



成都银杏酒店管理学院 GINGKO COLLEGE OF
HOSPITALITY MANAGEMENT

Core Curricula Syllabuses

**Bachelor of Management
in Hotel Management
(Academic Year 2019)**

Gingko College of Hospitality Management

Course Code	AZYXX249
Course Title	Butler Operations (Bilingual)
Compulsory/Elective	Compulsory
Credit Value	2
Semester	5
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: The Hotel Information Management, The Front Office Service and Management, Room Service and Management, Business Etiquette
Learning Objectives	Students will master butler service and comprehensive business knowledge through practice. Also students will learn professional housekeeper service skills and obtain comprehensive capability in working with housekeeping staffs. Knowledge learned from this course is conducive to analyzing and solving practical problems.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Master the basic butler service skills, learn to deal with stewards and resolve general problems in guest services, and obtain relevant practical application ability; 2. Understand the basic knowledge of hotel management and hotel industry development around the world; 3. Perform critical analysis of the whole process from booking to check-out.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Hotel and property management; 2. Main role and responsibility of the Executive Housekeeper; 3. Arrangement and working effectively with staff; 4. Training, incentive and assessment of employee; 5. Clean room and bathroom; 6. Public area cleaning service; 7. Floor maintenance; 8. Hotel decor cleaning and maintenance; 9. Material management of the Butler Department; 10. Laundry service; 11. Linen and uniform control; 12. Budget formulation and management; 13. Safety and security of the Butler Department; 14. Development trend in modern hotel; 15. Seek opportunities, expansions for the future.

Gingko College of Hospitality Management

Course Code	AZYBX012
Course Title	Food & Beverage Cost Control
Compulsory/Elective	Compulsory
Credit Value	2
Semester	4
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Food & Beverage Service and Management, Quality Management of Hotel Service Co-requisite: Hotel Financial Management
Learning Objectives	This course is designed to give students a basic understanding of the concepts and skills in F&B cost control applicable to the hotel industry. This course covers the basic concepts of cost control overview, budget and evaluation of hotel F&B costs, raw material control and production service control in hotel, and cost accounting. The course aims to enable students to master the contents and methods of food and beverage cost control management.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Comprehend various theories of cost control management applicable to the hospitality industry; identify and describe cost control management characteristics of the hospitality industry; 2. Perform critical assessment and analysis of F&B Department cost condition and hospitality firm performance; obtain sufficient knowledge in department management and cost control; 3. Establish the standard cost rate, analyze cost forecasting reports, and perform menu evaluation; 4. Calculate costs of raw material procurement and production process.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. The basics of F&B cost control management; 2. The value of F&B cost control management; 3. Establishment of standards; 4. Control of raw material; 5. Production and service control; 6. Cost accounting of food and beverage; 7. Revenue control; 8. Control of labor cost.

Gingko College of Hospitality Management

Course Code	BZYXX234
Course Title	Hospitality for Tourism Industry
Compulsory/Elective	Compulsory
Credit Value	2
Semester	8
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Introduction to Tourism Co-requisite: Consumer Behavior of Tourism, Destination Management of Tourism, Marketing of Tourism, Tourism Law
Learning Objectives	This course provides an overview of the tourism industry as well as its history, problems and general operating procedures. Emphasis is placed on fostering global awareness of intercultural issues, trends and systems in student, so as to shape and enhance their ability to conduct business in a global environment.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Learn the concept and basic theoretical methods of the tourism industry; 2. Learn the business types, characteristics and operation management of the tourism industry; 3. Learn management methods conducive to improving service quality in the tourism industry; 4. Learn specific processes and methods of customer relationship management in the tourism industry; 5. Learn effective ways to generate strategy and improve its competitiveness in the tourism industry; 6. Learn innovative ideas and methods for butler service in the tourism industry.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to hospitality for the tourism industry; 2. Core concepts and methods in the tourism industry; 3. Traditional management in the tourism industry; 4. New management schemes in the tourism industry; 5. Cross-border management in the tourism industry; 6. Customer relationship management in the tourism industry; 7. Service quality management in the tourism industry.

