BBA in Hospitality and Real Estate
CUHK Business School

CUHK Business School has blazed a trail for business education in Hong Kong and Asia since 1963, cultivating high-achieving graduates who shape the global business landscape. Leadership and innovation go to the core of our legacy as the first business school to offer a comprehensive business programme integrating hospitality and real estate in Asia. Our world-class faculty and cutting-edge research nurture leaders, entrepreneurs and social stewards, with our proud network of more than 36,000 alumni driving impact in the Greater Bay Area and beyond.

The Hospitality and Real Estate (HRE) programme is positioned as a business programme with an industry focus and it is, to the best of our knowledge, the only programme in Asia that offers an integrated curriculum that will put you in high demand in both the hospitality and real estate industries. You will develop a keen eye for asset investment and service standards, and gain the holistic ability to steer high-level projects that bring value to your clients.

Here are the key reasons why our programme might just be the one that starts your career.

While the Real Estate stream focuses on planning, developing, and investing in the assets (e.g. buildings and properties), the Hospitality stream focuses on the service element — how to improve service quality, ensure customer satisfaction, and enhance organisational performance. Gain both managerial and investment perspectives through a curriculum that effectively balances theory and practice.

A pioneer in leading a business degree programme integrating Hospitality and Real Estate in Asia

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Widen career path with competitive edge

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Nurture leaders to reach the highest and professional standard in two fields

Offering a rich curriculum marrying theory with experiential learning opportunities, HRE puts students right in the heart of the fast-paced hospitality, tourism and real estate industries. Through connections with key professionals and real service environments, and participation in high-level lectures and presentations led by experienced practitioners, you will learn the latest trends while building up your own dynamic professional network.

OVERVIEW

VISION & MISSION

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The most dynamic and fast growing businesses in Asia

Hospitality and real estate exist everywhere across the spectrum of people’s daily life, from living, dining, shopping to travelling. Many real estate conglomerates have their businesses extended to all these areas. In the past, real estate emphasized the importance of location, but today it has shifted its focus to experience. Meanwhile, hospitality has been regarded specifically for hotel industry for many decades. Yet nowadays, this is not a concept that merely exists in hotels but also across other real estate businesses. Therefore, the transformation of the two industries has created a merge and a new business discipline is born, integrating hospitality and real estate. While real estate is a concept of providing the fundamental hardware, hospitality on the other hand provides the software. An integration of the two concepts is a leading trend in the world towards creating innovative urban living.

The HRE programme is a pioneering programme in Asia that integrates the two concepts into one. Providing expertise in both hospitality and real estate and allowing a crossover of the two fields to cope with the growing needs of such multifaceted leaders in the market.

Curriculum

1 major
HRE

2 streams
Hospitality | Real Estate

3 modules
Analytical | Innovative | Experiential

HOSPITALITY STREAM

Uniqueness
• caring nature
• people oriented
• sense of service standard

Relevant courses
• Hospitality Organization Behaviour
• Service and Hospitality Quality Management
• Revenue Management
• Managing Customer Experience and Relationship in Service Industry

Professional recognition
CAHTA

REAL ESTATE STREAM

Uniqueness
• analytical thinking
• sensitive to numbers
• understanding of financial models

Relevant courses
• Real Estate Finance
• Introduction to Real Estate Investments
• Real Estate Valuation
• Global Asset Allocation on Real Estate Securities

Professional recognition
RICS

Royal Institution of Chartered Surveyors (RICS) is a global professional body that accredits qualified professional individuals or firms for the highest international standards in valuation, management and development of land, real estate, construction and infrastructure.
Imagine your future

Career development is an integral part of the HRE programme. We help you plan and achieve the next exciting steps in your career.

Develop the leaders of tomorrow

The BBA in Hospitality and Real Estate is the only programme in the region that integrates hospitality and real estate with a business focus. It leverages Hong Kong as a leader in the hospitality and real estate industries in Asia to deliver a world-class programme.

