

Hospitality Management

(Grade 2024)

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. The expected goals for students to achieve five years after graduation

(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. Moral Cultivation

Possess humanistic knowledge, scientific spirit, professional ethics, social responsibility, and a positive attitude toward life; understand the national, social, and people's conditions of China; and practice the core socialist values.

1-1 Have a firm political orientation, be familiar with the basic lines, principles, and policies of the Party and the country, and practice the core socialist values.

1-2 Possess good humanistic and social science literacy, understand national conditions and social conditions, perceive people's conditions and public opinions, and pay attention to and reflect on major hot issues concerning national welfare and people's livelihood.

1-3 Abide by the professional ethics of the hotel industry, and be familiar with the relevant laws, regulations, and industry norms of the tourism and hotel industry.

2. Professional knowledge

Possess solid basic professional knowledge, specialized knowledge, and professional skills in hotel management; master the basic research methods of hotel management; and understand the latest developments and trends in the hotel field and related areas.

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

2-2 Master the basic theories of economics and management, and be familiar with the professional theories,

specialized knowledge, and professional skills of hotel management.

2-3 Master the basic methods of tourism and hotel management and operation, and be familiar with the basic theories and operational skills in management fields such as catering, housekeeping, front office, conferences, planning, and marketing.

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

3. Innovation Ability

Be able to identify, analyze, and solve various phenomena and problems in the field of hotel management; and have the ability to adapt to new environments and new technologies, and propose new solutions to new problems.

3-1 Have the ability to apply and transform knowledge within the discipline and across disciplines.

3-2 Be able to identify, recognize, distinguish, and evaluate phenomena and problems in the hotel industry, and put forward innovative insights.

3-3 Possess basic innovation and entrepreneurship skills and spirit in the hotel field, and conduct innovative practices in the face of the ever-changing external environment.

4 Application Ability

Have the ability to apply hotel management professional knowledge to solve practical problems; be able to conduct comprehensive analysis and research on complex issues in the hotel and tourism fields, and propose corresponding countermeasures or solutions.

4-1 Be proficient in using the theories and methods of hotel management to carry out a series of management practices such as hotel market research, planning, marketing, operation, and post-operation management.

4-2 Be able to conduct in-depth investigation and systematic analysis on issues related to hotel business management, and propose corresponding countermeasures.

4-3 Be able to track, analyze, and research cutting-edge and hot issues in the hotel and tourism industry.

4-4 Be able to comprehensively apply the theories and methods of hotel management to conduct systematic analysis and research on complex problems in the hotel field, and propose corresponding solutions.

5. Information Technology Application

Have the ability to apply information technology; be able to appropriately use modern information technology means and tools to solve practical problems.

5-1 Be proficient in using common office and management software in high-star hotels.

5-2 Be familiar with common data statistical analysis software, and be able to use collected primary and secondary data to analyze problems in hotel operation and management practices.

5-3 Have data application awareness, and use business data to provide support for decisions in marketing, operation, and other aspects.

6. Communication and Expression

Have strong communication and expression abilities; be able to communicate effectively with peers and the public through oral and written expressions.

6-1 Be able to accurately express one's own views on issues related to the hotel field through oral, written, and graphical means.

6-2 Be able to communicate and interact effectively with industry peers and the public on issues related to the hotel field.

6-3 Possess language and written expression abilities for cross-cultural communication, and be able to master communication skills/strategies when interacting with people from different cultural backgrounds.

7. Teamwork

Have good teamwork abilities; be able to get along harmoniously and work collaboratively with team members, and play a positive role in the team as a member or leader.

7-1 Be able to cooperate with team members in hotel in-class practical projects, and have a strong sense of teamwork.

7-2 Be able to cooperate with team members in relatively comprehensive hotel integrated projects, work collaboratively, and complete one's own tasks.

8. International perspective

Possess an international perspective and international understanding ability; understand international development trends, comprehend and respect the differences and diversity of different cultures in the world, and be familiar with cultural differences and communication strategies in international hotel management.

