Four-Year Study Plan of Tourism, Hospitality and Event Management Programme (2021 cohort)

Course Code	Course Title	Year One Sem 1	Year One Winter	Year One Sem 2	Year One Summer	Year Two Sem 1	Year Two Sem 2	Year Three Sem 1	Year Three Sem 2	Year Four Sem 1	Year Four Sem 2
I. Major Required Courses (60 Units)											
ECON2013	Principles of Microeconomics	3									
MKT2003	Principles of Marketing Management	3									
TEM3013	Introduction to Entertainment Business			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		
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	6	3	3	
III. University Core Courses (36 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 Thoughts (Theories)			3							
CHI1183	Contemporary Chinese Society and Thoughts (Social Practice)				2						
CHI1193	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				
UCHL1XX3	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: 147		**17**	**5**	**19**	**2**	**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 (2021 cohort)

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
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

Course Code	Course Title	Units