

Exhibition Economy and Management

(Grade 2022)

Course code: 120903

I. Cultivation Objectives

1. General cultivation objective

This program cultivates middle and high-level exhibition project management professionals who systematically master the basic theories of exhibition, understand the operation process of international exhibition projects, are familiar with advanced exhibition information management software, have strong communication and document writing skills, and can skillfully apply knowledge and skills learned to engage in relevant exhibition project management practices in mainstream enterprises and core departments of enterprises in the exhibition industry, with good professionalism, innovative consciousness and international perspective, and know how to plan, execution and manage.

2. Objective of value guidance

Led by the professionalism and craftsmanship of exhibition project management talents, this program cultivates socialist builders and successors of the new era who are well developed in ethics, intellect, physique, aesthetics and labour, honest and trustworthy, law-abiding, dedicated to their work, politically aware, aware of the overall situation and social responsibility, with good moral and talent, and culturally confident.

3. Five years after graduation, students in this program should achieve the following objectives:

- (1) Have good humanities and social science literacy, a strong sense of patriotism, national pride and cultural confidence, good professionalism and a sense of social responsibility, and adherence to professional ethics.
- (2) Have a solid Exhibition professional theory and strong information technology application ability, systematically master Exhibition project research, planning, marketing, operation, management and service and other business skills, with the ability to solve complex problems in the field of Exhibition.
- (3) Have good communication and teamwork skills, a sense of innovation and international perspective, the ability to provide creative solutions to Exhibition project management, and a certain level of leadership.
- (4) Have the ability to be a lifelong learner, to be motivated and to maintain physical and mental health and motivation for continuous professional development.

II. Graduation requirements

Students in this program mainly study the basic theories and knowledge of economic disciplines and management disciplines, should systematically master the basic theories, professional knowledge and business skills of Exhibition, be familiar with methods of solving problems related to Exhibition project management, and have strong qualities and abilities of working practice in Exhibition-related fields, and should meet the following nine requirements upon graduation.

- 1. Character and moral integrity:** Have good political, moral, humanistic and professional qualities, understand national and social conditions, and practice core values of socialism.

1-1 Have a firm political orientation, be familiar with the basic lines, guidelines and policies of the Party and the Country, and practise the core values of socialism.

1-2 Possess good humanities and social science literacy, understand national and social conditions, appreciate public sentiment and opinion, and pay attention to and think about major hot issues of national planning and people's livelihood.

1-3 Abide by the professional ethics of the Exhibition industry and be familiar with the relevant laws and regulations and industry codes of the Exhibition industry.

2. Professional knowledge: Have solid theories, professional knowledge and skills in the field of Exhibition Economy and Management, systematic mastery of the methods of project management and research in Exhibition, be familiar with the latest developments and development trends in the Exhibition industry and related fields.

2-1 Have a basic knowledge of the humanities and natural sciences.

2-2 Have knowledge of the basic theories of economics and management and familiarity with the professional theories, professional knowledge and professional skills of Exhibition.

2-3 Have knowledge of Exhibition project management and research methods and familiarity with the basic theories and business skills of market research, data analysis, planning, marketing, operations and management of Exhibition projects.

2-4 Be familiar with the latest developments and trends in the Exhibition industry and related fields.

3. Ability to innovate: Have the ability to identify, analyse and evaluate new phenomena and problems in the field of Exhibition industry, and the ability to develop new ideas, theories and methods in the new market environment.

3-1 Have the ability to apply and translate knowledge from their own discipline and across disciplines.

3-2 Be able to capture, identify and evaluate new phenomena and issues in the field of the Exhibition industry and be able to offer innovative insights.

3-3 Possess the basic skills and spirit of Exhibition innovation and entrepreneurship, and engage in innovative practices by facing of changing external environments.

4. Ability to use knowledge: Have the ability to apply theories and methods of the exhibition profession to solve practical problems, and the ability to conduct comprehensive analysis and research on complex problems in the field of the exhibition profession and propose corresponding countermeasures or solutions.

