

International Tourism and Hospitality Management Double Degree Program (2024 Fall)

Approved at the 2nd Program Curriculum Meeting of academic year 112, on April 1, 2024
 Approved at the 1st College Curriculum Meeting of academic year 112, on April 01, 2024
 Approved at the 2nd University Curriculum Committee academic year 112, on April 10, 2024

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 3		Special Topics 3					
	Required 97	Professional	Introduction to Management 3	Marketing 3	Statistics 3	Hotel General Operation 3	Cultural Tourism, Festivals and Events 3	Creative Thinking and Innovation Management 3
			International Etiquette 3	Innovation Cookery 3	Travel Agency Management 3	Destination Branding 3	Catering Creative Product Development 3	Tourism Marketing 3
			Case Studies in Innovation Management 3	Special Topic of International Tourism Industry 3	Exploring Human Resource Management in the Service Sector 3	Planning and Management of Event 3	Research Methods 3	Sustainable Tourism 2
			Multimedia Design 3	Global Tourism 3	Overseas Fieldtrip 3	Tourism Policies and Regulations 3	Design of Smart Travel Products 2	Smart Tourism and AI 2
			Rooms Division Management 3	Innovation Business Models in Tourism Industry 3	Introduction of MICE Industry 3	Catering Service 3	E-Commerce and AI 2	Consumer Behavior 2
			Introduction to Business 3	Economics 3	Financial Accounting 3	Career Management for Hospitality and Tourism 3	Professional Industry Internship(I) 9	Professional Industry Internship(II) 9
			Introduction to Hospitality Management 3	Hospitality Management and Practice 3	Front Office Management 3	Hotel Practice and Case Studies 3	Rooms Operation Management 3	Specialty Food and Beverage Practices 3
			International Food and Beverage Operation 3	Food and Beverage Management 3	A Journey of Aesthetic Hospitality 3	Research on Luxury & Authentic Gourmet Business 3	Field Practice for Restaurant Operation 3	International Japanese Restaurant Business Operation 4
			Academic & Professional Development 3	International Marketing 3	Service Management 3	Marketing Research 3	Service Marketing 3	International Business Risk 3
			Business Events Management 3	Special topics in British Culture 3	Cross Cultural Management 3	Introduction to British Culture 3	Green Marketing 3	International Business Management 3
			Advertising Creativity and Strategy 3	Brand Management 3	International Human Resource Management 3	Human Resource Development 3	Special topic in Human Resource Management 3	Entrepreneurship and Innovation Management 3
Internet Marketing 3			Events and Festivals Management 3	International Marketing Communications 3	Quality Management 3	Creative Marketing 3	Business Planning 3	
IELTS Listening and Reading Practice(I) 2	IELTS Listening and Reading Practice(II) 2	IELTS Listening and Reading Practice(III) 2	IELTS Listening and Reading Practice(IV) 2	Advanced IELTS Listening and Reading Practice(I) 2				
English Academic Purpose for Speaking and Listening 2	English Academic Purpose for Reading and Writing 3	Applied Oral English 3	English Copywriting 3					
Advanced English Writing and Communication 3	Academic English Writing 2	Academic English Application 2	Academic English Reading 2	Advanced Academic English 2				
Introduction to business English 3	Business English Communication 3	Business English Oral Training 3	Business Reading Comprehension 3	Business English Conversation 3	English Writing Communication and Practices 3			
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 score 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.						