



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

# Postgraduate Diploma (PgD) in International Gastronomy Management

## Programme Description

The Postgraduate Diploma (PgD) in International Gastronomy Management aims at equipping the new generation of industry leaders with a combination of the most advanced knowledge and management know-how in the context of the food business. The program highlights research and analytical competency development, an innovation orientation, and exposure to real-life management scenarios. We aim to make our leaders become internationally aware problem-solvers while possessing the distinctive vision in figuring out gastronomy-related issues arising at the global level. The program includes the following learning modules:

- Food and Gastronomy or Issues of Food
- 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><b>Food and Gastronomy</b></p> <ul style="list-style-type: none"> <li>• Anthropology of Food - Social and Cultural Dimensions</li> <li>• Gastronomic Tourism</li> <li>• History of Food and Gastronomy</li> </ul> <p style="text-align: center;"><u>or</u></p> <p><b>Issues of Food</b></p> <ul style="list-style-type: none"> <li>• Contemporary Nutrition and Food Technologies</li> <li>• Food Security</li> <li>• Eco-gastronomy and the Tropics</li> </ul>	9
<p><b>Management (3 credits/ course, choose any four courses below)</b></p> <ul style="list-style-type: none"> <li>• Research Methods</li> <li>• Human Resources Management</li> <li>• Marketing Management</li> <li>• Finance and Accounting</li> <li>• Strategic Management</li> </ul>	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
Food and Gastronomy	Anthropology of Food - Social and Cultural Dimensions	An anthropological approach to the study of food allows students to evaluate an overview of the subject as it draws heavily on other disciplines. Whether agronomy, the science of nutrition, economics, history or literature, students gain an understanding of the breadth and scope of food's social and cultural dimensions. Food, although a fundamental human necessity essential to life, is also associated with pleasure and sometimes even luxury. In studying the anthropology of food, students discover and critically evaluate some of the cultural do's and don'ts of particular cultural foodways. This empowers the students with a greater understanding of different cultural foodways, benefitting them in their future careers.
	Gastronomic Tourism	In this course, students come to understand that increasing emphasis is being placed, not solely on the consumption of food by tourists, but also on experiences and attractions related to food. By way of example, students explore ideas that gastronomic tourism includes such things as visits to restaurants and other eateries like street food and food festivals etc., but which in reality equally applies to food and beverage producers, wineries, distilleries, breweries, and other specific locations where food and/or beverages are the main reasons for the trip. Furthermore, participants of this course apply this growing knowledge base in the context of the whole food tourism sector, analysing various gastronomic tourism contexts which strengthen their future careers.
	History of Food and Gastronomy	Students of this course come to understand the difference between 'culinary' (of, or related to the preparation, cooking and presentation of food) and 'gastronomy' (the study of the relationship between food and culture), often a point of confusion and conjecture. In this course, the students evaluate the history of both fields in the context of the whole. During their studies, participants of the course also analyse the various points of crossover which lead many to question the legitimacy of both fields as individuals. Armed with this knowledge, students can apply what they have learned to both the course and real-life scenarios.

Module	Course Title	Course Description
Issues of Food	Contemporary Nutrition and Food Technologies	Students of this course will come to understand the complex historic, scientific and political origins that have resulted in today's nutritional legacy. Participants engage with history and follow the various multi-faceted socio-political threads that start with the enlightenment period leading through the First and Second World Wars. From here, students take a tour of the science behind daily dietary guidelines, from their inception to present day World Health Organisation's and others' recommendations. In the end, participants of this course will be able to understand what the daily requirements are, the guidelines themselves and how they came to exist.
	Food Security	This course familiarises students with the notion that Food Security is the condition in which "all people, at all times, have physical, social and economic access to sufficient safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life" (UN). In coming to understand this status, students will explore many apparent complex and divergent threads before finally evaluating and analysing the facts and deciding on a conceptual model that best applies to the evidence uncovered.
	Eco-gastronomy and the Trophics	Eco-gastronomy is an approach to the consumption of food that stresses the importance of reducing the impact on the environment through a multitude of initiatives. Students on this course, through evaluation and analysis of the coursework, come to understand the many ways of mitigating food's impact on the environment from sustainability of production through to an understanding of trophics. Trophics describes food chains and how they interact and at what cost. It is also one strategy that students can apply as one method of sustainability. Students will also come to analyse and understand the many and varied ways in which food chains and ecological accounting are used in an attempt to balance the Earth's finite resources.

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.