2009/2010

Bachelor’s Degree and Associate Degree Programs
Hospitality Management
Prospectus
## Contents

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About the Macau Millennium College (MMC)

The Macau Millennium College was founded in August 2001 by well-known educators and businessmen in Hong Kong and Macau and soon recognized by the Macau SAR government as a private institution of tertiary education in Macau.

The mission of MMC is to provide education of the highest quality to our students in selected academic, research and professional fields at affordable rates. These fields are closely related to Macau’s most important industry, namely, the Tourism and Gaming Industry. MMC’s motto is to introduce innovative academic programs to nurture talents to meet the urgent needs of Macau’s society. Under the drive of a well-defined vision and, therefore, with an insightful direction, MMC started as early as 2002 to research and develop a tailored-made degree program for the Gaming Industry workforce and other full-time working professionals. It is well-known that frontline workers in Macau’s casinos change work-shifts every three days. It is, therefore, impossible for them to go to a conventional university with a conventional class schedule. To accommodate the needs of these shift-workers, MMC introduced a flexible and unique but costly scheduling system; known as “shift-classes for shift-workers”, for their Associate and Bachelor’s degree programs in Hospitality Management and Business Management (Commerce). Under this system, professors lecture twice-a-day on the same lecture topic, that is, in both the morning and evening sessions. For the same tuition fees, MMC students can choose to attend either the morning or evening sessions for every lecture topic.

Like famous universities in the world, the academic programs offered by MMC combine theory with practice. For example MMC can offer its students in the Hospitality Management Degree program with practical training in the institutions under the auspices of STDM (Sociedade de Turismo e Diversoes de Macau) and SJM (Sociedade de Jogos de Macau, S.A.). These STDM institutions include five-star hotels, entertainment centers, convention and exhibition centers, banks, casinos, as well as travel agencies.

MMC has always been actively involved in academic interchange, and works with colleges overseas to widen students’ international exposure and understanding. We signed a Memorandum of Understanding with the largest community college in the United States, the Montgomery College, to work together to provide further education for both American and Chinese students. Macau Millennium College also signed a memorandum of co-operation with the Chinese Academy of Social Sciences (CASS) and the Hong Kong Financial Services Institute (HKFSI). It is internationally well-known that the CASS is profusely resourceful in first-rate academic professionals and, therefore, the think-tank for Beijing’s top policy makers. The HKFSI is the only institute that has been approved and recognized by the State Administration of Foreign Experts Affairs Office of the People’s Republic of China to set up training programs in Hong Kong.
Program Objective

The travel and gaming industry has long been the pillar of Macau’s economy. Now with an abundance of world-class hotels and restaurants, Macau is striving to improve the quality of its hospitality services to meet the expectations of their new six-star-vacationers. Besides strong infrastructures and well-planned facilities, well-managed human resources are the key to successfully revolutionizing Macau’s hospitality and gaming industries. To help realize Macau’s dream of world class hospitality, MMC offers state-of-the-art training courses in hospitality and gaming. MMC strives to improve the quality of Macau’s human resources by providing professional skills training, knowledge enrichment, workforce motivation, and service standard enhancement via its rigorous, comprehensive, and flexible curricula.

The primary goal of the Hospitality Management Program is to train the current workforce of the hospitality and gaming industries, providing them with professional skills and knowledge to help improve their education and service attitude. Through flexible schedules, the program caters to both full-time & part-time workers currently employed in the hospitality industry.
### Programs of Study

<table>
<thead>
<tr>
<th>Department</th>
<th>Program</th>
<th>Year</th>
<th>Medium of Instruction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commerce</td>
<td>Bachelor (Licenciatura) of Hospitality Management</td>
<td>4 years</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Associate Degree of Commerce (Hospitality Management)</td>
<td>2 years</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Bachelor (Licenciatura) of Hospitality Management</td>
<td>4 years</td>
<td>Chinese</td>
</tr>
<tr>
<td></td>
<td>Associate Degree of Commerce (Hospitality Management)</td>
<td>2 years</td>
<td>Chinese</td>
</tr>
</tbody>
</table>

### Study Path

#### Bachelor (Licenciatura) of Hospitality Management

- **4th Year**
- **3rd Year**
- **Associate Degree of Commerce (Hospitality Management)**
- **2nd Year**
- **1st Year**

#### Montgomery College

**Associate Degree Programs**
- Associate Degree of Hospitality Management
- Associate Degree of Biotechnology
- Other Associate Degree Programs

**Admission Qualifications**
Student will be recommended to enter Montgomery College if the academic result is excellent.

