

Cultural Management
Applicable to students admitted in 2019-20

Major Programme Requirement

Students are required to complete a minimum of 72 units of courses as follows:

	Units
1. Faculty Package: CUMT1000 and any two courses from: ANTH1020, ARTS1003, CHLL1900 or 1902, CURE1000, 1110, ENGE1000, FAAS1900, HIST1000, JASP1090, LING1000, MUSC1000, PHIL1110, THEO1000, TRAN1000	9
2. Required Courses: CUMT1001, 1002, 1003, 4001, 4102, MGNT1020, MKTG2010	21
3. Elective Courses[a]:	42
(a) Any 9 units from Area 1	
(b) Any 9 units from Area 3	
(c) Any 12 units from Area 4[b]	
(d) Any 12 units of CUMT courses, with at least 9 units at 2000 or above level[c]	
Total:	72

Explanatory Notes:

1. ANTH, CUMT, CURE, ENGE, FAAS, JASP, MGNT, MKTG courses at 2000 and above level will be included in the calculation of Major GPA for honours classification.
- [a] Courses which count towards the fulfillment of the requirements specified in 1. Faculty Package and 2. Required Courses above cannot be counted towards the fulfillment of the requirements specified in 3. Elective Courses.
- [b] Students can declare a concentration in one of the following concentrations/special studies if they successfully complete 12 units from the same concentration:
 - i. Cultural Heritage, Conservation and Cultural Tourism;
 - ii. Cultural Institutions and Programming; and
 - iii. Cultural and Creative Industries
- [c] Courses which count towards the fulfillment of the elective course requirements specified in 3(a), 3(b) and 3(c) cannot be counted towards the fulfillment of the elective course requirements specified in 3(d).

Course List

<i>Course Code</i>	<i>Course Title</i>	<i>Unit(s)</i>
Area 1: General Studies in Culture		
ANTH1010	Humans and Culture	3
ANTH1410	Culture of Hong Kong	3
CUMT1001	Introduction to Cultural Management	3
CUMT1002	Cultural Theories	3
CUMT1003	Cultural Policy and Development	3
CUMT2004	Chinese Material Culture	3
CUMT2006	Understanding Chinese Art through Exhibitions	3
CURE1001	Introduction to Cultural Studies	3
CURE1003	Culture Studies of Space	3
FAAS1600	Artistic Traditions in China	3
FAAS1700	Artistic Traditions in the West	3
Area 2: Art Forms / Disciplines Studies (<i>Only applicable to Cultural Management (CUMSN) Major students who are Associate Degree/ Higher Diploma holders admitted to senior-year places</i>) This area includes all courses offered by any Major/Minor Programme under the Faculty of Arts, except Faculty Package courses.		
Area 3: Management Studies and Cultural Management		
ANTH2510	Culture and Business	3
CUMT2002	Language and Practice of Cultural Management	3
CUMT2005	Management of Public and Non-profit Cultural Organization	3
CUMT3001	Visual Arts Management	3
CUMT3002	Performing Arts Management	3
CUMT3004	Public and Community Art	3
CUMT4001	Integrated Studies in Cultural Management	3
CUMT4003	Culture-led City Development	3
CUMT4102	Research Project	3
CUMT4103	Internship	3
FAAS4201	Art as Profession	3
MGNT1020	Principles of Management	3
MGNT2040	Human Resource Management	3
MGNT2510	Introduction to International Business	3
MKTG2010	Marketing Management	3
Area 4: Concentrations/ Special Studies in Cultural Management		
i. Cultural Heritage, Conservation and Cultural Tourism		
ANTH2720	Archaeology of Hong Kong	3
ANTH2730	Preserving Cultural Heritage	3
ANTH2760	China's Cultural Heritage	3
ANTH3370	Tourism and Culture	3
ARCH1320	Experiencing Architecture	3
CUMT2001	Chinese Archaeology and Food Culture	3
CUMT3009	Interpreting Chinese Antiquities	3
CUMT4004	Archaeology and Modern Applications	3

CUMT4101	Special Topics in Cultural Management	3
CURE2042	Xiqu and Culture	3
CURE2375	Hong Kong Temples and Festivals	3
CURE4024	Culture and Heritage Conservation	3
FAAS2102	Arts of Ancient China: Neolithic Through Bronze Age	3
ii. Cultural Institutions and Programming		
ANTH4720	Museums and Anthropology	3
CURE2047	Performance Studies	3
CURE3030	Cultural Criticism Workshop	3
CUMT2003	Art Institutions in Twentieth-Century China	3
CUMT2007	Curation in Arts and Culture	3
CUMT2010	Music, Culture and Outreach	3
CUMT2013	Art Institutions in Twentieth-Century China	2
CUMT3005	Design Your Exhibition – Curatorial Planning and Practice	3
CUMT3008	Curating and Organising Arts Festival	3
CUMT4005	Art and Propaganda	3
CUMT4007	Museum Studies	3
CUMT4008	Advanced Museum Studies	3
ENGE1800	Drama in Performance I	3
ENGE2700	Drama in Performance II	3
FAAS2117	Art in HK: from the Foundation of the Colony to the Early 21st Century	3
FAAS3108	Contemporary Art: Artistic Strategies in a Postmodern Era	3
iii. Cultural and Creative Industries		
CUMT2009	Introduction to the Art Market	3
CUMT3003	New Media Arts Management	3
CUMT3007	Entrepreneurship in the Creative Industries	3
CURE2030	Hong Kong Cinema	3
CURE3026	New Media and Cyberculture	3
CURE3027	Cultural and Creative Industries	3
ENGE3260	Creative Writing	3
JASP2200	Introduction to Japanese Animation, Comic and Game	3
JASP2400	Culture of Japanese Mass Media	3
JASP3470	Japanese Youth Cultures in Asia	3