



2024/2025

www.mmc.edu.mo



課程簡章 Prospectus

學士學位及副學士學位課程

Bachelor's Degree and Associate Degree Programs

旅遊娛樂業管理

Hospitality Management



學院網頁
WEBSITE



學院公眾號
WECHAT PUBLIC ACCOUNT



學院FB專頁
FACEBOOK PAGE

報名網頁: <https://www.mmc.edu.mo/enrollment-in-macao/>

聯絡電話: +853-28788186 郵箱: registry@mmc.edu.mo

地址: 澳門宋玉生廣場255號中土大廈八樓(校區總部)

澳門友誼大馬路漁人碼頭 MIAMI II (研發基地)

Download the application form from website: <https://www.mmc.edu.mo/enrollment-in-macao/>

Tel: (853)28788186

E-mail: registry@mmc.edu.mo

Address: Alameda Dr. Carlos d'Assumpção No. 255 China Civil Plaza 8- andar, Macau (MMC Headquarters)

Fisherman's Wharf, Miami II, Macau (R&D Center)

目錄

學院簡介	1
課程簡介	2
課程的進修階梯	2
學習計劃	3
旅遊娛樂業管理學士 •	3
旅遊娛樂業管理課程(副學士) •	5
選修科目表	6
科目簡介	7
2024／2025 年度課程招生	13
2024／2025 年度各項收費表	14

Contents

Introduction to Macau Millennium College (MMC)	16
Programmes	18
Study Path	18
Study Plan	19
<i>Bachelor (Licenciatura) of Hospitality Management</i>	19
<i>Associate Degree of Commerce in Hospitality Management</i>	21
Elective Courses	22
Course Description	23
Admission 2024/2025	33
Fees 2024/2025	34

學院簡介

中西創新學院成立於 2001 年 8 月，是澳門特區政府批准、國家教育部認可的非牟利私立高等教育機構，具備提供“本、碩、博”學位及副學士證書教育課程的法律資格及學術資質。學校總部設於澳門宋玉生廣場中土大廈，研發基地位於澳門漁人碼頭，擁有“國際化”先天基因及“融匯中西”特色文化，是澳門最具創新力的學府之一，計劃用 10-15 年的時間建設成為一所澳門領先、數字特色、灣區知名的開放式、創新型、研究型、國際化大學。

學校以“探索科技應用創新、培養卓越數智人才、服務產業升級發展、融入國家發展大局”為使命，以“創百年學府，育產業精英”為願景，秉承“進德、自強、博學、創新”的校訓精神，堅守“中西融匯、創新為本、國際視野、追求卓越”的核心價值，致力於培養具中西跨文化素養及數字時代競爭力的創新型、國際化的卓越數智人才。

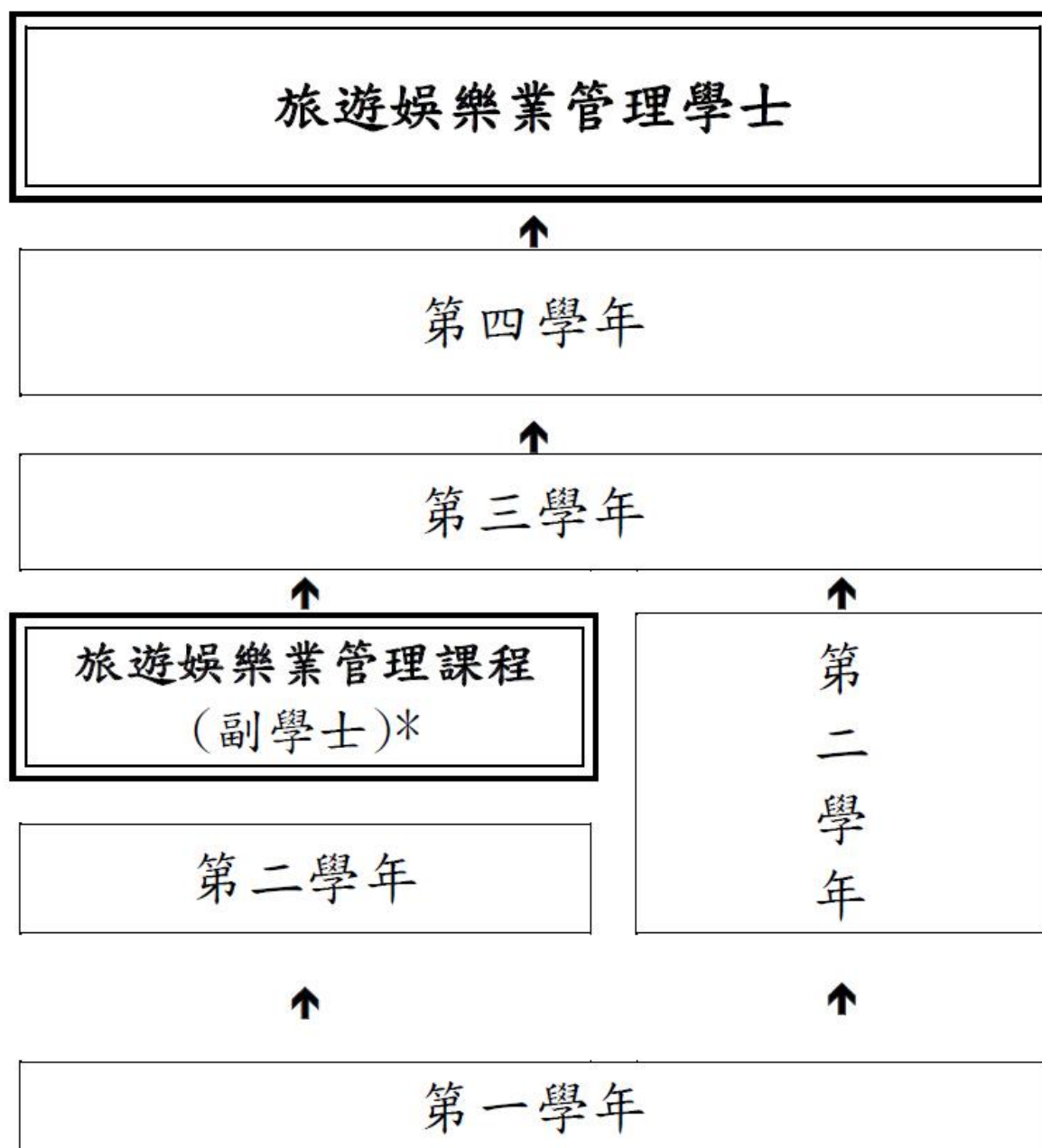
學校以“數字+”為核心，聚焦數字科創、數字經濟、數字社會、數字人文“四大學域”，構建“樞紐式”學科架構，推行“樞紐-學域-課程”學科發展模式，打造學科交叉融合、數智人才培養、科學研究創新、國際交流合作、一流師資鍛造、未來數字校園、特色品牌提升的“七大平臺”，建設數智人才集聚與培養、數字科技創新與研發、中西文化交流與融合的“三大基地”，注重培養學生的自主學習能力，激發學生的創造力和思維能力，鼓勵學生勇於創造，擁抱創新。

學校倡導樹立終身學習理念，鼓勵學生和教師持續追求知識和技能的提升；崇尚學術自由，尊重學生和教師的獨立思考和創造力；注重培養團隊協作精神，深信合作是推動學術進步的重要力量。

課程簡介

課程	年期	授課語言
旅遊娛樂業管理學士 (學習計劃參考P.3)	四年	中文及英文
旅遊娛樂業管理課程(商副學士) (學習計劃參考P.5)	兩年	中文及英文

課程的進修階梯



* 完成副學士課程並獲取優良成績，可繼續升讀學士學位課程。

學習計劃

旅遊娛樂業管理學士

第一學年

必修科

科目編號	科目名稱	學分
BU101	市場學原理	6
BU103	會計學入門	6
CH107	中文寫作與分析	6
CO100	電腦概念與應用	6
EC100	經濟學導論	6
EN101	基礎英語	6
HI104	澳門史	6
HM100	旅遊酒店業計量方法入門	6
HM101	旅遊酒店業導論	6
MG100	管理學概論	6

總學分 **60**

第二學年

必修科

科目編號	科目名稱	學分
BU208	旅遊業市場推廣	6
CH101	中西文化比較導論	6
HM200	酒店與渡假區管理	6
HM206	旅遊業財務分析與管理	6
HM209	博彩心理學	6
MG202	人力資源管理	6

選修科

註：兩門選修科 (參閱 P.6) **12**

總學分 **48**

旅遊娛樂業管理學士

第三學年

必修科

科目編號	科目名稱	學分
AD307	旅遊娛樂業美術設計	6
BU303	商業政策專研	6
HM301	遊客行為與心理的研究	6
HM302	澳門博彩業研究	6
HM303	文化古蹟旅遊	6
MG301	文化與管理模式	6
選修科		
註：兩門選修科 (參閱 P.6)		12

總學分 **48**

第四學年

必修科

科目編號	科目名稱	學分
BU404	國際營銷學	6
BU408	人際溝通技巧	6
HM401	旅遊業質素管理	6
HM402	旅遊業的資訊管理	6
HM403	會展管理學	6
HM404	旅遊業與城市規劃	6
PC300	專設實習*	--
選修科		
註：兩門選修科 (參閱 P.6)		12

總學分 **48**

*由院方安排學生在酒店、娛樂場、主題公園、會展場地及旅行社進行專設實習。

畢業要求學分為：

***204**

畢業要求學分受第 19/2018 號行政法規《高等教育學分制度》之規管，內容如有更改，將另行通告。

旅遊娛樂業管理課程(副學士)

第一學年

必修科

科目編號	科目名稱	學分
BU101	市場學原理	6
BU103	會計學入門	6
CH107	中文寫作與分析	6
CO100	電腦資訊系統入門	6
EC100	經濟學導論	6
EN101	實用英語	6
HI104	澳門史	6
HM100	旅遊酒店業計量方法入門	6
HM101	旅遊酒店業導論	6
MG100	管理學概論	6

