

MSc in IIRM Programme

2019/2020 Sem 1 Textbook Information:

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
IRTM7010	International Integrated Resorts Management	<p>Reference Text</p> <ol style="list-style-type: none"> Resorts: Management and Operation The Business of Resort Management 	<ol style="list-style-type: none"> Robert Christie Mill Peter Murphy 	<ol style="list-style-type: none"> Wiley Elsevier Butterworth-Heinemann 	<ol style="list-style-type: none"> 978-1118071823 978-0750666619
IRTM7011	International Hospitality Marketing Management	<p>Reference Text</p> <p>Strategic Market Management</p>	David A. Aaker	Wiley (11 th edition)	978-1-119-39220-0
IRTM7013	Managerial Finance in Integrated Resorts	Fundamentals of Corporate Finance	Stephen Ross and Randolph Westerfield and Bradford Jordan	Mcgraw-hill	978-1259918957
IRTM7040	Special Topics in Integrated Resorts	<p>Reference Text</p> <p>International Cases in Tourism Management</p>	Susan Horner and John Swarbrooke	Elsevier Butterworth-Heinemann	978-0750655149
IRTM7030	Meeting, Incentive, Convention and Exhibition Management	No textbook is required (course materials will be posted on UM Moodle: https://ummoodle.um.edu.mo/)			
IRTM7035	Gaming & Casino Operation Management	No textbook is required (course materials will be posted on UM Moodle: https://ummoodle.um.edu.mo/)			