4-1 Be able to proficiently apply Exhibition's professional theories and methods to carry out market research, planning, marketing, operation and a series of management practice activities in the latter stages of Exhibition projects.

4-2 Be able to conduct in-depth investigation and systematic analysis of issues related to Exhibition project management and propose corresponding countermeasures.

4-3 Be able to track, analyse and research cutting-edge and topical issues in the field of Exhibition industry.

4-4 Be able to synthesize and apply theories and methods of the Exhibition profession to propose appropriate solutions to complex problems in the Exhibition profession.

5. Ability to use information: Have a certain level of cognitive, receptive and application skills in data and

information technology, and be able to use various information technology tools and network platforms to solve practical problems in exhibition project management practice

5-1 Have strong consciousnesses of data application, be familiar with common data statistical analysis software, be able to use collected primary and secondary data to analyse problems in Exhibition project management practices and provide support for Exhibition project management decisions.

5-2 Understand the importance of information to the management of Exhibition projects, be able to reasonably select and use relevant Exhibition information management software, and legally and compliantly record, store, organize and use all types of information in the management of Exhibition projects.

5-3 Be familiar with the functions and features of various online platforms, be able to reasonably select and use online platform tools to support the online marketing and operation of Exhibition projects.

6. Communication and Expression: Have good written and verbal skills with an international perspective and the ability to communicate effectively on issues related to Exhibition's fields.

6-1 Be able to express their views accurately, verbally, in writing and in diagrams, on issues related to Exhibition's fields.

6-2 Be able to communicate and interact effectively with industry peers and the public on issues related to Exhibition's fields.

6-3 Be able to communicate cross-culturally, both verbally and in writing, and to solve communication problems in international Exhibition projects.

7. Teamwork: Have a sense of teamwork, the ability to play effectively as an individual in various teams, the ability to coordinate and cooperate with other members, and a certain degree of leadership.

7-1 Be able to work collaboratively with team members in Exhibition course projects.

7-2 Be able to interface well with team members in more comprehensive Exhibition practice projects and complete the tasks.

7-3 Be able to work collaboratively with team members on practical projects in the Exhibition industry, contributing to the achievement of team goals and developing certain team leadership skills.

8. International perspective: Pay attention to international trends and hotspots in the field of Exhibition, understand and respect the differences and diversity of different cultures in the world, and be familiar with cultural differences and communication strategies in international Exhibition project management.

8-1 Follow the international trends and hot spots in the professional field of Exhibition, and understand the development dynamics and trends of the Exhibition industry in different countries.

8-2 Be able to use at least one foreign language proficiently to solve communication and collaboration problems in the operation and management of international Exhibition projects.

8-3 Have good international perspective and cross-cultural communication skills, with the ability to adapt to living and working in different cultural environments.

9. Learning and development: Maintain physical and mental health, have a sense of lifelong learning and the ability to self-manage and learn independently, and be able to adapt to sustainable social development and achieve personal career development goals through continuous learning.

9-1 Have a positive attitude towards people, maintain physical and mental health, recognize the need for

continuous exploration and learning, and have a sense of self-directed and lifelong learning.

9-2 Understand ways to expand knowledge and competencies and be able to adapt to the needs of personal or professional development, using appropriate methods of independent learning for the industry in which they work.

The Support of Graduation Requirements for Cultivation Objectives

Requirements for Graduation	Objective 1	Objective 2	Objective 3	Objective 4
1. Character and moral integrity	√			√
2. Professional knowledge		√	√	
3. Ability to innovate		√	√	√
4. Ability to use knowledge	√	√	√	
5. Ability to use information		√		√
6. Communication and Expression	√		√	
7. Teamwork	√		√	
8. International perspective			√	√
9. Learning development	√			√

III. Schooling System

Four years.

IV. Length of Study

Flexible study period, generally four years, the minimum length of flexibility is not less than three years, the longest not more than six years.

V. Requirements for Graduation and Degree Conferring

To graduate, students must complete the minimum number of credits required by the Instructive Cultivation Plan for each category of study and all the content required by the Extracurricular Class, with a total of 155 credits, and a Bachelor's degree in Management if they meet the requirements for the award of a Bachelor's degree.