8-1 Pay attention to international trends and hot issues in the hotel field, and understand the development trends and dynamics of the hotel and tourism industry in various countries.

8-2 Be able to proficiently use at least one foreign language, and comprehend and respect the differences and diversity of different cultures in the world.

8-3 Have a good international perspective and cross-cultural communication ability, and be able to adapt to life and work in different cultural environments such as multinational enterprises.

9. Learning and Development

Maintain physical and mental health; have the awareness of lifelong learning as well as the abilities of self-management and independent learning; be able to adapt to the sustainable development of society through continuous learning and achieve personal career development goals.

9-1 Have a positive attitude toward life, maintain physical and mental health, recognize the necessity of continuous exploration and learning, and have the awareness of independent learning and lifelong learning.

9-2 Understand the ways to expand knowledge and abilities, and be able to adopt appropriate methods for independent learning according to the needs of personal or career development, so as to adapt to the development of the industry.

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 all the Extracurricular Class, with a total of 157 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

Introduction to Tourism Studies, Introduction to Tourism and Hospitality Industry, Tourism Destination Management, Tourism Consumer Behavior, Hotel Operations Management, Introduction to Hotel Management, Hotel Customer Management, Hotel Marketing, Hotel Housekeeping Service and Management, Management Research Design and Methods, etc.

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

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Fundamental Course	47.5	30	896	806	90
General Education	10	6	160	160	0
Professional Fundamental Course	21	14	336	311	25
Professional Course	51	33	816	687	129
Professional Practice	26.5	17	1032	0	1032
Total	156	100	3240	1964	1276
Theory: Practical (%)	61: 39				

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	b108000	Basic Principles of Marxism	test	3	48	42	6	Autumn 1
	required	School of	b108000	Ethics and the Rule of Law	non-test	3	48	42	6	Autumn 1
	required	School of	b108000	Outline of Modern Chinese History	non-test	3	48	42	6	Spring 1
	required	School of Marxism	b1080010	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	b1080011	Introduction to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	test	3	48	42	6	Spring 2
	required	School of	----	Situation and Policy (Modules 1 to	non-test	2	32	28	4	Autumn 1 to
	required	School of	b108000	Labour Education A	non-test	0.5	16	16		Spring 1
	required	School of	b102008	Advanced MathematicsB1	test	4	64	64		Autumn 1
	required	School of	b102008	Advanced MathematicsB2	test	2	32	32		Spring 1
	required	School of	b102001	Probability Theory and	test	2	32	32		Autumn 2
	required	School of	b102001	Academic Chinese	non-test	2	32	32		Autumn 1
	required	College of	----	Physical Education I to VI	non-test	3	160	160		Autumn 1 to
	required	Others	b111000	Mental Health Education for	non-test	2	32	16	16	Spring 1
	required	Others	b111000	Military skills	non-test	0.5	2W			Autumn 1
	required	College of Arts	b111000	Military theory	non-test	0.5	32	32		Spring 1
	required	Engineering	b109000	Basic Engineering Training	non-test	2	32		32	Spring 1
	required	School of	b101200	Applications and Practice of	non-test	1	16	8	8	Spring 1
	required	School of	b101300	Low-carbon and Ecological	non-test	1	16	16		Autumn 1
	★ Academic English(Select 1 Module for 10 Credits)	Module A	b102000	General English III	test	3	48	48		Autumn 1
			b102000	General English IV	test	3	48	48		Spring 1
			b102000	General Academic English A	test	2	32	32		Autumn 2
			---	English Knowledge Expansion	non-test	2	32	32		Spring 2
		Module B	b102000	General English II	test	3	48	48		Autumn 1
			b102000	General English III	test	3	48	48		Spring 1
			b102000	General Academic English B	test	2	32	32		Autumn 2
---			English Knowledge Expansion	non-test	2	32	32		Spring 2	
Module C		b102000	General English I	test	4	64	64		Autumn 1	
		b102000	General English II	test	3	48	48		Spring 1	
		b102000	General English III	test	3	48	48		Autumn 2	
★ Academic German	School of	b102004	Academic German I	test	3	48	48		Autumn 1	
	School of	b102004	Academic German II	test	3	48	48		Spring 1	
★ Academic Japanese	School of	b102004	Academic German III	test	4	64	64		Autumn 2	
	School of	b102007	Academic Japanese I	test	3	48	48		Autumn 1	
	School of	b102007	Academic Japanese II	test	3	48	48		Spring 1	
	School of	b102007	Academic Japanese III	test	4	64	64		Autumn 2	
Subtotal (Public Fundamental Course)						47.5	896	806	90	
General Education	required	Art Education	b0-----	Aesthetic Education	non-test	2	32	32		Autumn,
	selective	Each College	b0-----	Social Sciences and Humanistic	non-test	4	64	64		Autumn,
				Natural Sciences and Technology	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	b2030274	Introduction to Tourism and Hospitality Industry	non-test	2	32	32		Autumn 1
	required	School of Economics and Management	b2030174	Management (English-taught)	test	3	48	48		Autumn 1
	required	School of Economics and Management	b2030349	Introduction to Tourism Studies	test	3	48	39	9	Spring 1
	required	School of Economics and Management	b2030060	Principles of Accounting	test	3	48	48		Spring 1
	required	School of Economics and Management	b2030505	Economics	test	4	64	64		Autumn 2
	required	School of Economics	b203052	Fundamentals of Python and Data	test	3	48	40	8	Spring 2

