

Teaching Program for the Major of Hospitality Management in the Cultural Creativity and Tourism School in 2020 (Full-time in Foshan Campus)

I. Training Goals

Taking at cultivating management talents for the high-end service industry as the basic orientation, this major is devoted to train the talents who can meet the demand of the modern high-end hotel and related service industry with the visionary strategies and development thoughts of service industry, scientific concept of hotel management and service, advanced knowledge of hotel management, and leading-edge international management skill. At the same time, with humanity qualities, social responsibilities, innovative thinking and pioneering spirit, the trained talents will be familiar with the business and management methods of modern high-end hotel and related service industry. Our students are supposed to be the innovative and versatile talents who are qualified for the management of public relations department of various fields, such as star-rated hotels, high-end club and enterprises and public institutions.

II. Training Requirements

Characterized by “internationalized, applied, innovative and compound”, this major raised the detailed requirements for the graduates on the following aspects: knowledge structure, ability structure and quality structure.

1. Knowledge structure:

Students are able to

- (1) master basic theories, concepts and knowledge of service industry;
- (2) master basic theories and knowledge of hotel management;
- (3) master basic knowledge of the related fields of modern hotel industry;
- (4) be familiar with the policies and regulations of domestic and foreign hotel development;
- (5) master basic method of studying this major.

2. Ability structure:

Students are expected to have

- (1) the ability to analyze and solve problems with the theories of hotel management;
- (2) the comprehensive practice ability of hotel management;
- (3) strong interpersonal skills;
- (4) the ability to adapt themselves to the future competition mechanism, to expand to wider fields and to study further.

3. Quality structure:

Students are expected to have

- (1) positive view of life, correct value and view of world of dialectical materialism;
- (2) nice moral character and civilized code of conduct;
- (3) healthy psychology, practical attitude, sound and healthy psychological quality and correct aesthetic standard;
- (4) comprehensive humanity quality and professional quality.

III. Main Disciplines

Management and Economics

IV. Attributes

Tourism Management

V. Core Courses

Management, Tourism Destination Management, Introduction to Tourism, Hotel Management Fundamental, Tourism Hospitality, Hotel Marketing, Reception and Room Management, Food and Beverage Management, Hotel Human Resource Management, Hotel Operation Management, Hotel English, Etiquette and Image Guidance, Tourism Aesthetics, Product Development of Cultural tourism

VI. Years of Schooling

Four years.

VII. Degree to be Awarded

Bachelor of Management

VIII. Study Requirement

Students shall complete 160 credits (not include extracurricular credits). General compulsory course is 51 credits; General optional course is 15 credits, Basic discipline course is 33 credits, Major compulsory course is 49 credits and Major optional course is 12 credits. At the same time, the students shall obtain 10 extra curricular credits of quality development.

Table 1: Majors of Hotel Management (Full-time in Foshan Campus): Graduation Credit Requirement

Types of the courses	Course Nature	Minimum graduation credits	Minor credits
General Courses	Compulsory	50.0	0.0
	Optional	15.0	0.0
Basic Discipline Courses	Compulsory	33.0	14.0
Professional Courses	Compulsory	49.0	31.0
	Optional	12.0	0
Total		160.0	45.0

Table : Teaching Program Curriculum of Hotel Management

Course Category	Course Nature	Course Type	Course Identifier	Course Name	Credit	Weeks for Studying	Total Credit	Allocation of Hours				Semester		Allocation of Each Term	Minor Course
								Lecturing	Practical			spring	autumn		
									Experiment	Practice	Other				
General Courses	Ideology and politics	Compulsory	The following political courses are suggested to hold within Term1-Term6 according to the sequential semesters. The total credit will be 15.												
			16110201	Military Theory (Including training)	1	15	15	15	0	0	0			1	N
			16123602	Situation & Policy	2	16	32	32	0	0	0			1,2,3,4,5,7	N
			16025602	Outline of Modern Chinese History	2	16	32	32	0	0	0	√	√	1-5	N
			16023803	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics I	3	16	48	32	0	16	0	√	√	1-5	N
			16048504	Ideological and Moral Cultivation and Legal Fundamental	4	16	64	48	0	16	0	√	√	1-5	N
			18140052	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics II	2	16	32	32	0	0	0	√	√	2-6	N
	16054403	Basic Principles of Marxism	3	16	48	32	0	16	0	√	√	1-5	N		
	Nature	Compulsory	16131702	Fundamentals of Computer	2	16	32	8	24	0	0	√		2	N