The hospitality and real estate industries are the important pillars of Asian economy. There is always a close tie between the two industries. Hotels and other hospitality-related properties (e.g., serviced apartments, resorts, theme parks, shopping centers, private hospitals, airports and other entertainment venues) constitute a major part of commercial properties, whereas many hotel companies devote significant resources to property development. Put differently, real estate development and management represents the “hardware”, whereas hospitality service ensures the quality of “software” in the value-creating process of service industries.

BROADEN YOUR CAREER OPPORTUNITIES

2018 Graduate placement figures

<table>
<thead>
<tr>
<th>Percentage</th>
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Career ROADMAP

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EMPLOYMENTS & CAREER PROSPECTS

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UNIQUENESS

Pick your dedicated stream and satisfy your individual preference

Our curriculum framework ensures students to be equipped with basic business knowledge before advancing into specific streams in Hospitality or Real Estate. This guarantees whole-person development so that students will be able to develop their future career in both fields or select a path specializing in either one.

CURRICULUM

Explore your learning path

Extended learning path from foundation to managerial and investment perspectives

Our curriculum maximises learning by placing students at the intersection of theory and practice. Classroom learning is complemented by myriad opportunities to learn about industry trends, apply business theories to real-life situations and connect with the key opinion leaders (KOLs) in the industry.
In your first two years of study, you will take a series of business foundation courses and hospitality and real estate introductory courses. Prior to the completion of your second year, you will declare your intention in either Hospitality or Real Estate stream. Over the following two years, you will complete the required stream courses and choose from an array of elective courses across the three modules.

**Executive-in-Residence (EiR) courses**
Our Executive-in-Residence courses comprise a series of one-unit modules taught over four weeks by industry senior executives. Previous course topics include airline management, cruise line management, event planning, leadership excellence, brand management and commercial real estate investment analysis.

**Distinguished Speakers Series (DSS)**
Each semester, leaders and veteran executives from the hospitality and real estate industries visit HRE students to discuss the opportunities and challenges facing their respective fields. These speakers also share helpful insights such as their views on successful management styles and career guidance to aspiring students.

**Faculty-Package**
- Foundations in Financial Accounting
- Basic Economics for the Hospitality and Tourism Industry
- Management of Hospitality and Real Estate Businesses

**Required Core Courses**
- Basic Quantitative Methods for the Hospitality and Tourism Industry
- Business Information Systems
- Financial Management
- Marketing Management
- Food and Beverage Management
- Management of Lodging Facilities
- Hospitality Real Estate
- Law for Hospitality and Real Estate Industry
- Hospitality Strategic Management
- Fieldwork and Internship: Theory construction for the Hospitality and Real Estate Industry

**Analytical Module**
- Financial Management and Cost Control for Hospitality Organizations
- Quantitative Methods for Real Estate
- Fundamental Research Methodology for Hospitality and Real Estate
- Consumer Insight and Market Analytics for Hospitality Industry
- Land Conversion Process and Development Control
- Consultation Practicum in Hospitality and Real Estate
- Advanced Real Estate Investments

**Innovative Module**
- Travel and Tourism Management
- Strategic Brand Management for the Hospitality Business
- Entrepreneurship in the Hospitality and Real Estate Industry
- Innovative Issues in Hospitality and Real Estate Industry
- Hospitality and Real Estate Design Thinking
- Business Sustainability

**Experiential Module**
- Human Resources Planning and Staffing for Hospitality Business
- Talent Development
- Wine Culture and Appreciation
- Shopping Mall Investment and Management
- Convention and Meeting Planning Management
- Human Resources Strategy in Hospitality
- Strategic Negotiation for Hospitality and Real Estate Industry

Select one course from each module
Internship
Open the doors to success

Currently, students are required to complete, at a minimum, two 3-month internships prior to graduation. These internships are generally taken by students during summer holidays after their 2nd and 3rd year of study. The internships are credit-bearing and students will receive a letter grade based on the participation in internship briefing and debriefing sessions, the interview performance, the employer evaluation, and the written report. Successful completion of two internships also serves as a pre-requisite for a final year class HTMG4900 - Fieldwork & Internship.

