

Instructive Cultivation Plan for the Program of Hospitality

Management

(Grade 2021)

Course Code: 120902

1. Orientation

This program is the cradle of management talents for high-end hotels, it cultivates international, innovative, applied and compound mediate and senior management talents for high-end hotels and relevant service industries.

2. Cultivation Objectives

2.1 General Objective

The students are required to master the basic theoretical knowledge of management, professional skills in main operational departments of hotels, and be familiar with the reception and management knowledge and processes of other high-end service industries. Students should have strong sense of service, management skills, communication skills and copywriting skills, and be competent for the middle and senior management posts of high-end service industries.

2.2 Cultivation Value

Inheriting the essence of Chinese culture, absorbing the essence of world culture, actively cultivating and practicing the socialist core values.

Guiding by the professional accomplishment of prospective hotel practitioners and the spirit of model works, this program cultivates the students' healthy value identity and good professional habits, pays attention to details and improves students' skills.

3. Requirement for Graduation

3.1 Requirement on Quality

- 3.1.1 Firm confidence in Chinese culture.
- 3.1.2 Strong autonomic learning ability.
- 3.1.3 Positive teamwork spirit.
- 3.1.4 Self-conscious innovation consciousness.
- 3.1.5 Strong expression and communication skills.

3.2 Requirement on Knowledge and Ability

The students are required to acquire the following knowledge and ability:

3.2.1 In the aspect of knowledge structure, the students are required to systematically master the basic theory and knowledge of economics and management. In economics, the students are required to master the theoretical knowledge of microeconomics and macroeconomics; in management, the students are required to master the theoretical knowledge and business of management, marketing, HR management, financial management and others. Besides, the students

are required to know the practical knowledge of golf, cruise, wine tasting, and get familiar with the brand history and product knowledge of world's famous luxury with broad vision and horizon.

3.2.2 In the aspect of business capability and quality, the students are required to systematically learn the theories, methods and classical cases of hospitality market investigation, product planning, product marketing, customer development and maintenance, and skillfully operate the international advanced hospitality management software. In accordance with the National Medium-to-Long Term Talents Development Planning 2010-2010, considering the special requirements of hospitality management on practical ability, this program pushes forward the integration of theoretical learning and practice and the internship system, which requires the students to complete internship in enterprises for a certain amount of time, pay attention to the practice at the same time of theoretical learning, master the working procedures of different posts of hotels, cultivate their teamwork spirit and collaborative ability, and improve their business ability and professionalism during practice. The graduates are required to meet the requirements of knowledge and skills on qualified high-star hotel workers, laying a good foundation for their rapid development in the industry. The detailed requirements on business are as follows:

- master the service procedures and skills of different main posts of canteen, reception desk, conference hall, guest rooms, understand and master the basic requirements and skills of a junior manager;
- master all kinds of etiquette knowledge, firmly build up the consciousness of politeness and service, have good etiquettes and good habits, master the basic skills, specifications and operational methods of tourism social networking, and apply the learned knowledge into practice flexibly and accurately;
- carry out market investigations of hospitality industry with learned knowledge or skills, get familiar with the hospitality product combinations, and do product analysis in accordance with the investigation results and analysis;
- make marketing plans of hospitality products considering the features of hospitality marketing with the basic theory and knowledge of marketing;
- have a strong sense of service, be good at discovering the customer needs and timely satisfying the needs;
- have strong business communication ability, maintain the customer relations well, write related business documents of hospitality, have strong computer application ability and the ability of operating advanced hotel management software.

3.2.3 have strong written and oral English communication abilities and general business application or conversational ability in second foreign language, have the ability to search Chinese and foreign literature and skillfully read or use foreign documents or materials of this program, basically meet the bilingual requirements of the hospitality service and management; have good cultural literacy and psychological health, have knowledge of luxury consumption service.

