



UTM-FOSU joint programme - BSc in Tourism Business Management

澳門旅遊大學與佛山大學聯合培養計劃-旅遊企業管理理學士學位課程

Form 1-表一

FOSU BSc in Tourism Business Management Study Plan

佛山大學旅遊管理專業管理學學士學位課程學習計劃

Course Name 科目名稱	Type 種類	Hour 學時	Credit 學分
1st year 第一學年			
English- Intermediate I 中級英語 I	Core 必修	48	3
English- Intermediate II 中級英語 II	"	48	3
Digital Competence 數碼技能	"	64	3
Principles of Management 管理學原理	"	48	3
Principles of Tourism 旅遊學原理	"	48	3
Tourism Economics 旅遊經濟學	"	48	3
Tourism Statistics 旅遊統計學	"	48	3
Exhibition Planning 會展策劃	"	48	3
Practicum 實踐課 ¹	"	48	3
2nd year 第二學年			
English Communications I 英語溝通技巧 I	Core 必修	48	3
English Communications II 英語溝通技巧 II	"	48	3
Accounting and Budget Management	"	48	3



會計及預算管理			
Tourism Marketing 旅遊市場行銷	"	48	3
Tourism Geography 旅遊地理學	"	48	3
Human Resources Management 人力資源管理	"	48	3
Financial Management 財務管理	"	48	3
Recreation and Leisure Management 康樂與休閒管理	"	48	3
Service Quality Management 服務質量管理	"	48	3
Entrepreneurship 創業管理	"	48	3
Tourism Consumer Behaviour 旅遊消費者行為學	"	48	3
Total Credits 總學分			60

Form 2-表二

UTM BSc in Tourism Business Management Study Plan

澳門旅遊大學旅遊企業管理理學士學位課程學習

Course Name 科目名稱	Type 種類	Hour 學時	Credit 學分
3rd year 第三學年			
Advanced English 高階英語 ²	Core 必修	45	3
Studies on National Regime and Macao SAR 國家體制與澳門特區研究 ²	"	45	3
Research Methods 研究方法	"	45	3



Business Analytics for Hospitality and Tourism 酒店及旅遊業商業分析	"	45	3
Special Interest Tourism 特殊興趣旅遊	"	45	3
Intercultural Communication in Tourism 旅遊跨文化溝通	"	45	3
Tourism Planning and Development 旅遊規劃與開發	"	45	3
Sustainability in Hospitality and Tourism 酒店與旅遊業可持續發展	"	45	3
Internship 實習	"	6 months 6 個月	6
4th year 第四學年			
Tourism and Hospitality Legislation 旅遊及酒店業法規 ²	Core 必修	45	3
Tour Operations Management 旅遊營運管理 ²	"	45	3
Tourism Transportation Management 旅遊運輸管理 ²	"	45	3
Basic Guiding Techniques 基礎導賞技巧 ²	"	45	3
Strategic Management 策略管理學	"	45	3
Smart Tourism 智慧旅遊	"	45	3
Destination Marketing and Management 旅遊目的地營銷與管理	"	45	3



Thesis 論文	"	—	6
<i>Students are required to take two of the following groups of units/subjects in order to obtain 6 credits in accordance with the requirements stipulated in the programme regulations:</i> 學生須按課程運作規章所定要求修讀下列其中兩組學科單元 / 科目，以取得 6 學分：			
Facilities and Properties Management 設施及物業管理	Elective 選修	45	3
Food and Beverage Cost Control 餐飲成本控制	"	45	3
Introduction to Performing Arts 表演藝術概論	"	45	3
Art Administration and Management 藝術行政與管理	"	45	3
Appreciation of Chinese and Western Arts 中西藝術鑑賞	"	45	3
Communication and Negotiation 溝通與協商	"	45	3
Advertising and Communication Strategies 廣告及宣傳策略	"	45	3
Performing Arts Marketing 表演藝術行銷	"	45	3
Introduction to Psychology 心理學概論	"	45	3
Introduction to Gastronomy 美食學概論	"	45	3
Nutrition 營養學	"	45	3
Food Service Operations 餐飲服務運作	"	45	3
Food Product Knowledge 食品知識	"	45	3
Contemporary Issues in Culinary Arts 當代廚藝研究	"	45	3
Introduction to Events Industry 會展業概論	"	45	3



Convention and Exhibition Management 會議展覽管理	"	45	3
Social Perspectives of Festivals and Events 節慶活動的社會視角	"	45	3
Introduction to Food and Beverage 餐飲概論	"	45	3
Lodging Operations 房務運作	"	45	3
Wine Studies 葡萄酒研究	"	45	3
Gaming Management 博彩管理	"	45	3
Principles of Retail 零售學原理	"	45	3
Digital Marketing 數碼營銷	"	45	3
Public Relations 公共關係	"	45	3
Brand Management 品牌管理	"	45	3
Total Credits 總學分			63

Note 註：

1. Students are required to take this unit/subject in the first or second academic year.

學生須於課程的第一或第二學年修讀有關學科單元 / 科目。

2. Students are required to take this unit/subject in the third or fourth academic year.

學生須於課程的第三或第四學年修讀有關學科單元 / 科目。