Hospitality Management
(Grade 2022)

Course code: 120902

I. Cultivation Objectives

1. General cultivation objective

Students should acquire basic theoretical knowledge of the Program of Hospitality Management, professional skills in the main operational departments, and be familiar with the knowledge and processes of hospitality and management in other tourism and hospitality industries. Students should have an international perspective, strong service consciousnesses, management skills, communication skills and writing skills, and be competent in middle and high level management positions in the tourism and hospitality industry.

2. Objective of value guidance

This program inherit the essence of Chinese culture, absorb the essence of world culture, and actively cultivate and practise the core values of socialism.

Led by the spirit of the workforce and the professionalism of prospective hoteliers, this program cultivates students to have a healthy value recognition, good professional habits, attention to detail and to improve their skills.

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

(1) Have good humanities and social science literacy, patriotism and national pride, a sense of social responsibility and adherence to professional ethics.

(2) Be able to take up management positions above the level of head of the main operational departments of the hotel, based on the experience gained in the industry.

(3) Have good communication skills and teamwork spirit, be able to independently deal with various operational issues in the hotel's department.

(4) Have the ability to be lifelong learners and innovators, to be fluent in foreign languages and to have an international perspective, and to maintain physical and mental health and motivation for continuous development.

II. Graduation requirements

(1) Character and moral integrity

1) Have a strong sense of Chinese cultural confidence.

2) Have strong active learning skills.

3) Be a positive team player.

4) Have a conscious sense of pioneering and innovation.

5) Have strong presentation and communication skills.

(2) Professional knowledge

In terms of knowledge structure, have a more systematic mastery of the basic theories and fundamental knowledge in economics and management. In economics, the theoretical knowledge of microeconomics and macroeconomics is required; in management, the theoretical knowledge and practice of management, marketing, human resource management and financial management is required. In addition, students are required to

understand practical knowledge of cruise ships and other aspects, to be familiar with the history of world famous luxury brands and product knowledge, and to have a broad knowledge and vision.

(3) Professional competence

1) In terms of business ability and quality, students are required to systematically study theories, methods and classic cases of hotel market research, product planning, product marketing, customer development and maintenance, and to skillfully operate internationally advanced hotel management software. In accordance with the guidance of the National Medium and Long-term Talent Development Plan 2010-2020, and in conjunction with the special requirements of hotel management on practical skills, we vigorously promote the combination of engineering and top-up practice, ensuring that students participate in a considerable amount of time in enterprise practice during their school years, so that students can focus on practical exercises while learning theories, and become familiar with the workflow of the main positions in hotels, in order to cultivate students' sense of team work and the ability to work together. They will be able to improve their business and professional skills in practice, so that they can meet the knowledge and skills requirements of a qualified hotel staff after graduation and lay a good foundation for their rapid development in the industry.

2) Students are required to have the ability to consult Chinese and foreign language literature and to read and use foreign language books and materials proficiently in their field, and need to be able to meet the basic bilingual requirements required for hospitality service and management. They should have good cultural literacy, good psychological quality, and certain professional knowledge of luxury consumer services, etc.

3) Students should understand and master the basic skills of physical education and scientific exercise, and meet the national standard of physical education for university students; should understand and be familiar with the rules and etiquette of high-end sports such as golf and tennis; should develop the habit of physical exercise, be hygienic and healthy, and be able to perform their future work

(4) Creative ability: Have the ability to identify, discern and evaluate various phenomena and problems in the field of tourism and hospitality, including the hotel industry, and the ability to develop new thinking and find new approaches in new environments.

1) Have the ability to apply and translate knowledge from the discipline and across disciplines.

2) Have the ability to capture, identify and evaluate phenomena and issues in the field of hospitality, and to develop innovative insights.

3) Have basic skills and spirit of innovation and entrepreneurship in tourism and hospitality, and be able to practice innovatively by facing a changing industry development environment.