3.2.4 understand and master the basic skills of PE knowledge and exercises, meet the national university students' PE standards, understand and get familiar with the rules and etiquette of golf, tennis and other high-end sports, have the exercising habit, keep clean and tidy, keep healthy and qualify for the future work.

3.3 Professional Certificate Requirement

Students are encouraged to obtain the following professional qualification certificates:

According to the internationalization characteristics of Shanghai and the requirements of the hotel working environment, this program encourages students to actively obtain the Triple-A Hospitality English Certification or English Interpretation Certificate organized by American Hotel & Lodging Educational Institute before graduation in order to enhance their competitive advantages, it is conducive to future career development. Meanwhile, this program also recommends students to obtain the Qualification Certificate of E-marketing Specialist (Junior) certified by the Ministry of Industry and Information Technology of the People's Republic of China to strengthen the skills of applied and compound talents.

3.4 Suitable Posts

3.4.1 Graduates are mainly engaged in important operation and management posts of high-star hotels, or engaged in training and management post of high-end service enterprises, such as cruises, travel agencies, catering and entertainment, sports and leisure and clubs.

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 Management 48 course hours

It is a basic course for this program. Management is a science systematically researching on the general rules and ordinary methods of management activities. The main course contents include: the generation and development of management theory; connotation, procedures, types and methods of decision; concepts, procedures, target management, strategic management of plans; design, integration and revolution of organization, connotation and basic methods of leadership, motivation theory, performance evaluation and performance assessment; management ethics and social responsibility and others. Through the course, the students are required to master the basic theory, general methods of modern management and build up scientific management ideas, laying a theoretical foundation for the learning of following professional courses and practical management work in the future.

8.2 Microeconomics 48 course hours

Microeconomics is a basic course for finance and management programs in colleges and

universities. It is a branch of modern economics, and mainly takes a single economic unit (single producer, single consumer, single market economic activity) the research object.

8.3 Macroeconomics 48 course hours

Macroeconomics is a course of western economics that studies macroeconomic phenomena of a country such as economic aggregate, aggregate demand and aggregate supply, total national income and its composition, money and finance, population and employment, factors and endowments, economic cycle and economic growth, economic expectation and economic policy, international trade and international economy. It is a basic professional course necessary for economics and management programs. This course aims to research and study the law of national macroeconomic operation, adhere to the socialist economic system with Chinese characteristics, pursue efficiency and fairness, and realize the common prosperity of the whole society.

8.4 Accounting Principles 48 course hours

It is a basic course. Accounting researches on the process of controlling, analysis, forecasting and decision of economic activities through collection and processing of economic activities of economic enterprises and providing economic information of accounting information, with currency as the main measurement unit, so as to achieve the best economic income. The course contents include basic accounting theory, accounting information generation, basic accounting methods and operational technologies like accounting report preparation. The course requires the students to learn the basic accounting theories, methods and operational technologies, get familiar with the accounting specifications, master and apply the accounting methods, laying a foundation for the learning of following professional courses in the future.

8.5 Economic Law 48 course hours

It is a basic course. The course gives a complete and systematic explanation on the economic legal system of China considering the practice of China's socialism market economic system and legal system based on the current economic laws of China. The part of brief introduction focuses on the basic theoretical problems of economic laws, including the concept and status of economic law, the features of economic legal relations. The part of economic organization law focuses on the national specification and legal system of market administrators. The part of market management law focuses on the national specification and market operation, building up of market orders and regulation of object behaviors. The part of macro regulation law focuses on the legal system of national regulation and controlling of macro economy. Through the course, the students are able to have an overall understanding of the economic legal system of China.

8.6 Applied Statistics 48 course hours

It is a basic course, a required course for the economic and management programs. The core value of this course is to help students set up the idea of respecting facts, make decisions through analyzing and explore a large number of data, improve the scientificity of decision-making. The course mainly researches on the basic theory and method of statistics, introduces the statistic working process and methods of statistic investigation, statistic sorting and statistic analysis, and cultivates the students' basic analysis ability of statistic data and the ability of solving problems.

