

## **1.Years of Study**

Three years.

## **2. Language of Instruction**

Chinese (HSK Level 4).

## **3.Cultivation Objectives**

This major cultivates talents with workplace Chinese communication and crosscultural exchange abilities, learning and innovation capabilities, an enthusiastic service attitude, good etiquette and cultural literacy. Students systematically study the fundamentals of modern hotel management and have the basic operational, reception, management and marketing skills for fivestar hotels. They can meet the needs of such hotels for services, marketing and management. They are highquality technical and skilled talents who also know about Chinese traditional culture and history.

## **4.Employment Positions**

### **Main Positions:**

- (1) Front desk attendant in a fivestar hotel
- (2) Food and beverage attendant in a fivestar hotel
- (3) Housekeeping attendant in a fivestar hotel
- (4) Cruise leisure consultant
- (5) Hotel human resources officer

### **Secondary positions:**

- (1) Front office supervisor
- (2) Food and beverage supervisor
- (3) Housekeeping supervisor
- (4) Leisure marketing officer
- (5) Conference and exhibition planner

## **5. Co-operative enterprises**

- (1) The RitzCarlton, Pudong, Shanghai
- (2) ShangriLa Hotel, Pudong, Shanghai
- (3) Asia Bay Hotel Management Co., Ltd.
- (4) Furama Hotel, Wuxi
- (5) Junlai Lake Hotel, Wuxi
- (6) Suning Hyatt Hotel, Wuxi
- (7) InterContinental Hotel, Taihu, Wuxi
- (8) Wuxi Nianhua Bay Hotel
- (9) Wuxi Taihu Hualuxe Hotel
- (10) Wuxi Sunac Hotel Group

## **6. Main courses**

<b>Serial number</b>	<b>Course name and module code</b>	<b>The main content of the course (Limit to 80 characters)</b>	<b>Hours and hours Credits</b>	<b>Nature of the course</b>	<b>Term</b>
1	Tourism Social Etiquette C	This course introduces the etiquette norms, appearance, demeanor, and service etiquette for tourism staff. It's a foundational course for core literacy and other courses, with strong practicality.	48 hours 3 credits	Required	3
2	Banquet Design and Food and Beverage Service Management	Overview of food and beverage development, basic service skills, service procedures, service methods, main service links, menu planning, procurement and inventory management, production management, sales management, service management, and banquet design principles and methods.	48 hours 3 credits	Required	3
3	Leisure Activity Planning and Management	This course combines case teaching and classroom practice to help students master the principles, content, norms, process, and evaluation of leisure activity planning, and independently develop plans for cultural, performance, sports, festival, and competition activities. (Taught in English)	32 hours 2 credits	Required	3
4	Grape Varieties and Wine Tasting I	Helps students master the basic steps of wine tasting, understand the characteristics of eight mainstream wine grape varieties and their wines, and the impact of terroir on wine flavor, laying the groundwork for learning about non-mainstream varieties.	16 hours 1 credit	Required	3

<b>Serial number</b>	<b>Course name and module code</b>	<b>The main content of the course (Limit to 80 characters)</b>	<b>Hours and hours Credits</b>	<b>Nature of the course</b>	<b>Term</b>
5	Hotel Human Resource Management	Systematically introduces hotel organization, human resource planning, recruitment, training, performance management, compensation, labor relations, and career planning. This project-driven course focuses on student ability and quality development.	32 hours 2 credits	Required	4
6	Hotel Management Information System Opera Practice	Opera is a widely used hotel front-desk system. Through practice, students master customer data management, reservations, check-in/check-out, room allocation, facility management, and billing skills, laying a foundation for front-office management.	56 hours 2 credits	Required	4
7	Hotel Marketing	Covers hotel marketing concepts, environmental analysis, market research and forecasting, market segmentation, target market positioning, marketing strategies, 4P strategies, promotion, advertising, sales promotion, personal selling, public relations, and corporate image.	48 hours 3 credits	Required	4
8	On-the-job Internship for Hotel Management Majors	Internships in front desk, food and beverage, housekeeping, leisure, HR, and finance departments integrate work and study, enhancing practical skills and professional literacy, and laying a foundation for future careers.	560 hours 20 credits	Required	5