

MSc in IIRM Programme

2018/2019 Term 1 Textbook Information:

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
IIRM7011	International Hospitality Marketing Management	Reference Text Strategic Market Management	David A. Aaker	Wiley (Oct 2013), 10 th edition	978-1-118-58286-2
IIRM7010	International Integrated Resorts Management	No textbook is required (course materials will be posted on UM Moodle: https://ummoodle.umac.mo/)			
IIRM7036	Cross Cultural Gambling Psychology	No textbook is required (course materials will be posted on UM Moodle: https://ummoodle.umac.mo/)			
IIRM7035	Gaming & Casino Operation Management	No textbook is required (course materials will be posted on UM Moodle: https://ummoodle.umac.mo/)			

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2018/2019 Term 2 Textbook Information:

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
IIRM7012	Managing Human Resources and Personnel Psychology in Integrated Resorts	Reference Text1 The Oxford Handbook of Personnel Psychology	Susan Cartwright & Cary L. Cooper	Oxford University Press, Reprint Ed. (Yr. 2008)	978-0-19-923473-8
		Reference Text2 Talent Management in Hospitality and Tourism	Susan Horner	Goodfellow Publishers Limited, 1st Ed. (Yr. 2017)	078-1-910158-67-8
IIRM7041	Strategic Management in Hospitality Industry	Hospitality Strategic Management: Concepts and Cases	Cathay A. Enz	Wiley, 2 nd edition	0-471-47853-9
IIRM7032	Food & Beverage Management	No textbook is required			
IIRM7040	Special Topics in Integrated Resorts	Reference text book 1. Managing Coastal Tourism Resorts: A Global Perspective 2. Resort Destinations: Evolution, Management and Development 3. Resorts: Management and Operation	1. Sheela Agarwal, Gareth Shaw 2. Bruce Prideaux 3. Mill, R.C.	1. Channel View Publications (2007) 2. Routledge (2009) 3. Wiley (2012), 3 rd edition	1. 978-1845410728 2. 978-0750657532 3. 978-1-118-21527-2
MGMT7037	Global Business	Reference text book Global Business Today (any recent edition)	Charles W.L. Hill	McGraw Hill	---

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2018/2019 Term 3 Textbook Information:

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
IIRM7013	Managerial Finance in IR	Principles of Corporate Finance	Brealey, Myers, and Marcus	Mcgraw-hill 13th Edition, 2016	978-1260465136
IIRM7037	Travel & Tourism Management	<ol style="list-style-type: none"> 1. Marketing for Hospitality and Tourism, Global Edition (with ebook ISBN: 9781292156163) 2. Tourism: The Business of Hospitality and Travel, Global Edition (with ebook ISBN: 9781292221687) 3. Tourism Management 	<ol style="list-style-type: none"> 1. Philip T. Kotler , John T. Bowen , James Makens Ph.D. , Seyhmus Baloglu 2. Roy Cook, Cathy Hsu, Lorraine Taylor 3. Stephen J. Page 	<ol style="list-style-type: none"> 1. Pearson (2016) 2. Pearson (2017) 3. Routledge (2014) 	<ol style="list-style-type: none"> 1. 9781292156156 2. 9781292221670 3. 9781138784567

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
IIRM7051	Research Methods	e-book (text book) Business Research Methods*	Greener, S., Martelli, J. (2008)	http://bookboon.com/ (2008)	978-87-403-0820-4
		Reference e-book 1. SPSS: Stats Practically Short and Simple* 2. Excel 2013 Core: Advanced	1. Tyrrell, S. (2009) 2. Fishel, S. (2013)	http://bookboon.com/	1. 9788776814748 2. 9788740307184

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