8.7 Operations Management 48 course hours

It is a basic course. The course mainly researches on the planning, organization, implementation and controlling of operational process, covering all kinds of management works closely related to product manufacturing and service.

8.8 Introduction to Hospitality and Tourism Industry 32 course hours

It is a required professional course for tourism programs, with the objective to help the students master the segment of hospitality and tourism industry. The course contents include: the history, development and current status of hotel, private club, cruise ship, casino, theme park and other main segments of tourism industry, laying a foundation for the better understanding and mastering of the development rules of tourism industry and providing references for the vocational selection in the future.

8.9 Introduction to Hospitality Management 32 course hours

It is a professional course. Starting from the basic theories of management, considering the actual situation of hospitality industry, the course proposes well-directed points of views and introduces the basic theories and requirements of modern hospitality management, laying a foundation for the construction of a complete knowledge system of hospitality programs in the future. Through introducing the main theoretical thoughts and applied methods of modern hospitality management, the students are required to have a complete and systematical fundamental understanding of the modern hospitality operational management.

8.10 Tourist Destination Management 32 course hours

It is a professional course. The course of tourism destination management treats the tourism destination as an open and complete system through administrative, economic and legal methods, introduces the development, utilization and protection of tourism resources, the regulation of destination operation mechanism and how to organize various kinds of tourism project activities to create remarkable economic and social benefits.

8.11 Hospitality Marketing 48 course hours

It is a professional course. Based on the basic theory and methods of marketing, the course helps the students apply the basic theory and methods of marketing ideas, market demands and purchasing behaviors, market information and market investigation, market segment and market orientation, marketing strategy and tactics, Internet marketing and others into the practice of hospitality marketing through exhibition case analysis.

8.12 Consumer Psychology 32 course hours

It is a professional course. Consumer psychology is an important branch of psychology, which studies the psychological phenomena and behavior laws of consumers in consumer activities. The contents of consumer psychology include consumer's psychological activity processes, consumer's personality psychological characteristics, psychological factors that affect consumer's behavior, consumer's psychological activities in purchase process, social environment's influence on consumption psychology, consumer group's consumption psychology and consumption behavior, consumption situation and consumption psychology, commodity factor and consumption

psychology, marketing communication and consumption psychology.

8.13 Hotel Lobby Service and Management 32 course hours

It is a required professional course for the program of hospitality management, laying a solid foundation for students to work in lobby service and management before entering the hospitality industry. Through this course, the students are required to master the organizational structure of the lobby and service operational specification, skillfully provide basic lobby services and master the different steps of lobby management.

8.14 Hotel Catering Service and Management 32 course hours

This is a selective professional course for tourism and hospitality management programs. Based on the catering management theories, focusing on the business operational activity, the course requires the students to master the catering business practice, including the organizational structure, staff, marketing, business plan, raw material purchasing and supplying, production, product sales service, beverage sales service, banquet management and product exhibition and the detailed operation and management of product price, cost accounting and control and other steps.

8.15 Hotel Room Service and Management 32 course hours

It is a required professional course for the program of hospitality management. Focusing on the room service and management, the course requires the students to understand the operational process of rooms, systematically and comprehensively master the business knowledge of room management methods, understand the main works, basic process, methods and skills of room service during room operation, cultivate the students' ability of operational management, internal management and construction of hotels, learn to solve general problems of room service and management, improve their practical application ability and have a high level of operational management and hotel service quality.

8.16 Hospitality English 32 course hours

This is one of the basic courses for the program of hospitality management, an important part of the disciplinary system of hospitality management. The course is set based on the learning of related basic courses of hospitality management and basic public English courses, with the objective to improve their English communication ability. The course strengthens the learning of Specialized English after the students have acquired good English fundamentals, so as to improve their Specialized English skills of listening, speaking, writing, reading and the English expression ability of hospitality management, preparing for the graduation internship.

