

COURSE DETAIL

MANAGEMENT OF HOSPITALITY AND REAL ESTATE BUSINESSES

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Chinese University of Hong Kong

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

20

UCEAP Course Suffix**UCEAP Official Title**

MANAGEMENT OF HOSPITALITY AND REAL ESTATE BUSINESSES

UCEAP Transcript Title

HOSPITALITY MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This introductory course takes a macro-level view of the hospitality, tourism, and real estate industries. The primary objectives of this course are three-folded. First, this course discusses the historical developments, business models, and management structures of lodging, restaurant, managed service, casino/gaming, meetings / conventions / expositions, recreation, club, theme park, cruise, airline, and other hospitality and tourism organizations. Second, experiential learning opportunities are provided to understand the operations of hospitality organizations and the importance of service quality. The course also introduces the business world of real estate, including terminology, transaction process, issues, players and activities in the real estate industry. Third, the course provides descriptions of the key management functions and the characteristics and practices of leaders and managers.

Language(s) of Instruction

English

Host Institution Course Number

HTMG1010

Host Institution Course Title

MANAGEMENT OF HOSPITALITY AND REAL ESTATE BUSINESSES

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Hotel & Tourism Management

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