

Faculty of Business Administration

Doctoral Degree Programmes

AREAS OF STUDY

- Accounting
- Business Economics
- Decision Sciences
- Finance
- Gaming Management
- Hospitality Management
- Information Systems
- Management
- Marketing

FACULTY OF BUSINESS ADMINISTRATION

Doctoral Degree Programmes

Doctor of Philosophy

• Business Administration

Courses		Credits
UNIVERSITY-WIDE COURSES		
BAGC8001	Research Ethics	--
BAGC8000	Research Writing	3
DISCIPLINARY COURSES		
<u>Discipline: Accounting</u>		
ACCT8012	Contemporary Research in Accounting	3
Select one of the following:		
ACCT8011	Accounting Research Methods and Seminar	3
FINC8011	Research Methods in Finance and Business Economics	3
<u>Discipline: Business Economics</u>		
FINC8012	Advanced Topics in Finance and Business Economics	3
FINC8011	Research Methods in Finance and Business Economics	3
<u>Discipline: Decision Sciences</u>		
ISOM8012	Advanced Topics in Decision Sciences and Information Systems	3
Select one of the following:		
ISOM8011	Quantitative Research Methods in Decision Sciences and Information Systems	3
FINC8011	Research Methods in Finance and Business Economics	3
MGMT8011	Advanced Research Methods in Management and Marketing	3
<u>Discipline: Finance</u>		
FINC8012	Advanced Topics in Finance and Business Economics	3
FINC8011	Research Methods in Finance and Business Economics	3
<u>Discipline: Gaming Management</u>		
IRTM8012	Contemporary Research in Hospitality and Gaming Management	3
Select one of the following:		
IRTM8011	Advanced Research Methods in Hospitality and Gaming Management	3
MGMT8011	Advanced Research Methods in Management and Marketing	3

Discipline: Hospitality Management

IRTM8012 Contemporary Research in Hospitality and Gaming Management 3

Select one of the following:

IRTM8011 Advanced Research Methods in Hospitality and Gaming Management 3

MGMT8011 Advanced Research Methods in Management and Marketing 3

Discipline: Information Systems

ISOM8012 Advanced Topics in Decision Sciences and Information Systems 3

Select one of the following:

ISOM8011 Quantitative Research Methods in Decision Sciences and Information Systems 3

FINC8011 Research Methods in Finance and Business Economics 3

MGMT8011 Advanced Research Methods in Management and Marketing 3

Discipline: Management

MGMT8011 Advanced Research Methods in Management and Marketing 3

Select one of the following:

MKTG8012 Doctoral Seminar in Marketing Theories 3

MGMT8013 Doctoral Seminar in Strategic Management 3

MGMT8014 Doctoral Seminar in Organizational Behavior/Human Resource Management 3

Discipline: Marketing

MGMT8011 Advanced Research Methods in Management and Marketing 3

Select one of the following:

MKTG8012 Doctoral Seminar in Marketing Theories 3

MGMT8013 Doctoral Seminar in Strategic Management 3

MGMT8014 Doctoral Seminar in Organizational Behavior/Human Resource Management 3

Doctoral Thesis 18

Total Credits: 27

In addition to the above courses and thesis requirement, every student is also required to complete the following requirements:

- Qualifying Examination
- Thesis Proposal Assessment
- International Conference Paper Presentation

Note:

1. If necessary, supervisors may advise their students to enroll additional courses which are not listed above in order to make up their deficiency.
2. Unless otherwise specified, the above information is accurate as at 11 June 2024. The University has the right from time to time to make changes in its regulations, rules and procedures as it sees fit.

Doctoral Degree Programmes

Doctor of Business Administration

Courses		Credits
BAGC8300	Research Method for Business and Management Research	3
BAGC8301	Research Writing and Ethics	3
ISOM8350	Statistical Analysis for Business and Management Research	3
MGMT8300	Leadership and Organizational Change	3
BAGC8320	Residential Workshop I	1
BAGC8322	Residential Workshop II	4
BAGC8397	Doctoral Thesis	18

Students are required to take 4 of the following list of required elective courses to earn 12 credits:

FINC8350	Contemporary Issues in International Financial Management	3
FINC8351	Project Management	3
IRTM8350	Contemporary Issues in International Integrated Resort Management	3
ISOM8300	Technology Advancement and Application for Business Management	3
MGMT8350	Cross-cultural Business Strategy	3
MKTG8350	International Marketing	3

Total Credits:	47
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Note:

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FACULTY OF BUSINESS ADMINISTRATION

Master's Degree Programmes

Executive Master of Business Administration

Courses		Credits
Compulsory Courses		
ACCT7300	Financial Statement Analysis	2
ACCT7301	Corporate Financial Strategy	2
MGMT7300	Management of Organizations and Culture	2
BAGC7300	Innovation and Entrepreneurship	2
MKTG7300	International Marketing Strategy	2
ISOM7300	Project Management Strategy	2
MGMT7301	Strategic Management	2
MGMT7350	Leadership and Organizational Change	2
BAGC7301	Study Trip Group Report	3
BAGC7498	Project Report	6

Students are required to take 5 of the following list of required elective courses to earn 10 credits*

ISOM7350	Digital Strategy for Blockchain and Fintech Development	2
ACCT7350	Corporate Governance and Social Responsibility	2
ACCT7351	International Financial Management Strategy	2
MGMT7351	Global Business and Strategy	2
IRTM7350	Strategic Practice in Integrated Resort Management	2
ISOM7351	Logistics and Supply Chain Management	2
BECO7350	Regional Economies and Development Strategy	2
BAGC7350	Risk and Crisis Management Strategy	2
BAGC7351	Business Research Methods	2

Total Credits: **35**

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Master's Degree Programmes

Master of Business Administration

Courses		Credits
Compulsory Courses		
BECO7011	Economics for Business	3
ISOM7012	Statistical Analysis and Applications	1.5
ACCT7018	Accounting for Decision Making	3
ISOM7013	Information Management and Digital Innovation	3
FINC7011	Managerial Finance	3
MKTG7010	Marketing Management	3
MGMT7032	Human Resources Management	3
MGMT7011	Strategic Management	3
MGMT7012	Ethics and Leadership in Organizations	3
MGMT7013	Entrepreneurship	1.5
MGMT7014	Business Consultancy Methods	3
MGMT7010	Organizational Behavior	3
BAGC7991	Project Report	6

Students are required to take 2 of the following list of required elective courses to earn 6 credits*

MKTG7030	Consumer Behavior	3
MGMT7037	Global Business	3
ISOM7030	Service Operations	3
MKTG7032	Advances in Marketing Studies	3
MGMT7036	Advances in Management Studies	3
BAGC7011	Research Methods	3
MKTG7033	Marketing Analytics	3

Total Credits:	45
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* The above courses will be offered subject to the number of student enrolment and the availability of instructors.

Note:

1. ALL courses listed in this programme must be successfully completed for graduation. Failure to complete any compulsory course will require that course to be successfully completed in the subsequent year.
2. Unless otherwise specified, the above information is accurate as at 11 June 2024. The University has the right from time to time to make changes in its regulations, rules and procedures as it sees fit.

FACULTY OF BUSINESS ADMINISTRATION

Master's Degree Programmes

Master of Science

• Accounting

Courses	Credits
Compulsory Courses	
ACCT7012 Fundamentals of Accounting	3
ACCT7013 Financial Reporting	3
ACCT7015 Management Accounting	3
ACCT7017 Financial Management	3
ACCT7055 Auditing and Assurance	3
ACCT7056 Taxation	3
ACCT7991 Project Report	6

Students are required to take 4 of the following list of required elective courses to earn 12 credits

ACCT7014 Business Law	3
ACCT7050 Advanced Financial Reporting	3
ACCT7051 Corporate Governance and Social Responsibility	3
ACCT7052 Performance Management and Control Systems	3
ACCT7053 Financial Risk Management	3
ACCT7060 Financial Statement Analysis for Decision Making	3
FINC7054 Introduction to Modern Financial Technology	3
ISOM7013 Information Management and Digital Innovation	3

Total Credits: 36

Note:

- Students can find out more about the professional accounting qualifications on the FBA website (<https://fba.um.edu.mo/aim/accreditations>).
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Master’s Degree Programmes

Master of Science

- **Business Analytics**

Courses		Credits
Compulsory Courses		
ISOM7015	Fundamentals of Business Analytics	3
ISOM7016	Statistics for Business Analytics	3
ISOM7021	Business Modeling and Decision Analysis	3
ISOM7022	Database and Big Data Management	3
ISOM7031	Machine Learning with Business Applications	3
ISOM7032	Social Network and Textual Analysis	3
ISOM7098	Project Report	6
 Students are required to <i>take 4 required elective courses</i> from the following courses to <i>obtain 12 credits</i>:		
FINC7054	Introduction to Modern Financial Technology	3
ISOM7013	Information Management and Digital Innovation	3
ISOM7030	Service Operations	3
ISOM7033	Tourism Analytics	3
ISOM7041	Econometrics and High-Dimensional Data Analysis	3
MKTG7033	Marketing Analytics	3
Total Credits:		36

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FACULTY OF BUSINESS ADMINISTRATION

Master's Degree Programmes

Master of Science

- Finance

Courses		Credits
Compulsory Courses		
FINC7010	Corporate Finance	3
BECO7010	Statistics and Financial Econometrics	3
FINC7024	Investments and Portfolio Management	3
FINC7057	Financial Markets and Institutions	3
Finance Electives* (choose 6 out of the following 9)		
FINC7058	International Finance and Derivatives	3
FINC7026	International Banking and Bank Management	3
FINC7035	Financial Risk Management	3
FINC7041	Advanced Topics in Finance	3
FINC7054	Introduction to Modern Financial Technology	3
FINC7055	Wealth Management	3
FINC7056	Macao's Economy	3
ACCT7051	Corporate Governance and Social Responsibility	3
MGMT7012	Ethics and Leadership in Organizations	3
FINC7991	Project Report	6
Total Credits:		36

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

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Master's Degree Programmes

Master of Science

• International Integrated Resort Management

Courses		Credits
Compulsory Courses		
IRTM7010	International Integrated Resorts Management	3
IRTM7011	International Hospitality Marketing Management	3
IRTM7035	Gaming and Casino Operation Management	3
IRTM7013	Managerial Finance in Integrated Resorts	3
IRTM7014	Integrated Resorts Management Internship*	3
IRTM7051	Research Methods	3
IRTM7991	Project Report	6
Elective Courses** (choose 4 out of the following 17)		12
IRTM7030	Meeting, Incentive, Convention and Exhibition Management	
IRTM7031	Event and Entertainment Management	
IRTM7032	Food and Beverage Management	
IRTM7033	Lodging Management	
IRTM7034	Hotel Revenue Management	
IRTM7012	Managing Human Resources and Personnel Psychology in Integrated Resorts	
IRTM7036	Cross Cultural Gambling Psychology	
IRTM7037	Travel and Tourism Management	
IRTM7038	Retail Management in Integrated Resorts	
IRTM7039	Service Quality Management in Integrated Resorts	
IRTM7040	Special Topics in Integrated Resorts	
IRTM7041	Strategic Management in Hospitality Industry	
IRTM7042	Direct Marketing and Customer Relationship Management in Integrated Resorts	
IRTM7052	Information Technology in Tourism and Hospitality Industries	
ACCT7013	Financial Reporting and Analysis***	
ISOM7030	Service Operations***	
MGMT7037	Global Business***	
Total Credits:		36

* For students who have less than 2 years supervisory or managerial working experiences, they are required to undertake at least 560 hours internship programme. Students who are working full time with at least 2 years supervisory or managerial experience at the time of application may be able to exempt the internship course upon showing adequate justification to do so to the University. Students who are working full time but without 2 years of supervisory or managerial experience at the time of application 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 subjected to special approval on a case by case basis.

** The elective courses are offered subject to the number of student enrolment and the

availability of instructors.

- *** Students may enrol either one of these MBA or MSc in Accounting courses as electives, and it is subject to class quota upon course enrolment and availability of instructors.

Note:

1. All courses must be successfully completed and students are required to achieve a cumulative GPA of 2.7 or above in order to graduate.
2. Unless otherwise specified, the above information is accurate as at 11 June 2024. The University has the right from time to time to make changed in its regulations, rules and procedures as it sees fit.

Bachelor's Degree Programmes

Bachelor of Business Administration

Year I	Credits
BECO1000 Principles of Microeconomics	3
BECO1001 Principles of Macroeconomics	3
GEST1001 Quantitative Reasoning for Business	3
ISOM1001 Contemporary Information Systems for Organizations	3
MGMT1000 Principles of Business Management	3

Community and Peer Education Courses	2
Language and Skills – English Language Courses or Free Electives*	6
Language and Skills – Chinese/Portuguese Language Course or Free Electives*	3
Language and Skills – Information Technology Course	3

Two General Education courses	6
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Total Credits:	35
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Year II	Credits
ACCT1000 Principles of Financial Accounting	3
ACCT2000 Management Accounting I	3
FINC2000 Financial Management	3
ISOM1005 Introduction to Business Intelligence and Information	3
ISOM2002 Statistics and Data Analysis	3
MGMT2000 Business Communications	3
MGMT2001 Organizational Behavior	3
MKTG2000 Principles of Marketing	3

Community and Peer Education Courses	1
Language and Skills – English Language Courses or Free Electives*	3

One General Education course	3
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Total Credits:	31
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Year III	Credits
ISOM3030 Quantitative Decision Analysis	3
MGMT3000 Global Business Environment	3
MGMT3003 Strategic Management	3
MGMT3004 Research Methods	3
MGMT3009 Business Ethics and Corporate Social Responsibility	3

Two General Education courses	6
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Three courses selected from the Bachelor of Business Administration Required Electives List	9
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Total Credits:	30
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Year IV		Credits
ISOM4006	Project and Quality Management	3
Two General Education courses		6
Four courses selected from the Bachelor of Business Administration Required Electives List		12
Three bachelor's degree courses		9
Total Credits:		30
		Credits
Grand Total:		126

Bachelor of Business Administration Required Electives

BECO3004	Economics of Tourism
BECO3006	Money and Banking
BECO4005	Applied Economics for Leisure Industries
BECO4014	International Banking
BECO4015	Managerial Economics for Small and Medium-sized Retailing Enterprises
FINC4004	Mergers and Acquisitions
FINC4008	International Finance and Global Issues
MGMT3007	Organizational Change and Development
MGMT3008	Quality Management
MGMT4001	Global Human Resource Management
MGMT4002	Asian Business
MGMT4003	Cross-Cultural Communication in Business
MGMT4006	Entrepreneurship Management
MGMT4011	Employee Relations, Safety and Health
MGMT4012	Strategic Human Resource Management
MGMT4015	Leadership
MKTG4003	Services Marketing
MKTG4005	Retail Strategy
MKTG4012	Customer Relationship Management
MKTG4014	Brand Management
MKTG4018	Leisure and Lifestyle Marketing

* A student can test out of some of the courses if he/she obtains certain examination scores/qualifications, please visit the Registry homepage for more information (<https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-skills/>).

§ Subject to the actual courses offered, study plan arrangement of that academic year will be announced in the FBA website (<https://fba.um.edu.mo/students/study-plans/>).

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Bachelor's Degree Programmes

Bachelor of Business Administration

• Business Economics

Year I	Credits
BECO1000 Principles of Microeconomics	3
BECO1001 Principles of Macroeconomics	3
GEST1001 Quantitative Reasoning for Business	3
ISOM1001 Contemporary Information Systems for Organizations	3
MGMT1000 Principles of Business Management	3
Community and Peer Education Courses	2
Language and Skills – English Language Courses or Free Electives*	6
Language and Skills – Chinese/Portuguese Language Course or Free Electives*	3
Language and Skills – Information Technology Course	3
Two General Education courses	6
Total Credits:	35

Year II	Credits
ACCT1000 Principles of Financial Accounting	3
ACCT2000 Management Accounting I	3
FINC2000 Financial Management	3
ISOM1005 Introduction to Business Intelligence and Information	3
ISOM2002 Statistics and Data Analysis	3
MGMT2000 Business Communications	3
MGMT2001 Organizational Behavior	3
MKTG2000 Principles of Marketing	3
Community and Peer Education Courses	1
Language and Skills – English Language Courses or Free Electives*	3
One General Education course	3
Total Credits:	31

Year III	Credits
BECO3008 Intermediate Microeconomics	3
BECO3009 Intermediate Macroeconomics	3
BECO3010 Global Economic Issues and Business Implications	3
BECO4000 Analysis of Economic Indicators	3
BECO4003 Introduction to Econometrics	3
ISOM3030 Quantitative Decision Analysis	3
MGMT3003 Strategic Management	3
MGMT3009 Business Ethics and Corporate Social Responsibility	3

Two General Education courses	6
Total Credits:	30

Year IV	Credits
BECO4004 Applied Econometrics	3
BECO4006 The Economics of Development	3
BECO4018 Economic Analysis of Investment Projects	3
Two General Education courses	6
Two courses selected from the Business Economics Required Electives	6
Three bachelor's degree courses	9
Total Credits:	30

	Credits
Grand Total:	126

Business Economics Required Electives

Select **one** from the following:

BECO3001	Public Economics and Finance
BECO4007	History of Economic Thought
BECO4008	Financial Economics

Select **one** from the following:

BECO3004	Economics of Tourism
BECO4005	Applied Economics for Leisure Industries
BECO4015	Managerial Economics for Small and Medium-sized Retailing Enterprises

* A student can test out of some of the Languages and Skills courses if he/she obtains certain examination scores/qualifications, please visit the Registry homepage for more information (<https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-skills/>).

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Bachelor's Degree Programmes

Bachelor of Business Administration

• Financial Controllership

Year I	Credits
BECO1000 Principles of Microeconomics	3
BECO1001 Principles of Macroeconomics	3
GEST1001 Quantitative Reasoning for Business	3
ISOM1001 Contemporary Information Systems for Organizations	3
MGMT1000 Principles of Business Management	3
Community and Peer Education Courses	2
Language and Skills – English Language Courses or Free Electives*	6
Language and Skills – Chinese/Portuguese Language Course or Free Electives*	3
Language and Skills – Information Technology Course	3
Two General Education courses	6
Total Credits:	35

Year II	Credits
ACCT1000 Principles of Financial Accounting	3
ACCT2000 Management Accounting I	3
FINC2000 Financial Management	3
ISOM1005 Introduction to Business Intelligence and Information	3
ISOM2002 Statistics and Data Analysis	3
MGMT2000 Business Communications	3
MGMT2001 Organizational Behavior	3
MKTG2000 Principles of Marketing	3
Community and Peer Education Courses	1
Language and Skills – English Language Courses or Free Electives*	3
One General Education course	3
Total Credits:	31

Year III	Credits
ACCT2004 Intermediate Accounting	3
ACCT3002 Management Accounting II	3
FINC2001 Advanced Financial Management	3
FINC3002 Theory of Finance	3
ISOM3030 Quantitative Decision Analysis	3
MGMT3000 Global Business Environment	3
MGMT3003 Strategic Management	3
MGMT3009 Business Ethics and Corporate Social Responsibility	3

Two General Education courses 6

Total Credits: 30

Year IV Credits

ACCT3009	Financial Statement Analysis	3
ISOM3031	Forecasting Models in Business	3
ISOM4006	Project and Quality Management	3

Two General Education courses 6

Two courses selected from the Financial Controllership Required Electives 6

Three bachelor's degree courses 9

Total Credits: 30

	Credits
Grand Total:	126

Financial Controllership Required Electives

Select **two** from the following:

FINC3003	Financial Markets and Institutions
FINC4008	International Finance and Global Issues
ISOM3035	Operations Management
ISOM3038	Financial Technology
MGMT4001	Global Human Resource Management

* A student can test out of some of the Languages and Skills courses if he/she obtains certain examination scores/qualifications, please visit the Registry homepage for more information (<https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-skills/>).

§ Subject to the actual courses offered, study plan arrangement of that academic year will be announced in the FBA website (<https://fba.um.edu.mo/students/study-plans/>).

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Bachelor's Degree Programmes

Bachelor of Business Administration

• Global Business Management

Year I		Credits
BECO1000	Principles of Microeconomics	3
BECO1001	Principles of Macroeconomics	3
GEST1001	Quantitative Reasoning for Business	3
ISOM1001	Contemporary Information Systems for Organizations	3
MGMT1000	Principles of Business Management	3
Community and Peer Education Courses		2
Language and Skills – English Language Courses or Free Electives*		6
Language and Skills – Chinese/Portuguese Language Course or Free Electives*		3
Language and Skills – Information Technology Course		3
Two General Education courses		6
Total Credits:		35

Year II		Credits
ACCT1000	Principles of Financial Accounting	3
ACCT2000	Management Accounting I	3
FINC2000	Financial Management	3
ISOM1005	Introduction to Business Intelligence and Information	3
ISOM2002	Statistics and Data Analysis	3
MGMT2000	Business Communications	3
MGMT2001	Organizational Behavior	3
MKTG2000	Principles of Marketing	3
Community and Peer Education Courses		1
Language and Skills – English Language Courses or Free Electives*		3
One General Education course		3
Total Credits:		31

Year III ^		Credits
ISOM3030	Quantitative Decision Analysis	3
MGMT3000	Global Business Environment	3
MGMT3003	Strategic Management	3
MGMT3004	Research Methods	3
Three General Education courses		9
Two courses selected from the Global Business Management Required Electives		6

One bachelor's degree course 3

Total Credits: 30

Year IV Credits

ISOM4006	Project and Quality Management	3
MGMT3001	International Management	3
MGMT3002	Competitive Advantage	3
MGMT3009	Business Ethics and Corporate Social Responsibility	3
MGMT4000	Global Strategic Management	3
MGMT4002	Asian Business	3
MKTG4000	International Marketing	3

One General Education course 3

Two bachelor's degree courses 6

Total Credits: 30

Grand Total: 126

Global Business Management Required Electives

Select **two** from the following:

- MGMT4001 Global Human Resource Management
- MGMT4003 Cross-Cultural Communication in Business
- MGMT4005 Management of Foreign Affiliates
- MGMT4006 Entrepreneurship Management
- MGMT4016 Innovation Management

* A student can test out of some of the Languages and Skills courses if he/she obtains certain examination scores/qualifications, please visit the Registry homepage for more information (<https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-skills/>).

^ Students are required to participate in exchange programme in the second semester of their third year of study. Courses for exemption should be pre-approved.

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Bachelor's Degree Programmes

Bachelor of Business Administration

• Human Resource Management

Year I		Credits
BECO1000	Principles of Microeconomics	3
BECO1001	Principles of Macroeconomics	3
GEST1001	Quantitative Reasoning for Business	3
ISOM1001	Contemporary Information Systems for Organizations	3
MGMT1000	Principles of Business Management	3
Community and Peer Education Courses		2
Language and Skills – English Language Courses or Free Electives*		6
Language and Skills – Chinese/Portuguese Language Course or Free Electives*		3
Language and Skills – Information Technology Course		3
Two General Education courses		6
Total Credits:		35

Year II		Credits
ACCT1000	Principles of Financial Accounting	3
ACCT2000	Management Accounting I	3
FINC2000	Financial Management	3
ISOM1005	Introduction to Business Intelligence and Information	3
ISOM2002	Statistics and Data Analysis	3
MGMT2000	Business Communications	3
MGMT2001	Organizational Behavior	3
MKTG2000	Principles of Marketing	3
Community and Peer Education Courses		1
Language and Skills – English Language Courses or Free Electives*		3
One General Education course		3
Total Credits:		31

Year III		Credits
ISOM3030	Quantitative Decision Analysis	3
MGMT3000	Global Business Environment	3
MGMT3003	Strategic Management	3
MGMT3004	Research Methods	3
MGMT3005	Human Resources Management	3
MGMT3006	Human Resources Planning and Staffing	3
MGMT3009	Business Ethics and Corporate Social Responsibility	3
MGMT4009	Training and Development	3

Two General Education courses 6

Total Credits: 30

Year IV Credits

ISOM4006 Project and Quality Management 3

MGMT4010 Performance and Compensation Management 3

Two General Education courses 6

Three courses selected from the Human Resource Management Required Electives 9

Three bachelor's degree courses 9

Total Credits: 30

Credits

GRAND TOTAL: 126

Human Resource Management Required Electives

Select **three** from the following:

MGMT3007 Organizational Change and Development

MGMT3008 Quality Management

MGMT4001 Global Human Resource Management

MGMT4003 Cross-Cultural Communication in Business

MGMT4011 Employee Relations, Safety and Health

MGMT4012 Strategic Human Resource Management

MGMT4014 Contemporary Issues in Human Resource Management

MGMT4015 Leadership

IRTM4003 Professional Development in Convention and Hospitality Industry

* A student can test out of some of the Languages and Skills courses if he/she obtains certain examination scores/qualifications, please visit the Registry homepage for more information (<https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-skills/>).