9. Practical Training

There is an extracurricular class for this program, with 1 credit. In view of the hotel's requirements on the students' practical operation ability, the program pays attention to the internship arrangement. In addition to the regular simulation and practice courses in each semester of Year 1 to Year 3, students are also required to participate in the actual operation services at the practice base each semester of Year 2 and Year 3, and complete the practical work shifts at a certain proportion (totally not less than 64 course hours). They will be assigned to the actual practice of the main posts and skills, such as catering, room and lobby, according to the operation of the

practice base. Students are required to complete the rotating practice of the practice base's manager assistant in Year 3, one week for each student (totally not less than 20 course hours). Meanwhile, students shall carry out the planning and implement of marketing activities for the restaurant at the practice base in Year 2 and Year 4 in combination with the professional courses. The program arranges WIE internship at hotels in Year 4, covering the posts of main departments of hotels (including room, catering, lobby and marketing). The students are required to complete the graduation design through internship.

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

Category	Total Credits	%	Total Course Hours	Theory Learning	Practical Training
General Education	42.5	28	816	752	64
Basic Course	21	14	336	336	0
Professional Course	44	29	720	710	10
Practical Training	33.5	22	952	0	952
General Course	10	7	160	160	0
Total	151	100	2984	1958	1026
Theory : Practice (%)	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	College of Arts and Sciences	b1020077	General Japanese I	test	3	48	48		autumn 1	

	Japanese	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
Sub-total (General Education)						42.5	816	752	64	
General Course	Required	Art Education Center	b0---	Aesthetic Education	non-test	2	32	32		autumn, spring
	Selective	Each College	b0---	Social Sciences and Humanities Literacy	non-test	4	64	64		autumn, spring
				Natural Science and Technological Innovation	non-test	4	64	64		autumn, spring
Sub-total (General Course)						10	160	160		

(*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
Basic Course	Required	School of Economics and Management	b2030174	Management (in English)	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	Accounting Principles	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	48		spring 2
	Required	School of Economics and Management	b2030163	Operations Management	test	3	48	48		spring 2
Sub-total (Basic Course)						21	336	336		
Professional Course	Required	School of Economics and Management	b2030283	Management of Hospitality and Tourism Industry	non-test	2	32	32		autumn 1
	Required	School of Economics and Management	b2030318	Tourist Destination Management	test	2	48	48		autumn 2
	Required	School of Economics and Management	b2030148	Consumer Psychology	test	2	32	32		autumn 2
	Required	School of Economics and Management	b2030103	Human Resource Management	test	2	32	32		spring 2
	Required	School of Economics and Management	b2030033	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	Hospitality Marketing	test	3	48	48		autumn 2
	Required	School of Economics and Management	b2030086	Hotel Room Service and Management	test	2	32	32		spring 1
	Required	School of Economics and Management	b2030083	Hotel Catering Service and Management	test	2	32	32		spring 2
	Required	School of Economics and Management	b2030087	Hotel Lobby Service and Management	test	2	32	32		autumn 3
	Required	School of Economics and Management	b2030169	Series of Courses Provided by the Management of InterContinental Hotels Group	non-test	2	32	32		autumn 3
	Required	School of Economics and Management	b2030090	Hospitality English	test	2	32	32		spring 3
	Required	School of Economics and Management	b2030326	Research Methods for Hospitality Management	non-test	1	16	10	6	summer 3
	Required	School of Economics and Management	b2030107	Business Negotiation Skills and Business Etiquette	test	2	32	32		spring 3
	Required	College of Arts and Sciences	b1020094	Second Foreign Language I	test	3	48	48		autumn 3
Required	College of Arts and Sciences	b1020095	Second Foreign Language II	test	3	48	48		spring 3	

