



HKUSPACE

香港大學專業進修學院
HKU School of Professional and Continuing Education



BUSINESS PRACTICE IN THE ART WORLD

藝術市場的商業運作

BEWS9045 Art Business Basics

BEWS9061 Experiencing the Art Market

The University of Hong Kong
School of Professional and Continuing Education
College of Business and Finance

<http://hkuspace.hku.hk/cbf/>

BUSINESS PRACTICE IN THE ART WORLD

藝術市場的商業運作

The series of Business Practice in the Art World is designed to **give students an opportunity to look inside the art business circle**. Students gain the knowledge in art business through lectures and experience sharings.

It is suitable for **newcomers** who wish to have a basic understanding of the art business practices. They could be buyers, collectors or investors or even professionals in the fields of wealth management and insurance who need some basic knowledge to facilitate interaction with clients.

There are two short courses offered under the Business Practice in the Art World series:

- 1) Art Business Basics
- 2) Experiencing the Art Market

本課程系列名為藝術市場的商業運作包括有兩個短期課程。透過講學、經驗交流，學員從而認識藝術作為商品及投資的概念。

- 此系列適合**初學者**，包括買家、收藏家、投資者和財務市場中的從業員想增加這方面的認識。

兩個短期課程分別為：

- 一. 藝術商業的基本知識
- 二. 認識藝術市場

ENTRY REQUIREMENT 入學要求

- (a) Degree holders or
- (b) Other qualifications or working experience will be considered on individual merit.

- (a) 大學畢業生; 或
- (b) 其他資歷，將作個別考慮。

MEDIUM OF INSTRUCTION 教學語言

English supplemented with Cantonese 英語輔以廣東話

CONTACT HOUR 修業期

Art Business Basics 藝術商業的基本知識

4 sessions x 3 hours = 12 contact hours

修業期約為兩星期、時數共 十二小時、共四堂、每堂三小時。

Experiencing the Art Market 認識藝術市場

6 sessions x 3 hours = 18 contact hours

修業期約為三星期、時數共 十八小時、共六堂、每堂三小時。



ART BUSINESS BASICS 藝術商業的基本知識

BEWS9045

<http://hkuspace.hku.hk/prog/art-business-basics>



Tuition Fee: HK\$5,090

Course description:

This is a foundation course to introduce the language, key players, different types of art asset classes, frameworks and dynamics of the primary and secondary art markets. The basic concepts of art finance and art as an alternative investment will also be introduced.

- Session 1 – An overview of the art business sector
- Session 2 – Art as an alternative investment
- Session 3 – The key developments of the contemporary art market
- Session 4 – Future trends

學費：HK\$5,090

課程內容：

這是一個基礎課程，目的是探討藝術市場是一門什麼的生意。內容包括藝術融資及藝術投資的概念，藝術市務用語，認識市場上有影響力的持份者，不同的藝術投資種類，以及一手和二手市場的互動生態。

- 第一堂：藝術商業的概論
- 第二堂：藝術—非傳統的另類投資
- 第三堂：現代藝術品的商業進程
- 第四堂：市場前瞻

EXPERICENCING THE ART MARKET 認識藝術市場

BEWS9061

<http://hkuspace.hku.hk/prog/experiencing-the-art-market>



Tuition Fee: HK\$7,400

Course description:

This course studies the major channels for art transactions from both the buy-side and sell-side perspectives. It also looks into how art businesses are run and how art collection and investment are executed. Commercial art establishments, such as galleries, auction houses, art fairs, etc., will be introduced with a focus to provide students with practitioners' points of view of the art business sector.

- Session 1 – An overview of the local and global art market
- Session 2&3 – The operation of commercial art establishment
- Session 4&5 – Art Collection and investment
- Session 6 – Discussions of key issues and trends in the art market

學費：HK\$7,400

課程內容：

這個課程從買方和賣方的角度研究藝術品交易的主要渠道。它還探討了藝術業務的運作方式以及藝術收藏和投資的執行方式。將介紹商業藝術場所，例如畫廊，拍賣行，藝術博覽會等，其重點是為學生提供從業者對藝術商業領域的看法。

- 第一堂：本地及國際藝術市場的概覽
- 第二至三堂：商業藝術市務的運作
- 第四至五堂：藝術收藏及投資
- 第六堂：討論藝術品市場的關鍵問題和趨勢



ENROLMENT METHOD

1. Online Application

Step 1: Complete the online application form Click the icon on the top right hand corner of the course webpage. Follow the instructions to fill in the online application form.

Step 2: Make Online Payment Pay the course fees by using Credit Card Online Payment - Course fees can be paid by VISA or MasterCard via a secure online payment gateway for all first-come, first-served courses.

2. In Person / Mail · Complete the Application for Enrolment Form SF26 and bring or post the completed form(s), together with the appropriate application / course fee(s) and any required supporting documents to any of the HKU SPACE enrolment centres.

Notes

- Admission is on a first-come, first-served basis. Enrolment will be confirmed once you have made the payment online. You will receive a payment confirmation after payment has been made successfully. You are advised to keep your payment confirmation for future enquiries.
- Programme fees are subjected to change without prior notice.
- Fees paid are not refundable except as statutorily provided or under very exceptional circumstances.

ENQUIRIES

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