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Bachelor's Degree Programmes

Bachelor of Business Administration

• Marketing

Year I	Credits
BECO1000 Principles of Microeconomics	3
BECO1001 Principles of Macroeconomics	3
GEST1001 Quantitative Reasoning for Business	3
ISOM1001 Contemporary Information Systems for Organizations	3
MGMT1000 Principles of Business Management	3
Community and Peer Education Courses	2
Language and Skills – English Language Courses or Free Electives*	6
Language and Skills – Chinese/Portuguese Language Course or Free Electives*	3
Language and Skills – Information Technology Course	3
Two General Education courses	6
Total Credits:	35

Year II	Credits
ACCT1000 Principles of Financial Accounting	3
ACCT2000 Management Accounting I	3
FINC2000 Financial Management	3
ISOM1005 Introduction to Business Intelligence and Information	3
ISOM2002 Statistics and Data Analysis	3
MGMT2000 Business Communications	3
MGMT2001 Organizational Behavior	3
MKTG2000 Principles of Marketing	3
Community and Peer Education Courses	1
Language and Skills – English Language Courses or Free Electives*	3
One General Education course	3
Total Credits:	31

Year III	Credits
ISOM3030 Quantitative Decision Analysis	3
MGMT3000 Global Business Environment	3
MGMT3003 Strategic Management	3
MGMT3009 Business Ethics and Corporate Social Responsibility	3
MKTG3000 Consumer Behavior	3
MKTG3002 Marketing Research	3
MKTG4000 International Marketing	3

Three General Education courses	9
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Total Credits:	30
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Year IV	Credits
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ISOM4006	Project and Quality Management	3
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MKTG4001	Integrated Marketing Communications	3
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MKTG4002	Marketing Strategy	3
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One General Education course	3
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Three courses selected from the Marketing Required Electives	9
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Three bachelor's degree courses	9
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Total Credits:	30
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GRAND TOTAL:	Credits 126
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Marketing Required Electives

Select **three** from the following:

MKTG3001	Business-to-business Marketing
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MKTG4003	Services Marketing
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MKTG4005	Retail Strategy
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MKTG4011	Pricing Strategy
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MKTG4012	Customer Relationship Management
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MKTG4013	Digital Marketing
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MKTG4014	Brand Management
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MKTG4017	Special Topics in Marketing
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MKTG4019	Analytics for Marketing Decisions
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* A student can test out of some of the Languages and Skills courses if he/she obtains certain examination scores/qualifications, please visit the Registry homepage for more information (<https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-skills/>).

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Bachelor's Degree Programmes

Bachelor of Science

• Accounting

Year I	Credits
ACCT1000 Principles of Financial Accounting	3
BECO1000 Principles of Microeconomics	3
GEST1001 Quantitative Reasoning for Business	3
MGMT1000 Principles of Business Management	3
ACCT2003 Business Law	3
Community and Peer Education Courses	2
Language and Skills – English Language Courses or Free Electives*	6
Language and Skills – Chinese/Portuguese Language Course or Free Electives*	3
Language and Skills – Information Technology Course	3
Two General Education courses	6
Total Credits:	35

Year II	Credits
BECO1001 Principles of Macroeconomics	3
ACCT2000 Management Accounting I	3
ACCT2004 Intermediate Accounting	3
ACCT3002 Management Accounting II	3
FINC2000 Financial Management	3
FINC2001 Advanced Financial Management	3
FINC3003 Financial Markets and Institutions	3
ISOM2002 Statistics and Data Analysis	3
Community and Peer Education Courses	1
Languages and Skills Courses- English Language Courses or Free Electives*	3
One General Education course	3
One bachelor's degree course	3
Total Credits:	34

Year III	Credits
ACCT3004 Advanced Financial Accounting	3
ACCT3005 Accounting Information Systems	3
ACCT3009 Financial Statement Analysis	3
ISOM3000 Database Management	3
MGMT3009 Business Ethics and Corporate Social Responsibility	3
MKTG2000 Principles of Marketing	3

Three General Education courses	9
One course selected from the Accounting Required Electives Group A	3
Total Credits:	30

Year IV	Credits
ACCT4000 Auditing I	3
ACCT4006 Auditing II	3
ACCT4007 Corporate Governance	3
ACCT4010 Taxation in Macao and Hong Kong	3
ACCT4011 International Taxation	3
MGMT3003 Strategic Management	3
One General Education course	3
One course selected from the Accounting Required Electives Group B	3
Two bachelor's degree courses	6
Total Credits:	30

	Credits
Grand Total:	129

Accounting Required Electives Group A

ACCT3006	Internship for Accounting Function I and
ACCT3007	Internship for Accounting Function II #
ACCT4001	Accounting Theory
ACCT4008	Management Control Systems

Accounting Required Electives Group B

ACCT4004	Financial Accounting in Hospitality and Gaming
ACCT4009	China Tax
ISOM3038	Financial Technology

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§ Subject to the actual courses offered, study plan arrangement of that academic year will be announced in the FBA website (<https://fba.um.edu.mo/students/study-plans/>).

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Paired courses ACCT3006 and ACCT3007 carry 1.5 credit each. Both courses must be completed to satisfy the Required Electives requirement.

Bachelor's Degree Programmes

Bachelor of Science

• Business Intelligence and Data Analytics

Year I	Credits
ACCT1000 Principles of Financial Accounting	3
BECO1000 Principles of Microeconomics	3
GEST1001 Quantitative Reasoning for Business	3
MGMT1000 Principles of Business Management	3
ISOM1005 Introduction to Business Intelligence and Information	3
Community and Peer Education Courses	2
Language and Skills – English Language Courses or Free Electives*	6
Language and Skills – Chinese/Portuguese Language Course or Free Electives*	3
Language and Skills – Information Technology Course	3
One General Education course	3
Total Credits:	32

Year II	Credits
FINC2000 Financial Management	3
ISOM2002 Statistics and Data Analysis	3
ISOM2007 Programming for Business Analytics	3
ISOM3000 Database Management	3
ISOM3016 Computer Networking for Business	3
ISOM3028 Advanced Computer Programming	3
MKTG2000 Principles of Marketing	3
Community and Peer Education Courses	1
Language and Skills – English Language Courses or Free Electives*	3
Two General Education courses	6
One course selected from the Business Intelligence and Data Analytics Required Elective List 1	3
Total Credits:	34

Year III	Credits
ISOM3015 Big Data Management	3
ISOM3018 Business Data Mining and Visualization	3
ISOM3030 Quantitative Decision Analysis	3
ISOM3035 Operations Management	3
ISOM3036 Cyber Security and Blockchain	3
ISOM4005 Business Project Management	3

One course selected from the Business Intelligence and Data Analytics Required

Elective List 2	3
Two General Education courses	6
One bachelor's degree course	3
Total Credits:	30

Year IV	Credits
ISOM3031 Forecasting Models in Business	3
ISOM4007 Graduation Project	3
ISOM4008 Machine Learning for Business Intelligence	3
One course selected from the Business Intelligence and Data Analytics Required Elective List 2	3
Two General Education courses	6
Two bachelor's degree courses	6
Total Credits:	24

	Credits
Grand Total:	120

Business Intelligence and Data Analytics Required Electives List 1

ISOM2006	E-Commerce and M-Commerce Strategies
ISOM3002	Analysis and Design of Information Systems

Business Intelligence and Data Analytics Required Electives List 2

ISOM3011	Mobile Application Development
ISOM3012	Website Design and Internet Business Applications
ISOM3014	Advanced Computer Networking for Business
ISOM3025	Business Modeling and Simulation
ISOM3037	Internet of Things and Cloud Computing

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Bachelor's Degree Programmes

Bachelor of Science

• Finance

Year I		Credits
ACCT1000	Principles of Financial Accounting	3
BECO1000	Principles of Microeconomics	3
BECO1001	Principles of Macroeconomics	3
GEA1000	Macao and Chinese Civilization	3
GEST1001	Quantitative Reasoning for Business	3
MGMT1000	Principles of Business Management	3
ISOM1004	Applied Calculus	3
Community and Peer Education Courses		2
Language and Skills – English Language Courses or Free Electives*		6
Language and Skills – Chinese/Portuguese Language Course or Free Electives*		3
One General Education course		3
Total Credits:		35

Year II		Credits
BECO2000	Intermediate Economics	3
FINC2003	Corporate Finance	3
FINC3004	Portfolio Management	3
MGMT2000	Business Communications	3
MKTG2000	Principles of Marketing	3
ISOM2002	Statistics and Data Analysis	3
ISOM2005	Linear Algebra	3
Community and Peer Education Courses		1
Language and Skills – Information Technology Course		3
Language and Skills – English Language Courses or Free Electives*		3
One General Education course		3
Total Credits:		31

Year III		Credits
BECO2001	Econometrics I	3
FINC3000	Derivative Securities	3
FINC3001	Financial Statement Analysis and Valuation	3
FINC4008	International Finance & Global Issues	3
MGMT3003	Strategic Management	3
ISOM3029	Computer Programming Using C++	3
GELH1000	Chinese Language and Culture	3

Two courses selected from the Finance Required Electives	6
One General Education course	3
One bachelor's degree course	3
Total Credits:	33

Year IV	Credits
FINC4009 Financial Modeling	3
FINC4011 Graduation Project on Applied Finance (one-year course with 6 credits)	6
Two courses selected from the Finance Required Electives	6
Two General Education courses	6
Two bachelor's degree courses	6
Total Credits:	27

	Credits
Grand Total:	126

Finance Required Electives

BECO3006	Money and Banking
BECO3011	Financial Econometrics
BECO4014	International Banking
FINC3002	Theory of Finance
FINC3003	Financial Markets and Institutions
FINC4001	Case Studies in Corporate Finance
FINC4003	Risk and Insurance
FINC4004	Mergers and Acquisitions
FINC4005	Fixed Income Securities
FINC4006	Real Estate Investment and Financing
FINC4007	Behavioral Finance
FINC4010	Bank Management
FINC4012	Financial Risk Management
FINC4013	Advanced Financial Mathematics
FINC4014	Exotic Options and Structured Products
ISOM3033	Advanced Calculus

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Bachelor's Degree Programmes

Bachelor of Science

• Finance with Specialization in Financial Engineering

Year I		Credits
ACCT1000	Principles of Financial Accounting	3
BECO1000	Principles of Microeconomics	3
BECO1001	Principles of Macroeconomics	3
GEA1000	Macao and Chinese Civilization	3
GEST1001	Quantitative Reasoning for Business	3
MGMT1000	Principles of Business Management	3
ISOM1004	Applied Calculus	3
Community and Peer Education Courses		2
Language and Skills – English Language Courses or Free Electives*		6
Language and Skills – Chinese/Portuguese Language Course or Free Elective*		3
One General Education course		3
Total Credits:		35

Year II		Credits
BECO2000	Intermediate Economics	3
FINC2003	Corporate Finance	3
FINC3004	Portfolio Management	3
MGMT2000	Business Communications	3
MKTG2000	Principles of Marketing	3
ISOM2002	Statistics and Data Analysis	3
ISOM2005	Linear Algebra	3
Language and Skills – Information Technology Course		3
Community and Peer Education Courses		1
Language and Skills – English Language Courses or Free Electives*		3
One General Education course		3
Total Credits:		31

Year III		Credits
BECO2001	Econometrics I	3
BECO3011	Financial Econometrics	3
FINC3000	Derivative Securities	3
FINC4005	Fixed Income Securities	3
FINC4008	International Finance & Global Issues	3
MGMT3003	Strategic Management	3
ISOM3029	Computer Programming Using C++	3
GELH1000	Chinese Language and Culture	3
ISOM3033	Advanced Calculus	3

One General Education course	3
One bachelor's degree course	3
Total Credits:	33

Year IV	Credits
FINC4011 Graduation Project on Applied Finance (one-year course with 6 credits)	6
FINC4012 Financial Risk Management	3
FINC4014 Exotic Options and Structured Products	3
One course selected from the Finance Required Electives	3
Two General Education courses	6
Two bachelor's degree courses	6
Total Credits:	27

	Credits
Grand Total:	126

Finance Required Electives

BECO3006	Money and Banking
BECO4014	International Banking
FINC3002	Theory of Finance
FINC3003	Financial Markets and Institutions
FINC4001	Case Studies in Corporate Finance
FINC4003	Risk and Insurance
FINC4004	Mergers and Acquisitions
FINC4006	Real Estate Investment and Financing
FINC4007	Behavioral Finance
FINC4010	Bank Management
FINC4013	Advanced Financial Mathematics

* A student can test out of some of the Languages and Skills courses if he/she obtains certain examination scores/qualifications, please visit the Registry homepage for more information (<https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-skills/>).

§ Subject to the actual courses offered, study plan arrangement of that academic year will be announced in the FBA website (<https://fba.umac.mo/students/study-plans/>).

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Bachelor's Degree Programmes

Bachelor of Science

- **International Integrated Resort Management with Specialization in Gaming Management**

Year I		Credits
ACCT1000	Principles of Financial Accounting	3
BECO1000	Principles of Microeconomics	3
GEST1001	Quantitative Reasoning for Business	3
IRTM1000	Introduction to Integrated Resort Management	3
IRTM2000	Introduction to Gaming Management	3
MGMT1000	Principles of Business Management	3
One General Education courses		3
Community and Peer Education Courses		2
Language and Skills – English Language Courses or Free Electives *		6
Language and Skills – Chinese/Portuguese Language Course or Free Electives *		3
Language and Skills – Information Technology Course		3
Total Credits:		35

Year II		Credits
ACCT2000	Management Accounting I	3
BECO1001	Principles of Macroeconomics	3
FINC2000	Financial Management	3
IRTM2001	Psychology of Gambling	3
IRTM3004	The Macao Gaming and Hospitality Industries	3
IRTM4001	Resort Marketing and Promotion	3
ISOM2002	Statistics and Data Analysis	3
MGMT2000	Business Communications	3
Community and Peer Education Courses		1
Language and Skills – English Language Course or Free Electives *		3
Three General Education courses		9
Total Credits:		37

Year III		Credits
ACCT4004	Financial Accounting in Hospitality and Gaming	3
IRTM3003	Casino Management	3
IRTM3006	Human Resource Management in Integrated Resort	3
IRTM3012	Gaming Law	3

IRTM3016	Casino Marketing	3
IRTM3018	Casino Mathematics	3
IRTM4002	Global Issues in Resort and Gaming Management	3
One Gaming Management Required Elective		3
One General Education course		3
Three bachelor's degree courses		9
Total credits:		36

Year IV		Credits
IRTM4000	Strategic Management for the Resort and Gaming Industries	3
IRTM4004	Gaming Management Internship **	3
IRTM4005	Graduation Project on Gaming Management ***	3
One Common Required Elective		3
Two General Education courses		6
Total Credits:		18

		Credits
Grand Total:		126

Gaming Management Required Electives List

IRTM3001	Quality Service Management
IRTM3005	Festival and Event Management
IRTM3009	Food and Beverage Management

Common Required Electives List

BECO4005	Applied Economics for Leisure Industries
IRTM3000	Social and Economic Impacts of Gambling
IRTM3007	Technology and Innovation in the Resort and Gaming Industries
IRTM3008	Travel and Tourism Management
IRTM3010	Selected Topics in Human Resource Management
IRTM3015	Revenue Management
IRTM4008	Questionnaire Design and Survey Data Analysis
IRTM4009	Special Topics in Hotel and Resort Management

* A student can test out of some of the Languages and Skills courses if he/she obtains certain examination scores/qualifications, please visit the Registry homepage for more information (<https://reg.um.edu.mo/current-students/curriculum-model/ug-curriculum-model/languages-and-skills/>).

** Internship course

*** Research course

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FACULTY OF BUSINESS ADMINISTRATION

Bachelor's Degree Programmes

Bachelor of Science

- **International Integrated Resort Management with Specialization in Convention and Hospitality Management**

Year I	Credits
ACCT1000 Principles of Financial Accounting	3
BECO1000 Principles of Microeconomics	3
GEST1001 Quantitative Reasoning for Business	3
IRTM1000 Introduction to Integrated Resort Management	3
IRTM2000 Introduction to Gaming Management	3
MGMT1000 Principles of Business Management	3
One General Education course	3
Community and Peer Education Courses	2
Language and Skills – English Language Courses or Free Electives *	6
Language and Skills – Chinese/Portuguese Language Course or Free Electives *	3
Language and Skills – Information Technology Course	3
Total Credits:	35

Year II	Credits
ACCT2000 Management Accounting I	3
BECO1001 Principles of Macroeconomics	3
FINC2000 Financial Management	3
IRTM3002 Convention and Exhibition Management	3
IRTM3004 The Macao Gaming and Hospitality Industries	3
IRTM4001 Resort Marketing and Promotion	3
ISOM2002 Statistics and Data Analysis	3
MGMT2000 Business Communications	3
Community and Peer Education Courses	1
Language and Skills – English Language Course or Free Electives *	3
Two General Education courses	6
One bachelor's degree course	3
Total Credits:	37

Year III	Credits
IRTM3001 Quality Service Management	3
IRTM3005 Festival and Event Management	3
IRTM3006 Human Resource Management in Integrated Resort	3

IRTM3009	Food and Beverage Management	3
IRTM3014	Hospitality and Tourism Law	3
IRTM3017	Accommodation, Facilities and Security Management	3
IRTM4002	Global Issues in Resort and Gaming Management	3

One Convention and Hospitality Management Required Elective	3
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Two General Education courses	6
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Two bachelor's degree courses	6
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Total Credits:	36
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Year IV		Credits
IRTM4000	Strategic Management for the Resort and Gaming Industries	3
IRTM4006	Convention and Hospitality Management Internship **	3
IRTM4007	Graduation Project on Hospitality Management ***	3

One Common Required Elective	3
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Two General Education courses	6
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Total Credits:	18
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	Credits
GRAND TOTAL:	126

Convention & Hospitality Management Required Electives List

IRTM2001	Psychology of Gambling
IRTM3003	Casino Management
IRTM4003	Professional Development in Convention and Hospitality Industry
ISOM3030	Quantitative Decision Analysis

Common Required Electives List

BECO4005	Applied Economics for Leisure Industries
IRTM3000	Social and Economic Impacts of Gambling
IRTM3007	Technology and Innovation in the Resort and Gaming Industries
IRTM3008	Travel and Tourism Management
IRTM3010	Selected Topics in Human Resource Management
IRTM3015	Revenue Management
IRTM4008	Questionnaire Design and Survey Data Analysis
IRTM4009	Special Topics in Hotel and Resort Management

* A student can test out of some of the courses if he/she obtains certain examination scores/qualifications, please visit the Registry homepage for more information (https://reg.um.edu.mo/current-students/ugmodel/lang_skills/).

** Internship course

*** Research course

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Course Description

ACCT1000 PRINCIPLES OF FINANCIAL ACCOUNTING

This course introduces students financial accounting by covering accounting concepts and their applications. Course contents include double entry bookkeeping, transaction analysis, accounting cycle, preparation of financial statements including income statement, balance sheet and cash flow statement, analysis of special accounts such as cash, accounts receivable, inventories, property, plant and equipment, liabilities and shareholders' equity, and the applications of the International Financial Reporting Standards (IFRS) to financial reporting. It focuses on conceptualizing and critically assessing important accounting terminologies, rules, and standards. Students are expected to acquire the balanced accounting techniques and theoretical knowledge through this course. Real business practices will be introduced by guest lecturers from Big4 accounting firms.

Pre-requisite: None

ACCT2000 MANAGEMENT ACCOUNTING I

This is the first course in the Cost/Managerial sequence. It provides an introduction and detailed discussion of Cost Accounting topics such as: Cost terminology, normal costing, job order costing, cost assignment systems, master budgets and flexible budgets for planning and performance evaluation.

Pre-requisite: ACCT1000 Principles of Financial Accounting

ACCT2001 INTERMEDIATE ACCOUNTING I

This is the first course in a three course sequence on Financial Accounting for Accounting and Financial Controllorship students. This course provides a presentation and examination of topics introduced Principles of Financial Accounting. The emphasis is on the conceptual foundations of accounting principles and translating them into procedural treatments of financial information. Topics covered in this course will include coverage of the following: financial accounting standards, the conceptual framework, qualitative characteristics of accounting, the accounting cycle, and a detailed discussion of the preparation and use of financial statements. There will also be an in-depth analysis of specific accounts such as cash, accounts receivable, inventories, property, plant and equipment and intangibles.

Pre-requisite: ACCT1000 Principles of Financial Accounting

ACCT2003 BUSINESS LAW

This course aims to familiarize students with the fundamental concepts of the legal environment of business, so they can take legal dimensions into account when making business decisions. Topics to be covered include: Introduction to the legal and judicial systems of Macau; Sources of law; Overview of public and private law branches; Law of Persons; Law of Obligations including Contract Law and Civil Liability, Commercial Contracts, Company Law and Dispute Resolution.

Pre-requisite: MGMT1000 Principles of Business Management

ACCT2004 INTERMEDIATE ACCOUNTING

This course is a comprehensive financial accounting course that examines multiple issues in financial reporting from both preparer and user perspectives. The course emphasizes on the application of international financial reporting standards and makes reference to the US accounting standards where appropriate. After students have finished the course, they can have clearer perspective on the information available in financial reporting and students will appreciate the challenges, worth and limitations of accounting. It also helps them to evaluate critically and understand the financial accounting theory and practice. Finally, it prepares students for advanced study, professional examinations and the successful pursuit of the careers in accounting or business.

Pre-requisite: ACCT1000 Principles of Financial Accounting

ACCT3000 INTERMEDIATE ACCOUNTING II

This is the second course in a three course sequence on Financial Accounting for Accounting and Financial Controllership students. This course continues an examination of the liability and equity accounts. Topics will include current liabilities and contingencies, long-term liabilities and leases, stockholders' equity including coverage of the issuance and repurchase of shares, dividend policy, and the impact of dilutive securities on earnings per share. The effect of share conversions, warrants, stock options and compensation plans will also be discussed.

Pre-requisite: ACCT2001 Intermediate Accounting I

ACCT3001 INTERNATIONAL FINANCIAL REPORTING STANDARDS AND THE GLOBAL ENVIRONMENT

This course is to provide students the basic concepts of the development of IFRS that will receive broad consensus support, regulators have been active in developing further requirements concerning corporate governance. It also focuses on the international accounting scandals in the US or Europe and by shareholder activism fueled by the apparent lack of any relation between increases in directors' remuneration and company performance.

Pre-requisite: ACCT1000 Principles of Financial Accounting and ACCT2001 Intermediate Accounting I

ACCT3002 MANAGEMENT ACCOUNTING II

This is the second course in the Cost Managerial sequence for Accounting and Financial Controllership students. It addresses topics more closely associated with the use of accounting standards for decision making within the company. It includes topics such as: decision making and relevant information, pricing decisions, cost allocations for service departments and joint products, transfer pricing and responsibility accounting.

Pre-requisite: ACCT2000 Management Accounting I

ACCT3003 INTERMEDIATE ACCOUNTING III

This is the third course in a three course sequence on Financial Accounting for Accounting and Financial Controllership students. This course examines issues in financial reporting for both the perspectives of both the preparer and the user. The course makes reference to the US accounting standards and the International financial accounting standards. Topics will include investments, accounting for derivative financial instruments, foreign currency issues, revenue recognition, accounting for deferred taxes, accounting changes and error analysis, statement of cash flows and basic financial statement analysis.

Pre-requisite: ACCT3000 Intermediate Accounting II

ACCT3004 ADVANCED FINANCIAL ACCOUNTING

This course provides students with a comprehensive understanding of business combinations and inter-corporate ownership. In particular, it prepares students to critically evaluate the principles underlying the accounting of complex transactions relating to global business combinations and group reporting. It covers the preparation of consolidated financial statements, beginning with the basic consolidation process and continuing through a variety of inter-company transactions. Cases are used to illustrate the complexities of mergers and acquisitions within a real world context.

Pre-requisite: ACCT2001 Intermediate Accounting I or ACCT2004 Intermediate Accounting

ACCT3005 ACCOUNTING INFORMATION SYSTEMS

This course introduces students to accounting and business related technologies as well as trends and issues of technology development that are crucial in contemporary business world.

Contents include accounting information systems, enterprise resource planning systems, big data and business intelligence, blockchain technology, information system security and controls, e-commerce and m-commerce, and artificial intelligence. Concepts and methodologies for business process and data modeling along with documentation techniques are covered, which offers students the opportunity to analyze and synthesize business processes and data flows in an organization. Various system development tools (flowcharts, data flow diagrams, and structured

charts) are adopted in the analysis and design of business transaction cycles (Revenue cycle, Expenditure cycle, Production cycle, Human Resource Management and Payroll cycle). General ledger and reporting systems are integrated into the course so that students can apply accounting knowledge and skills acquired from other accounting courses into the development and management of accounting information systems that fit into the real-world business environment. Accounting software and enterprise resource planning (ERP) applications are also demonstrated. Pre-requisite: ACCT1000 Principles of Financial Accounting and ISOM1001 Contemporary Information Systems for Organizations or ACCT1000 Principles of Financial Accounting and any course from GE science and technology area

ACCT3006 INTERNSHIP FOR ACCOUNTING FUNCTION I

This 1.5-credit course is designed with internship components to prepare students who are majoring in the Professional Accountancy and Accounting and Information Systems. It aims at providing students a broad exposure to the operations of Accounting and knowledge of work procedures. Students are supervised directly by professionals in organizations who communicate directly with the course coordinator. While each learning experience will differ depending on the type of organization, situation, and duration, the course coordinator will guide and assist students through their profession-oriented learning process. At the end of the internship, each student shall be able to embark on a career with hands-on industry experience.

