

International Tourism and Hospitality Management Double Degree Program (2020 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 15			Global Tourism 3	Introduction to Hospitality Management 3	Introduction of MICE Industry 3 Special Topics 3	Hotel Internship 3 (400H) (Spring/ Fall)(Note 3.)	
	Required 85		AI			Introduction to Computers and AI 2	E-Commerce and AI 2	Internet Marketing and AI 2 Smart Tourism and AI 2
			Professional	Introduction to Management 3 Financial Accounting 3 International Etiquette 2 Creative Thinking and Innovation Management 3 Multimedia Design 2 Business English Communication(I) 3	Economics 3 Marketing 3 Food and Beverage Management 3 Innovation Cookery 3 Special Topic of International Tourism Industry 3 Business English Communication(II) 3	Statistics 3 Travel Agency Management 3 Exploring Human Resource Management in the Service Sector 3 Overseas Fieldtrip 3 Introduction to Business 3	Hotel General Operation 3 Destination Branding 3 Planning and Management of Event 3 Tourism Policies and Regulations 3	Advanced English Writing and Communication 3 Cultural Tourism, Festivals and Events 3 Consumer Behavior 3 Research Methods 2/3 Rooms Division Management 3 Professional Industry Internship(I) 9 (640H)
			Optional	Overseas Studying / Career Ready Program / Credits selected from other Departments				
UOS Required			International Hospitality Management 3					
			UOS Optional		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		
UK (Year 4)		University of Sunderland (UOS) (at least 12)						
Note		1. Students require to complete 140 credits, which includes 128 credits from CHU and at least 12 credits* from UOS. (12 credits* approx. 6 courses/220 credits in the UOS) 2. If IELTS score can not achieve 6.0 at Year 3, students are required to take the additional English classes at UOS by their own expense. 3. Above courses may be changed from year to year.						