

# **Instructive Cultivation Plan for Exhibition Economy and Management (Grade 2020)**

**Course code: 120903**

## **1. Orientation**

This program aims to cultivate mediate and senior applied professional talents for the management of exhibition projects who have a solid theoretical foundation, strong ability of exhibition practice, good professional accomplishment, innovative consciousness and international view, who meet the post requirements, and who are proficient in planning, good at implementation and able to manage.

## **2. Cultivation Objective**

### **2.1 General Objective**

This program cultivates mediate and senior applied professional talents for the management of exhibition projects who master the basic theory of exhibition, understand the operation process of international exhibition projects, be familiar with advanced exhibition information management software, have strong communication ability and document writing ability, be able to use the knowledge and skills acquired in the practice of exhibition project management of the mainstream enterprises and core departments of exhibition industry, good professional accomplishment, innovative consciousness and international view, and who are proficient in planning, good at implementation and able to manage.

### **2.2 Cultivation Value**

This program cultivates socialist builders and successors of the new era with both political integrity and professional competence, and with a comprehensive development of morality, intelligence, physique, aesthetics and labor, who are honest and trustworthy, abide by the law and passionate in work, and who have political awareness, overall situation awareness, sense of social responsibility, cultural confidence.

## **3. Requirement for Graduation**

### **3.1 Requirement on Quality**

3.1.1 Have good political accomplishment, moral accomplishment, humanistic accomplishment and professional accomplishment.

3.1.2 Have a strong sense of law, innovation awareness, communication skills and teamwork spirit.

### **3.2 Requirement on Knowledge**

3.2.1 Master the basic theories and professional knowledge for the research, planning, marketing, operation, information management, financial management and risk control of exhibition projects.

3.2.2 Understand the development trends of exhibition industry.

3.2.3 Be able to combine theory with practice, and solve the practical problems encountered by enterprises in exhibition industry.

### **3.3 Requirement on Ability**

3.3.1 Have strong learning ability, communication ability, foreign language ability, computer application ability, exhibition management software operation ability and professional document writing ability.

3.3.2 Be proficient in the use of knowledge and skills to carry out research, planning, marketing, operation and a series of management activities.

### **3.4 Suitable Posts**

3.4.1 Posts for research, planning, marketing, operation and management of exhibition projects such as exhibition, conference and event of the mainstream enterprises and core departments of exhibition industry; posts for exhibition tourism, hospitality management, exhibition education and training of enterprises and institutions of tourism or hotel industry.

## **4. Schooling System**

Four-year undergraduate education

## **5. Length of Study**

Generally four years. The shortest duration is not less than three years, and the longest is not more than six years.

## **6. Requirements for Graduation and Degree Conferring**

Minimum Credits of Curriculum (required courses, practical trainings & extracurricular classes): 152.

Degree Awarded: Bachelor of Management

## **7. Disciplines**

Management, Economics

## **8. Core Courses**

### **8.1 Western Economics          64 course hours**

The development of socialism market economy requires us to understand and master the basic knowledge of modern economics. Modern economics summarizes the laws and features of market economic activity theoretically, especially the operational status of economy in market system and the economic behaviors of government, manufacturers and consumers, proposes some management methods of macro and micro economy, and provides the basic tools used by the western economists to analyze problems. Through the course, the students are able to understand the basic contents and property of market economy so as to have a complete and systematic understanding of the basic theories of modern economics.

### **8.2 Management          48 course hours**

It is a basic course for the program of accounting. The course introduces the basic theory of accounting, the composition of manual bookkeeping system, basic operational procedures, basic

management methods and accounting skills of the system. The main course contents include: basic theory of accounting, composition of manual recording system, basic operation procedures of the system, basic management methods and basic accounting skills. Besides, the course also introduces the double-entry bookkeeping, the account setting, compiling and approval of financial statements, book registration, trial balancing, adjusting and reversal, property check, brief introduction of financial statement, procedure and organization of accounting.

