

LOOK  
FORWARD  
看·建未來



CUHK  
BUSINESS SCHOOL

2020-2021

# BBA in Hospitality and Real Estate



## ABOUT US

### CUHK

Founded in 1963, The Chinese University of Hong Kong (CUHK) is a forward-looking comprehensive research university with a global vision and a mission to combine tradition with modernity, and to bring together China and the West.

### 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.

## OVERVIEW

### VISION & MISSION

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

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.

### Widen career path with competitive edge

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.

### 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.

## QUICK FACTS

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

CUHK Rank **7<sup>th</sup>**  
in Asia  
Times Higher Education  
Rankings 2019

CUHK Rank **5<sup>th</sup>**  
in the World  
Times Higher Education  
Most International Universities

**1<sup>st</sup>**  
H+RE  
Programme  
in Asia  
integrating Hospitality  
and Real Estate

**2**  
streams  
to develop unique skills in  
each field yet inter-connected  
across the two industries

**3**  
modules  
to provide a holistic  
learning approach  
within the curriculum

Internship  
**100%**  
students have  
taken an internship  
before graduation

International  
exposure  
**1/3**  
of our students have  
participated in  
an exchange programme





# HRE

## H+RE

### 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



## REAL ESTATE STREAM

### Uniqueness

- analytical thinking
- sensitive to numbers
- understanding of financial models

### Relevant courses

- Hospitality Organization Behaviour
- Service and Hospitality Quality Management
- Revenue Management
- Managing Customer Experience and Relationship in Service Industry

### Professional recognition

## CAHTA

The **Certification in Advanced Hotel and Tourism Analytics (CAHTA)** is a certification focused on data research for hospitality industry professionals. The training provides a comprehensive, step-by-step tutorial on how to design and implement a professional-level research project – specifically a Market Study for a major destination city.

### Relevant courses

- Real Estate Finance
- Introduction to Real Estate Investments
- Real Estate Valuation
- Global Asset Allocation on Real Estate Securities