	and Technolog y	sory		Application											
		Optional	Please refer to “Guangdong University of Finance and Economics 2017 Edition General Optional Course Curriculum List”												
	Literature and art	Compul sory	16235102	College Chinese	2	16	32	32	0	0	0	√		2	N
		Optional	Please refer to “Guangdong University of Finance and Economics 2017 Edition General Optional Course Curriculum List”												
	Exercise and health	Compul sory	20000021	Physical Health Education	1	16	16	16	0	0	0	√	√	1-6	N
20410011			Physiological Health Education	1	16	16	16	0	0	0				2	N
16145502			Mental Health Education	2	16	32	32	0	0	0				2	N
		Optional	Please refer to “Guangdong University of Finance and Economics 2017 Edition General Optional Course Curriculum List”												
	Innovation and entreprene urship	Compul sory	1614150X	Career and Development Planning	0.5	8	8	8	0	0	0			1	no
16141202			Fundamental of Entrepreneurship	2	16	32	32	0	0	0		√		5	N
1614480X			Career Guidance	0.5	8	8	8	0	0	0				6	N
		Optional	Please refer to “Guangdong University of Finance and Economics 2017 Edition General Optional Course Curriculum List”												
	Expressio n and communic ation	Compul sory	There are fourteen credits for College English courses. The courses are classified and layered into A and B levels. After admission students should take the courses in the corresponding level according to the grades of college entrance examination. Courses of level A: College English III, College English IV, English-Chinese Translation and Academic English; Courses of level B: College English II, College English III, College English IV and Academic English.												

		Optional	Please refer to “Guangdong University of Finance and Economics 2017 Edition General Optional Course Curriculum List”												
	Interdisciplinary, interdisciplinary	Optional	Please refer to the basic courses and professional courses offered in other professional talent training programs												
	Rule of Law and Society	Optional	Please refer to “Guangdong University of Finance and Economics 2017 Edition General Optional Course Curriculum List”												
	Thinking and Method	Optional	Please refer to “Guangdong University of Finance and Economics 2017 Edition General Optional Course Curriculum List”												
Specialty Fundamental Course	Specialty Course	Compulsory	16025803	Management	3	16	48	48	0	0	0		√	1	Y
			16177804	Calculus I	4	15	60	60	0	0	0		√	1	N
			16175904	Calculus Ia	4	15	60	60	0	0	0		√	1	N
			16068104	Calculus II	4	16	64	64	0	0	0	√		2	N
			16185304	Calculus IIa	4	16	64	64	0	0	0	√		2	N
			16096303	Microeconomics	3	16	48	48	0	0	0	√		2	N
			18230513	Cultural and Creative Industry Management	3	16	48	48	0	0	0	√		2	Y
			20230093	Tourism Destination Management	3	16	48	48	0	0	0		√	3	Y
			16000903	Macroeconomics	3	16	48	48	0	0	0		√	3	N
			16140803	Linear Algebra	3	16	48	48	0	0	0		√	3	N
			16071103	Linear Algebra a	3	16	48	48	0	0	0		√	3	N
			16003802	Management Information System	2	16	32	16	16	0	0	√		4	N
16173604	Probability Theory and Mathematical Statistics	4	16	64	64	0	0	0	√		4	N			