	d	and Management	2	Analysis							
	require d	School of Economics and Management	b2030159	Applied Statistics	test	3	48	40	8	Spring 2	
	subtotal (Professional Fundamental Course)					21	336	311	25		
Professional Course	require d	School of Economics and Management	b2030523	Introduction to Hotel Management	est	3	48	48		Spring 1	
	require d	School of Economics and Management	b2030402	Hotel Housekeeping Service and Management (English-taught)	test	2	32	26	6	Spring 1	
	require d	School of Economics and Management	b2030451	Tourism Destination Management	test	3	48	39	9	Autumn 2	
	require d	School of Economics and Management	b2030325	Hotel Marketing	test	3	48	39	9	Autumn 2	
	require d	School of Economics and Management	b2030493	Hotel Operations Management	test	3	48	39	9	Spring 2	
	require d	School of Economics and Management	b2030452	Tourism Consumer Behavior	test	3	48	48		Spring 2	
	require d	School of Economics and Management	b2030423	Hotel Customer Management	test	2	32	32		Autumn 3	
	require d	School of Economics and Management	b2030320	Hotel Cost Control	non-test	2	32	24	8	Autumn 3	
	require d	School of Economics and Management	b2030088	Hotel Revenue Management	test	2	32	24	8	Spring 3	
	require d	School of Economics and Management	b2030524	Business Data Mining and Application	non-test	2	32	24	8	Autumn 3	
	require d	School of Economics and Management	b2030525	Policies and Regulations for Tourism and Hotel Industry	non-test	2	32	24	8	Autumn 3	
	require d	School of Economics and Management	b2030403	Cruise Service and Management (English-taught)	non-test	2	32	24	8	Autumn 3	
	require d	School of Economics and Management	b2030526	Second Foreign Language I (Japanese/German)	est	3	48	48		Autumn 3	
	require d	School of Economics and Management	b2030527	Second Foreign Language II (Japanese/German)	test	3	48	48		Spring 3	
	require d	School of Economics and Management	b2030521	Management Research Design and Methods	non-test	2	32	24	8	Spring 3	
	require d	School of Economics and Management	b2030528	Intelligent Hotel Services and Innovative Cases	non-test	2	32	24	8	Spring 3	
		Subtotal (Required Professional Course)					39	624	535	89	
	★ Select different courses in different modules for 10 credits	Module A		b2030405	Online Marketing	non-test	2	32	24	8	Autumn 3
				b2030529	Tourism E-Commerce	non-test	2	32	32		Autumn 3
				b2030107	Business Negotiation Skills and Business Etiquette	non-test	2	32	24	8	Autumn 3
				b2030530	User Behavior Analysis and Visualization	non-test	2	32	24	8	Spring 3
				b2030319	Hotel Service Quality Management	non-test	2	32	24	8	Spring 3
		Module B		b2030103	Human Resource Management	non-test	2	32	24	8	Autumn 3
				b2030401	Introduction to Luxury Goods (Bilingual)	non-test	2	32	24	8	Autumn 3
				b2030531	Homestay Operation and Management	non-test	2	32	24	8	Spring 3
				b2030422	Hotel Public Relations	non-test	2	32	24	8	Spring 3
				b2030421	Strategic Management	non-test	2	32	32		Spring 3
Subtotal (Module Professional Course)					10	160	128	32			
Select for 2 credits	School of Economics and Management	b2030501	Standards and Quality Management	non-test	2	32	24	8	Autumn 3		
	School of Economics and Management	b2030516	Computational Social Science	non-test	2	32	24	8	Spring 3		
	School of Economics and Management	b2030517	AI and Big Data Marketing	non-test	2	32	24	8	Spring 3		
	School of Economics and Management	b2030532	New Media Operation Practice	non-test	2	32	24	8	Autumn 3		
	School of Economics and Management	b2030504	Interpretation and Analysis of Corporate Financial Statements	non-test	2	32	24	8	Spring 3		
Subtotal (Selective Professional Course)					2	32	24	8			
Subtotal (Professional Course)					51	816	687	129			

