Exhibition Economy and Management

(Grade 2024)

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. 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, scientific 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 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: Possess logical thinking and innovative abilities, be able to identify, distinguish, and evaluate new phenomena and new problems in the Exhibition industry, and have the ability to develop new ideas, new theories, and new 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 reached a certain level of ability in recognizing, accepting, and applying data and information technology; be able to use various information technology tools and network platforms to solve practical problems in Exhibition project management practices; and possess a strong awareness of information security.

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: Possess good written and verbal communication skills, and be able to communicate effectively with peers and the public on issues related to the Exhibition field.

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: Possess an international perspective and international understanding ability, understand the international trends and hot issues in the Exhibition field, and comprehend and respect the differences and diversity of different cultures in the world.

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 a good international perspective and international understanding ability, 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.

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 157 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

Introduction to Exhibition, Exhibition Information Management, Exhibition Planning, Exhibition Marketing, Exhibition Documentation, Exhibition Project Management, Exhibition Participation Practice, Industrial Economics, Consumer Psychology, Business Communication and Negotiation.

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	298	38
Professional Course	54	35	864	673	191
Professional Practice	23.5	15	712	0	712
Total	156	100	2968	1937	1031
Theory:Practical (%)	65:35				

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	b1080010	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	b1080011	Introduxtion to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	non-test	2	48	42	6	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	non-test	2	32	16	16	Spring 1
	required	School of Marxism	b1080008	Labour Education A	test	0.5	16	16		Spring 1
	required	School of Mathematics, Physics and	b1020082	Advanced Mathematics B1	non-test	4	64	64		Autumn 1
	required	School of Mathematics, Physics and	b1020083	Advanced Mathematics B2	non-test	2	32	32		Spring 1
	required	School of Mathematics, Physics and	b1020013	Probability Theory and Mathematical Statistics	non-test	2	32	32		Autumn 2
	required	School of Foreign Languages and	b1020018	Academic Chinese	non-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
	required	School of Computer and Information	b1012001	Applications and Practice of Artificial Intelligence	non-test	1	16	8	8	Spring 1
	required	School of Resources and	b1013002	Low-carbon and Ecological Civilization	non-test	1	16	16		Autumn 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	School of Foreign Languages and	b1020040	Academic German I	non-test	3	48	48		Autumn 1
		School of Foreign Languages and	b1020041	Academic German II	non-test	3	48	48		Spring 1
		School of Foreign Languages and	b1020042	Academic German III	non-test	4	64	64		Autumn 2
	★ Academic Japanese	School of Foreign Languages and	b1020077	Academic Japanese I	non-test	3	48	48		Autumn 1
		School of Foreign Languages and	b1020078	Academic Japanese II	non-test	3	48	48		Spring 1
		School of Foreign Languages and	b1020079	Academic Japanese III	non-test	4	64	64		Autumn 2
Subtotal (Public Fundamental Course)						**47.5**	**896**	**806**	**90**	
General Education	required	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	test	3	48	48		Autumn 1
	required	School of Economics and Management	b2030505	Economics	test	4	64	64		Spring 1
	required	School of Economics and Management	b2030533	Corporate Strategic Management	test	3	48	39	9	Spring 1
	required	School of Economics and Management	b2030060	Principles of Accounting	test	3	48	48		Autumn 2
	required	School of Economics and Management	b2030163	Consumer Psychology	non-test	2	32	20	12	Autumn 2
	required	School of Economics and Management	b2030187	Applied Statistics	test	3	48	40	8	Spring 2
