

2024-2025 Intake

# Master of Science (MSc) in INTERNATIONAL INTEGRATED RESORT MANAGEMENT

理學碩士學位(國際綜合度假村管理)課程

Faculty of Business  
Administration  
工商管理學院



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU



工商管理學院  
FACULDADE DE GESTÃO DE EMPRESAS  
FACULTY OF BUSINESS ADMINISTRATION











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澳門大學及工商管理學院簡介





Ranked

**14<sup>th</sup>** **5<sup>th</sup>** **1<sup>st</sup>**  
worldwide Asia Macao

**ShanghaiRanking's Global  
Ranking of Academic  
Subject 2023 – Hospitality &  
Tourism Management**

根據2023年「軟科世界一流學  
科排名」結果本院學科在旅遊休  
閒管理專業中位列全球十四位，  
亞洲第五位，及澳門第一位。

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Ranked

**51-100**  
worldwide

**QS World University Rankings  
by Subject 2023—Hospitality  
& Leisure Management**

根據2023年「QS世界大學學科  
排名」結果，本院學科在款待及  
休閒管理專業中位列全球第51-  
100位。





# Programme Introduction 課程簡介

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Master of Science in International Integrated Resort Management aims to provide students an opportunity to learn both the gaming and non-gaming operations within an integrated resort content. Students will be able to apply the integrated resort knowledge anywhere in the world and particularly in the regions that are dedicated to the sustainable development of integrated resorts.

國際綜合度假村管理課程旨在提供一個可以讓學生掌握與管理綜合度假村有關的知識及技能的機會，其中包括與博彩及非博彩管理有關的範疇。學生所學到的知識將能夠應用於世界各地，尤其在致力於綜合度假村可持續性發展的地區。

## Programme Objectives 課程目的

- Deepening and updating students' understanding and knowledge in the hospitality and gaming area especially within the integrated resort management field;
- Integrating theoretical knowledge with practical applications so as to enhance students' decision-making and corporate strategy formation skills;
- Preparing students to cope with the ever-changing demand of the industry, especially to strengthen their ability to take up a strategic role and executive positions in an integrated resort/tourism destination;
- Providing students with solid training in integrated resort management in order to complement and enhance their existing knowledge base;
- Developing students' analytical skills in solving hospitality and gaming related problems in their daily workplace.
- 加強及增進學生在款客服務及博彩管理範疇內的知識理解，特別是與綜合度假村管理有關的範疇；
- 融合理論知識及實際應用以加強學生在企業決策及團隊策劃方面的技巧；
- 讓學生能適應行業不斷轉變的需求，尤其加強其在綜合度假村或其他旅遊業所需之管理執行與策略能力；
- 提供綜合度假村管理的相關實踐培訓，以增強及補充學生在此方面的知識；
- 培育學生之分析技巧，提升他們在日常工作中解決款客服務及博彩管理問題的能力。



# Programme Features 課程特色

1

This unique MSc programme is a brand new concept with a focus on integrated resort development and management across regional and global jurisdictions. The course is delivered by experienced faculty members and renowned scholars with strong backgrounds on hotel operation and hospitality management who are able to blend in theories with practical insights.

本碩士課程是一個嶄新且獨特的課程，它主要著重於綜合度假村管理的國際化層面。其師資方面除了專業的本校教師外、亦聘請一些世界知名的學者任教，他們學識廣博，亦同時在酒店營運及款客服務管理的理論及實踐的教學上擁有豐富的經驗。