總學分 **60**

第二學年

必修科

科目編號	科目名稱	學分
BU208	旅遊業市場推廣	6
HM200	酒店與渡假區管理	6
HM201	餐飲管理	6
HM205	酒店與飲食業會計	6
HM206	旅遊業財務分析與管理	6
MG202	人力資源管理	6

選修科

註：兩門選修科 (參閱 P.6) 12

總學分 **48**

畢業要求學分為： ***108**

畢業要求學分受第 19/2018 號行政法規《高等教育學分制度》之規管，內容如有更改，將另行通告。

選修科目表

旅遊娛樂業管理學士學位

選修科

科目編號	科目名稱	學分
BU202	勞工市場和勞資關係	6
BU204	當代亞洲的政治與商業	6
HM201	餐飲管理	6
HM202	旅遊與消閒娛樂管理	6
HM204	娛樂設施管理	6
HM205	酒店與飲食業會計	6
HM207	酒店與旅遊業法規簡介	6
HM208	博彩業營運學	6
MG201	組織行為與人事管理	6
AD308	會展材料設計與創作	6
CH303	旅遊博彩從業員普通話	6
EC302	兩岸四地的經濟聯繫	6
EC305	旅遊經濟學	6
EC403	亞洲四小龍發展的比較	6
EN300	實用旅遊業英語	6
HM405	旅遊業營銷管理	6
HM406	國際博彩業管理研究	6
HM407	旅遊業人力資源管理專研	6
HM411	當代旅遊業專題講座	6

註：每學年最少開設兩科選修科，而額外選修科數目則由學院按實際情況而定。

旅遊娛樂業管理課程(副學士)

選修科

科目編號	科目名稱	學分
CH101	中西文化比較導論	6
HM202	旅遊與消閒娛樂管理	6
HM203	國際會議管理	6
HM204	娛樂設施管理	6
HM207	酒店與旅遊業法規簡介	6
HM208	博彩業營運學	6
HM209	博彩心理學	6

註：每學年最少開設兩科選修科，而額外選修科數目則由學院按實際情況而定。

科目簡介

AD307 旅遊娛樂業美術設計

本科目根據旅遊娛樂業的美術設計需求，探討地區旅遊娛樂業的設計風格、地域特色色彩、設計構成要素和設計品功能。主要介紹美術設計的相關知識，並通過理論與實踐使學生具備設計基礎知識和能力，以備將來的職場工作。同時，本科目研討澳門與其他地區設計品的比較，本地區的特色與限制、設計推廣計劃等專題。

AD308 會展材料設計與創作

本科目將學習理解會展業市場，學習市場調查和分析、產品設計的概念與評論，認識不同物料在視覺交流的效用以便製作適合市場銷售的會展物料。

BU101 市場學原理

由淺入深介紹市場學的基本概念及理論，營銷策略的內容、制定及執行，對市場環境改變的適應，有關市場數據及資訊的搜集、處理和分析。同時，解釋市場學對企業的重要性，及如何運用市場理論解決企業面臨的問題，學習市場細分（segmentation），選擇目標市場（targeting），市場定位（positioning）等概念，並且引述酒店及服務行業的例子來支持相關的理論。

BU103 會計學入門

本科目重點培養學生的會計基礎理論知識以及會計的基本方法技能。主要介紹具體經濟業務的會計處理方法，解釋財務報表的編制，並進行相應的實際操作訓練。本科目重點講解複式記帳原理、公司財務報告的內容和結構，公司法例的影響，並介紹在決策層面上的應用等。完成本科目後，學生應具備能力將企業經濟資訊轉化為會計資訊。

BU202 勞工市場和勞資關係

學習勞工市場理論，工會組織的研究，集體談判，勞資關係的模式，勞工法，以及港澳勞動市場的發展。

BU204 當代亞洲的政治與商業

探討下列政治因素對亞洲工商業及外貿的影響：社會契約、選舉制度、憲法、經濟政策、司法制度，以及國際形勢和區域聯盟。

BU208 旅遊業市場推廣

理解澳門旅遊業市場推廣方面的概念，了解企業可採用的市場推廣途徑。通過學習，學生應該學會如何為企業確定相關的市場問題，收集相關的數據和資料，分析所收集的資料，並對分析結果進行適當的解釋。基於研究結果，制定相應的推廣策略並制定適當的行動計劃。總的來說，學生需要學習如何將市場推廣的理論應用於工作中，對旅遊企業面臨的問題進行分析並提出合理可行的解決方案。

BU303 商業政策專研

本科目的主要目標是探討企業策略的決策問題，包括制定和實施各種主要策略。涵蓋範圍包括營銷、財務、人力資源、公司組織，以及本地和海外企業的案例研究。在全球化趨勢下，企業必然朝向國際化經營，並需要相應地調整經營策略。面對當前的策略環境，企業應該如何利用全球市場的優勢來建立競爭優勢？這些都是企業高階決策所面臨的重要議題。本科目將整合相關理論並進行案例分析。

BU404 國際營銷學

本科目旨在幫助學生了解世界各地的營銷實踐，深入認識國際營銷，增強學生的營銷詞彙，提升識別和運用業務戰略和戰術的能力。同時，學生還將了解營銷運作中使用的政策、程序、方法和實踐，以指導營銷人員的行動，並將這些知識應用於實際工作中，為有效的營銷運營提供幫助。

BU408 人際溝通技巧

本科目旨在幫助學生認識各種溝通模式和不同類型的人格特質，鼓勵學生在課堂上分享和討論在日常工作和生活中遇到的與人際溝通相關的事件，教授學生掌握情緒表達和發表意見的技巧，學習與陌生人溝通和說話的藝術。教學內容主要聚焦於以下重點：理解人際溝通技巧、發展人際關係技巧，以及職場溝通。

CH101 中西文化比較導論

本科目旨在以古今結合的形式與內容，比較中西文化的歷史與現實發展，展示人類文明以及文化的多樣性和特殊性。進一步闡明世界文明的進步是各地區和民族文化交流融合的結果，也是全人類共同創造的寶貴財富。本科目的重點在於介紹中西文化比較的基本概念、內容和特點。同時，比較和解讀中西文化在習俗、教育、宗教、建築、繪畫等方面的文化內容，分析和論述中西文化軟實力的現實發展。通過學習，引導學生思考如何更好地發揚中西優秀的文化傳統，推動社會的發展。

CH107 中文寫作與分析

本科目旨在培養學生對現代語文的文字表達和寫作技巧的認識，提升寫作能力和水平。透過教學和實踐寫作，學生將學習基本的文字應用和表達技能，並深入瞭解各種文體，尤其是日常應用作文的寫作要求，以便在日後的工作中能熟練應用寫作技巧，處理公司和企業的日常文書工作。此外，學生還將學習編輯和策劃相關工作項目，並具備處理廣告、新聞、廣播等文字內容的能力和水平。

CH303 旅遊博彩從業員普通話

本科目專為未能以正確流利的普通話與客人交談之博彩業從業員而設計，著重教授賭場用語，並提供大量的聽力和口語訓練，以使每位學生都有機會練習應用與工作相關的普通話。通過學習，學生將能夠自如地在實際工作中應用普通話。

CO100 電腦概念與應用 / 電腦資訊系統入門

本科目的主要目標是教授電腦的基礎理論和應用。從電腦的基本概念，例如用途、歷史、數字系統、資料表示法、系統單元、硬體裝置、作業系統、程式語言、應用軟體、資料結構和資料庫系統管理到有線/無線網路架構、資訊系統和電子商務等網路相關知識，學生將全面了解電腦多元化的世界。學生將學習如何利用電腦提高工作效率和生活品質，同時，還將深入瞭解電腦網路和電子商務，從而使學生的學習更加扎實，未來的應用範圍更廣闊。

EC100 經濟學導論

本科目旨在介紹經濟學的基本概念和原則，並著重向學生傳授與旅遊娛樂專業相關的經濟學課題。該科目主要分為三個部分：微觀經濟學概論、宏觀經濟學概論和國際經濟學概論。透過學習，學生能夠基本了解市場經濟的運作方式，理解宏觀經濟學的基本原理，並對財政和貨幣政策有一定的認識。

EC302 兩岸四地的經濟聯繫

本科目系統性地探討兩岸四地經濟聯繫的深化進程，並介紹區域貿易組織與經濟發展之間的聯動關係。同時，重點將放在中港經貿關係的發展、台灣的大陸政策以及兩岸經貿關係的演變。還將探討經濟一體化的理論基礎，以及上述發展對澳門的影響。同時，也將闡述可持續發展的概念在不同地理尺度（地方、國家和國際）上的應用，並探討兩岸四地（中國大陸、台灣、香港、澳門）在不同區域經濟組織中的經濟分工和競合關係。

EC305 旅遊經濟學

運用經濟學原理解答旅遊業的基本問題，包括旅遊需求的微觀與宏觀分析、價格彈性、成本；服務行業的生產、供應與營銷特性、投資回報；以及旅遊業對國民經濟的貢獻和社會成本。

EC403 亞洲四小龍發展的比較

本科目將探討亞洲經濟奇蹟，各國的文化背景、發展模式、農業發展的概況、工業政策與成果。此外，還將分析成功因素的理論與實證，以及從金融危機中獲得的啟示。

EN101 基礎英語 / 實用英語(一)

本科目選讀簡明的英語文學作品和實用文體，並結合課堂習作和小組活動教學，以提升學生在英語口語、聽力、詞彙掌握、閱讀理解和寫作應用文等方面的能力，尤其是在商業情境下的應用。學生需要在課前學習相關詞彙、語法和句子結構，以便能夠全身心地參與課堂活動。學習主題涵蓋旅行計劃、點餐等方面。

EN300 實用旅遊業英語

本科目旨在於透過教授學生旅遊詞彙和應對不同場合的英語溝通技巧，提升學生在聽、說、讀和寫方面的能力。科目主題涵蓋旅遊計劃、體驗描述、歷史介紹、預約安排等等。為了促使學生更好地參與課堂活動，課前將提供相關材料，以提供即將上課主題的一些背景資訊。該科目將特別關注旅行過程中可能遇到的各種情境，同時也將涵蓋許多學生在日常生活中可能遇到的主題。