VI. Discipline

Management, Economics.

VII. Core Courses

Western Economics; Management; Applied Statistics; Operations Management; Introduction to Exhibition; Exhibition Information Management; Exhibition Planning; Exhibition Marketing; Exhibition Project Management; Exhibition Copywriting; Exhibiting Practice.

VIII. Course Structure and Course Hours (excluding Extracurricular Class)

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Fundamental Course	44.5	29	848	768	80
General Education	10	7	160	160	0
Professional Fundamental Course	22	14	352	328	24
Professional Course	54	35	864	669	195
Professional Practice	23.5	15	712	0	712
Total	154	100	2936	1925	1011
Theory:Practical (%)	66:34				

IX. teaching schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester
Public Fundamental Course	required	School of Marxism	b1080001	Basic Principles of Marxism	non-test	3	48	42	6	Autumn 1
	required	School of Marxism	b1080009	Ethics and the Rule of Law	test	3	48	42	6	Autumn 1
	required	School of Marxism	b1080006	Outline of Modern Chinese History	test	3	48	42	6	Spring 1
	required	School of Marxism	b1080004	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics I	non-test	3	48	42	6	Autumn 2
	required	School of Marxism	b1080007	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics II	non-test	2	32	28	4	Spring 2
	required	School of Marxism	----	Situation and Policy (Modules 1 to 4)	test	2	32	28	4	Autumn 1 to Spring 2
	required	Others	b1110004	Mental Health Education for University Students	test	2	32	16	16	Spring 1
	required	School of Marxism	b1080008	Labour Education A	test	0.5	16	16		Spring 1
	required	College of Arts and Sciences	b1020082	Advanced Mathematics B1	non-test	4	64	64		Autumn 1
	required	College of Arts and Sciences	b1020083	Advanced Mathematics B2	non-test	2	32	32		Spring 1
	required	College of Arts and Sciences	b1020012	Linear Algebra	non-test					Autumn 2
	required	College of Arts and Sciences	b1020013	Probability Theory and Mathematical Statistics	non-test	2	32	32		Autumn 2
	required	College of Arts and Sciences	b1020018	Academic Chinese	test	2	32	32		Autumn 1
	required	College of Physical Education	----	Physical Education I to VI	test	3	160	160		Autumn 1 to Autumn
	required	Others	b1110003	Military skills	test	0.5	2W			Autumn 1
	required	College of Arts and Sciences	b1110002	Military theory	test	0.5	32	32		Spring 1
	required	Engineering Training	b1090001	Basic Engineering Training	test	2	32		32	Spring 1
	★ Academic English (Select 1 Module for 10 Credits)	Module A	b1020003	General English III	non-test	3	48	48		Autumn 1
			b1020004	General English IV	non-test	3	48	48		Spring 1
			b1020005	General English A	non-test	2	32	32		Autumn 2
			---	English Knowledge Expansion	test	2	32	32		Spring 2
		Module B	b1020002	General English II	non-test	3	48	48		Autumn 1
			b1020003	General English III	non-test	3	48	48		Spring 1
			b1020006	General Academic English B	non-test	2	32	32		Autumn 2
			---	English Knowledge Expansion	test	2	32	32		Spring 2
		Module C	b1020001	General English I	non-test	4	64	64		Autumn 1
b1020002			General English II	non-test	3	48	48		Spring 1	
b1020003			General English III	non-test	3	48	48		Autumn 2	
★ Academic German		College of Arts and Sciences	b1020040	Academic German I	non-test	3	48	48		Autumn 1
		College of Arts and Sciences	b1020041	Academic German II	non-test	3	48	48		Spring 1
	College of Arts and Sciences	b1020042	Academic German III	non-test	4	64	64		Autumn 2	
★ Academic Japanese	College of Arts and Sciences	b1020077	Academic Japanese I	non-test	3	48	48		Autumn 1	
	College of Arts and Sciences	b1020078	Academic Japanese II	non-test	3	48	48		Spring 1	
	College of Arts and Sciences	b1020079	Academic Japanese III	non-test	4	64	64		Autumn 2	
Subtotal (Public Fundamental Course)						44.5	848	768	80	
General Education	selective	Art Education Center	b0----	Aesthetic Education	test	2	32	32		Autumn, Spring
	selective	Each College	b0----	Social Sciences and Humanistic Qualities	test	4	64	64		Autumn, Spring
				Natural Sciences and Technology Innovation	test	4	64	64		Autumn, Spring
Subtotal (General Education)						10	160	160		

