



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

Core Curricula Syllabuses

**Associate Degree in
Hotel Management
(2018-2021)**

Ginkgo College of Hospitality Management

Gingko College of Hospitality Management

Course Code	BZYBX065
Course Title	Butler Operation
Compulsory/Elective	Compulsory
Credit Value	2
Semester	4
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Front Office Service and Management, Housekeeping Service and Management
Learning Objectives	Students will master the fundamentals of butler service and comprehensive business knowledge through practice. Additionally, students will learn professional housekeeping service skills and obtain comprehensive capabilities in working with housekeeping staff. Knowledge learned from course material will hone skills in 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. Carry out basic butler service skills, enact best practice in dealing with stewards and resolving general problems in guest services, and obtain relevant practical application abilities; 2. Understand the fundamentals of hotel management and hotel industry developments around the world; 3. Perform critical analysis and evaluation of hotel stays, from booking to check-out.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Hotel and property management; 2. Main roles and responsibilities of the Executive Housekeeper; 3. Arrangement and best practices for working effectively with staff; 4. Training, incentives and assessment of employee; 5. Cleaning rooms and bathrooms; 6. Cleaning services within public areas; 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 trends in modern hotel; 15. Seeking opportunities and expansions for the future.

Gingko College of Hospitality Management

Course Code	BZYBX838
Course Title	F & B Service and Management (Operation)
Compulsory/Elective	Compulsory
Credit Value	2
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel Management Theory, International Hotel Industry, F & B Service and Management (Theory) Co-requisite: Hotel Housekeeping Management, Food and Beverage Cost Control.
Learning Objectives	This course provides students with the key elements of catering knowledge, and aims to help students consolidate previous theoretical knowledge, concepts and skills in F&B management and F&B services.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: 1. Learn organization and staffing models of F&B departments; 2. Understand marketing and business planning models of F&B management; 3. Understand MICE operation and F&B sales and services; 4. Understand how to set pricing and control costs; 5. Understand the basic methods/models of F&B management, and how to deal with general problems in F&B management.
Course Synopsis/ Indicative Syllabus	1. Introduction to the catering service industry; 2. Organizational structure of catering service enterprises; 3. Basic principles of management; 4. F&B sales and marketing; 5. Nutrition problems in F&B service operations; 6. Menu; 7. Cost and pricing strategies; 8. Production and preparation; 9. Hygiene and sanitation; 10. Facility design, layout and equipment; 11. Financial management; 12. Food procurement.

Gingko College of Hospitality Management

Course Code	BZYBX837
Course Title	F & B Service and Management (Theory)
Compulsory/Elective	Compulsory
Credit Value	1
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel Management Theory, International Hotel Industry Co-requisite: Hotel Housekeeping Management, Food and Beverage Cost Control.
Learning Objectives	This course provides students with key elements of catering knowledge, and aims to help students learn fundamental concepts and skills in F&B management and F&B services.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: 1. Understand organization and staffing models of F&B departments; 2. Understand marketing and business planning models of F&B management; 3. Understand F&B sales, services, and operational processes; 4. Understand basic methods (theory) of F&B management, and how to deal with general problems in F&B management.
Course Synopsis/ Indicative Syllabus	1. Introduction to the catering service industry; 2. Organizational structure of catering service enterprises; 3. Basic principles of management; 4. F&B sales and marketing; 5. Nutrition problems in F&B service operation; 6. 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	BZYBX017
Course Title	Food and 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 Services Co-requisite: Hotel Financial Management
Learning Objectives	This course is designed to provide students with a fundamental understanding of the concepts and skills in F&B cost control as applicable to the hotel industry. The course covers the basic concepts including an overview of cost control methods, budgeting and evaluating hotel F&B costs, raw material and production service controls, and cost accounting. The course aims to enable students to apply conceptual and practical knowledge of food and beverage cost control management within the hotel industry.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Understand various theories of cost control management as applicable to the hospitality industry; identify and describe cost control management characteristics of the hospitality industry; 2. Perform critical assessments and analyses of F&B Department cost conditions and hospitality firm performances; understand the fundamentals of department management and cost control; 3. Establish standard cost rates, analyze cost forecasting reports, and perform menu evaluations; 4. Calculate costs of raw material procurement and production processes.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Basics of F&B cost control management; 2. Value of F&B cost control management; 3. Establishment of standards; 4. Control of raw materials; 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	BZYBX836
Course Title	Front Office Service and Management (Operations)
Compulsory/Elective	Compulsory
Credit Value	2
Semester	2
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel Management Theory, Front Office Service and Management (Theory), International Hotel Industry Co-requisite: Hotel Housekeeping Management, Hospitality Supervision, Hotel Property Management Systems
Learning Objectives	The Front Office Service and Management course will train students with professional Front Office knowledge. Course materials used are based on official standards set by the AH&LA (American Hotel & Lodging Association). This course is designed to provide students with sound practical and technical skills in performing hotel Front Office operations. Students will gain greater understanding of Front Office Department fundamentals, product characteristics and communication ethics, basic systems operation, and the duties of different roles within the Front Office.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Demonstrate the 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 effectively serve clients with actual operations and specific service offerings.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to the hospitality industry; 2. Organizational structures of hotels; 3. Operations of the Front Office; 4. Reservation operations; 5. Check-in operations; 6. Duties of the Front Office; 7. Security operations in the hospitality industry; 8. Accounting operations of the Front Office; 9. Check-out operations; 10. The role of the Housekeeping Department; 11. Audit operations of the Front Office; 12. Schedule and assessments; 13. Revenue management operations;