(5) Application skills: Have the ability to apply professional knowledge to solve practical problems in hospitality industry internships, and to conduct comprehensive analysis and research on complex problems in the hospitality field and propose corresponding countermeasures or solutions.

(6) Information application: Have the ability to apply information technology, be able to proficiently master the use of common management software in high star hotels and appropriately apply modern information technology means and tools to solve practical problems.

(7) Communication and expression: Have strong communication and expression skills, be able to communicate effectively with peers, customers and the public through oral and written expressions.

(8) 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 ability.

(9) International perspective: Pay attention to international trends and hotspots in the professional field, to be proficient in at least one foreign language. Understand and respect the differences and diversity of different cultures in the world, and be familiar with communication strategies with objects from different cultural backgrounds.

(10) 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 the sustainable development of society and the individual, and to achieve personal career development goals through continuous learning.

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

Students must complete the minimum number of credits required by the Instructive Cultivation Plan for each type of course, and complete the corresponding extra-curricular arrangements, with a total of 154 credits, before they can graduate; graduates who meet the requirements for the award of a bachelor's degree will be awarded a bachelor's degree in management.

VI. Discipline

Management, Economics.

VII. Core Courses

Management, Microeconomics, Macroeconomics, Principles of Accounting, Economic Law, Applied Statistics, Operations Management, Introduction to Tourism, Introduction to Tourism and Hospitality, Destination Management, Tourism Consumer Behaviour, Introduction to Hospitality Management, Hotel Customer Management, Hotel Marketing, Consumer Psychology, Front Office Service and Management Hospitality Management, Food and Beverage Services and Management, Room Service and Management, etc.

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	6	160	160	0
Professional Fundamental Course	21	14	336	320	16
Professional Course	44	29	704	684	20
Professional Practice	33.5	22	952	0	952
Total	153	100	3000	1932	1068
Theory: Practical (%)	64: 36				

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	test	3	48	42	6	Autumn 1
	required	School of Marxism	b1080009	Ethics and the Rule of Law	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 Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics I	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	test	2	32	28	4	Spring 2
	required	School of Marxism	-----	Situation and Policy (Modules 1 to 4)	non-test	2	32	28	4	Autumn 1 to
	required	School of Marxism	b1080008	Labour Education A	non-test	0.5	16	16		Spring 1
	required	College of Arts and Sciences	b1020082	Advanced MathematicsB1	test	4	64	64		Autumn 1
	required	College of Arts and Sciences	b1020083	Advanced MathematicsB2	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	Academic Chinese	non-test	2	32	32		Autumn 1
	required	College of Physical Education	-----	Physical Education I to VI	non-test	3	160	160		Autumn 1 to
	required	Others	b1110004	Mental Health Education for University Students	non-test	2	32	16	16	Spring 1
	required	Others	b1110003	Military skills	non-test	0.5	2W			Autumn 1
	required	College of Arts and Sciences	b1110002	Military theory	non-test	0.5	32	32		Spring 1
	required	Engineering Training	b1090001	Basic Engineering Training	non-test	2	32		32	Spring 1
	★ Academic English(Select 1 Module for 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 Knowledge Expansion	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 Knowledge Expansion	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
	★ Academic German	College of Arts and Sciences	b1020040	Academic German I	test	3	48	48		Autumn 1
		College of Arts and Sciences	b1020041	Academic German II	test	3	48	48		Spring 1
		College of Arts and Sciences	b1020042	Academic German III	test	4	64	64		Autumn 2
	★ Academic Japanese	College of Arts and Sciences	b1020077	Academic Japanese I	test	3	48	48		Autumn 1
		College of Arts and Sciences	b1020078	Academic Japanese II	test	3	48	48		Spring 1
		College of Arts and Sciences	b1020079	Academic Japanese III	test	4	64	64		Autumn 2
	Subtotal			**(Public Fundamental Course)**		**44.5**	**848**	**768**	**80**	
General Education	selective	Art Education Center	b0-----	Aesthetic Education	non-test	2	32	32		Autumn,
	selective	Each College	b0-----	Social Sciences and Humanistic Qualities	non-test	4	64	64		Autumn,
				Natural Sciences and Technology Innovation	non-test	4	64	64		Autumn,
	Subtotal			**(General Education)**		**10**	**160**	**160**		

