

# Master of Philosophy (MPhil) in Cultural Studies

## MPhil in Cultural Studies and specialisations

- MPhil in Cultural Studies (specialisation in *Cultural and Creative Industries Management*)
- MPhil in Cultural Studies (specialisation in *Heritage Management*)

## Programme Description

The Master of Philosophy in Cultural Studies programme is research-based programme and enables students to develop research capabilities by focusing on a particular cultural area of interest. The programme features a highlight on research and analytical competency development, an innovation orientation, as well as exposure to real life cultural management scenarios. It can provide a pathway to more advanced cultural studies at doctoral level in the future. The duration of the master’s programme is normally 2 years and can be extended to maximum 4 years. The programme includes the following learning modules:

- Core
- Specialisation (*Cultural and Creative Industries Management; Heritage Management*)
- Elective from postgraduate-level courses
- Dissertation

## Modules and Courses

The table below summarises the programme structure design of MPhil in Cultural Studies, with two specialisations in (1) *Cultural and Creative Industries Management* and (2) *Heritage Management*.

Course Category		Credit (Total: 30 credits)
<b>Core (3 credits / course, all are compulsory)</b>		
<ul style="list-style-type: none"> <li>▪ Cultural Policies and Public Cultural Institutions</li> <li>▪ Research Methods</li> </ul>		6
<b>Specialisation: (1) Cultural and Creative Industries Management</b>	<b>Specialisation: (2) Heritage Management</b>	9

<p><b>(3 credits / course, all are compulsory)</b></p> <ul style="list-style-type: none"> <li>▪ Cultural and Creative Industries</li> <li>▪ Creative Clusters</li> <li>▪ Events and the Society</li> </ul>	<p><b>(3 credits / course, all are compulsory)</b></p> <ul style="list-style-type: none"> <li>▪ Heritage Conservation</li> <li>▪ Cultural Landscape</li> <li>▪ Contemporary Development on Heritage Interpretation</li> </ul>	
<p><b>Elective from postgraduate-level courses</b>  <b>(3 credits / course, select one course from below)</b></p> <ul style="list-style-type: none"> <li>▪ Finance and Accounting</li> <li>▪ Strategic Management</li> <li>▪ Sustainable Tourism Planning and Development</li> <li>▪ Data Analytics and Visualization</li> <li>▪ Geographic Information Systems</li> <li>▪ Smart Destination and Sustainable Tourism Development</li> <li>▪ Smart Marketing</li> <li>▪ Seminar in Emerging Technologies</li> <li>▪ Heritage Revitalization</li> <li>▪ Cultural and Creative Industries<sup>^</sup></li> <li>▪ Creative Clusters<sup>^</sup></li> <li>▪ Events and the Society<sup>^</sup></li> <li>▪ Heritage Conservation<sup>#</sup></li> <li>▪ Cultural Landscape<sup>#</sup></li> <li>▪ Contemporary Development on Heritage Interpretation<sup>#</sup></li> </ul> <p><sup>^</sup><i>Only for those who choose specialisation in HM</i>  <sup>#</sup><i>Only for those who choose specialisation in CCIM</i></p>		3
<p><b>Dissertation</b></p>		12

## Course Description

Module	Course Title	Course Description
<b>Core</b>	Cultural Policies and Public Cultural Institutions	Public policy and state aid feature heavily in the arts and cultural sectors in Asia. Cultural policies are resulting in major cultural development projects in the accelerated modernisation of China. These projects, including the Greater Bay Area as part of the Belt and Road Initiative will transform the life, culture and economy in these regions and around the world. This course introduces different types of creative and cultural industry organisations. It also covers theoretical and practical concepts to define and implement original strategies for organisations in complex national and international environments.

	Research Methods	This course aims to develop students' intermediate levels of understanding and skills enabling them to apply different methods of research to address broad real-life management problems and in the specific context of cultural industries. At the end of the course, students will be expected to have obtained the necessary knowledge and confidence in applying the most established research methodologies, following the basic framework of identifying research problems, formulating appropriate research design, conducting scientific data collection and analysis, as well as interpreting, presenting, and communicating research findings.
<b>Specialisation- Cultural and Creative Industries Management</b>  <i>Elective for those who choose Specialisation in HM</i>	Cultural and Creative Industries	The cultural and creative industries are one of the fastest growing employment sectors in Asia and there is increasing awareness of these industries' importance – not only their contribution to people's quality of life, but as a distinctive and key segment of Asia and global economy. This is a core course that introduces and defines the cultural and creative industries, not least exploring their role in society. This course will also discuss basics in cultural and creative industries, with the necessary knowledge and tools to assess critical phenomenon in the area.
	Creative Clusters	The geographic clustering of cultural and creative businesses has long been recognized as an important contributor to regional growth. By establishing a creative cluster, it advances the industry in different aspects, such as greater human resources, more effective communication, etc. This course introduces the concept of creative cluster as the method of Culture-Business-Power integration and widening of city cultural field. Students will understand the social features of city cultural field actors, specific traits of their way of living, to understand the reasons of their involving into the creative reconstruction of the city.
	Events and the Society	The events industry encompasses a wide variety of event types ranging from business events and special events to cultural festivals and sports events, catering for different clienteles and purposes. These events play a crucial role in achieving economic, social, environmental and political objectives by diversifying a destination's offering, revitalises communities and societies, encourage and induce positive and societal benefits through equality, inclusion and diversity. This course examines important aspects of international events management by drawing from latest cutting-edge research.