### **8.3 Applied Statistics            48 course hours**

The course mainly instructs the basic theory and methods of statistics. Through learning the statistic working process and methods like statistic investigation, statistic collection and statistic analysis, the course lay a foundation for the learning of students' learning of professional courses. The basic requirements of the course are as follows: understand the research objects of statistics and its basic concept; master the basic methods of statistic investigation, master the statistic grouping and collection, skillfully master the concept and calculation of total amount index, relative index and average index, get familiar with the application of those comprehensive indexes; master the main analysis indicators of dynamic numerical arrays; master the compiling methods and factor analysis of comprehensive indicators; understand the sampling inference, correlation and regression analysis methods.

### **8.4 Operations Management            48 course hours**

Operations Management is a part of international business operation, researching on the management of product transformation process in enterprise (including manufacturing industry and service industry). Focusing on the systematical management, the course introduces the enterprise operational strategy, production organization, production plan, production control, successful systematic management mode (MRPII, JIT) and the development trends of system.

### **8.5 Project Management            48 course hours**

Project Management focuses on the basic concepts and knowledge of project management, involving the overall management, the scope management, the time management, the cost management, the quality management, the human resource management, the communication management, the purchasing management and the risk management etc.

### **8.6 Exhibition Information Management            48 course hours**

Exhibition Information Management focuses on the concept and management of event informationization. The contents of this course mainly contain the basic knowledge of event information, the basic knowledge of database and the basic knowledge of event Management Information System (MIS), such as the on-site informationization management of exhibitions, the organizer's MIS, the venue's MIS and the application of e-commerce in event industry etc.

### **8.7 Exhibition Planning            48 course hours**

Event Planning focuses on the basic knowledge and methods of event planning, involving how to plan an event project (like conference, exhibition, festival etc.) from the aspects of market research, project approval, theme setup, businesses inviting, exhibitors inviting, project budget and operational scheme and so on.

### **8.8 Exhibition Marketing 48 course hours**

Event Marketing is based on the basic marketing theory and methods, and requires the students to be able to apply the basic marketing theory and methods into event project marketing practice, such as marketing conceptions, market demand and purchasing behaviors, market information accumulation and market research, market segmentation and positioning, marketing strategy and tactics, as well as internet marketing etc.

### **8.9 Exhibition Copywriting 48 course hours**

Event Documents mainly involves the types, formats and styles of commonly used documents in event industry. Students are required to have the basic ability to collect and integrate event information, and to write related event documents based on event industry.

### **8.10 Practice of Exhibition Participation 48 course hours**

Exhibition Participation Practice is based on the process and implementation of exhibitors to participate in exhibitions or trade fairs, mainly including the knowledge and key points of the 3 stages of exhibitors to participate in exhibitions or trade fairs, namely as the preparation stage, the on-site management stage and the follow-up stage. Students are required to master the general rule and basic process of exhibitors to participate in exhibitions or trade fairs. As well, there also sets a special module for the Disneyland Management Oriented Class.

## **9. Practical Training**

A series of practices from the primary cognitive practice to the complete exhibition project simulation arranged accordance to the operation process of exhibition projects, mainly includes: Cognitive Practice of Exhibition, Career Planning of Exhibition Industry, Exhibition Market Research, Simulation Operation of Exhibition Marketing, Practice of Exhibition Information Management (Software), Exhibition Simulation, Event Simulation, Conference Simulation, Simulation Practice of Exhibitors, Innovation and Entrepreneurship of Exhibition Economy and Management, Graduation Internship and Graduation Design (Thesis) of Exhibition Economy and Management, especially highlights the simulation of "one exhibition, one conference, one event", there is also a Disney theory and practice teaching module for talent selection and training of the Disney-oriented class.