HI104 澳門史

本科目主要探討澳門的歷史發展，從古代到現代，特別關注 16 世紀後至 1999 年澳門回歸祖國的時期，旨在深入探討澳門的歷史發展，讓學生對澳門的歷史有更全面的了解。科目內容可分為三個主要部分。首先，澳門地區自古以來一直是中國領土神聖不可分割的一部分。它位於中國南部邊境，處於珠江出海口，地理上與內陸和海洋相連。考古學的研究結果充分證明這個地方自古以來就有炎黃子孫的活動。其次，在 16 世紀中葉，葡萄牙人以貨物受到颱風損壞為由，開始在澳門租借居住，並逐漸演變成定居。從那時起到 1849 年，葡萄牙人按照自己的社會政治文化傳統，逐步建立起一個具有自治性質的管理機構，成為在中國王朝統治和監督下的一個特殊區域。第三，19 世紀 40 年代的鴉片戰爭前後，葡萄牙人利用中國王朝在戰爭中的失敗，改變了他們以往的態度，並借助西方殖民勢力的進展，於 1887 年簽訂了《中葡和好通商條約》，將澳門變成葡萄牙的管轄地，直到 1999 年澳門才重新回歸祖國。

HM100 旅遊酒店業計量方法入門

本科目旨在介紹統計學的基本概念和方法，並探討其在旅遊業管理中的應用，包括實例和個案研究。核心目標是培養學生具備統計思維的能力，能夠應用統計知識來分析日常生活和工作中與統計相關的現象。本科目將涵蓋數值數據的集中趨勢、變異程度和分佈形狀的描述。學生將通過本科目學習掌握概率的基本概念和計數規則，描述離散型和連續型概率分佈並計算相關概率。同時，學生還將了解抽樣和抽樣分佈的概念，學會構建均值和比率的置信區間，掌握單一樣本和兩個樣本的假設檢驗過程，並能夠建立簡單和多元線性回歸模型。通過修習本科目，學生將能夠運用統計學的知識和技巧來分析和解釋旅遊業管理中的數據，並能夠做出相應的決策和預測。

HM101 旅遊酒店業導論

本科目旨在幫助學生全面且系統地理解和掌握酒店旅遊業的基本運作、常用管理實踐和理論。透過該科目，學生將能夠系統地學習酒店旅遊業的知識，並為日後的學習打下良好基礎。科目內容包括世界旅遊和澳門近代發展史，旨在向學生介紹旅遊行業的最新現狀和發展趨勢。這將有助於學生擴大視野，了解旅遊業的最新軟體和硬體發展動態。

HM200 酒店與渡假區管理

以現代酒店經營管理與服務的客觀規律為基礎，並以管理理論為指導，全面介紹酒店經營管理、酒店市場分析、組織設計、酒店前台與客房業務管理、酒店服務管理、酒店品牌管理和酒店綠色管理等相關理論與方法。該科目強調以實際的酒店與度假區的業務活動為基礎，注重實用的管理方法和操作技巧，讓學生全面而系統地瞭解酒店與度假區經營管理的各種要素及其之間的運作和內在聯繫。

HM201 餐飲管理

本科目旨在研究飲食業的運作，包括餐廳到會服務的承辦，以及大小量食物製作的技術和標準。同時，學生將學習飲料管理的基本原則、酒吧運作，以及購貨、存貨和設施管理等相關知識。科目的內容主要分為三個部分：1、餐飲管理理論和管理技巧：包括餐飲管理的概念、菜單管理、餐飲業的經營管理、餐飲控制、餐飲物料庫存、人力資源管理和財務管理等。2、餐飲管理技能：包括餐飲製備、飲料管理、餐飲衛生和餐飲設計等。重點在於學習各種技能在餐飲管理中的應用。3、宏觀分析：透過研究餐飲管理的現狀和發展趨勢，進行情景分析，特別關注澳門餐飲管理的發展趨勢。通過修習本科目，學生將能夠全面瞭解飲食業的運作常規和管理原則，並具備相應的技能和知識，以應對餐飲管理中的各種挑戰。

HM202 旅遊與消閒娛樂管理

通過對文娛、體育及消閒活動參與者和觀眾心理的深入了解，能夠更深刻地瞭解他們對於消閒活動的驅動力、期望和滿足感。同時，可以將這種理解應用於管理方面，以推廣受歡迎的活動和服務。

HM204 娛樂設施管理

本科目探討娛樂設施的管理和維護要求，涵蓋環境保護、設施運營和資源管理等方面。科目內容將以澳門娛樂度假村配合政府政策，致力打造世界一流的娛樂城市為基礎，討論如何增加和維護現有娛樂設施，以吸引更多旅客前來澳門體驗世界級的娛樂服務。重點內容包括：管理的五大流程 IPECC、企業規章編制、經營管理、業務銷售管理、人力資源管理、產品管理、財務管理、研發管理、行政管理、資訊管理。

HM205 酒店與飲食業會計

本科目旨在深入研究酒店和飲食業的會計基本原理、常規、會計方法以及業界認可的會計系統。主要介紹會計的本質、職能、要素、科目、恆等式、借貸記帳法、會計核算的基本原則、會計憑證、會計帳簿以及財務報表的基本程式和方法。著重於會計概述，特別注重基礎理論和基本會計處理技能的學習，讓學生具備整理、分析、解釋和應用旅遊和款待業財務資料的能力。透過學習，學生能夠深入了解酒店和飲食業的會計原理和基本方法，並具備處理相關財務資料的技能以支援業務決策和經營分析。

HM206 旅遊業財務分析與管理

該科目的內容主要集中在以下方面：1、資產估值：介紹企業各種資產估值模型，包括股息成長模型和資本資產定價模型。2、風險與回報：探討投資組合的回報和風險，以及風險與分散投資的相關概念。3、資本預算：介紹評估固定資產投資的不同方法。4、資本成本：討論不同資金來源對企業資本成本的影響。5、資本結構：探討企業如何運用負債和股東權益來管理資本結構。6、股息政策：涵蓋現金股息、股票股息、股票分割和股份回購等相關議題。7、酒店估值：介紹估計酒店市值的不同方法。8、營運資金管理：討論流動資產和流動負債的管理。9、長期資金管理：探討企業的長期融資來源。透過這些內容，學生能夠掌握財務分析的技巧，並能夠應用這些知識來進行現金管理、制定管理策略、操作業務以及規劃擴張計劃。

HM207 酒店與旅遊業法規簡介

探討法律給予酒店及旅遊業與旅行社方面之權利與義務，並分析未履行法律義務可能產生的後果。

HM208 博彩業營運學

本科目探討博彩業的常規運作，包括員工管理、保安措施、稅務問題以及賭場的娛樂設施等相關議題。同時，還深入探討了特殊的財務、稅務和信貸問題。透過這門科目，學生能夠更深入地理解賭場在經濟中的角色，增強對賭場相關術語的瞭解，並提升運用商業策略和戰術來有效經營賭場的能力。同時，學生也將加強對賭場與其他娛樂設施之間相互關係的理解，並提高對賭場戰略分析和規劃的能力。

HM209 博彩心理學

本科目介紹賭博與心理學的關係，包括年輕人參與賭博的心理因素、賭博與其他高風險行為之間的關聯、病態賭徒的心理分析和處理方法、賭博與精神疾病之間的關係，以及賭博對社會心理的影響。同時，將探討賭博行業和政府應採取的相應管理措施。該科目旨在讓學生全面瞭解賭博心理學的各個層面，包括病理學、犯罪學和社會心理學等。學生能夠有效理解和應對賭客的賭博心理和行為，並預防沉迷賭博的危​​害。此外，還將培養學生對賭博業者的社會責任意識，使其瞭解如何從多個角度促進賭博行業在社會中實現平衡健康發展。

HM301 遊客行為與心理的研究

運用社會學和心理學理論，探討影響遊客個體和群體行為的各種因素。這些因素包括遊客的社群、經濟和教育背景，以及這些因素如何影響他們在旅遊中做出目的地和旅遊模式的選擇、旅途感受和經驗評估，以及發展階段和國民收入如何影響遊客的休閒活動。重點討論以下主題：大灣區旅遊業的現況和前景、旅遊總體規劃、遊客與法律責任、旅遊中的人際心理和精神健康、遊客的犯罪心態和行為，以及澳門旅遊業的現況和前景等等。通過學習，學生將獲得對於旅遊業發展和管理的洞察，並了解如何處理與遊客相關的法律和責任問題。

HM302 澳門博彩業研究

幫助學生深入理解澳門博彩業的廣泛含義，包括它的起源和歷史發展，博彩業對經濟效益和社會的影響，以及與拉斯維加斯博彩業的比較。同時，該科目還將探討澳門博彩業發展的路徑和前景，讓學生充分了解澳門早期博彩業的歷史和成因。學生將通過分析和比較，深入瞭解不同時期博彩業的發展，並加深博彩業對澳門地區發展的重要性的認識。本科目重點對澳門回歸後首次賭牌開放所產生的問題進行分析和討論，並對重新賭牌競投的作用進行研究分析，幫助學生更好地理解澳門博彩業的發展過程和相關議題。

HM303 文化古蹟旅遊

主要介紹文化古蹟和旅遊的基本知識和概念，以及開發文化古蹟和旅遊資源應遵循的原則和方法。在教學過程中，運用大量的圖像資料和個案分析，結合實地考察和實踐訓練，引導學生學以致用。透過這些教學方法，學生能夠認識當地文物保護和旅遊開發之間的關係，並學習開拓文化旅遊的方法。同時，本科目旨在讓學生對中國，尤其是嶺南和澳門地區的歷史文化資源有一個整體性的了解，增強學生對發展澳門旅遊業和文化旅遊的信心。

HM401 旅遊業質素管理

在旅遊業不斷發展且遊客需求不斷提升的背景下，持續改善旅遊業質素成為一項重要的任務。本科目旨在從不同旅遊產業的角度討論旅遊業質素問題，並學習建立整個旅遊業質素管理體系。闡述旅遊企業如何管理和提升行業質素，重點培養學生的旅遊業質素管理思維、獨立分析邏輯能力和策劃決策能力。學生將學習旅遊產品質素管理的原理和概念，掌握量度旅遊產品質素的方法以及檢視高素質旅遊產品的步驟和特徵，有助於學生瞭解如何提升旅遊產品的質素，以滿足不斷提升的遊客需求。

