

2025-2026 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>** **2<sup>nd</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第十四  
位，亞洲第二及澳門第一位。

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Ranked

**51-100**  
worldwide

**QS World University Rankings  
by Subject 2024—Hospitality  
& Leisure Management**

根據2024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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The Master of Science in International Integrated Resort Management offers an unparalleled educational journey into the dynamic realm of integrated resort operations. Our pioneering, multidisciplinary curriculum seamlessly integrates core tourism principles with cutting-edge techniques. Students benefit from an ideal synergy between theory and practice, guided by world-renowned scholars and industry leaders. Internship opportunities, international conferences, and immersive study missions empower students to gain invaluable research experience and hands-on skills.

國際綜合度假村管理理學碩士課程提供卓越的教育體驗，深入探索綜合度假村的日常運營。這項跨學科課程融合了核心旅遊原理與尖端技術。在世界知名學者和行業領袖的指導下，學生將受益於理論與實踐的完美結合。實習機會、國際會議和海外學習活動亦能為其增添寶貴的研究經驗和實踐技能。

## Programme Objectives 課程目的

- Demonstrate an awareness of issues in integrated resorts from an international perspective;
- Formulate organizational strategies for integrated resorts;
- Effectively communicate with guests and colleagues in the hospitality and gaming industry;
- Locate and extract relevant information from available resources and translate them into research data;
- Identify research problems pertaining to the hospitality and gaming industry and develop a research design to solve the problems;
- Interpret and analyze relevant professional and academic literature;
- Analyze primary and secondary data from the hospitality and gaming industry by using appropriate analytical tools.
- 從國際視角展示對綜合度假村議題的認識；
- 制定綜合度假村的組織策略；
- 與酒店和博彩業的客人和同事進行有效溝通；
- 從可用資源中查找及提取相關資訊，並將其轉化為研究數據；
- 確定與酒店和博彩行業相關的研究問題，並制定研究設計來解決這些問題；
- 解讀並分析相關的專業和學術文獻；
- 利用適當的分析工具，分析酒店和博彩行業的一手和二手數據。



# Programme Features

## 課程特色



### 1

This distinctive MSc programme features a pioneering “Tourism+” curriculum, seamlessly integrating core hospitality principles with cutting-edge disciplines. The curriculum includes a Core Module - Integrated Resort Management, and four enrichment modules: Digital Innovations and Business Analytics; Business Administration; Artificial Intelligence and Consumer Psychology; and Experience Management. This interdisciplinary approach empowers our students with a compelling competitive edge, positioning them as pioneers ready to create captivating experiences that enchant diverse audiences and propel the tourism industry to uncharted heights of excellence.

本理學碩士課程以創新的“旅遊+”為特色，完美融合酒店管理的核心原理和尖端學科。課程包括一個核心模塊 – 綜合度假村管理，及四個提升模塊：數字創新與商業分析、工商管理、人工智能與消費者心理學，以及體驗管理。這種跨學科的方法賦予學生強大的競爭優勢，使他們成為行業的開拓者，持續吸引多元化的受眾，創推動旅遊業邁向卓越的新高度。

### 2

- **Interdisciplinary Excellence:** Enrollment in courses across various faculties, cultivating a versatile and comprehensive skill set
- **World-class Faculty:** Internationally renowned scholars bringing cutting-edge research and industry-shaping insights to the classroom
- **Industry Leader Insights:** Senior hospitality executives invited as guest lecturers, offering invaluable perspectives and real-world wisdom
- **Global Exposure:** Opportunity to participate in an international study mission, gaining first-hand knowledge of global hospitality practices
- **跨學科優勢：**跨院系選修課程，培養全面多元的技能
- **世界級師資：**國際知名學者帶來前沿研究成果和產業前瞻見解
- **業界領袖分享：**資深酒店業高管受邀擔任客座講師，提供寶貴的真知灼見
- **全球視野：**有機會參與國際遊學，親身了解最新環球酒店實務

## 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 of managerial/supervisory working experiences and are not working full time, they are required to undertake an internship course of 560 hours (maximum allowed: 810 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（上限為810小時）。

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)

