

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.)			
					Introduction to Computers and AI 2	E-Commerce and AI 2	Internet Marketing and AI 2	Smart Tourism and AI 2		
	Required 85	AI	Introduction to Management 3	Economics 3	Statistics 3	Hotel General Operation 3	Advanced English Writing and Communication 3	Professional Industry Internship(II) 9 (640H)		
			Financial Accounting 3	Marketing 3	Travel Agency Management 3	Destination Branding 3	Cultural Tourism, Festivals and Events 3			
			International Etiquette 2	Food and Beverage Management 3	Exploring Human Resource Management in the Service Sector 3	Planning and Management of Event 3	Consumer Behavior 3			
			Creative Thinking and Innovation Management 3	Innovation Cookery 3	Overseas Fieldtrip 3	Tourism Policies and Regulations 3	Research Methods 2/3			
			Multimedia Design 2	Special Topic of International Tourism Industry 3	Introduction to Business 3		Rooms Division Management 3			
Business English Communication(I) 3			Business English Communication(II) 3	Business English Communication(III) 3	Business English Communication(IV) 3	Professional Industry Internship(I) 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	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		
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.							