforms. In the second part of the programme, the focus will be on collecting and investing in art pieces, the running and marketing of the art business and how to build a career in the commercial art world.

The programme adopts a hands-on approach and includes examining real art pieces in class, case studies and a visit to an art gallery or art auction.

💰 HK\$12,500

Application Fee: HK\$150

D 1 month to 2 months

🇬🇧 English

Q Level 6 (Reg. No.: 21/000426/L6) Validity Period: 01 Jul 2021 - on-going

## Business & Live Entertainment Events

### 商業及現場娛樂活動

💰 HK\$110,250 will be paid in 4 terms

Application Fee: HK\$150

D 21 months

🇬🇧 English

Q Level 5 (Reg. No.: 23/000393/L5) Validity Period: 01 Sep 2023 - 31 Aug 2028

### Postgraduate Diploma in International Live Entertainment and Event Management

Programme Code: MS105A

Application Code: 2275-MS105A

☎ 2867 8329 / 2867 8386

✉ epgd\_smhs@hkuspace.hku.hk



The programme aims to equip students with the credentials and expertise that prepare them for a variety of career in the competitive and ever-changing live entertainment and event industry.

💰 HK\$32,200 will be paid in 3 terms  
Application Fee: HK\$150

D 1 year

🇬🇧 English

Q Level 6 (Reg. No.: 17/000811/L6) Validity Period: 15 Aug 2017 - on-going

### Advanced Diploma in Live Entertainment, Festival and Event Management

Programme Code: MS103A

☎ 2867 8320 / 2867 8329

✉ parttimehtm@hkuspace.hku.hk



The programme aims to provide a broad overview of the structure of the live entertainment, festival and event industry and meet the continuing professional development needs of people who are currently or intend to work in the live entertainment industry, in festival and event management, private and public agencies. The programme's emphasis is on live entertainment, festivals and events as a business and its marketing strategies, programming, operations, budgeting, facility management, and so on.

💰 HK\$4,900 per module (Total programme fee : HK\$49,000)  
Application Fee: HK\$150

D 22 months

🇬🇧 English

Q Level 4 (Reg. No.: 17/000510/L4) Validity Period: 05 Jun 2017 - on-going

### Bachelor of Science (Honours) Events Management

Programme Code: HT013A

Application Code: 2280-HT013A

☎ 2867 8329

✉ parttimehtm@hkuspace.hku.hk



Over the last decade, events have emerged as significant tools for community and regional development, tourism promotion and corporate marketing. The steady growth in the number and size of events in Hong Kong has created a significant demand for professional event managers. At the same time, the increasing complexity and government regulation of festivals and events have given rise to an industry body of knowledge, and to the need for personnel trained and skilled in the practice of international festival & event management.

R Applicants shall:

- hold a Higher Diploma/Associate Degree in Tourism and Events Management / Tourism and Hospitality Management / Hotel Management awarded within the HKU system through HKU SPACE, or other equivalent qualifications granted by a recognised institution; OR
- (i) hold an Advanced Diploma in Hospitality Management / Tourism and Travel Experience Management/ Live Entertainment, Festival and Event Management / M.I.C.E. and Event Management awarded within the HKU system through HKU SPACE, or other equivalent qualifications granted by a recognised institution; AND  
(ii) have 2 years of relevant work experience; OR
- hold an Advanced Diploma with 2 years of relevant work experience / Associate Degree / Higher Diploma in other related disciplines such as Business, Marketing, Management, Leisure, and Recreation Studies granted by a recognised institution; OR
- have a degree of other disciplines granted by a recognised institution.

Applicants from (3) and (4) may be required to take and pass additional module(s), based on individual merit, before the start of the programme.

If the above academic qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency such as :

- an overall band of 6.0 or above in the IELTS (with minimum component scores of 5.5 in all four components: listening, reading, speaking and writing); OR
- an overall score of 76 or above in the TOEFL iBT (with minimum component scores of listening 17, reading 18, speaking 20, writing 18).

Mature students (according to University of Plymouth regulation) and applicants with other equivalent qualifications will be considered on a case-by-case basis.

### Advanced Diploma in M.I.C.E. and Event Management

Programme Code: MS048A

☎ 2867 8320 / 2867 8329

✉ parttimehtm@hkuspace.hku.hk



The programme aims to meet the continuing professional development needs of people who are currently working in the M.I.C.E. industry, in event management, advertising and public agencies, or for those who have career aspirations in the M.I.C.E. and Event Management fields. This programme aims to introduce students a wide range of skills and techniques in event planning, promotion, operation and management. Students will learn how to collaborate with different stakeholders in relation to event venues, event facilities, food and beverage, marketing communication, and event technology.

💰 HK\$4,900 per module (Total programme fee : HK\$49,000)  
Application Fee: HK\$150

D 22 months

🇬🇧 English

Q Level 4 (Reg. No.: 07/001734/4) Validity Period: 05 May 2008 - on-going

NCR1

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

NCR2

These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

NCR3

The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。