

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

Rev 20250422

Rev 20230422											
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							
CHII103	Introduction to Modern Social Theories					3					
CHII203	Morality and Foundations of Law	3									
CHII063	Chinese Culture and Modern China				3						
CHII073	Contemporary Chinese Society and Thought I			3							
CHII253	Contemporary Chinese Society and Thought II				3						
CHII193	Contemporary World and China ^①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence	1									
WPEX2013	Experiential Arts ^②				1						
WPEX2023/ WPEX2033	Voluntary Service ^② , or Environmental Awareness ^②					1					
UCLH1XX3	Healthy Lifestyle ^②	1		1	1						
IV. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization ^②					3					
	Quantitative Reasoning ^②			3							
	Values and the Meaning of Life ^②			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^② , or Science, Technology and Society ^② , or Sustainable Communities ^②				3	3					
Level 3 GE Capstone Courses	Service-Learning Course ^② , or Service Leadership Education Course ^② , or Experiential Learning Course ^② , or Interdisciplinary Independent Study ^②									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

^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 (2025 cohort)*Rev 20250324*

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