BBA in HOSPITALITY & REAL ESTATE (HRE)
History & Philosophy of SHTM

The School of Hotel and Tourism Management (SHTM) of CUHK Business School was established in 1998 in view of the growing significance of the hospitality industry to the world. SHTM is positioned as an industry-driven business school, providing world-class business education in the context of hospitality industries.

In 2017, the School’s undergraduate program was retitled from the BBA (Bachelor of Business Administration) in Hotel and Tourism Management to Hospitality and Real Estate. The change captures the educational opportunities emerging from the increasingly connected hospitality and real estate sectors and represents a significant shift in the School’s strategic positioning. The School’s mission is to become a top hospitality and real estate school in Asia by delivering strategic business education with an industry focus.

SHTM has an education philosophy of integrating theory with practice. The education students receive at SHTM emphasizes experiential learning. Through internships, students receive hands-on experience in a variety of roles in the industry prior to graduation. Through courses instructed by industry executives and special executive speaking engagements, students will learn from and have the opportunity to network with key industry leaders in Hong Kong.
# Program Overview

## Year 1
- Basic Economics
- Foundations in Financial Accounting
- Management of Hospitality and Real Estate Business
- Basic Quantitative Methods

## Year 2
- Financial Management
- Food & Beverage Management
- Management of Lodging Facilities
- Hospitality Real Estate
- Business Information Systems
- Service and Hospitality Quality Management
- Marketing Management

Declaration of stream by the end of Term 2
Internship during summer of year 2 and year 3
Year 3
Revenue Management
Managing Human Capital
Hospitality Organization Behaviour
Service Business and Hospitality Law

Hospitality Facilities Planning and Management
Hospitality Strategic Management
Fieldwork and Internship

Real Estate
Hospitality Real Estate Finance
Property Investment and Feasibility Study
Real Estate Law
Real Estate Valuation

Year 4
Distinguished Speakers Series (DSS)

Each semester, leaders and veteran executives from the hospitality and real estate industries are invited to discuss the opportunities and challenges facing their respective field, share views on successful management styles, and offer career guidance to aspiring students. These series provide a unique opportunity for all SHTM students to interact and network with the speakers.

Executive-in-Residence (EiR) program

Executive-in-Residence Program comprises a series of one-unit modules taught in four weeks by senior executives from the industry. Topics offered previously include airline management, cruise line management, event planning, gaming, leadership excellence, and theme park management, to name just a few.

International Experience

International experience is an integral part of the HRE curriculum. Students earn one credit by participating in activities where they gain international experience. These include but are not limited to the following overseas learning opportunities organized or endorsed by SHTM and/or other units of CUHK:

Study tour / Exchange program / Summer course / Overseas internship / Volunteer or service learning project

Internship

SHTM students are required to gain hands-on experience through completing two summer internships. These experiential learning opportunities are generally 3-month but also include 6-month or longer period. Our students find their internships to be extremely valuable. They provide the students with a better understanding and appreciation of operations in the industries, and offer future graduates with real and significant practical experience.
Admission Requirements

JUPAS

JUPAS code: **JS4226**

HKDSE

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<th>Subject</th>
<th>Minimum Entrance Requirement</th>
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<td>English</td>
<td>4</td>
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<tr>
<td>Mathematics</td>
<td>2</td>
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<td>Liberal Studies</td>
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<td>2 Electives/M1/M2</td>
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**Remarks**

*Admissions will be based on Best 5 Score.*

**Group interview will be arranged.**

Non-JUPAS

Students with qualifications other than HKDSE are welcome to apply for our program. For details on admission requirement, please refer to the Office of Admissions and Financial Aid. [admission.cuhk.edu.hk](http://admission.cuhk.edu.hk)
Student Life

**SOHO**
Society of Hotel and Tourism Management serves our students by planning and coordinating various events and activities to strengthen students’ bonding.

**ESD**
Eta Sigma Delta is an international honor society that recognizes the scholastic and professional achievement among hospitality and tourism students.
Ankrish Gidwani, Class of 2017
(Recipient of Dr. Lui Che Woo Awards for Cornell Exchange Program, Fall 2016.)

“I loved the field trips at Cornell. For our Events class we went to Connecticut and took a tour of a wedding venue and met with wedding planners. We saw their space and kitchen and spoke to the founders to learn all about event planning.”

Nocky Chou, Class of 2018

“I participated in the joint course with Sophia University in summer 2017. It was fun working in team with Japanese students, who study different majors and come from different backgrounds. We could come up with lots of new ideas that were really useful to our project and it has broadened my horizon.”
“Ever since graduating from the School, I took chances to see hotels in different places, going through operation shifts, handling sales tasks to managing hotel openings. The transition from hotel management to real estate development enriched my perspective and understanding of the industry.”