

2017/2018 sem 1 Textbook Information:

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
MGMT712	Managing Human Resources and Personnel Psychology in Integrated Resorts	Reference text 1: The Oxford Handbook of Personnel Psychology	Susan Cartwright & Cary L. Cooper	Oxford University Press, Reprint Ed. (Yr. 2008)	978-0-19-923473-8
		Reference text 2: Talent Management in Hospitality and Tourism	Susan Horner	Goodfellow Publishers Limited, 1 st Ed. (Yr. 2017)	078-1-910158-67-8
MKTG731	Direct Marketing and Customer Relationship in Integrated Resorts	Textbook 1: Customer Relationship Management	Ed Peelen, Rob Beltman	Pearson, 2 nd Ed. (Sep 17 2013)	9780273774952
		Textbook 2: Direct Marketing in Action: Cutting-Edge Strategies for Finding and Keeping the Best Customers	Andrew R. Thomas, Dale M. Lewison, William J. Hauser, Linda M. Foley	Praeger Publishers, 1 st Ed. (Yr. 2007)	978-0275992231
HAGM736	Cross Cultural Gambling Psychology	No textbook is required (course materials will be posted on UM Moodle: https://ummoodle.umac.mo/)			
HAGM710	International Integrated Resorts Management	No textbook is required (course materials will be posted on UM Moodle: https://ummoodle.umac.mo/)			

2017/2018 sem 2 Textbook Information:

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
HAGM751	Research Methods	e-book (text book) Business Research Methods	Greener, S., Martelli, J. (2008)	http://bookboon.com/ (2008)	978-87-403-0820-4
		Reference e-book 1. SPSS: Stats Practically Short and Simple 2. Excel 2013 Core: Advanced	1. Tyrrell, S. (2009) 2. Fishel, S. (2013)	http://bookboon.com/	1. 9788776814748 2. 9788740307184
HAGM734	Hotel Revenue Management	Reference text book 1. An Introduction to Revenue Management for Hospitality Industry 2. Revenue Management for the Hospitality Industry	1. Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker 2. David K. Hayes, Allisha Miller	1. Pearson (2008) 2. Wiley & Sun (2011)	1. 9780133004731 2. 9780470913185
MKTG711	International Hospitality Marketing Management	Reference Text Strategic Market Management	David A. Aaker	Wiley (Oct 2013), 10 th edition	978-1-118-58286-2
HAGM740	Special Topics in Integrated Resorts	Textbook Resorts: Management and Operation	Mill, R.C.	Wiley (2012), 3 rd edition	978-1-118-21527-2
		Reference text book 1. Managing Coastal Tourism Resorts: A Global Perspective 2. Resort Destinations: Evolution, Management and Development	1. Sheela Agarwal, Gareth Shaw 2. Bruce Prideaux	1. Channel View Publications (2007) 2. Routledge (2009)	1. 978-1845410728 2. 978-0750657532
MGMT737	Global Business	No text book is required			

2017/2018 term 3 Textbook Information:

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
FINC713	Managerial Finance in IR	Fundamentals of Corporate Finance	Brealey, Myers, and Marcus	Mcgraw-hill 11th Edition, 2016	9780077861704
HAGM737	Travel & Tourism Management	1. Marketing for Hospitality and Tourism, Global Edition (with ebook ISBN: 9781292156163) 2. Tourism: The Business of Hospitality and Travel, Global Edition (with ebook ISBN: 9781292221687) 3. Tourism Management*	1. Philip T. Kotler , John T. Bowen , James Makens Ph.D. , Seyhmus Baloglu 2. Roy Cook, Cathy Hsu, Lorraine Taylor 3. Stephen J. Page	1. Pearson (2016) 2. Pearson (2017) 3. Routledge (2014)	1. 9781292156156 2. 9781292221670 3. 9781138784567
HAGM735	Gaming & Casino Operation Management	No textbook is required			

*Please go to Plaza Cultural Macau, Lda. (澳門文化廣場) in University of Macau (near UM library) for the said textbook ordering and deposit payment. Please find below for the price of the book:

Unit price: MOP\$493.00

Discount: 10% >> Net Price: MOP\$443.70

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