<b>Specialisation- Heritage Management</b>  <i>Elective for those who choose Specialisation in CCIM</i>	Heritage Conservation	The revitalization of built heritage has extended beyond architectural monuments to encompass various types of buildings, former industrial sites, extensive infrastructures, and even entire landscapes. These endeavours involve assigning new uses and attributing fresh values and significance to these heritage assets. Such developments underscore the dynamic and forward-looking nature of heritage conservation, which assumes a pivotal role in shaping the long-term planning of cities and regions while offering alternative models of sustainable development. This shifting focus towards socio-cultural processes and value creation within heritage conservation highlights the need for professionals equipped with the necessary technical competencies and intellectual skills. The course places significant emphasis on integrating sustainability principles into conservation training, enabling students to effectively address the escalating risks and challenges associated with the preservation of built heritage.
	Cultural Landscape	Cultural landscapes are a product of a dynamic and complex interaction between humankind and nature involving many different factors. This course introduces and clarifies the concept of cultural landscapes with reference to current international conservation practice. It also covers the international guidelines and strategies for assessing and treating historic cultural landscapes and relevant case studies to demonstrate the practical issues facing different professionals in the field of cultural landscape.
	Contemporary Development on Heritage Interpretation	This course explores the fundamental principles of heritage interpretation and their application in practice through a detailed interpretative planning process. It covers the concepts and strategies currently employed for the best practice of interpretation/ presentation and includes detailed case studies. It supports the students to develop critically engaged, reflexive and practical understandings of interpretive practice in various cultural sectors including art galleries, museums and heritage. It is an action learning based course and students are expected to work collaboratively and develop practical outcomes under a concerned topic. Through different workshops, students will learn the knowledge and skills on interpretative planning, audience development, writing text, interpretive design, marketing and visitor research.
<b>Elective from postgraduate-level courses</b>	Finance and Accounting	This subject helps students understand the main principles of finance and accounting and demonstrate the importance of these to management decision making in cultural institutions. The subject will enable the students to apply accounting principles and approaches to decision making in contemporary cultural

		organisations. The students will also be able to understand, analyse, and interpret financial information and integrate the result into decision making in the management level.
	Strategic Management	This subject provides an opportunity for managers (or future managers) of cultural institutions to understand, apply, develop, and critically evaluate management strategies. It also offers an understanding and critical evaluation of the factors that contribute to successful strategic management. Common strategies in the cultural industry are embedded in the course content. Real cultural organizations will be invited to showcase real life strategies and co- develop solutions.
	Sustainable Tourism Planning and Development	This course provides a systematic overview of the different facets of tourism, the concept of sustainability and sustainable approaches to the planning, development and management of tourism. It provides a detailed and critical examination of the theoretical and empirical issues underpinning the principles of sustainable development that are applied in tourism. The relationship between sustainable development and sustainable tourism, the techniques and tools to manage the impacts of tourism, the processes involved in tourism policymaking and planning and the extent to which the processes facilitate community participation and inclusiveness are discussed.
	Data Analytics and Visualization	With the advancement in IT, numerous social medias have emerged and brought us high-volume, high-velocity data of various types, resulting in the big data phenomenon. This course is a contemporary study about how to obtain relevant content from big data and generate useful results, where analysts can interpret the data to understand the trends and to perform predictive analyses. Data analytics and visualisation is an emerging field concerned with analysing, modelling, and visualising complex high-dimensional data. This course will introduce state-of-the-art modelling, analysis and visualisation techniques. It will emphasise practical challenges involving complex real-world data and include several case studies and hands-on work with visualisation tools.
	Geographic Information Systems	This course is designed to familiarise students with the fundamentals of geographic information system (GIS) and how geodata can be applied to solve local and regional problems, where “locations” matter the most. Major topics include computer representation of geodata, the creation and maintenance of GIS databases, spatial analysis, and presentation of data outputs on digital maps. Case studies, management implications, and relevant GIS research papers are also

		discussed to complement the practical use of GIS applications.
	Smart Marketing	This course reviews the role of traditional marketing channels, its relationship with smart technologies, and the shift to a next generation marketing mindset driven by information technology. The course also teaches practical skills to undertake a digital transformation in marketing. After this course, students will be able to address different marketing needs with digital means.
	Seminar in Emerging Technologies	This course explores how technology has reshaped the cultural field. Being a crucial part of today's cultural industry, technology continues to improve customer experience to a new height. This course aims to deliver concepts, knowledge and skills relevant to emerging technologies and to share insights on their applications and managerial implications. Relevant case studies, challenges, and legal and governance issues related to the latest technology in the cultural industry will also be discussed.
	Heritage Revitalization	Heritage revitalization is a critical level of conservation intervention that involves the adaptive reuse of a heritage building to be rejuvenated in terms of both physical and economic values. This course aims to provide the students with an advanced learning of the accepted forms of conservation in the 21st century. Focusing on the Asian cities' contexts, students would learn from the adaptive re-use practices of the current trend of revitalizing the heritage structures into cultural spaces and understand the historical background, value recognition and cultural benefits of adaptive reuse options that help build liveable community within a broader urban framework.
<b>Dissertation</b>	Dissertation	The purpose of this subject is to help students develop and demonstrate their abilities to conduct independent academic research using different techniques in the cultural context. Students will consolidate and analyse the literature on selected topics, identify research objectives, design process and collect data, and learn how to analyse research data in a systematic way and to a professional standard. Students will write the dissertation on the above content and pass the defence.