



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

Postgraduate Diploma (PgD) in International Food and Beverage Management

Programme Description

The Postgraduate Diploma (PgD) in International Food and Beverage Management aims at equipping the managers and future managers with a combination of the most advanced knowledge and management know-how in the food and beverage business context. The program features a highlight on research and analytical competency development, an innovation orientation, and exposure to real-life management scenarios, all of which allow graduates to operate and manage in a highly dynamic food and beverage business environment. The program includes the following learning modules:

- Sustainability of a Globalised Diet or Modernisation of the Food and Beverage Management

Programme Highlights

- ✓ 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)
<p>Sustainability of a Globalised Diet</p> <ul style="list-style-type: none"> Globalisation of Food and Beverage System: Identifying Trends Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism Sustainability and the Food and Beverage Industry <p style="text-align: center;"><u>or</u></p> <p>Modernisation of the Food and Beverage Industry</p> <ul style="list-style-type: none"> Organoleptics: Advanced Menu Engineering Entrepreneurship in Food and Beverage Industry Food, Beverage and Mass Media 	9
<p>Management (3 credits/ course, choose any four courses below)</p> <ul style="list-style-type: none"> Research Methods Human Resources Management Marketing Management Finance and Accounting Strategic Management 	12

Remarks:

- *The Management Module is common to all paths.*
- *Bridging course(s) may be required depending on the educational and professional background of postgraduate students.*
- *Both the International Food and Beverage Management and the International Gastronomy Management programmes are management-rich food studies programme. They are predominantly class-based teaching and are marginally related to practical cooking. As such, admission requires competencies in related fields of food studies - whether cooking 'per se' or not, which will be determined on a case-by-case basis.*
- *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
Sustainability of a Globalised Diet	Globalisation of Food and Beverage System: Identifying Trends	Students of this course will gain an understanding of globalisation of the food and beverage product. Information will be explored and analysed through many and varied lenses including free trade, free capital mobility, and to some extent, the freedom of migration among numerous other aspects. This evaluation aids in understanding the difference between globalisation and internationalisation. In learning and applying these skills at an early stage, students of the course will be able to identify subtle and sometimes profound differences that will empower students to fully engage and apply the knowledge in the rest of the coursework as well as in the industry ahead.
	Internationalisation : Concepts, Trends and Issues in Hospitality and Tourism	In the current era of globalisation, it is important to understand what this actually means, given that it is a multi-faceted concept affecting nearly all aspects of modern society. The term 'international' is often used to describe the globalisation phenomenon, which is an inevitable trend; however, many do not have a true and proper understanding of it. Confusion exists about what internationalisation entails and lip service pervades. The key to international success is very much bound-up in understanding the local culture and adapting business models accordingly. This course is designed to examine the foundation and concepts of internationalisation, and provide a proper understanding of it. Topics covered in this introductory course are theories, concepts and trends of internationalisation, inter-cultural theories and studies, and internationalisation issues.
	Sustainability and the Food and Beverage Industry	During this course, students will come to understand that global sustainability within the food and beverage industry is a major strategic issue for all stakeholders. From supply to end users, students come to evaluate what the issues are and explore ways in which issues of sustainability can be addressed. From agriculture, ingredients and product manufacturing, to packing, and distribution, the food and beverage industry must now demonstrate to all that they have environmental obligations to preserve the Earth's natural resources. Students in turn apply this understanding throughout their coursework. Consequently, students gain a better understanding of the holistic and interwoven nature of sustainability issues, particularly within the F&B sector.

Module	Course Title	Course Description
Modernisation of the Food and Beverage Industry	Organoleptics: Advanced Menu Engineering	<p>Many Food and Beverage managers, chefs and assistant managers, to name a few, might be asked to comment on a particular dish's tastes and flavours with a view to pairing certain beverages for their meal among other things. Pairing foods and beverages is an art form with little right or wrong, yet in the wider sense through this course, students come to understand the importance of, not only this skillset but also the enjoyment of every day food and beverage intake. In many instances organoleptics (the awareness and appreciation of food and drink by the body's senses) can be natural but it can also be learned. Students on this course will explore and evaluate the organoleptic phenomenon through a series of lectures and tastings. In the process, they will raise awareness and empower themselves to apply these techniques to the real world.</p>
	Entrepreneurship in Food and Beverage Industry	<p>This course creates awareness and expands the student's understanding of entrepreneurship as it exists in the food and beverage (F&B) industry. This aids in the evaluation of current concepts, trends & issues. Further applying what students have evaluated and examined during their coursework, allows students to better comprehend the pros and cons of current F&B business models. In doing so, this course encourages the application of taught analytical skills in the planning and execution of their final project – a full and comprehensive food and beverage business plan.</p>
	Food, Beverage and Mass Media	<p>Further studies within the catchall of 'Food and Beverage' industries include the Mass Media, in which many established and new channels (social media, food guides, industry publications/ websites, blogs, and newsletters) of dissemination are increasingly becoming mainstream. Students will come to understand that the media are driving a food-dialogue that is having a real and tangible effect on the food choices people make. This is true in all aspects of people's lives including food and nutrition, health, income, education, desire and age as well as numerous other variables that are beginning to shape a new food landscape.</p>

Module	Course Title	Course Description
Management	Research Methods	This course aims to develop students' intermediate levels of understanding and skills enabling them to apply different methods of research to address broad real-life management problems and also in the specific context of hospitality and tourism. At the end of the course, students will be expected to have obtained the necessary knowledge and confidence in applying the most established research methodologies, following the basic framework of identifying research problems, formulating appropriate research design, conducting scientific data collection and analysis, as well as interpreting, presenting, and communicating research findings.
	Human Resources Management	This subject aims at helping managers and/or future managers recognise the importance of human resources to the successful operation of hospitality and tourism companies by providing a comprehensive review of essential human resource concepts and theories, so as to help develop and implement effective human resource policies and practices to achieve competitive advantage. Both macro- and micro-perspectives are included in this subject to facilitate analysis of contemporary HRM issues, and guide students to make managerial decisions and develop solutions accordingly.
	Marketing Management	This course aims to develop students' conceptual foundation for undertaking critical analysis and decision-making about various issues, problems, and challenges in marketing management, particularly in the context of the hospitality, tourism, and events industries. The course will generally adopt a case learning approach whereby students are expected to develop and master skills such as identifying, framing, and analysing marketing problems, identifying options and alternatives for marketing action plans, designing and implementing appropriate marketing programmes, and communicating, as well as discussing with and persuading others of appropriate marketing decisions using logical marketing management framework and analyses.
	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.
	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.