(★Note: The first foreign language is 10 credits in total, including 3 languages: Academic English, Academic German and Academic Japanese, choose the appropriate language as required; When Academic English is chosen, please choose the appropriate module in Module A, B, C)

IX. teaching schedule (2)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
Professional Fundamental Course	required	School of Economics and Management	b2030037	Management Studies	non-test	3	48	48		Autumn 1	
	required	School of Economics and Management	b2030145	Western Economics	non-test	4	64	64		Spring 1	
	required	School of Economics and Management	b2030082	Economic Law	non-test	3	48	48		Spring 1	
	required	School of Economics and Management	b2030060	Principles of Accounting	non-test	3	48	48		Autumn 2	
	required	School of Economics and Management	b2030163	Operations Management	non-test	3	48	40	8	Autumn 2	
	required	School of Economics and Management	b2030187	Theory and Practice of International Trade	non-test	3	48	40	8	Spring 2	
	required	School of Economics and Management	b2030159	Applied Statistics	non-test	3	48	40	8	Autumn 3	
Subtotal (Professional Fundamental Course)						22	352	328	24		
Professional Course	required	School of Economics and Management	b2030064	Introduction to Exhibition	non-test	3	48	39	9	Autumn 1	
	required	School of Economics and Management	b2030119	Market research and analysis	test	3	48	39	9	Autumn 1	
	required	School of Economics and Management	b2030349	Introduction to Tourism	non-test	3	48	39	9	Spring 1	
	required	School of Economics and Management	b2030221	Exhibition Design and Management	test	3	48	24	24	Spring 1	
	required	School of Economics and Management	b2030217	Consumer Psychology	test	2	32	20	12	Autumn 2	
	required	School of Economics and Management	b2030071	Exhibition Information Management	non-test	3	48	39	9	Autumn 2	
	required	School of Economics and Management	b2030219	Exhibition Planning	non-test	3	48	39	9	Spring 2	
	required	School of Economics and Management	b2030220	Exhibition Marketing	non-test	3	48	39	9	Spring 2	
	required	School of Economics and Management	b2030062	Exhibition Financial Management	non-test	3	48	39	9	Spring 2	
	required	School of Economics and Management	b2030067	Exhibition Copywriting	test	3	48	39	9	Autumn 3	
	required	School of Economics and Management	b2030072	Exhibition English	non-test	3	48	36	12	Autumn 3	
	selective	School of Economics and Management	b2030420	Business Communication and Negotiation	test	3	48	30	18	Spring 3	
			b2030270	Exhibition Business Etiquette							
	selective	School of Economics and Management	b2030014	Industrial Economics	non-test	3	48	39	9	Autumn 3	
			b2030218	Exhibition Corporate Strategic Management							
	required	School of Economics and Management	b2030352	Exhibition Project Management	non-test	3	48	39	9	Autumn 3	
	required	School of Economics and Management	b2030012	Practice for Exhibiting	non-test	3	48	39	9	Spring 3	
	Subtotal (Required Professional Course)						44	704	539	165	
	★ Select different courses in different modules for 10 credits	Module A	b2030271	Conference event management	test	2	32	26	6	Spring 3	
			b2030068	Exhibition Site Services and Management	test	2	32	26	6	Spring 3	
b2030406			Exhibition Venue Operations and Management (English-taught)	test	2	32	26	6	Autumn 4		
b2030243			Practice for Exhibit Customs Clearance	test	2	32	26	6	Autumn 4		
b2030223			Exhibition Human Resource Management	test	2	32	26	6	Autumn 4		
Module B		b2030407	Incentive Tourism and Destination Management	test	2	32	26	6	Spring 3		
		b2030065	Exhibition Advertising Planning and Production	test	2	32	26	6	Spring 3		
		b2030224	Online and New Media Marketing	test	2	32	26	6	Autumn 4		
		b2030077	Festival organization and management	test	2	32	26	6	Autumn 4		
Module C		b2030074	Wedding Planning and Management	test	2	32	26	6	Autumn 4		
		b2030271	Conference event management	test	2	32	26	6	Spring 3		
		b2030407	Incentive Tourism and Destination Management								
		b2030068	Exhibition Site Services and Management	test	2	32	26	6	Spring 3		
		b2030065	Exhibition Advertising Planning and Production								
b2030245	Disneyland Management Theory Module										
Subtotal (Selective Professional Course)						10	160	130	30		
Subtotal (Professional course)						54	864	669	195		