2

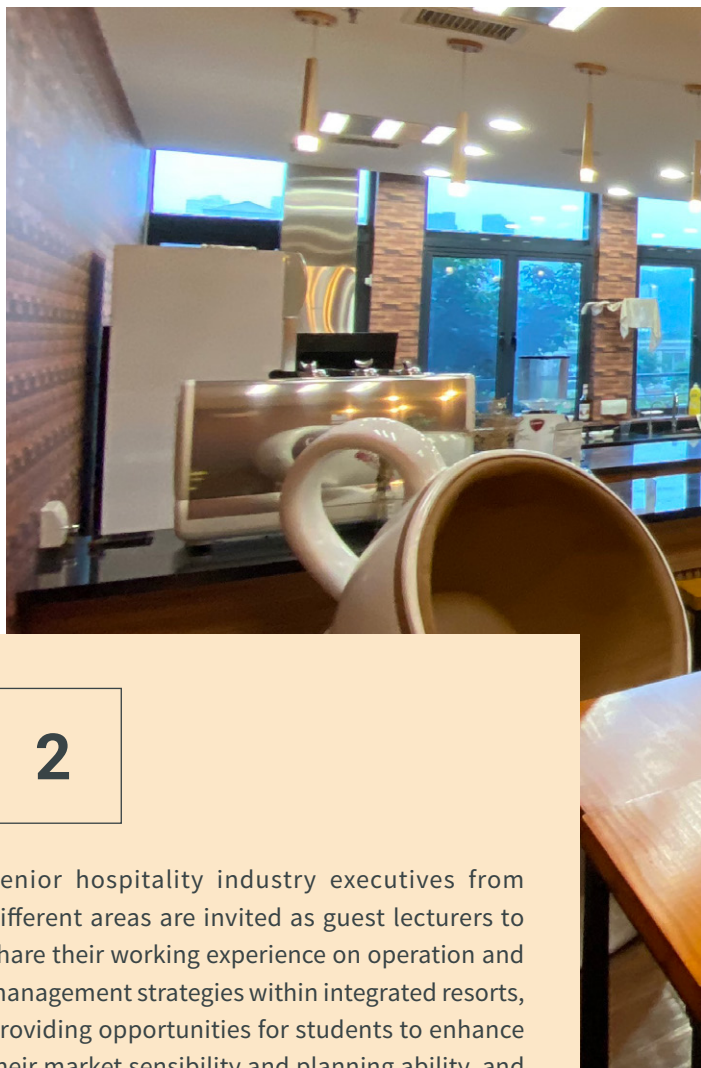
Senior hospitality industry executives from different areas are invited as guest lecturers to share their working experience on operation and management strategies within integrated resorts, providing opportunities for students to enhance their market sensibility and planning ability, and insights into major trends within gaming, lodging and other non-gaming management components. This way, students are encouraged to keep pace with the rapidly evolving integrated resort sector.

本院會邀請在款客服務業及度假村不同領域的資深主管作客席講師。透過他們在有關工作上的策略管理及營運經驗分享，可提升學生的市場觸覺及策劃能力；並加強學生對現時綜合度假村行業的發展趨勢認識及洞察力，與時並進。

## Programme Information 課程資訊

The normative study period of the programme is 2 years. The medium of instruction is English. Classes will mainly be held on weekday evenings and on weekends.

課程一般期限為兩學年。授課語言為英語。授課時間為平日晚上及週末。







## Admission Requirement

### 入學要求

Admission is open to applicants who hold a bachelor's degree from an accredited institution in any areas of undergraduate study. Other admission requirements will be in accordance with the Admission Regulations Governing Master's Degree & Postgraduate Certificates/Diploma Programmes of the University. Applicants are required to provide a testimonial of English as the medium of instruction issued by their undergraduate university or TOEFL, IELTS or CET6 scores as a proof of English proficiency. Managerial/Supervisory experience is highly preferred.

For students who have less than 2 years managerial/supervisory working experiences and are not working full time, they are required to undertake an internship course of 560 hours.

Students who have less than 2 years managerial/supervisory experience at the time of application but are working full time may be able to waive from the internship course upon showing adequate justification to do so to the University. All other exempt or waive cases will be subject to special approval on a case by case basis.

Please refer to the website of the Graduate School for more details:

<https://grs.um.edu.mo/index.php/prospective-students/>

申請人必須具備受認可教育機構頒布的任一專業領域學士學位。其他入學要求將根據澳門大學碩士學位及學士後證書 / 文憑課程的入學規則錄取新生。申請人需提供由本科學位頒授之大學發出的英語授課證明或托福 (TOEFL)、雅思 (IELTS) 或大學英語六級 (CET6) 成績作為英語能力的證明。持有管理或督導經驗者優先考慮。

若學生在申請入學時沒有至少兩年的管理經驗或一份全職工作，則其需完成為期560小時之實習課程。

若在入學申請時已擁有一份全職工作但沒有兩年或以上管理經驗者，屆時需向工商管理學院提供有關工作證明以申請豁免修讀該實習課程。而其他豁免科目之申請，校方將視實際情況而作出審批。

申請人可參照澳門大學研究生院的網站了解詳情：

<https://grs.um.edu.mo/index.php/prospective-students/>



# Curriculum

## 課程設置

Students are required to complete at least 36 credits, which include writing a project report, and successfully complete their report presentation. A cumulative GPA of 2.7 or above is required for graduation.