**Admission Requirements**
- Have finished Form 6 or year 12 of education (Applicants for Bachelor’s Degree)
- Have finished Form 5 or year 11 of education (Applicants for Associate Degree)
- Applicants age 25 or above with employment

* Students can peruse a Bachelor’s degree following an exemplary completion of their associate degree.
Study Plan

Bachelor (Licenciatura) of Hospitality Management

### Year 1

**Compulsory Course**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU101</td>
<td>Principles of Marketing</td>
<td>6</td>
</tr>
<tr>
<td>BU103</td>
<td>Introduction to Accounting</td>
<td>6</td>
</tr>
<tr>
<td>CH107</td>
<td>Writing and Critical Analysis</td>
<td>6</td>
</tr>
<tr>
<td>CO101</td>
<td>Introduction to Computer Information System</td>
<td>6</td>
</tr>
<tr>
<td>EC100</td>
<td>Introduction to Economics</td>
<td>6</td>
</tr>
<tr>
<td>EN101</td>
<td>Basic English (1)</td>
<td>6</td>
</tr>
<tr>
<td>HI104</td>
<td>History of Macau</td>
<td>6</td>
</tr>
<tr>
<td>HM100</td>
<td>Basic Quantitative Methods for the Hospitality &amp; Tourism Industry</td>
<td>6</td>
</tr>
<tr>
<td>HM101</td>
<td>Introduction to the Hotel and Travel Industry</td>
<td>6</td>
</tr>
<tr>
<td>MG100</td>
<td>Principles of Management</td>
<td>6</td>
</tr>
</tbody>
</table>

**Total Credits** 60

### Year 2

**Compulsory Course**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU208</td>
<td>Travel Industry Marketing</td>
<td>6</td>
</tr>
<tr>
<td>CH101</td>
<td>Introduction to Intercultural Studies</td>
<td>6</td>
</tr>
<tr>
<td>HM200</td>
<td>Hotel &amp; Resort Management</td>
<td>6</td>
</tr>
<tr>
<td>HM206</td>
<td>Travel Industry Financial Analysis &amp; Controls</td>
<td>6</td>
</tr>
<tr>
<td>HM209</td>
<td>Psychology of Betting</td>
<td>6</td>
</tr>
<tr>
<td>MG202</td>
<td>Human Resources Management</td>
<td>6</td>
</tr>
</tbody>
</table>

**Elective Course**

*Two elective courses are required  (Refer to P.7)  12

**Total Credits** 48
Bachelor (Licenciatura) of Hospitality Management

### Year 3

#### Compulsory Course

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD307</td>
<td>Art Design in Tourism and Hospitality</td>
<td>6</td>
</tr>
<tr>
<td>BU303</td>
<td>Business Policy</td>
<td>6</td>
</tr>
<tr>
<td>HM301</td>
<td>A Study of Tourist Behavior and Psychology</td>
<td>6</td>
</tr>
<tr>
<td>HM302</td>
<td>Study of the Gaming Industry in Macau</td>
<td>6</td>
</tr>
<tr>
<td>HM303</td>
<td>Cultural Tourism</td>
<td>6</td>
</tr>
<tr>
<td>MG301</td>
<td>Cross Cultural Aspects of Management</td>
<td>6</td>
</tr>
</tbody>
</table>

**Elective Course**

*Two elective courses are required (Refer to P.7)  12

**Total Credits**  48

### Year 4

#### Compulsory Course

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU404</td>
<td>International Marketing</td>
<td>6</td>
</tr>
<tr>
<td>BU408</td>
<td>Interpersonal Communication Skills</td>
<td>6</td>
</tr>
<tr>
<td>HM401</td>
<td>Quality Management of Tourism Products</td>
<td>6</td>
</tr>
<tr>
<td>HM402</td>
<td>Information Management in Hospitality and Tourism Operations</td>
<td>6</td>
</tr>
<tr>
<td>HM403</td>
<td>Convention Management</td>
<td>6</td>
</tr>
<tr>
<td>HM404</td>
<td>City Planning and Tourism</td>
<td>6</td>
</tr>
</tbody>
</table>

