

Bachelor of Arts in Hospitality Management *

款待業管理文學士

* This programme is subject to approval by PolyU.

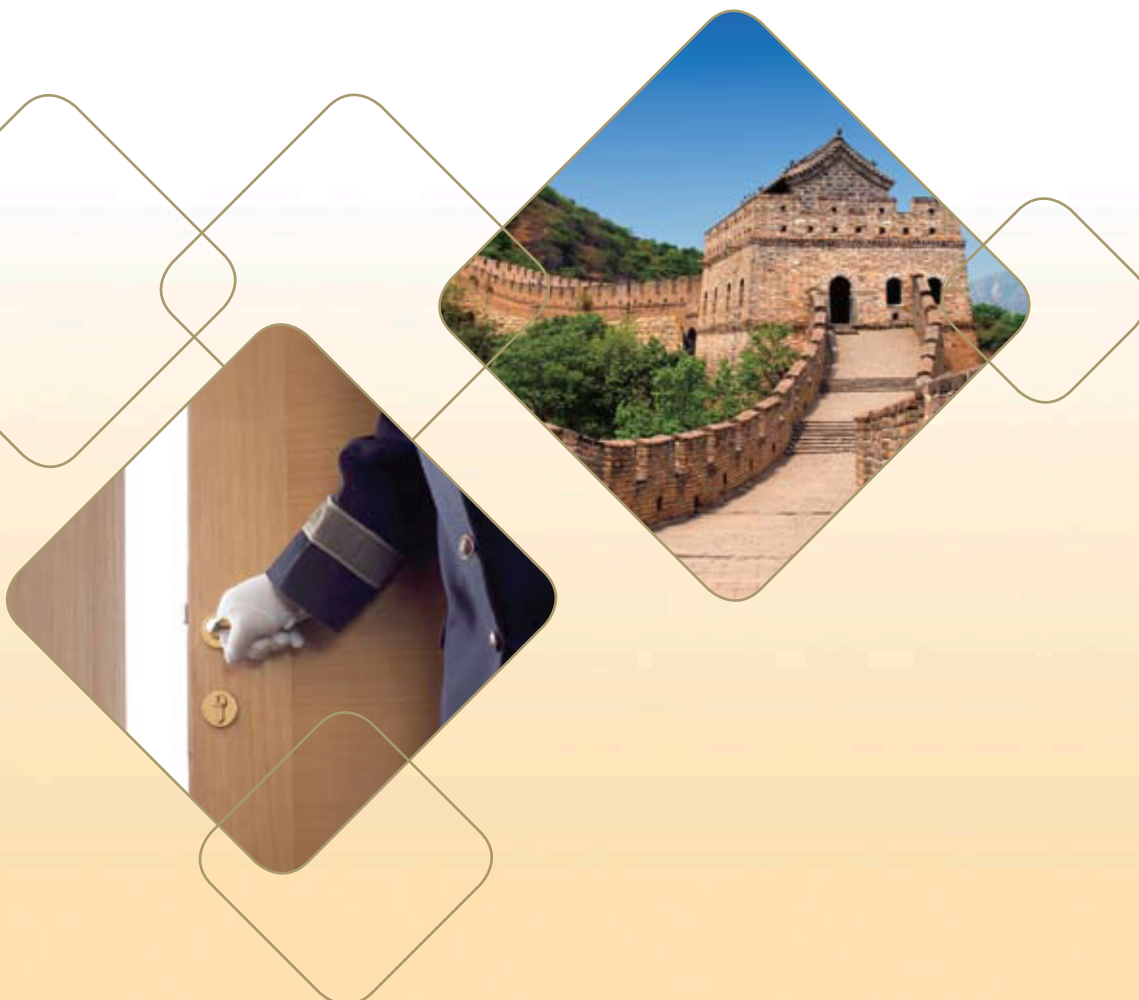
Programme Codes & Mode of Study	84031 (Full-time Mode) 84032 (Part-time Mode)
Tuition Fee	HK\$1,900 per credit for 2010/11 academic year
Medium of Instruction	English (except the subject in Putonghua)
Programme Leader	Thomas SUN Sheau-cherng <i>BE, MSc, MBA, PhD</i>

› Aims and Objectives

The programme is designed to equip students with the professional knowledge, skills and attitudes they need to make an effective contribution to the hospitality industry of Hong Kong, particularly in the fields of club and leisure management as well as the hotel and tourism management in the Chinese Mainland. It aims to train students to proactively identify and assess the changes and develop related implications of regional and global business environments for corporate operations and management in the hospitality industry.

› Career Opportunities

The programme prepares students to develop their career in hospitality industry in Hong Kong and the Greater China.



› Programme Structure

Students are required to complete 10 compulsory and 5 elective subjects. Each subject carries 3 credits.

Subject Nature	Subject Title
Compulsory (all 10 subjects)	Writing in English for Business 
	Speaking in English for Business 
	Intermediate Putonghua for Business Communication* 
	Financial Management for Non-finance Specialists 
	Information Technology for Hospitality and Tourism Industry
	Human Resource Management for Hospitality and Tourism Industry
	Legal and Ethical Aspects in Hospitality and Tourism Industry
	Quality Service Management for Hospitality and Tourism Industry
	Strategic Marketing for Hospitality and Tourism Industry
	Contemporary Issues in Hospitality and Tourism Industry
Elective (any 5 subjects)	Resort and Spa Management
	Club Management
	Gaming Management
	Cruise Line Management 
	Sport and Entertainment Management
	Hotel Planning and Development in China
	Brand Management in China
	Hospitality Management in China
	Tourism Development in China 
	Leisure and Culture Tourism in China

Offering of any elective subjects is subject to sufficient enrolment.

Students are also required to complete 500 hours of Industry Practicum before graduation.

* Students will be required to take a screening test on their proficiency in Putonghua during the first semester of study. Students without the requisite proficiency in Putonghua will be required to take an additional course in "Elementary Putonghua" before taking this subject. Subject to availability, students may enrol on "Elementary Putonghua" offered by SPEED and additional fees will be charged.

 This subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

› Entry Requirements

Applicants should possess a Higher Diploma or an Associate Degree in related disciplines or equivalent.

Holders of Higher Diploma or Associate Degree in other business areas may also be considered.*

Those who do not possess the above-mentioned qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess 5 years of relevant working experience in supervisory / managerial positions and prior post-secondary studies in related fields at diploma level or equivalent. They will be required to demonstrate their ability to complete the programme to the admission committee at an interview; and

- (i) pass an admission test; and
- (ii) have an appropriate level of English language competence demonstrated by at least level 2 in HKCEE English Language [or grade E in HKCEE English (Syllabus B) for results obtained before 2007] or equivalent.

* Applicants without sufficient knowledge in hospitality management will be required to complete the a bridging course as designated by SPEED before programme commencement. The bridging course will commence in early July 2010. Applicants who are required to take the bridging course should submit their applications before the close of first round admission (i.e. 7 May 2010). No bridging course will be arranged for applicants after the first round of admission.

› Enquiries

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