

Four-Year Study Plan of Tourism, Hospitality and Event Management Programme (2024 cohort)

Rev 20240724

Course Code	Course Title	Year One		Year Two		Year Three		Year Four	
		Sem 1	Sem 2	Sem 1	Sem 2	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						
UCLC1033	English for Academic Purposes III			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 ^①				2				
MT1003	Military Training	2							
WPEX1013	Emotional Intelligence	1							
WPEX2013	Experiential Arts ^②			1					
WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^③				1				
UCHL1XX3	Healthy Lifestyle ^③	1	1	1					
IV. General Education Courses (18 Units)									
Level 1	History and Civilization ^④				3				
Foundational Courses	Quantitative Reasoning ^④		3						
	Values and the Meaning of Life ^④		3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^④ , or Science, Technology and Society ^④ , or Sustainable Communities ^④			3	3				
Level 3 GE Capstone Courses	Service-Learning Course ^④ , or Service Leadership Education Course ^④ , or Experiential Learning Course ^④ , or Interdisciplinary Independent Study ^④							3	
V. Free Elective Courses (18 Units)									
FE01 FE02 FE03 FE04 FE05 FE06		3				6	6	3	
Total Units: 148		22	22	20	21	21	18	18	6

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

^② 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.

^③ Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

ME Course List of THEM (2024 cohort)*Rev 20240724*

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