Gingko College of Hospitality Management

Course Code	ABBJD20003
Course Title	Hospitality Senses and the Art of Communication
Compulsory/Elective	Compulsory
Credit Value	2
Semester	2
Pre-requisite/ Co-requisite/Exclusion	Co-requisite: Psychology in Hotel Service, Service Etiquette & Professional Image
Learning Objectives	The course intends to provide students with a thorough introduction to hotel service awareness and communication skill, allowing them to establish a basic sense of service and master the fundamentals in communication skills.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Understand the meaning and formation of the sense of service and the art of communication; 2. Learn how to establish and promote a sense of service; 3. Learn the art of communication, about communication barriers with customers in hotel and how to solve related problems; 4. Learn the ability to find demand of communication and common communication methods.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. The meaning and improvement of sense of service; 2. Sense and attitude of service in hotel; 3. Cognition of communication; 4. Ability to find demand of communication; 5. Common ways to communicate; 6. Exploration and discovery of the senses and art of communication; 7. Service etiquette training.

Gingko College of Hospitality Management

Course Code	AZYBXC71
Course Title	Hotel Customer Relationship Management
Compulsory/Elective	Compulsory
Credit Value	2
Semester	5
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel Front Office Management, Hotel Communication Skills, Oral English for Hotel. Co-requisite: Hospitality Supervision, Butler Service, Hotel Public Relations.
Learning Objectives	This course introduces the basic principles and general methods of customer relationship management, and can be used in the analysis of practical problems. Students will develop the initial ability to solve general problems related to customer relationship management, which is required to identify and evaluate relationship strategies in the hospitality industry.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Describe the significance of customer relationship management (CRM) in the hospitality industry, and explain the basic concepts and techniques of CRM; 2. Differentiate between various CRM strategic alternatives when making recommendations for the group project; 3. Learn how to increase customer satisfaction and customer loyalty, and learn about the process for customer development; 4. Apply CRM principles and technologies to better serve customers, and understand the organizational structure of the Guest Relations Department; 5. Build an ethical CRM system and use related skills to respond to problems and
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Overview of customer relationship management; 2. Front Office organizational structure and Guest Relations Department; 3. Customer satisfaction and loyalty; 4. Customer development; 5. Customer maintenance; 6. Customer churn and retention; 7. Guest Relations Officer; 8. VIP service of the Front Office; 9. Duty Manager of the Front Office; 10. Guest service and communication; 11. Complaint handling; 12. VIP services and management of other departments.

Gingko College of Hospitality Management

Course Code	AZYBX112
Course Title	Hotel Financial Management
Compulsory/Elective	Compulsory
Credit Value	2
Semester	6
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Principles of Management, Principles of Accounting, Principles of Economics
Learning Objectives	This course is designed to provide students with a basic understanding of the concepts and skills of financial analysis and financial management applicable to the hospitality industry such as basic concept of financial management, income and distribution management, mergers and acquisitions and regrouping of hotels, etc. Topics covered in this course pertain to managerial decision-making that aims to enhance firm value and hence maximizes shareholder returns.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Comprehend various theories of financial management applicable to the hospitality industry; identify and describe the financial management characteristics of the hospitality industry; 2. Conduct critical assessment and analysis of the financial condition and performance of hotels; evaluate revenue management reports and apply business accounting concepts to personal finance; 3. Analyze and appraise hospitality and related activities and projects based on various appraisal techniques, discounting and decision methods; 4. Analyze revenue forecasting reports and assess the scope and breadth of the hotel industry.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Fundamentals of hotel financial management; 2. The values of financial management; 3. Financial analysis; 4. Hotel fund raising management; 5. Hotel working capital management; 6. Hotel project investment management; 7. Hotel financial control; 8. Hotel allocation decisions and profit planning.

