



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

Master of Science (MSc) in International Gastronomy Management

Programme Description

The Master of Science (MSc) in International Gastronomy Management aims at equipping the new generation of industry leaders with a combination of the most advanced knowledge and management know-how in the context of the food business. The programme highlights research and analytical competency development, an innovation orientation, and exposure to real-life management scenarios. We aim to make our leaders become internationally aware problem-solvers while possessing the distinctive vision in figuring out gastronomy-related issues arising at the global level. The programme includes the following learning modules:

- Food and Gastronomy
- 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)
Food and Gastronomy (3 credits/ course, choose any four courses below) <ul style="list-style-type: none"> • Gastronomic Tourism • History of Food and Gastronomy • Contemporary Nutrition and Food Technologies ^{1,2} • Eco-gastronomy and the Tropics 	12
Management (3 credits/ course, choose any four courses below) <ul style="list-style-type: none"> • Research Methods (<u>compulsory for MSc</u>) • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management 	12
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.

¹ The enrolment for this course in collaboration with IPTFA will incur additional charge.

² Upon successfully passing the Contemporary Nutrition and Food Technologies course, students will receive the IPTFA Healthier Foods & Special Diets Instructor Certificate.

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 Gastronomy	Gastronomic Tourism	In this course, students come to understand that increasing emphasis is being placed, not solely on the consumption of food by tourists, but also on experiences and attractions related to food. By way of example, students explore ideas that gastronomic tourism includes such things as visits to restaurants and other eateries like street food and food festivals etc., but which in reality equally applies to food and beverage producers, wineries, distilleries, breweries, and other specific locations where food and/or beverages are the main reasons for the trip. Furthermore, participants of this course apply this growing knowledge base in the context of the whole food tourism sector, analysing various gastronomic tourism contexts which strengthen their future careers.
	History of Food and Gastronomy	This course clarifies the sometimes-confusing distinction between culinary (food preparation, cooking, and presentation) and gastronomy (studying food and culture). This course allows students to evaluate a comprehensive overview using an interdisciplinary approach to food anthropology. In this course, students assess the histories of both areas and study food's social and cultural aspects in agronomy, nutrition, economics, history, and literature. Food is both a need and a source of joy and luxury. Throughout the semester, students investigate the instances of crossover that cause many to question the legitimacy of both areas and identify and evaluate cultural taboos. This knowledge is applicable in the classroom and the real world which helps students to understand cultural and culinary practices for future jobs.
	Contemporary Nutrition and Food Technologies	Students of this course will come to understand the complex historic, scientific and political origins that have resulted in today's nutritional legacy. Participants engage with history and follow the various multi-faceted socio-political threads that start with the enlightenment period leading through the First and Second World Wars. From here, students take a tour of the science behind daily dietary guidelines, from their inception to present day World Health Organisation's and others' recommendations. In the end, participants of this course will be able to understand what the daily requirements are, the guidelines themselves and how they came to exist.
	Eco-gastronomy and the Trophics	Eco-gastronomy is a method of consuming food that emphasizes the requirement of reducing environmental impacts through various means. Through examination and analysis of the curriculum, students in this course gain an understanding of the different approaches for minimizing the environmental impact of food, from sustainable production to an appreciation of trophic linkages. Trophics is the study of food chains and their costs and interactions. Students may also utilize this practice as a way of sustainability. In addition, students will evaluate and comprehend the role of food chains and ecological accounting in balancing the Earth's finite resources. This course will also expose students to the idea that Food Security is a condition in which "all people, at all times, have physical, social, and economic access to adequate, safe, and nutritious food that meets their dietary needs and food preferences for a healthy, active life" (UN). To comprehend this situation, students will study several allegedly challenging and diverse strands before evaluating and analysing the facts and picking a conceptual model that best suits the material uncovered.

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.