### Core courses (24 credits)

- International Integrated Resorts Management
- International Hospitality Marketing Management
- Gaming and Casino Operation Management
- Managerial Finance in Integrated Resorts
- Integrated Resorts Management Internship
- Research Methods
- Project Report

### Electives\*\* (Choose 4 electives – 12 credits)

- Meeting, Incentive, Convention and Exhibition Management
- Event and Entertainment Management
- Food and Beverage Management
- Lodging Management
- Hotel Revenue Management
- Managing Human Resources and Personnel Psychology in Integrated Resorts
- Cross Cultural Gambling Psychology
- Travel and Tourism Management
- Retail Management in Integrated Resorts
- Strategic Management in Hospitality Industry
- Special Topics in Integrated Resorts
- Service Quality Management in Integrated Resorts
- Direct Marketing and Customer Relationship Management in Integrated Resorts
- Information Technology in Tourism and Hospitality Industries
- Financial Reporting\*
- Service Operations\*
- Global Business\*

\*Students may enroll either one of these MBA / MSc in Accounting courses as electives.

\*\*The above courses will be offered subject to the number of student enrolment and the availability of the instructors.

Note:

The offering of the above courses is subject to changes. The above curriculum is subject to the successful registration of the programme.

For the most updated programme and curriculum details, please visit the following website:  
<https://fba.um.edu.mo/pgraduate/iirm/>

學生需修讀至少36學分。獲得碩士學位還取決於撰寫及提交一篇原創項目報告，並進行引介且獲得通過。累計平均積點需達到2.7或以上方可畢業。

### 必修科目（24學分）

- 國際綜合度假村管理
- 國際款客服務市場管理
- 博彩及賭場經營管理
- 綜合度假村財務管理
- 綜合度假村管理實習
- 研究方法
- 項目報告

### 選修科目\*\*（選修四門 – 12學分）

- 商務會議、獎勵旅遊、大型會議及展覽管理
- 項目及娛樂管理
- 餐飲管理
- 房務管理
- 酒店收益管理
- 綜合度假村人力資源管理及人事心理學
- 跨文化博彩心理學
- 旅遊管理
- 綜合度假村零售業務管理
- 款客服務策略管理
- 綜合度假村專題研討
- 綜合度假村品質服務管理
- 綜合度假村營銷及顧客關係管理
- 旅遊和酒店業的資訊科技
- 財務報告\*
- 服務營運\*
- 環球商業\*

\*學生可從以上工商管理碩士學位或理學碩士學位(會計學)課程科目中選修其中一門。

\*\*以上課程將根據學生人數和指導教師的人數而提供。

備註:

學院保留以上課程的修改權。

以上科目以課程成功申請為準。

如欲獲取有關課程及學習計劃的最新資訊，請瀏覽以下網站：

<https://fba.um.edu.mo/pgraduate/iirm/>





# Internship

## 實習課程

In order to enhance students' knowledge in the industry, students who have less than 2 years supervisory or managerial working experiences are required to undertake an internship course of 560 hours. These can prepare them with experience, skills and working attitude before they start working in the real work environment.

為了加強學生對行業的知識，缺乏兩年或以上管理或督導經驗者需要接受為期560小時的實習課程。這些實習課程能在他們面對真正的工作環境之前，給予他們經驗、技能和應有的工作態度。

## Other Activities Related to the Programme

### 其他與課程相關的活動

There is an optional business field study trip in the programme which enables students to interact with executives and employees of companies in other cities or countries. It enables them to have a clear picture of the whole concept of integrated resorts. In addition, students will learn from experts about the up-to-date information in the industry.

Furthermore, students may also have chances to attend integrated resort related conferences to share their views and to know more about the industry.

本課程將提供商業實地考察活動，學生可自由選擇是否參與。此考察可提供學生與其他國家或城市的公司行政人員和職員交流的機會，這能令他們對國際綜合度假村擁有更全面的了解。此外，學生亦可向專業人士學習，從而獲得最新的行業資訊。

與此同時，學生更有機會親身參與有關國際綜合度假村的會議，發表他們的意見並加深對這個行業的認識。



A photograph of a modern university building with a large, circular pond in the foreground. The building has a prominent clock tower and a series of columns. The sky is blue with scattered white clouds. In the foreground, there are large, green, fan-shaped plants.