Pre-requisite: ACCT2001 Intermediate Accounting I or ACCT2004 Intermediate Accounting with a cumulative GPA of 3.0 or above and approval from the course coordinator

ACCT3007 INTERNSHIP FOR ACCOUNTING FUNCTION II

This 1.5-credit course is designed with internship components to prepare students who are majoring in the Professional Accountancy and Accounting and Information Systems. It aims at providing students a broad exposure to the operations of Accounting and knowledge of work procedures. Students are supervised directly by professionals in organizations who communicate directly with the course coordinator. While each learning experience will differ depending on the type of organization, situation, and duration, the course coordinator will guide and assist students through their profession-oriented learning process. At the end of the internship, each student shall be able to embark on a career with hands-on industry experience.

Pre-requisite: ACCT2001 Intermediate Accounting I or ACCT2004 Intermediate Accounting with a cumulative GPA of 3.0 or above and approval from the course coordinator

ACCT3008 PUBLIC SECTOR ACCOUNTING

This course will cover fundamental concepts of accounting principles and practices in government and not-for-profit organizations. Concepts of budgeting, fund accounting, encumbrances and value of money in the public sector will be important topics in this class.

Pre-requisite: ACCT1000 Principles of Financial Accounting

ACCT3009 FINANCIAL STATEMENT ANALYSIS

The course focuses on the most salient aspects of accounting, analysis, and valuation. Students are taught to analyse, critically assess and interpret financial statement data of real companies to make informed business decisions. The course makes financial statement analysis engaging, relevant to business world and contemporary to international accounting standards. To that end, it consistently incorporates real company data and international business cases throughout teaching to reinforce the specific knowledge and skills being developed in the course.

Pre-requisite: ACCT3004 Advanced Financial Accounting

ACCT4000 AUDITING I

This course will discuss Generally Accepted Auditing Standards (GAAS) and International Standards on Auditing (ISA). The student will learn about the role of the auditing in a modern corporate setting. This will include the demand for auditing services, ethical dimensions of the auditing function and the responsibilities and legal liabilities of auditors.

The student will also learn the importance and process of many audit functions including: planning audits, collection of audit evidence, assessing risk and internal controls, understanding audit

sampling and analytical procedures, constructing the audit report.

Pre-requisite: ACCT3000 Intermediate Accounting II AND ACCT3005 Accounting Information Systems or ACCT2004 Intermediate Accounting AND ACCT3005 Accounting Information Systems

ACCT4001 ACCOUNTING THEORY

This course will address current controversies in Accounting, Auditing and Tax Accounting. It will focus on issues of current interest to the profession and/or accounting research. This course will generally be available to year four Accounting and Financial Controllership students only. If the topic permits, the instructor may open the course to year three Accounting and Financial Controllership students also.

Pre-requisite: ACCT3000 Intermediate Accounting II or ACCT2004 Intermediate Accounting

ACCT4002 SPECIAL TOPICS IN ACCOUNTING

This course will address current controversies in Accounting, Auditing and Tax accounting. It will focus on issues of current interest to the profession and/or accounting research. This course will generally be available to year four Accounting and Financial Control students only. If the topic permits, the instructor may open the course to year three Accounting and Financial Control students also.

Pre-requisite: ACCT2000 Management Accounting I or ACCT3002 Management Accounting II

ACCT4004 FINANCIAL ACCOUNTING IN HOSPITALITY AND GAMING

Accounting, as the business language, can bring underlying economics to the attention of stakeholders for their decision making in the hospitality and gaming industries. This course aims to equip students with knowledge and skills to analyze and interpret accounting information in the hospitality and gaming industries for managers, stockholders, financial analysts, creditors and policy makers. Along the way, students will develop the technical skills necessary to analyze corporate financial statements and disclosures, and interpret how accounting standards and managerial incentives affect the financial reporting process and outcomes. Important issues for annual reports of companies in the hospitality and gaming industry are discussed in this course, including financial statements, corporate governance reporting, corporate social responsibility reporting, auditing, taxation, anti-money laundering and junket operation. The course draws on the findings of recent academic research to discuss a number of techniques that outsiders can use to detect potential bias or aggressiveness in financial reporting.

Pre-requisite: ACCT2000 Management Accounting I

ACCT4005 MANAGERIAL ACCOUNTING IN HOSPITALITY AND GAMING

The main purpose of the subject is to learn how to use accounting as a managerial tool to improve operational efficiency and profitability of gaming and hospitality firms through revenue enhancement and cost reduction.

Pre-requisite: ACCT2000 Management Accounting I or ACCT2002 Principles of Managerial Accounting

ACCT4006 AUDITING II

This is the second course in Auditing. The course covers knowledge and intellectual skills including: 1) the appropriate audit procedures for different audit cycles, 2) internal control structures and test of transactions, 3) tests of details of balances for each cycle, 4) audit of subsequent events and post balance sheet transactions, and 5) finalize audit reports for management review. International auditing standards and business cases are demonstrated throughout the course to enable students to acquire the specific knowledge and skills being developed in the course.

Pre-requisite: ACCT4000 Auditing I

ACCT4007 CORPORATE GOVERNANCE

This course introduces fundamental theory and practices of corporate governance. It aims to provide students with an understanding of the concepts, principles, rules, and applications of

corporate governance in different jurisdictions. Specifically, topics covered include key theoretical models in corporate governance, different combinations of ownership and control, the role of board of directors, institutional investors, shareholder activism, debtholders and gatekeepers in the corporate governance mechanism. Moreover, corporate social responsibility as well as contemporary corporate governance issues in the international context and emerging markets will be discussed. Students are expected to apply knowledge to critically evaluate the effectiveness of corporate governance and accountability to various stakeholders in public companies.

Pre-requisite: ACCT1000 Principles of Financial Accounting

ACCT4008 MANAGEMENT CONTROL SYSTEMS

This course covers knowledge in advanced management control systems and contemporary research in management accounting. It focuses on management accounting practices and research throughout the course. The course takes a broad approach to current issues and contemporary research in management accounting with extensive coverage of new management accounting practices being adopted by innovative international companies around the world, including activities based management, kaizen, target costing and balanced scorecard. International cases and critical analysis of management control systems are covered in the course. Cases require the balanced application of skills and knowledge of contemporary research in management accounting.

Pre-requisite: ACCT3002 Management Accounting II

ACCT4009 CHINA TAX

This course provides comprehensive coverage of the tax system in China. It introduces the context in which China's laws operate and the many significant issues that are required for business and investment activities on the mainland. The course covers specifically on the taxation laws of mainland China including Individual Income Tax, Enterprise Income Tax, Value-Added Tax, Business Tax, the various indirect taxes, tax reforms, tax treaties and so on.

Pre-requisite: None

ACCT4010 TAXATION IN MACAO AND HONG KONG

Since the legal systems in Macao (continental statute law) and Hong Kong (common law) are different, their tax laws also stem from different legal traditions. Furthermore, from an accounting point of view, taxation requires thorough understanding of the tax articles and ordinances and the ability to synthesize the conceptual knowledge into tax accounting applications. Therefore, the aim of this course is to provide a strong foundation for the understanding of the legal and tax systems of the two places so as to equip students with the conceptual and practical as well as computational skills applied to real life business cases.

Pre-requisite: ACCT2001 Intermediate Accounting I or ACCT2004 Intermediate Accounting

ACCT4011 INTERNATIONAL TAXATION

Tax laws of different countries and regions are based on their diverse legal traditions and systems in vigor. Two mainstream legal systems, namely the continental system and the common law system will be stressed in this course. The former system is largely exemplified through the introduction of Macao taxation while the latter by the Hong Kong tax regime. Therefore, the students can appreciate how a same income or expense will be treated under various legal requirements and will be able to make critical comparisons and to eventually advise tax information users from different regimes using various angles. Again, taxation requires firstly thorough assimilation of the legal justifications before they are applied to tax computations. Therefore, both conceptual and computational understandings are stressed. All court cases illustrated in the course are from international examples which will therefore touch on issues such as tax planning and transfer pricing as well as international tax treaties.

Pre-requisite: ACCT4010 Taxation in Macao and Hong Kong

ACCT7012 FUNDAMENTALS OF ACCOUNTING

This course examines issues in financial reporting from both preparer and user perspectives. The course aims to deliver concepts of accounting, International Financial Reporting Standards (IFRS),

and the application of accounting standards to the preparation of the financial statements. Real case studies are introduced throughout the course. Contents of the course include: Conceptual framework; Transaction analysis and accrual accounting; Financial statements and analysis; Cash and cash flow statement; Accounting information for decision making; Corporate governance; Accounting fraud and misappropriation of assets; Contemporary issues in Accounting, etc.

Pre-requisite: None

ACCT7013 FINANCIAL REPORTING

This course is a continuation of 'Fundamentals of Accounting' which is an intermediate level course providing substantial knowledge in financial accounting based on International Financial Reporting Standards (IFRS). Students are expected to acquire the balanced accounting techniques and theoretical knowledge through this course. Major topics include the Conceptual Framework, Property, Plant and Equipment, Intangible Assets, and Impairment of Assets, Leases, Financial Assets and Liabilities, Provisions, Contingent Liabilities and Contingent Assets, Revenue, Income Taxes, Accounting for Shareholders' Equity, and Financial Statement Disclosures.

Pre-requisite: ACCT7012 Fundamentals of Accounting

ACCT7014 BUSINESS LAW

This course introduces the legislative system and commercial law in Macao. Topics include liability of commercial contracts, product liability and compensation, forms and liability of agents, legislation concerning limited liability companies, share limited companies and group corporations, commercial instruments, carriage of goods and insurance and commercial arbitration.

Pre-requisite: None

ACCT7015 MANAGEMENT ACCOUNTING

This course is about the managerial use of accounting data to plan and control personnel and operations in the firm. The focus is on planning, decision-making and control by organizations, and on the accounting systems that managers have to assist them in their decisions about resource allocation and performance evaluation. Major topics included are product costing, costing approaches used in today's business environments, relevant costs for decision analysis, variance analysis, divisional performance evaluation and transfer pricing.

Pre-requisite: None

ACCT7017 FINANCIAL MANAGEMENT

This course offers students a more advanced understanding of important concepts and theories in the field of corporate finance. It covers basic topics including capital budgeting, alternative valuation methods, capital structure decisions, corporate payout policy, securities offering decisions, as well as more advance topics (optional) such as options, futures, and corporate risk management. The objective of this course is to provide students with essential tools to study more advanced courses in finance.

Pre-requisite: None

ACCT7018 ACCOUNTING FOR DECISION MAKING

This course examines issues in financial reporting from both preparer and user perspectives. The course aims to deliver concepts of accounting, International Financial Reporting Standards (IFRS), the application of accounting standards to the preparation of financial statements, and the analysis and interpretation of management accounts for decision makings. International real case studies are introduced throughout the course.

Pre-requisite: None

ACCT7050 ADVANCED FINANCIAL REPORTING

This is an advanced level financial accounting course. Topics covered will include business combinations and impairment of goodwill, the basic consolidation process with variety of intercompany transactions and associate reporting. Emphasis will be placed on the application

of International Financial Reporting Standards.
Pre-requisite: ACCT7013 Financial Reporting or equivalent

ACCT7051 CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY

This course aims at introducing contemporary theories, models, issues and practices relating to business ethics and corporate governance and social responsibility and imparting an ethical mindset to the students in the conduct of business and the treatment of accounting information. Topics include the concept and theories of corporate governance; corporate governance principles, functions, structures and mechanisms; corporate governance models, standards, regulations and practices; the roles of different corporate stakeholders in corporate governance; current debates over corporate governance regulation and practice, causes and consequences of corporate governance failures; design and assessment of measures to improve corporate governance, corporate social responsibilities and socially responsible investing; and trends and emerging issues in corporate governance.

Pre-requisite: None

ACCT7052 PERFORMANCE MANAGEMENT AND CONTROL SYSTEMS

The course is an extension to management accounting in the area of business which develops the financial and non-financial information necessary to effectively manage the firm or organization.

Management accounting is in transition moving from a procedural focus on financial accounting reports to a strategic focus on the use of accounting to facilitate the business success of the enterprise. The concepts of management accounting are used in both manufacturing and service firms, and are increasingly applied to government and not-for-profit organizations, to help them succeed in their service missions, to be responsible to the citizens and funding agencies.

A principal motivation for the change in management accounting is the changes in business processes and organizations in response to increased competition, both global and domestic. These changes include a renewed focus on the customer, aggressive cost reduction, outsourcing, downsizing and reengineering, total quality management, advanced manufacturing technologies, and increased use of information technologies, among others. The management accountant is no longer a reporter and analyzer of financial facts only, but a business partner -developing the financial and non-financial information the organization needs to be successful.

As such, the management accountant plays a strategic role in the business, developing and presenting the information that is critical for the firm's success.

Pre-requisite: ACCT7015 Management Accounting or equivalent

ACCT7053 FINANCIAL RISK MANAGEMENT

This course provides students with the knowledge and intellectual skill in risk identification, measurement, control, and evaluation. It enables students to evaluate how a business can identify and measure its loss exposures, select appropriate tools for the management of risk exposures. It aims to prepare the students for necessary knowledge about independent risk analysis and decision-making in an effective risk management system. The topics covered include the nature of risks, rationale and framework for risk management, scientific risk measurement for financial risk, market risk management using derivatives, management of credit, liquidity, and operational risks, as well as stress tests and scenario analyses in crisis management. Students are expected to apply knowledge to the discussion of real-world issues in corporate risk management.

Pre-requisite: ACCT7017 Financial Management or equivalent

ACCT7055 AUDITING AND ASSURANCE

The course aims to deliver knowledge of international auditing standards, contemporary practices in auditing, rules, regulations and applications of auditing standards to audit work. The course emphasis on auditor's decision making process in a financial statement audit, as well as an integrated audit of both financial statements and internal control over financial reporting required for public companies. International case studies are introduced throughout the course.

Pre-requisite: None

ACCT7056 TAXATION

This course aims at introducing the various direct and indirect taxes currently in force in the Macao and Hong Kong Special Administrative Regions as representative examples of taxation from both continental and common law systems. The taxes will include those levied on goods, properties, personal income and corporate earnings. Some discussions on tax planning issues will also be covered.

Pre-requisite: None

ACCT7060 FINANCIAL STATEMENT ANALYSIS FOR DECISION MAKING

This course aims to demonstrate how financial statements can be reformulated, analyzed and interpreted for decision making. It first identifies information sources that analysts frequently employ in financial statement analysis and examines the steps of the financial statement analysis framework. It then discusses the objective of financial reporting and how financial reporting standards affect security analysis and valuation. The course will cover important tools and techniques used in financial analysis including activity, liquidity, solvency, profitability and valuation ratios, describe the relationships among those ratios and evaluate real life companies using ratio analysis. It also demonstrates the application of DuPont analysis of return on equity, and other ratios especially used in equity analysis and credit analysis. Finally, it provides a framework for considering potential analyst adjustments that are necessary when comparing companies that use different accounting methods or estimates.

Pre-requisite: ACCT7013 Financial Reporting

ACCT7300 FINANCIAL STATEMENT ANALYSIS

Financial analysis is an integral part of business analysis and strategy formulation of a firm. This course covers the basics of both qualitative and quantitative analysis of the firm's reports and looks further into risk analysis, forecasting and valuation techniques. The aim is to provide a working knowledge of the role of financial reports in the overall firm valuation, with emphasis on strategic analysis. This course adopts a practical approach where possible using data from real life cases. Students will gain an appreciation of the usefulness and importance of financial statement information and the tools used to evaluate such information.

Pre-requisite: None

ACCT7301 CORPORATE FINANCIAL STRATEGY

This course provides practical insights into corporate financial decisions from top management perspectives. Topics covered include corporate objectives and strategic analysis, investment decision making, financing choice, initial public offerings, capital structure, dividend policy, mergers and acquisitions strategies.

Pre-requisite: None

ACCT7350 CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY

The course focuses on large business firms with publicly traded equity. It focuses on the interaction between corporate governance at the levels of firm and national system in US, Europe and Asia. Topics will include: role of corporate governance in strategic decision making, director legal duties and customary practices; board leadership structures; best practice codes and investor pressure; movements championing shareholder rights, increased representation of women on boards; governance in the family-controlled (but publicly traded) firm; corporate governance in the "stakeholder model," and in "state capitalism"; strategic corporate social responsibility and the proper scope of business firms' responsibilities to society.

Pre-requisite: None

ACCT7351 INTERNATIONAL FINANCIAL MANAGEMENT STRATEGY

Economic globalization over last decades has greatly increased foreign investments and international trade in goods and assets. For businesses and investors, access to international markets comes with opportunities in addition to risk, and the course examines the increased benefits of international diversification and examines the risks involved in operating and investing in such locations. Topics include the forward foreign exchange market, interest rate parity, portfolio

investment in international capital markets, foreign direct investment and financing decisions of multi-national corporations, political and country risks.

Pre-requisite: None

ACCT7991 PROJECT REPORT

Students are required to identify a real accounting issue faced by companies and provide a data driven solution in the Project Report. The issue can come from any business sector and industry, and can be local or international in scope, but the nature of the issue must be related to accounting.

ACCT8011 ACCOUNTING RESEARCH METHODS AND SEMINAR

This course is to provide the accounting Ph.D. students with the knowledge on the core methodologies for contemporary accounting research and other research-related skills such as reading and writing accounting academic papers. We will use the seminal top journal papers for this purpose. The topics will include (but not limited to) value relevance of accounting numbers, earnings quality, accounting conservatism, earnings management, cost of capital and valuation, mispricing, analyst forecast properties, auditing, CEO compensation and turnover, and corporate governance. After taking this course, the students are expected to know the representative methods to measure the variables and specify the regression models for each topic, and be able to apply these methodologies to do their own empirical works to do the accounting research.

Pre-requisite: ACCT7012 Financial Accounting and Theory &

ACCT7015 Management Accounting or equivalent (master level)

ACCT8012 CONTEMPORARY RESEARCH IN ACCOUNTING

This course is to provide the accounting Ph.D. students with a deepened knowledge, theories, topics, and methodologies of contemporary accounting research. By reviewing a selection of the recent literature in accounting and finance across various topics such as ESG, analyst forecasts, accounting conservatism, auditing, disclosure, CEO compensation, taxation, machine learning, and others, students are endowed with the knowledge and capabilities to conduct empirical research in a wide variety of accounting fields. Specifically, students will be guided to critically assess research papers, a process aimed at identifying research questions of current interest jointly with the appropriate methods for exploring them.

Pre-requisite: None

ACCT8999 DOCTORAL THESIS

The PhD thesis is the main output of a PhD. It is a concentrated piece of original research carried out by all PhD students in order to successfully earn their doctoral degree. The PhD thesis needs to contribute to the existing body of knowledge.

Pre-requisite: None

BAGC7011 RESEARCH METHODS

The course provides postgraduate business students with the fundamental analytical skills that they need for their project report, as well as a good understanding of the overall research process. The course guides students through every step of a research project, from getting started to analyzing data and writing a mock project report. It provides enhanced coverage of quantitative methods available for a variety of business topics, and contains demonstrations of the use of statistical software in a wide range of business research.

Pre-requisite: ISOM7012 Statistical Analysis and Applications (for students of MBA Programme).

None [for students of Master of Science in Data Science (Marketing Analytics)]

BAGC7300 INNOVATION AND ENTREPRENEURSHIP

This course is about management of innovation with the focus on entrepreneurial firms that have relied on innovation. In addition to understanding innovation issues from the entrepreneur and manager's perspectives, students will also learn to identify and explore entrepreneurial opportunities and develop knowledge and skills necessary to successfully operate an entrepreneurial venture. Students will learn how growing and innovative companies should

identify the right vision and strategies, raise capital and formulate exit strategies from the entrepreneurial perspective.

Pre-requisite: None

BAGC7301 STUDY TRIP GROUP REPORT

Student will form a group themselves and choose a topic on their own or with the help of faculty members. The topic can be related to the city they are going to visit or a company in that city. Students are expected to make substantial preparations regarding the topic before the trip takes place and complete the project shortly after the trip.

Pre-requisite: None

BAGC7350 RISK AND CRISIS MANAGEMENT STRATEGY

Risk is an essential part of any business. Knowing what risk to take and how much to take is critical in creating value for shareholders. This course focuses on the identification, quantification and control of various aspects of risks and crisis facing companies, e.g., business risk, financial risk (e.g., interest rates and exchange rates, the cost of raw materials, etc.), operational risk, crises and disasters. It teaches participants how to deal with crisis events, e.g., natural disasters, social and political instability, system failures, technological breakdown, etc., that could cause major disruptions to companies.

Pre-requisite: None

BAGC7351 BUSINESS RESEARCH METHODS

This course introduces students to fundamental research and data analysis techniques. Students will be able to identify a research topic, design a study, collect data, analyze data, and draw conclusions based on the findings.

Pre-requisite: None

BAGC7498 PROJECT REPORT

Student will choose a research topic on his or her own or with the help of his or her supervisor and develop a research proposal before writing up the report. The nature of the research is mostly practical or applied, focusing on analyzing practical management issues and identifying implications for corporate and/or government policies. Students have six months to complete the research.

Pre-requisite: None

BAGC7991 PROJECT REPORT

This course intends to cultivate analytical and problem-solving skills among students through the design and implementation of a business project. Students are required to identify a real business issue faced by companies and provide a data driven solution in the project report. The issue, which can be local or international in scope, may come from any business area and industry sector.

Pre-requisite: None

BAGC8000 RESEARCH WRITING

Academic writing is a critical skill for academics. This course is thus developed to introduce the principles of good academic writing to business PhD students. The primary purpose is to educate student on the art and science of writing a PhD-level research proposal and dissertation. Specifically, students will learn basic issues to improve their micro and macro writing skills. In addition, this course will introduce students to the process of submitting and publishing in peer-reviewed journals and to academic conferences. Students will also learn more about ethical issues in academic writing, the art of paraphrasing, and how to avoid plagiarism.

Pre-requisite: None

BAGC8001 RESEARCH ETHICS

The course provides students with an understanding of the following issues:

- The need for research ethics and the responsibility of the researcher (the student)
- The most common types of academic dishonesty (such as fabrication and plagiarism)

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- How to avoid committing acts of academic dishonesty (such as through using citations and references)
 - How the University deals with students who have been proven to have committed acts of academic dishonesty (The University's 'Rules on Handling Student Academic Dishonesty' will be outlined)

Pre-requisite: None

BAGC8300 RESEARCH METHOD FOR BUSINESS AND MANAGEMENT RESEARCH

Research competencies and skills are essential for the effective conduct and understanding of research and ultimately for evidence-based decision-making, whether in business, government or civil society. The development of research competencies is particularly relevant for junior academics whose career is increasingly dependent on their research output. When embarking on a DBA program, students also need to have a solid understanding of what constitutes good research, how to design and execute empirical studies and how to present and discuss research results in a convincing and effective manner.

Pre-requisite: None

BAGC8301 RESEARCH WRITING AND ETHICS

This course is the warm-up course for students to understand more about research writing and ethics before they choose their research topic and supervisor. Professors (also potential supervisors), and outstanding visiting scholars who know qualitative method (interview, case method), experimental method (ANOVA, MONOVA), and quantitative method (modelling, regression, SEM, multi-level modulation and algorithm, etc.) from different areas will teach in different sessions. Some guest speakers from industry will also share their viewpoints and insights about business operation and management. This is also a very critical and fundamental part of DBA learning and upcoming thesis writing.

Pre-requisite: None

BAGC8320 RESIDENTIAL WORKSHOP I

This is an orientation workshop to prepare students for studying DBA in Macau. It provides the students an overview of the research knowledge and analytical skills as required for their DBA studies. Social activities as well as lectures from UM professors and business executives in the Greater Bay Area would be arranged.

Pre-requisite: None

BAGC8322 RESIDENTIAL WORKSHOP II

Residential Workshop II would be held outside Macau. It consists of lectures from professors in leading universities, site visits to renowned companies, social events, and intensive discussion among students on one selected topic for the workshop.

Pre-requisite: None

BAGC8397 DOCTORAL THESIS

The course is the most significant learning experience of the programme. Students have the opportunity to apply theories learned in the taught courses and to conduct an independent research project examining an important issue. The systematic investigation process will confirm for the participants their ability to conduct independent research, demonstrate their expertise in a chosen area of interest and make an intellectual contribution to the practice of management.

Pre-requisite: None

BECO1000 PRINCIPLES OF MICROECONOMICS

The course enables students to understand the behaviour of different economic agents in the economy and their interactions in the market. It introduces to students the patterns of different market structures and their associated impacts, enabling students to understand the role of the government and the degree of efficiency in different market structures. The course also enables students to apply basic economic theories and models to explain real world economic phenomena. The course covers the concepts of the demand, supply, their elasticity and market equilibrium.

Consumer choices, production process, the costs of production and different market structures and their patterns will also be discussed in the classes.

Pre-requisite: None

BECO1001 PRINCIPLES OF MACROECONOMICS

The course enables students to understand how the economy operates as a whole. It introduces to students the basic economic indicators, the underlining economic forces and the roles of the public and private sectors, enabling students to apply basic economic theories and models to explain contemporary economic issues.

The course introduces to students the basic economic indicators such as gross domestic products, inflation, unemployment interest rate and their measurement. Concepts such as money supply and demand, the stock market, aggregate demand, fiscal and monetary policies and macroeconomic theories, including the Monetarism and New Classical theory will be discussed in the course.