#### Core Module: Integrated Resort Management

- 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)

#### Enrichment Module 1: Digital Innovations and Business Analytics

- Digital Innovations in Smart Tourism
- Fundamentals of Business Analytics \*
- Tourism Analytics \*

#### Enrichment Module 2: Business Administration

- Global Business\*
- Hotel Revenue Management
- Service Quality Management in Integrated Resorts
- Strategic Management in Hospitality Industry
- Direct Marketing and Customer Relationship Management in Integrated Resorts

#### Enrichment Module 3: AI and Consumer Psychology

- Cross Cultural Gambling Psychology
- Cognitive Neuroscience \*
- Neuroeconomics \*
- Behavioral Addiction \*

#### Enrichment Module 4: Experience Management

- Event and Entertainment Management
- Food and Beverage Management
- Travel and Tourism Management
- Retail Management in Integrated Resorts
- Special Topics in Integrated Resorts

\*Students may enroll in these MBA / MSc in Business Analytics / MSc in Cognitive Neuroscience courses as electives.

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

Note:

The above curriculum is subject to approval and is expected to be applicable to students admitted in/after the academic year 2025/2026.

The offering of the above courses is subject to changes. 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)

#### 核心模塊：綜合度假村管理

- 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)

#### 提升模塊1：數字創新與商業分析

- 智慧旅遊中的數字化創新
- 商業分析基礎\*
- 旅遊分析\*

#### 提升模塊2：商業管理

- 環球商業\*
- 酒店收益管理
- 綜合度假村品質服務管理
- 款客服務策略管理
- 綜合度假村營銷及顧客關係管理

#### 提升模塊3：人工智能與消費者心理

- 跨文化博彩心理學
- 認知神經科學\*
- 神經經濟學\*
- 行為成癮\*

#### 提升模塊4：體驗管理

- 項目及娛樂管理
- 餐飲管理
- 旅遊管理
- 綜合度假村零售業務管理
- 綜合度假村專題研討

\*學生可選修以上工商管理碩士學位、理學碩士學位(商業分析)或理學碩士學位(認知神經科學)的課程科目。

\*\*以上課程將根據學生人數和指導教師的人數而提供。

備註:

上述課程經批准後，預計適用於2025/2026學年/後入學的學生。

學院保留以上課程的修改權。

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 (maximum allowed: 810 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（上限為810小時）。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 Programme-related Activities