	required	School of Economics and Management	b2030014	Industrial Economics	test	3	48	40	8	Autumn 3
Subtotal (Professional Fundamental Course)						**21**	**336**	**298**	**38**	
Professional Course	required	School of Economics and Management	b2030064	Introduction toExhibition	test	3	48	39	9	Autumn 1
	required	School of Economics and Management	b2030119	Market Research and Analysis	non-test	3	48	39	9	Autumn 1
	required	School of Economics and Management	b2030349	Exhibition Planning	test	3	48	39	9	Spring 1
	required	School of Economics and Management	b2030221	Exhibition Design and Management	non-test	3	48	24	24	Spring 1
	required	School of Economics and Management	b2030071	Exhibition Information Management	test	3	48	39	9	Autumn 2
	required	School of Economics and Management	b2030219	Exhibition Information Management	test	3	48	39	9	Spring 2
	required	School of Economics and Management	b2030534	Exhibition Laws, Regulations and Digital Governance	test	3	48	39	9	Spring 2
	required	School of Economics and Management	b2030220	Exhibition Marketing	test	3	48	39	9	Spring 2
	required	School of Economics and Management	b2030062	Exhibition Financial Management	test	3	48	39	9	Spring 2
	required	School of Economics and Management	b2030067	Exhibition Documentation	non-test	3	48	39	9	Autumn 3
	required	School of Economics and Management	b2030072	Exhibition English	test	3	48	36	12	Autumn 3
	required	School of Economics and Management	b2030052	Exhibition Project Management	test	3	48	39	9	Autumn 3
	required	School of Economics and Management	b2030050	Business Communication and Negotiation	non-test	3	48	30	18	Spring 3
	required	School of Economics and Management	b2030012	Exhibition Participation Practice	test	3	48	39	9	Spring 3
	Subtotal (Required Professional Course)					**42**	**672**	**519**	**153**	
	★ Select different courses in different modules for 10 credits	Module A	b2030447	Conference event management	non-test	2	32	26	6	Spring 3
			b2030448	Digital Exhibition and Services	non-test	2	32	26	6	Spring 3
			b2030449	Art Curation and Management	non-test	2	32	26	6	Autumn 4
			b2030353	Exhibition Venue Operation and Management (Taught in English)	non-test	2	32	26	6	Autumn 4
			b2030223	Exhibition Human Resource Management	non-test	2	32	26	6	Autumn 4
		Module B	b2030570	AI and Exhibition Advertising Planning	non-test	2	32	26	6	Spring 3
			b2030244	Incentive Travel and Destination Management	non-test	2	32	26	6	Spring 3
			b2030450	Exhibition New Media Marketing	non-test	2	32	26	6	Autumn 4
			b2030077	Festival & Event Organization and Management	non-test	2	32	26	6	Autumn 4
			b2030074	Wedding Planning and Management	non-test	2	32	26	6	Autumn 4
		Module C	b2030447	Conference event management	non-test	2	32	26	6	Spring 3
			b2030570	AI and Exhibition Advertising Planning						
			b2030448	Digital Exhibition and Services	non-test	2	32	26	6	Spring 3
			b2030244	Incentive Travel and Destination Management						
			b2030245	Disneyland Management Theory Module	non-test	6	96	78	18	Autumn 4
	Subtotal (Module Professional Course)					**10**	**160**	**130**	**30**	
	Select for 2 credits	School of Economics and Management	b2030517	AI and Big Data Marketing	non-test	2	32	24	8	Spring 2
		School of Economics and Management	b2030501	Standards and Quality Management	non-test	2	32	24	8	Spring 2

		School of Economics and Management	b2030521	Management Research Design and Methods	non-test	2	32	24	8	Spring 2
		School of Economics and Management	b2030408	Digital Trade	non-test	2	32	24	8	Spring 2
	Subtotal (Selective Professional Course)					**2**	**32**	**24**	**8**	
Subtotal (Professional course)						**54**	**864**	**673**	**191**	

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 industry career planning	test	1	24		24	Summer 1
	required	School of Economics and Management	b4030040	Exhibition Market Research	test	2	48		48	
	required	School of Economics and Management	b4030041	Exhibition Professional Consciousnesses Practice	test	2	48		48	
	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	
	required	School of Economics and Management	b4030039	Practice for Exhibition Information Management	test	2	48		48	
	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 Practic)					**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						**157**	**2968**	**1937**	**1031**	

★Description of Module Professional Course and Selective Practice:

The **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. 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.