

Tourism Management 120203

(Tourism management, planning design and research institute)

| Course Category | Course Code | Course Name | Period | Credit | Term | Teacher | Course units |
|-------------------------|-------------|--|--------|--------|------|------------------------------|---|
| Basic Degree Course | S0001001 | Intermediate Microeconomics | 54 | 3 | 1 | | |
| | S3101001 | Research Methods of Management Science | 54 | 3 | 2 | Xiaolin Li Liang Huang | Business Administration College |
| Specialized Core Course | S3103001 | Modern Enterprise Theory Research | 54 | 3 | 1 | Jianhui Ma Jiahong Li | Business Administration College |
| | S3603001 | Tourism Development And Management | 54 | 3 | 1 | Weiqiang Zhang Shaohe Liu | Tourism Management and Planning Design and Research Institute |

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|--|----------|---|----|---|---|--|---|
| | S3603002 | Theories And Methods of Tourism | 54 | 3 | 2 | Shaohe Liu Weiqiang Zhang Ladan Gui | Tourism Management and Planning Design and Research Institute |
| Specialized Elective Course | S3602001 | Research on The Development of Modern Service Industry | 36 | 2 | 2 | Ladan Gui | Tourism Management and Planning Design and Research Institute |
| | S3602002 | Tourism Marketing Communication Research | 36 | 2 | 2 | Weiqiang Zhang Shaohe Liu | Tourism Management and Planning Design and Research Institute |
| | S3103004 | Human Resource Management | 36 | 2 | 2 | Furong Dong Jun Liu | Business Administration College |
| | S3602003 | Wisdom Tourism Project | 18 | 1 | 2 | Weiqiang Zhang | Tourism Management and Planning Design and Research Institute |

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| | S3602004 | Eco - Tourism Project | 18 | 1 | 2 | Wei qiang Zhang | Tourism Management and Planning Design and Research Institute |
| | S3602005 | Tourism Industry Economy Research | 36 | 2 | 3 | Ladan Gui | Tourism Management and Planning Design and Research Institute |
| | S3602006 | Tourism Planning Theory And Practice | 18 | 1 | 3 | Wei qiang Zhang Shaohe Liu | Tourism Management and Planning Design and Research Institute |
| | S3303004 | Tourism Consumption Behavior Research | 36 | 2 | 3 | Kaijun Wu Xue Qin | Geography and Tourism College |
| | S3602007 | Tourism Cost Control | 36 | 2 | 3 | Qingbo Gui | Tourism Management and Planning Design and Research Institute |

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|--|----------|---|----|---|---|--|---|
| | S3602008 | Cultural Tourism Project | 18 | 1 | 3 | Shaohe Liu | Tourism Management and Planning Design and Research Institute |
| | S3602009 | Holiday Travel | 18 | 1 | 3 | Shaohe Liu | Tourism Management and Planning Design and Research Institute |
| | S3302015 | Tourism Planning Cartography | 36 | 2 | 4 | Qingsheng Yang Jigang Qiao Yihan Zhang | Geography and Tourism college |
| | S3602010 | Service Management | 18 | 1 | 4 | Xunliang Lin Qi Wei | Tourism Management and Planning Design and Research Institute |
| | S3102017 | Strategic Management | 36 | 2 | 4 | Zuozhan Li Youxing Chen | Business Administration college |
| | S5102017 | Electronic Commerce Technology Management | 36 | 2 | 4 | Liequan Liang Yichun Liu | School of Information |

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|---------------------------------|----------|---|-----|---|-----|------------------------------|---|
| | S3602011 | Hot Spring Tourism Project | 18 | 1 | 4 | Wei qiang Zhang | Tourism Management and Planning Design and Research Institute |
| | S3602012 | Tourism Brand Management | 18 | 1 | 4 | Wei qiang Zhang Ladan Gui | Tourism Management and Planning Design and Research Institute |
| | S3602013 | Cultural And Creative Industries | 18 | 1 | 4 | Shaohe Liu Ladan Gui | Tourism Management and Planning Design and Research Institute |
| Public Compulsory Course | S4105001 | Basic English | 108 | 3 | 1.2 | | School of Foreign Languages |
| | S2205002 | Theory And Practice of Socialism with Chinese Characteristics | 36 | 2 | 1 | | Institute of Marxism |

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|-----------------------------------|----------|---|----|---|---|--|-------------------------|
| Public Elective Course | S2204001 | Marx And Social Science Methodology | 18 | 1 | 2 | | Institute of Marxism |
| | S2204002 | Dialectics of Nature | 18 | 1 | 2 | | Institute of Marxism |
| | S0004003 | Scientific Research Methods And Academic Standards | 36 | 2 | 3 | | |
| | S0004004 | Economic Application Software | 36 | 2 | 3 | | |
| | S0004005 | ERP | 36 | 2 | 3 | | |
| | S0004006 | Japanese Language | 36 | 2 | 4 | | |
| | S0004007 | Seminar on The Sociology | 36 | 2 | 4 | | |
| | S0004008 | Educational Principle | 36 | 2 | 4 | | |

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| | S0004009 | SYB And Business Simulation Training | 36 | 2 | 4 | | |
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