**Elective Course**

*Two elective courses are required (Refer to P.7)  12

**Total Credits**  48

**Minimum Credits for graduation**  204
Associate Degree of Commerce (Hospitality Management)

**Year 1**

*Compulsory Course*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU101</td>
<td>Principles of Marketing</td>
<td>6</td>
</tr>
<tr>
<td>BU103</td>
<td>Introduction to Accounting</td>
<td>6</td>
</tr>
<tr>
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<td>CO101</td>
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<td>EC100</td>
<td>Introduction to Economics</td>
<td>6</td>
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<td>EN101</td>
<td>Basic English (1)</td>
<td>6</td>
</tr>
<tr>
<td>HI104</td>
<td>History of Macau</td>
<td>6</td>
</tr>
<tr>
<td>HM100</td>
<td>Basic Quantitative Methods for the Hospitality &amp; Tourism Industry</td>
<td>6</td>
</tr>
<tr>
<td>HM101</td>
<td>Introduction to the Hotel and Travel Industry</td>
<td>6</td>
</tr>
<tr>
<td>MG100</td>
<td>Principles of Management</td>
<td>6</td>
</tr>
</tbody>
</table>

**Total Credits** 60

**Year 2**

*Compulsory Course*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU208</td>
<td>Travel Industry Marketing</td>
<td>6</td>
</tr>
<tr>
<td>HM200</td>
<td>Hotel &amp; Resort Management</td>
<td>6</td>
</tr>
<tr>
<td>HM201</td>
<td>Food &amp; Beverage Management</td>
<td>6</td>
</tr>
<tr>
<td>HM205</td>
<td>Hotel &amp; Catering Management Accounting</td>
<td>6</td>
</tr>
<tr>
<td>HM206</td>
<td>Travel Industry Financial Analysis &amp; Controls</td>
<td>6</td>
</tr>
<tr>
<td>MG202</td>
<td>Human Resources Management</td>
<td>6</td>
</tr>
</tbody>
</table>

*Elective Course*

*Two elective courses are required (Refer to P.7)* 12

**Total Credits** 48

**Minimum Credits for graduation** 108
List of Elective Courses

Bachelor (Licenciatura) of Hospitality Management

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU202</td>
<td>Labor Market and Labor Relation</td>
<td>6</td>
</tr>
<tr>
<td>BU204</td>
<td>Politics and Commerce in Asia</td>
<td>6</td>
</tr>
<tr>
<td>HM201</td>
<td>Food and Beverage Management</td>
<td>6</td>
</tr>
<tr>
<td>HM202</td>
<td>Tourism and Leisure Management</td>
<td>6</td>
</tr>
<tr>
<td>HM204</td>
<td>Facilities Management</td>
<td>6</td>
</tr>
<tr>
<td>HM205</td>
<td>Hotel and Catering Management Accounting</td>
<td>6</td>
</tr>
<tr>
<td>HM207</td>
<td>Business Law - Hotel and Travel Law</td>
<td>6</td>
</tr>
<tr>
<td>HM208</td>
<td>Casino Operations</td>
<td>6</td>
</tr>
<tr>
<td>MG201</td>
<td>Organizational Behavior and Human Resources Management</td>
<td>6</td>
</tr>
</tbody>
</table>