# About the University of Macau and the Faculty of Business Administration

## 澳門大學及工商管理學院簡介



## About the University of Macau and the Faculty of Business Administration

Founded in 1981, the University of Macau is an international public comprehensive university in Macao. There are more than 12,500 students. English is the main medium of instruction, and 80 per cent of its faculty members are from outside of Macao. A truly multicultural university, UM constantly strives for excellence, UM is ranked No. 193 in the 2024 Times Higher Education (THE) World University Rankings, No. 26 in the THE Young University Rankings, No. 37 in the THE Asia University Rankings, and No. 1 in the Association of Portuguese Speaking Universities. In the 2024 Quacquarelli Symonds (QS) World University Rankings, it is ranked No. 254.

The Faculty of Business Administration (FBA) is the oldest business school in Macao. Its vision is “To be a model world-class business faculty and create significant impact on the business community and society we serve”, and its mission is “To contribute to the economic and sustainable development of Macao and beyond by providing leadership in business education”. FBA aims to nurture talents for local business community and contribute to the future economic development of Macao.

FBA is the only business school in Macao that is accredited by the three major international accreditation bodies, including AACSB, AMBA and EQUIS, as one of the 1% triple-accredited business schools in the world.

## 澳門大學及工商管理學院簡介

澳門大學創辦於1981年，是澳門一所國際化綜合性公立大學，現有逾12,500多名學生，以英語為主要授課語言，八成教研人員來自世界各地。澳大具有多元文化共存的獨特優勢，不斷追求卓越。澳門大學在2024泰晤士高等教育（Times Higher Education, THE）世界大學排名第193、全球年輕大學排名26、亞洲大學排名37、在葡萄牙語大學聯會中名列第一。在2024 Quacquarelli Symonds (QS) 世界大學排名254位。

澳大工商管理學院作為澳門歷史最為悠久的商學院，一向以“躋身世界一流商學院，並對我們服務的商界和社會產生重大影響”為願景，以“引領商科教育，貢獻澳門及本地區的經濟和可持續發展”為使命，專注提供卓越的商科教育。工商管理學院為本地商界培養人才，為澳門未來經濟發展做出貢獻。

工商管理學院是澳門唯一獲得國際商學院聯合會（AACSB）、工商管理碩士協會（AMBA）和歐洲管理發展基金會（EFMD）歐洲質量發展系統（EQUIS）等對商學院最重要的三大國際認證，為全球約佔1%中的“三冠王”商學院。



## Contact with us 聯絡我們



fba.enquiry@um.edu.mo



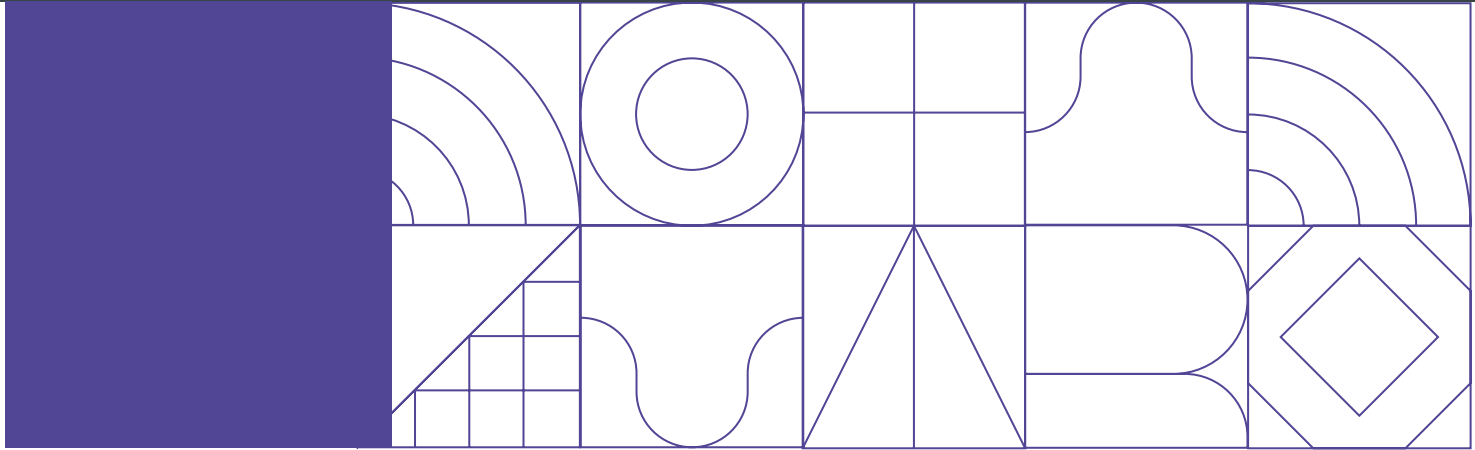
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