Pre-requisite: None

BECO2000 INTERMEDIATE ECONOMICS

This course covers topics on both the Macro- and Micro-economics sides at the intermediate level. On the macroeconomics side, the Keynesian IS-LM model in the close and open economy, various exchange rate regimes and their implications to the economy will be discussed. In addition, the AD-AS model will be derived and employed to perform policy analyses. On the microeconomics side, quantitative models in relation to consumer's choice, budget constraints and utility maximization will be focused. The concepts of profit maximization, cost minimization, firm's and industry's supply as well as the market structures of perfect competition, oligopoly and monopoly will also be addressed in the course. After this course, student would have a stronger quantitative background in economics. Besides, students are expected to be able to apply more sophisticated macro- and micro- economic models to conduct empirical economic analyses.

Pre-requisites: BECO1000 Principles of Microeconomics AND BECO1001 Principles of Macroeconomics

BECO2001 ECONOMETRICS I

This is an introductory course to econometrics. It introduces to students the basic concepts of econometrics with respect to regression modelling, estimation and inference. It enables students to understand basic regression analysis and to draw policy implications from the econometric results.

Pre-requisite: ISOM2002 Statistics and Data Analysis

BECO3000 ECONOMIC POLICY AND PLANNING

This course aims to introduce to students the political, social and economic considerations on the making of economic policies and planning. It delivers to students the analytical skills necessary in making policy suggestions to deal with the contemporary economic issues in Macao and the nearby regions.

In this course, topics such as the general principles of public policies, economic rationales for the state, market failure, the distributional and other goals of economic policies, fiscal and monetary policies and external shocks and domestic policy responses will be covered.

Pre-requisite: BECO3009 Intermediate Macroeconomics

BECO3001 PUBLIC ECONOMICS AND FINANCE

This course introduces to students the tools for analyzing the role of state (government) in the economy. It discusses the justification for government intervention in a market economy, analyzes the key area of government policy in public finance.

The topics covered in this course are Efficiency and market, Rationales for Government Intervention, Market Failure, Cost-Benefit Analysis, Equity and Rationale for Income Redistribution, Income Support for the Poor, Social Insurance and Tax Incidences.

Pre-requisite: BECO3008 Intermediate Microeconomics

BECO3002 THE CHINESE ECONOMY

The course aims to provide students with comprehensive coverage of various aspects of the contemporary Chinese economy. Students could learn how to employ different analytical approaches to understand the functioning of China's reform period, its economic transition and development.

In this course, topics such as the geographical setting, socialist economic background, economic reforms and transitions, various production factors, ownership structure, different production sectors, township and village enterprises, foreign trade and foreign investment, macroeconomics and fiscal system, financial development and financial system reform and the environmental quality of China will be discussed.

Pre-requisite: BECO3008 Intermediate Microeconomics AND BECO3009 Intermediate Macroeconomics

BECO3003 INTERNATIONAL TRADE AND COMMERCIAL POLICY

This course is to familiarize students with the basic theories and fundamental concepts used by economists/policy makers working in the field of international economics. It enables students to understand the nature, rationales, applications, implications and welfare distributions of different trade and commercial policies.

The topics covered in this course are foundations of modern trade theory, international equilibrium, trade model extensions and applications, economic growth and international trade, tariffs and non-tariff Barriers, trade regulations and industrial policies, trade policies for developing country, regional trading arrangements, international factor movements and multinational Enterprise.

Pre-requisite: BECO3008 Intermediate Microeconomics

BECO3004 ECONOMICS OF TOURISM

This course introduces to students the environmental, social, cultural and economic conditions, as well as public policy issues which are necessary to the success and sustainable growth in the tourism industry. The merits and defects of a tourism-based economy, and the current structure and prospects of tourism in Greater China and other East Asian countries will also be discussed. It enables students to understand both the demand- and supply-side factors in the tourism industry. The topics covered by this course are the dynamics and effects of tourism evolution, the concepts, definitions and global trend in tourism, the market for tourism, the composition of the domestic and international tourism industry, the structure and economic role of tourism in the East Asia, the development of tourism in China, the growing interaction and evolving interrelationship between gaming and tourism and the tourism in the Great Pearl River Delta and Macao.

Pre-requisite: BECO1000 Principles of Microeconomics AND BECO1001 Principles of Macroeconomics

BECO3005 ECONOMICS OF E-COMMERCE

The course introduces to students what is E-commerce and its importance in "New Economy". It gives students economic insights to understand e-commerce and make better decisions in e-commerce, enabling them to understand how products are sold electronically, and the digitalization of conventional business processes and their impacts.

Pre-requisite: BECO3008 Intermediate Microeconomics AND BECO3009 Intermediate Macroeconomics

BECO3006 MONEY AND BANKING

This course introduces to students the nature and functions of money and the principal institutions involved in the money or financial side of our macroeconomy. After this course, students would be able to gain skill and practice in the analysis of economic situations, events, and policies, particularly those directly involve in money, banking and financial market.

Pre-requisite: BECO1001 Principles of Macroeconomics

BECO3007 ASIAN FINANCIAL MARKET

The course aims to introduce to students the composition and institutional framework of the Asian Financial Market. It discusses the basic structure of the money and banking system and the capital

market of the major Asian and South-East Asian economies. It enables students to understand the causes and implications of the Asian Financial Turmoil.

Pre-requisite: None

BECO3008 INTERMEDIATE MICROECONOMICS

The course introduces to students the concepts and techniques of microeconomic analysis, with an objective of delivering students a rigorous knowledge on modern microeconomic theories, and to enable them to apply modern microeconomic theories to analyze individual's behaviour.

The course covers topics such as budget constraint, preferences, utility, choice, demand and consumer surplus, market demand and equilibrium, technology and profit maximization, cost minimization and cost curves, firm supply and industry supply, monopoly and oligopoly.

Pre-requisite: BECO1000 Principles of Microeconomics

BECO3009 INTERMEDIATE MACROECONOMICS

This course enables students to understand how the economy operates in a complex world, and how macroeconomic policies operate to affect the domestic and foreign economies. After this course, students could be able to utilize these models to analyze various economic issues in a systematic and scientific way.

Fundamental and essential macroeconomic models, such as the goods and financial markets, the IS-LM and AD-AS model, their theoretical background and applications in the closed and open economy, the labor market, exchange rate regimes and the unemployment issue will be discussed in this course.

Pre-requisite: BECO1001 Principles of Macroeconomics

BECO3010 GLOBAL ECONOMIC ISSUES AND BUSINESS IMPLICATIONS

This course is a combination of economics and real world. It applies various basic economic theories to analyze various contemporary global economic issues which enables students to better understand the relation between economic knowledge and the goal of mankind: achieving prosperity. The lecture topics include Economic Growth, Poverty, Financial Crisis, Resources, Environment, Climate Change, Trade and the emerging of China.

Pre-requisite: BECO1000 Principles of Microeconomics AND BECO1001 Principles of Macroeconomics

BECO3011 FINANCIAL ECONOMETRICS

This course introduces to students advanced econometric methodologies beyond the fundamental least squares regression analysis for financial data. It focuses on the appropriate econometric modelling, estimation and inference in analyzing data that are typically employed in examining financial issues.

Pre-requisites: BECO2001 Econometrics I AND FINC2000 Financial Management or FINC2003 Corporate Finance

BECO4000 ANALYSIS OF ECONOMIC INDICATORS

This course introduces to students the major economic indicators and their use in describing the state of an economy. It studies how economic indicators are measured, how they behave under different economic environments, what they tell and how different decision makers, including the government, business, investors, and consumers, make decisions based on economic indicators. Topics include: introduction; economic growth and business cycle; economic indicators in the areas of production, employment, consumption, investment, price and wage, money and interest rate, financial market, government, balance of payment, exchange rate; decision making and economic indicators; economic derivatives.

Pre-requisite: BECO1000 Principles of Microeconomics AND BECO1001 Principles of Macroeconomics

BECO4001 GAME THEORY AND ECONOMIC APPLICATION

This course introduces to students the basics of game theory relevant to economic analysis and their applications in various fields of business and economics.

Topics include: static games of complete information and Nash equilibrium; dynamic games of complete information and subgame-perfect Nash equilibrium; static games of incomplete information and Bayesian Nash equilibrium; dynamic games of incomplete information, perfect Bayesian equilibrium and its refinements; applications of game theory in business and economics. Pre-requisite: None

BECO4002 ECONOMETRICS II

This course is the extension of Econometrics I (ECIF310) with in-depth discussion of econometric modeling and its application in finance in academic and practice. It provides theoretical discussion of advance econometric models needed for financial economics research. Topics include error structure, panel data with non-spherical error, simultaneous equation and time-series modelling. This course required you to have Econometrics I and strong knowledge of economics, mathematics and statistics.

Pre-requisite: BECO2001 Econometrics I

BECO4003 INTRODUCTION TO ECONOMETRICS

The course aims to define and analyze variables and data set for particular statistical investigation, to familiarize students with the statistical estimation and inference in linear regression model and its application to problems in economics and the social sciences. In the course, students will learn how to carryout statistical estimation, and the methods in interpreting econometric results carried out and reported by others.

The course will cover topics such as the scope and limitations of econometrics, introduction to EViews and SAS, the nature of regression analysis, the foundation of different regression models, the normality assumption of the CLRM, interval estimation and hypothesis testing, multiple regression analysis and the problems associated in different estimation methods.

Pre-requisite: ISOM2002 Statistics and Data Analysis or FINC2002 Statistics for Finance or ISOM2004 Data Analysis and Modeling

BECO4004 APPLIED ECONOMETRICS

This is an advanced econometric course. It introduces econometric methods that build on the classical linear regression model at the introductory level. It focuses on econometric estimation, hypothesis testing and result interpretation in analyzing different types of data sets in the real world.

Pre-requisite: BECO4003 Introduction to Econometrics

BECO4005 APPLIED ECONOMICS FOR LEISURE INDUSTRIES

Broadly speaking, leisure include the provision of such services as recreation, tourism and gaming, etc. The course examines the similarities and differences between the leisure industries and the traditional industries. Factors determining demand, supply and market structure of the leisure industries would be investigated. In addition, global and regional issues associated with future growth and development of these industries will also be explored. Various practical cases will be discussed to enhance students' understanding of the economic foundation of the leisure industries, as well as to elevate their decision making skills for these service sectors.

Pre-requisite: BECO1000 Principles of Microeconomics AND BECO1001 Principles of Macroeconomics

BECO4006 THE ECONOMICS OF DEVELOPMENT

This course is to strengthen our ability to think analytically about the problems faced by developing economies. Students are encouraged to consider how barriers to development emerge and what policy can be designed to remove them.

This course is a research-oriented one, focusing on development problems faced by Macao, Hong Kong, Taiwan, and the rest of China. Students are required to undertake research projects on many real-world issues. They will see many new articles uploaded to the course-web, which go well beyond textbook discussions.

Pre-requisite: BECO3008 Intermediate Microeconomics AND BECO3009 Intermediate Macroeconomics

BECO4007 HISTORY OF ECONOMIC THOUGHT

This course introduces to students the philosophical principles of the history of economic thought, and discusses economists' changing ideologies in revealing the economic societies across the different eras.

Topics to be covered include the ancient and medieval thoughts about a society's material well-beings; the evolving thoughts from pre-classical and classical economics to marginalism and neoclassical economics; the standpoints of socialism, the significance of institutional economics and new classicism.

Pre-requisite: BECO3008 Intermediate Microeconomics AND BECO3009 Intermediate Macroeconomics

BECO4008 FINANCIAL ECONOMICS

This course enables students to develop analytical and quantitative skills in the Economics of Finance whose analysis is broader and deeper than that of Corporate Finance. After this course, students are expected to understand concepts such as Expected Utility, State Preference, Stochastic Dominance in Financial Economics.

Topics to be covered include a review of probability and statistics, expected utility theory, the capital asset pricing model (CAPM), consumption-based asset pricing theory, arbitrage pricing theory (APT), state preference theory, option pricing theory, market efficiency, the term structure of interest rates, forward contracts and futures contracts.

Pre-requisite: BECO3008 Intermediate Microeconomics AND BECO3009 Intermediate Macroeconomics AND ISOM2002 Statistics and Data Analysis

BECO4009 THE EUROPEAN ECONOMY

This course aims to introduce to students the theory of economic integration and the history, development, structure and objectives of the European Union (EU). Students are expected to understand the basic concepts of economic integration and the economic performance and prospects of the EU, its common policies, external and internal trade development and enlargement.

In this course, topics such as the fundamental concepts of economic integration, the history, institutions and economic issues of European integration, the Single European market, European Union's Common Policies, the Maastricht and the other treaties and the enlargement process of the EU will be discussed.

Pre-requisite: BECO3009 Intermediate Macroeconomics

BECO4010 ECONOMIC DEVELOPMENT IN ASIA PACIFIC

This course aims to enable students to understand the economic development process of the Asia-Pacific region. It entails to develop students' interest and knowledge on regional economic issues. It is expected to enhance students' independent learning ability in mastering the future regional development trend, as well as to relate the knowledge and learning to the regional business environment.

Applying fundamental economic theories, it focuses on comparing economies in the region from various dimensions, including basic economic strengths and weaknesses, growth dynamics, trade and investment patterns, financial system development, as well as economic cooperation initiatives.

Pre-requisite: None

BECO4011 INVESTMENT AND PROJECT ANALYSIS

This course studies basic issues in the evaluation of business and public projects and decisions.

Topics include: evaluation of business projects and decisions-capital budgeting, cash flow, risk, strategic options, and valuation by ratio; cost and benefit analysis of public projects and decisions-investment/decision criteria, identification and measurement of costs and benefits, discount rate, risk, cost effectiveness analysis, and income distribution.

Pre-requisite: BECO3008 Intermediate Microeconomics AND FINC2000 Financial Management

BECO4012 CHINA'S FINANCIAL SYSTEM

This course introduces the changing features and structure of China's financial system since economic reforms. Topics include formation and characteristics of China's modern financial system in the first half of the twentieth century; its settings in the dawn of economic reforms; major changes in the 1980s and 1990s; interrelationship between industrial reforms and financial system reforms; changing roles and functions of the banking system in the domestic and world economy; issues associated with the progress of non-banking financial system and its outlooks. In addition, implications of China's WTO accession to its financial system would also be explored.

Pre-requisite: BECO3008 Intermediate Microeconomics AND BECO3009 Intermediate Macroeconomics

BECO4013 ECONOMICS OF GLOBALIZATION

This course aims to enable students to understand the process of globalization. It entails to develop students' interest and knowledge on global economic issues. It is expected to enhance students' independent learning ability in mastering the future development trend of the global economy, as well as to relate the knowledge and learning to the global business environment.

Applying fundamental economic theories, it investigates the global economy from various dimensions, including economic development, international trade, international finance and international capital flows. The role of international organizations in shaping the global economy is also addressed.

Pre-requisite: BECO1000 Principles of Microeconomics AND BECO1001 Principles of Macroeconomics

BECO4014 INTERNATIONAL BANKING

The course provides an overview of the theory and practice of banking. Key topics include the meaning of banking, different types of banks, diversification of banking activities, bank structure and regulation in developed and emerging economies, and financial crises. This course is to develop an understanding of the basic principles of international banking; an ability to successfully apply analytical decision making skills and solve problems; and an appreciation for the relevance of banking theory and its linkage with practice.

Pre-requisite: FINC2000 Financial Management

BECO4015 MANAGERIAL ECONOMICS FOR SMALL AND MEDIUM-SIZED RETAILING ENTERPRISES

The course provides comprehensive discussions and examinations of the economic and business aspects of retail SMEs. It discusses the factors leading to the success and failure of SMEs, introduces issues such as market behavior, business finance, and internal management, associated with SMEs in the global economy, and examines the SMEs in Macao, Hong Kong and the Pearl River Delta.

Pre-requisite: BECO3008 Intermediate Microeconomics

BECO4016 THE SERVICE SECTORS OF MACAO AND THE PAN PEARL RIVER DELTA

This course introduces to students the major aspects of the Macao economy, particularly the service sector, and its economic roles in the Pan Pearl River Delta. It focuses on the economic integration between Macao and the Pan Pearl River Delta, and studies the structural transition process of Macao toward a service-oriented economy and the implications. After this course, students are expected to be able to apply basic economic theories to analyze the development process of Macao and the Pan Pearl River Delta, particularly in the service industries.

Pre-requisite: BECO1000 Principles of Microeconomics AND BECO1001 Principles of Macroeconomics

BECO4017 INDUSTRIAL ORGANIZATION AND BUSINESS STRATEGY

This course studies different market structures of one or several identical or similar products in one or multi-periods; firm decision making and strategies, profitability and market efficiency under different market structures; and effects of firm behavior on market structure. Topics include: basic theory – firm and cost; different market structures – competition, monopoly, cooperative oligopoly,

non-cooperative oligopoly, and monopolistic competition; price discrimination; strategic behavior; vertical integration and vertical restrictions; information and advertising; durable good; research and development; government policies.

Pre-requisite: BECO3008 Intermediate Microeconomics

BECO4018 ECONOMIC ANALYSIS OF INVESTMENT PROJECTS

This course aims to introduce to students the basic concerns and techniques used in evaluating business and public projects. Concepts to be covered are capital budgeting, cash flow, risk, strategic options, valuation by ratios, costs and benefit analysis of public projects and decision criterions. The methods in costs and benefits identification and measurement, cost effectiveness analysis for business and public projects and the selection of discount rate are going to be addressed as well. Students are expected to be able to apply the analytical skills learned in this course to evaluate real world business and public projects.

Pre-requisite: BECO1000 Principles of Microeconomics AND BECO1001 Principles of Macroeconomics

BECO7010 STATISTICS AND FINANCIAL ECONOMETRICS

This course introduces the basic tools with the aid of data for decision making in finance. It covers introductory probability, decision analysis, basic statistics, regression, simulation, linear and nonlinear optimization, and discrete optimization. Computer Programming exercises, cases, and examples, deliver in SAS® (by the SAS Institute Inc.) are drawn from asset pricing, market microstructure, derivatives, and other functions.

Pre-requisite: None

BECO7011 ECONOMICS FOR BUSINESS

This course attempts to introduce postgraduate students to the core economic concepts and fundamental principles, with an emphasis on deriving practical implications for real-life managerial decisions. It covers the microeconomics theories of consumer and producer behaviours, market structures and corporate strategies, as well as the macroeconomic analyses on key indicators, government policies, and global issues. The objective is to equip students with a firm grip on economic reasoning, and an enhanced understanding on important contemporary economic topics.

Pre-requisite: None

BECO7350 REGIONAL ECONOMIES AND DEVELOPMENT STRATEGY

This course aims to provide students with a rigorous foundation for regional economic development in theory and practice, with special focuses placed on both the Greater Bay Area and the Belt & Road initiatives. In the course various theories of international trade and economic integrations will be discussed and the resultant redistribution of economic welfare will be analyzed. The course will also review the impacts of regional integration on trade and development, address possible difficulties in carrying out these economic activities, and recommend policy support needed from public institutions for overcoming these difficulties.

Pre-requisite: None

BECO8999 DOCTORAL THESIS

The PhD thesis is the main output of a PhD. It is a concentrated piece of original research carried out by all PhD students in order to successfully earn their doctoral degree. The PhD thesis needs to contribute to the existing body of knowledge.

Pre-requisite: None

FINC2000 FINANCIAL MANAGEMENT

This course, designed for non-finance students, covers basic principles of financial management in business. It provides students with a scientific framework for evaluating assets and investment opportunities. The course is divided into three parts. The first part discusses about the institutional settings and the relationship among different players in the financial markets. The second part focuses on capital budgeting. Here, different types of investment evaluation

techniques will be discussed and compared. The last part discusses the determinants of the cost of capital – a key variable of capital budgeting.

Pre-requisite: ACCT1000 Principles of Financial Accounting

FINC2001 ADVANCED FINANCIAL MANAGEMENT

This course provides students with a working ability to make financing decisions. It begins with the discussion on dividend and debt policy and how they affect a firm's value. Then, financial statement analysis and financial planning will be presented. Given the importance of the latter, both long-term and short-term planning will be discussed in greater details. While short-term planning concerns with a firm's ability to pay its bills, working capital management focuses on the credit policy, inventory and cash management of a company. Finally, special topics including mergers and acquisitions, international financial management and options will be discussed.

Pre-requisite: FINC2000 Financial Management

FINC2002 STATISTICS FOR FINANCE

This course introduces statistic analysis tools to be used as a basis for developing finance theory. Various statistics models widely used in the financial industry for will be presented. Topics include probabilistic background, point and interval estimation, sample spaces, random variables, independence, discrete and continuous distributions, expectation, correlation, moment generating function, distributions of function of random variables, law of large numbers and limit theorems, sampling theory, order statistics, limiting distributions, point estimation, confidence intervals, hypothesis testing, non-parametric methods, data analysis and implementation of statistical tools in a statistical computational package.

Pre-requisite: ISOM1002 Business Mathematics or GEST1001 Quantitative Reasoning for Business

FINC2003 CORPORATE FINANCE

This course, designed for finance students, introduces basic principles of financial management in business. It provides students with a scientific framework for valuing assets, evaluating investment opportunities, and choosing proper financing methods. The course is divided into three parts. The first part focuses on capital budgeting. Here, different types of investment evaluation techniques will be discussed and compared. The second part discusses the determinants of the cost of capital – a key variable of capital budgeting. The last part overviews corporate financing decision including capital structure decision and dividend policy.

Pre-requisite: ACCT1000 Principles of Financial Accounting

FINC3000 DERIVATIVE SECURITIES

This course is designed for senior undergraduate students to understand and price the basic derivative instruments, with major emphasis on options and futures. The course will start by introducing basic operations of these markets. Students will then apply the knowledge of mathematics of finance to the pricing of derivatives such as options, futures, and swaps. Discussions will then be extended to concepts of risk management such as Value at Risk and the Greeks of derivatives. General topics covered are pricing models, investment strategies and risk management involving the derivatives.

Pre-requisite: FINC2001 Advanced Financial Management or FINC3002 Theory of Finance or FINC3004 Portfolio Management

FINC3001 FINANCIAL STATEMENT ANALYSIS AND VALUATION

This course details financial statement analysis and valuation framework that integrates corporate strategies, financial reporting and analysis, and valuation. Fundamental analysis techniques are also examined with particular emphasis on the application of these techniques in equity valuation. This course is designed primarily for students who expect to be frequent users of financial statements or be involved in equity valuation as part of their profession.

Pre-requisite: FINC3004 Portfolio Management or FINC3002 Theory of Finance

FINC3002 THEORY OF FINANCE

The course aims to provide students with solid theoretical frameworks in asset pricing, corporate finance and other areas in finance. The course will equip students with both conceptual and analytical skills necessary to advance to more specialized courses. For asset pricing, concepts of risk and return are analyzed in the context of formal pricing models such as the Capital Asset Pricing Model and the Arbitrage Pricing Theory. Aspects of efficient market theory and anomalies are considered. For corporate finance, business decisions such as capital budgeting and financing will be discussed.

Pre-requisite: FINC2000 Financial Management or FINC2003 Corporate Finance

FINC3003 FINANCIAL MARKETS AND INSTITUTIONS

This course covers the structure, functions, operations and regulations of financial markets and institutions. Topics include money market; bond market; stock market; foreign exchange market; commercial banks; mutual funds; pension funds; investment banks; insurance companies and venture capital firms. Upon completion of the course, student will have developed a comprehensive understanding of the fundamentals of various financial markets and financial institutions.

Pre-requisite: FINC2000 Financial Management or FINC2003 Corporate Finance

FINC3004 PORTFOLIO MANAGEMENT

This course focuses on the design and management of investment portfolios that meet the targeted investor's objectives. Both passive and active strategies are examined together with an in-depth review of pricing efficiency in securities markets and the implications for portfolio managers. Additional topics include strategies for managing security analysis and stock valuation, international diversification, and portfolio performance evaluation. The aim of this course is to help students:

- To develop an understanding of the basic principal of capital market theories.
- To develop an understanding of the nature and function of derivative instruments.
- To develop an ability to understand the linkage between the capital market theories and investment strategies.
- To develop an ability to apply the capital market theories and investment strategies in planning and administrating investment portfolios.

Pre-requisite: FINC2000 Financial Management or FINC2003 Corporate Finance

FINC4000 INTERNATIONAL FINANCE

The objective of the course is to provide a conceptual framework within which the key financial decisions of multinational company can be analyzed. It builds on and extends the principles provided by domestic corporate finance. In addition to the traditional areas of financial management, other decision elements that are peculiar to multinational firm will be discussed. These elements include multiple currencies with frequent exchange rate changes, multiple money markets, economic exposure measurement and management, segmented capital markets, and country risk.

Pre-requisite: FINC2001 Advanced Financial Management

FINC4001 CASE STUDIES IN CORPORATE FINANCE

This is a case-method course in Corporate Finance. Students will learn to make investment and financing decisions in the financial manager perspective and focus on maximizing shareholders' value. This course provides an in-depth study of financial decision making and the process of value creation.

The course objectives are:

- To develop practical knowledge by applying corporate finance theory in setup of cases.
- To widen perspective through analyzing real-life monumental corporate finance cases.
- To learn effective usage of spreadsheet programmes in compiling data, generate statistical results, and produce concise reports.
- To develop essential skills to construct case study reports and to deliver effective presentations.