	14. Human resources management.
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Gingko College of Hospitality Management

Course Code	BZYBX835
Course Title	Front Office Service and Management (Theory)
Compulsory/Elective	Compulsory
Credit Value	1
Semester	2
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel Management Theory, Introduction to the International Hotel Industry Co-requisite: Hotel Housekeeping Management, Hospitality Supervision, Hotel Property Management Systems
Learning Objectives	The Front Office Service and Management course will offer students professional Front Office knowledge. Course materials used are based on official standards set by the AH&LA (American Hotel & Lodging Association). This course is designed to provide students with social and practical skills and an understanding of the content and processes of Front Office departments. Students will master the fundamentals of operations within the Front Offices, as well as communication ethics and the duties of different roles within the Front Office.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: 1. Apply skills required for managing the complex human interactions and communications that take place in the hospitality industry; 2. Demonstrate the ability to provide effective service to clients.
Course Synopsis/ Indicative Syllabus	1. Introduction to the hospitality industry; 2. Organizational structure of hotels; 3. Reservation (theory and best practices); 4. Check-in (theory and best practices); 5. Duties of the Front Office; 6. Security in the hospitality industry (theory and best practices); 7. Accounting of the Front Office (theory and best practices); 8. Check-out (theory and best practices); 9. The role of the Housekeeping Department; 10. Audit of the Front Office (theory and best practices); 11. Schedule and assessments; 12. Revenue management (theory and best practices); 13. Human resources management.

Gingko College of Hospitality Management

Course Code	BZYBX477
Course Title	Guest Relation Management
Compulsory/Elective	Compulsory
Credit Value	1
Semester	4
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Front Office Service and Management (Operations), Hotel Communication Skills, Oral English for Hotels. Co-requisite: Hospitality Supervision, Butler Service, Hotel Public Relations.
Learning Objectives	This course introduces the basic principles and general methods of guest relation management, and furthers students' ability to analyze and solve practical problems. Students will be able to identify and solve general problems related to guest relation management, a key component of identifying and evaluating 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 guest relation management (GRE) in the hospitality industry and explain basic concepts and practices of GRE; 2. Differentiate between various GRE strategies when making recommendations for group projects; 3. Learn how to increase guest satisfaction and customer loyalty, and better understand processes of guest development; 4. Apply GRE principles and technologies to better serve guests, and better understand organizational structures of the Guest Relations Department; 5. Build an ethical GRE system and use related skills to respond to problems.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Overview of guest relation management; 2. Organizational structure of the Front Office and Guest Relations Department; 3. Guest satisfaction and loyalty; 4. Guest development; 5. Guest maintenance; 6. Guest flow and retention; 7. Guest Relations Officers; 8. VIP services of the Front Office; 9. Duty Management of the Front Office; 10. Guest services and communication;