(★Note: The first foreign language is 10 credits in total, including 3 languages: University English, Academic German and Academic Japanese, choose the appropriate language as required; for those who choose University English, 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	b2030174	Management Studies (English-taught)	test	3	48	48		Autumn 1
	required	School of Economics and Management	b2030316	Microeconomics	test	3	48	48		Spring 1
	required	School of Economics and Management	b2030317	Macroeconomics	test	3	48	48		Autumn 2
	required	School of Economics and Management	b2030060	Principles of Accounting	test	3	48	48		Autumn 1
	required	School of Economics and Management	b2030082	Economic Law	test	3	48	48		Spring 1
	required	School of Economics and Management	b2030159	Applied Statistics	test	3	48	40	8	Spring 2
	required	School of Economics and Management	b2030163	Operations Management	test	3	48	40	8	Spring 2
subtotal (Professional Fundamental Course)						21	336	320	16	
Professional Course	required	School of Economics and Management	b2030274	Introduction to Tourism and Hospitality	non-test	2	32	32		Autumn 1
	required	School of Economics and Management	b2030318	Destination Management	test	2	32	32		Spring 2
	required	School of Economics and Management	b2030421	Strategic Management	test	2	32	32		Autumn 2
	required	School of Economics and Management	b2030103	Human Resource Management	test	2	32	32		Spring 3
	required	School of Economics and Management	b2030422	Hotel Public Relations	test	2	32	32		Spring 3
	required	School of Economics and Management	b2030084	Introduction to Hospitality Management	test	2	32	32		Spring 1
	required	School of Economics and Management	b2030325	Hotel Marketing	test	3	48	48		Autumn 2
	required	School of Economics and Management	b2030402	Hotel Room Service and Management (English-taught)	test	2	32	32		Spring 1
	required	School of Economics and Management	b2030083	Hotel Food Service and Management	test	2	32	32		Spring 2
	required	School of Economics and Management	b2030087	Hotel Front Office Service and Management	test	2	32	32		Autumn 3
	required	School of Economics and Management	b2030169	Inter Continental Hotels Group Executive Series	non-test	2	32	32		Autumn 3
	required	School of Economics and Management	b2030423	Hotel Account Management	test	2	32	32		Spring 3
	required	School of Economics and Management	b2030424	Hospitality Management Research Methods	non-test	2	32	16	16	Spring 3
	required	School of Economics and Management	b2030425	Travel Consumer Behaviour	test	2	32	32		Spring 3
	required	School of Economics and Management	b2030428	Second Foreign Language	test	3	48	48		Autumn 3
	required	School of Economics and Management	b2030426	Introduction to Tourism	test	2	32	32		Autumn 2
			Subtotal (Required Professional Course)			34	544	528	16	
	★ Select different courses in different modules for 7 credits	Module A	b2030319	Hotel Service Quality Management	non-test	2	32	32		Spring 3
			b2030401	Introduction to Luxury (In Chinese and English)	non-test	2	32	32		Autumn 3
			b2030427	Wine culture and tasting	non-test	2	32	32		Spring 2
			b2030403	Cruise Service and Management (English-taught)	non-test	2	32	32		Spring 3
			b2030118	Shanghai Culture Appreciation	non-test	2	32	28	4	Spring 3
		Module B	b2030404	Hotel Revenue Management	non-test	2	32	32		Spring 3
			b2030107	Business negotiation skills and business etiquette	test	2	32	32		Spring 2
			b2030320	Hotel Cost Control	non-test	2	32	32		Autumn 3
			b2030405	Internet Marketing	non-test	2	32	32		Autumn 3
			b2030321	Hotel Decision Simulation	non-test	2	32	28	4	Summer 2
		Module C	b2030405	Internet Marketing	non-test	2	32	32		Autumn 3
			b2030404	Hotel Revenue Management	non-test	2	32	32		Spring 3
			b2030322	Data mining and analysis	non-test	2	32	32		Autumn 3
			b2030323	Hotel Service Quality Management	non-test	2	32	32		Spring 3
			b2030324	Hotel Decision Simulation	non-test	2	32	28	4	Summer 2
			Subtotal (Selective Professional Course)			10	160	156	4	
			Subtotal (Professional Course)			44	704	684	20	

