



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

Master of Science (MSc) in International Events Management

Programme Description

The programme is designed to nurture tomorrow's leaders who are resourceful, independent and resilient with a global vision to understand and be responsible for a sustainable industry through good practices in events. The programme aims to inspire ambitious talents with high quality events management education through modern, smart and innovative technologies in pedagogy informed by latest cutting-edge research. It is designed to prepare and envision the future generations through engaging the event industry with in-depth knowledge to maximise the role of events in the community, addressing and achieving local, regional and international economic, social, environmental and political objectives.

Programme Highlights

- ✓ Equip students with advanced skills and knowledge in event management with a global vision and local perspectives of the events industry
- ✓ Instill and empower in-depth learning and insights of the events industry by realworld industrial project or internship

Modules and Courses

Course Category	Credit (Total: 30 credits)
Events (3 credits/ course) <ul style="list-style-type: none"> • Contemporary Issues in International Hospitality and Tourism • Events and the Society • Innovation and Sustainability in Events • Design and Development of Professional Live Events 	12
Management (3 credits/ course) <ul style="list-style-type: none"> • Strategic Management • Finance and Accounting • Leadership and Organisational Behaviour in Hospitality 	9
Elective (3 credits/ course, choose any one course below) <ul style="list-style-type: none"> • Smart Marketing • Seminar in Emerging Technologies • Data Analytics and Visualisation 	3
Project Report OR Internship & Report * (6 credits/ 6 credits)	6

** The Project Report OR Internship & Report must be related to the programme, and should be conducted after the successful completion of all taught courses. If students choose Internship & Report, the internship duration is 600 training hours.*

Remarks:

- *For those who passed all courses but fail to complete / pass the Project Report or Internship & Report will be awarded a postgraduate diploma upon fulfilling the corresponding credit requirement.*
- *Some course materials may be co-delivered by a third-party collaborator whereas UTM assumes the primary responsibility of its teaching quality and excellence.*

Course Description

Module	Course Title	Course Description
Events	Contemporary Issues in International Hospitality and Tourism	The hospitality and tourism industries are dynamic and constantly changing, involving new offerings, technological innovations, novel business models, new types of marketing strategies, and many more features. The industry is also influenced by the changes in customers' interests. Therefore, a clear understanding of the contemporary issues and phenomena in the industry and fast responses to changing markets and customer demand are of great importance today. Thus, this course is designed to bring together contemporary issues and phenomena in hospitality and tourism to offer insights for students to keep pace with the times and broaden horizons. Topics covered will vary according to recent and contemporary industry issues of the day.
	Events and the Society	The events industry encompasses a wide variety of event types ranging from business events and special events to cultural festivals and sports events, catering for different clienteles and purposes. These events play a crucial role in achieving economic, social, environmental and political objectives by diversifying a destination's offering, revitalises communities and societies, encourage and induce positive and societal benefits through equality, inclusion and diversity. This course examines important aspects of international events management by drawing from latest cutting-edge research.
	Innovation and Sustainability in Events	Innovation plays a crucial role in the events industry not only to facilitate operations but also to enhance the experience of eventgoers for better engagement and immersion. This course explores how innovation in events, particularly through the use of smart technologies, play a role in sustainability. It challenges students by thought-provoking and inspiring themes in innovation and sustainability leading to leveraging events in contribution to achieving the sustainable development goals.
	Design and Development of Professional Live Events	The practical aspects of organising events are integral and instrumental in events management but research and development in terms of event elements and how the event programme takes shape are as important. This course requires students to design and develop a professional live event and focuses on conceptual and thematic aspects rather than on operational components. For example, students may assume the role of a PCO (Professional Conference Organiser) to identify a new business. Its first task will therefore be forming organising and scientific committees, inviting speakers and panellists, coordinating the different logistics such as preparing call for papers, exploring publication opportunities, and ultimately delivering the event, subject to actual situation, with support from co-organising and partner entities. Students may work independently or co-organise with a local or international entity.

Module	Course Title	Course Description
Management	Strategic Management	This subject provides an opportunity for managers (or future managers) of hospitality and tourism companies to understand, apply, develop, and critically evaluate business strategies. It also offers an understanding and critical evaluation of the factors that contribute to successful strategic management. Common strategies in the hospitality and tourism industry are embedded in the course content. Real hospitality companies will be invited to showcase real life strategies and co- develop solutions.
	Finance and Accounting	This subject helps students understand the main principles of finance and accounting and demonstrate the importance of these to management decision making in hospitality and tourism companies. The subject will enable the students to apply accounting principles and approaches to decision making in contemporary hospitality and tourism business organisations. The students will also be able to understand, analyse, and interpret financial information and integrate the result into decision making in the management level.
	Leadership and Organisational Behaviour in Hospitality	This course offers students a comprehensive, integrative, and practical focus on leadership and organisational behavior (OB). It is based upon a framework that analyses leadership and organisational behavior at different levels: individual, team, and organisation. The course covers contemporary leadership and OB theories/concepts. It also provides students the opportunity to apply these theories and concepts through case analysis and to enhance personal skill development through self-assessment exercises. Topics included in this course are ethics, networking, coaching, organisational culture, diversity, strategic leadership, and crisis leadership.

Module	Course Title	Course Description
Elective	Smart Marketing	This course reviews the role of traditional marketing channels, its relationship with smart technologies, and the shift to a next-generation marketing mindset driven by information technology. The course also teaches practical skills to undertake a digital transformation in marketing. After this course, students will be able to address different marketing needs with digital means.
	Seminar in Emerging Technologies	This course explores how technology has reshaped the hospitality and tourism landscape. Being a crucial part of today's tourism and travel industry, technology continues to improve customer experience to a new height. This course aims to deliver concepts, knowledge and skills relevant to emerging technologies and to share insights on their applications and managerial implications. Relevant case studies, challenges, and legal and governance issues related to the latest technology in the tourism industry will also be discussed.
	Data Analytics and Visualisation	With the advancement in IT, numerous social media have emerged and brought us high-volume, high-velocity data of various types, resulting in the big data phenomenon. This course is a contemporary study about how to obtain relevant content from big data and generate useful results, where analysts can interpret the data to understand the trends and to perform predictive analyses. Data analytics and visualisation is an emerging field concerned with analysing, modelling, and visualising complex high-dimensional data. This course will introduce state-of-the-art modelling, analysis and visualisation techniques. It will emphasise practical challenges involving complex real-world data and include several case studies and hands-on work with visualisation tools.

Module	Course Title	Course Description
Project Report <i>OR</i> Internship & Report	Project Report	The purpose of this course is to help students build and demonstrate their abilities to conduct an independent applied project using appropriate research techniques. Students have to identify a business or industry problem, conduct research and propose practical solutions or create new applications for business/industry development in general or for enterprises in particular.
	Internship & Report	Applying the principles of experiential learning, this course provides students an extended opportunity to connect theoretical knowledge and practical learning through training in a real work environment. After the internship, students need to complete a report to deeply reflect on the gains from the training in knowledge, skills, attitudes and values, and make suggestions for improving business practices.