## **10. Course Structure and Course Hours (excluding extracurricular classes)**

<b>Category</b>	<b>Total Credits</b>	<b>%</b>	<b>Total Course Hours</b>	<b>Theory Learning</b>	<b>Practical Training</b>
<b>General Education</b>	42.5	28	816	752	64
<b>Basic Course</b>	22	15	352	328	24
<b>Professional Course</b>	53	35	848	659	189
<b>Practical Training</b>	23.5	15	712	0	712
<b>General Course</b>	10	7	160	160	0
<b>Total</b>	151	100	2888	1899	989
<b>Theory : Practice (%)</b>	66:34				

### 11. Teaching Schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
General Education	Required	School of Marxism	b1080001	Basic Theory of Marxism	test	3	48	42	6	autumn 1
	Required	School of Marxism	b1080003	Morality and Laws	non-test	3	48	42	6	autumn 1
	Required	School of Marxism	b1080006	Outline of Modern Chinese History	non-test	3	48	42	6	spring 1
	Required	School of Marxism	b1080004	Introduction to the Thought of Mao Zedong and Theories of Socialism with Chinese Characteristics I	test	3	48	42	6	autumn 2
	Required	School of Marxism	b1080007	Introduction to the Thought of Mao Zedong and Theories of Socialism with Chinese Characteristics II	test	2	32	28	4	spring 2
	Required	School of Marxism	-----	Situation and Policy (Module 1-4)	non-test	2	32	28	4	autumn 1 - spring 2
	Required	School of Marxism	b1080008	Labor Education A	non-test	0.5	16	16		spring 1
	Required	College of Arts and Sciences	b1020082	Advanced Mathematics B1	test	4	64	64		autumn 1
	Required	College of Arts and Sciences	b1020083	Advanced Mathematics B2	test	2	32	32		spring 1
	Required	College of Arts and Sciences	b1020013	Probability Theory and Mathematical Statistics	test	2	32	32		autumn 2
	Required	College of Arts and Sciences	b1020018	College Chinese	non-test	2	32	32		autumn 1
	Required	Department of Physical Education	-----	PE I-VI	non-test	3	160	160		autumn 1 - autumn 4
	Required	Other	g1110003	Military Skills	non-test	0.5	2W			autumn 1
	Required	College of Arts and Sciences	g1110002	Military Theories	non-test	0.5	32	32		spring 1
	Required	Engineering Training Center	g1090001	Basic Engineering Training	non-test	2	32		32	spring 1
	* College English (Selective, 1 module required, 10 credits)	Module A	b1020003	General English III	test	3	48	48		autumn 1
			b1020004	General English IV	test	3	48	48		spring 1
			b1020005	General Academic English A	test	2	32	32		autumn 2
			-----	English Extension	non-test	2	32	32		spring 2
		Module B	b1020002	General English II	test	3	48	48		autumn 1
			b1020003	General English III	test	3	48	48		spring 1
			b1020006	General Academic English B	test	2	32	32		autumn 2
			-----	English Extension	non-test	2	32	32		spring 2
		Module C	b1020001	General English I	test	4	64	64		autumn 1
			b1020002	General English II	test	3	48	48		spring 1
	b1020003		General English III	test	3	48	48		autumn 2	
	* College German	College of Arts and Sciences	b1020040	General German I	test	3	48	48		autumn 1
College of Arts and Sciences		b1020041	General German II	test	3	48	48		spring 1	
College of Arts and Sciences		b1020042	General German III	test	4	64	64		autumn 2	

	* College Japanese	College of Arts and Sciences	b1020077	General Japanese I	test	3	48	48		autumn 1
		College of Arts and Sciences	b1020078	General Japanese II	test	3	48	48		spring 1
		College of Arts and Sciences	b1020079	General Japanese III	test	4	64	64		autumn 2
<b>Sub-total (General Education)</b>						<b>42.5</b>	<b>816</b>	<b>752</b>	<b>64</b>	
<b>General Course</b>	Selective	Other	b0----	Social Sciences and Humanities Literacy (4 credits) Natural Science and Technological Innovation (4 credits) Public Arts (2 credits)	non-test	10	160	160	0	autumn, spring
<b>Sub-total (General Course)</b>						<b>10</b>	<b>160</b>	<b>160</b>	<b>0</b>	

(\*Notes: A total of 10 credits for the First Foreign Language, including College English, College German and College Japanese, students may choose one from the above-mentioned three foreign language according to their own needs; students, who choose College English as their First Foreign Language, shall select one module from Module A, Module B and Module C to learn.)