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	b4000028	Hospitality Management Innovation and Entrepreneurship	non-test	2	48		48	Spring 3
	required	School of Economics and Management	b4030140	Room Service Simulation I	non-test	1	24		24	Autumn 1
	required	School of Economics and Management	b4030141	Room Service Simulation II	non-test	1	24		24	Spring 1
	required	School of Economics and Management	b4030165	Food Service Simulation I	non-test	1	24		24	Autumn 2
	required	School of Economics and Management	b4030166	Food Service Simulation II	non-test	1	24		24	Spring 2
	required	School of Economics and Management	b4030168	Front of House Service Simulation	non-test	1	24		24	Autumn 3
	required	School of Economics and Management	b4030167	Wine Tasting	non-test	1	24		24	Summer 1
	required	School of Economics and Management	b4030048	Hospitality Management software operation (OPERA)	non-test	2	48		48	Summer 3
	required	School of Economics and Management	b4030169	WIE Industry Internships	non-test	17	408		408	Autumn 4
	required	School of Economics and Management	b4030200	Labour Education B	non-test	0.5	16		16	Spring 3
	required	School of Economics and Management	b4030134	Hospitality Management Graduation Internship and Graduation Design (Thesis)	non-test	6	288		288	Spring 4
				Subtotal (Professional Practice)		**33.5**	**952**		**952**	
Extracurricular Class	required	Others	b5110001	Extracurricular Class	non-test	1	-	-	-	Autumn, Spring, Summer
				Total		**154**	**3000**	**1932**	**1068**	

Note: Additional multi-skill comprehensive training with a practical focus will be arranged in Summer 1, Summer 2 and Summer 3 semesters.

★ **Description of Selective Professional Course:**

Selective Professional Courses are divided into modules according to different competency requirements, and students must take one of the modules and achieve the required credits for that module.

1. Module A: High-end service orientation

The module includes courses such as Introduction to Luxury and Cruise Services, which equip students with the basic service and management knowledge of the hotel-related tourism and hospitality industry and help them to broaden their horizons and widen their employment channels.

2. Module B: Operational decision orientation

The module includes revenue management, the relevant talents are in shortage in hotels, it is conducive for students to grow into the revenue management talents that are urgently needed in the hotel industry; the module also includes courses on strategic management and cost control, which are conducive for students to broaden their horizons and increase their employment options.

3. Module C: Internet marketing orientation

The module includes a course for Internet Marketing, which enables students to master the basics of Electronic Commerce and can grow into much-needed online marketing talents in the hospitality industry; the module also includes courses on Data exploration and analysis, which helps students to broaden their horizons and increase their employment options.

X. Prerequisite for Course Study

No.	Course Name	Prerequisite Course	No.	Course Name	Prerequisite Course
1	Operations Management	Management Studies	5	Hotel Food Service and Management	Introduction to Tourism and Hospitality
					Management Studies
					Introduction to Hospitality Management
2	Introduction to Hospitality Management	Introduction to Tourism and Hospitality	6	Hotel Front Office Service and Management	Introduction to Tourism and Hospitality
		Management Studies			Management Studies
					Introduction to Hospitality Management
3	Internet Marketing	Hotel Marketing	7	Hotel Account Management	Introduction to Tourism and Hospitality
					Management Studies
					Introduction to Hospitality Management
4	Hotel Room Service and Management	Introduction to Tourism and Hospitality	8	Travel Consumer Behaviour	Introduction to Tourism and Hospitality
		Management Studies			Introduction to Tourism
					Destination 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.