

International Tourism and Hospitality Management Double Degree Program (2022 Fall)

Semester / Courses / Credits			Year 1 (Fall)	Year 1 (Spring)	Year 2 (Fall)	Year 2 (Spring)	Year 3 (Fall)	Year 3 (Spring)	
CHU (Year 1-3)	General 28		4 English Courses (6 credits)						
			11 General Courses (22 credits)						
			2 Physical Education Courses (0 credit)						
	Core 6		Special Topics 3			Hotel Internship 3 (400H) (Spring/ Fall)(Note 3.)			
	Required 94	Professional	Introduction to Management 3	Economics 3	Statistics 3	Hotel General Operation 3	Cultural Tourism, Festivals and Events 3		
			Financial Accounting 3	Marketing 3	Travel Agency Management 3	Destination Branding 3	Creative Thinking and Innovation Management 3		
			International Etiquette 3	Food and Beverage Management 3	Exploring Human Resource Management in the Service Sector 3	Planning and Management of Event 3	Consumer Behavior 3		
			Case Studies in Innovation Management 3	Innovation Cookery 3	Overseas Fieldtrip 3	Tourism Policies and Regulations 3	Research Methods 3		
			Multimedia Design 3	Special Topic of International Tourism Industry 3	Introduction to Business 3	Catering Service 3	Rooms Operation Management		
			Introduction to Hospitality Management 3	Global Tourism 3	Introduction of MICE Industry 3	Catering Creative Product Development 3	A Journey of Aesthetic Hospitality 3	Internet Marketing and AI 2	
			English Copywriting 3	Applied Oral English 3	Advanced English Writing and Communication 3	Introduction to Computers and AI 2	E-Commerce and AI 2	Smart Tourism and AI 2	
			Front Office Management 3	Innovation Business Models in Tourism Industry 3	Tourism Marketing 3	Sustainable Tourism 2	Academic English Application 2	Academic English Writing 2	
Hotel Practice and Case Studies 3			Advanced Academic English 2						
IELTS Listening and Reading Practive(I) 2			IELTS Listening and Reading Practive(II) 2	IELTS Listening and Reading Practive(III) 2	IELTS Listening and Reading Practive(IV) 2	Professional Industry Internship(I) 9 (640H)	Professional Industry Internship(II) 9 (640H)		
Optional		Overseas Studying / Career Ready Program / Credits selected from other Departments							
UK (Year 4)	University of Sunderland (UOS) (at least 12)	UOS Required 2	International Hospitality Management 3						
		UOS Optional (at least 10)	Urban Tourism 3	Tourism Fieldwork 3	Gastronomy 3	Professional Development for the Service Sector 3			
			Service Quality 3	Digital Technologies in the Service Sector 3	Strategic Planning for Tourism and Leisure 3	Leadership and Management for the Service Sector 3	International Tourism and Hospitality Management Major Project 3		
Note			1. Students require to complete 140 credits, which includes 128 credits from CHU and 12 credits* from UOS. (12 credits* approx. 220 credits in the UOS) 2. If IELTS can not achieve 6.0 at Year 3, students are required to take the ESL classes at UOS by their own expenses. 3. Above courses may change from year to year.						

