

International Tourism and Hospitality Management Double Degree Program (2021 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	Consumer Behavior 3	
					International Etiquette 3	Food and Beverage Management 3	Exploring Human Resource Management in the Service Sector 3	Planning and Management of Event 3	Research Methods 3	
					Case Studies in Innovation Management 3	Innovation Cookery 3	Overseas Fieldtrip 3	Tourism Policies and Regulations 3	Rooms Operation Management 3	
					Multimedia Design 3	Special Topic of International Tourism Industry 3	Introduction to Business 3	Catering Service 3	Creative Thinking and Innovation Management 3	
					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	
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		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 2	Leadership and Management for the Service Sector 3	International Tourism and Hospitality Management Major Project 3			
Note		<p>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)</p> <p>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).</p> <p>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.</p> <p>4. Internships both on and off campus must total 400 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.</p> <p>5. Above courses may be changed from year to year.</p>								