Gingko College of Hospitality Management

Course Code	AZLBX154
Course Title	Hotel Front Office Management (Bilingual)
Compulsory/Elective	Compulsory
Credit Value	3
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Principles of Management, Introduction to Tourism, Introduction to Hospitality Management Studies Co-requisite: Hotel Housekeeping Management, Hospitality Supervision, Hotel Operation
Learning Objectives	The Hotel Front Office Management course at Gingko College will train students with professional Front Office knowledge and the course materials used are based on the AH&LA (American Hotel & Lodging Association). This course is designed to provide students with sound technical and social skills to enable them to perform hotel Front Office operations. Students will be able to understand Front Office Department fundamentals, product characteristics and communication ethics, basic systems, and the duties of different roles at the Front Office.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: 1. Demonstrate analytical, quantitative and computer skills necessary to work in the hospitality industry; 2. Apply skills required for managing the complex human interactions and communications that take place in the hospitality industry; 3. Demonstrate the ability to provide effective service to clients.
Course Synopsis/ Indicative Syllabus	1. Hospitality industry; 2. Organizational structure of hotel; 3. Operations of the Front Office; 4. Reservation; 5. Check-in; 6. Duties of the Front Office; 7. Security in the hospitality industry; 8. Accounting of the Front Office; 9. Check-out; 10. The role of the Housekeeping Department; 11. Audit of the Front Office; 12. Schedule and assessment; 13. Revenue management; 14. Human resources management.

Gingko College of Hospitality Management

Course Code	AZLBX149
Course Title	Hotel Housekeeping Management
Compulsory/Elective	Compulsory
Credit Value	3
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Introduction to Hospitality Management Studies, Hotel Management Psychology, Etiquette of Hotel Public Relations Co-requisite: Hotel Financial Management, Information and Technology, Hotel Quality Management, Hotel Manager Practice
Learning Objectives	This course covers concepts and responsibilities in the housekeeping division of hotel operations. Topics include staffing issues, supplies and equipment inventory management, characteristics of materials and supplies, safety and security matters, laundry services, and guest room and public area cleaning standards. Students will gain exposure to housekeeping operation principles and the latest trends and practices to learn skills in housekeeping management.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Describe the basics of housekeeping practices, principles and management structure; 2. Explain housekeeping standard operating procedures and cleaning standards; 3. Supervise housekeeping staff to effectively and safely perform the cleaning of guest rooms and public areas; 4. Articulate housekeeping supplies and equipment knowledge as well as trends in housekeeping products and practices; 5. Manage housekeeping inventory with professional ethics.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Housekeeping department cognition; 2. Housekeeping service cognition; 3. Sanitary control in guest room; 4. Sanitary control in public area; 5. Facility management in guest room; 6. Safety and security.

Gingko College of Hospitality Management

Course Code	AZYBX118
Course Title	Hotel Management Psychology
Compulsory/Elective	Compulsory
Credit Value	2
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Introduction to Hospitality Management Studies Co-requisite: Hotel Marketing, Hotel Customer Relationship Management, Hotel Human Resource Management
Learning Objectives	The course enables students to understand human cognitive capacity, emotion activity, volitional activity and personal psychology activity, and apply such knowledge in the hospitality industry.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Gain an understanding of the fundamentals of psychology; 2. Survey and appreciate research in psychology; 3. Develop interest and critical thinking in human thought and behavior; 4. Apply basic psychological knowledge and skills in daily life; 5. Practice skills through research participation and/or report composition through teamwork.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Overview of management psychology; 2. Motivation of hotel employee; 3. Psychological healthcare of hotel employee; 4. Cognitive management of hotel employee; 5. Interpersonal relationships in hotel industry; 6. Leadership psychology in hotel industry.