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	11. Handling guest complaints and feedback; 12. VIP services and management of other departments.
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Course Code	BZYBX432
Course Title	Hotel Communication Skills
Compulsory/Elective	Compulsory
Credit Value	1
Semester	2
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Service Psychology, Service Etiquette Co-requisite: Front Office Service and Management, F&B Service and Management, Housekeeping Service and Management, Butler Service
Learning Objectives	The course intends to provide students with a thorough introduction to hotel communication, facilitating the mastery of fundamental communication skills within the hotel industry.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Broadly understand the fundamentals of hotel communication; 2. Acquire strong interpersonal communication and problem-solving skills.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Understanding communication; 2. Analyzing demand in communication; 3. Common ways to communicate; 4. Exploration and discovery of the senses and art of communication;

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Course Code	BZYBX131
Course Title	Hotel Management Theory
Compulsory/Elective	Compulsory
Credit Value	2
Semester	1
Pre-requisite/Co-requisite/Exclusion	Pre-requisite: Introduction to Hospitality Management Studies, Front Desk Service and Management in Hotels, Hotel Housekeeping Management, Restaurant Customized Service and Management, Human Resource Management in the Hotel Industry, 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 fundamental concepts and skills of operational 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, and financial management and performance analysis; and furthermore to apply such knowledge to a hotel's internal operations.
Intended Learning Outcomes	At the conclusion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand the fundamentals of hotel principles and practices in management; 2. Cultivate the ability to combine and select management principles in response to relevant characteristics of the hotel industry; 3. Analyze problems in the course of hotel management; 4. Work under hotel management objectives. 5. Survey and appreciate the processes involved in establishing and maintaining group-oriented management patterns.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to hotel management; 2. Theories and operation models of hotel management; 3. Investment and advice in hotel management; 4. Hotel organization planning management; 5. Management of guest services; 6. Hotel marketing management; 7. Hotel human resources management; 8. Hotel financial management and performance analysis.

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Course Code	AZYBX885
Course Title	Hotel Marketing and Sales
Compulsory/Elective	Compulsory
Credit Value	2
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Sales & Marketing, Introduction to the Tourism Industry, Introduction to Hospitality Management Studies.
Learning Objectives	This course concentrates on the general principles, techniques, and 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 students with a working knowledge of marketing processes applicable to hospitality and tourism businesses around the world. Course material facilitates understanding of the interrelationships between marketing decisions, marketing research, buyer behaviors, product strategies, channels of distribution, promotional activities and pricing decisions. The primary goal of the course is to enable students to evaluate, describe and design marketing activities and utilize 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. Understand 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. Develop multi-perspective analyses 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 practices related to 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 environments; 3. Hotel market information, research and forecasting; 4. Customer consumption behavior; 5. Hotel market segmentation and target market strategy; 6. Hotel product strategy;

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	<ol style="list-style-type: none"> 7. Hotel pricing strategy; 8. Hotel sales channel strategy; 9. Hotel promotion strategy; 10. Hotel market competition strategy.
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Gingko College of Hospitality Management

Course Code	BZYBX137
Course Title	Hotel Property Management Systems
Compulsory/Elective	Compulsory
Credit Value	2
Semester	4
Pre-requisite/ Co-requisite/Exclusion	<p>Pre-requisite: Front Office Service and Management (Operations), Hotel Housekeeping Management, English for Hotel Business</p> <p>Co-requisite: Introduction to the International Hotel Industry, Hotel Strategy Management</p>
Learning Objectives	<p>This course is designed to provide students with a basic understanding of the concepts and skills of information technology management as applicable to the hospitality industry. Students will learn the fundamentals of hotel information management, including demand analysis, system operations and data analysis from the perspective of hotel businesses, and information processes and flow.</p>
Intended Learning Outcomes	<p>At the conclusion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand development trends of domestic and international hotels, as well as systems of professional knowledge; 2. Understand best practices within a hotel's basic and promotional information systems, including the management of hotel information websites, front desk information services, walk-in resource information and interactions, social tourism information, and online bookings; 3. Master the basic methods and processes of operating the Hotel Property Management System (PMS); 4. Understand how PMS can help managers to achieve business strategy and administrative goals.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. The basics of Opera PMS; 2. Reservation processes; 3. Check-in processes; 4. Housekeeping management; 5. Check-out and payment; 6. End of day; 7. Accounts receivable.