### Professional recognition



**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.

# EMPLOYMENTS & CAREER PROSPECTS

## 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

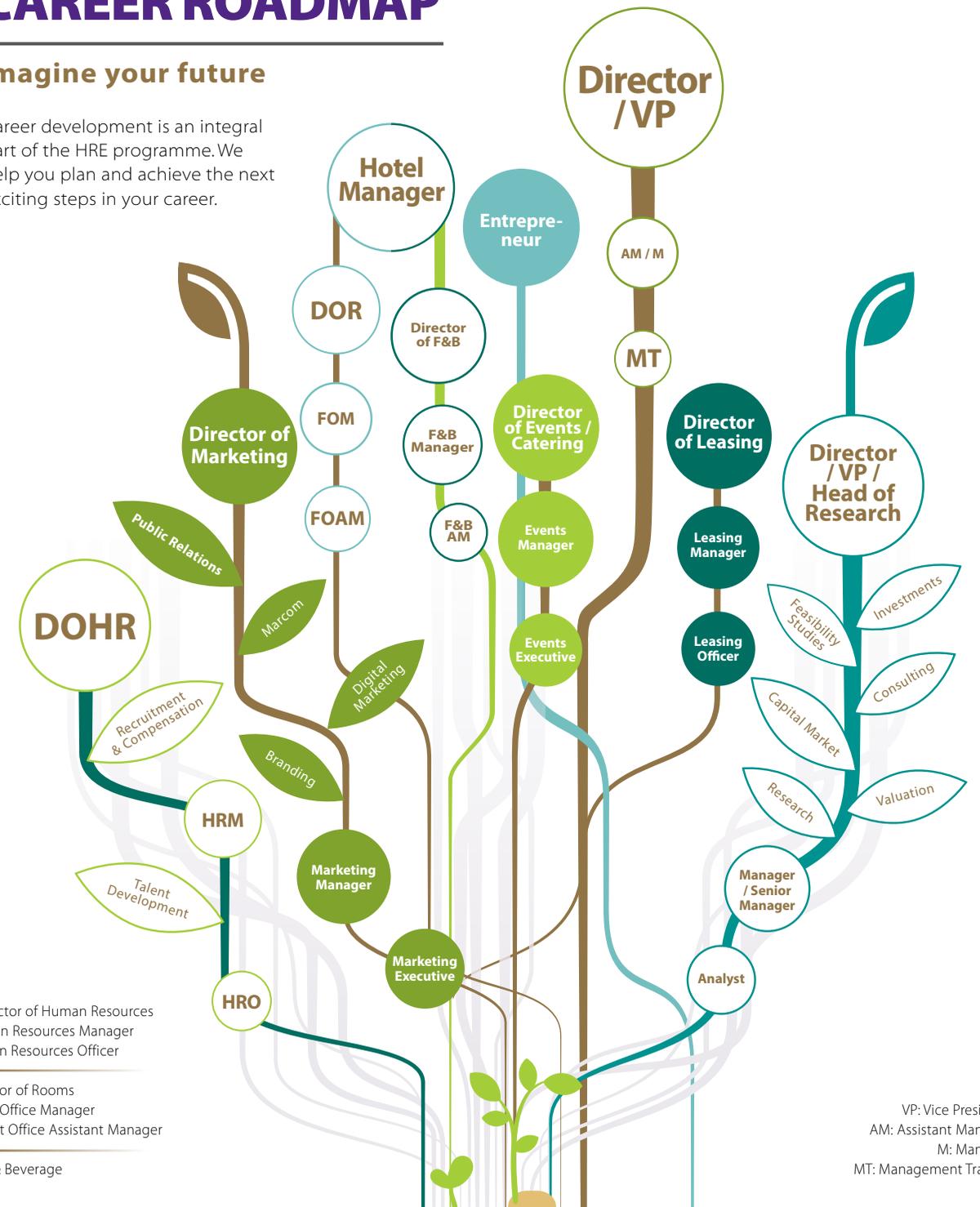


- 23.44% ● **Hotel**
- 17.19% ● **Travel & Tourism**  
(aviation, theme-park & travel agent)
- 15.63% ● **Real Estate**
- 12.50% ● Commercial & retail
- 7.81% ● Further studies
- 6.25% ● Foodservice/Club/Event
- 6.25% ● Banking & Finance
- 4.69% ● IT
- 3.12% ● Government
- 3.12% ● Education

# CAREER ROADMAP

## 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.



DOHR: Director of Human Resources  
HRM: Human Resources Manager  
HRO: Human Resources Officer

DOR: Director of Rooms  
FOM: Front Office Manager  
FOAM: Front Office Assistant Manager

F&B: Food & Beverage

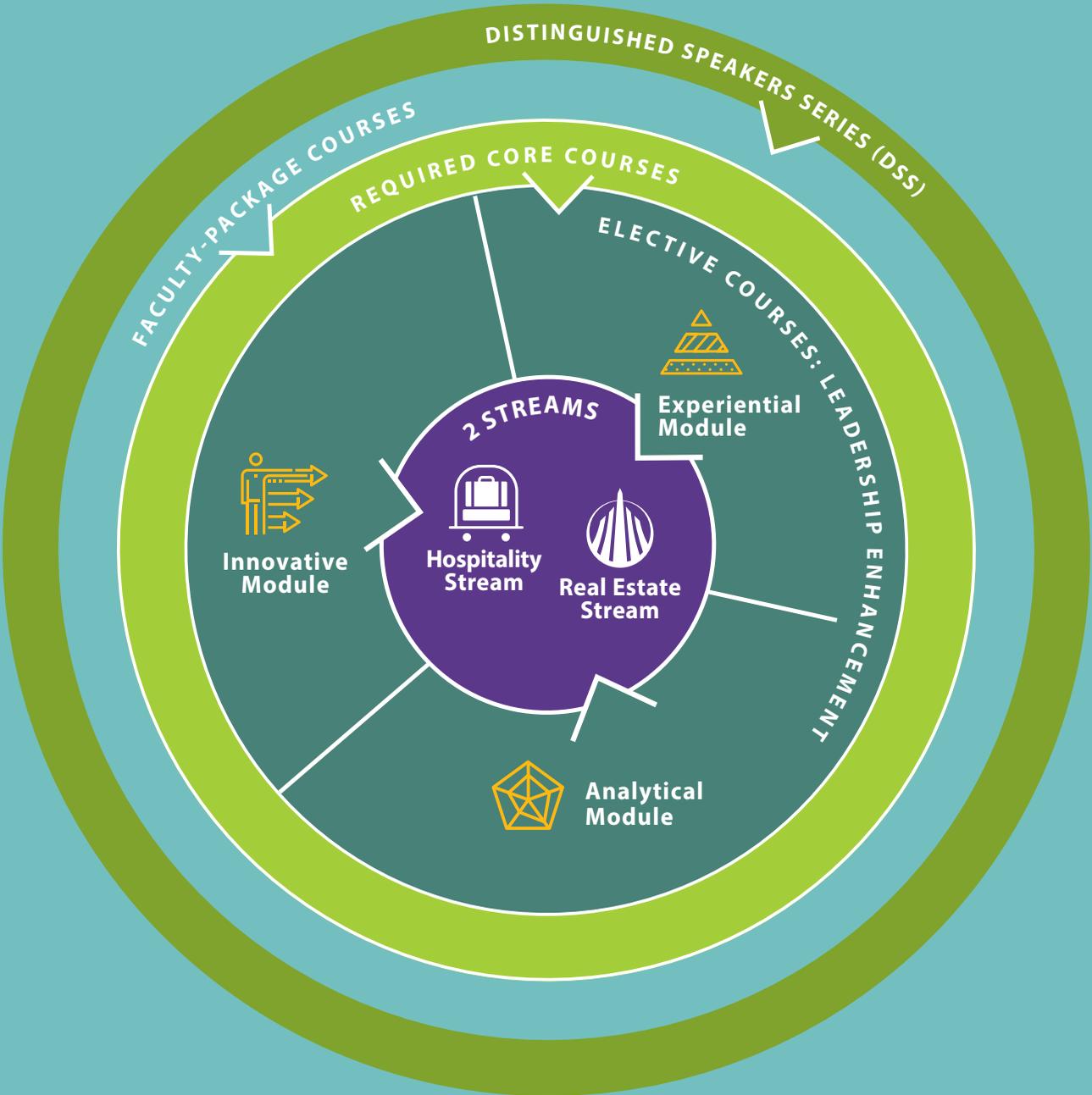
VP: Vice President  
AM: Assistant Manager  
M: Manager  
MT: Management Trainee