### 11. Teaching Schedule (2)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
	Required	School of Economics and Management	b2030037	Management	test	3	48	48		Autumn 1
	Required	School of Economics and Management	b2030145	Western Economics	test	4	64	64		Spring 1
	Required	School of Economics and Management	b2030082	Economic Law	test	3	48	48		Spring 1
	Required	School of Economics and Management	b2030060	Accounting Principles	test	3	48	48		Autumn 2
	Required	School of Economics and Management	b2030163	Operations Management	test	3	48	40	8	Autumn 2
	Required	School of Economics and Management	b2030187	Theory and Practice of International Trade	test	3	48	40	8	Spring 2
	Required	School of Economics and Management	b2030159	Applied Statistics	test	3	48	40	8	Autumn 3
<b>Sub-total (Basic Course)</b>						<b>22</b>	<b>352</b>	<b>328</b>	<b>24</b>	
<b>Professional Course</b>	Required	School of Economics and Management	b2030064	Introduction to Exhibition	test	3	48	39	9	Autumn 1
	Required	School of Economics and Management	b2030119	Market Research and Analysis	non-test	3	48	39	9	Autumn 1
	Required	School of Economics and Management	b2030349	Introduction to Tourism	test	3	48	39	9	Spring 1
	Required	School of Economics and Management	b2030221	Display Design and Management	non-test	3	48	24	24	Spring 1
	Required	School of Economics and Management	b2030217	Consumer Psychology	non-test	2	32	20	12	Autumn 2
	Required	School of Economics and Management	b2030071	Exhibition Information Management	test	3	48	39	9	Autumn 2
	Required	School of Economics and Management	b2030219	Exhibition Planning	test	3	48	39	9	Spring 2
	Required	School of Economics and Management	b2030220	Exhibition Marketing	test	3	48	39	9	Spring 2
	Required	School of Economics and Management	b2030062	Exhibition Financial Management	test	3	48	39	9	Spring 2
	Required	School of Economics and Management	b2030067	Exhibition Copywriting	non-test	3	48	39	9	Autumn 3
	Required	School of Economics and Management	b2030072	Exhibition English	test	3	48	36	12	Autumn 3
	Selective	School of Economics and Management	b2030350	Business Communication and Negotiation	non-test	2	32	20	12	Autumn 3
		School of Economics and Management	b2030351	Exhibition Business Etiquette						
Selective	School of Economics and Management	b2030014	Industrial Economics	test	3	48	39	9	Autumn 3	
	School of Economics	b2030218	Strategic Management of Exhibition							

	and Management		Enterprises						
Required	School of Economics and Management	b2030352	Exhibition Project Management	test	3	48	39	9	Spring 3
Required	School of Economics and Management	b2030012	Practice of Exhibition Participation	test	3	48	39	9	Spring 3
<b>Sub-total (Required Professional Course)</b>					<b>31</b>	<b>688</b>	<b>529</b>	<b>159</b>	
* Selective (10 credits)	Module A	b2030271	Management of Conference Activities	non-test	2	32	26	6	Spring 3
		b2030068	Exhibition On-site Service and Management	non-test	2	32	26	6	Spring 3
		b2030353	Exhibition Destination and Venue Management	non-test	2	32	26	6	Autumn 4
		b2030243	Practice for Customs Clearance of Exhibits	non-test	2	32	26	6	Autumn 4
		b2030223	Exhibition Human Resource Management	non-test	2	32	26	6	Autumn 4
	Module B	b2030244	Incentive Tour Planning and Organization	non-test	2	32	26	6	Spring 3
		b2030065	Planning and Production of Exhibition Advertisements	non-test	2	32	26	6	Spring 3
		b2030224	Network and New Media Marketing	non-test	2	32	26	6	Autumn 4
		b2030077	Organization and Management of Festival Activities	non-test	2	32	26	6	Autumn 4
		b2030074	Wedding Planning and Management	non-test	2	32	26	6	Autumn 4
	Module C	b2030271	Management of Conference Activities	non-test	2	32	26	6	Spring 3
		b2030244	Incentive Tour Planning and Organization						
		b2030068	Exhibition On-site Service and Management	non-test	2	32	26	6	Spring 3
		b2030065	Planning and Production of Exhibition Advertisements						
		b2030245	Theory of Disneyland Management						
<b>Sub-total (Selective Professional Course)</b>					<b>10</b>	<b>160</b>	<b>130</b>	<b>30</b>	
<b>Sub-total (Professional Course)</b>					<b>53</b>	<b>848</b>	<b>659</b>	<b>189</b>	