Gingko College of Hospitality Management

Course Code	BZYBX710
Course Title	Housekeeping Service and Management (Operation)
Compulsory/Elective	Compulsory
Credit Value	1.5
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel Management Theory, Hotel Management Psychology, Service Sense and Career Attitudes, Housekeeping Service and Management (Theory) Co-requisite: Butler Operation
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, room service center issues, laundry services, organizational forms, and guest room and public area cleaning standards. Students will gain exposure to housekeeping operation principles and the latest trends, practices, and skills in housekeeping management.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: 1. Understand the fundamentals of housekeeping practice, principles and management structure; 2. Explain and apply housekeeping operating procedures and cleaning standards; 3. Supervise housekeeping staff in the effective and safe cleaning of guest rooms and public areas; 4. Manage housekeeping inventories with professional ethics.
Course Synopsis/ Indicative Syllabus	1. Fundamentals of housekeeping departments; 2. Fundamentals of housekeeping services; 3. Sanitary control in guest rooms; 4. Sanitary control in public areas; 5. Facility management in guest rooms; 6. Safety and security.

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Course Code	BZYBX709
Course Title	Hotel Housekeeping Service and Management (Theory)
Compulsory/Elective	Compulsory
Credit Value	1.5
Semester	3
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel Management Theory, Hotel Management Psychology, Service Sense and Career Attitudes Co-requisite: Butler Operation
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, practices, and 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 fundamental housekeeping practices, principles and management structures; 2. Explain and carry out housekeeping standard operating procedures and cleaning standards; 3. Supervise housekeeping staff in the effective and safe cleaning of guest rooms and public areas; 4. Understand how to assemble housekeeping supplies, operate relevant equipment, and utilize new trends in housekeeping products and practices; 5. Manage housekeeping inventory with professional ethics.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Fundamentals of housekeeping departments; 2. Fundamentals of housekeeping services; 3. Sanitary control in guest rooms; 4. Sanitary control in public areas; 5. Facility management in guest rooms; 6. Safety and security.

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Course Code	BZYBX133
Course Title	Human Resource Management in the 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, students will explore topics related to the functioning of human resources departments, including recruitment and selection, training, performance evaluation, compensation and overviews of global HR management.
Intended Learning Outcomes	At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> 1. Describe employment laws that impact the human resource functions covered in the course; 2. Explain the importance of job analysis and how the results of job analysis are used; 3. Define and carry out best practices in human resources planning, and internal and external recruitment and selection; 4. Explain the purpose of orientation programs, training and development opportunities; 5. Identify the functions of performance appraisals used in hospitality organizations; 6. Identify different types of compensation plans and benefit and incentive schemes in contemporary hospitality organizations.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Overview of hotel human resource management; 2. Human resources planning; 3. Employee recruitment; 4. Employee training; 5. Performance management; 6. Compensation management; 7. Employee career management; 8. Labor relations management.

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Course Code	BZYBX075
Course Title	The International Hotel Industry
Compulsory/Elective	Compulsory
Credit Value	2
Semester	1
Pre-requisite/ Co-requisite/Exclusion	Pre-requisite: Hotel Management Theory Co-requisite: Front Office Service and Management (Operations), Hotel Housekeeping Management, F&B Service and Management
Learning Objectives	This course provides an introduction to renowned international hotel groups, with an emphasis on fostering a global awareness of domestic, international, and intercultural issues, trends and systems that will shape and enhance students' abilities 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. Examine and resolve problems from a global perspective; 2. Better understand theories and concepts of globalization as applicable to multinational companies and international business; 3. Evaluate the competitive marketplace to identify trends and patterns impacting the multinational hospitality industry; 4. Use content analysis to evaluate global business environments; 5. Identify and understand the fundamentals of different competitive methods used by multinational hospitality companies.
Course Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Development of international hotel groups; 2. Development status of international hotel groups; 3. Development trends within 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.