HM402 旅遊業的資訊管理

涵蓋旅遊資訊管理的理論、方法和現實分析，既注重培養基本技能，也關注對宏觀問題的理解。科目內容主要包括三個方面：首先是旅遊資訊管理理論和管理技巧，包括旅遊資訊和旅遊資訊管理的概念、資訊傳播、資訊檢索等。重點是學習旅遊文化和旅遊資訊的檢索、寫作、編輯、評價等技能。其次是旅遊資訊科技，主要包括資訊技術、多媒體技術、智慧技術、資料庫技術等。重點是分析這些資訊科技在旅遊資訊管理中的應用，並系統分析旅遊資訊管理系統的開發路徑。最後是宏觀分析，主要學習旅遊資訊領域的政策法規、國內外現狀和發展趨勢，以及澳門旅遊資訊管理的現狀，通過情景分析，探討澳門旅遊資訊管理的發展趨勢。

HM403 會展管理學

本科目旨在介紹現代會展產業的基本概念和發展現狀，以及會展產業的功能結構。同時，探討商貿會展項目中各主要角色的職責範圍和彼此之間的關係，以及澳門會展產業的現況和前景。重點內容包括商貿會展項目組織者如何策劃和營運商貿會展項目，涵蓋了會議展覽項目籌備和運營的不同階段工作概述，包括項目立項、市場調研、策劃書製作、宣傳推廣、招展招商、展區設計、展覽會現場運作和展後管理等方面的內容。通過學習，學生能夠了解和掌握商貿會展項目營運管理的流程和基本知識，培養基本的會展項目策劃能力，特別是從業相關的基本技能。

HM404 旅遊業與城市規劃

本科目的主要內容包括以下方面：首先，討論城市規劃的概念及其與旅遊景點規劃的關係；其次，分析城市規劃如何滿足旅遊增長對土地、道路、交通等基礎設施的需求；同時，廣泛探討文化遺產與旅遊業的相互關係；最後，探討旅遊設施的規劃與設計。本科目將詳細探討不同類型和特色的旅遊景點，以及景點的開發、擴展、管理，市場需求評估以及推廣。此外，還將計算旅遊設施的社會成本和效益，以確保各方的利益得到平衡。最後，深入分析城市規劃如何配合旅遊增長對土地、道路、交通等基礎設施的需求，以確保城市的可持續發展和旅遊業的繁榮。

HM405 旅遊業營銷管理

探討推銷各類旅遊產品的技巧和策略，以及旅遊業營銷團隊的組建、培訓和管理。為有意從事旅遊業相關工作的學生，提供就業準備。

HM406 國際博彩業管理研究

本科目旨在提供一套分析系統，以理解各主要博彩中心的營運模式。內容包括：博彩類別、博彩公司的組織架構、賭場與仲介商、供應商及經銷商的合約關係、外來投資的處理方式。同時將分析運營中的策略性聯盟、比較優勢以及經營策略。

HM407 旅遊業人力資源管理專研

本科目的目標是以簡潔的方式向學生介紹人事管理的各個方面的知識，內容包括人事管理、均等就業機會、人力資源規劃與工作分析、人力資源的選擇與發展、表現評估、激勵員工、薪酬管理、員工福利和保障、員工對工作的期望、勞務關係、強積金制度、個人資料隱私以及網上求職和招聘。除了理論知識外，還使用香港和澳門的實際情況作為實例，幫助學生更容易理解理論的應用。在各章節中還加入了相應的歷史思考問題部分，以澄清或加強學生之前學習的概念。除此之外，本科目涵蓋了人事部門不同範疇的內容，也可作為人事部門管理人員在日常工作中的參考。

HM411 當代旅遊業專題講座

本科目的重點內容是澳門旅遊業及相關行業的法律制度。講座將深入且詳細地介紹澳門現行的法律環境，主要專注於旅遊業及相關行業的法律規範，以激發學生的學習興趣，擴展學生對相關知識領域的視野。講座的專題包括澳門法制導論、旅遊法、酒店法、博彩法、文化遺產保護法、侵權行為法、相關程序及訴訟法例以及政府主管機關。透過這些專題的學習，學生將更深入地了解澳門在旅遊業和相關行業方面的法律框架。

MG100 管理學概論

本科目涵蓋了管理學的歷史發展、基本理論，以及成功實踐管理所需考慮的環境因素，例如企業文化和組織架構。整體而言，科目內容可以分為兩大部分。第一部分詳述了管理學原理的基本問題，包括管理的定義、管理的性質、管理學的研究對象和任務。同時，也探討了管理學的形成和發展。第二部分以管理者的四項基本職能（計劃、組織、激勵與領導、控制）為主軸進行分析和討論，闡明每項基本職能的概念、目的、性質、內容，並探討其特點、基本原理，以及執行方法和手段等。

MG201 組織行為與人事管理

探討與商業機構員工行為相關的主要理論及實證研究，以及在人事管理上的應用。這包括僱用與升遷、領導技巧、溝通、團隊精神和公司文化等方面。

MG202 人力資源管理

本科目是管理理論的重要組成部分，也是各項專業管理的基礎。通過講授和培養學生人力資源管理的基本理論、基本知識和解決問題的方法，幫助學生深入理解人力資源管理對組織的重要性，以及其對企業獲得和維持競爭優勢的潛在貢獻。透過學習，學生將在瞭解科目體系和結構的基礎上，對人力資源管理有整體的認識。同時，學生將學會運用人力資源管理理論來分析和解決企業實際問題。本科目的目標是培養學生掌握人力資源管理領域的專業知識，並給學生提供應對現實世界管理挑戰所需的工具和技能。

MG301 文化與管理模式

本科目兼具對文化的傳承性和創造性，旨在研究和比較國內外企業文化，同時探討本國企業文化的建設問題。透過具體的典型案例分析，生動展示企業文化在管理中所扮演的獨特角色。主要內容包括以下方面：探討管理與文化的關係，介紹企業文化理論的產生和發展，深入探究企業文化的內容體系和演變規律，以及企業文化的塑造和戰略等。同時，通過對企業間的比較與借鑒，以及跨文化管理問題的討論，探討企業文化的創新和整合，促進企業管理水準的提升，增強企業的競爭力。本科目旨在培養學生對企業文化的理解和應用能力，使學生能夠運用文化因素來推動組織的發展和管理。通過深入了解企業文化的重要性和影響，學生能夠在實踐中運用相應的策略和方法來建設和塑造企業文化，從而提升組織的競爭力和可持續發展能力。

*本學院將可協助安排有需要的學員到相關機構進行實習。

2024／2025 年度課程招生

A. 入學資格

- a. 完成中學六年級／高中三年級／十二年級並取得畢業證書。
- b. 年滿廿三歲，具有關工作經驗者，可被豁免入學之學歷要求，但須參加入學試。
- c. 內地居民需持有澳門“藍卡”。

B. 報名資料

填妥之申請表格必須連同以下文件交回中西創新學院教務處：

- a. 最高學歷證明及申請表內所填報資料之有效證明文件副本（A4 尺寸）
註：申請者需遞交文件鑑證本或提供正本及副本由本學院有關職員核對；
- b. 身份證明文件副本乙張（A4 尺寸）；
- c. 寸半彩色近照兩張；
- d. 用作通訊地址確認之帳單副本乙張；
- e. 報名費澳門幣 300 元正。

C. 截止報名及入學考試日期

按本院最新公佈。（可參閱本院網頁：<http://www.mmc.edu.mo>）

D. 取錄人數

由於本院認定提供高質素教育，每一課程每年擬取錄六十至一百人。

E. 享獎學金

學校設立形式多樣的獎學金。學習成績優異的學生，每年可獲得 MOP/HKD5,000~55,000 不等金額的獎學金。

2024／2025 學年各項收費表

項目	澳門幣
旅遊娛樂業管理學士/旅遊娛樂業管理課程(副學士)全年學費	33,000.00
雜費	500.00
報名費	300.00
保證金(詳見備註 4)	3,000.00

〔特別招收之〕海外生及非澳門居民全年學費	港幣 55,000.00
----------------------	--------------

備註：

1. 學費分兩期(分別於每學年第一學期及第二學期前) 繳交；所有費用一旦繳交，概不退還(保證金除外)。
2. 新入學學生的保證金及雜費連同第一期學費繳交。
3. 學費、保證金及雜費等款項則於學生被正式錄取後，學院將發予有關繳費單，學生帶備該繳費單到工商銀行(澳門)繳交。繳費後，學生須將票據／銀行存根於指定日期前交回本學院接待處，辦理確認手續。
4. 每名新入學之學生必須繳交澳門幣 3,000 元作為在校期間之保證金。此保證金將在學生申請退學或完成整個課程後用作抵銷學生在校期間的一切罰款／欠款後退還給學生。
5. 逾期繳交費用之學生，須繳交附加費澳門幣 500 元。
6. 學費及其他收費項目或作調整，按院方最新公佈為準。
7. 如有需要向教育及青年發展局申請資助，請向教育及青年發展局查詢。
8. 本澳學生亦可使用澳門特區政府提供的「持續進修發展計劃」資助金額支付部份學費。

有關學院更多資訊可掃描以下二維碼：



學校網頁



學校公眾號



學校 FB 專頁

學院聯絡方式：

報名網頁：<https://www.mmc.edu.mo/enrollment-in-macao/>

聯繫電話：**+853-28788186** 郵箱：registry@mmc.edu.mo

學校地址：澳門宋玉生廣場 255 號中土大廈八樓（校區總部）
澳門友誼大馬路漁人碼頭 MIAMI || /SERVICE BUILDING
（研發基地）

Introduction to Macau Millennium College

Founded in August 2001, the Macau Millennium College (MMC) is a non-profit, private higher education institution approved by the Macau Special Administrative Region Government and recognized by the Ministry of Education of the People's Republic of China. MMC is legally qualified and academically accredited to offer undergraduate, master's, doctoral degrees, and associate degree programs.

