



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

Prospectus

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

Gingko College of Hospitality Management

Faculty of Hotel Management
Associate Degree in Hotel Management

1. Academic Program

Associate Degree in Hotel Management

2. Certificate Information

Normal Duration: 3 Years

Full Title: Associate Degree in Hotel Management

Mode of Study: Full-time

3. Program Aims & Learning Outcomes

3.1 This hotel management major cultivates applied skills and talent in the field of hospitality, guiding students' future career development alongside evolving industry needs.

3.2 Aims of the program are a) to cultivate a new generation of hotel management elites with a deep understanding of the art and spirit of the industry; and b) to teach students to understand development prospects and trends within the wide-spanning industry of hospitality; to master critical operational systems and skills within the industry; and to gain professionalism, an international outlook, good bilingual communication

skills, and expertise in contemporary information applications.

3.3 Post-graduate opportunities for students include work in service and management in overseas high-end hotel groups, domestic chain hotel groups, B&Bs, apartments, and other places in the contemporary hospitality industry.

4. Curriculum Structure and Credit Requirements

Students must complete a minimum requirement of **129** credits to graduate.

Curriculum Structure	<i>Credit(s)</i>
I. General Education Courses	34
1) General Compulsory Courses	28
2) Classified Compulsory Courses	2
3) General Elective Courses	4
II. Core Courses	49
1) Specialized Compulsory Courses	45
2) Professional Elective Courses	4
III. Innovation and Entrepreneurship Platform	10
1) Compulsory Courses	4
2) Conduct Education	2
3) Electives for Humanity Enrichment	4

IV. Concentrated Practical Teaching Links	36
1) General	3
2) Professional	33
<u>Total</u>	129

5. Courses List

I. General Education Courses **34 Credits**

1) General Compulsory Courses **28 Credits**

Course Title	Credit(s)	Semester
Physical Education (1)	0.9	1
Physical Education (2)	1	2
Physical Education (3)	1	3
Physical Education (4)	0.1	4
College English (1)	3	1
College English (2)	3	2
College English (3)	3	3
Hotel English	3	4
Ideological, Moral and Legal Education	3	1
Introduction to Mao Zedong's Thought and Theory of Socialism with Chinese Characteristics	4	3
Current Situation and Policy (1)	0.3	1

Current Situation and Policy (2)	0.2	2
Current Situation and Policy (3)	0.2	3
Current Situation and Policy (4)	0.3	4
Mental Health Education for College Students (1)	0.5	1
Mental Health Education for College Students (2)	0.5	2
Mental Health Education for College Students (3)	0.5	3
Mental Health Education for College Students (4)	0.5	4
Basics of Computer Applications	3	2

2) Classified Compulsory Courses

2 Credits

Course Title	Credit(s)	Semester
Practical Writing	2	2

3) General Elective Courses

4 Credits

Course Title	Credit(s)	Semester
General Elective Course	4	1-4

II. CORE COURSES

49 Credits

1) Specialized Compulsory Courses

45 Credits

Course Title	Credit(s)	Semester
Special Lecture (1)	0.5	1

Special Lecture (2)	0.5	2
Special Lecture (3)	0.5	3
Special Lecture (4)	0.5	4
Hotel Management Theory	2	1
Service Psychology	2	1
The International Hotel Industry	2	1
Service Etiquette	2	2
Hotel Communication Skills	1	2
Service Sense and Career Attitudes	1	2
Front Office Service and Management (Theory)	1	2
Front Office Service and Management (Operations)	2	2
Foundations of Accounting	2	2
Tourism Policies and Regulations	2	2
Tourist Behavior Analysis	2	3
Bar Operation	2	2
Hotel Marketing and Sales	2	3
F & B Service and Management (Theory)	1	3
F & B Service and Management (Operation)	2	3
Housekeeping Service and Management (Theory)	1.5	3
Housekeeping Service and Management (Operation)	1.5	3
Human Resource Management in the Hotel Industry	2	4
Food and Beverage Cost Control	2	4
Hotel Property Management Systems	2	4
Oral English for Hotels	2	3
MICE Management	2	4

Guest Relation Management	1	4
Butler Operation	2	4
Hotel Internet Marketing Practices	1	4

2) Professional Elective Courses

4 Credits

Course Title	Credit(s)	Semester
Food Culture and Food Production	2	2
Coffee Tasting and Making	2	2
Σ (Minimum credits requirement)	2	
Foundational Hotel Data Analysis	1	4
Themed Hotels	1	4
Chinese and Foreign Customs and Culture Comparisons	2	4
Stress Management	2	4
Introduction to Luxury Brands	2	4
New Operational Types of Lodging Properties	1	4
Σ (Minimum credits requirement)	2	

III. Innovation and Entrepreneurship Platform

10 Credits

1) Compulsory Courses

4 Credits

Course Title	Credit(s)	Semester
Foundations of Entrepreneurship (1)	1	2
Foundations of Entrepreneurship (2)	1	3
Hotel Innovation and Entrepreneurship Training	1	4

Vocational Core Ability Training	1	3
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2) Conduct Education

2 Credits

Course Title	Credit(s)	Semester
Conduct Education (1)	0.5	1
Conduct Education (2)	0.5	2
Conduct Education (3)	0.5	3
Conduct Education (4)	0.5	4