Sub-total (Required Professional Course)					34	560	554	6	
* Selective (10 credits)	Module A	b2030319	Hotel Service Quality Control	non-test	2	32	32		spring 3
		b2030114	Introduction to Luxury Products	non-test	2	32	32		autumn 3
		b2030085	Hotel Conference Service and Management	non-test	2	32	32		spring 2
		b2030160	Cruise Service and Management	non-test	2	32	32		spring 3
		b2030118	Shanghai Culture Appreciation	non-test	2	32	28	4	spring 3
	Module B	b2030088	Hotel Revenue Management	non-test	3	32	32		spring 2
		b2030242	Strategic Management (in English)	non-test	2	32	32		summer 2
		b2030320	Hotel Cost Control	non-test	2	32	32		autumn 3
		b2030130	E-marketing	non-test	2	32	32		spring 3
		b2030321	Hotel Simulation Decision-making	non-test	2	32	28	4	summer 2
	Module C	b2030130	E-marketing	non-test	3	32	32		spring 3
		b2030088	Hotel Revenue Management	non-test	2	32	32		spring 2
		b2030322	Data Mining and Analysis	non-test	2	32	32		autumn 3
		b2030323	Hotel Service Quality Control	non-test	2	32	32		spring 3
		b2030324	Hotel Simulation Decision-making	non-test	2	32	28	4	summer 2
Sub-total (Selective Professional Course)					10	160	156		
Sub-total (Professional Course)					44	720	710	10	

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	b4000028	Innovation and Entrepreneurship of Hospitality Management	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	Catering Service Simulation I	non-test	1	24		24	autumn 2
	Required	School of Economics and Management	b4030166	Catering Service Simulation II	non-test	1	24		24	spring 2
	Required	School of Economics and Management	b4030168	Lobby 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	Labor Education B	non-test	0.5	16		16	spring 3
	Required	School of Economics and Management	b4030134	Graduation Internship and Graduation Design (Thesis) of Hospitality Management	non-test	6	288		288	autumn 4
Sub-total (Practical Training)						33.5	952		952	
Extracurricular Class	Required	Other	b5110001	Extracurricular Classes	non-test	1				autumn, spring, summer
Total						152	2984	1958	1026	

Notes: Multi-skill comprehensive training based on actual operation will be arranged for Summer Semester 1, Summer Semester 2 and Summer Semester 3.

*Guidance for selective module professional course:

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.

1. Module A: High-end Services

The courses of this module include Introduction to Luxury Products, Cruise Service and Management, etc, allowing students to master the basic service and management knowledge on hotel-related high-end service industries, helping students to broaden their horizons and widen their employment channels.

2. Module B: Operational Decision-making

The scarce course - Hotel Revenue Management is included in this module, helping students to grow into the revenue management talents urgently needed in the hotel industry; this module also includes Strategic Management, Hotel Cost Control and other courses, helping students to broaden their horizons and widen their employment channels.

3. Module C: E-marketing

The course - E-marketing is included in this module, helping students to grow into the e-marketing talents urgently needed in the hotel industry; this module also includes Data Mining and Analysis and other courses, helping students to broaden their horizons and widen their employment channels.

12. Prerequisite for Course Study

No.	Course Name	Prerequisite Courses	No.	Course Name	Prerequisite Courses
1	Operations Management	Management	5	Hotel Catering Service and Management	Introduction to Hospitality and Tourism Industry
					Management
					Introduction to Hospitality Management
2	Introduction to Hospitality Management	Introduction to Hospitality and Tourism Industry	6	Hotel Lobby Service and Management	Introduction to Hospitality and Tourism Industry
		Management			Management
					Introduction to Hospitality Management
3	E-marketing	Hospitality Marketing	7	Hotel Conference Service and Management	Introduction to Hospitality and Tourism Industry
					Management
					Introduction to Hospitality Management
4	Hotel Room Service and Management	Introduction to Hospitality and Tourism Industry	8	Cruise Service and Management	Introduction to Hospitality and Tourism Industry
		Management			Management
					Introduction to Hospitality Management

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.