100% students have taken an internship before graduation

As an undergraduate, you might be confused about what kind of activities would benefit your future career. To this question, the school provides diverse choices of internship placement that suits your interests. Completing a three-month internship at The Cheesecake Factory not only allowed me to plan for my future path but also enriched my practical skills and experience. There are plenty of opportunities out there, don’t be afraid of stepping out of your comfort zone and try new things. It is challenging, yet, you might find something unexpected!

LEADERS for the FUTURE

Not only has the “Leader-In-Training” program at Hyatt Regency Sha Tin broadened my scope as to what it means to be an assistant manager, but it has also given me the opportunity to strengthen my project management skills by allowing me to manage a project about enhancing the hotel’s loyalty program independently. Besides, through training from various managers, I have gained a comprehensive understanding of the functional purposes each department holds with regards to achieving their objectives. It is through this experience in a real-life hotel business setting that I have been able to develop my strategic management aptness.

CONFIDENCE level UP

This summer, I joined the Head Start Program of Hyatt Regency Hong Kong, Sha Tin as a Guest Services Officer. I had to handle guest enquiries everyday and this required speedy memorization of massive information in order to answer their questions. Through daily practice, I was able to acquire more soft skills in problem solving and complaints handling. Eventually the internship has allowed me to build my confidence and improve my communication skill.

EXPECT the UNEXPECTED

CONTACT THE EXPERTS

The school provides diverse choices of internship placement that suits your interests. Completing a three-month internship at The Cheesecake Factory not only allowed me to plan for my future path but also enriched my practical skills and experience. There are plenty of opportunities out there, don’t be afraid of stepping out of your comfort zone and try new things. It is challenging, yet, you might find something unexpected!
The importance of international experience amongst modern university graduates is widely recognised, but is especially pronounced for aspiring real estate and hospitality industry professionals. Take advantage of the myriad exchange opportunities offered through the CUHK Business School, the Colleges and the University, or choose from several HRE-exclusive bilateral and multi-partner exchange programmes established between HRE and top-ranking hospitality schools located in the United States and the broader Asia Pacific Region.

**Bilateral exchanges**
- Cornell School of Hotel Administration
- Virginia Polytechnic Institute and State University (Virginia Tech)
- National University of Singapore
- Ritsumeikan Asia Pacific University

**Tri-partner exchange - Asia Pacific Hospitality Management Programme (APHMP)**
- Mahidol University International College, Thailand
- The University of Queensland, Australia

In addition to exchange opportunities, HRE students are also offered numerous opportunities to participate in study tours, overseas internships and international case competitions.

**Study tours**
Previous study tours have taken place in conjunction with Hainan University in Hainan, China; National Cheng Kung University in Tainan, Taiwan; and Sophia University in Tokyo, Japan. HRE students have also participated in a Sydney Study Tour on sustainability in 2017.

**Overseas internships**
We encourage students to hone their skills and learn from global peers in internationally recognised case competitions. HRE students have participated in the Cornell International Real Estate Case Competition for many consecutive years, taking home the championship in 2016.
My career began at the Four Seasons Hotel Hong Kong as a food and beverage Management Trainee (MT) in 2012. As a MT it’s best to think of yourself as a sponge - learn and absorb new skills and knowledge everyday and I’m sure you will have an unforgettable and priceless experience like mine. My career turning point however, came in 2016, when I finally decided to leave the hotel industry and pursue my own beverage catering company, The Glass Formula, which is a creative cocktail & mocktail catering company.

Two Moons Distillery is my latest business adventure. It aims to create handcrafting quality spirits through dedicated hard work and passion, with an intention to build a strong community that loves and celebrates gin as much as we do.

So why the F&B industry you may ask? When I first joined the hotel school, I had no idea what my passion was. Fortunately, I enrolled into the Global Hospitality Management Programme co-organised by our hotel school, Pennsylvania State University and Hogeschool Maastricht Holland, where I got the chance to go on a one-year exchange programme to those respective Universities.

The overseas experience was an eye-opening trip for me and I had the opportunity to meet inspiring individuals such as restauranteurs, chefs, bartenders and various professionals passionate about food and beverage. That was the moment when I truly realized my passion for this industry and I’m forever grateful for this opportunity to expand my network and stimulate personal growth.