Gingko College of Hospitality Management

Course Code	AZYBXC63
Course Title	Hotel Property Management System (PMS)
Compulsory/Elective	Compulsory
Credit Value	3
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel Front Office Management, Hotel Housekeeping Management, English for Hotel Business Co-requisite: International Hotel Industry, Hotel Strategy Management
Learning Objectives	This course is designed to provide students a basic understanding of the concepts and skills of information technology management applicable to the hospitality industry. Students will learn the entirety of hotel information management from demands analysis, system operation to data analysis through the perspectives of the hotel business process, information process and processing flow.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Understand the development trends of domestic and international hotels, with a complete system of professional knowledge; 2. Learn about a hotel's basic and promotional information, management of hotel information website, front desk information service, walk-in resource information and interaction, social information and tourism information, as well as online bookings; 3. Master the basic methods and processes related to operating the Hotel Property Management System (PMS); 4. Learn to use PMS to help managers to achieve business strategy and administration.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. The basics of Opera PMS; 2. Reservation process; 3. Check-in process; 4. Housekeeping management; 5. Check-out and payment; 6. End of day; 7. Account receivable.

Gingko College of Hospitality Management

Course Code	AZYBX948
Course Title	Hotel Revenue Management
Compulsory/Elective	Compulsory
Credit Value	2
Semester	6
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Principles of Economics, Sales & Marketing Management Co-requisite: Hotel Financial Management
Learning Objectives	This course provide students with a thorough introduction to hospitality revenue management, allowing learners to understand the basic strategies of revenue management and offering them a training of related fundamental skills.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Familiarize themselves with the metrics used to measure performance in the hospitality industry and apply them to analytical models; 2. Identify and understand the key elements required to integrate revenue management in the hospitality operation environment; 3. Understand and utilize basic principles of economics in revenue management, focusing particularly on how external supply and demand dynamics impact a hotel's revenue strategy; 4. Determine how external and internal factors, market trends, product positioning, demand indicators and competition affect implementation of revenue management strategy; 5. Review and evaluate the relative benefits of various methods of segmentation analysis; 6. Research, develop and maintain hotel operating forecasts; 7. Develop and maintain revenue management strategy based on pricing strategies; 8. Utilize key performance indicators and benchmarks introduced at the beginning of the semester to measure the outcomes of a revenue management strategy.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Basic knowledge of revenue management; 2. Market segmentation; 3. Sales channel strategy; 4. Pricing strategy; 5. Market environment analysis in revenue management; 6. Methods of analysis and prediction in revenue management; 7. Implementation of revenue management strategy; 8. Revenue management tools, systems and training.

Gingko College of Hospitality Management

Course Code	AZYBX885
Course Title	Hotel Sales & Marketing
Compulsory/Elective	Compulsory
Credit Value	3
Semester	4
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Sales & Marketing, Introduction to Tourism Industry, Introduction to Hospitality Management Studies.
Learning Objectives	This course concentrates on general principles, techniques, concepts of hospitality marketing, and the role of marketing in developing customer and service-oriented managerial approaches in the globalized hospitality and tourism industry. The course is designed to provide the students with a working knowledge of marketing processes that have application in hospitality and tourism businesses around the world; and provides a mechanism for understanding the interrelationships between marketing decisions, marketing research, buyer behaviors, product strategies, channels of distribution, promotional activities and pricing decisions. The primary goal is to enable the students to evaluate, describe and design marketing activities utilizing practical insights within an international context.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Gain an awareness of the interrelatedness of local, global, international and intercultural issues, trends and systems as they pertain to marketing in hospitality and tourism businesses (Global Awareness); 2. Acquire the ability to develop a multi-perspective analysis of local, global, international and intercultural marketing issues for hospitality and tourism businesses (Global Perspective); 3. Develop a basis for engaging in local, global, international and intercultural problem-solving involving marketing for hospitality and tourism businesses (Global Engagement).
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to marketing in the hospitality industry; 2. Hotel marketing environment; 3. Hotel market information, research and forecast; 4. Customer consumption behavior; 5. Hotel market segmentation and target market strategy; 6. Hotel product strategy; 7. Hotel pricing strategy; 8. Hotel sales channel strategy; 9. Hotel promotion strategy; 10. Hotel market competition strategy.

