MScATB

Master of Science in Arts Technology and Business

艺术科技与商业理学硕士

Word from our Dean 院长寄语



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Cultural and creative industries are being reshaped by generative artificial intelligence, immersive experiences, digital platforms and new business models. The future calls for more than specialists in art, technology or business alone. It calls for interdisciplinary talent who can understand artistic value, apply technological tools, exercise business judgement and work with people from different professional backgrounds to advance innovation.

Lingnan University's Master of Science in Arts Technology and Business places interdisciplinary integration at its core. It combines the business education of Lingnan's Faculty of Business, the art and design perspectives of national and international experts, scholars and mentors, and diverse industry practices. Students are encouraged to connect appreciation with creation, analysis with decision-making, and technology with responsibility.

Since its launch in the 2023/24 academic year, the programme has continually refined the learning experience in response to feedback from students, teachers and industry. We recognise the different starting points of students from diverse backgrounds. Through preparatory support, real-world cases, project-based learning, industry engagement and technology applications, we help students translate interdisciplinary thinking into practical, sustainable innovation.

We welcome you to ATB to explore new possibilities together with fellow students, mentors and industry partners from different fields.

文化与创意产业正被生成式人工智能、沉浸式体验、数字平台与新商业模式重新塑造。未来所需要的，不只是熟悉艺术、科技或商业其中一个领域的人才，而是能够理解艺术价值、运用科技工具、作出商业判断，并与不同专业背景者共同推动创新的跨界人才。

岭南大学艺术科技与商业理学硕士课程以跨学科融合为核心，结合岭南大学商学院的商业教育、国内国际专家学者与导师的艺术设计视野，以及多元行业实践，引导学生在欣赏与创造、分析与决策、技术与责任之间建立联系。

课程自2023/24学年开办以来，持续根据学生、教师与业界反馈完善学习体验。我们重视不同背景学生的起点，通过预修支持、真实案例、项目学习、行业交流与科技应用，帮助学生把跨界思考转化为可实践、可持续的创新。

欢迎您加入ATB，与不同领域的同学、导师和行业伙伴共同探索下一种可能。

Programme Intended Learning Outcomes 课程学习目标

- Demonstrate proficiency in the knowledge and skills required for arts management and administration, and for entrepreneurship in for-profit and non-profit arts, technology and business organisations.
  熟练掌握艺术管理与行政，以及在营利性和非营利性艺术、科技和商业机构中开展创业所需的知识与技能。
- Synthesise and critically analyse operational and managerial challenges facing arts, technology and business organisations, and develop creative strategies to address these challenges.
  综合并批判性分析艺术、科技与商业机构面临的运营和管理挑战，制定创造性解决问题的策略。
- Communicate effectively with diverse audiences and stakeholders in the arts and technology sector, demonstrating a collaborative approach and a spirit of teamwork.
  以协作与团队合作精神，与艺术科技行业的广泛受众及利益相关者有效沟通。
- Make judgements that reflect ethical principles and social responsibility in professional practice within the field of arts, technology and business management.
  在艺术科技与商业管理的专业实践中，作出符合道德及社会责任的判断。







Special Features 课程特色

Arts, Technology and Business 艺术、科技与商业

The curriculum connects art history, interactive art and artificial intelligence with finance, marketing, innovation and entrepreneurship, building an integrated foundation for interdisciplinary understanding.
融合艺术史、互动艺术、人工智能与财务、市场、创新及创业，建立跨界知识体系。

Academic and Industry Perspectives 学术与企业双视野

National and international experts, scholars and entrepreneur mentors contribute complementary perspectives, connecting art and design knowledge with the exercise of business judgement.
汇聚国内国际专家学者与企业家导师视角，连接艺术设计与商业判断。

Learning in Real-world Contexts 真实场景学习

Real-world cases, project-based learning, encounters with art, industry engagement and technology applications help students translate classroom knowledge into practical approaches and workable solutions.
结合真实案例、项目学习、艺术现场与行业交流，将课堂知识转化为可实践的方案。

Support for Diverse Backgrounds 多元背景支持

Preparatory courses, training in relevant tools and teamwork support students from art, design, business and other backgrounds in finding an appropriate starting point for learning.
通过预修课程、工具训练与团队协作，支持不同专业背景学生找到合适的学习起点。