**At least two elective courses will be set up each year, and others depend on the College's situation.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD308</td>
<td>Creative Design for Convention Materials</td>
<td>6</td>
</tr>
<tr>
<td>CH303</td>
<td>Putonghua for Employees in Gaming and Tourism</td>
<td>6</td>
</tr>
<tr>
<td>EC302</td>
<td>Economic Circle of Mainland China, Taiwan, Hong Kong and Macau</td>
<td>6</td>
</tr>
<tr>
<td>EC305</td>
<td>Economics of Tourism</td>
<td>6</td>
</tr>
<tr>
<td>EC403</td>
<td>Comparative Analysis of the Economic Development of Asia's 'Four Small Dragons'</td>
<td>6</td>
</tr>
<tr>
<td>EN300</td>
<td>Practical English for Tourism</td>
<td>6</td>
</tr>
<tr>
<td>HM405</td>
<td>Tourism Sales and Sales Management</td>
<td>6</td>
</tr>
<tr>
<td>HM406</td>
<td>International Casino Management</td>
<td>6</td>
</tr>
<tr>
<td>HM407</td>
<td>Human Resources Management in Tourism</td>
<td>6</td>
</tr>
<tr>
<td>HM408</td>
<td>Topics in Contemporary Tourism - International Business Negotiations</td>
<td>6</td>
</tr>
<tr>
<td>HM409</td>
<td>Topics in Contemporary Tourism - Financial Valuation in Tourism</td>
<td>6</td>
</tr>
<tr>
<td>HM410</td>
<td>Topics in Contemporary Tourism - Strategic Management</td>
<td>6</td>
</tr>
</tbody>
</table>

**At least two elective courses will be set up each year, and others depend on the College's situation.

Associate Degree of Commerce (Hospitality Management)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>CH101</td>
<td>Introduction to Intercultural Studies</td>
<td>6</td>
</tr>
<tr>
<td>HM202</td>
<td>Tourism and Leisure Management</td>
<td>6</td>
</tr>
<tr>
<td>HM203</td>
<td>International Conference Management</td>
<td>6</td>
</tr>
<tr>
<td>HM204</td>
<td>Facilities Management</td>
<td>6</td>
</tr>
<tr>
<td>HM207</td>
<td>Business Law - Hotel and Travel Law</td>
<td>6</td>
</tr>
<tr>
<td>HM208</td>
<td>Casino Operations</td>
<td>6</td>
</tr>
<tr>
<td>HM209</td>
<td>Psychology of Betting</td>
<td>6</td>
</tr>
</tbody>
</table>

**At least two elective courses will be set up each year, and others depend on the College's situation.
Course Description

AD307  Art Design in Tourism and Hospitality
This subject is an essential survey of graphic materials related to entertainment business and tourism. Students are introduced to basic principles of graphic design, color applications and roles of various types of promotional materials. The subject covers basic knowledge of computer skills, printing, and understanding of design and production process.

AD308  Creative Design for Convention Materials
The course seeks to provide an understanding of nature of the convention market, market survey and analysis, concepts and evaluation of product design, the visual impacts of different materials and their appropriate use for convention exhibition.

BU101  Principles of Marketing
Introduces students to concepts and theories in marketing, formulating marketing strategies and their execution, how to gather and interpret marketing data, and how to cope with the changing marketing environment.

BU103  Introduction to Accounting
An introduction to accounting, which encompasses the principles of double entry bookkeeping, preparation and interpretation of financial statements, issues related to company law, and the application of this knowledge in decision-making.

BU202  Labor Market and Labor Relation
Analysis of labor markets, trade unions, collective bargaining, labor-management relation, and labor laws. The course will also examine the development of labor markets in Hong Kong and Macau.

BU204  Politics and Commerce in Asia
This course leads the students to explore the impact of the following political factors on Asia’s industries and commerce: social contract, election system, constitution, economic policy, judicial system, international situation, and regional alliance.

BU208  Travel Industry Marketing
This course teaches the principles, problems, and processes of tourism promotion, analysis and evaluation of marketing within the travel industry; development of marketing strategies including product, place, promotion, and pricing.
BU303  Business Policy
This course examines the formation and implementation of corporate strategies, which encompass marketing, finance, human resources, corporate structure, and case studies of local and overseas corporations.

BU404  International Marketing
This course shows how the basic principles of marketing can be applied to marketing across national boundaries and within foreign countries. Attention is paid to the development of global marketing strategies and the different approaches for marketing consumer items, industrial goods and services internationally.

BU408  Interpersonal Communication Skills
This course focuses on interpersonal communication skills, with a particular emphasis on the skills that help establish and maintain effective professional and personal relationships. This course can assist students whose professional paths will lead them into the service industry or the business world. The two major purposes of this course are: 1) to provide an understanding of fundamental communication skills and 2) through structured practice, to increase the student's communication proficiency via integration of the skills into simulation scenarios and other class activities.

