



澳門大學

UNIVERSITY OF MACAU

博彩研究所

INSTITUTE FOR THE STUDY OF COMMERCIAL GAMING (ISCG)

PROGRAM DESCRIPTION

ADVANCED DIPLOMA IN GAMING MANAGEMENT

Strategic Management for the Casino Industry

This course focuses on how casino operators formulate, implement, and evaluate strategies to create competitive advantage. Students will learn how to integrate the different functional areas of business, identify strategic issues and design appropriate courses of action. This course is to provide a basic understanding of the nature and dynamics of strategy formulation and implement processes as they occur in complex organizations.

Quality Management

The course introduces students to the core concepts and techniques of quality management and its implementation in gaming and service industry. Students will learn the foundations of quality management at the organizational and project level, focus on delivering a quality product or service by improving process capability, and using of Key Performance Indicator (KPI) for gaming industry.

Application of Data-Driven Decision-Making in Gaming Industry

The course on gaming analysis and optimization provides a comprehensive understanding of game development, covering game analytics, player behavior analysis, game design evaluation, and performance optimization. Students learn to collect and interpret game data, analyze player engagement, and assess game mechanics and user experience. The course also includes techniques for optimizing game performance and graphics, managing live operations, and continuous improvement based on player feedback. Real-world case studies and industry trends are examined to equip students with the skills needed for effective game analysis and optimization.

Accounting for the Gaming Industry

This course will address systems, internal controls, tax considerations and governmental regulations that impact financial accounting in the gaming industry. Common practices and procedures in auditing and managerial accounting will be examined, as well as analysis of financial status and operating performance. Upon successful completion of this course, attendees will have learned:

1. How to read financial statements of a casino company and basic knowledge and skills to present and disclose a casino company's operating performance and financial status in financial statements;
2. An understanding of casino auditing concepts and practice;
3. How to calculate and analyze fundamental ratios and how ratios are used in financial analysis and in making business decisions for the gaming industry;
4. Methods to evaluate casino-wide and departmental financial statements;
5. Vocabulary associated with casino accounting, finance, and controls; and
6. An understanding of internal controls, procedures, policies, and other regulations