Programme Curriculum 课程结构

Students complete 7 required courses and any 3 elective courses. Each course carries 3 credits.
修读7门必修课程及任选3门选修课程，每门3学分，共10门、30学分。

Business Courses 商科课程

- Accounting and Finance for Arts Industry
  艺术会计与财务（必修 / Required）
- Art Finance and Technology
  艺术金融和科技（必修 / Required）
- Cross-cultural Management
  跨文化交流与融合（选修 / Elective）
- Law in Arts and Intellectual Property
  艺术法律与知识产权（选修 / Elective）
- Strategic Innovation and Entrepreneurship for Arts Industry
  艺术产业创新及创业战略（选修 / Elective）
- Big Data and Art Market
  大数据和艺术市场（选修 / Elective）
- Project Management for Arts Organisations
  艺术机构项目管理（选修 / Elective）
- Innovation and New Product Development for Arts and Creative Industries
  艺术和创意产业的创新和新产品开发（选修 / Elective）
- Social Media Platform Management and E-Commerce
  社交媒体平台管理与电子商务（选修 / Elective）
- E-Business Models and Start-ups
  电子商务模式和初创企业（选修 / Elective）
- Environmental, Social and Governance (ESG) for Entrepreneurship
  创业的环境，社会及公司治理（选修 / Elective）

Arts & Technology Courses 艺术科技课程

- The Integration of Arts and Sciences (Year-long Course)
  艺科融合（全年课程）（必修 / Required）
- History of Chinese and Western Art
  中西方艺术史（必修 / Required）
- Design Thinking and Creativity
  设计思维与创新（必修 / Required）
- Interactive Arts and Technology
  互动艺术与科技（必修 / Required）
- Art & Technology: From AI to NFTs
  艺术与科技：从人工智能到 NFTs（必修 / Required）

Business: 2 required + any 3 of 9 electives (15 credits). Arts & Technology: 5 required (15 credits).
商科：2门必修及9门选修中任选3门（15学分）；艺术科技：5门必修（15学分）。

Elective offerings and arrangements are subject to the Programme's final announcement. 选修课程开设及具体安排以课程最新公布为准。

Experiential Learning 体验式学习

The programme connects classroom learning with practice through real-world cases, projects, art visits, industry exchanges and technology applications. These activities provide opportunities to explore how arts, technology and business interact in professional contexts.

课程通过真实案例、项目学习、艺术现场、行业交流与科技应用，连接课堂知识与实践，帮助学生理解艺术、科技与商业在真实场景中的融合。



Hong Kong Design Week 2025 guided visit
参观香港2025设计周主题导览



Mock interviews with entrepreneur mentors
企业家导师会模拟面试



Gallery visit and exchange with the Chairman of the Hong Kong Oil Painting Association
艺术画廊参访与香港油画协会主席交流



Hong Kong design industry career fair
香港设计企业招聘会



Leadership training camp
领导力训练营



Visit to a design laboratory at PolyU
参观香港理工大学设计实验室

Student Feedback and Learning Activities 学生反馈与学习活动

93.5%
Integration of arts, technology and business knowledge
认同课程帮助融汇艺术、科技与商业知识

97.2%
Technology enhanced the Lingnan learning experience
认同科技运用提升岭大学习体验

95.3%
Use of diverse assessment methods
认同课程采用多元评核方式

97.2%
Satisfaction with teaching support
满意课程提供的教学支持

92.5%
Collaboration across academic backgrounds
认同课程促进不同背景同学协作

>30
Experiential and industry learning activities in 2025/26
2025/26学年体验式与行业学习活动

Percentages: MScATB 2025/26 graduate exit survey (valid responses n=107). Activity count: 2025/26 academic year.
百分比数据来源：岭南大学MScATB 2025/26官方毕业离校调查（有效样本n=107）；活动次数对应2025/26学年。