CH101  Introduction to Intercultural Studies
Using the comparative method to discuss the similarities and differences between Chinese and western cultures and their mutual influence, this course focuses on the collision and syncretism of the two cultures, covering the fields of Humanities and Social Science.

CH107  Writing and Critical Analysis in Chinese
This course is designed to help students develop analytical abilities in the Chinese language. Through writing exercises, students learn to improve the skills and quality of their writing.

CH303  Putonghua for Employees in Gaming and Tourism
Our course is designed for Employees in Gaming and Tourism who cannot communicate fluently in Putonghua. Emphasizing on casino language, it provides extensive practical training in listening and speaking. After this course, students will feel at home speaking Putonghua in their work places.

CO101  Introduction to Computer Information System
This course teaches basic computer knowledge, fundamentals of computer information systems and their applications in the hospitality industry. Impact of computer information systems on management, information system design and management, office automation and Internet utilization will also be covered.
EC100  Introduction to Economics
An introduction to the basic concepts and principles of economics, as well as the theory of choice; micro- and macro- analyses of supply and demand, price determination, and allocation of resources.

EC302  Economic Circle of Mainland, Taiwan, Hong Kong and Macau
A study of the deepening economic interdependence among Mainland China, Taiwan, Hong Kong and Macau. Topics include: the evolution of China-Hong Kong economic relation, Taiwan’s policy towards Mainland China and their economic and commerce nexus, theory for economic union, and how Macau will be affected by the above.

EC305  Economics of Tourism
Based on Economic theories this course tries to explore into some fundamental issues related to the Tourism Industry, such as the micro and macro analysis of tourism demand; price elasticities; specific features of production, supply, marketing and investment returns of the services industry; as well as the contributions of tourism to national economy and its social costs.

EC403  Comparative Analysis of the development of Asia’s ‘Four Dragon Economies’
Examines Asia’s extraordinary economic phenomena: the diverse cultural backgrounds, development strategies, agricultural developments, industrial policies and outcome. Theoretical and empirical analyses of sources of growth; lessons from the Asian financial crisis.

EN101  Basic English (1)
This course is designed to improve students’ language proficiency at post-secondary level. The objectives are to improve students’ English speaking and listening skills, expand their vocabulary, improve reading and comprehension as well as writing abilities, through studying selected works in English literature and essays, classroom exercises and group learning activities.

EN300  Practical English for Tourism
This course aims to improve students’ listening, speaking, reading and writing skill by teaching the tourism vocabulary and English communication skill in different contacts.

HI104  History of Macao
A course about a special topic in local history, this is divided into two parts. The first part focuses on the main materials and methods for studying the history of Macao; introduces recent major research achievements; and analyzes the prospects of the research. The second part puts emphasis on the development of Macao from mid-16th century after the settlement of the Portuguese in Macao, to the late 20th century prior to reunification with China, and then makes a thorough discussion on Macao’s role in the history of modern China, as well as the relations between Macao and East West cultural interchange.
HM100  Basic Quantitative Methods for the Hospitality and Tourism Industry
Solving practical management problems for the hospitality industry through the application of accounting and quantitative methods. Case studies and sample problems will be used for hands-on practice.

HM101  Introduction to the Hotel and Travel Industry
This course is an introduction of the overall development of the travel and hotel industry. Topics include: characteristics of the travel industry, scope, structure, operation philosophy, composition of the industry, employment and advancement opportunities. Basic issues of hotel management will also be covered.

HM200  Hotel and Resort Management
This course introduces to students, the management and care of the physical property of hotels and resorts including equipment and facilities, furnishing, design, decor, repairs and maintenance. In addition, sanitation and cleanliness in housekeeping functions and coordinating safety and efficiency in all areas of operation, leases and rental, depreciation and budgeting will also be explored.

HM201  Food and Beverage Management
Reviews the established standards, techniques and practices of food production and service of meals in varied environments including fine dining, casual table service and catering. Examines the basic principles of beverage management and bar operations with emphasis on purchasing, inventory, bar set-up and cash handling.

HM202  Tourism and Leisure Management
Provides a background knowledge of participant psychology of sports and leisure activities to help students understand the participants’ motivations, expectations, and satisfactions, and to incorporate this knowledge for the management, delivery, and promotion of sports and leisure services, facilities, programs and ancillary services.