			16097004	Probability Theory and Mathematical Statistics a	4	16	64	64	0	0	0	√		4	N			
			16046103	Accounting	3	16	48	42	6	0	0	√		4	N			
Specialized Courses	Professional Fundamental Course	Compulsory	20230062	Introduction to Tourism	2	15	30	30	0	0	0		√	1	N			
			20230112	Hospitality Management Fundamental	2	16	32	32	0	0	0	√			2	Y		
			20230122	Conference and Banquet Management	2	16	32	32	0	0	0		√		3	Y		
			20230163	Reception and Room Management	3	16	48	36	12	0	0		√		3	Y		
			18230543	Hotel Operation and Management	3	16	48	48	0	0	0		√		3	Y		
			18230592	Hotel English	2	16	32	24	8	0	0	√			4	Y		
			20230253	Human Resource Management of Service Industrial	3	16	48	48	0	0	0	√			4	Y		
			20230103	Tourism Hospitality	3	16	48	48	0	0	0	√			4	Y		
			18230523	Consumer Behavior of Tourism	3	16	48	48	0	0	0		√		5	Y		
			20230152	Hotel Marketing	2	16	32	32	0	0	0		√		5	Y		
			20230182	Product Development of Cultural tourism	2	16	32	16	16	0	0	√			6	Y		
			20230132	Hotel Customer Management	2	16	32	32	0	0	0		√		7	Y		
			20230142	Food and Beverage Management	2	16	32	32	0	0	0		√		7	Y		
			20230172	Etiquette and Image Guidance	2	16	32	32	0	0	0		√		7	Y		
			20230192	Research Methods and Standards	2	16	32	16	16	0	0		√		7	N		
			Specialty Direction Course	Optional	20230072	Tourism Aesthetics	2	15	30	15	15	0	0		√		1	N
					20230082	Communication Management	2	15	30	30	0	0	0		√		1	N
20230232	Foshan Local Culture and Communication	2			16	32	32	0	0	0	√			2	N			
20230202	Overview of Film and	2			16	32	32	0	0	0		√		3	N			

			Television Industry											
		18230553	Hotel Architecture and Space Design	3	16	48	48	0	0	0		√	3	N
		16065402	Food Nutrition and Sanitation	2	16	32	32	0	0	0		√	3	N
		20230212	Tourism Topics of Film and Television	2	16	32	16	16	0	0		√	5	N
		20230242	Operation and Management of Theme Hotel	2	16	32	32	0	0	0		√	5	N
		16018402	Basic Culinary Theory	2	16	32	32	0	0	0		√	5	N
		18230573	Tourism Destination Planning and Design	3	16	48	48	0	0	0		√	5	N
		17009602	Cruise Management	2	16	32	32	0	0	0		√	5	N
		20230222	Design and Development of Theme Park	2	16	32	16	16	0	0	√		6	N
		20230252	Beverage Service and Bar Management	2	16	32	32	0	0	0		√	7	N
	Comprehensive Application	Compulsory	17013901	Term Paper	1	0	0	0	0	0	0		6	N
20230262			Professional Labor and Internship	3	0	0	0	0	0	0			6	N
17014205			Graduation Thesis	5	0	0	0	0	0	0			8	Y
17014103			Graduation Internship	3	0	0	0	0	0	0			8	Y

Notes:

1、Fifteen credits are required for the general optional courses. The students are required to study the courses in four modules at least.

2、Minor majors

(1)The minor majors shall be inter-discipline. Students may select minor courses from the third semester.

(2)Forty-five credits are required for the minor courses.

(3)The interdisciplinary courses in the modules which are the same as the minor courses can be selected with equal effectiveness to the latter.

(4)For students who have obtained 30 to 44 credits and meet requirements for the certificate for the minor major, certificates will be granted. For students who have obtained 45 or more credits and meet the requirements of the minor major degree, the Bachelor's Degree of th minor major will be granted.