Gingko College of Hospitality Management

Course Code	AZYBX126
Course Title	Human Resource Management in Hotel Industry
Compulsory/Elective	Compulsory
Credit Value	2
Semester	4
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Introduction to Hospitality Management Studies, Hotel Strategic Management, Hotel Manager Practice. Co-requisite: F&B Service and Management, Front Office Service and Management, Housekeeping Service and Management.
Learning Objectives	This course is designed to provide hospitality students with an overview of methods and practices currently used in human resource management. Through the use of engaging activities and assignments, opportunities are provided to explore topics related to the human resource function such as recruitment and selection, training, performance evaluation, compensation and a basic look at managing HR globally.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Describe the various employment laws that impact the human resource functions covered in this course; 2. Explain the importance of job analysis and how the results of job analysis are used; 3. Define human resources planning, internal recruitment, external recruiting and selection; 4. Explain the purpose of an orientation program, training and development; 5. Identify the functions of performance appraisals used in hospitality organizations; 6. Recognize the different types of compensation plans, benefits and incentives in modern hospitality organizations.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Overview of human resource management of hotel; 2. Human resources planing; 3. Employee recruitment; 4. Employee training; 5. Performance management; 6. Compensation management; 7. Employee career management; 8. Labor relations management.

Gingko College of Hospitality Management

Course Code	AZYBX068
Course Title	International Hotel Industry (AHLA)
Compulsory/Elective	Compulsory
Credit Value	2
Semester	4
Pre-requisite/ Co-requisite/Exclusion	<p>Pre-requisite: Hospitality Supervision, Introduction to Hospitality Management Studies, Hotel Front Office Management, Hotel Housekeeping Management, Management of Food and Beverage Operations</p> <p>Co-requisite: Hotel Operations, Resort and Tourist Properties, Internet Marketing of Hotel</p>
Learning Objectives	<p>This course provides an introduction to renowned international hotel groups, and emphasizes on fostering a global awareness of all domestic, international, and intercultural issues, trends and systems that will shape and enhance student ability to conduct business in the global environment.</p>
Intended Learning Outcomes	<p>At the conclusion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Look at and resolve problems using a global vision; 2. Better understand theories and concepts of globalization, multinational companies and international business; 3. Evaluate the competitive marketplace, spot trends and identify patterns which impact the multinational hospitality industry; 4. Use content analysis to evaluate the global business environment; 5. Identify competitive methods of multinational hospitality companies.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. The development of international hotel groups; 2. Development status of international hotel groups; 3. Development trends of international hotel groups; 4. International hotel groups in the Chinese market; 5. Development status of Chinese hotel groups; 6. Regular hotel chains; 7. Franchising; 8. Management contact; 9. Strategic affiliation.

Gingko College of Hospitality Management

Course Code	AZLBX022
Course Title	Introduction to Hospitality Management (Bilingual)
Compulsory/Elective	Compulsory
Credit Value	2
Semester	2
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Principles of Management, Tourism Studies Co-requisite: Hotel Financial Management, Front Office Service and Management, Food Management, Hotel Quality Management, Hotel Manager Practice
Learning Objectives	This course is an important part of the hotel management curriculum knowledge structures. It provides an overview of the industry, its history, problems and general operating procedures.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Understand the essential elements of relevant knowledge; 2. Understand principles of modern management process, hotel management technology and management knowledge; 3. Understand the process of economic activities in hotel business management and development variation; 4. Understand the formation and development of the hotel business, master management theories, management methods and tools related to the hotel business, and contents and methods of the hotel business management functions, so as to obtain a more comprehensive suite of knowledge pertaining to hotel business management.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Modern hotel cognition; 2. Hotel organization management; 3. Hotel human resource management; 4. Hotel financial management; 5. Front desk management; 6. Housekeeping management; 7. Food & Beverage management; 8. Hotel service quality management; 9. Brand building, innovation and development of the hotel industry; 10. Hotel marketing management; 11. Hotel strategy management.