The college's headquarters is located at the China Civil Plaza in Alameda Dr. Carlos D'Assumpção, Macau, with its research and development base situated at the Macau Fisherman's Wharf. MMC inherently embodies an international perspective combined with a unique blend of Chinese and Western cultural characteristics. It stands as one of the most innovative educational institutions in Macau. MMC is on its strategic mission to develop into an open, innovative, digital-driven and research-oriented international university in Macau and the Greater Bay Area within the next 10-15 years.

MMC is dedicated to exploring innovative technological applications, nurturing digital intelligence talents, advancing industrial development, and aligning with national development strategies. Its vision is to establish a centennial higher education institution and cultivate elite talents for the industries. Guided by its motto, 'Integrity, Self-Strengthening, Academic Excellence, and Innovation,' MMC is firmly committed to its core values, known as the integration of Chinese and Western cultures; innovation as the fundamental principle; international perspective, and pursuit of excellence. MMC endeavours to nurture globally-minded individuals with cross-cultural skills spanning both Chinese and Western traditions, and primed for competitiveness in the digital era.

MMC builds its curriculum around the concept of 'Digital+', focusing on four key academic domains: Digital Science and Innovation, Digital

Economy, Digital Society, and Digital Humanities. It has developed a 'hub-based' academic framework, adopting a 'hub-domain-course' model for academic evolution. The institution has established seven platforms dedicated to interdisciplinary synergy, cultivation of digital intelligence talents, innovation in scientific research, international collaboration, development of top-tier faculty, creation of a future-oriented digital campus, and enhancement of its distinctive brand. Additionally, it has set up three foundational bases for assembling and nurturing digital intelligence talents, fostering innovation and development in digital technologies, and facilitating the integration and exchanges between Chinese and Western cultures. A strong emphasis is placed on cultivating students' independent learning capabilities, sparking their creativity and critical thinking, and encouraging them to boldly innovate and embrace new ideas.

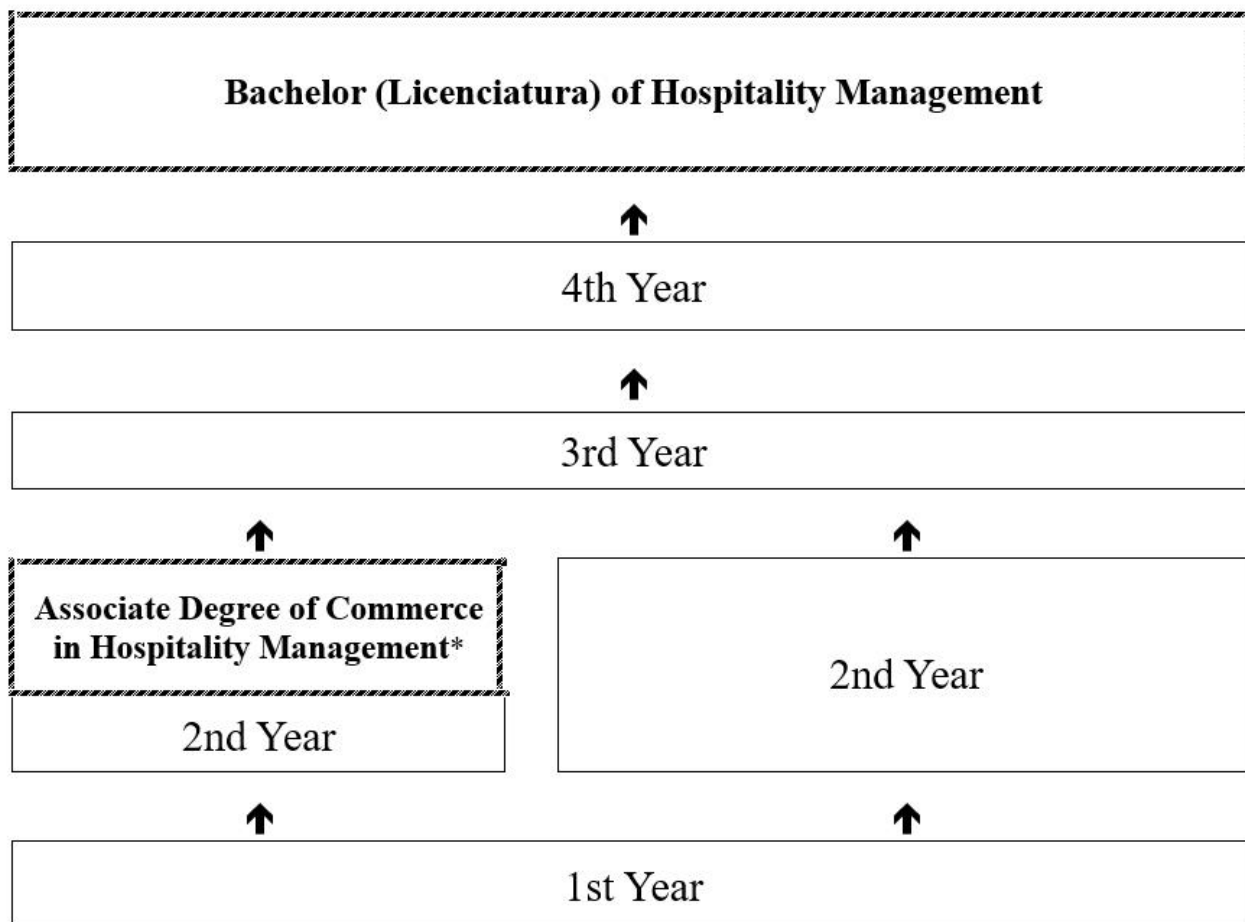
MMC promotes the concept of lifelong learning, encouraging the students and faculty to continually seek enhancement in knowledge and skills. It upholds academic freedom, valuing independent thought and creativity. Emphasizing the development of a collaborative spirit, the institution firmly believes that teamwork is a crucial driver of academic advancement.

Programmes

(2024-2025)

Program	Year	Medium of Instruction
Bachelor (Licenciatura) of Hospitality Management	4 years	English & Chinese
Associate Degree of Commerce in Hospitality Management	2 years	English & Chinese

Study Path



* Students can peruse a Bachelor’s degree following an exemplary completion of their associate degree.

Study Plan

Bachelor (Licenciatura) of Hospitality Management

Year 1

Compulsory Course

Course Code	Course Title	Credit
BU101	Principles of Marketing	6
BU103	Introduction to Accounting	6
CH107	Chinese Writing and Critical Analysis	6
CO100	Computer Concepts and Applications	6
EC100	Introduction to Economics	6
EN101	Basic English	6
HI104	History of Macau	6
HM100	Basic Quantitative Methods for the Hospitality & Tourism Industry	6
HM101	Introduction to the Hotel and Travel Industry	6
MG100	Principles of Management	6

Total Credits **60**

Year 2

Compulsory Course

Course Code	Course Title	Credit
BU208	Travel Industry Marketing	6
CH101	Introduction to Intercultural Studies	6
HM200	Hotel & Resort Management	6
HM206	Travel Industry Financial Analysis & Controls	6
HM209	Gaming Psychology	6
MG202	Human Resources Management	6

Elective Course

*Two elective courses are required (Refer to P.22) 12

Total Credits **48**

Bachelor (Licenciatura) of Hospitality Management

Year 3

Compulsory Course

Course Code	Course Title	Credit
AD307	Art Design in Tourism and Hospitality	6
BU303	Business Policy	6
HM301	A Study of Tourist Behavior and Psychology	6
HM302	Study of the Gaming Industry in Macau	6
HM303	Cultural and Heritage Tourism	6
MG301	Culture and Management Model	6

Elective Course

*Two elective courses are required (Refer to P.22) 12

Total Credits 48

Year 4

Compulsory Course

Course Code	Course Title	Credit
BU404	International Marketing	6
BU408	Interpersonal Communication Skills	6
HM401	Quality Management of Tourism	6
HM402	Information Management in Hospitality and Tourism Operations	6
HM403	Convention Management	6
HM404	Urban Planning and Tourism	6
PC300	Internship *	--

Elective Course

*Two elective courses are required (Refer to P.22) 12

Total Credits 48

* Internship in hotels, casinos, theme parks, convention centers or travel agencies will be arranged by the College.

Minimum Credits for graduation 204

Minimum credits for graduation are governed by Administrative Regulation. If the situation changes, notice will be announced.

Associate Degree of Commerce in Hospitality Management

Year 1

Compulsory Course

Course Code	Course Title	Credit
BU101	Principles of Marketing	6
BU103	Introduction to Accounting	6
CH107	Chinese Writing and Critical Analysis	6
CO100	Computer Concepts and Applications	6
EC100	Introduction to Economics	6
EN101	Basic English	6
HI104	History of Macau	6
HM100	Basic Quantitative Methods for the Hospitality & Tourism Industry	6
HM101	Introduction to the Hotel and Travel Industry	6
MG100	Principles of Management	6

Total Credits **60**

Year 2

Compulsory Course

Course Code	Course Title	Credit
BU208	Travel Industry Marketing	6
HM200	Hotel & Resort Management	6
HM201	Food & Beverage Management	6
HM205	Hotel & Catering Management Accounting	6
HM206	Travel Industry Financial Analysis & Controls	6
MG202	Human Resources Management	6

Elective Course

*Two elective courses are required (Refer to P.22) 12

Total Credits **48**

Minimum Credits for graduation **108**

Minimum credits for graduation are governed by Administrative Regulation. If the situation changes, notice will be announced.