Pre-requisite: FINC2001 Advanced Financial Management or FINC2003 Corporate Finance

FINC4002 FINANCIAL MANAGEMENT SIMULATION

This is a capstone course in financial management. It is intended to provide an opportunity for students to demonstrate their understanding of the principles of financial management as well as accounting, economics, marketing and production management. The primary focus of the course is on a sophisticated online simulation programme FinGame Online: The Financial Management Decision Game. This interactive tool would enhance students' experiences in applying financial theories.

The course objectives are:

- To develop techniques to link financial theories with practices.
- To apply principles of financial management through active management of simulated companies.
- To understand and appreciate the interrelationships among various types of financial decisions as well as between finance, production and marketing decisions
- To experience the excitement and challenges of managing a simulated company.

Pre-requisite: FINC2001 Advanced Financial Management

FINC4003 RISK AND INSURANCE

This course provides an overview of the principles of risk management and insurance. The focus is on the management of risks by businesses and organizations. However, personal risks are also discussed. Topics on insurance covers the operation of insurance markets, insurance pricing, insurance regulations, insurance products, legal principles of insurance. An introduction of insurance industry in Macao and Hong Kong is covered.

In order to minimize the overlap with other finance courses, this course will not cover derivative instruments and there will be minimal coverage of exchange rate risk and interest rate risk.

Objectives:

- Provide students a conceptual framework for making risk management and insurance decisions to increase business value.
- Acquaint students with the essential details of insurance markets and insurance products.
- Enhance students' ability to apply risk management tools and techniques to solve risk management problems.

Pre-requisite: FINC2000 Financial Management or FINC2003 Corporate Finance

FINC4004 MERGERS AND ACQUISITIONS

This course examines various aspects of mergers and acquisitions (M&A) and corporate restructurings. It surveys the drivers of success and failure in the transactions. Issues regarding motive and strategy will be discussed, with economic implications the main focus of discussions. Students will also apply necessary skills and tools to evaluate and form an opinion about a proposed transaction, from both the acquirer's and the target's points of view. The course will be demanding and assume ability to understand financial statements, as well as familiarity with valuation analysis.

Pre-requisite: FINC2001 Advanced Financial Management or FINC2003 Corporate Finance

FINC4005 FIXED INCOME SECURITIES

This course provides an overview of the techniques available for valuing riskless and risky fixed income securities and their derivatives. Topics include fixed income mathematics, price sensitivity measures, securitization, and interest rate models. This course involves the use of a financial calculator and the development of Excel spreadsheets for solving complex problems.

Pre-requisite: FINC3002 Theory of Finance or FINC3004 Portfolio Management

FINC4006 REAL ESTATE INVESTMENT AND FINANCING

This course aims at enhancing knowledge on real estate investment and financing. Topics on real estate investments include investment and risk analysis, income property valuation and alternative real estate investment vehicles, such as real estate investment trust (REIT) and mortgage-backed securities. Topics on real estate finance include an introduction of mortgage markets, residential mortgage analysis (including Mortgage Pricing, Underwriting, Prepayments and Refinancing) and different types of home mortgage tools. An overview of the Macao Real

Estate Markets, with particular emphasis on its development, transaction costs and transaction procedure, will be presented.

Pre-requisite: FINC2000 Financial Management or FINC2003 Corporate Finance

FINC4007 BEHAVIORAL FINANCE

Behavioral finance is motivated by various financial anomalies that cannot be explained by traditional economic and finance theories. The course introduces extensive experimental evidence on psychological bias in peoples' belief and preferences. It also employs the theory of limits to arbitrage to analyze why irrationality lives. It further discusses the implication of behavioral biases on the financial market, including the aggregate stock market, cross-section of stock returns, individual investors, and corporate finance.

Pre-requisite: FINC3002 Theory of Finance or FINC3004 Portfolio Management

FINC4008 INTERNATIONAL FINANCE AND GLOBAL ISSUES

The objective of the course is to provide a conceptual framework within which the key financial decisions of multinational companies can be analyzed. Topics include exchange rates and currency markets, international money markets, international capital markets, foreign exchange exposure measurement and management, country risk, and other global issues.

Pre-requisite: FINC2000 Financial Management or FINC2003 Corporate Finance

FINC4009 FINANCIAL MODELING

This hands-on courses focus on how to use Microsoft Excel to implement the various financial models taught in the finance programme. Topics include financial statement analysis, leasing, efficient frontier estimation, beta estimation, bond pricing and duration, option pricing, Monte Carlo simulation, Risk models such as Value at Risk (VaR). Students will also learn how to use Macro and VBA in the course.

Pre-requisite: FINC3000 Derivative Securities AND FINC3004 Portfolio Management or FINC3002 Theory of Finance

FINC4010 BANK MANAGEMENT

This course focuses on the advanced techniques of commercial bank management. Topics include bank performance analysis, asset/liability management techniques, investments and liquidity management, deposits and liability management, business lending, consumer lending, loan pricing, bank regulation and capital adequacy requirements.

Pre-requisite: FINC2000 Financial Management or FINC2003 Corporate Finance

FINC4011 GRADUATION PROJECT ON APPLIED FINANCE

This is a capstone course for the 4th year BSc in Finance students. Students will work in groups on a topic of their choice, under the supervision of academic staff members in the department. The nature of the project can be theoretical, empirical or case studies on applied financial problems. The goal is to provide students with opportunities to develop independent thinking and problem solving skills to academic or practical financial problems.

Pre-requisite: BECO2001 Econometrics I AND FINC3004 Portfolio Management

FINC4012 FINANCIAL RISK MANAGEMENT

This course will focus on the identification, quantification and management of market risk, financial risks, credit risk and operational risk of financial institutions and other corporations. Besides covering Value at Risk (VaR) models, the course also deals with issues such as financial regulation and capital adequacy including Basel II. Topics include volatility models, value at risk for stocks, currencies, bonds and derivatives such as futures, forwards, swaps and options; expected and unexpected loss due to credit risks, and operational risk measures.

Pre-requisite: FINC3000 Derivative Securities AND FINC3004 Portfolio Management or FINC3002 Theory of Finance

FINC4013 ADVANCED FINANCIAL MATHEMATICS

This course aims to introduce important ideas in theory of probability and differential equations, and their applications to mathematical finance. Topics include: Finite Probability Spaces, Continuous probability theory, the Laplace transform, the Fourier transform, the diffusion equation, measure and integration, Brownian motion, Ito's Lemma, derivation of the Black-Scholes equation. Pre-requisite: ISOM3033 Advanced Calculus

FINC4014 EXOTIC OPTIONS AND STRUCTURED PRODUCTS

The first part of the course deals with non-standard options such as Asian options, asset or nothing options, binary options, barrier options, quantoes, cliquets, shout options, compound options, rainbow options. The 2nd part of the course deals with how to combine various derivatives with stocks and bonds to create structured products in order to meet the changing needs of customers.

Pre-requisite: FINC3000 Derivative Securities

FINC7010 CORPORATE FINANCE

This course offers students a more advanced understanding of important concepts in the field of corporate finance. It covers basic topics including capital budgeting, alternative valuation methods, capital structure decisions, corporate payout policy, securities offering decisions, as well as more advanced topics (optional) such as corporate governance, mergers and acquisitions, and corporate risk management. The objective of this course is to provide students with essential tools to study more advanced courses in finance.

Pre-requisite: None

FINC7011 MANAGERIAL FINANCE

Managerial Finance is one of the core courses in finance. Everyone cares about real business impact of corporate decision. All businesses have to allocate their resources timely and wisely, finding the right opportunity to invest, seeking the right mix of financing to fund these investments, and returning cash to shareholders if not enough good projects. The most fundamental objective of is to maximize firm value, no matter it is large, publicly listed companies or small, privately run businesses.

The purpose of this course is to introduce you to capital markets in which firms invest and to give you an understanding of important factors that can affect corporate valuation. All of corporate finance is built on three principals, the investment, financing and dividend decisions. Consequently, any decision (investment, financial, or dividend) that increases the value of a business is considered a good one, whereas one that reduces firm value is considered a poor one.

The material in this course will help to evaluate key decisions made by managers of the firm, covering cases in both emerging countries and developed economies. All students of this course should have an international orientation. Besides, we will also analyse firms across their life cycles, especially focus on the estimation of early stage. A startup is not a smaller version of a large company. The subsequent stages of valuation for those young firms can become more explicit since the entrepreneur will have to give up some shares in return for external funding. Topics include advanced capital budgeting and capital raising including venture capital and initial public offerings and mergers and acquisition will also be introduced as a foundation for linked more advanced future studies.

Pre-requisite: BECO7011 Economics for Business

FINC7024 INVESTMENTS AND PORTFOLIO MANAGEMENT

This course focuses on designing and managing investment portfolios for investors. It introduces students to investment media and techniques. It analyzes capital market theories, the pricing efficiency of security markets, investment strategies, and investment performance evaluation. Topics therefore include investor risk preferences, modern diversification theory, securities analysis, asset pricing models, derivative instruments (models and real world behavior), investment strategies. Investment strategies include both the passive and active strategies, technical trading strategies and trading strategies arose from market anomalies.

Pre-requisite: None

FINC7026 INTERNATIONAL BANKING AND BANK MANAGEMENT

This course is structured around the microeconomic problems of financial management of banking firms. It focuses on decision making and offers a unique approach to understanding commercial bank management. Topics to be covered include banking trends and competition, performance analysis, liquidity planning, interest rate risk management, credit risk analysis, cost of funds, and capital management. Both domestic and international banking activities will be examined. The objective of this course is to provide the student with the conceptual framework necessary to analyze and comprehend the current problems confronting managers of commercial.

Pre-requisite: None

FINC7035 FINANCIAL RISK MANAGEMENT

This course focuses on risk management techniques in multinational corporations and credit risk management. A strand of risk management topics would be covered such as foreign exchange, money market instruments, derivative products, risk exposure of corporations, measurement of exposure, and risk management in financial institutions. The credit risk will discuss various economic and financial factors that affect credit quality of corporations, evaluating corporation's debt servicing ability and their likelihood of default. Topics covered will include business and financial risk analysis, debt covenants, security structures, credit scoring and credit rating models.

Pre-requisite: None

FINC7041 ADVANCED TOPICS IN FINANCE

This course covers advanced topics in finance that may arise due to the advances in the areas of corporate finance, investment and banking. The topics will be timely and may arise through emerging theory, new model or empirical research in the finance world.

Pre-requisite: None

FINC7054 INTRODUCTION TO MODERN FINANCIAL TECHNOLOGY

The financial industry is undergoing profound changes in the past several years. With the arrival of new technologies, financial services firms are increasingly using these new technologies to increase their efficiency, develop new businesses and services, and revolutionize their marketing practices. The lines between financial services and technology firms have also blurred, as we are seeing more and more technology companies venturing into the finance industry, particularly in China.

This course aims to provide you with an overview of FinTech and its implications within the finance industry and beyond. We will review companies in the FinTech industry, their businesses, products, and technologies. We will also cover the basic technologies that power the FinTech revolution, such as Artificial Intelligence (AI), Blockchain (B), Cloud Computing (C), and Big Data (D). We will also discuss FinTech's current status and future trends. After this course, you will have a basic understanding of the FinTech landscape and be ready to explore more about it.

Pre-requisite: None

FINC7055 WEALTH MANAGEMENT

The objective of this course is to introduce the financial planning process and apply some of the tools to formulate investment plans for managing, preserving and growing wealth across the client segments the high net-worth individuals.

Pre-requisite: None

FINC7056 MACAO'S ECONOMY

It covers topics on the economic development and transition of Macau; the China-Portuguese speaking countries economic cooperation; integrated resorts, gaming, and hospitality industries in Macau; and banking and finance sectors of Macau. Special topics such as green development projects employed by the integrated resort operators, and Macau's economic collaboration within the Greater Bay Area are discussed. The objective is to provide a foundation of current economic and financial developments in Macau to evaluate gaps and find opportunities for future economic and financial developments.

Pre-requisite: None

FINC7057 FINANCIAL MARKETS AND INSTITUTIONS

This course covers the structure, functions, operations and regulations of financial markets and institutions. It covers the latest developments in the financial industry, such as financial leasing, RMB clearing centres. We examine markets such as bond markets, stock markets, foreign exchange markets including Renminbi market, derivative markets, and will also examine the role of financial institutions such as commercial banks and mutual funds. This course will be helpful to identify potential financial markets developments that are suitable for Macao under the public desires in developing its featured finance.

Pre-requisite: None

FINC7058 INTERNATIONAL FINANCE AND DERIVATIVES

This course is designed for MSc in Finance students to understand international finance and derivative securities. Students will apply the knowledge of mathematics of finance to the pricing and valuation of derivatives in general and currency derivatives in particular, e.g., forwards, futures, swaps, and options. Discussions will be extended to concepts of how to use derivatives to speculate, hedge and arbitrage. General topics covered are pricing models, trading strategies, and risk management using the derivatives.

Pre-requisite: None

FINC7991 PROJECT REPORT

Students are required to identify a real financial issue faced by companies and provide a data driven solution in the Project Report. The issue can come from any finance area, and can be local or international in scope.

Pre-requisite: None

FINC8011 RESEARCH METHODS IN FINANCE AND BUSINESS ECONOMICS

The seminar course provides an overview of various empirical methodologies commonly used in finance and economics research. Topics to be discussed include econometrics of hypothesis testing, regression analysis, endogeneity issues, etc. Research methodologies will be discussed in-depth with the application into specific research papers. Upon the completion of this course, students will be able to develop a critical awareness of research issues, collect data, design appropriate methodologies to analyze the data, interpret the empirical results, and disseminate research through oral presentation and written proposal.

Pre-requisite: None

FINC8012 ADVANCED TOPICS IN FINANCE AND BUSINESS ECONOMICS

The course is designed to introduce important topics in finance and economics with both theoretical and empirical focus.

In the finance section, we will provide students with solid financial theoretical frameworks in four areas, namely, corporate finance, asset pricing, derivatives and behavioral finance. The topics include valuation of stocks and bonds, WACC, capital structure, IPO, risk and return, the equilibrium asset pricing models (CAPM, multi-factor models, etc.), options and behavior finance. Besides theoretical frameworks, recent developments in empirical studies will also be covered. Selected topics from the four finance areas will be discussed intensively through lectures and journal paper discussions.

In the economics section, students will receive necessary basic training in microeconomics, macroeconomics, and econometrics at advanced levels. Such training is designed to get students prepared for theoretical or empirical study in their thesis work. Some specialized topics will be introduced to students for intuitive discussion. They will see how theoretical models are formulated for those topics and how empirical tests are performed to derive significant results. The topics to be presented include export taxation, secured loans, financial crises, global imbalances, financial opening, income inequality, housing bubbles, exchange rates, capital controls, tourism development etc.

Pre-requisite: None

FINC8350 CONTEMPORARY ISSUES IN INTERNATIONAL FINANCIAL MANAGEMENT

This subject exposes students to contemporary issues in financial reporting and corporate disclosures, with particular emphasis on cross-country comparisons of regulatory frameworks, the role of information intermediation, external monitoring by investors, and disclosure regulations. The primary objectives of the subject are to provide students with an in-depth understanding of voluntary and mandatory financial reporting and corporate disclosures; and the link between disclosures and the capital markets, as well as with the institutional and legal environments of the economy.

Pre-requisite: None

FINC8351 PROJECT MANAGEMENT

This course guides students through fundamental project management concepts and behavioral skills needed to successfully launch, lead, and realize benefits from projects in profit and nonprofit organizations. Successful project managers skillfully manage their resources, schedules, risks, and scope to produce a desired outcome. In this course, students explore project management with a practical, hands-on approach through case studies and class exercises.

Pre-requisite: None

FINC8999 DOCTORAL THESIS

The PhD thesis is the main output of a PhD. It is a concentrated piece of original research carried out by all PhD students in order to successfully earn their doctoral degree. The PhD thesis needs to contribute to the existing body of knowledge.

Pre-requisite: None

IRTM1000 INTRODUCTION TO INTEGRATED RESORT MANAGEMENT

The objective of this course is to acquaint students with the basic structure of hospitality industry and integrated resorts. Topics to be covered include the history and the recent progress of the hospitality industry, fundamentals of tourism industry, principles of restaurant operations and food services, hotel and lodging operations, MICE etc. In addition, principles of leadership and hospitality management will be discussed. After completing this course, students will possess a solid foundation to further their studies in particular subjects of hospitality management.

Pre-requisite: None

IRTM2000 INTRODUCTION TO GAMING MANAGEMENT

This course aims to provide students with an overview of the composition and attributes of the gaming industry. Both demand-side and supply-side issues are to be tackled. In addition, public policy and managerial issues associated with the practice of the gaming and related industries are discussed with reference to the general and unique features of various societies. To enhance students understanding of the characteristics of gambling products, common forms of games offered by the casino are introduced whilst related managerial issues are reviewed. After completing this course, students are expected to possess the basic knowledge to pursue their junior and senior studies in other gaming-related subjects.

Pre-requisite: None

IRTM2001 PSYCHOLOGY OF GAMBLING

This course focuses on the application of psychological knowledge to gambling behaviors. Topics include motivations, decision-making strategies, cognitive heuristics and biases, group and social influences, and pathological addictive gambling behaviors.

Pre-requisite: None

IRTM3000 SOCIAL AND ECONOMIC IMPACTS OF GAMBLING

This course deals with the variety of issues surrounding gambling and commercial gaming in the area of public policy, social and economic impacts. Emphasis will be placed on the costs and benefits analysis of gambling in different domains: individual, household, community as well as macro economy. Special attention will be given to the relationship between gambling, political corruption, neighborhood crime and organized crime.

Pre-requisite: IRTM2000 Introduction to Gaming Management

IRTM3001 QUALITY SERVICE MANAGEMENT

Quality service has been seen as a key marketing tool, playing an increasing role in contributing to customer experiences, determining their current satisfaction level and the possibility of repeated visits. Based on the frameworks of service quality model in services marketing and quality management in general businesses, this course expands to the service management within the hospitality and entertaining businesses. It aims to raise students' awareness of the importance of quality services to the industry success and addresses issues concerning delivering, designing and managing quality service systems at all levels. The role of the customer in service delivery and how this impacts on the operation of a successful service in various organizations are also explored.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM3002 CONVENTION AND EXHIBITION MANAGEMENT

The objective of this course is to provide students an opportunity to explore and understand convention and exhibition industry. This course will acquaint students with an overview of MICE industry. Topics to be covered include an overview of MICE industry, physical requirements, marketing, management and operation of convention and exhibition facilities. Emphasis is also placed on the planning and organization of conventions, meetings and exhibitions.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM3003 CASINO MANAGEMENT

This course gives students an advanced introduction to the casino environment. At the end of this course, students are expected to demonstrate a strong working knowledge of casino operations and the interrelationship of the casino with other major departments. Casino Management is also designed to introduce students to the development of gaming, the internal and external environment of casinos, marketing strategies, and the social, cultural and economic issues of gaming. In addition, the course will cover such topics as game protection/cheating and scams.

Pre-requisite: IRTM2000 Introduction to Gaming Management

IRTM3004 THE MACAO GAMING AND HOSPITALITY INDUSTRIES

This course familiarizes students with the particular situation, the changing structure and performance of Macao's gaming and hospitality industries. On top of explicating the significance of casino gaming in the Macao economy and conditions to ensure its sustained growth and modern development, recent progress and prospects of the non-gaming hospitality industries and their interrelationship with casino gaming since 2002 will be explored. To accomplish these objectives, historical and cultural settings, institutions and institutional changes associated with the progress of the related industries will be examined extensively.

In addition, reasons and consequences from the in-depth adjustments of the gaming industry between 2014 and 2016 will be uncovered. Moreover, impacts from the recent pandemic to the industry, and potential changes in the industrial organization and performance following the regulatory revisions in 2022 will be explored. Finally, implications from the development of the Pearl River Delta region as a polycentric mega-city region (i.e., the Greater Bay Area project) to these industries will also be underlined.

Pre-requisite: None

IRTM3005 FESTIVAL AND EVENT MANAGEMENT

Festivals and events are seen as unique attractions and image-markers for many tourism destinations, and are playing an increasing role in attracting and retaining customers in the gaming and entertaining businesses. This course aims to enhance students' understanding of the roles and impacts of festivals and events on destinations, with particular reference to the gaming and entertaining industry; and equip them with the knowledge and skills in planning, managing, and marketing events, conventions and meetings, festivals and special events.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM3006 HUMAN RECOURSE MANAGEMENT IN INTEGRATED RESORTS

Human resource management is an important field of study in recognition of its growing significance to the Integrated Resort (IR) industry. This course provides an opportunity for students to explore contemporary and emerging human resource management issues faced by various sectors of the industry. Special focus will be diverted to the related issues as presented in the gaming and hospitality sectors. In-class performance is extremely important as it is similar to daily work environment in the hospitality industry.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM3007 TECHNOLOGY AND INNOVATION IN THE RESORT AND GAMING INDUSTRIES

This course is designed to introduce students to the strategic applications of information and communication technologies (ICT) innovations in the hospitality, casino, integrated resorts (IR), and tourism industry and to deliver the fundamental understanding of technological advancement in the IR industry. Through case studies and in-class discussions, students will learn how hospitality and IR companies can utilize ICT infrastructures and tools to achieve or maintain their comparative advantages in the market.

Pre-requisite: None

IRTM3008 TRAVEL AND TOURISM MANAGEMENT

This course offers student an introduction to the travel and tourism industries and aims to prepare students to plan and implement various tourism activities and manage different tourism products. Issues in master planning and managing tourism in various geographical and environmental settings will be addressed. Core topics include tourism destination planning, development of tourism products, and marketing strategy. It will also highlight the importance of sustainability and environmental awareness in tourism management.

Pre-requisite: None

IRTM3009 FOOD AND BEVERAGE MANAGEMENT

Food and drink are essential components of any hospitality and tourism industry, including integrated resorts. This course covers the key principles and skills required for the effective management of food and beverage operations. It seeks to develop students' understanding and application of the main strategic, managerial, and operational factors that characterize successful food and beverage management. Topics covered include menu planning, food purchasing, receiving, preparation, producing, serving, and marketing. Students will also learn about current trends, health and hygiene issues, legal requirements, and ethical obligations in the food and beverage industry.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM3010 SELECTED TOPICS IN HUMAN RESOURCE MANAGEMENT

This course provides an opportunity for students to explore contemporary and emerging human resource management issues faced by various industries. Special focus will be diverted to the related issues as presented in the gaming and hospitality sectors. Possible topics include, but not limited to, conflict management and team management, cross-cultural human resource management, incentive systems, management education and training. The content of this course will be kept flexible between semesters as to best answer interests of the instructors and the students. In principle, prior approval from the program coordinator is needed for offering this course.

Pre-requisite: MGMT3005 Human Resources Management

IRTM3012 GAMING LAW

The purpose of this course is to familiarize students with various sets of legal rules that apply to the gaming industry in the Macao SAR, focusing especially on casino games of chance. The field is somewhat complex given that the legal regulation of gaming in Macao arises from various legal disciplines. Consequently, the course has an interdisciplinary nature and covers issues of constitutional law, administrative law, tax law, company law, contract law and criminal law.

Pre-requisite: None

IRTM3014 HOSPITALITY AND TOURISM LAW

This course aims to introduce significant laws and administrative regulations governing the hospitality and tourism industries in Macao SAR. The students will have the opportunity to learn legal and regulatory issues facing key activities, including providing travel services, operation of hotel establishments, licensing and running of restaurants and entertainment venues, and provision of various goods and services. The course will introduce the nature of the legal system of Macao SAR and the essential features of its constitutional, administrative, criminal, civil and commercial laws related to the industries. Specific legal topics of public and private law to be covered in the course include law and regulation of hotel operations, travel agencies, restaurants and entertainment services; the legal relation between innkeepers and guests; contracts and civil liability; protection of consumer rights; agency contract and the relation between agencies, tour guides and tourists; prohibition of illegal inn keeping and pensions; regulatory bodies and dispute resolution.

Pre-requisite: None

IRTM3015 REVENUE MANAGEMENT

This Subject of study introduces students to 'Revenue Management' which is a demand based pricing system employed in the hospitality and tourism industry. The use of Revenue Management is seen as a critical change in the setting of price in the hospitality and tourism industry and, coupled with information technology, especially the internet, is having long term strategic impacts on the industry. This unit also explores the role and function of the 'revenue manager' the key executive responsible for managing the pricing and supply policies in hotels and airlines within the hospitality and tourism industry.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM3016 CASINO MARKETING

The course aims at giving students sufficient conceptual and theoretical as well as practical knowledge underpinning casino marketing in the context of the fast evolving sub-field of Services Marketing. Services in most developed economies like Macao, is the largest sector contributing to their respective GDP. Tourism and leisure activities (which include gaming and in particular casino) contributes a significant proportion of the value added in the services sub-sector. With projects and case analysis, the students are expected to become familiar with the marketing practices of firms in the industry both here and in the gaming entertainment centers in US, Europe, Australia and other places. The course will be delivered through lectures, case analysis and projects. Together the students are expected to gain an integrated knowledge of both theory and practice and impart in the students some capabilities for undertaking casino marketing planning, execution and evaluation.