# 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.

# LEARNING ROADMAP & YOUR DEVELOPMENT

## 2 Streams + 3 Modules

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  
Revitalization of Heritage Buildings  
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

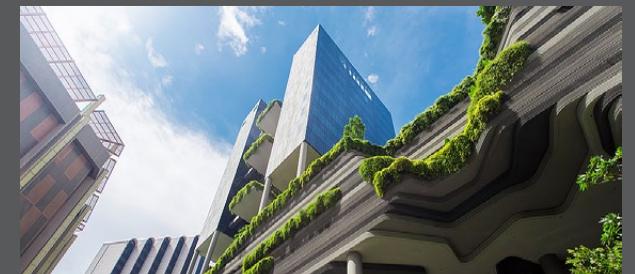
Select one course from each module



### Hospitality Stream



### Real Estate Stream



Real Estate Finance  
Introduction to Real Estate Investments  
Real Estate Valuation  
Global Asset Allocation on Real Estate Securities  
Facilities Development and Management for Hospitality and Real Estate





**1** **Natalie Yeung**  
1<sup>st</sup> Intern  
Maxims Caterers Limited  
Food & Beverage Service

**2** **Nicholas Mok**  
1<sup>st</sup> Intern  
The Landmark Mandarin Oriental  
Food & Beverage - Amber  
2<sup>nd</sup> Intern  
Hyatt Regency Hong Kong, Sha Tin  
Rooms Administration

**3** **Mike Chan**  
1<sup>st</sup> Intern  
Hyatt Regency Hong Kong, Sha Tin  
Head Start Program  
Guest Service

**4** **Liz Leung**  
1<sup>st</sup> Intern  
Walt Disney World, Orlando  
Merchandise  
2<sup>nd</sup> Intern  
AsiaWorld-Expo Management Limited  
Event Management

**5** **Cherrei Ho**  
1<sup>st</sup> Intern  
The Ritz-Carlton, Hong Kong  
Service Experience  
2<sup>nd</sup> Intern  
New World Development  
Central Leasing - K11

**6** **Naomi Chan**  
1<sup>st</sup> Intern  
Walt Disney World, Orlando  
Quick-Service Food & Beverage  
2<sup>nd</sup> Intern  
Swire Hotels  
Marketing



**1** **EXPECT the UNEXPECTED**

“ 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! ”

**2** **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** adeptness. ”

**3** **CONFIDENCE level UP**

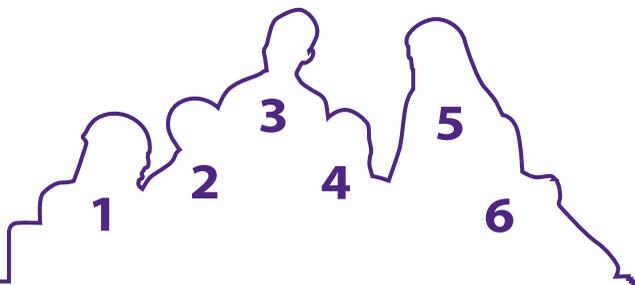
“ This summer, I joined the Head Start Program of Hyatt Regency Hong Kong, Sha Tin as a Guest Services Officer. I had to handle guest enquiries everyday and this required speedy memorization of massive information in order to answer their questions. Through daily practice, I was able to acquire more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