IX. teaching schedule (3)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
Professional Practice	required	School of Economics and Management	b4030037	Exhibition Market Research	test	2	48		48	Summer 1	
	required	School of Economics and Management	b4030040	Exhibition industry career planning	test	1	24		24	Summer 1	
	required	School of Economics and Management	b4030041	Exhibition Professional Consciousnesses Practice	test	2	48		48	Summer 1	
	required	School of Economics and Management	b4030038	Exhibition Marketing Simulation	test	1	24		24	Summer 2	
	required	School of Economics and Management	b4030100	Exhibition simulation in action	test	2	48		48	Summer 2	
	required	School of Economics and Management	b4030039	Practice for Exhibition Information Management	test	2	48		48	Summer 2	
	required	School of Economics and Management	b4000027	Innovation and Entrepreneurship in Exhibition Economy	test	2	48		48	Spring 3	
	required	School of Economics and Management	b4030200	Labour Education B	test	0.5	16		16	Spring 3	
	required	School of Economics and Management	b4030133	Exhibition Economy and Management Diploma and Diploma Design (Thesis)	test	6	288		288	Spring 4	
	Subtotal(Required Professional Practice)						18.5	592		592	
	★ Select different courses in professional modules for 5 credits	Module A/B	b4030008	Exhibitor simulation	test	1	24		24	Summer 3	
			b4030035	Event simulation in action	test	2	48		48	Summer 3	
			b4030042	Conference simulations in action	test	2	48		48	Summer 3	
Module C		b4030111	Practice Module in Disneyland Management	test	5	120		120	Summer 3		
Subtotal(Selective Professional Practice)						5	120		120		
Subtotal(Professional Practice)						23.5	712		712		
Extracurricular Class	required	Others	b5110001	Extracurricular Class	test	1	-	-	-	Autumn, Spring, Summer	
Total						155	2936	1925	1011		

★Description of Selective Professional Course and Selective Practice:

The **Selective Professional Course** modules must be taken in accordance with the corresponding specialist modules.

1. Module A: Conference/Exhibition Project Operation and Management Direction
2. Module B: Festival/Event Project Planning and Marketing Direction
3. Module C: For Disney Orientation classes, the two specialist elective courses in the spring 3 semesters of this module must be selected in accordance with the requirements for Module A or Module B (no mixing of electives).

X. Prerequisite for Course Study

No.	Course Name	Prerequisite Course	No.	Course Name	Prerequisite Course
1	Western Economics	Higher Mathematics B1	5	Online and New Media Marketing	Exhibition Marketing
2	Exhibition Planning	Introduction to Exhibition			Exhibition Information Management
		Market research and analysis			Exhibition Copywriting
3	Exhibition Marketing	Introduction to Exhibition	6	Festival organization and management	Introduction to Exhibition
		Consumer Psychology			Exhibition Planning
4	Practice for Exhibiting	Exhibition Marketing	7	Exhibition Financial Management	Introduction to Exhibition
		Exhibition Planning			Principles of Accounting
		Exhibition Design and Management			

XI. Credit of 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.