

Business & Live Entertainment Events

商業及現場娛樂活動

Postgraduate Diploma in International Live Entertainment and Event Management

Programme Code: MS105A

Application Code: 2435-MS105A



2867 8329 / 2867 8484

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\$35,200 will be paid in 3 terms
Application Fee: HK\$150

1 year

English

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

Bachelor of Science (Honours) Events Management

Programme Code: HT013A

Application Code: 2445-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.

HK\$116,160 will be paid in 4 terms
Application Fee: HK\$150

21 months

English

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

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.

Applicants shall:

- have gained in the HKALE Grade E in 1 AL subject and in the HKCEE Grade E in 4 subjects, and Level 2 in English Language*, or equivalent; Or
- have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; Or
- hold a Certificate in Private Jet Hospitality Service Management awarded within the HKU system through HKU SPACE, or equivalent; Or
- be mature applicants (aged 21 years or above) who do not fulfill the academic requirement but have at least 3 years of relevant work experience in the hospitality and tourism industry will be considered. They should have Level 2 in English Language in HKCEE or Level 2 in English Language in HKDSE Examination or equivalent. They may need to attend an interview.

Applicants with other qualifications will be considered on individual merit.

HK\$4,900 per module
Application Fee: HK\$150

22 months

English

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

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
Application Fee: HK\$150

22 months

English

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

Certificate for Module (International Live Entertainment Event Touring and Management)

Programme Code: HT030A

2867 8329



epgd_smhs@hkuspace.hku.hk

programme aims to give students insights into event practitioners' major roles and responsibilities so that they can learn different planning and operational strategies from the management perspectives of marketing, budgeting, financial and contractual issues.

INTENDED LEARNING OUTCOMES

On completion of the programme, students should be able to

1. Discuss the roles & responsibilities of different important stakeholders in international live entertainment event business and explain their relationships;
2. Develop and appraise the strategies of producing and managing an international live entertainment performance and tour;
3. Plan and evaluate the marketing and branding of the performance and tour;
4. Prepare the budget plan and analyze the financial elements of the performance and tour; and
5. Examine the most common contract issues and agreement terms of the performance and tour.

HK\$6,700 per programme
Application Fee: HK\$150

39 hours

English

Level 6 (Reg. No.: 22/001039/L6) Validity Period: 01 Jan 2023 - on-going

See legend on page 033 圖像說明於第033頁

Minimum Entry Requirements 基本入學要求 (P.017)

Fee 學費

Duration 修業期

Medium of Instruction 教學語言

Qualifications Framework 資歷架構

Exemption 豁免

Short Course 短期課程

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk

Business & Live Entertainment Events

商業及現場娛樂活動

Certificate for Module (Experiential Event Design and Delivery)

Programme Code: HT031A

2867 8329



epgd_smhs@hkuspace.hku.hk

This programme aims to equip event professionals with an overview of event design and operations, and develop their production and managerial skills needed for the event industry, with a particular focus on the psychology of event audience.

INTENDED LEARNING OUTCOMES

On completion of the programme, students should be able to

1. Identify and appraise the needs, expectations and behaviour of event audience and other stakeholders;
2. Illustrate and explain the event design and delivery plan in a cohesive way;
3. Analyze, plan and manage different aspects of event production whilst recognizing the links between and across them;
4. Develop a budgeting and financial plan in event production;
5. Apply the multi-media and technology to create a cohesive event and engage audience; and
6. Assess how international events offer opportunities and challenges to event managers across local and global contexts.

HK\$6,700 per programme
Application Fee: HK\$150

39 hours

English

Level 6 (Reg. No.: 22/001038/L6) Validity Period: 01 Jan 2023 - on-going

Certificate for Module (Cross-Cultural Communication in the Event Industry)

Programme Code: HT032A

2867 8329



epgd_smhs@hkuspace.hku.hk

Cross-cultural communication in the areas of negotiation skills, leadership skills, team-building skills, dietary, costume and religion considerations, and international marketing strategies across cultures will be discussed in this programme.