Career Prospects 就业前景

- **Arts and Cultural Management:** Explore arts organisation operations, exhibition and cultural project planning, art markets and public cultural services.
  艺术与文化管理：结合个人专长，探索艺术机构运营、展览及文化项目策划、艺术市场与公共文化服务。
- **Digital Creativity and Content Industries:** Explore digital media, intellectual property and content operations, cultural and creative projects, and immersive experience planning.
  数字创意与内容产业：结合实践经历，探索数字媒体、IP与内容运营、文创项目及沉浸式体验策划。
- **Technology Innovation and Commercialisation:** Explore innovation projects, product operations, business analysis and market development within technology enterprises, drawing on individual expertise.
  科技创新与商业转化：结合个人专长，探索创新项目、产品运营、商业分析及科技企业市场发展。
- **Brand Communication and Digital Business:** Explore brand management, social media, e-commerce, and user and community operations, supported by interdisciplinary learning and experience.
  品牌传播与数字商务：结合跨学科训练与实践经历，探索品牌管理、社交媒体、电商及用户与社区运营。
- **Entrepreneurship, Consultancy and Further Study:** Explore cultural and technology ventures, creative industry consultancy, and research in related disciplines.
  创业、咨询与持续深造：结合个人专长与实践经验，探索文化科技创业、创意产业咨询及相关学科研究。

Individual career pathways depend on personal background, practical experience and industry demand. 具体职业路径取决于个人背景、实践经验及行业需求。

Admission Requirements 入学条件

General Qualifications 申请资格

Applicants should normally hold a relevant bachelor's degree awarded by a tertiary institution recognised by the University, possess an equivalent qualification, or provide satisfactory evidence of academic and professional attainment.
申请人一般应持有由本大学认可的高等教育机构授予的相关学士学位；或取得同等资历；或提供令人满意的学术和专业成就证据。

Language Requirements 语言要求

Applicants whose degree (or an equivalent tertiary qualification in special circumstances) was not taught in English should meet one of the following minimum score requirements:
若申请人的学位（或特殊情况下由高等教育机构颁发的同等资历）并非以英语授课，则应达到以下任一最低成绩要求：

IELTS 5.5	TOEFL iBT 46	CET-6 430
雅思	托福网考	全国大学英语六级

Applicants who do not meet these requirements but hold equivalent qualifications, or have an equivalent qualification assessment demonstrating their language proficiency, will be considered on a case-by-case basis.
未达到上述语言要求但持有同等资格的申请者，或有同等资格评估以证明其语言能力的申请者，会作个别考虑。

After admission, students are required to complete English courses and activities provided by the University to meet graduation requirements and enhance their English proficiency and international outlook.
学生入读后，需要完成大学提供的英语课程及活动，以满足毕业要求及提升英语能力和国际化视野。

Preparatory Courses 预修课程

Preparatory courses are recommended according to students' academic backgrounds to support their preparation for interdisciplinary learning.
按学生背景建议修读预修课程，支持跨学科学习。

- Appreciation and Collection of Cultural Relics and Artworks 文物及艺术品鉴赏与收藏
- Principles and Tools for Project Management 项目管理原则与工具
- Foundations of Innovative Design Practice 创新设计实践基础

Scholarships 奖学金

Entrance scholarships are awarded to applicants with outstanding academic performance. All admitted students are automatically eligible for scholarship consideration.
入学奖学金授予成绩优异的申请者；所有获录取学生自动获得评选资格。

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Tuition Fee (2027/28) **学费（2027/28）**	**HK$258,000***
Mode of Study 修读方法	Full-time 全日制
Study Period 修读年限	Normal: 1 year / Maximum: 3 years 一般1年／最长3年
Modules Required 课程要求	10 modules / 10门
Credits Required 学分要求	30 credits / 30学分
Medium of Instruction 授课语言	Putonghua 普通话

* The tuition fee excludes study tours and preparatory courses. Final fees and admission arrangements for 2027/28 are subject to the University's latest announcement.

* 学费不含游学及预科课程费用；2027/28最终学费及招生安排以大学最新公布为准。

Enquiries 信息及咨询

Tel 电话: +852 2616 8678

Email 电邮: admission_atb@LN.edu.hk

Website 网站: www.ln.edu.hk/fb/mscatb/home

Applications 申请期: 1 Aug 2026 - 30 Jun 2027
2026年8月1日至2027年6月30日

Rolling admission; subject to available places.
滚动审核，额满即止。

Apply online 网上申请: apply.ln.edu.hk

Programme Website 课程网站

WeChat Account 微信公众号

WeChat Channel 视频号

WeChat 微信公众号: lu_mscatb