Elective Courses

Bachelor (Licenciatura) of Hospitality Management

Course Code	Course Title	Credit
BU202	Labor Market and Labor Relation	6
BU204	Politics and Commerce in Asia	6
HM201	Food and Beverage Management	6
HM202	Tourism and Leisure Management	6
HM204	Entertainment Facilities Management	6
HM205	Hotel and Catering Management Accounting	6
HM207	Business Law - Hotel and Travel Law	6
HM208	Casino Operations	6
MG201	Organizational Behavior and Human Resources Management	6
AD308	Creative Design for Convention Materials	6
CH303	Mandarin for Employees in Gaming and Tourism	6
EC302	Economic Circle of Mainland China, Taiwan, Hong Kong and Macau	6
EC305	Economics of Tourism	6
EC403	Comparative Analysis of the Economic Development of Asia's 'Four Small Dragons'	6
EN300	Practical English for Tourism	6
HM405	Tourism Sales Management	6
HM406	International Casino Management	6
HM407	Human Resources Management in Tourism	6
HM411	Lectures on Contemporary Tourism	6

***At least two elective courses will be set up each year, and others depend on the College's situation.*

Associate Degree of Commerce in Hospitality Management

Course Code	Course Title	Credit
CH101	Introduction to Intercultural Studies	6
HM202	Tourism and Leisure Management	6
HM203	International Conference Management	6
HM204	Entertainment Facilities Management	6
HM207	Business Law - Hotel and Travel Law	6
HM208	Casino Operations	6
HM209	Gaming Psychology	6

***At least two elective courses will be set up each year, and others depend on the College's situation.*

Course Description

AD307 Art Design in Tourism and Hospitality

The course aims to explore the art design requirements in the tourism and entertainment industries. It focuses on the design styles, regional characteristics, design elements, and functional aspects of design products in the industries. The course provides a comprehensive introduction to the relevant knowledge of art design and equips students with foundational knowledge and skills in design through theoretical study and practical exercises, preparing them for future careers in the field. Additionally, the course also discusses topics such as the comparison between designs in Macau and other regions, the unique characteristics and limitations of the local area, and design promotion plans.

AD308 Creative Design for Convention Materials

In this course, you will learn to understand the exhibition industry market, study market research and analysis, grasp the concepts and evaluations of product design, and understand the effectiveness of different materials in visual communication in order to produce exhibition materials that are suitable for market sales.

BU101 Principles of Marketing

This course introduces the basic concepts and theories of marketing in a progressive manner. It covers the content, formulation, and implementation of marketing strategies, as well as the adaptation to changes in the market environment. The course also focuses on the collection, processing, and analysis of market data and information. Additionally, it explains the importance of marketing to businesses and how marketing theories can be applied to solve practical problems. Students will learn concepts like market segmentation, targeting, positioning, and so on. Examples from the hotel and service industries will be cited to support the relevant theories.

BU103 Introduction to Accounting

This course focuses on cultivating students' basic accounting theoretical knowledge and basic accounting method skills. It mainly introduces the accounting treatment methods of specific economic businesses, explains the preparation of financial statements, and conducts corresponding practical training. This course focuses on explaining the principles of double-entry accounting, the content and structure of corporate financial reports, the impact of corporate legislation, and its application at the decision-making level. After learning, students should have the ability to transform corporate economic information into accounting information.

BU202 Labor Market and Labor Relation

Study labor market theory, research on labor unions, collective bargaining, industrial relations models, labor law, and the development of the labor market in Hong Kong and Macao.

BU204 Politics and Commerce in Asia

Exploring the impact of the following political factors on Asian commerce, industry, and foreign trade: social contract, electoral system, constitution, economic policies, judicial system, as well as international dynamics and regional alliances.

BU208 Travel Industry Marketing

Understanding the concepts of marketing in the Macau tourism industry and comprehending the marketing approaches available to enterprises. Through learning, students should acquire the skills to identify relevant market issues for enterprises, gather pertinent data and information, analyze the collected data, and provide appropriate interpretations of the analysis results. Based on research findings, students should be able to develop corresponding promotional strategies and formulate suitable action plans. Overall, students need to learn how to apply marketing theories to their work, diagnose the challenges faced by tourism businesses, and propose rational and feasible solutions.

BU303 Business Policy

The main objective of this course is to explore the decision-making issues in corporate strategy, including the formulation and implementation of various key strategies. The scope covers marketing, finance, human resources, organizational structure, as well as case studies of local and international companies. In the context of globalization, companies inevitably move towards international operations and need to adjust their strategies accordingly. Facing the current strategic environment, how can businesses leverage the advantages of the global market to establish a competitive edge? These are significant issues faced by senior-level decision-makers in organizations. This course will integrate relevant theories and conduct case analyses.

BU404 International Marketing

The main objective of this course is to help students understand marketing practices from around the world, gain in-depth knowledge of international marketing, enhance their marketing vocabulary, and improve their ability to identify and apply business strategies and tactics. Additionally, students will learn about the policies, procedures, methods, and practices used in marketing operations to guide the actions of marketing staff. They will also apply this knowledge to real-world scenarios to assist in the effective execution of marketing operations.

BU408 Interpersonal Communication Skills

The main objective of this course is to help students understand various communication patterns and different types of personality traits. It encourages students to share and discuss interpersonal communication-related incidents encountered in their daily work and lives. The course teaches students skills in expressing emotions and presenting opinions, as well as the art of communicating and speaking with strangers. The instructional content focuses on the following areas: understanding interpersonal communication skills, developing interpersonal relationship skills, and workplace communication.

CH101 Introduction to Intercultural Studies

The main objective of this course is to compare the historical and current development of Chinese and Western cultures, showcasing the diversity and uniqueness of human civilization and culture. It further elucidates that the progress of world civilization is the result of cultural exchanges and integration among different regions and ethnic groups, and it is a valuable treasure created collectively by all of humanity. The course focuses on introducing the basic concepts, content, and characteristics of cultural comparison between China and the West. Additionally, it compares and interprets the cultural aspects of Chinese and Western cultures, such as customs, education, religion, architecture, and painting, while analyzing and discussing the real-life development of the cultural soft power of Chinese and Western cultures. Through learning, students are guided to reflect on how to better promote the excellent cultural traditions of both Chinese and Western cultures and contribute to societal development.

CH107 Chinese Writing and Critical Analysis in Chinese

The main objective of this course is to cultivate students' understanding of modern language and their skills in written expression and writing, thereby enhancing their writing abilities and proficiency. Through instruction and practical writing exercises, students will learn fundamental language application and expression skills as well as gain in-depth knowledge of various literary styles, particularly the writing requirements for daily composition. This will enable them to proficiently apply writing skills in their future work and handle the routine document tasks of companies and businesses. Additionally, students will also learn about editing and planning-related works, as well as develop the ability and proficiency to handle textual content such as advertisements, news, and broadcasting.

CH303 Mandarin for Employees in Gaming and Tourism

This course is specifically designed for casino industry professionals who are unable to communicate with guests fluently and accurately in Mandarin Chinese. It focuses on teaching casino-related terminology and

provides extensive listening and speaking training, giving each student the opportunity to practice speaking Mandarin Chinese relevant to their work. Through this course, students will be able to confidently apply Mandarin Chinese to their actual work.

CO100 Computer Concepts and Applications / Introduction to Computer Information System

The main goal of this course is to teach the fundamentals and applications of computers. Starting from basic concepts such as purpose, history, number systems, data representation, system units, hardware devices, operating systems, programming languages, application software, data structures, and database system management, to network-related knowledge including wired/wireless network structure, information systems, and e-commerce, students will gain a comprehensive understanding of the diverse world of computers. Students will learn how to utilize computers to improve work efficiency and quality of life. Additionally, they will also delve into computer networks and e-commerce, providing them with a solid foundation of knowledge and broader potential applications for the future.

EC100 Introduction to Economics

The main objective of this course is to introduce the fundamental concepts and principles of economics, with a specific focus on topics related to the tourism and entertainment industries. The course is divided into three main parts: an introduction to microeconomics, an introduction to macroeconomics, and an introduction to international economics. Through this course, students will develop a basic understanding of how market economies operate, grasp the fundamental principles of macroeconomics, and gain some knowledge of fiscal and monetary policies.

EC302 Economic Circle of Mainland China, Taiwan, Hong Kong and Macau

This course systematically explores the deepening economic connections among Mainland China, Taiwan, Hong Kong, and Macau and introduces the interdependent relationship between regional trade organizations and economic development. It focuses on the development of the economic and trade relationship between Mainland China and Hong Kong, Taiwan's cross-strait policy, and the evolution of cross-strait economic and trade relations. The course also examines the theoretical foundations of economic integration and the impact of the aforementioned developments on Macau. Additionally, it elucidates the concept of sustainable development and its application at different geographical scales (local, national, and international) while exploring the economic division of labor and competitive relationships among Mainland China, Taiwan, Hong Kong, and Macau within different regional economic organizations.

EC305 Economics of Tourism

This course applies principles of economics to address fundamental issues in the tourism industry. It includes a micro- and macro-analysis of tourism demand, price elasticity, and costs. It also covers production, supply, and marketing characteristics of the service industry, investment returns, as well as the contribution of the tourism industry to the national economy and its social costs.

EC403 Comparative Analysis of the Economic development of Asia's 'Four Small Dragons'

This course will explore the Asian economic miracles, including the cultural backgrounds, development models, overview of agricultural development, and industrial policies and achievements in various countries. Additionally, it will analyze the theories and empirical evidence of success factors, as well as the lessons learned from financial crises.

EN101 Basic English / Practical English

This course involves reading concise works of English literature and practical genres while incorporating classroom exercises and group activities to enhance students' abilities in spoken English, listening comprehension, vocabulary mastery, reading comprehension, and writing practical texts, particularly in the business context. Students are expected to preview relevant vocabulary, grammar, and sentence structures

before class in order to actively participate in classroom activities. The learning topics cover areas such as travel planning and ordering meals.

EN300 Practical English for Tourism

The objective of this course is to enhance students' abilities in listening, speaking, reading, and writing through the teaching of travel vocabulary and English communication skills for various situations. The course topics cover travel planning, experience descriptions, historical introductions, making reservations, and more. To facilitate active participation in classroom activities, relevant materials will be provided before class, offering some background information on upcoming topics. The course will particularly focus on various scenarios that may arise during travel and will also cover many themes that students may encounter in their daily lives.