Pre-requisite: IRTM2000 Introduction to Gaming Management

IRTM3017 ACCOMODATION, FACILITIES AND SECURITY MANAGEMENT

The course Accommodation, Facilities and Security Management is broadly divided into three components. The first component embodies the management knowledge required to analyze and appreciate stakeholder needs in terms of hotel feasibility, hotel investment strategies, rate of return on investment, service provider contract negotiation, and necessary compliances in an era of 'asset light' industry expansion. The second component focuses on management procedures for the effective planning and maintenance of hotel services in terms of addressing asset preservation and achieving customer satisfaction. It includes an overview of key facilities management functions (engineering, maintenance, housekeeping, guest related accommodation services and external contracting of services – i.e. outsourcing) and places emphasis on evidence-based management analysis to achieve an appropriate balance between investment interests and customer needs. The final component of the course examines security issues, broadly defined to include asset management and preservation, insurances, and customer and employee security).

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM3018 CASINO MATHEMATICS

This course is designed for students who are interested in application of probabilities, statistics and other quantitative methods in issues that arise in legal commercial industries, especially, in casino industry. Students are expected to be able use the appropriate math tools learnt in the course to analyse the performance of casino games, casino promotions/comps, VIP programs, as well as to monitor and identify suspicious casino tables, etc. They are also expected to be able design a new casino game that is feasible and profitable in the casino floor.

Pre-requisite: IRTM2000 Introduction to Gaming Management and ISOM2002 Statistics and Data Analysis OR IRTM2000 Introduction to Gaming Management and ISOM2003 Probability and Statistics

IRTM4000 STRATEGIC MANAGEMENT FOR THE RESORT AND GAMING INDUSTRIES

This course discusses how corporations should analyse, formulate and implement strategy in gaming and hospitality businesses. Students will learn contemporary tools of strategic management, include analyzing industry attractiveness, determination of competitive advantages and positions, etc. this course provides economic and marketing underpinnings of some of these tools so that students can conduct critical and independent analyses in the gaming and hospitality context. The design of this course is a mixture of strategic tools and case applications.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management & IRTM2000 Introduction to Gaming Management

IRTM4001 RESORT MARKETING AND PROMOTION

The course is designed to provide students with an understanding of the fundamental role of marketing in the hospitality sector. While revisiting basic marketing concepts learned in previous marketing courses, the course will illustrate the application of marketing knowledge onto the hospitality sector. Upon completion of the course, students should be able to analyze the hospitality environment, devise, execute and evaluate marketing plans with reference to the hospitality sector.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM4002 GLOBAL ISSUES IN RESORT AND GAMING MANAGEMENT

This course provides an overview of development and proliferation of gaming and hospitality business in the U.S. and throughout the world over the past decade, as well as the management issues associated with the integration between these two sectors. Focus will be placed on the international aspects of gaming and hospitality development, interrelationship between these two industries, regional cooperation and competition in the tourist market, and public policies issues.

Pre-requisite: None

IRTM4003 PROFESSIONAL DEVELOPMENT IN CONVENTION AND HOSPITALITY INDUSTRY

Being a professional person in the convention and hospitality industry, students need to have strong interpersonal and problem solving skills in interacting with customers. The goals of this course are to equip students with relevant knowledge and to guide them to transform the knowledge into practice within the context of convention and hospitality. At the end of this course, students will be able to develop strong confidence in this professional.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM4004 GAMING MANAGEMENT INTERNSHIP

This course is designed to provide a broad exposure to the operations of gaming industry and knowledge of the structure, goals and work procedures of the agency by participating in guided observations and activities. This work-study programme is limited to Year 3 or Year 4 students who are enrolled in the Gaming Management Stream. Students in the Internship are supervised directly by professionals in the Agency, who communicate directly with the University Instructor. While each learning experience will differ depending on the type of agency, situation, and duration. Instructor will guide and assist the students through their professionally-oriented learning experience. At the end of their internship, students are able to enter their chosen profession with

confidence.

Pre-requisite: IRTM2000 Introduction to Gaming Management

IRTM4005 GRADUATION PROJECT ON GAMING MANAGEMENT

This course is designed to familiarize students with managing academic/business project in relation to the contemporary management issues of the gaming industry. This course is limited to Year-4 students who are enrolled in the Gaming Management Stream. Students are expected to productively take part in a cross-functional project team, conduct extensive studies on selected topics and provide suggestions to address related issues. Findings must be supported by using appropriate quantitative and/or qualitative methods.

Pre-requisite: IRTM2000 Introduction to Gaming Management

IRTM4006 CONVENTION AND HOSPITALITY MANAGEMENT INTERNSHIP

This course is designed to provide a broad exposure to the operations of hospitality industry (including the hotel and the Meetings, Incentives, Conferences & Exhibitions (MICE) industries) and knowledge of the structure, goals and work procedures of the agency by participating in guided observations and activities. This work-study program is limited to Year 3 or Year 4 students who are enrolled in the Convention and Hospitality Management Stream. Students in the Internship are supervised directly by professionals in the Agency, who communicate directly with the University Instructor. While each learning experience will differ depending on the type of agency, situation, and duration. Instructor will guide and assist the students through their professionally-oriented learning experience. At the end of their internship, students are able to enter their chosen profession with confidence.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM4007 GRADUATION PROJECT ON HOSPITALITY MANAGEMENT

This course is designed to familiarize students in managing academic/business project in relation to the contemporary management issues of the convention and hospitality industry. This course is limited to Year-4 students who are enrolled in the Convention and Hospitality Management Stream. Students are expected to productively take part in a cross-functional project team and conduct extensive studies on selected topics and provide suggestions to get around the issues. Findings must be supported by appropriate quantitative and/or qualitative methods.

Pre-requisite: IRTM1000 Introduction to Integrated Resort Management

IRTM4008 QUESTIONNAIRE DESIGN AND SURVEY DATA ANALYSIS

This course aims to teach students a systematic approach in addressing an business concern through effective questionnaire design, appropriate analysis and correct business interpretation. Particularly, in the design stage, students will learn to transform practical business concerns (e.g., poor customer loyalty) into analytical problems (e.g. what are the factors that affects customer loyalty?), decide on the possible variables to be included for study (through literature review, interviews with managers and customers, etc.), and then choose what types of questions to be included in the questionnaire (i.e., which questions had to be answered through analyzing a set of variables?). Students will also learn to select an appropriate analytical method for each problem, conduct the analysis in SPSS, and then interpret the SPSS output results to form useful recommendations for the industry.

Pre-requisite: ISOM2002 Statistics and Data Analysis

IRTM4009 SPECIAL TOPICS IN HOTEL AND RESORT MANAGEMENT

This course aims to familiarize students with the latest issues and topics in hotel and resort management. It allows students to develop skills related to unique aspects of hotel and resort that are not currently covered in other courses in the programme. Special topics may include one or more of the followings: big data in hotel and resort management, cross-cultural management issues, customer relationship management, environmental management, facility management, service quality management, leadership management, and/or other advance topics in hotel and resort management. This course will improve students' global perspectives of the hospitality industry and further enhance their communication skills.

Pre-requisite: None

IRTM7010 INTERNATIONAL INTEGRATED RESORTS MANAGEMENT

This course introduces students with the newest concepts of Integrated Resort (IR) management. It discusses the inner workings of the hotel, gaming, entertainment and resort industry. Aside from the organizational structure and functions of each department, students will gain an understanding of the interaction and the logistics involved in ensuring the constant and uninterrupted output of services across all functions to ensure complete guest satisfaction within an integrated resort setting. This fundamental understanding of operations and basic managerial responsibilities will provide for a deeper and broader appreciation of the complexities and challenges of managing the daily operations of an IR. After completing this course, students will be able to have a fundamental understanding of the integrated resorts from a local and global perspective. Learning outcomes of communication and logistic skills will also be emphasized in this course.

Pre-requisite: None

IRTM7011 INTERNATIONAL HOSPITALITY MARKETING MANAGEMENT

This course seeks to equip students with the key conceptual, analytical and problem solving skills to address marketing problems and decisions. Specifically, it introduces students to various marketing analyses (customer, competitor and company analysis) and marketing strategies. Tools and methods used in planning and implementing the four Ps (product, price, place and promotion) will be explored. Service marketing basics will be emphasized. This course integrates theory and practice within the context of organizations operating locally and globally. After completing this course, students will also be able to advance their research and analytical skills.

Pre-requisite: None

IRTM7012 MANAGING HUMAN RESOURCES AND PERSONNEL PSYCHOLOGY IN INTEGRATED RESORTS

This course aims to develop within students the capacity to understand the complexity of managing people. Participants of this course will carry out an in-depth investigation into such topics as recruitment, compensation, and training. This course will also examine the personnel psychology when managing human resources. It will introduce participants to current debates within human resource management. After completing this course, students will also be able to enhance their communication skills and should be able to formulate organizational strategies for integrated resorts.

Pre-requisite: None

IRTM7013 MANAGERIAL FINANCE IN INTEGRATED RESORTS

This course introduces the principles and practices of financial management. It describes financial decision making processes for firms where the desired outcome is the creation of wealth for shareholders. The first objective is to develop an appreciation for the relevance of financial theory and its empirical validation. The second objective is to provide a set of opportunities to productively link theory with practice. The third and last objective is to let the students understand the process of value creation and the principles of "value based" management. Topics in this course include the time value of money, financial analysis and planning, cost of capital, capital budgeting, capital structure, working capital management, long-term financing decisions, dividends policy, mergers and acquisitions and the international dimensions of finance especially in the integrated resorts and hospitality industry. Research and analytical skills will also be emphasized within the module.

Pre-requisite: None

IRTM7014 INTEGRATED RESORTS MANAGEMENT INTERNSHIP

The internship programme is designed for students who have no prior working experiences in the related hospitality fields. The aim of this programme is to allow these students to get familiar with the hospitality work settings so as to better prepare them to join the workforce after graduation. Students undergoing the internship will be based in a company whose focus is cognate with the gaming and hospitality industry. The nature of the internship will vary depending on the requirements of the company. Students are responsible for searching for their own placements. However, the overall structure and timing must be agreed with the programme director, the

employer and the student. Students will be expected to work full time with the company in the gaming and hospitality industry for a period of at least 560 hours. Students can take the internship programme in the day time. A report has to be submitted after the internship. Students who are working full time with at least 2 years supervisory or managerial experience at the time of application will be able to exempt from this internship course. Students who are working full time without 2 years of supervisory or managerial experience at the time of application will be able to waive from the internship course. All other exempt or waive cases will be subjected to special approval on case by case bases. After completing this internship, students will be able to advance their communicational skills and have a better understanding of the industry in order to formulate organizational strategies for the integrated resorts.

Pre-requisite: None

IRTM7030 MEETING, INCENTIVE, CONVENTION AND EXHIBITION MANAGEMENT

The objective of this course is to provide students an overview of the Meeting, Incentive, Convention, and Exhibition industry. It emphasizes on the advanced knowledge in planning, organizing, staging, marketing and management of conventions, meetings and exhibitions. Case studies and best practices will be emphasized in this course. Students will be able to advance their understanding of the importance of MICE in an integrated resort, formulating strategies in order to improve the MICE business after completing the module. In addition, analytical skills will also be emphasized in this course.

Pre-requisite: None

IRTM7031 EVENT AND ENTERTAINMENT MANAGEMENT

This course focuses on examining the unique characteristics of the event and entertainment industry. It gives advanced knowledge of how to research, organize, stage, manage and market different types of events and entertainment. This course examines the challenges that the industry faces and will cover topics such as basic event industry concepts, feasibility, venues and sites selection, legal compliance, risk management, marketing strategies, sponsorship and event bids. Students will be able to progress their communication, research and analytical skills.

Pre-requisite: None

IRTM7032 FOOD AND BEVERAGE MANAGEMENT

This course focuses on the overview of the management of the food and beverage operations. Topics for discussion include advanced knowledge in food and beverage trends, food and wine pairings, event caterings such as marketing, contract writing, food production, room arrangement, and personnel required for specific catered events and operation issues such as purchasing, service, and cost controls management. Emphasis will be placed on techniques and practices in the food and beverage operations. Case studies and best practices from the industry will be adopted. The importance of communication skills will be advanced in this course.

Pre-requisite: None

IRTM7033 LODGING MANAGEMENT

This course aims to provide students an overview of the lodging management. Students who successfully complete this course will have advanced knowledge of how the lodging industry operates. This course will equip students with the required knowledge and skills that are essential in the lodging industry. Emphasis will be placed on techniques and practices in the lodging operations. Students will also be able to develop an understanding of lodging management from an international perspective and advancing their analytical skills.

Pre-requisite: None

IRTM7034 HOTEL REVENUE MANAGEMENT

This course aims to provide students with concepts of revenue management in the hotel sector and discuss how managers can maximize hotel revenue by using forecast information in capacity management, discount allocation and duration control. Detail discussions will be on how revenue management decisions are affected by group room sales, transient room sales, food and beverage activities, local and are wide activities, special events and seasonality factors. Upon

course completion, students will have further developed their research and analytical skills, with a greater understanding of the strategic perspective in formulating organizational strategies in integrated resorts.

Pre-requisite: None

IRTM7035 GAMING AND CASINO OPERATION MANAGEMENT

This course aims to give students an advanced knowledge to the gaming industry development and management around the world. A central focus will be the rationale of gaming legalization and its economic impacts in different countries. In addition, this course also gives students an overview of the operations in casinos. An emphasis will be on current trends of the casino operations as well as the primary management and financial elements that are unique to operating a casino. Topics will also cover the game protection/cheating and scams, internal theft, and other table and non-table games that are important when managing a casino business. An outcome is that student will have a greater international perspective towards gaming and casino operations management. Communication skills will be advanced after completing this course.

Pre-requisite: None

IRTM7036 CROSS CULTURAL GAMBLING PSYCHOLOGY

This course focuses on the application of psychological knowledge to gambling behaviors. Topics include motivations, decision-making strategies, cognitive heuristics and biases, group and social influences, and pathological addictive gambling behaviors. Students will be able to better formulate organizational strategies for integrated resorts and enhancing both their communication and analytical skills.

Pre-requisite: None

IRTM7037 TRAVEL AND TOURISM MANAGEMENT

This course provides student an overview of the unique characteristics of the travel and tourism industry. It emphasizes on examining advanced knowledge in travel and tourism industry system and will cover issues related to the impact of tourism planning and development. This course is designed to use a practical and pragmatic approach to understand travel and tourism management. Case studies and best practices will be emphasized in this course with global insights and perspectives. Research and analytical skills will be further developed as an outcome of this course.

Pre-requisite: None

IRTM7038 RETAIL MANAGEMENT IN INTEGRATED RESORTS

This course discusses different activities and decisions that retailers face everyday. Students will learn major issues related to marketing and management in retailing. After taking this course, students should be equipped with advanced knowledge of understanding and solving the challenges faced by retail stores especially in integrated resorts, managing and marketing retail operations, as well as communicating effectively with customers. As a result, communication skills will be advanced after completing this course.

Pre-requisite: None

IRTM7039 SERVICE QUALITY MANAGEMENT IN INTEGRATED RESORTS

This course provides students an overview of service quality management in integrated resorts. This course will equip students with the essential knowledge and service quality skills that are required in the industry. Quality analysis and enhancement issues are emphasized. Students will further progress their research and analytical skills as a result of taking this module.

Pre-requisite: None

IRTM7040 SPECIAL TOPICS IN INTEGRATED RESORTS

This course aims to familiarize the students with the latest issues and topics in integrated resort. It allows students to develop skills related to a special aspect of integrated resort not presently covered in the other integrated resort related courses offered in the programme. Special topics may include one of the following: Global Issues in Integrated Resorts Management; Technological

Advances in Integrated Resorts; Cross Cultural Communication in Integrated Resorts Management; Service Quality Management in International Hospitality; Customer Relationship Management in Integrated Resorts; Crisis Management in Integrated Resorts; Leadership in Integrated Resorts; Facility Management in Integrated Resorts; Environmental Management in Integrated Resorts; or other advance topics in Integrated Resorts Management. These courses are designed to improve and progress global perspectives in integrated resort management, with communication skills being further developed.

Pre-requisite: None

IRTM7041 STRATEGIC MANAGEMENT IN HOSPITALITY INDUSTRY

This course provides students with the challenge of integrating different functional skills and applies them to actual business cases especially in the hospitality industry. Consequently, strategic management is a capstone course, where students will deepen their understanding of how competitive advantages, business strategy, corporate strategy, and international strategy impact the success or failure of companies. Research and analytical skills with ability to better formulate organizational strategies will be improved as outcomes for this module.

Pre-requisite: None

IRTM7042 DIRECT MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT IN INTEGRATED RESORTS

This courses aims to equip students with key knowledge and skills in direct marketing and customer relationship management. It will cover the core elements of customer relationship management and topics such as customer decision making, customer loyalty, strategic formation and key developmental processes of customer relationship management will be included. Advances and critical processes in direct marketing will also be emphasized. Students will be able to diagnose and establish customer relationship management strategies and direct marketing strategies that support integrated resort objectives. Case studies and best practices will be emphasized, with an enhanced ability in communication, research and analytical skills upon course completion.

Pre-requisite: None

IRTM7051 RESEARCH METHODS

This course aims to equip students with the knowledge and skills in conducting research for the hospitality industry. Students will be able to diagnose and identify research problems, collect relevant quantitative and qualitative data, propose alternatives and solutions, and report recommendation to business professionals in the hospitality industry. The ability for students to conduct research and analysis will be enhanced as an outcome from this module.

Pre-requisite: None

IRTM7052 INFORMATION TECHNOLOGY IN TOURISM AND HOSPITALITY INDUSTRIES

This course aims to provide the basic understanding of information technology used in hospitality, casino, integrated resorts, and tourism industry. Students can learn the fundamentals of information technology in hospitality and integrated resort industry. Based on in-class discussion and case studies, the course will facilitate students to have their own perspectives on technology developments and the way of utilizing technologies effectively. Communication and problem-solving skills will be advanced after completing this course.

Pre-requisite: None

IRTM7350 STRATEGIC PRACTICE IN INTEGRATED RESORT MANAGEMENT

This course features a current analysis and examination of the various IR developments within the Asia region, linking theoretical concepts within practical IR considerations. IRs are increasingly a part of tourism and economic rejuvenation and growth but within this are several crucial areas of consideration, foremost portraying a comfortable return on investment to operators and investors given the significant cost and resources needed to develop an IR, with authorities satisfied on the economic and social net benefits through the introduction or expansion of IRs.

Pre-requisite: None

IRTM7991 PROJECT REPORT

Students are required to identify a real business issue faced by companies and provide a data driven solution in the project report. The issue, which can be local or international in scope, may come from any business functional areas in an integrated resorts context.

Pre-requisite: None

IRTM8011 ADVANCED RESEARCH METHODS IN HOSPITALITY AND GAMING MANAGEMENT

This course will provide an overview on various research paradigms and research methods used in various business areas. It is designed to familiarize PhD students with the logic discipline, principles of good research design, and various research processes, methodology and strategies that researchers use to address research questions. Topics include the identification of research problems, development of research hypotheses, research designs, data collection and processing, statistical and/or econometric analyses, and interpretation of results.

Pre-requisite: IRTM7051 Research Methods or equivalent (master level)

IRTM8012 CONTEMPORARY RESEARCH IN HOSPITALITY AND GAMING MANAGEMENT

This core course provides PhD students with a topical foundation in hospitality and gaming management research. It introduces students to basic academic theories and concepts relating to hospitality and gaming management. Students will also learn more about current research in these areas. These knowledge will be critical for students to engage in future high-level hospitality and gaming research. They lay the foundation for the generation of more advanced knowledge in this field.

Pre-requisite: None

IRTM8350 CONTEMPORARY ISSUES IN INTERNATIONAL INTEGRATED RESORT MANAGEMENT

Macao is currently positioned itself as the World Centre of Tourism and Leisure as it develops into a quality international tourist destination. Macao takes leading position about tourism and leisure activities in Greater China area. International Integrated Resort Management (IIRM) is one of signature programmes in UM. The objective of this course is to acquaint students with advanced service strategy in IIRM. Topics to be covered include the world history and the recent progress of the hospitality industry, principles of restaurant operations and foodservices, hotel and lodging operations, transportation, etc.

Pre-requisite: None

IRTM8999 DOCTORAL THESIS

The PhD thesis is the main output of a PhD. It is a concentrated piece of original research carried out by all PhD students in order to successfully earn their doctoral degree. The PhD thesis needs to contribute to the existing body of knowledge.

Pre-requisite: None

ISOM1001 CONTEMPORARY INFORMATION SYSTEMS FOR ORGANIZATIONS

This course provides a comprehensive introduction to the evolving field of information systems (IS) from an organizational perspective. A wide range of topics are covered beginning with the fundamentals of systems, information, organizations, the underlying information Technology (IT) as well as the ethical issues for IS/IT in today's enterprises. A contemporary perspective on IT is provided by emphasizing current topics (e.g. IT138 infrastructure and the Internet technology) before presenting the E-commerce and E-business developments which are radically transforming the traditional organizations and our lives. Throughout the course, we explore implications of this new IS/IT - digital firm - scenario for corporate management in today's global business environments.

Pre-requisite: None

ISOM1004 APPLIED CALCULUS

This subject is to provide students with basic skills of mathematical analysis, which is the core of many quantitative disciplines such as Optimization, Financial Mathematics, Statistics, and Econometrics. The syllabus emphasizes an approach to mathematics of a more abstract and conceptual kind. This emphasis is designed to help students cope with more advanced mathematics that they will meet in their senior years. Topics include: further techniques of differentiation and integration, improper integrals, Riemann integral, numerical integration, infinite sequences and series, and introduction to Ordinary Differential Equations.

Pre-requisite: ISOM1002 Business Mathematics or GEST1001 Quantitative Reasoning for Business or Equivalent course

ISOM1005 INTRODUCTION TO BUSINESS INTELLIGENCE AND INFORMATION

This is an introductory course which aims to provide students with a general understanding of business intelligence (BI) and the different career options and associated responsibilities of BI professionals. This course will introduce the procedures for the execution of a BI project, various layers of a BI architecture, and what career track one can choose to work on based on your areas of interest in a BI project. Real world exams of BI projects will be presented. Industry leading tools and technologies for BI projects will also be presented.

Pre-requisite: Any course from GE science and technology area

ISOM2002 STATISTICS AND DATA ANALYSIS

This course aims to provide an opportunity for business students to understand and appreciate the broad use of statistics and probability in business world. The objectives are to demonstrate how to summarize, present and analyze data using commonly available statistical computing tools and to introduce the principles and procedures of statistical theories, which are important for making business decisions. The emphasis here is on developing the ability to effectively communicate statistical data and the results of analysis.

Pre-requisite: ISOM1002 Business Mathematics or GEST1001 Quantitative Reasoning for Business or Equivalent course

ISOM2005 LINEAR ALGEBRA

This course equips students with basics of linear algebra. which has wide applications to diverse areas in natural science, engineering, business and social science. It covers linear equations, matrices, determinants, vector spaces, linear transformations, inner product and orthogonality, eigenvalues and eigenvectors, least squares problems and quadratic forms. The course emphasizes matrix and vector calculations, and its applications to finance and statistics.

Pre-requisite: ISOM1002 Business Mathematics or GEST1001 Quantitative Reasoning for Business or Equivalent course

ISOM2006 E-COMMERCE AND M-COMMERCE STRATEGIES

This course examines the linkage between organizational strategy and electronic methods of delivering products and services in the Web as well as mobile environment, and information technology strategies and technological solutions for enabling effective business processes. It presents the theoretical foundations necessary for understanding ecommerce and commerce, ranging from consumer behavior to economic theory of competition. Topics such as commerce types, e-strategy, e-commerce economics, m-commerce types, m-strategy, social networking, mobile marketing, social marketing, local and location-based marketing, collaborative commerce, and Webbased supply chain systems are presented from the theoretical point of view as well as from the application side.

Pre-requisite: Any course from GE science and technology area

ISOM2007 PROGRAMMING FOR BUSINESS ANALYTICS

This course introduces the foundation of programming for data analysis with Python. This course is meant for students to get acquainted with key programming and design techniques as well as various libraries of Python, allowing them to understand, analyze, and solve data analytical problems through programming. It involves both theoretical and practical components. Upon the

completion of this course, students are expected to have a solid foundation on the basic concepts of programming and technical skills required for scientific computing problems.

Pre-requisite: Any course from GE science and technology area

ISOM3000 DATABASE MANAGEMENT

Database management is the foundation of any information systems. In this course, students will have ample opportunity to learn the theoretical concept of relational database in the context of information systems. Database management systems are used to effectively store, access and manipulate data as well as provide data security, data sharing and data integrity. This course emphasizes on both theories and hands-on experiences and most of the concepts will be explained through practical examples. The course work includes a term project in which students are required to design and implement a relational database for business firms. Microsoft ACCESS and PHPMyAdmin will be used as the main software package for students to gain hands-on experience. In-depth tutorials on commercial database management systems including Oracle and SQL Server will be given as well.

Pre-requisite: Any course from GE information technology and knowledge society or any course from GE science and technology area

ISOM3002 ANALYSIS AND DESIGN OF INFORMATION SYSTEMS

The objective of this course is to provide students a theoretic foundation and technique of system analysis and design. To understand the importance of system analysis, information system concepts and techniques for data collection will be introduced prior to covering analysis and modelling tools. Discussion of process specifications and structured decisions, cost/benefits analysis and preparation of system proposal will be covered. Lastly, a variety of development tools will be introduced. Upon completion, students should be able to analyse and design different real systems.