INTENDED LEARNING OUTCOMES

On completion of the programme, students should be able to

- Explain the concept of culture and identify the national cultural dimensions in the live entertainment event context;
- Explain the cultural differences across nations and develop cross-cultural communication skills and empathy;
- Compare different approaches in leading and working in multi-cultural teams;
- Develop effective marketing communication strategies with target consumers from diverse cultural backgrounds;
- Analyze and interpret consumer behaviour from various cultural backgrounds and formulate effective operational management strategies; and
- Compare and contrast the protocol and ceremonial needs of various cultures and religions in events.

HK\$6,200 per programme
Application Fee: HK\$150

30 hours

English

Level 6 (Reg. No.: 22/001036/L6) Validity Period: 01 Jan 2023 - on-going

Certificate for Module (Contingency Planning and Risk Management)

Programme Code: HT033A

2867 8329



epgd_smhs@hkuspace.hku.hk

This programme will deepen students' understanding on risk management since they will learn how to critically evaluate any potential risks and actions, formulate the contingency plan, plan for effective crowd management strategies, and devise communication plan to relevant stakeholders.

INTENDED LEARNING OUTCOMES

On completion of the programme, students should be able to

1. Discuss and analyze different categories of risks and their impacts on events;
2. Apply a range of techniques to assess and manage event risks;
3. Devise crowd control and crowd management strategies for events;
4. Devise an emergency communication plan for events; and
5. Formulate contingency plans and communicate the risks and actions that should be taken to relevant stakeholders.

HK\$6,200 per programme
Application Fee: HK\$150

30 hours

English

Level 6 (Reg. No.: 22/001035/L6) Validity Period: 01 Jan 2023 - on-going

Certificate for Module (Event Sponsorship and Partnership)

Programme Code: HT034A

2867 8329



epgd_smhs@hkuspace.hku.hk

This programme aims to explain and discuss the relationship between sponsor and sponsee in a variety of events, and introduce the essential tools and techniques in event sponsorship and partnership management.

INTENDED LEARNING OUTCOMES

On completion of the programme, students should be able to

1. Explain how sponsorship works as a marketing communication channel and analyze its value to the sponsor;
2. Discuss sponsorship from the point of views of both the sponsor and the sponsee;
3. Appraise the marketing benefits that can accrue to the sponsor and the sponsee from an effective sponsorship programme;
4. Develop and review sponsorship proposals for tightness of fit;
5. Evaluate the purpose and importance of the sponsorship management plan; and
6. Devise strategies to build and maintain sustainable relationship with different types of event stakeholders.

HK\$6,200 per programme
Application Fee: HK\$150

30 hours

English

Level 6 (Reg. No.: 22/001037/L6) Validity Period: 01 Jan 2023 - 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。

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。

NCR³

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。
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。
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。

Business & Live Entertainment Events

商業及現場娛樂活動

Certificate for Module (Business of Live Entertainment)

Programme Code: HT020A

Application Code: 2355-HT020A



2867 8320

parttimehtm@hkuspace.hku.hk

This programme aims to develop students' understanding of live entertainment business from local, regional and international perspectives. This programme also enable students to gain an overview of business environment of this fast-changing industry, including discover the motivation and satisfaction of live entertainment participants, how to design and coordinate the productions of live entertainment events to fit the target guideline, how to manage different stakeholders internally and how to manage the marketing of an live entertainment event externally. The students will learn the contemporary topics with up-to-date knowledge, including future event production and live entertainment, future growth of live entertainment business and its external Impacts.

