

# Four-Year Study Plan of Tourism, Hospitality and Event Management Programme (2025 cohort)

Rev 20250422

| Rev 20250422                                     |                                                                                                                                                                                                       |          |        |       |          |       |        |            |       |           |       |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------|-------|----------|-------|--------|------------|-------|-----------|-------|
| Course Code                                      | Course Title                                                                                                                                                                                          | Year One |        |       | Year Two |       |        | Year Three |       | Year Four |       |
|                                                  |                                                                                                                                                                                                       | Sem 1    | Winter | Sem 2 | Sem 1    | Sem 2 | Summer | Sem 1      | Sem 2 | Sem 1     | Sem 2 |
| I. Major Required Courses (60 Units)             |                                                                                                                                                                                                       |          |        |       |          |       |        |            |       |           |       |
| ECON2013                                         | Principles of Microeconomics                                                                                                                                                                          | 3        |        |       |          |       |        |            |       |           |       |
| MKT2003                                          | Principles of Marketing Management                                                                                                                                                                    | 3        |        |       |          |       |        |            |       |           |       |
| THEM2043                                         | Fundamentals of Tourism and Hospitality Studies                                                                                                                                                       |          |        | 3     |          |       |        |            |       |           |       |
| THEM3073                                         | Meetings, Incentives, Conferences and Events Management                                                                                                                                               |          |        |       | 3        |       |        |            |       |           |       |
| THEM3113                                         | Tourism Development Planning                                                                                                                                                                          |          |        |       | 3        |       |        |            |       |           |       |
| THEM3123                                         | Guest Experience Management and Strategy                                                                                                                                                              |          |        |       | 3        |       |        |            |       |           |       |
| CCM3133                                          | Exhibition Design: Creative Interpretation and Management                                                                                                                                             |          |        |       |          | 3     |        |            |       |           |       |
| THEM3003                                         | Intercultural Management in Tourism and Hospitality                                                                                                                                                   |          |        |       |          | 3     |        |            |       |           |       |
| CCM4053                                          | Cultural Heritage and Tourism                                                                                                                                                                         |          |        |       |          |       |        | 3          |       |           |       |
| THEM3023                                         | Smart Tourism Development                                                                                                                                                                             |          |        |       |          |       |        | 3          |       |           |       |
| THEM3133                                         | Hotel Operations and Management                                                                                                                                                                       |          |        |       |          |       |        | 3          |       |           |       |
| THEM3033                                         | Human Resources Management in Tourism and Hospitality                                                                                                                                                 |          |        |       |          |       |        |            | 3     |           |       |
| THEM3043                                         | Digital Marketing in Tourism and Hospitality                                                                                                                                                          |          |        |       |          |       |        |            | 3     |           |       |
| THEM3143                                         | Hospitality Industry Financial Analysis                                                                                                                                                               |          |        |       |          |       |        |            | 3     |           |       |
| THEM4043                                         | Design Thinking in Tourism and Hospitality                                                                                                                                                            |          |        |       |          |       |        |            | 3     |           |       |
| THEM3013                                         | Big Data Analytics in Tourism and Hospitality                                                                                                                                                         |          |        |       |          |       |        |            |       | 3         |       |
| THEM4003                                         | Strategic Management in Tourism and Hospitality                                                                                                                                                       |          |        |       |          |       |        |            |       | 3         |       |
| THEM4033                                         | Research Methods in Tourism, Hospitality and Event                                                                                                                                                    |          |        |       |          |       |        |            |       | 3         |       |
| THEM3053                                         | Tourism, Hospitality and Event Management Internship                                                                                                                                                  |          |        |       |          |       |        |            |       |           | 3     |
| THEM4013                                         | Final Year Project (THEM)                                                                                                                                                                             |          |        |       |          |       |        |            |       |           | 3     |
| II. Major Elective Courses (15 Units)            |                                                                                                                                                                                                       |          |        |       |          |       |        |            |       |           |       |
| ME01 ME02 ME03 ME04 ME05                         |                                                                                                                                                                                                       |          |        | 3     |          | 3     |        | 6          |       | 3         |       |
| III. University Core Courses (37 Units)          |                                                                                                                                                                                                       |          |        |       |          |       |        |            |       |           |       |