HI104 History of Macao

This course primarily explores the historical development of Macau from ancient times to the present day, with a particular focus on the period from the 16th century to Macau's return to China in 1999. Its aim is to provide an in-depth understanding of Macau's history, enabling students to gain a comprehensive knowledge of the history. The course content can be divided into three main parts. Firstly, Macau has always been an integral part of China's sacred and indivisible territory since ancient times. It is located on the southern border of China, at the mouth of the Zhujiang River, connecting the inland and the ocean. Archaeological research has provided ample evidence of the activities of the descendants of the Fiery Emperor and Yellow Emperor in this region since ancient times. Secondly, in the mid-16th century, the Portuguese began to lease and gradually settle in Macau, citing damage to their goods caused by typhoons. From then until 1849, the Portuguese gradually established a self-governing administration based on their own social, political, and cultural traditions, becoming a special region under the rule and supervision of the Chinese dynasty. Thirdly, in the 1840s, around the time of the First Opium War, the Portuguese changed their previous attitude and took advantage of the failure of the Chinese dynasty in the war. With the progress of Western colonial powers, they signed the Sino-Portuguese Friendly Trading Protocol in 1887, making Macau a Portuguese jurisdiction until its return to China in 1999.

HM100 Basic Quantitative Methods for the Hospitality and Tourism Industry

This course aims to introduce the basic concepts and methods of statistics and explore their application in tourism management through examples and case studies. The core objective is to develop students' ability to think statistically and apply statistical knowledge to analyze phenomena related to statistics in their daily lives and work. The course will cover the description of the central tendency, variability, and distribution shape of numerical data. Students will learn the fundamental concepts of probability and counting rules, describe discrete and continuous probability distributions, and calculate related probabilities. Additionally, students will understand the concepts of sampling and sampling distributions, learn to construct confidence intervals for means and proportions, master the hypothesis testing process for single and two samples, and be able to establish simple and multiple linear regression models. By taking this course, students will be able to apply their knowledge and skills in statistics to analyze and interpret data in tourism industry management and make appropriate decisions and predictions.

HM101 Introduction to the Hotel and Travel Industry

This course aims to help students comprehensively and systematically understand and master the basic operations, common management practices, and theories of the hotel and tourism industry. Through this course, students will be able to acquire knowledge of the hotel and tourism industry in a systematic manner and lay a solid foundation for future learning. The course content includes world tourism and the modern development history of Macau, with the purpose of introducing students to the latest status and development trends in the tourism industry. This will help students broaden their horizons and understand the latest developments in the software and hardware aspects of the tourism industry.

HM200 Hotel and Resort Management

Based on the objective laws of modern hotel operation and service and guided by management theories, this course provides a comprehensive introduction to theories and methods about hotel operations management, hotel market analysis, organizational design, front desk and housekeeping operations management, hotel service management, hotel brand management, hotel ecology-efficient management, and so on. The course emphasizes a practical approach by basing the content on real hotel and resort business activities, focusing on practical management methods and operational skills. It aims to enable students to have a comprehensive and systematic understanding of the various elements of hotel and resort management and their interrelationships.

HM201 Food and Beverage Management

This course aims to study the operations of the food and beverage industry, including restaurant and catering services, as well as the techniques and standards for food preparation in different quantities. Additionally, students will learn about the basic principles of beverage management and bar operations, as well as purchasing, inventory, and facility management. The course content is primarily divided into three parts: 1. Food and beverage management theory and skills: This includes concepts of food and beverage management, menu management, operational management in the food and beverage industry, control measures, food inventory management, human resource management, and financial management. 2. Food and beverage management skills: This encompasses food preparation, beverage management, food hygiene, and food service design. The focus is on learning the application of various skills in food and beverage management. 3. Macro analysis: By studying the current status and trends of food and beverage management, conducting scenario planning, and paying special attention to the development trends of food and beverage management in Macau, by taking this course, students will gain a comprehensive understanding of the operational norms and management principles of the food and beverage industry, as well as the necessary skills and knowledge to tackle various challenges in food and beverage management.

HM202 Tourism and Leisure Management

By gaining a deep understanding of the psychology of participants and audiences in entertainment, sports, and leisure activities, one can gain a more profound understanding of their motivations, expectations, and satisfaction towards leisure activities. Additionally, this understanding can be applied to management practices to promote popular activities and services.

HM204 Entertainment Facilities Management

This course explores the management and maintenance requirements of entertainment facilities, covering aspects such as environmental protection, facility operation, and resource management. The course content will be based on Macau's entertainment resorts, in line with government policies aimed at creating a world-class entertainment city. It will discuss how to enhance and maintain existing entertainment facilities to attract more tourists to experience world-class entertainment services in Macau. Key topics include the five major management processes (IPECC), establishment of corporate regulations, business management, sales and marketing management, human resource management, product management, financial management, research and development management, administrative management, and information management.

HM205 Hotel and Catering Management Accounting

This course aims to provide an in-depth study of the fundamental principles, conventions, accounting methods, and industry-accepted accounting systems in the hotel and food service industry. It primarily introduces the nature, functions, elements, accounts, accounting equations, double-entry bookkeeping, basic principles of accounting, accounting vouchers, accounting books, and basic procedures and methods for financial statements. The course emphasizes an overview of accounting, with a particular focus on learning foundational theories and basic accounting processing skills, enabling students to develop the ability to organize, analyze, interpret, and apply financial data in the tourism and hospitality industry. Through this course, students will gain a deep understanding of the accounting principles and basic methods in the hotel and food service industry, as well as

develop the skills to handle relevant financial information to support business decision-making and operational analysis.

HM206 Travel Industry Financial Analysis and Controls

The content of this course mainly focuses on the following aspects: Asset valuation: Introducing various asset valuation models for businesses, including dividend growth models and capital asset pricing models. Risk and return: Exploring the concepts of return and risk in investment portfolios, as well as the concept of risk and diversification. Capital budgeting: Introducing different methods for evaluating investments in fixed assets. Cost of capital: Discussing the impact of different sources of funding on a company's cost of capital. Capital structure: Exploring how companies manage their capital structure using debt and equity. Dividend policy: Covering topics related to cash dividends, stock dividends, stock splits, and share repurchases. Hotel valuation: Introducing different methods for estimating the market value of hotels. Working capital management: Discussing the management of current assets and current liabilities. Long-term capital management: Exploring long-term financing sources for businesses. Through these topics, students will be able to master the skills of financial analysis and apply this knowledge to cash management, strategic planning, operational activities, and expansion planning.

HM207 Business Law – Hotel and Travel Law

This course explores the rights and obligations that the law grants to hotels, the tourism industry, and travel agencies. It also analyzes the potential consequences of failing to fulfill legal obligations.

HM208 Casino Operations

This course examines the regular operations of the gambling industry, including employee management, security measures, tax issues, and entertainment facilities in casinos. It also delves into specific financial, tax, and credit issues. Through this course, students will gain a deeper understanding of the role of casinos in the economy, enhance their comprehension of casino-related terminology, and develop the ability to effectively manage casinos through the application of business strategies and tactics. Additionally, students will strengthen their understanding of the interrelationships between casinos and other entertainment facilities, as well as improve their skills in strategic analysis and planning for casinos.

HM209 Gaming Psychology

This course introduces the relationship between gambling and psychology, including the psychological factors behind young people's involvement in gambling, the association between gambling and other high-risk behaviors, psychological analysis and treatment methods for pathological gamblers, the relationship between gambling and mental disorders, and the impact of gambling on social psychology. It also explores the corresponding management measures that the gambling industry and the government should adopt. The aim of this course is to provide students with a comprehensive understanding of various aspects of gambling psychology, including psychopathology, criminology, and social psychology. Students will be able to effectively understand and respond to the gambling psychology and behavior of gamblers, as well as prevent the harms of gambling addiction. Additionally, it will cultivate students' awareness of the social responsibility of gambling operators, enabling them to understand how to promote balanced and healthy development of the gambling industry in society from multiple perspectives.

HM301 A Study of Tourist Behavior and Psychology

By applying theories from sociology and psychology, this course explores various factors that influence the behavior of individual tourists and tourist groups. These factors include the social, economic, and educational backgrounds of tourists, as well as how these factors affect their choices of destinations and travel patterns, travel experiences and evaluations, and how stages of development and national income impact tourists' leisure activities. The course focuses on the following topics: the current situation and prospects of tourism in the Greater Bay Area, overall tourism planning, tourists' legal responsibilities, interpersonal psychology and

mental health in tourism, tourists' criminal mindsets and behaviors, as well as the current situation and prospects of the tourism industry in Macau. Through this study, students will gain insights into the development and management of the tourism industry and understand how to handle legal and liability issues related to tourists.

HM302 Study of the Gaming Industry in Macau

This course aims to help students gain a deep understanding of the extensive implications of Macau's gambling industry, including its origins and historical development, the economic and social impacts of the industry, and a comparison with the Las Vegas gambling industry. Additionally, the course will explore the path and prospects of Macau's gambling industry, enabling students to fully comprehend the history and factors contributing to the early stages of the gambling industry in Macau. Through analysis and comparison, students will gain insights into the development of the gambling industry during different periods, and deepen their awareness of the significance of the industry to the development of the Macau region. The course focuses on analyzing and discussing the issues arising from the first opening of casinos after Macau's handover, as well as studying the role of casino bidding, to help students better understand the development process and related issues of Macau's gambling industry.

HM303 Cultural and Heritage Tourism

This course primarily introduces the basic knowledge and concepts of cultural heritage and tourism, as well as the principles and methods to follow when developing cultural heritage and tourism resources. In the teaching process, a substantial amount of visual materials and case analyzes are used, combined with field visits and practical training, to guide students in applying their knowledge. Through these teaching methods, students can understand the relationship between local cultural heritage preservation and tourism development, and learn how to explore cultural tourism. Additionally, this course aims to provide students with a comprehensive understanding of the historical and cultural resources of China, particularly the Lingnan region and Macau, enhancing students' confidence in the development of the tourism industry and cultural tourism in Macau.

HM401 Quality Management of Tourism

Against the backdrop of continuous development in the tourism industry and increasing demands from tourists, it has become crucial to continuously improve the quality of tourism services. This course aims to discuss issues related to the quality of the tourism industry from the perspectives of different sectors and learn how to establish a comprehensive quality management system for the entire tourism industry. It elaborates on how tourism enterprises manage and enhance industry quality, with a focus on cultivating students' thinking in tourism quality management, independent analytical and logical reasoning skills, and planning and decision-making abilities. Students will learn the principles and concepts of tourism product quality management, acquire methods for measuring tourism product quality, and understand the steps and characteristics of evaluating high-quality tourism products. This will help students understand how to enhance the quality of tourism products to meet the ever-increasing demands of tourists.