HM203  International Conference Management
This course aims to present an understanding of conventions: categories, structures, and forms of contracts. Students learn how to organize international conventions including market research, promoting and marketing techniques, costing and cost control, planning, meeting special needs and follow-up services.

HM204  Facilities Management
Explores the engineering and maintenance requirements pertaining to the recreation and entertainment industry with special emphases on environmental issues, modernization, building operating systems, and resource management.
HM205  Hotel and Catering Management Accounting
This course provides an in-depth study of hospitality accounting principles and practices pursuant to the industry’s uniform system of accounts.

HM206  Travel Industry Financial Analysis and Controls
In this course students learn to use financial analysis to determine cash flow and management strategies for financing hospitality ventures and expansion.

HM207  Business Law – Hotel and Travel Law
This course provides an awareness of the rights and responsibilities that the law grants to or imposes upon a hotelkeeper, travel agency, and tour operator; and examines the possible consequences of failure to satisfy legal obligations.

HM208  Casino Operations
Examines practices and problems associated with casino operations including recruitment, staff training and development, security and control; government regulation and taxation; public relations, marketing, and product development.

HM209  Psychology of Betting
This course examines the gambler’s attitude towards betting, playing strategies and behavior patterns. It helps casino operators understand the psychology of betting by learning about what makes a gambler tick.

HM301  A Study of Tourist Behavior and Psychology
Based on Socio-psychological theories this course explores into the various factors affecting the behavior of the individual tourist and tourist groups. Whether factors such as their communal, economic and educational backgrounds may affect tourism choices, experience, and satisfactions of tours will be addressed.

HM302  Study of the Gaming Industry in Macau
This course will acquaint students with the large variaty of gaming in Macau, its origin and historical development, its economic impact and social consequences. A comparison is made with gaming industry in Las Vegas. It also explores the direction of development and prospects of Macau’s gaming industry.

HM303  Cultural Tourism
By comparing the Chinese and Western cultural and religious traditions the course tries to give an overall view of world historic sites; the proper management of historic sites; the proper management of tourist amenities and facilities, and essential factors governing the successful operations in cultural tourism.
HM401  Quality Management of Tourism Products
The course enables students to get acquainted with the principles and concepts on Quality Management. It also covers methods in measuring quality of tourism products and discusses the procedure in ensuring high quality tourism services and their characteristics.

HM402  Information Management in Hospitality and Tourism Operations
This course aims at providing students with sufficient knowledge on the core of information system in the Tourism and Hotel industries and its applications. The course also makes an analysis of the use of IT as a strategic tool and the role it plays in future economic development.

HM403  Convention Management
A course on the organization and operations of large scale conventions and exhibitions. It explores the role and relationship of organizers, sponsors, and contractors, and important aspects of administration, such as costing and cost control, risk assessment, management and promotion. Operational matters such as venue and equipments, logistics, enrolment and registration will also be considered.

HM404  City Planning and Tourism
This course explains characteristics and types of tourist attractions, their development, expansion and management; the forecast and promotion of tourism demand, and the evaluation of social costs and benefits of tourism facilities. It analyses how urban planning can accommodate the demand for land, transportation, and other infrastructures resulting from growth of tourism industry.

HM405  Tourism Sales and Sales Management
This course examines the strategy and technique for marketing various types of tourism products, the team building, training, and management of the industry’s sale forces. It prepares students for a career in hospitality marketing.

HM406  International Casino Management
This course presents a framework for understanding the casino business on an international scale. The course considers alternative modes of gaming in multiple countries, as well as the use of intermediaries, contracting with suppliers and distributors, and foreign direct investment (FDI). Topics also include strategic alliances, strategic implications of comparative advantage and organization of casinos around the world.

HM407  Human Resources Management in Tourism
This course provides an analytical framework for systematic analysis of interdepartmental operations, for the division, assessment, and improvement of duties and working procedures between different departments of the organization. It also introduces students to tools of quality control and their uses, including cost accounting, preparation of flow charts, statistical process management, organization and cross-departmental training strategy.
HM408 / HM409 / HM410  Topics in Contemporary Tourism - International Business Negotiations / Financial Valuation in Tourism / Strategic Management
It introduces new theories and empirical findings in tourism, discusses economic and political events with profound impact on the tourism industry, as well as controversial topical issues related to tourism.