Gingko College of Hospitality Management

Course Code	AZYBX826
Course Title	Management of Food and Beverage Operations
Compulsory/Elective	Compulsory
Credit Value	3
Semester	4
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Principles of Management, Introduction to Tourism, Introduction to Hospitality Management Studies Co-requisite: Hotel Housekeeping Management, Hospitality Supervision, Hotel Operation Management.
Learning Objectives	This course provides students with the important elements of the catering knowledge structure, and aims to help students learn the basic concepts, philosophies and skills in F&B management and F&B services.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Learn the organization and staffing of F&B department; 2. Understand marketing and business planning of F&B management; 3. Understand F&B sales and service, MICE operation; 4. Understand how to set pricing and control costs; 5. Understand the basic methods of F&B management, and learn to deal with general problems in F&B management.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction of catering service industry; 2. Organization structure of catering service enterprise; 3. Basic principles of management; 4. F&B sales and marketing; 5. Nutrition problems in F&B service operation; 6. The menu; 7. Cost and pricing strategies; 8. Production and preparation; 9. Hygiene and sanitation; 10. Facility design, layout and equipment; 11. Financial management.

Gingko College of Hospitality Management

Course Code	BZYBX436
Course Title	MICE Management
Compulsory/Elective	Compulsory
Credit Value	2
Semester	5
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Introduction to Hospitality Management Studies, Professional Core Competencies.
Learning Objectives	This course emphasizes on not only the basic theory of MICE planning, but also the practical application of MICE planning skills. Through this course, students will learn the MICE planning processes, elements, operating principles and related.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Learn the historical process and current characteristics of the development of MICE industry; 2. Learn how to operate and organize MICE and understand the primary management model of the MICE industry; 3. Learn how to analyze the marketing of the MICE industry; 4. Learn the basic contents of human resource management plan of MICE, and grasp the basic methods for talent recruitment, training, assessment and motivation of exhibition; 5. Learn management methods, management system and development prospects, and master MICE skills in site selection, internal layout planning and operation management.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction of MICE management; 2. Marketing research and analysis of MICE; 3. Objectives and project planning of MICE; 4. Event planning of MICE; 5. Brand planning of MICE; 6. Marketing and promotion of MICE; 7. Project management of MICE; 8. Case analysis of MICE; 9. Budget and effect evaluation of MICE; 10. MICE planning role play.

Gingko College of Hospitality Management

Course Code	AZLBX152
Course Title	Oral English for Hotel
Compulsory/Elective	Compulsory
Credit Value	2
Semester	2
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel English, College English
Learning Objectives	As a crucial tool of communication in the hotel industry, English plays a critical role in the future career of hospitality students. This course is designed to enhance English oral skills related to hospitality and daily life communication. Students will be able to apply their augmented English language skills in future endeavors upon completion of the course.
Intended Learning Outcomes	At the conclusion of the course, students will be able to: <ol style="list-style-type: none"> 1. Comprehend hotel management knowledge in English; 2. Perform critical analysis of daily communication under hospitality context in English; 3. Understand the diversity of culture of different countries in English.
Course Synopsis/Indicative Syllabus	<ol style="list-style-type: none"> 1. Pre-test; 2. Job interview; 3. Business English; 4. Professional language in the hospitality industry; 5. Compliant management; 6. Presentation; 7. Face-to-face interview.