3) Electives for Humanity Enrichment

4 Credits

Course Title	Credit(s)	Semester
Aesthetic Education	1-2	2
Students Competitions 1	1-4	3
Students Competitions 2	1	4
SYB Entrepreneurship Training	1	3
Self-Employment	1	1
Innovation and Entrepreneurship Training Program	1	2
Innovation and Entrepreneurship Related Certificates	1-2	3
Art Creation	1	4
Proficiency Tests of Chinese Mandarin (2 A)	1	1-4
Proficiency Tests of Chinese Mandarin (1 B)	2	1-4
Yinxing Hotel English Test Certification Process	1	1-4
Managing Front Office Operations	2	1-4
Supervision in the Hospitality Industry	2	1-4
Managing Services in Food & Beverage	2	1-4
Development & Management of International Hotels	2	1-4

Hotel Marketing	2	1-4
Motor Vehicle Driver's License (C Permits and More)	1	1-4
Σ (Minimum Credits Requirement)	4	

IV. Concentrated Practical Teaching Links

36 Credits

1) General

3 Credits

Course Title	Credit(s)	Semester
Entrance Education	0.5	1
Military Theory and Training	2	1
Graduation Education	0.5	6

2) Professional

33 Credits

Course Title	Credit(s)	Semester
Specialty Practice (1-Hotel Recognition)	1	2
Specialty Practice (2-Service Etiquette)	1	3
Specialty Practice (3-Operational Techniques)	1	4
Graduation Practice (Including Intemship Report)	30	5/6

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Study Plan of DHM

Year 1: Semester 1

Course Title	Credit(s)
General Compulsory Courses	
Physical Education (1)	0.9
College English (1)	3
Ideological, Moral and Legal Education	3
Current Situation and Policy (1)	0.3
Mental Health Education for College Students (1)	0.5
General Elective Courses	
General Elective Course (1)	1
Specialization Compulsory Courses	
Special Lecture (1)	0.5
Hotel Management Theory	2
Service Psychology	2
The International Hotel Industry	2
Conduct Education	
Conduct Education (1)	0.5
Electives for Humanity Enrichment	
Electives for Humanity Enrichment Course (1)	1
General	
Entrance Education	0.5

Military Theory and Training	2
Total	19.2

Year 1: Semester 2

Course Title	Credit(s)
General Compulsory Courses	
Physical Education (2)	1
College English (2)	3
Current Situation and Policy (2)	0.2
Mental Health Education for College Students (2)	0.5
Basics of Computer Applications	3
Classified Compulsory Courses	
Practical Writing	2
Specialized Compulsory Courses	
Special Lecture (2)	0.5
Service Etiquette	2
Hotel Communication Skills	1
Service Sense and Career Attitudes	1
Front Office Service and Management (Theory)	1
Front Office Service and Management (Operations)	2
Foundations of Accounting	2
Tourism Policies and Regulations	2
Bar Operation	2
General Elective Courses	

General Elective Course (2)	1
Professional Elective Courses	
Food Culture and Food Production	2
Coffee Tasting and Making	2
Σ (Minimum Credits Requirement)	2
Compulsory Courses	
Foundations of Entrepreneurship (1)	1
Conduct Education	
Conduct Education (2)	0.5
Electives for Humanity Enrichment	
Electives for Humanity Enrichment Course (2)	1
Professional	
Specialty Practice (1-Hotel Recognition)	1
Total	29.7

Year 2: Semester 3

Course Title	Credit(s)
General Compulsory Courses	
Physical Education (3)	1
College English (3)	3
Introduction to Mao Zedong's Thought and Theory of Socialism with Chinese Characteristics	4
Current Situation and Policy (3)	0.2
Mental Health Education for College Students (3)	0.5
General Elective Courses	

General Elective Course (3)	1
Specialized Compulsory Courses	
Special Lecture (3)	0.5
Tourist Behavior Analyze	2
Hotel Marketing and Sales	2
F & B Service and Management (Theory)	1
F & B Service and Management (Operation)	2
Housekeeping Service and Management (Theory)	1.5
Housekeeping Service and Management (Operation)	1.5
Oral English for Hotels	2
Compulsory Courses	
Foundations of Entrepreneurship (2)	1
Vocational Core Ability Training	1
Conduct Education	
Conduct Education (3)	0.5
Electives for Humanity Enrichment	
Electives for Humanity Enrichment Course (3)	1
Professional	
Specialty Practice (2-Service Etiquette)	1
Total	26.7

Year 2: Semester 4

Course Title	Credit(s)
General Compulsory Courses	
Physical Education (4)	0.1

Hotel English	3
Current Situation and Policy (4)	0.3
Mental Health Education for College Students (4)	0.5
General Elective Courses	
General Elective Course (4)	1
Specialized Compulsory Courses	
Special Lecture (4)	0.5
Human Resource Management in the Hotel Industry	2
Food and Beverage Cost Control	2
Hotel Property Management Systems	2
MICE Management	2
Guest Relation Management	1
Butler Operation	2
Hotel Internet Marketing Practices	1
Professional Elective Courses	
Foundations of Hotel Data Analysis	1
Themed Hotels	1
Chinese and Foreign Customs and Culture Comparisons	2
Stress Management	2
Introduction to Luxury Brands	2
New Operational Types of Lodging Properties	1
Σ (Minimum Credits Requirement)	2
Compulsory Courses	
Hotel Innovation and Entrepreneurship Training	1
Conduct Education	

Conduct Education (4)	0.5
Electives for Humanity Enrichment	
Electives for Humanity Enrichment Course (4)	1
Professional	
Specialty Practice (Operational Techniques)	1
Total	22.9

Year 3: Semester 5

Course Title	Credit(s)
Professional	
Graduation Practice (Including Internship Report)	30
Total	30

Year 3: Semester 6

Course Title	Credit(s)
General	
Graduation Education	0.5
Total	0.5