### 其他課程相關活動

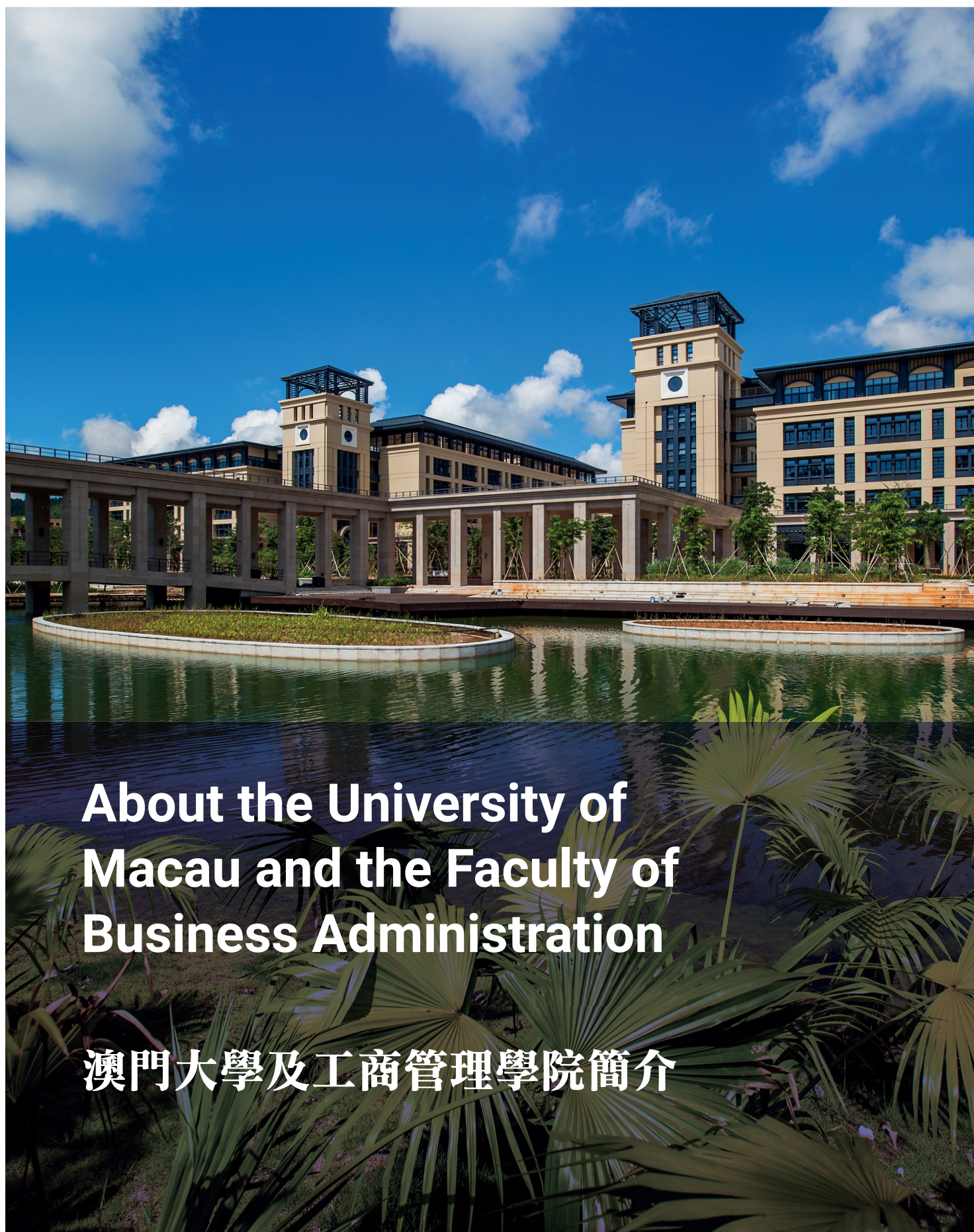
Students may participate in an optional business field study trip to interact with executives and employees of companies in other cities or countries. It provides them with a comprehensive understanding of integrated resorts. In addition, students will gain insights from experts on the latest developments in the industry.

Moreover, students will have the opportunity to attend integrated resort-related conferences, allowing them to exchange perspectives and deepen their industry knowledge.

學生可選擇參與商業實地考察活動，與其他城市或國家的公司高管和員工交流互動，全面增進對國際綜合度假村的了解。此外，學生亦可從專家處獲取行業發展的最新資訊。

此外，學生將有機會親身參與有關國際綜合度假村的會議，交流觀點並加深對行業的認識。





# 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 (UM) is an international public comprehensive university in Macao. Currently, there are more than 13,500 students at UM. English is the main medium of instruction, and 80 per cent of its faculty members are from outside of Macao. As 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 14 in the THE Young University Rankings, No. 36 in the THE Asia University Rankings, and No. 1 in the Association of Portuguese Speaking Universities. In the 2025 Quacquarelli Symonds (QS) World University Rankings, it is ranked No. 245.

The Faculty of Business Administration (FBA) is the oldest business school in Macao. Its vision is “To be a world-class business faculty and create a 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 advancing knowledge, nurturing business leaders, and fostering talent in business”. FBA is committed to delivering exceptional business education and conducting rigorous research. It holds a unique responsibility in shaping the future economic landscape 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，現有學生逾13,500人，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位、全球年輕大學排名第14位、亞洲大學排名第36位、在葡萄牙語大學聯會中名列第一。在2025 Quacquarelli Symonds (QS) 世界大學排名第245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“成為世界一流商學院，並對我們服務的商界和社會產生重大影響”為願景，以“通過提升知識、培養商界領袖及人才，為澳門及其他地區的經濟和可持續發展作出貢獻”為使命。澳大工商管理學院致力於提供卓越的商科教育並進行嚴謹的科學研究，肩負塑造澳門未來經濟版圖的重任。

澳大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



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