Gingko College of Hospitality Management

Course Code	ACBJD20003
Course Title	Principles and Practices of Hotel Management
Compulsory/Elective	Compulsory
Credit Value	2
Semester	5
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Introduction to Hospitality Management Studies, Front Desk Service and Management in Hotel, Hotel Housekeeping Management, Restaurant Customized Service and Management, Human Resources Management in Hotel, The Management of Hotel Engineering & Facilities, Hotel Service Quality Management, Hospitality Supervision
Learning Objectives	This course is designed to give students a basic understanding of the concepts and skills of operation management. It aims to enable students to understand hotel investment and construction, organizational planning management, business management of guest service departments, hotel marketing, human resources management, financial management and performance analysis, and apply such knowledge in a hotel's internal operation.
Intended Learning Outcomes	At the conclusion of the course, students will be able to: <ol style="list-style-type: none"> 1. Gain an understanding of the fundamentals in hotel principles and practices management; 2. Cultivate the ability to combine management principles with the characteristics of the hotel industry; 3. Analyze problems in the course of hotel management; 4. Work under hotel management objectives.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction of hotel management; 2. Theories and operation models of hotel management; 3. Investment and advice of hotel; 4. Hotel organization planning management; 5. Management of guest service; 6. Hotel marketing management; 7. Hotel human resources management; 8. Hotel financial management and performance analysis.

Gingko College of Hospitality Management

Course Code	ABBJD20003
Course Title	Service Etiquette and Professional Image
Compulsory/Elective	Compulsory
Credit Value	2
Semester	1
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Modern Business Etiquette, Service Etiquette, Image Design of Professional Co-requisite: Practical Etiquette
Learning Objectives	This course provides theoretical knowledge on professional etiquette including personal image etiquette for server, and service etiquette requirements in hotel industry.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Acquire basic etiquette for hotel service; 2. Plan and design one's own personal image; 3. Acquire professional service etiquette skills; 4. Acquire strong interpersonal communication skills and problem solving skills.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Service etiquette cognition; 2. Different etiquette in different region; 3. Personal etiquette and professional image; 4. Daily etiquette; 5. Lobby service etiquette; 6. Room service etiquette; 7. Catering service etiquette; 8. Conference service etiquette.

Gingko College of Hospitality Management

Course Code	AZLBX186
Course Title	Tourist Behavior Analysis
Compulsory/Elective	Compulsory
Credit Value	2
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Introduction to Tourism Co-requisite: Marketing & Sales
Learning Objectives	This course provides a look at the basic concepts in consumer behavior such as consumer perception, motivation, emotion, attitude, decision, experience, satisfaction and loyalty. It will also analyze the influence of social environment, economic and cultural factors on consumer behavior.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Familiarize themselves with the basic concepts in consumer behavior; 2. Learn about tourist behavior while they travel; 3. Acquire organizational skills and leadership at work; 4. Learn to use theories of consumer behavior to analyze and solve psychological problems encountered in tourism services.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Tourist behavior cognition; 2. Customer motivation; 3. Customer perception; 4. Application of classical theory in practice; 5. Customer attitude; 6. Social groups; 7. Post-purchase behavior.

Gingko College of Hospitality Management

Course Code	ADXJD20021
Course Title	Brand Marketing and Channel Management
Compulsory/Elective	Compulsory
Credit Value	2
Semester	8
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Principles of Management, International Hospitality Industry, Hotel Marketing, Hotel Strategic Management.
Learning Objectives	This course analyses problems in marketing practice, and will delve into brand marketing problems from the perspective of brand manager. Main learning points are prospect, target market, strategy combination, and market supply of brand marketing. Challenges students will face include strategy establishment and market supply of brand marketing.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Understand the basic theory, basic knowledge, skills and methods of brand marketing, establish the concept of modern brand marketing and brand awareness, and combine brand marketing theory with practice in the hotel industry; 2. Understand the basic concept of brand marketing and related knowledge, so as to learn and improve the ability to analyze and solve brand marketing problems; 3. Learn the strategies and tactics of brand marketing as well as the methods and ways to create brand marketing market, and through specific market strategy analysis, students will be able to adapt brand marketing to the needs of actual market.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Overview of brand marketing; 2. Prospect of brand marketing; 3. Target market; 4. Strategy of brand marketing; 5. Market supply for brand marketing; 6. Brand value.