Pre-requisite: Any course from GE information technology and knowledge society or any course from GE science and technology area

ISOM3011 MOBILE APPLICATION DEVELOPMENT

Nowadays, smartphones are very popular. One of the major reasons of its popularity is the availability of mobile apps that can be used for personal or business purposes. Mobile apps offer a convenient way to mobile users as they can use the apps anywhere in their smartphones. Currently, Android powers the majority of smartphones. The course is designed to teach students how to make a new Android app from scratch. The students are required to use the tools and technologies, including Java, XML and Android SDK, to create Android apps. At the end of this course, the students can learn all the basics of the platform and all the skills that an Android app developer needs to be successful.

Pre-requisites: ISOM3000 Database Management System and ISOM3013 Advanced Business Programming OR CISC3000 Introduction to Database Systems and CISC3008 Programming Language

ISOM3012 WEB SITE DESIGN AND INTERNET BUSINESS APPLICATIONS

This course provides students with the knowledge and skills needed to build and design web applications. Students will be exposed to best practices for analyzing, designing, developing, testing, and deploying web applications. Students will also be taught the skills required for developing seamless and integrated service for businesses in the internet.

Pre-requisite: ISOM3028 Advanced Computer Programming

ISOM3014 ADVANCED COMPUTER NETWORKING FOR BUSINESS

This course is an advanced networking course for business students. As computer networking is a one of the major components to support big data and business intelligence for business operation. In-depth knowledge for modern networking technologies is definite advantages for career development. Topics to be covered include basic enterprise network architectures, enterprise network construction; IP addressing; Internet Protocols; IP frame forwarding, filtering and routing; and different computer networking services.

Pre-requisite: ISOM3016 Computer Networking For Business

ISOM3015 BIG DATA MANAGEMENT

Traditional relational databases systems and data warehouse platforms are no more enough to manage big data. This course discusses concepts, management, analytics and impact of big data on nowadays environment. It introduces the core technologies for big data management, and architectures and ecosystems, and helps students gain knowledge in designing, managing and evaluating big data solutions. By working on lab exercises and group project, students will develop skills in solving big data management problems in real-world business contexts.

Pre-requisite: ISOM3000 Database Management

ISOM3016 COMPUTER NETWORKING FOR BUSINESS

This course covers topics on network applications, network administration, telecommunications and issues related to computer networking for business. Students will also have the opportunity to have a hands-on approach to build a computer network. As computer networks are essential in modern business transactions, this course is required for all business students.

Pre-requisite: None

ISOM3018 BUSINESS DATA MINING AND VISUALIZATION

This course provides a comprehensive discussion to data mining (DM) problems, and introduces DM tools to enhance business decision making in common business contexts – accounting, sales, marketing, customer relationship management, etc. Through this course, students will understand the process and concepts of data mining approach, be familiar with mainstream techniques and their potential pitfalls when delivering business intelligence solutions, and be able to adopt appropriate data visualization tools to create and study the visual presentation of data. Students will work extensively with commonly used business data mining software in analyzing realistic business datasets. Upon the completion of this course, student will gain data analytical skills for effective digital storytelling, business communication, and presentation.

Pre-requisite: None

ISOM3025 BUSINESS MODELING AND SIMULATION

The purpose of the course is to provide an understanding of the principles of simulation methods and their application to a variety of common management decision problems. On successful completion of the subject student will understand the principles of simulation techniques, appreciate the advantages and disadvantages of simulation methods, and be able to recognize business problem types that can or must be approached using simulation

Pre-requisite: FINC2002 Statistics for Finance or ISOM2002 Statistics and Data Analysis or ISOM2004 Data Analysis and Modelling

ISOM3028 ADVANCED COMPUTER PROGRAMMING

This is an advanced course in software development using the programming language C++ or Java. Students are to study algorithms design of programmes with a background of data and file structures and some advanced features of the objective-oriented programming language. At completion of this course, students should be able to use the tools and techniques introduced to develop well-structured and fully documented programmes to solve business problems of various types.

Pre-requisite: ISOM2007 Programming Business Analytics or ISOM3029 Computer Programming using C++

ISOM3029 COMPUTER PROGRAMMING USING C++

This course provides an introduction on business programming. It covers basic concepts of structured programming and programming languages, techniques of programme structure and algorithm design, the data/object types, the control structures, the functions and libraries, arrays and input/output and friendly user interface. One core issue of the course is to emphasize on the problem-solving skills and the structured programming techniques through some business examples, especially some finance examples. Upon completion of this course, students are

expected to have sufficient knowledge and skills to define cost effective algorithms for both business and system applications.

Pre-requisite: None

ISOM3030 QUANTITATIVE DECISION ANALYSIS

This course provides a survey of the quantitative techniques that are used by modern managers. Topic coverage will focus on model building, linear programming methods, network models, and regression models. Emphasis is placed on the use and limits of these quantitative methods. Model analysis will be done using EXCEL and related Add-ins.

Pre-requisite: FINC2002 Statistics for Finance or ISOM2002 Statistics and Data Analysis or ISOM2003 Probability and Statistics

ISOM3031 FORECASTING MODELS IN BUSINESS

This course provides students with an understanding of the theory and practice of business forecasting, as applied to real data and practical problems in forecasting. In particular, students will be taught the formal procedures of identifying and understanding characteristics of time series data in business and economics, and the basic skills for developing and analyzing models for forecasting time series data. At the end of the course, students should be able to use a standard computer package to carry out these analyses.

Pre-requisite: ISOM2002 Statistics and Data Analysis or ISOM2004 Data Analysis and Modeling

ISOM3033 ADVANCED CALCULUS

The course introduces concepts and skills of calculus of functions of several variables and the basic theory of differential equations, as well as Fourier analysis and calculus of variations that are useful to understand other mathematical techniques applied to modelling in the financial markets. The emphasis will be on the basic understanding of the concepts, techniques and applications.

Pre-requisite: ISOM1004 Applied Calculus

ISOM3035 OPERATIONS MANAGEMENT

This course is intended to be a survey of operating practices and models in both manufacturing and service oriented firms. It is intended to equip students with sufficient knowledge concerning the operations function and to better prepare them to make informed "total business decisions". It also introduces students to standard terms and concepts for communications with operations personnel. In such a course, it should be recognized that breadth of subject matter, not depth of topic, will be the goal. We will often use cases for classroom discussion. Operational issues to be discussed include designing, acquiring, operating, and maintaining the facilities and processes; purchasing raw materials; controlling and maintaining inventories; and providing the proper labor needed to produce a good or service so that customers' expectations are met.

Pre-requisite: FINC2002 Statistics for Finance or ISOM2002 Statistics and Data Analysis or ISOM2004 Data Analysis and Modeling

ISOM3036 CYBER SECURITY AND BLOCKCHAIN

This course aims to provide students with the knowledge and skills necessary to identify security threats and vulnerabilities that may arise in an Internet-based business environment as well as to evaluate and implement protective measures. Topics to be covered include cyber security threats; types of malware, attack vectors, and prevention; risk analysis and management; authentication with access control, passwords, two-factor authentication; symmetric and asymmetric cryptography; network security such as firewalls, virtual private networks, intrusion detection / prevention; and Blockchain concepts, benefits, issues, and real world application examples to support students in understanding how blockchain may improve data security in the cyber space.

Pre-requisite: Any course from GE science and technology area

ISOM3037 INTERNET OF THINGS AND CLOUD COMPUTING

The explosive proliferation of the Internet of Things (IoT) is digitalizing the world, increasing the volume of big data, and fueling the rapid development of business intelligence and data analytics.

At the same time cloud computing enables the achievement of coherence and economies of scale through sharing of resources. This course is designed with two parts which offers students with a comprehensive understanding from the technical view, while emphasizing the socio and economic impacts, of IoT and cloud computing. Part One overviews the current components of typical IoT devices, IoT design considerations, design trade-offs of hardware and software, and technological constraints and limitations; Part Two introduces the fundamental understanding of cloud computing, cloud segments, and cloud deployment models. Cloud services, cloud security, and economic impacts of cloud computing adoption will be provided. This course also discusses a variety of business application scenarios of IoT and cloud computing via case studies.

Pre-requisite: Any course from GE science and technology area

ISOM3038 FINANCIAL TECHNOLOGY

Financial technology (FinTech) is exerting tremendous impact on financial industries. This course offers students with empowering and practical knowledge on FinTech, helping them understand the disruptions happening now and will happen in the future in the financial services. Students will gain a broad understanding of cryptocurrencies, blockchain, smart contract, decentralized applications, P2P lending, crowdfunding, and machine learning. Students will also acquire practical skills to deliver prescriptive solutions to business and financial problems in the real-world.

Pre-requisite: CISC1000 (Information Technology Fundamentals and Practices)

ISOM4005 BUSINESS PROJECT MANAGEMENT

This course covers the principles, processes, and strategies of project management for businesses. Students learn the roles and responsibilities in a typical project management team throughout the project life cycle. The course emphasizes the 10 areas of Project Management Body of Knowledge (PMBOK®) — project integration management, project scope management, project time management, project cost management, project quality management, project resource management, project communications management, project stakeholder management, project risk management, and project procurement management. Quality standards and market trends affecting project management are introduced, such as International Organization for Standardization (ISO), Six Sigma, globalization, outsourcing, virtual teams, and agile project management.

Pre-requisite: Any course from GE information technology and knowledge society or any course from GE science and technology area

ISOM4006 PROJECT AND QUALITY MANAGEMENT

This course aims to familiarize students with the fundamental concepts of the environment and process of project management, so they will be able to productively take part in a cross-functional project team and potentially lead a real-world business project. Students will learn to understand the common practices and issues in project planning and control, and to effectively make use of project management techniques and tools to ensure that the project meets its deliverables and is completed on schedule and within budget. Topics to be covered include: the project life cycle; project planning and organizing; project scope and time management, resource considerations, project budget and control, leading project teams. Basic quality management concepts will also be introduced and applied to project planning and execution.

Pre-requisite: FINC2002 Statistics for Finance or ISOM2002 Statistics and Data Analysis or ISOM2004 Data Analysis and Modeling

ISOM4007 GRADUATION PROJECT

This course is the capstone of the Business Intelligence and Data Analytics (BIDA) programme. Students will group in teams to undertake a full end-to-end development of a solution to address a real-world data analytics problem. The project involves initial problem definition, conceptualization, data collection, data analytics, and solution delivery.

Pre-requisite: ISOM3018 Business Data Mining and Visualization and ISOM4008 Machine Learning for Business Intelligence

ISOM4008 MACHINE LEARNING FOR BUSINESS INTELLIGENCE

This course helps students make sense of business datasets using programming languages for machine learning and visualization. The course provides students with an understanding of a scientific procedure for systematic data analytics. It introduces the popular algorithmic solutions to big data exploration, supervised learning, unsupervised learning, and visualization. Upon the completion of this course, student will gain data analytical skills for common machine learning and visualization problems in business domain.

Pre-requisite: ISOM2007 Programming for Business Analytics

ISOM7010 BUSINESS TECHNOLOGY MANAGEMENT

This course introduces the application of business process and technology management in the workplace and equips students with the required knowledge and skills. Topics include concepts of the information systems (IS) and its strategy in the net-mediated and global economy, the elements of a business process, business process changes with IT, the establishment of process standards and tools, implementation issues, strategic technology management and emerging industries, benchmarking, knowledge management, as well as new business paradigms and models.

Pre-requisite: ISOM7001 Statistics

ISOM7012 STATISTICAL ANALYSIS AND APPLICATIONS

This course aims to introduce postgraduate students to basic statistical techniques for analyzing data in business world. The objective is to provide an opportunity for students to learn how to effectively choose the correct statistical techniques and communicate sample data and results of analysis. The emphasis is placed on how to run data analysis with the use of statistical softwares in order to achieve the above objective.

Pre-requisite: None

ISOM7013 INFORMATION MANAGEMENT AND DIGITAL INNOVATION

This course emphasizes the strategic and management issues associated with the effective use of information technology. Topics in this course include information systems (IS), databases, enterprise applications, technology trends, business models, network effects, disruptive technologies, big data, business intelligence, and digital innovations. The course will provide students with an understanding of how IS can affect an organization's processes and operations, and impact its strategic and competitive advantages. It will help students to (1) recognize the strategic role of IS in contemporary business organizations, (2) understand the key concepts and issues related to new business models, and (3) understand how emerging information technology influences business firms of the future.

Pre-requisite: None

ISOM7015 FUNDAMENTALS OF BUSINESS ANALYTICS

This fundamental course introduces basic concepts of big data, descriptive analytics, predictive analytics, and related tools. It elaborates on practical topics like data collection, data exploration, feature selection, data transformation, data visualization, data mining, model evaluation, and business insights deriving. The hands-on case studies mainly focus on using Python programming to implement data analysis processes in business contexts. Popular analysis tools, including NumPy, Pandas, seaborn, SciKit-Learn, etc. will be employed for tutorials and exercises. It will also discuss privacy concerns and responsibility issues related to data analysis. This course will set the foundation for other courses in this program.

Pre-requisite: None

ISOM7016 STATISTICS FOR BUSINESS ANALYTICS

The purpose of this course is to improve students' analytical skills by covering the fundamentals of data-driven decision making. It introduces students to modern data analysis using R, with an emphasis on business applications. Main topics to be covered include data wrangling, exploratory data analysis, statistical inferences, regression analysis, and time series analysis. Students will have the ability to apply these skills to real-world business issues.

Pre-requisite: None

ISOM7021 BUSINESS MODELING AND DECISION ANALYSIS

Business Analytics help optimize decisions for the design and management of operations systems and production processes. This course introduces concepts and tools for modelling and optimizing business decisions. Emphasis is on problem formulation, solution development, and managerial insights delivery. Decision on problems in various business scenarios, such as production, marketing, manufacturing, transportation and the like will be extensively discussed. R language will be used as the primary analytical tool.

Pre-requisite: None

ISOM7022 DATABASE AND BIG DATA MANAGEMENT

Analyzing structured data requires understanding the fundamentals of relational databases and practical skills in Structured Query Language (SQL). In addition, the rapid development in social media and smart devices resulted in an explosion of semi-structured or unstructured data available for analysis. New data management techniques hence need to be adopted to handle a large amount of data for analysis. This course emphasizes database concepts and practical skills to analyze structured data through SQL. This course also introduces network risk management, which helps organizations identify and mitigate potential cyber threats, maintain network stability, and ensure secure data process and analysis. In addition, the new trends of data management will be covered. Finally, techniques used to process big data such as Apache Spark and PySpark will be introduced.

Pre-requisite: None

ISOM7030 SERVICE OPERATIONS

This course provides an overview of supply chains and operations management. It also contains an analysis of policies, decisions and systems that produce goods and services and an examination of the role of comprehensive planning, materials management, resource scheduling, distribution systems, and system location in service operations. Quality analysis and enhancement issues and processes are also introduced.

Pre-requisite: None

ISOM7031 MACHINE LEARNING WITH BUSINESS APPLICATIONS

Machine learning is a key component of big data analytics, business intelligence, and fintech. This course introduces machine learning techniques and focuses on insights about structuring business problems and implementing machine learning-based solutions.

This course will introduce state-of-the-art machine learning techniques, including clustering, classification, ensemble methods, and neural networks, with a special focus on their applications. Students will learn in-depth knowledge of machine learning and apply the acquired skills to deliver effective solutions. This course will elaborate the hands-on use cases of machine learning solutions for customer retention, product recommendation, risk analysis, demand prediction, etc. in businesses. Python and the state-of-the-art machine learning packages will be used as the primary tools. The issues in responsible machine learning will also be discussed.

Pre-requisite: None

ISOM7032 SOCIAL NETWORK AND TEXTUAL ANALYSIS

Social media is a rich source of big data. Knowing the most effective ways to mine social media data can help firms acquire information and derive insightful business results. Social media is unstructured and dynamic, thus requiring new analytical tools and techniques for analysis. This course aims to provide hands-on experience for students to use various tools and techniques specifically geared to social media to understand customers' trends, and make predictions that can improve sales growth. Practical business cases in user segmentation, customer review analysis, community structure mining, influencer detection, etc., will be discussed. Python and the state-of-the-art machine learning packages will be used as the primary tools.

Pre-requisite: ISOM7031 Machine Learning with Business Applications

ISOM7033 TOURISM ANALYTICS

This course introduces data-driven approaches to deriving business insights for tourism. The

course first overviews the fundamentals and concepts associated with analytical approaches to tourism management decision-making. Then the key quantitative and analytical tools for tourism management are elaborated. This course also discusses the future development of smart tourism and tourism analytics. Students will gain hands-on experience by solving various practical problems using analytical programming.

Pre-requisite: ISOM7015 Fundamentals of Business Analytics

ISOM7041 ECONOMETRICS AND HIGH-DIMENSIONAL DATA ANALYSIS

This course introduces the principles and techniques for econometric modeling of real data in various business domains. The basic ideas and important techniques for causal inference will also be covered. This course will also elaborate on the modern analysis of high-dimensional business data. The primary topics include multiple testing, methods for causal inference, singular value decomposition, principal component analysis, factor analysis, penalized regression analysis, and classification analysis of high-dimensional data. This course includes hands-on analysis of real-world business cases from domains such as finance, marketing, supply chain management, and manufacturing to apply the econometric and high-dimensional analytical techniques. Students will use R to analyze complex data sets to solve predictive problems in various business functions.

Pre-requisite: ISOM7016 Statistics for Business Analytics

ISOM7098 PROJECT REPORT

This course is a practical project course in which students will ground on theoretical concepts and apply practical skills to address relevant business problems. The students, under the supervision of their supervisor, will identify a relevant analytical problem and offer a data-driven solution that adheres legal, ethical, and professional codes. The results will be summarized into a written report and explained in an oral presentation.

Pre-requisite: None

ISOM7300 PROJECT MANAGEMENT STRATEGY

This course offers insights into the frameworks, methods, techniques, and tools for coping with the 10 areas of Project Management Body of Knowledge (PMBOK). In addition, global project management challenges in terms of political, economic, infrastructure and logistics, cultural, and legal issues will be discussed. International case studies support students in bridging what they learn with real world practices. Group projects allow students to apply their knowledge to project management challenges and issues. Upon completing the course, students are expected to understand the critical issues and processes in project management.

Pre-requisite: None

ISOM7350 DIGITAL STRATEGY FOR BLOCKCHAIN AND FINTECH DEVELOPMENT

Technological innovations is playing an important role in creating and sustaining competitive advantage. This course will introduce the core concept of blockchain and its latest applications in the delivery of financial services from the strategic management perspective. Management issues related to the adoption and use of blockchain and fintech will be highlighted. The purpose of this course is to develop the capacity of students to analyze business problems and identify appropriate IT-based solutions to achieve business-IT alignment. Case studies and group projects are important features of this course.

Pre-requisite: None

ISOM7351 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Supply Chain Management is a core function in modern business, irrespective of industry or size. The purpose of this Logistics and Supply Chain Management course is to provide students with a solid understanding and insight into the fundamentals of supply chain management. Key areas covered by the course include, among others, supply chain strategies, planning and inventory management, procurement and logistics management. After completing this course, students are expected to understand the key concepts and techniques to manage and improve supply chain processes.

Pre-requisite: None

ISOM8011 QUANTITATIVE RESEARCH METHODS IN DECISION SCIENCES AND INFORMATION SYSTEMS

This course will provide an overview of various quantitative research paradigms and methods in decision science (DS) and information systems (IS). It is designed to familiarize PhD students with data analytical skills in DS/IS discipline, principles of good research design, and various research processes, methodologies, and strategies that researchers use to address research questions in DS/IS. This course aims to help students develop new research ideas by analyzing various topical issues in recent literature.

Pre-requisite: None

ISOM8012 ADVANCED TOPICS IN DECISION SCIENCES AND INFORMATION SYSTEMS

The course covers some advance topics in decision sciences and information systems including statistics analysis, game theory, stochastic models, supply chain management, data analysis and database management. The first half of the course will be in lecture format, with the second half devoted to letting students develop and present some topics relating decision science and write individual research reports.

Pre-requisite: None

ISOM8300 TECHNOLOGY ADVANCEMENT AND APPLICATION FOR BUSINESS MANAGEMENT

Technology in business is a growing necessity. As the years go by, the business world is leaning more and more toward it, making it almost impossible to separate the two from each other. Innovation breeds business, and since technology paves the way for it, it can be gathered here that business needs technology to be sustained. This course offers multiple independent sessions discussing how advanced technology is now applying in doing research, innovation and entrepreneurship, and influencing business administration and management in the modern world. Many state-of-art technology will be discussed.

Pre-requisite: None

ISOM8350 STATISTICAL ANALYSIS FOR BUSINESS AND MANAGEMENT RESEARCH

This course is designed for DBA participants who want to learn or to refresh their understanding of basic to more advanced statistical applications that are commonly used in management research (both academic and industrial). This course will be much more practical and "hands on" than theoretical. In that sense, it is much more about data analysis than statistics, per se. Emphasis will be on such matters as inputting data, transforming and manipulating data, formulating strategies for data analysis, strategies for analyzing a database, performing statistical techniques using common software packages, interpreting results and formulating the next steps.

Pre-requisite: None

ISOM8999 DOCTORAL THESIS

The PhD thesis is the main output of a PhD. It is a concentrated piece of original research carried out by all PhD students in order to successfully earn their doctoral degree. The PhD thesis needs to contribute to the existing body of knowledge.

Pre-requisite: None

MGMT1000 PRINCIPLES OF BUSINESS MANAGEMENT

This is an introductory course regarding the nature and environment of business and its role in the society. It also provides an overview of the concepts related to basic functions of management.

Pre-requisite: None

MGMT2000 BUSINESS COMMUNICATIONS

This is an introductory course regarding practical and professional understanding of business communication skills and core competencies needed to deal effectively with internal and external audiences. Applications of communication theories will also be covered. Students will also learn

to effectively produce and present various data and information convincingly and professionally.
Pre-requisite: MGMT1000 Principles of Business Management

MGMT2001 ORGANIZATIONAL BEHAVIOR

Organizational Behavior (OB) is the study of human behavior within organizations. It looks into the many factors that have an impact on how people and groups act, think, feel and respond to work and organizations, and how organizations respond to their environments. The course focuses on the key concepts and theories from behavioral and social sciences that form the bases for understanding human interaction in the workplace. It covers a wide range of topics that include values, perception, personality, motivation, decision making, group processes, communication, leadership, and power and politics. After completing this course, students should be able to: understand the basic concepts and theories related to managers and employee behavior; apply the concepts and theories introduced to solve problems in an organizational context; and develop a better appreciation of their own values, ability and personality.

Pre-requisite: MGMT1000 Principles of Business Management

MGMT3000 GLOBAL BUSINESS ENVIRONMENT

This course introduces students to the dimensions and complexity of global business environment. Students will learn what modern business corporations need to adapt in the global business environment and develop individual sensitivity and competence in the global work context.

Pre-requisite: MGMT1000 Principles of Business Management AND MKTG2000 Principles of Marketing

MGMT3001 INTERNATIONAL MANAGEMENT

This course is a study of international management issues with an aim to improve managerial effectiveness and organizational performance in a global environment. Several organizational and behavioral issues will be examined in an international context, which include ethics, management of international operations and control, motivation, leadership, communications and negotiation, and corporate culture. Theories of cross-cultural differences will also be discussed in depth.

Pre-requisite: MGMT3000 Global Business Environment or ISOM3026 E-Business and Global Business Environment or BECO3010 Global Economic Issues and Business Implications

MGMT3002 COMPETITIVE ADVANTAGE

This course intends to provide a fundamental analysis on how firms can gain competitive advantage in single and multiple businesses. It draws on recent contribution to the analysis of competitive advantage by focusing on the need to identify, develop and exploit firm resources and capabilities, and exploring the industry dynamics to offer insight into the sources of success and guidance in the formulation of competitive strategies.

Pre-requisite: MGMT3003 Strategic Management

MGMT3003 STRATEGIC MANAGEMENT

This course introduces students to the process of strategy formation, formulation, and implementation. Students learn to integrate functional knowledge in business and to apply strategic management tools in case studies.

Pre-requisite: MGMT1000 Principles of Business Management AND FINC2000 Financial Management or FINC2003 Corporate Finance AND ACCT1000 Principles of Financial Accounting

MGMT3004 RESEARCH METHODS

This course prepares students to understand the role and importance of research in business. It also enables students to plan methodologically sound research studies, to execute them, and to analyze research results. Knowledge and skills acquisition include: problem identification; literature review; theoretical framework development; hypotheses formulation; research design selection, data collection, data analyses, report writing, and differentiation between sound and unsound research. Students are required to conduct a research project as group.

Pre-requisite: MGMT1000 Principles of Business Management AND MKTG2000 Principles of Marketing AND ISOM2002 Statistics and Data Analysis

MGMT3005 HUMAN RESOURCES MANAGEMENT

The course provides students an overview of contemporary theory, analysis, and practice in the field of human resources management (HRM). It introduces students to the fundamental and strategic role of HRM in today's organizations. It aims to develop in the students a stronger capacity to grasp the complexity of managing people and the ability to form intelligent opinion about various challenges facing HR practitioners. Broad areas of concern include the main HR functions such as recruitment, selection and retention of human resources, training and development of people, employee assessment and compensation.

