

International Tourism and Hospitality Management Double Degree Program (2023 Fall)

Approved at the 2nd Program Curriculum Meeting of academic year 111, on March 31, 2023
 Approved at the 2nd College Curriculum Meeting of academic year 111, on April 06, 2023
 Approved at the 4th University Curriculum Committee academic year 111, on June 14, 2023

| 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 (240H) (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 Practice(I) 2 | IELTS Listening and Reading Practice(II) 2 | IELTS Listening and Reading Practice(III) 2 | IELTS Listening and Reading Practice(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 | 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. English, General Education, Physical Education Requirements: 4 English courses with a total of 6 credits, 11 general education courses with a total of 22 credits, and physical education (1), and physical education (2). 3. 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. 4. Internships both on and off campus must total 240 hours to earn 3 credits for the "Hotel Internship" course. For detailed regulations, please refer to the internship guidelines of the ITHM Double Degree Program. 5. Above courses may be changed from year to year. | | | | | | | |