HK\$5,200 per programme
Application Fee: HK\$150

39 hours

English

Level 4 (Reg. No.: 21/001069/L4) Validity Period: 01 Oct 2021 - on-going

Certificate for Module (Creation and Management of Live Events)

Programme Code: HT021A

Application Code: 2435-HT021A



2867 8320

parttimehtm@hkuspace.hku.hk

This programme aims to equip live event professionals with an overview of live event planning and operations; it covers the topics in programme design, marketing, budgeting, managing and controlling of live events. Upon completion of the programme, students will be able to draft an event proposal for a live event and develop a business plan with operational details. The programme also develops students' management skills in live events, including how to manage the audience behaviour, identify the key issues in broadcasting media, publishing and copyrights in live events, and assess its impacts to the local community and the destination.

- Applicants shall:
- have gained in the HKALE Grade E in 1 AL subject and in the HKCEE Grade E in 4 subjects, and Level 2 in English Language*, or equivalent; Or
 - have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; Or
 - hold a Certificate in Private Jet Hospitality Service Management awarded within the HKU system through HKU SPACE, or equivalent; Or
 - be mature applicants (aged 21 years or above) who do not fulfill the academic requirement but have at least 3 years of relevant work experience in the hospitality and tourism industry will be considered. They should have Level 2 in English Language in HKCEE or Level 2 in English Language in HKDSE Examination or equivalent. They may need to attend an interview.

Applicants with other qualifications will be considered on individual merit.

HK\$5,200 per programme
Application Fee: HK\$150

39 hours

English

Level 4 (Reg. No.: 21/001070/L4) Validity Period: 01 Oct 2021 - on-going

Certificate for Module (Event Planning and Promotion)

Programme Code: HT015A

Application Code: 2355-HT015A



2867 8320

parttimehtm@hkuspace.hku.hk

This programme aims to develop students' core skills to stage a function in the perspectives of planning and marketing for various types of events. Upon the completion of the programme, students will be able to apply the essential tools and techniques in event planning processes including how to respond to risks, how to analyse financial management and how to plan the staffing and manpower. In order to promote events strategically, students should conduct different marketing analyses and apply the appropriate tactics to promote an event successfully and effectively. They will also be able to describe the event bidding processes from the stages of preparation to follow-up as well as drafting an event bidding proposal. This programme provides students with industrial insights via introducing the future trends and current issues of event industry.

HK\$5,200 per programme
Application Fee: HK\$150

39 hours

English

Level 4 (Reg. No.: 21/001071/L4) Validity Period: 01 Oct 2021 - on-going

Certificate for Module (Events Operations)

Programme Code: HT016A

Application Code: 2375-HT016A



2867 8320

parttimehtm@hkuspace.hku.hk

This programme aims to equip event professionals with an overview of event operations and develop their managerial skills needed for the event industry. It covers the event logistics, on-site staffing, crowd management, stakeholder management and safety and security matters. Upon completion of the programme, students will be able to describe the essential operational processes in an event, how to plan an event with identifying various operational challenges as well as how to successfully organise different operational tasks together in an event. The environmental sustainability will be introduced in order to cover the contemporary concepts of "green" in various types of events via worldwide case study.

- Applicants shall:
- have gained in the HKALE Grade E in 1 AL subject and in the HKCEE Grade E in 4 subjects, and Level 2 in English Language, or equivalent; Or
 - have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; Or
 - hold a Certificate in Private Jet Hospitality Service Management awarded within the HKU system through HKU SPACE, or equivalent; Or
 - be mature applicants (aged 21 years or above) who do not fulfill the academic requirement but have at least 3 years of relevant work experience in the hospitality and tourism industry will be considered. They should have Level 2 in English Language in HKCEE or Level 2 in English Language in HKDSE Examination or equivalent. They may need to attend an interview.

Applicants with other qualifications will be considered on individual merit.

HK\$5,200 per programme
Application Fee: HK\$150

33 hours

English

Level 4 (Reg. No.: 21/001072/L4) Validity Period: 01 Oct 2021 - on-going

See legend on page 033 圖說說明於第033頁

- R Minimum Entry Requirements 基本入學要求 (P.017) S Fee 學費 D Duration 修業期
E Medium of Instruction 教學語言 Q Qualifications Framework 資歷架構 E Exemption 豁免 S Short Course 短期課程

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk