



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

# Master of Business Administration Programme (MBA)

## 工商管理碩士學位課程

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# MBA

# Overview

## 課程概覽

- The Transformative MBA is a postgraduate management programme for business professionals seeking to lead change across industries in today's digital and sustainable economy. / 變革型MBA 是為在當今數智及可持續經濟背景下，於不同行業推動變革的專業人士而設的管理類研究生課程。
  - It combines core business disciplines with advanced training in analytics, responsible finance, leadership and innovation within an integrated curriculum. / 課程以整合式設計結合核心商業知識，以及數據分析、責任金融、領導力與創新等進階訓練。
- The Transformative MBA focuses on essential capabilities that are relevant across sectors and organisational types. / 變革型 MBA 著重培養可跨行業、跨組織類型應用的關鍵能力。
  - Developing managers who integrate data-driven decision-making, sustainability and organisational transformation to excel in a rapidly evolving global business environment. / 培養善於結合數據驅動決策、可持續發展與組織變革能力的管理者，助您在瞬息萬變的全球商業環境中脫穎而出。

# Programme Structure

## 課程結構

The MBA comprises 30 credits, including core courses, electives and a project report. / MBA 課程共設 30 學分，由核心科目、選修科目及項目報告組成。

Component / 課程部分	Credits / 學分	Subject Summary / 課程概要
Core Courses / 核心科目	15	Foundational modules in leadership, analytics, accounting, AI and ethics for management roles in diverse industries. / 涵蓋領導力、數據分析、會計、人工智能與商業倫理的基礎核心科目，支援在不同行業擔任管理職務的需要。
Electives & Specialisations / 選修科目與專業範疇	9	Electives in Sustainable Finance, Business Analytics, Intelligent Tourism, or Leadership & Organisational Transformation, or a flexible General Management pathway. / 於可持續金融、商業分析、智慧旅遊或領導力與組織轉型中選修，或跨範疇組合作為具彈性的綜合管理方向。
Project Report / 項目報告	6	Applied project report on a real issue in your chosen field (e.g. finance, technology, public sector, manufacturing, tourism or services). / 就所選領域（如金融、科技、公共部門、製造業、旅遊或服務業）的真實議題完成應用型項目報告。

## Admission Requirements

### 入學要求

- Applicants should normally hold a recognised bachelor's degree or an equivalent qualification and have a minimum of two years' full-time work experience in any industry. / 申請人一般須持有學士學位或同等學歷，並具備至少兩年任何行業之全職工作經驗。
- Where required, official verification of work experience issued by the relevant government authorities shall be submitted upon admission; / 視乎需要，申請人須於入學時遞交由相關政府部門發出的工作經歷公證文件；
- Please refer to the programme admissions webpage for details. 詳情請參閱課程官網之招生頁面。

# Why Choose Our Transformative MBA?

## 為何選擇我們的變革型 MBA 課程?

- Studying at the Macao University of Tourism offers a distinctive platform for regional and international business exposure. / 就讀澳門旅遊大學的MBA課程，學生將置身於兼具區域特色及國際視野的商業學習平台。
  - Gateway location: study in Macao SAR, an international bridge between China and the world, with insight into regional and cross-border business dynamics. / 區位優勢：在澳門特區學習，置身連接中國與國際市場的橋樑，深入了解區域及跨境商業發展。
- Transferable focus: build management capabilities that apply in both service-based and non-service-based organisations across sectors. / 廣泛適用性：培養適用於不同行業中各類服務與非服務型組織的管理能力。
  - Supportive learning environment: close interaction with faculty and strong links with organisations across the Greater Bay Area, including Macao. / 支持性學習環境：師生緊密互動，並與大灣區各城市（包括澳門）機構保持良好合作與交流。
- Diverse cohort: learn alongside classmates from varied professional and cultural backgrounds, broadening your perspectives and network. / 多元同儕：與來自不同職業與文化背景的同學共同學習，拓展視野並建立國際人脈網絡。

Join us to transform your career and shape the future of business.  
加入我們，開啟變革之旅，塑造商業新未來！



Programme webpage  
課程官網



Admission webpage  
招生官網

- [www.utm.edu.mo](http://www.utm.edu.mo)
- [admission@utm.edu.mo](mailto:admission@utm.edu.mo)
- (853) 2856 1252