MG100  Principles of Management
This course aims to help students understand the principles of management. It reviews the evolution and basic principles of management, circumstantial factors for successful management: company culture, structure and organization.

MG201  Organizational Behavior and Human Resources Management
An overview of the basic theories and empirical studies of human behavior in business organizations, and their application to the management of human resources: recruitment and advancement, leadership, communication, team spirit, and corporate culture.

MG202  Human Resources Management
Principles of human resources management applied to contemporary theories and practices in the hospitality industry. Topics on employee recruitment, selection and evaluation, placement, productivity, employee loyalty and government regulations will be explored.

MG301  Cross Cultural Aspects of Management
This course attempts to explain how in different cultures, the value system and human relations influence organizational structure and management. The influence of Confucianism, and comparison of Asian and Western business cultures will also be discussed.

PC300  Internship*
Internship in hotels, casinos, theme parks, convention centers or travel agencies will be arranged by the College.

*Interested students can be arranged the internship opportunities within the relevant organizations.
Academic Staff

Dr. Raymond C. Rody –
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Inter-University Institute of Macau
*Marketing Management, Sales Management

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Associate Professor of Marketing,
California State University, Dominguez Hills
*International Marketing

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Former Associate Professor at the School of Economics and Finance, University of Hong Kong

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Ph.D., Ohio State University
Professor, the California State University, Brix lecturer

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*Industrial Statistics, Quality Management

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*Labor Relations, Human Resources Management

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Ervine K. Haub School of Business,
St. Joseph’s University
*Management of Information System

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*Quality Management, Human Relations Training and Development

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*Human Resources Management

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*Science & Technology Policy Research and Strategy

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*Modern Chinese History, Macau History, Hong Kong History

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*Sex therapy and psychotherapy of the psychoanalytic type

Dr. Sai Po Tam
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Professor, Shandong University
*Chinese Linguistics, Buddhist History of China

Dr. Chi Keung Tam
Ph.D., National Cheng Chi University
Assistant Professor, Department of Journalism & Mass Communication, Shue Yan University
*Communication, Cooperation and Economic Development between the Four Areas (Mainland, Taiwan, Hong Kong and Macau) of Greater China
Honorary Professor:

Dr. Ambrose So  
CEO, SJM Holdings Limited  
*Gaming Management

Dr. John Hin Chung Yeung  
Managing Director, The Cross-Harbour (Holdings) Limited.  
*Business Management, Hotel Industry of Macau

Dr. Alan Ho  
Former President, Macau Tourist Association  
*Hotel Management,

Prof. Aser Tze Yung But  
Former Director, Academy of Art, Macau Polytechnic Institute  
*Design, Western Painting, Ceramics

Prof. Ze Xian Yan  
Former President of South China Normal University  
*Systems Management, Higher Educational Management

Prof. Bin Kang Wang  
Director, Center for Enterprises Developing Strategy Research, Shen Zhen  
*Enterprises Strategy, Production Management

Dr. Mark J. Alves  
Professor of English, Montgomery College, Maryland, U.S.A.

Dr. Maria H. Donahue  
Professor of English, Montgomery College, Maryland, U.S.A

Dr. Van den Berg  
Professor of English, Montgomery College, Maryland, U.S.A.

Mrs. Christine Melville  
Professor of English, Montgomery College, Maryland, U.S.A.

Mrs. Melissa Cowansage  
Professor of English, Montgomery College, Maryland, U.S.A.