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The one piece of advice I’d like to pass on to the reader is to stay curious, grasp any opportunities and just go for it.
SUCCESSFUL CASES

Broad career options

HRE graduates thrive across all facets of the real estate and hospitality industries. They can be found working in hotel groups, recreation, real estate development, banking, consulting, Meetings, Incentives, Conventions and Exhibitions (MICE), and more.

CASES

Ken Lau
Analyst - Office Service
CBRE
Graduate of 2017

Abbie Yeung
Management Trainee
Hong Kong Airlines
Graduate of 2018

Sarah Mak
Analyst (Feasibility Studies)
Marriott International
Graduate of 2018

Industry Partners

HONG KONG AND GREATER CHINA
- Airport Authority Hong Kong
- AssaAbloy Management Limited
- Bonds Group
- BTG Home Alexander Group Co. Ltd.
- Cathay Pacific Airways
- Coffee Concepts
- Cathay Holidays Limited
- Great Eagle Development and Project Management Limited
- Hang Lung Properties Limited
- Harbour Plaza Hotels and Resorts
- Hong Kong Airlines Limited
- Hong Kong Convention and Exhibition Centre
- Hong Kong Exhibition Services Limited
- Hong Kong Jockey Club
- Hong Kong Tourism Board
- Hongkong Land Limited
- Maxims Catering Limited
- Ngong Ping 360 Limited
- Ocean Park Corporation
- Pico International (HK) Limited
- PRC Manger (Hong Kong) Limited
- RFE Surveyors Limited
- Regal Hotels
- Shun Tak Holdings Limited
- Sino Hotels Limited
- Sir C. W. W. Leung
- Swire Properties
- Team Building Asia (Hong Kong) Limited
- The Quintessentially Lifestyle Hong Kong Tourism Commission, HK SAR
- Urban Media Limited -
- Mace Government Tourist Office Representative in Hong Kong

ASIA-PACIFIC
- Anpha Holdings
- Bina Puri Holdings Bhd
- Connexus Travel Limited
- Lawson Place
- New World Hotels and Resorts
- Wharf Hotels

WORLDWIDE
- AccorHotels Group
- American Express Global Business Travel
- CBRE
- Club Med
- Colliers International
- Conrad Hotels and Resorts
- Cushman & Wakefield
- Four Seasons Hotels and Resorts
- Gaw Capital Advisors Limited
- Hakuba Hotels Limited
- Hilton Hotels and Resorts
- Horwath HTL
- Hyatt Hotels Corporation
- InterContinental Hotels Group
- Jones Lang LaSalle
- Knight Frank
- Langham Hospitality Group
- Mandarin Oriental Hotel Group
- Marriott International
- Ovolo Group Limited
- Rosewood Hotel Group
- Savills
- Shangri-La Hotels and Resorts
- SSP The Food Travel Experts
- Standford Hotels International Limited
- Swire Hotels
- The Hongkong and Shanghai Hotels, Limited
- Tourism Australia
- Walt Disney World

ADMISSIONS

REQUIREMENTS

Local students applying on the strength of their Hong Kong Diploma of Secondary Education (HKDSE) Examination should apply through JUPAS.

JUPAS code: JS4226

For details regarding admission requirements for non-JUPAS and international students, including students from Mainland China, please contact CUHK office of Admission and Financial Aid or visit www.oafa.cuhk.edu.hk

JUPAS Students

Non-JUPAS & International Students

Minimum Entrance Requirement

Level 3 or above in English Language
Level 3 or above in Chinese Language
Level 2 or above in Liberal Studies and Mathematics
Level 3 or above in any two elective subjects or Mathematics (M1/M2)
1.0 weight on M1/M2, all other elective subjects
Admission will be based on your Best 5 score
BBA in Hospitality and Real Estate

Address: Room 701, Cheng Yu Tung Building
        12 Chak Cheung Street
        Shatin, N.T., Hong Kong
Telephone: +852 3943 8591
Email: htm@cuhk.edu.hk

Scan it and find out more!