| UCLC1003                                         | University Chinese                                                                                                                                                                                    | 3        |        |       |          |       |        |            |       |           |       |
| UCLC1013                                         | English for Academic Purposes I                                                                                                                                                                       | 3        |        |       |          |       |        |            |       |           |       |
| UCLC1023                                         | English for Academic Purposes II                                                                                                                                                                      |          |        | 3     |          |       |        |            |       |           |       |
| UCAI1003                                         | Introduction to AI Literacy                                                                                                                                                                           |          |        | 3     |          |       |        |            |       |           |       |
| CHI1103                                          | Introduction to Modern Social Theories                                                                                                                                                                |          |        |       |          | 3     |        |            |       |           |       |
| CHI1203                                          | Morality and Foundations of Law                                                                                                                                                                       | 3        |        |       |          |       |        |            |       |           |       |
| CHI1063                                          | Chinese Culture and Modern China                                                                                                                                                                      |          |        |       | 3        |       |        |            |       |           |       |
| CHI1073                                          | Contemporary Chinese Society and Thought I                                                                                                                                                            |          |        | 3     |          |       |        |            |       |           |       |
| CHI1253                                          | Contemporary Chinese Society and Thought II                                                                                                                                                           |          |        |       | 3        |       |        |            |       |           |       |
| CHI1193                                          | Contemporary World and China <sup>①</sup>                                                                                                                                                             |          |        |       |          |       | 2      |            |       |           |       |
| MT1003                                           | Military Training                                                                                                                                                                                     |          | 2      |       |          |       |        |            |       |           |       |
| WPEX1013                                         | Emotional Intelligence                                                                                                                                                                                | 1        |        |       |          |       |        |            |       |           |       |
| WPEX2013                                         | Experiential Arts <sup>②</sup>                                                                                                                                                                        |          |        |       | 1        |       |        |            |       |           |       |
| WPEX2023/<br>WPEX2033                            | Voluntary Service <sup>②</sup> , or Environmental Awareness <sup>②</sup>                                                                                                                              |          |        |       |          | 1     |        |            |       |           |       |
| UCLH1XX3                                         | Healthy Lifestyle <sup>②</sup>                                                                                                                                                                        | 1        |        | 1     | 1        |       |        |            |       |           |       |
| IV. General Education Courses (18 Units)         |                                                                                                                                                                                                       |          |        |       |          |       |        |            |       |           |       |
| Level 1<br>Foundational<br>Courses               | History and Civilization <sup>②</sup>                                                                                                                                                                 |          |        |       |          | 3     |        |            |       |           |       |
|                                                  | Quantitative Reasoning <sup>②</sup>                                                                                                                                                                   |          |        | 3     |          |       |        |            |       |           |       |
|                                                  | Values and the Meaning of Life <sup>②</sup>                                                                                                                                                           |          |        | 3     |          |       |        |            |       |           |       |
| Level 2<br>Interdisciplinary<br>Thematic Courses | Culture, Creativity and Innovation <sup>②</sup> , or Science,<br>Technology and Society <sup>②</sup> , or Sustainable Communities <sup>②</sup>                                                        |          |        |       | 3        | 3     |        |            |       |           |       |
| Level 3<br>GE Capstone<br>Courses                | Service-Learning Course <sup>②</sup> , or Service Leadership<br>Education Course <sup>②</sup> , or Experiential Learning Course <sup>②</sup> ,<br>or Interdisciplinary Independent Study <sup>②</sup> |          |        |       |          |       |        |            |       | 3         |       |
| V. Free Elective Courses (18 Units)              |                                                                                                                                                                                                       |          |        |       |          |       |        |            |       |           |       |
| FE01 FE02 FE03 FE04 FE05 FE06                    |                                                                                                                                                                                                       | 3        |        |       |          |       |        | 6          | 6     | 3         |       |
| Total Units: 148                                 |                                                                                                                                                                                                       | 20       | 2      | 22    | 20       | 19    | 2      | 21         | 18    | 18        | 6     |

<sup>①</sup> This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

<sup>②</sup> This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

<sup>③</sup> Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

**ME Course List of THEM (2025 cohort)**

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| Course Code | Course Title                               | Units |
|-------------|--------------------------------------------|-------|
| CCM2113     | Event Planning and Management              | 3     |
| CCM3093     | Basic Studies of Cultural Tourism in China | 3     |
| TEM3003     | Leisure and Society                        | 3     |
| TEM3013     | Introduction to Entertainment Business     | 3     |
| TEM3023     | Club Management                            | 3     |
| TEM3033     | Resort Management                          | 3     |
| TEM4013     | Sustainable Tourism                        | 3     |
| THEM2003    | Theme Parks and Attractions Management     | 3     |
| THEM2023    | Sports Management                          | 3     |
| THEM2033    | Food and Beverage Management               | 3     |
| THEM3063    | Cyber Security in Tourism and Hospitality  | 3     |
| THEM3083    | Innovation in Design and Technology        | 3     |
| THEM3093    | Food and Beverage Outlet Design            | 3     |
| THEM3103    | History of Modern Tourism                  | 3     |
| THEM4023    | Hotel Information Systems                  | 3     |