



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

Postgraduate Diploma (PgD) in International Events Management

Programme Description

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.

Programme Highlights

- ✓ Equip students with advanced skills and knowledge in event management with a global vision and local perspectives of the events industry
- ✓ Highly customisable based on individual students' needs, with PgD Programmes which are fully convertible to the MSc level.

Modules and Courses

Course Category	Credit (Total: 21 credits)
Events <ul style="list-style-type: none"> • Events and the society • Design and development of professional live events 	6
Elective I (3 credits/ course, choose any four courses below) <ul style="list-style-type: none"> • Contemporary Issues in International Hospitality and Tourism • Innovation and sustainability in events • Strategic Management • Finance and Accounting • Leadership and Organisational Behaviour in Hospitality 	12
Elective II (3 credits/ course, choose any one course below) <ul style="list-style-type: none"> • Smart Marketing • Seminar in Emerging Technologies • Data Analytics and Visualization 	3

Remarks:

- *Bridging course(s) may be required depending on the educational and professional background of postgraduate students.*
- *PgD graduates can complete the additional required credits and top up to the corresponding MSc degree no later than 7 years upon completion of the PgD. Applicants should note that there may be changes to the curriculum, top-up requirements and completion duration in the interim, subject to the approval of IFTM.*

Course Description

Module	Course Title	Course Description
Events	Events and the society	<p>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.</p>
	Design and development of professional live events	<p>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.</p>

Module	Course Title	Course Description
Elective I	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.
	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.
	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 II	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 Visualization	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.