



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

# Master of Science (MSc) in International Food and Beverage Management

## Programme Description

The Master of Science (MSc) in International Food and Beverage Management aims at equipping the managers and future managers with a combination of the most advanced knowledge and management know-how in the food and beverage business context. The programme features a highlight on research and analytical competency development, an innovation orientation, and exposure to real-life management scenarios, all of which allow graduates to operate and manage in a highly dynamic food and beverage business environment. The programme includes the following learning modules:

- Food and Beverage Management
- Management
- Project Report OR Internship & Report

## Programme Highlights

- ✓ Possibility of taking up to 9 credit hours of taught courses from selected postgraduate programmes offered by higher education institutions recognised by UTM.

## Modules and Courses

Course Category	Credit (Total: 30 credits)
<b>Food and Beverage Management (3 credits / course)</b> <ul style="list-style-type: none"> <li>Contemporary Issues in International Hospitality and Tourism</li> <li>Sustainability and the Food and Beverage Industry</li> <li>Organoleptics: Advanced Menu Engineering</li> <li>Entrepreneurship in Food and Beverage Industry</li> </ul>	12
<b>Management (3 credits / course, choose any four courses below)</b> <ul style="list-style-type: none"> <li>Research Methods (<i>compulsory for MSc</i>)</li> <li>Human Resources Management</li> <li>Marketing Management</li> <li>Finance and Accounting</li> <li>Strategic Management</li> </ul>	12
<b>Project Report OR Internship &amp; Report* (6 credits/ 6 credits)</b>	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
Food and Beverage Management	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.
	Sustainability and the Food and Beverage Industry	During this course, students will come to understand that global sustainability within the food and beverage industry is a major strategic issue for all stakeholders. From supply to end users, students come to evaluate what the issues are and explore ways in which issues of sustainability can be addressed. From agriculture, ingredients and product manufacturing, to packing, and distribution, the food and beverage industry must now demonstrate to all that they have environmental obligations to preserve the Earth's natural resources. Students in turn apply this understanding throughout their coursework. Consequently, students gain a better understanding of the holistic and interwoven nature of sustainability issues, particularly within the F&B sector.
	Organoleptics: Advanced Menu Engineering	Many Food and Beverage managers, chefs and assistant managers, to name a few, might be asked to comment on a particular dish's tastes and flavours with a view to pairing certain beverages for their meal among other things. Pairing foods and beverages is an art form with little right or wrong, yet in the wider sense through this course, students come to understand the importance of, not only this skillset but also the enjoyment of every day food and beverage intake. In many instances organoleptics (the awareness and appreciation of food and drink by the body's senses) can be natural but it can also be learned. Students on this course will explore and evaluate the organoleptic phenomenon through a series of lectures and tastings. In the process, they will raise awareness and empower themselves to apply these techniques to the real world.
	Entrepreneurship in Food and Beverage Industry	This course broadens students' understanding of entrepreneurship in the food and beverage (F&B) industry. This aids in evaluating contemporary ideas, trends, and problems. Students get a better grasp of the advantages and disadvantages of contemporary F&B business models through the application of what they have learned in class. This course requires students to apply analytical skills to create and implement a comprehensive food and beverage business plan as their final project. Numerous traditional and new channels of transmission (social media, meal guides, industry publications/websites, blogs, and newsletters) are becoming increasingly popular with the inclusion of mass media. Students will recognise that the media are promoting a food topic that has a real and tangible impact on individuals' food choices.

Module	Course Title	Course Description
Management	Research Methods	This course aims to develop students' intermediate levels of understanding and skills enabling them to apply different methods of research to address broad real-life management problems and also in the specific context of hospitality and tourism. At the end of the course, students will be expected to have obtained the necessary knowledge and confidence in applying the most established research methodologies, following the basic framework of identifying research problems, formulating appropriate research design, conducting scientific data collection and analysis, as well as interpreting, presenting, and communicating research findings.
	Human Resources Management	This subject aims at helping managers and/or future managers recognise the importance of human resources to the successful operation of hospitality and tourism companies by providing a comprehensive review of essential human resource concepts and theories, so as to help develop and implement effective human resource policies and practices to achieve competitive advantage. Both macro- and micro-perspectives are included in this subject to facilitate analysis of contemporary HRM issues, and guide students to make managerial decisions and develop solutions accordingly.
	Marketing Management	This course aims to develop students' conceptual foundation for undertaking critical analysis and decision-making about various issues, problems, and challenges in marketing management, particularly in the context of the hospitality, tourism, and events industries. The course will generally adopt a case learning approach whereby students are expected to develop and master skills such as identifying, framing, and analysing marketing problems, identifying options and alternatives for marketing action plans, designing and implementing appropriate marketing programmes, and communicating, as well as discussing with and persuading others of appropriate marketing decisions using logical marketing management framework and analyses.
	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.
	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.

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.