



**BSc in Cultural and Heritage Management (English Medium)**

**文化與遺產管理理學士學位課程 (英文授課)**

**Form 1- Study Plan 表一 學習計劃**

Course Name & Course Code 科目名稱 & 科目編號		Type 種類	Hour 學時	Credit 學分
<i>1<sup>st</sup> year 第一學年</i>				
English- Intermediate I 英語—中級 I	ENG2001	Core 必修	— <sup>1</sup>	3
English- Intermediate II 英語—中級 II	ENG2002	"	— <sup>1</sup>	3
Mandarin I <sup>2,3</sup> /Portuguese I <sup>3</sup> 普通話 I <sup>2,3</sup> /葡語 I <sup>3</sup> (任選一科)	MAN1001/POR1001	"	45	3
Mandarin II <sup>2,3</sup> /Portuguese II <sup>3</sup> 普通話 II <sup>2,3</sup> /葡語 II <sup>3</sup> (任選一科)	MAN1002/POR1002	"	45	3
Documentation of Cultural Heritage 文化遺產記錄	CHM1002	"	45	3
Intangible Heritage 非物質文化遺產	CHM1003	"	45	3
Accounting and Budget Management 會計及預算管理	FAC1001	"	45	3
Introduction to Business Management 商業管理學概論	MGT1002	"	45	3
Introduction to Cultural and Heritage Management 文化與遺產管理概論	CHM1001	"	45	3
Introduction to Tourism 旅遊業概論	TSM1001	"	45	3
Visual Communication 視覺傳播	ICT1001	"	45	3
Cultural and Creative Industry 文化創意產業	CHM1004	"	45	3



<b>2<sup>nd</sup> year 第二學年</b>				
English Communication I 英語溝通技巧 I	ENG2003	Core 必修	45	3
English Communication II 英語溝通技巧 II	ENG2004	"	45	3
Mandarin III <sup>2,3</sup> /Portuguese III <sup>3</sup> 普通話 III <sup>2,3</sup> /葡語 III <sup>3</sup> ( 任選一科 )	MAN2003/POR2003	"	45	3
Mandarin IV <sup>2,3</sup> /Portuguese IV <sup>3</sup> 普通話 IV <sup>2,3</sup> /葡語 IV <sup>3</sup> ( 任選一科 )	MAN2004/POR2004	"	45	3
Heritage Charters and Legislation 文化遺產憲章及法規	CHM2003	"	45	3
Art Administration and Management 藝術行政與管理	MGT2005	"	45	3
China Studies 中國研究	MGT1003	"	45	3
Statistics 統計學	RES2002	"	45	3
Studies on National Regime and Macao SAR 國家體制與澳門特區研究	MGT1004	"	45	3
Marketing of Cultural Resources 文化資源市場學	MKT2001	"	45	3
Conservation Planning 文化遺產保護規劃	CHM2001	"	45	3
Conservation Techniques 文化遺產保護技術	CHM2002	"	45	3
Elective 1 一門載於表二的選修科目		"	45	3



<b>3<sup>rd</sup> year 第三學年</b>				
Heritage Interpretation 文化遺產闡釋	CHM3002	Core 必修	45	3
Research Methods 研究方法	RES3002	"	45	3
Cultural Economics 文化經濟學	MGT3001	"	45	3
Cultural Tourism Planning and Development 文化旅遊規劃與開發	CHM3001	"	45	3
Writing for Cultural Professionals 文化專業人士寫作	ENG3001	"	45	3
Elective 2 一門載於表二的選修科目		"	45	3
Internship 實習	ISH3002	"	6 months 6 個月	6
<b>4<sup>th</sup> year 第四學年</b>				
Cultural Mapping 文化地圖	CHM4003	Core 必修	45	3
Best Practices in Cultural and Heritage Management 文化與遺產管理典範	CHM4001	"	45	3
Museum Management and Curatorship 博物館管理與策展	CHM4005	"	45	3
Cultural Event Planning and Management 文化活動策劃與管理	CHM4002	"	45	3
Project Management 項目管理	MGT4001	"	45	3
Field Study 實地考察	CHM4004	"	45	3