Pre-requisite: MGMT1000 Principles of Business Management

MGMT3006 HUMAN RESOURCES PLANNING AND STAFFING

The course focuses on the crucial role of planning and staffing in the overall human resource strategy of the company. It aims to familiarize students with the knowledge and tools to assess the future supply and demand for human resources in organizations, and the methods to attract, select and retain qualified employees. Students will find many opportunities in both classroom discussions and field research to test the congruence of theory and practice. In the process, they should be able to enhance their analytical and problem-solving skills.

Pre-requisite: MGMT2001 Organizational Behavior

MGMT3007 ORGANIZATIONAL CHANGE AND DEVELOPMENT

Organizational Behavior (OB) is the study of human behavior within organizations. It looks into the many factors that have an impact on how people and groups act, think, feel and respond to work and organizations, and how organizations respond to their environments. The course focuses on the key concepts and theories from behavioral and social sciences that form the bases for understanding human interaction in the workplace. It covers a wide range of topics that include values, perception, personality, motivation, decision making, group processes, communication, leadership, and power and politics. After completing this course, students should be able to: understand the basic concepts and theories related to managers and employee behavior; apply the concepts and theories introduced to solve problems in an organizational context; and develop a better appreciation of their own values, ability and personality.

Pre-requisite: MGMT1000 Principles of Business Management

MGMT3008 QUALITY MANAGEMENT

This course introduces students to the core concepts and techniques of total quality management (TQM) and its implementation in organizations. Major topics include the evolution of the Quality Management concepts, quality control circles, quality enhancement tools, and the implementation of TQM. At the end of the course, students are expected to understand the underlying philosophy of TQM, evaluate the strengths and limitations of some quality systems such as ISO9000, and appreciate the challenges of sustaining an organization which is capable of delivering a quality product.

Pre-requisite: MGMT1000 Principles of Business Management

MGMT3009 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

The aim of this course is to provide students with the knowledge, critical thinking skills and understanding to make ethically sound business judgments and decisions when faced with complex and difficult problems. In this course, students will have an opportunity to build a strong foundation for their own ethical development as a citizen, employee, manager or corporate leader.

Pre-requisite: MGMT1000 Principles of Business Management

MGMT4000 GLOBAL STRATEGIC MANAGEMENT

The course takes a global perspective in the strategic management process and discusses how multinational corporations should formulate and implement strategy in various regions of the world. It covers contemporary tools of strategic management and their applications to multinational

corporations.

Pre-requisite: MGMT3003 Strategic Management

MGMT4001 GLOBAL HUMAN RESOURCES MANAGEMENT

This course examines key problems and issues regarding management of global human resources. These include how recruitment and selection, training and development, compensation, performance evaluation should be done for multinational corporations. Other topics include expatriate management and ethics and health and safety issues in global Human Resource.

Pre-requisite: MGMT2001 Organizational Behavior

MGMT4002 ASIAN BUSINESS

This course provides an overview of the business landscape in major Asian countries, highlighting both similarities and differences across countries. Students will explore unique organizational structures in Asian countries, such as chaebol in Korea, keiretsu in Japan, and family businesses in China. The course will also provide a conceptual framework that emphasizes the impact of cross-country institutional and cultural settings on business practices in Asia.

Pre-requisite: MGMT3000 Global Business Environment OR ISOM3026 E-Business and Global Business Environment OR BECO3010 Global Economic Issues and Business Implications

MGMT4003 CROSS-CULTURAL COMMUNICATION IN BUSINESS

This course provides a framework for identifying and analyzing diverse cultural approaches to interpersonal and business communication. It aims to enhance students' awareness of their own cultural biases, and to provide students with the skills to successfully and sensitively interact in different cultural settings. Students will be introduced to various negotiation strategies and will learn how to adapt such strategies to prevailing cultural contexts.

Pre-requisite: MGMT3000 Global Business Environment OR ISOM3026 E-Business and Global Business Environment OR BECO3010 Global Economic Issues and Business Implications

MGMT4005 MANAGEMENT OF FOREIGN AFFILIATES

This course studies how multinational corporations manage the ownership and control of activities across international markets through various organizational forms or modes of foreign entry. These organizational forms of international cooperation include wholly owned subsidiaries, branches, and representative offices; and the new forms such as international joint ventures, alliances, management contracts, franchising, licensing and mergers.

Pre-requisite: MGMT3000 Global Business Environment or ISOM3026 E-Business and Global Business Environment or BECO3010 Global Economic Issues and Business Implications

MGMT4006 ENTREPRENEURSHIP MANAGEMENT

This course is about creation and management of new ventures. Key topics include the concept of entrepreneurship, identification and evaluation of entrepreneurial opportunities, financing of new ventures, government policies promoting innovation and new venture creation, and small business management. Students will also learn how to formulate business plans.

Pre-requisite: MGMT1000 Principles of Business Management

MGMT4009 TRAINING AND DEVELOPMENT

Training and Development (T&D) builds on teaching and learning theories in providing students an overview of contemporary theory and practice in the field. They are exposed to the whole T&D process and are expected to demonstrate what they have learned through in-class training presentations. Moreover, students are also expected to research on current T&D practices in the region. Course topics include training and development theories, learning motivation, T&D needs assessment, design and delivery, transfer of training, T&D strategies, and the management and evaluation of T&D programmes.

Pre-requisite: MGMT2001 Organizational Behavior

MGMT4010 PERFORMANCE AND COMPENSATION MANAGEMENT

As core components of human resource management system, performance and compensation management play important roles in achieving organizational strategic goals and promote companies' competitive advantages. This course provides students a comprehensive understanding of performance and compensation management from strategic and systematic perspectives, and knowledge of the relevant practices and skills. The course is designed to discuss the context of performance management and compensation practice, the criteria used to assess performance and compensate employees, and the design and implementation of performance and compensation management. It is important for students to understand the relationship between performance management and compensation management, as well as their connection with organizational strategic goals and other Human Resources Management practices.

Pre-requisite: MGMT2001 Organizational Behavior

MGMT4011 EMPLOYEE RELATIONS, SAFETY & HEALTH

A well-designed pricing strategy is of critical importance to a company's success. This course is designed to enable students to understand key elements of a sound pricing strategy. Students will learn how different factors (such as costs, competition) influence a firm's pricing strategy and the importance of strategic pricing in achieving business profit and company growth. Upon completion of this course, students are expected to appreciate the complexities of making pricing decisions from a managerial perspective and to be able to conduct analysis of the pricing environments.

Pre-requisite: MGMT2001 Organizational Behavior

MGMT4012 STRATEGIC HUMAN RESOURCES MANAGEMENT

The course provides students with a strategic approach to human resource management, clearly establishing the link between HRM and corporate strategies. It deals with the importance of "human capital" as a cornerstone of firms' competitive advantages. The course also enables the students to understand and apply processes, techniques, and activities of HRM in order to form and implement organizational strategies amid critical environmental influences.

Pre-requisite: MGMT2001 Organizational Behavior

MGMT4014 CONTEMPORARY ISSUES IN HUMAN RESOURCES MANAGEMENT

The course gives students an opportunity to examine in some depth a variety of important current issues and trends in HRM. It explores current theory, analysis, and practice in selected areas of the field. The course introduces students to the theoretical and analytical issues shaping contemporary HRM thinking and practice. It also serves as a forum for students to exchange views on both the theoretical and practical aspects HRM as they might apply to the Macao context.

Pre-requisite: MGMT2001 Organizational Behavior

MGMT4015 LEADERSHIP

This course is designed to provide students with a broad perspective on the practice of managerial leadership and organizational life in the global arena. It enable students to develop the leadership skill, to inspire people to go from vision to action to results, to ensure organization to stay competitive in today's' global competition, global market, organizational turbulence, and a changing workforce marked by higher education and resultant higher expectations, as well as diversity.

Pre-requisite: MGMT1000 Principles of Business Management

MGMT4016 INNOVATION MANAGEMENT

The course focuses on the processes and challenges involved in discovering, creating, and managing innovations for organizations. The course also explores how innovation strategies and entrepreneurial skills can create value in products, services, and business models. The module includes application of innovation-related frameworks to specific context and phases of innovation.

Pre-requisite: MGMT1000 Principles of Business Management

MGMT7010 ORGANIZATIONAL BEHAVIOR

The course presents frameworks for explaining human behavior in the workplace. Through these frameworks, students will be intellectually equipped with tools to manage employees, work teams, and organizations effectively. Topics include basic attributes of individuals, theories of motivation, job design and work arrangements, group development and processes, organizational structure and design, organizational culture and organizational change.

Pre-requisite: None

MGMT7011 STRATEGIC MANAGEMENT

This course provides students with the challenge of integrating different functional skills and applies them to actual business cases. Consequently, strategic management is a capstone course where students will deepen their understanding of how competitive advantages, business strategy, corporate strategy, and international strategy impact the success or failure of companies

Pre-requisite: MKTG7010 Marketing Management AND MGMT7010 Organizational Behavior

MGMT7012 ETHICS AND LEADERSHIP IN ORGANIZATIONS

This course is designed to provide students a roadmap for effective organization leadership. Through reviewing contemporary theories of leadership and classical theories of ethics, it encourages students to form their own perspectives on leadership and ethics. The course discusses crucial aspects of leadership, such as power, integrity, motivating employees, feedback, and coaching. It also develops students' leadership awareness to address the expectations of diverse organizational stakeholders. Special consideration will be given to the role of ethical leadership in ensuring that firms balance their diverse social responsibilities and maintain robust ethical safeguards, while resolving ethical problems and drawing appropriate lessons from them. The course will incorporate topics on sustainability and SDGs, by doing so, it prompts students to consider the importance of leadership in ensuring the long-term success of firms.

Pre-requisite: None

MGMT7013 ENTREPRENEURSHIP

This course helps students to understand the role and importance of entrepreneurship. It also enables students to recognize their entrepreneurial potential, have an appreciation for opportunity and creativity, ethical issues related to entrepreneurial activities, and develop business planning skills. Instruction will include lectures, class discussion, and workshops. Students will be assessed by tests, assignments, presentation, and formal written reports. Through the activities of this course, students are expected to develop their business plan and identify strategies for managing enterprise growth/exit.

Pre-requisite: None

MGMT7014 BUSINESS CONSULTANCY METHODS

Today's business environment is fast changing and challenging to managers. Business consultants play an important role in helping companies and organizations to understand the complexity of business situations and solve the problems they face. This course aims to introduce to students the business consultancy industry, approaches of diagnosing and analysing business situations, and ways to develop effective solutions to business problems.

Pre-requisite: None

MGMT7032 HUMAN RESOURCES MANAGEMENT

This course aims to develop within students the capacity to understand the complexity of managing people. Participants of this course will carry out an in-depth investigation into such topics as recruitment, compensation, and training. The course will also introduce participants to current debates within human resource management.

Pre-requisite: None

MGMT7036 ADVANCES IN MANAGEMENT STUDIES

This course is designed to students with an overview of contemporary theory and practice for developing innovation in organizations. The nature and characteristics of innovation, together with

the key issues that affect the process of change and implementation, will be discussed. Other themes to be covered in the course include organizational learning, knowledge management, learning organization, organizational change and development.

Pre-requisite: MGMT7010 Organizational Behavior

MGMT7037 GLOBAL BUSINESS

This course enables students to conduct analyses of the cultural, legal, political, financial, and economic factors affecting the global business environment. Substantial attention will be paid to integrated, multidisciplinary applications of knowledge. A case-based approach is used.

Pre-requisite: None

MGMT7300 MANAGEMENT OF ORGANIZATIONS AND CULTURE

This course provides a comprehensive analysis of how organizations can be managed effectively in a cross-cultural environment. It discusses the various critical elements for managing individuals and groups with diversified cultural background, including but not limited to job design, motivation and rewards, interpersonal trust building, group dynamics, power, politics, conflicts, and leadership. It helps students develop their management ability in leveraging cultural diversity to achieve organizational performance.

Pre-requisite: None

MGMT7301 STRATEGIC MANAGEMENT

This course identifies the key drivers of persistence of superior firm performance in different industry contexts and uses that understanding to lead formulation of strategy in modern corporations. In this course, students will learn to understand and apply tools for analyzing industry attractiveness, identifying firms' sustainable competitive advantage, developing business and corporate strategies in value chain and geographic dimensions, and implementing strategic plans.

Pre-requisite: None

MGMT7350 LEADERSHIP AND ORGANIZATIONAL CHANGE

This course helps students understand the role of leadership in managing change in the organization. The course will discuss the various challenges organizations face nowadays in the political, economic, technological and social dimensions. It evaluates the development of effective leadership, and explores how leaders can develop plans to initiate and implement major changes in the organizations under the dynamic environment.

Pre-requisite: None

MGMT7351 GLOBAL BUSINESS AND STRATEGY

Students will learn how multinational corporations formulate and implement strategies around the world – be it global, regional or multi-national to gain, sustain and protect their competitive advantages. While maintaining an international perspective, the course also emphasizes the use of management tools and techniques that companies use to meet their strategic objectives.

Pre-requisite: None

MGMT8011 ADVANCED RESEARCH METHODS IN MANAGEMENT AND MARKETING

This is a seminar course on behavioral research in business. This course provides basic concepts on social theories and scientific laws with respect to the philosophy of science. It covers various stages of behavioral research including research design, measurement scale and development, samples, data collection and statistical analyses such as significance tests, experimental design, multiple regression, mediation and moderating effects, multi-level analysis, confirmatory factor analysis, and structural equation modeling.

Pre-requisite: None

MGMT8013 DOCTORAL SEMINAR IN STRATEGIC MANAGEMENT

The seminar course provides an overview of various theoretical perspectives that define the landscape of strategy research. Upon the completion of this course, students will be able to

develop a pluralistic understanding about the conceptual development of strategy field and identify new directions and further areas of research. Major strands of theories to be discussed include industry-based view, institution theory, resource-based view, knowledge-based view and strategy process perspective.

Pre-requisite: None

MGMT8014 DOCTORAL SEMINAR IN ORGANIZATIONAL BEHAVIOR/HUMAN RESOURCE MANAGEMENT

This is a seminar course introducing the major theoretical perspectives pertaining to organizational behavior (OB) and human resource management (HRM) research. It covers the major topics in OB and HRM research and focuses on discussing the various theoretical perspectives employed by current OB and HRM studies. Through intensive in-class discussion, the students can have an understanding on the latest development of OB and HRM theories and generate their perspective on future research directions.

Pre-requisite: None

MGMT8300 LEADERSHIP AND ORGANIZATIONAL CHANGE

This course is designed to provide students with a broad perspective on the practice of managerial leadership and organizational life in the global arena. It enables students to further enhance the leadership skill in their business operation, Chinese family business models and conventional wisdom of Chinese culture and business. Besides, the course presents frameworks for explaining human behavior in the workplace. Through these frameworks, students will be intellectually equipped with tools to manage employees, work teams, and organizations effectively. Topics include basic attributes of individuals, theories of motivation, job design and work arrangements, group development and processes, organizational structure and design, organizational culture and organizational change.

Pre-requisite: None

MGMT8350 CROSS-CULTURAL BUSINESS STRATEGY

The purpose of this course is to provide a solid theoretical foundation that can enable CEOs and senior managers charged with the design and implementation of strategic initiatives to develop their critical thinking and analytical skills. It contains a detailed treatment of fundamental theoretical perspectives of strategy, including industrial organization economics, resource-based view, dynamic capability and knowledge management.

Pre-requisite: None

MGMT8999 DOCTORAL THESIS

The PhD thesis is the main output of a PhD. It is a concentrated piece of original research carried out by all PhD students in order to successfully earn their doctoral degree. The PhD thesis needs to contribute to the existing body of knowledge.

Pre-requisite: None

MKTG2000 PRINCIPLES OF MARKETING

This is an introductory course providing students with key concepts and skills underlying the modern practice of marketing. The role of marketing in the organization and in society is also examined. Tools and methods used in planning and implementing the four Ps (product, price, place and promotion) will be explored.

Pre-requisite: None

MKTG3000 CONSUMER BEHAVIOR

This course is designed to provide students with a framework for analyzing consumer behavior by learning about relevant psychological and sociological theories. It focuses on the consumer decision process with emphasis on consumer decision making, satisfaction/dissatisfaction factors, perception, learning, group influences as well as marketing strategies implications.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG3001 BUSINESS-TO-BUSINESS MARKETING

This course focuses on the key issues and factors to consider when formulating and implementing marketing strategies targeting other businesses and nonprofit organizations. It includes relationship building, alliance and partnership, data interchange, power shifts in the channel, and the impact of changing technology.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG3002 MARKETING RESEARCH

Marketing managers are required to make enormous number of decisions that have direct impact on consumer experiences and ultimately purchase. This course is designed to equip students with the skills of collecting data, transforming these data into information and developing insights for making effective marketing decisions. Students will be introduced to various techniques and methodologies to plan and execute sound research studies, as well as updated analytical tools to analyse and interpret research results. They will also acquire practical experiences by working on a group research project.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4000 INTERNATIONAL MARKETING

This course enables students to develop an understanding of the dynamics of foreign markets and learn how to apply the marketing concepts in these environments. Students will be able to gain the necessary skills needed to evaluate and select foreign market opportunities, segment international markets, enter and effectively serve the foreign markets as well as develop and implement marketing strategies at the country, regional, and global level.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4001 INTEGRATED MARKETING COMMUNICATIONS

Students will be able to exhibit: a critical appreciation of key models and framework within the marketing communications area; critically appraise and develop integrated marketing communications campaigns; show a sound understanding of the advertising process ranging from creative strategy to media strategy; demonstrate an appreciation of the roles and relative contributions of public relations, sponsorship, sales promotion, direct marketing and the internet as communications tools; and understand the differing roles of advertising agency, specialist agency and creative consultancy.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4002 MARKETING STRATEGY

This is a capstone course in marketing to train students in consolidating all learnt principles and putting them into making marketing decisions relevant to the long-run performance of organizations. It will introduce students to strategic thinking and also other updated and pertinent issues in marketing strategy. Upon completion of the course, students should be able to recognize the key influencers of success of various marketing decisions and thereby improve their ability in making marketing decisions.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4003 SERVICES MARKETING

This course seeks to prepare students to function as effective marketers in a services economy, to raise awareness of the nature and characteristics of services as well as to provide more knowledge about service quality, the foundation of services marketing.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4005 RETAIL STRATEGY

This course discusses the various activities and decisions that retailers face everyday. It introduces and integrates business, consumer and social concepts to provide an effective framework for the study of retailing. After taking this course, students should be equipped with the knowledge of selecting a store location, managing the retail operation, developing a merchandise plan as well as communicating with customers. Pre-requisite: MKTG2000 Principles of Marketing

MKTG4011 PRICING STRATEGY

This course will draw on the concepts of economics and marketing to develop approaches useful for pricing decision making. Students are expected to develop a deep appreciation of the complexities of making pricing decisions from a managerial perspective and to be able to conduct detailed analysis of the pricing environments. The elements of a comprehensive conceptual model of the pricing decision will be demonstrated.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4012 CUSTOMER RELATIONSHIP MANAGEMENT

Nowadays, Customer Relationship Management (CRM) is a popular topic for discussion among marketing practitioners and academic researchers. CRM is gaining importance with the exploding customer data in company databases which may be beneficial to marketers' decision making. This course aims to introduce to students the fundamental CRM concepts and the CRM tools available for marketer's use. Upon completion of this course, students are expected to understand the conceptual background and techniques of CRM, and also be able to critically evaluate the tactical effectiveness of various CRM tools.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4013 DIGITAL MARKETING

Digital technologies have dramatically changed the way how marketers interact and communicate with customers. Therefore, it is essential that marketers should be well-acquainted with these tools and be able to integrate them into the marketing strategy of the firm. This course will provide students with the basic concepts, principles and theories associated with marketing in the digital environment. They will be familiarized with the various digital platforms including search engines, social media, mobile as well as other forms of new media. This course also prepares students in anticipation of future developments in the digital world.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4014 BRAND MANAGEMENT

This course will address the strategic importance of branding, provide theories and strategies for building, leveraging, and defending strong brands, and discuss current opportunities and challenges facing brand managers.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4017 SPECIAL TOPICS IN MARKETING

This course aims to familiarize the students with the latest issues and topics in marketing. It allows students to develop skills related to a special aspect of marketing not presently covered in the other marketing courses offered in the programme (e.g. Marketing for Non-profit Organizations, Marketing in the Asia-Pacific Region).

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4018 LEISURE AND LIFESTYLE MARKETING

This course is designed to provide students with an overall understanding of marketing developments in the fast-growing leisure and lifestyle industries (such as tourism, arts and entertainment, accommodation). Students will learn how marketing activities are conducted in leisure and lifestyle organizations and important marketing issues relating to the industries. Upon completion of this course, students should be equipped with the knowledge and skills to apply marketing principles as they pertain to the fast growing leisure industry.

Pre-requisite: MKTG2000 Principles of Marketing

MKTG4019 ANALYTICS FOR MARKETING DECISIONS

Marketers increasingly found that big data is becoming mainstream and the ability to collect, analyse and generating insights from these data becomes essential to the success of modern enterprises. This course seeks to introduce students to various sources of marketing data as well as a variety of statistical tools available to convert them into useful insights enabling profitable customer acquisitions, retention and growth. Using real world cases and statistics software, this

course will bring students through the process of acquiring useful data, choosing relevant analytical methods as well as converting results into meaning insights which can input into major marketing decisions. Data privacy issues will also be explored in this course.

Pre-requisite: MKTG2000 Principles of Marketing and MKTG3002 Marketing Research

MKTG7010 MARKETING MANAGEMENT

This course seeks to equip students with the key conceptual, analytical and problem solving skills to address marketing problems and decisions. Specifically, it introduces students to various marketing analyses (customer, competitor and company analysis) and marketing strategies. Tools and methods used in planning and implementing the four Ps (product, price, place and promotion) will be explored. This course integrates theory and practice within the context of organizations operating locally and globally.

Pre-requisite: None

MKTG7030 CONSUMER BEHAVIOR

The purpose of this course is to study the process of consumer decisionmaking and its determinants, and the resulting implications for marketing strategy. Concepts and theories covered in this course are essential for consumer analysis and the development of effective marketing strategies. A strategic orientation will permeate most facets of this course. At the same time, knowledge of consumer behavior requires an understanding of important theoretical concepts borrowed from fields such as social psychology, consumer psychology, and experimental psychology.

Pre-requisite: MKTG7010 Marketing Management

MKTG7032 ADVANCES IN MARKETING STUDIES

This course provides students with the opportunity to focus on a particular contemporary issue in marketing. Possible topics come from the fields of internet marketing, brand management, marketing in China and customer relationship management.

Pre-requisite: MKTG7010 Marketing Management

MKTG7033 MARKETING ANALYTICS

This course is designed to help students understand the development of marketing data in the big data era and the value of such data in marketing decision making. Students will be introduced the broad range of marketing data available to businesses, ways to gain insights from the data and convert insights into profitable customer acquisition, retention and growth efforts. Important marketing data usages (e.g., customer behavior prediction, customer value evaluation, social listening, etc.) are discussed using examples from different industries. Issues of data privacy and implementation challenges in big data marketing will also be explored.

Pre-requisite: Any marketing fundamental module at UG level or above (for students of Master of Science in Business Analytics Programme) / MKTG7010 Marketing Management [for students of MBA and MSc in Data Science (Marketing Analytics) Programme]

MKTG7300 INTERNATIONAL MARKETING STRATEGY

What are the roles of marketing in a dynamic global environment? What are the challenges or complexities for managing brand-marketing in the cross- cultural context? In addressing these issues, this course provides students an understanding of the development of marketing strategy in local and overseas market. It is concerned with creating an effective strategic plan through identifying marketing opportunities and assessing company capabilities. The module also endeavors to help students apply the learnt theories to practice through the critical analysis of relevant case studies.

Pre-requisite: None

MKTG8012 DOCTORAL SEMINAR IN MARKETING THEORIES

This course introduces Ph.D. students to recent topics and literature in the field of marketing. It aims to generate a discussion highlighting recent developments in marketing theories in the following areas:

- Marketing strategy
- Consumer behavior

Students are required to read and prepare written reviews on journal articles at home. They also need to share and discuss these reviews in the class. This approach enables students to appreciate marketing theories and concepts and their managerial implications. It also enables students to assess the strengths and weaknesses of various marketing investigations.

Pre-requisite: None

MKTG8350 INTERNATIONAL MARKETING

This is an executive course in marketing to train students in consolidating all learnt principles and putting them into making marketing decisions relevant to the long-run performance of organizations. It will introduce students to strategic thinking and also other updated and pertinent issues in marketing strategy. Lots of cases under various scenarios will be discussed. Upon completion of the course, students should be able to recognize the key influencers of success of various marketing decisions and thereby improve their ability in making complicated marketing decisions.

Pre-requisite: None

MKTG8999 DOCTORAL THESIS

The PhD thesis is the main output of a PhD. It is a concentrated piece of original research carried out by all PhD students in order to successfully earn their doctoral degree. The PhD thesis needs to contribute to the existing body of knowledge.

Pre-requisite: None