* Special field of Studies
Admission Regulations

A. Method of admission

Bachelor’s Degree and Associate Degree program applicants may apply for admission to the College via the following methods:

1) Direct admission (admission examination exempted)

To qualify for exemption from taking admission examination applicants must meet the following requirements:

Students from Macau must have:

i. Completed Form 6, or 3rd year of high school, or year 12 of public education

ii. Received completion diploma

iii. G.C.E. from Great Britain with: - Two subjects at A level and three subjects at ordinary level, or three subjects at A level and one subject at ordinary level

- Commerce applicants must have:

- Arts applicants must have: Chinese (I)

- Science applicants must have: [1] Biology or Chemistry [2] Physics and Mathematics

** Applicants not meeting English requirements must take additional English subjects.

Students from Hong Kong must have:

i. Passed Certificate of HKCEE

ii. Passed Certificate of HKALE with a minimum of three ‘E’ grades

- Commerce applicants must have:

- Arts applicants must have: Chinese (I) and English

- Science applicants must have: [1] Biology or Chemistry [2] Physics and Mathematics

Or

iii. G.C.E. from Great Britain with: - Two subjects at A level and three subjects at ordinary level, or three subjects at A level and one subject at ordinary level

- Commerce applicants must have:
- Arts applicants must have: Chinese (I)
- Science applicants must have: [1] Biology or Chemistry [2] Physics and Mathematics

** Applicants not meeting English requirements must take additional English subjects.

Overseas students must have the equivalent qualifications of those listed above

2) Admission Examination
To qualify for admission examination applicants must
i. Have finished Form 6/ or 3rd year of high school/ or year 12 of education
   (applicants for Bachelor's Degree)
   Or
ii. Have finished Form 5/ or 2nd year of high school/ or year 11 of education
    (applicants for Associate Degree)
   Or
iii. In lieu thereof academic qualifications, applicants age 25 or above with employment may take an entrance examination

** Applicants not meeting English requirements must take additional English subjects.

B. Application procedures
All completed forms should be submitted with the following supporting documents to MMC with application fee in person.

a) A4 size, certified copy of highest education obtained, proof of employment and of any other qualifications declared in the application form. Applicants may bring document copies with originals of the above-mentioned supporting documents to the College for certification free of charge.

b) Application fee MOP 120.00 (non-refundable) and admission fee MOP 120.00 (non-refundable; exempted if admission examination exempted) may be paid by cashier order or personal check, crossed and made payable to Macau Millennium College.

c) A4 size copy of ID card or passport

d) Two 1.5” recent photos

e) Copy of water bill, electric bill, or phone bill
C. Application deadline and admission examination date
   Consult the latest information released by MMC.

D. Enrolment
   It is MMC’s mission to provide high quality education. Commerce department will admit 50
to 100 students each year.

E. Withdrawal
   The College reserves the right to withdraw any courses.

## Tuition and Fees 2009 / 2010

<table>
<thead>
<tr>
<th>Item</th>
<th>Mop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor / Associate Degree Tuition Fee* (On-Shift Session)</td>
<td>28,400.00</td>
</tr>
<tr>
<td>Bachelor / Associate Degree Tuition Fee* (Morning / Evening Session)</td>
<td>26,800.00</td>
</tr>
<tr>
<td>Miscellaneous Fees</td>
<td>350.00</td>
</tr>
<tr>
<td>Application Fee (Non-refundable)</td>
<td>120.00</td>
</tr>
<tr>
<td>Admission Examination Fee (Non-refundable)</td>
<td>120.00</td>
</tr>
<tr>
<td>Deposit (Refer to remark no.3 for details)</td>
<td>1,000.00</td>
</tr>
</tbody>
</table>

*Tuition fee paid by two installments each year

Remarks:
1. New students’ deposit and miscellaneous fees will be paid along with the first installment of
tuition fee.
2. Please refer to p.18 B Application procedures for the payment method of the application fee
   and admission fee.
3. New students are required to pay Mop 1,000 deposit which will offset the student’s fine or
   arrears during the study in MMC. The remainder of the deposit will be refunded after drop out
   or graduation.
4. Mop 300 would be charged for any late payments.
5. Tuition fees and other expenses are subject to annual review; please consult the latest
   information released by MMC.
6. Student can apply for the scholarships and other financial aid from Education and Youth
   Affairs Bureau (DSEJ).
7. Alternatively, application for study interest-free loan may be made to particular bank. Please
   consult the registry for the details.
Enquiry

Tel : (853) 28788186
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E-mail : info@mmc.edu.mo
Website : www.mmc.edu.mo
Address : Alameda Dr. Carlos d’Assumpção No. 255 China Civil Plaza 8/F, Macau

Revised on 03/03/2009