HM402 Information Management in Hospitality and Tourism Operations

This course covers theories, methods, and practical analysis related to tourism information management, focusing on the development of fundamental skills and understanding of macro-level issues. The course content mainly includes three aspects. Firstly, it covers tourism information management theories and management skills, including concepts of tourism information and tourism information management, information dissemination, and information retrieval. The emphasis is on learning skills such as searching, writing, editing, and evaluating tourism culture and tourism information. Secondly, it includes tourism information technology, encompassing information technology, multimedia technology, smart technology, and database technology. The focus is on analyzing the application of these information technologies in tourism information management, as well as systematically analyzing the development path of tourism information management systems. Lastly, it involves macro-level analysis, primarily studying policies, regulations,

domestic and international situations, and development trends in the field of tourism information. It also explores the current state of tourism information management in Macau and examines the development trends through scenario analysis.

HM403 Convention Management

This course aims to introduce the basic concepts and current development status of the modern MICE (Meetings, Incentives, Conferences, and Exhibitions) industry, as well as the functional structure of the MICE industry. It also explores the responsibilities and relationships among the major roles involved in business and trade exhibition projects, as well as the current situation and prospects of the MICE industry in Macau. The key content includes how organizers plan and operate business and trade exhibition projects, covering an overview of different stages of conference and exhibition project preparation and operation. This includes project initiation, market research, proposal development, promotion and marketing, exhibitor and sponsor recruitment, exhibition area design, on-site operations, and post-event management. Through this course, students will gain an understanding and grasp of the processes and basic knowledge of business and trade exhibition project management. It aims to cultivate basic skills in MICE project planning, particularly relevant to the industry.

HM404 Urban Planning and Tourism

This course covers the following main topics: Firstly, it discusses the concept of urban planning and its relationship with the planning of tourist attractions. Secondly, it analyzes how urban planning meets the infrastructure needs, such as land, roads, and transportation, driven by tourism growth. It also extensively explores the interrelationship between cultural heritage and the tourism industry. Lastly, it examines the planning and design of tourist facilities. This course will delve into different types and features of tourist attractions, as well as their development, expansion, management, market demand assessment, and promotion. Additionally, it will calculate the social costs and benefits of tourism facilities to ensure a balanced approach that considers the interests of all parties involved. Lastly, it will analyze in-depth how urban planning aligns with the infrastructure needs, such as land, roads, and transportation, driven by tourism growth to ensure sustainable development of cities and prosperity in the tourism industry.

HM405 Tourism Sales Management

This course explores the techniques and strategies for marketing various types of tourism products, as well as the formation, training, and management of marketing teams in the tourism industry. It aims to prepare students who are interested in pursuing careers in the tourism industry for employment opportunities.

HM406 International Casino Management

This course aims to provide an analytical framework to understand the operational models of major gambling centers. The content includes various types of gambling, organizational structures of gambling companies, contractual relationships between casinos and intermediaries, suppliers, and distributors, as well as approaches to handling foreign investments. It also analyzes strategic alliances, comparative advantages, and business strategies in operations.

HM407 Human Resources Management in Tourism

The objective of this course is to provide students with a concise introduction to various aspects of human resource management. The content includes personnel management, equal employment opportunities, human resource planning and job analysis, selection and development of human resources, performance evaluation, employee motivation, compensation management, employee benefits and protection, employee expectations, labor relations, Mandatory Provident Fund (MPF) system, personal data privacy, and online job-seeking and recruitment. In addition to theoretical knowledge, practical examples from the situations in Hong Kong and Macau are used to help students better understand the application of theory. Each chapter also includes corresponding historical thinking questions to clarify or reinforce the concepts learned by students.

Furthermore, this course covers content from different areas of the HR department, serving as a reference for HR management personnel in their daily work.

HM411 Lectures on Contemporary Tourism

The key focus of this course is the legal framework of the tourism industry and related sectors in Macau. The lectures will provide an in-depth and detailed introduction to the current legal environment in Macau, with a primary emphasis on the legal regulations pertaining to the tourism industry and related sectors. The aim is to stimulate students' interest in learning and broaden their understanding of the relevant knowledge domains. The lecture topics include an introduction to Macau's legal system, tourism law, hotel law, gambling law, cultural heritage protection law, tort law, relevant procedures and litigation cases, as well as government regulatory authorities. Through the study of these topics, students will gain a deeper understanding of the legal framework governing the tourism industry and related sectors in Macau.

MG100 Principles of Management

This course covers the historical development, fundamental theories, and environmental factors to consider for successful management, such as corporate culture and organizational structure. Overall, the course content can be divided into two main parts. The first part elaborates on the fundamental issues of management principles, including the definition of management, the nature of management, the subject and tasks of management studies. It also explores the formation and development of management science. The second part focuses on the analysis and discussion of the four basic functions of managers (planning, organizing, motivating and leading, controlling). It clarifies the concepts, objectives, nature, and content of each basic function, and explores their characteristics, basic principles, as well as implementation methods and means.

MG201 Organizational Behavior and Human Resources Management

This course explores the major theories and empirical research related to employee behavior in commercial organizations and their applications in personnel management. This includes aspects such as recruitment and promotion, leadership skills, communication, teamwork, and corporate culture.

MG202 Human Resources Management

This course is an essential component of management theory and serves as the foundation for various professional management disciplines. By teaching and cultivating students in the basic theories, knowledge, and problem-solving methods of human resource management, it helps them develop a deep understanding of the importance of human resource management to organizations and its potential contributions to acquiring and maintaining competitive advantages for businesses. Through the learning process, students will gain a comprehensive understanding of human resource management based on the subject's framework and structure. Additionally, they will learn to apply human resource management theories to analyze and solve real-world business problems. The goal of this course is to equip students with professional knowledge in the field of human resource management and provide them with the tools and skills needed to address challenges in the real-world management context.

MG301 Culture and Management Model

This course combines the inheritance and creativity of culture and aims to study and compare domestic and foreign corporate cultures, while exploring the construction of domestic corporate culture. Through specific and representative case studies, it vividly demonstrates the unique role of corporate culture in management. The main content includes the exploration of the relationship between management and culture, the introduction of the emergence and development of corporate culture theory, an in-depth investigation of the content system and evolutionary patterns of corporate culture, as well as the shaping and strategic aspects of corporate culture. Moreover, through the comparison and reference among enterprises and the discussion of cross-cultural management issues, it explores the innovation and integration of corporate culture to enhance the level of enterprise management and competitiveness. This course aims to cultivate students' understanding

and application abilities of corporate culture, enabling them to use cultural factors to drive organizational development and management. By gaining a deep understanding of the importance and impact of corporate culture, students will be able to apply corresponding strategies and methods in practice to build and shape corporate culture, thereby enhancing the competitiveness and sustainable development capability of organizations.

PC300 Internship*

Internship in hotels, casinos, theme parks, convention centers or travel agencies will be arranged by the College.

*Interested students can be arranged the internship opportunities in the relevant organizations.

Admission 2024 / 2025

A. Method of admission

- a) Completed Form 6, or 3rd year of high school, or year 12 of public education
- b) For Macau residents aged 23 or above with related working experience, the academic qualification requirements stated above may be exempted, but they need to participate in the entrance examination.
- c) Mainland Chinese residents, holding valid Macau work permits (Blue Cards) fulfilling the above qualification requirements are also accepted.

B. Application procedures

All completed forms should be submitted with the following supporting documents to Registry of MMC with application fee in person.

- a) A4 size, certified copy of highest education obtained, proof of employment and of any other qualifications declared in the application form. Applicants may bring document copies with originals of the above-mentioned supporting documents to the College for authentication.
- b) A4 size copy of ID card or passport
- c) Two 1.5-inch recent photos
- d) Copy of water bill, electric bill, or phone bill
- e) Application fee: MOP 300.00

C. Application deadline and admission examination date

Consult the latest information released by MMC.(You can refer to: <https://www.mmc.edu.mo>)

D. Enrollment

It is MMC's mission to provide high quality education. Commerce department will admit 60 to 100 students each year.

E. College Scholarship

MMC offers various scholarships. Students with excellent academic performance can receive scholarships ranging from MOP/HKD5,000~55,000 every year.

Fees 2024 / 2025

Item	MOP
Bachelor / Associate Degree Tuition Fee	33,000.00
Miscellaneous Fees	500.00
Application Fee	300.00
Deposit (Refer to remark no.4 for details)	3,000.00
[Special Recruitment] Annual tuition fees for overseas students and non-Macao residents	HKD 55,000.00

Remarks :

1. Tuition fee paid by two installments each year. All fees are non-refundable(except the deposit).
2. New students' deposit and miscellaneous fees will be paid along with the first installment of tuition fee.
3. As for tuition fees, deposits and miscellaneous fees, the college will issue relevant payment slips after students are officially admitted, and students can bring the payment slips to ICBC for payment. After payment, students must return the receipt/bank stub to the Registry of the college before the designated date for confirmation procedures.
4. New students are required to pay MOP 3,000 deposit which will offset the student's fine or arrears during the study in MMC. The remaining balance will be refunded after drop out or graduation.
5. MOP 500 would be charged for any late payments.
6. Tuition fees and other expenses are subject to annual review; please consult the latest information released by MMC.
7. If you need to apply for financial aid from Education and Youth Development Bureau (DSEJ) , please consult DSEJ directly for details.
8. Macao students can use the "The Continuous Development and Improvement Program" subsidy provided by the Macao SAR government to pay part of their tuition fees.

For more information about MMC, please scan the QR code below:



MMC website



MMC WeChat



MMC Facebook

MMC Contact Information:

Download application form from website: <https://www.mmc.edu.mo/enrollment-in-macao/>

Tel: (853)28788186

E-mail: registry@mmc.edu.mo

Address:

Alameda Dr. Carlos D'Assumpção No.255, China Civil Plaza, 8-andar, Macau (China) (MMC Headquarters)

Macau Fisherman's Wharf, Avenida da Amizade & Avenida Dr. Sun Yat-Sen Macau, MIAMI II/SERVICE BUILDING (R&D Center)