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	b4030256	Introduction to Hotel Management and Career Planning	non-test	1	24		24	Summer 1
	required	School of Economics and Management	b4030167	Wine and Beverage Tasting	non-test	1	24		24	Summer 1
	required	School of Economics and Management	b4030257	Application and Practice of Hotel Office Software	non-test	2	48		48	Summer 1
	required	School of Economics and Management	b4030258	Hotel Digital Marketing Practice	non-test	2	48		48	Summer 2
	required	School of Economics and Management	b4030259	Hotel Simulation Decision-Making	non-test	2	48		48	Summer 2
	required	School of Economics and Management	b4030260	Hotel Data Analysis and Software Practice	non-test	2	48		48	Summer 3
	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	b4030261	Special Lectures on Hotel Management	non-test	2	32		32	Spring 3
	required	School of Economics and Management	b4030200	Labour Education B	non-test	0.5	16		16	Spring 3
	required	School of Economics and Management	b4030262	Hotel Enterprise Post Practice	non-test	6	408		408	Autumn 4
	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)						26.5	1032		1032	
Extracurricular Class	required	Others	b5110001	Extracurricular Class	non-test	1	-	-	-	Autumn, Spring, Summer
Total						157	3240	1964	1276	

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

★ Description of Module Professional Course:

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 (Hotel Data Operations Track):

It includes courses such as Online Marketing, Tourism E-Commerce, Business Negotiation Skills and Business Etiquette, User Behavior Analysis and Visualization, and Hotel Service Quality Management. This module enables students to understand the basic knowledge of data analysis in the hotel industry and master management capabilities such as data-based operation decision-making and decision communication.

2. Module B (Pan-Hotel Industry Track):

The courses include Human Resource Management, Introduction to Luxury Goods (Bilingual), Homestay Operation and Management, Hotel Public Relations, and Strategic Management. This module helps students understand the respective operation characteristics of upstream and downstream enterprises in the tourism and hospitality industry, as well as their specific management issues and solutions. It is conducive to broadening students' horizons, deepening their understanding of the industry, and increasing their employment options.

X.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.