# 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.



Internship  
**100%**

students have taken an internship before graduation

# WIDEN YOUR HORIZONS

Discover your own journey

6



## Become a GLOBAL CITIZEN

“ The Disney Cultural Exchange Program was a precious opportunity to meet international friends and gain **global exposure**. We worked and lived together, and even burst into tears when we had to leave each other by the end of the internship. Disney is also one of the best place to learn about hospitality through delivering surprise to their guests, and creating such a magical world to everyone. ”

4



## STEP-BY-STEP approach

“ The **two-level progressive development** of the internship structure helps students to have a better knowledge of the hospitality industry as a whole and to expose themselves to different environments to find out their ideal career path. The two internships I completed also helped me develop skills and knowledge to analyze critical problems in the industry from the perspectives of both front and back offices and have a better concept on how the offices connect, which helps a lot in business management level. ”

5



## COMPETITIVE ADVANTAGE in multidisciplinary background

“ Gaining work experience is key for boosting your employability, especially as a hospitality student. Working as an intern in the Ritz-Carlton Hong Kong and New World Development, I participated in the hotel's daily operation at first and then further exposed to leasing, ground-up development of different properties in my second internship. With this **competitive advantage** of gaining experience from both hospitality and real estate fields, not only did I gain a new sense of professionalism with **multidisciplinary background**, it also expands the possibility in my future career path by breaking out of the stereotypical hospitality mold. ”

# INTERNATIONAL EXPERIENCE

International  
exposure

1/3

of our students have  
participated in an  
exchange programme

Expand your global network

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

Every summer, Walt Disney World in Orlando, Florida opens its doors to our students for a three-month internship. This prestigious programme allows you to experience a cross-cultural working environment, develop independence and gain a global perspective in one of the most iconic tourism destinations in the world.

## International case competitions

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.

## ALUMNI SHARINGS

### Aspirations fulfilled - Story from a successful young entrepreneur

“ 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.

**Ivan Chang**

*Founder  
The Glass Formula  
Graduate of 2012*

### MY STORY:

“ From studying a unique programme to realizing **my business dream when I was 27** ”



*“We believe a great story always starts with a drink.”  
– The Glass Formula*

The overseas experience was an eye-opening trip for me and I had the opportunity to meet inspiring individuals such as restaurateurs, 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.

“ 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.



**Abbie Yeung**

Management Trainee  
Hong Kong Airlines  
Graduate of 2018

**Ken Lau**

Analyst - Office Service  
CBRE  
Graduate of 2017

**Sarah Mak**

Analyst (Feasibility Studies)  
Marriott International  
Graduate of 2018

## Industry Partners

### HONG KONG AND GREATER CHINA

Airport Authority Hong Kong  
AsiaWorld Expo Management Limited  
Bonds Group  
BTG Homeinns Hotels (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 Exhibitions 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  
Pret A Manger (Hong Kong) Limited  
RHL Surveyors Limited  
Regal Hotels

Shun Tak Holdings Limited  
Sino Hotels Limited  
Star Cruises  
Swire Properties  
Team Building Asia (Hong Kong) Limited  
The Quintessentially Lifestyle Hong Kong  
Tourism Commission, HKSAR  
Urban Media Limited –  
Macau Government Tourist Office  
Representative in Hong Kong

### ASIA-PACIFIC

Anpha Holdings  
Bina Puri Holdings Bhd  
Connexus Travel Limited  
Lanson 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  
Harelila 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

## JUPAS Students

Local students applying on the strength of their Hong Kong Diploma of Secondary Education (HKDSE) Examination should apply through JUPAS. JUPAS code: **JS4226**

## Non-JUPAS & International Students

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](http://www.oafa.cuhk.edu.hk)

## Minimum Entrance Requirement

**Level 3<sup>^</sup> 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)  
**2.0** weight on Tourism and Hospitality Studies<sup>^</sup>  
**1.0** weight on M1/M2, all other elective subjects

<sup>^</sup> Subject to the approval of Faculty Board  
Admission will be based on your Best 5 score

# BBA in Hospitality and Real Estate

**1<sup>st</sup>**  
**H+RE**

Business programme in Asia

**IE**

Global perspective through international experience

**2** **UNIQUE STREAMS**

yet integrated to provide a broadened career path

**DSS**

Distinguished Speakers Series to provide industry network

**3** **MODULES**

of elective courses to provide holistic learning

**EIR**

Executive-in-Residence courses taught by industry professionals providing the latest market insights

## BBA in Hospitality and Real Estate

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The Chinese University of Hong Kong



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Website