<i>Students are required to take one of the following groups of units/subjects in order to obtain 6 credits in accordance with the requirements stipulated in the programme regulations: 學生須按課程運作規章所定要求修讀下列其中一組學科單元 / 科目，以取得 6 學分：</i>				
<b>1<sup>st</sup> group 第一組</b>				
Thesis 論文	RES4001	必修	—	6
<b>2<sup>nd</sup> group 第二組</b>				
Capstone Project 畢業專題研習	RES4002	必修	—	3
Elective 3 一門載於表二的選修科目		"	45	3
<b>Total Credits 總學分</b>				<b>123</b>

Note 註：

1. Students are assigned to classes of 45 hours or 67.5 hours of the course according to their English placement test results.

學生將按照語言能力評核成績獲安排入讀本學科單元 / 科目所設 45 學時或 67.5 學時的班級。

2. Mandarin has classes for native Chinese speakers and non-native Chinese speakers. Students can choose the appropriate class according to their own language conditions.

普通話設有母語漢語者及母語非漢語者的班級，學生可因應本身語言條件選讀合適班級。

3. Students are required to take the same language course in an advanced way.

學生須按進階方式修讀同一語言科目。



## Form 2- Elective Courses

表二 選修科目

Course Name & Course Code 科目名稱 & 科目編號	Type 種類	Hour 學時	Credit 學分
Communication and Negotiation 溝通與協商 COM4002	Elective 選修	45	3
Food Product Knowledge 食品知識 CUL1002	"	45	3
Introduction to Gastronomy 美食學概論 CUL1003	"	45	3
Nutrition 營養學 CUL1004	"	45	3
Food Service Operations 餐飲服務運作 CUL2002	"	45	3
Contemporary Issues in Culinary Arts 當代廚藝研究 CUL4001	"	45	3
Advanced English 高階英語 ENG3002	"	45	3
Introduction to Events Industry 會展業概論 EVT1001	"	45	3
Event Planning and Coordination 會展計劃與協調 EVT2001	"	45	3
Convention and Exhibition Management 會議展覽管理 EVT3002	"	45	3
Facilities and Properties Management 設施及物業管理 EVT4001	"	45	3
Social Perspectives of Festivals and Events 節慶活動的社會視角 EVT4002	"	45	3
Lodging Operations 房務運作 HTL2001	"	45	3
Introduction to Food and Beverage 餐飲概論 HTL2003	"	45	3
Gaming Management 博彩管理 HTL3002	"	45	3
Wine Studies 葡萄酒研究 MGT2003	"	45	3
Introduction to Performing Arts 表演藝術概論 MGT2004	"	45	3
Appreciation of Chinese and Western Arts 中西藝術鑑賞 MGT2006	"	45	3
Performing Arts Marketing 表演藝術行銷 MGT2007	"	45	3
Introduction to Psychology 心理學概論 MGT2008	"	45	3
Public Relations 公共關係 MGT2009	"	45	3
Food and Beverage Cost Control 餐飲成本控制 MGT3003	"	45	3



Consumer Behaviour 消費者行為學	MGT4005	"	45	3
Digital Marketing 數碼營銷	MKT2005	"	45	3
Portuguese V 葡語 V	POR3001	"	45	3
Portuguese VI 葡語 VI	POR3002	"	45	3
Portuguese VII 葡語 VII	POR3003	"	45	3
Principles of Retail 零售學原理	RET1001	"	45	3
Brand Management 品牌管理	RET3003	"	45	3
Advertising and Communication Strategies 廣告及宣傳策略	RET3004	"	45	3
Tourism Geography 旅遊地理學	TSM1002	"	45	3
Special Interest Tourism 特殊興趣旅遊	TSM3003	"	45	3
Recreation and Leisure Management 康樂與休閒管理	TSM2004	"	45	3
Basic Guiding Techniques 基礎導賞技巧	TSM2005	"	45	3
Intercultural Communication in Tourism 旅遊跨文化溝通	TSM3001	"	45	3
Smart Tourism 智慧旅遊	TSM4002	"	45	3

Note 註：

Students are required to take the same language course in an advanced way.

學生須按進階方式修讀語言科目。