**11. Teaching Schedule (3)**

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester	
Practical Training	Required	School of Economics and Management	b4030041	Cognitive Practice of Exhibition	non-test	2	48		48	summer 1	
	Required	School of Economics and Management	b4030040	Career Planning of Exhibition Industry	non-test	1	24		24	summer 1	
	Required	School of Economics and Management	b4030037	Exhibition Market Research	non-test	2	48		48	summer 1	
	Required	School of Economics and Management	b4030038	Simulation Operation of Exhibition Marketing	non-test	1	24		24	summer 2	
	Required	School of Economics and Management	b4030039	Practice of Exhibition Information Management (Software)	non-test	2	48		48	summer 2	
	Required	School of Economics and Management	b4030100	Exhibition Simulation	non-test	2	48		48	summer 2	
	Required	School of Economics and Management	b4000027	Innovation and Entrepreneurship of Exhibition Economy and Management	non-test	2	48		48	spring 3	
	Required	School of Economics and Management	b4030200	Labor Education B	non-test	0.5	16		16	spring 3	
	Required	School of Economics and Management	b4030133	Graduation Internship and Graduation Design (Thesis) of Exhibition Economy and Management	non-test	6	288		288	spring 4	
	<b>Sub-total (Required Practical Training)</b>						<b>18.5</b>	<b>592</b>		<b>592</b>	
	* Selective (5 credits)	Module A or B	b4030042	Event Simulation	non-test	2	48		48	summer 3	
			b4030035	Conference Simulation	non-test	2	48		48		
			b4030008	Simulation Practice of Exhibitors	non-test	1	24		24		
Module C		b4030111	Practice of Disneyland Management	non-test	5	120		120	summer 3		
<b>Sub-total (Selective Practical Training)</b>						<b>5</b>	<b>120</b>		<b>120</b>		
<b>Sub-total (Practical Training)</b>						<b>23.5</b>	<b>712</b>		<b>712</b>		
Extracurricular Class	Required	Other	b5110001	Extracurricular Classes	non-test	1				autumn, spring, summer	
<b>Total</b>						<b>152</b>	<b>2888</b>	<b>1899</b>	<b>989</b>		

**\*Guidance for selective modules of professional course and practice training**

There are different modules for professional course to be selected according to different ability requirements, students must select one module to learn and achieve the credits required by the module. The selective modules of practice training must be selected according to the corresponding module of professional course.

Module A: Operation and Management of Conference/Exhibition Projects

Module B: Planning and Marketing of Festival Activities/Events

Module C: For Disney-oriented Class, the two selective profession course of this module in Spring Semester 3 should be selected according to the requirements on selection of courses for Module A or Module B (can not be mixed).

## 12. Prerequisite for Course Study

No.	Course Name	Prerequisite Courses	No.	Course Name	Prerequisite Courses
1	Western Economics	Advanced Mathematics B1	6	Exhibition On-site Service and Management	Introduction to Exhibition
2	Exhibition Planning	Introduction to Exhibition	7	Network and New Media Marketing	Exhibition Marketing
		Market Research and Analysis			Exhibition Information Management
3	Exhibition Marketing	Introduction to Exhibition	8	Organization and Management of Festival Activities	Introduction to Exhibition
		Consumer Psychology			Exhibition Planning
4	Practice of Exhibition Participation	Introduction to Exhibition	9	Simulation Practice of Exhibitors	Introduction to Exhibition
		Exhibition Planning			Exhibition Planning
		Display Design and Management			
5	Exhibition Financial Management	Introduction to Exhibition	10		
		Accounting Principles			

## 13. Extracurricular Class

Through taking extracurricular classes, students are encouraged to take part in academic lectures, social practice activities, campus cultural and sports activities, innovative and entrepreneurial activities, voluntary activities, etc. to improve their social adaptability and enhance the competitiveness in the job market. Details are specified in Students' Manual.