

LOOK
FORWARD
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CUHK
BUSINESS SCHOOL

2022-2023

BBA in Hospitality and Real Estate

The Best of Both Worlds

1 programme 2 dynamic career paths

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

Established in 1963, The Chinese University of Hong Kong (CUHK) Business School was the first business school in Asia to offer a full suite of BBA, MBA, and Executive MBA programmes. Today, we continue to nurture nimble leaders, entrepreneurs and social stewards through our two schools and four departments: the School of Accountancy, School of Hotel and Tourism Management, Department of Decision Sciences and Managerial Economics, Department of Finance, Department of Management, and Department of Marketing. CUHK Business School is accredited by The Association to Advance Collegiate Schools of Business (AACSB), and by The Association of MBAs (AMBA) for its MBA programmes.

School of Hotel and Tourism Management (SHTM)

Established in 1998 to address the complex requirements of the tourism industry in Hong Kong and Asia, the School of Hotel and Tourism Management (SHTM) produces entrepreneurs and leaders who can harness a profound understanding of international trends to bring innovation to the hospitality, tourism, and real estate industries. Our unique programme integrates a strategic business education with a focus on hospitality and real estate, providing an ideal balance between theory and practice.

ABOUT HRE

A pioneering business degree programme that integrates 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 undergraduate 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.

Find your 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. You can gain both managerial and investment perspectives through a curriculum that effectively balances theory and practice.

A course designed for future leaders 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

350+
internship
opportunities

100%
Certification
in Advanced
Hospitality and
Tourism Analytics
(CAHTA) passing
rate

Internship:
100%
students have
taken 6 months of
internship before
graduation

International
exposure:
2/3
of our students
have gained
overseas
experience

98%
employability
(within 3 months
after graduation)

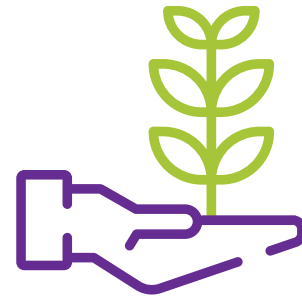
3 Pillars

Three strategic themes as the foundation of our strategy. Ethics, stakeholder relationships, diversity and inclusion are all key elements in our strategic considerations.

Embrace:



Impact:



Innovate:



H+RE

DISCOVER ASIA'S MOST DYNAMIC BUSINESS SECTORS

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 emphasised 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 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 pilot 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.

PROFESSIONAL RECOGNITIONS

Our programme is accredited by the following professional bodies: UNTWO.TedQual, AACSB and RICS. Students enjoy a fast track towards obtaining the RICS qualification.

Besides, our students are qualified to sit for the Certification in Advanced Hospitality and Tourism Analytics (CAHTA) examination offered by str SHARE.



Smith Travel Research



Royal Institution of Chartered Surveyors



UNWTO.TedQual is a UNWTO. Themis Foundation programme



The Association to Advance Collegiate Schools of Business

TEACHING FACILITIES

The School has put in place world-class facilities designed and built to stimulate the actual learning environment of leading establishments.

1. Gastronomy Club
2. Hyatt Learning Centre
3. Demonstration Kitchen
4. Teaching Hotel
5. The Stage



CURRICULUM

Diversified 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 leaders in the industry.

Choose your own path and follow your interests

Our curriculum framework ensures students are equipped with basic business knowledge before advancing into specific stream 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 specialising in either one.

Summer internships



HTMG2900
Summer Internship I (1)

HTMG3900
Summer Internship II (1)

Electives



Analytical Module (3) **Innovative Module (3)** **Experiential Module (3)**

Executive-in-Residence (1) **Executive-in-Residence (1)** **Executive-in-Residence (1)**

Stream courses



HTMG3502 Real Estate Finance (3) **HTMG3523** Introduction to Real Estate Investment (3) **HTMG4100** Real Estate Valuation (3) **HTMG4190** Global Real Estate Asset Management (3)

HTMG3020 Hospitality Organisation Behaviour (3) **HTMG3060** Hospitality Service Management and Innovation (3) **HTMG3521** Hospitality Revenue Management and Analytics (3) **HTMG4600** Facilities Development and Management for HRE (3) **HTMG3527** Designing and Managing Customer Experience (3)

Core course



		HTMG2091 Distinguished Speaker Series III (0)	HTMG2092 Distinguished Speaker Series IV (1)				
HTMG1091 Distinguished Speaker Series I (0)	HTMG1092 Distinguished Speaker Series II (1)	HTMG3010 Management of Lodging Facilities (3)	HTMG3030 Hospitality Real Estate Economics (3)				
DSME1031 Basic Economics for the Hospitality and Tourism Industry (3)	DSME1021 Basic Quantitative Methods for the Hospitality and Tourism Industry (3)	HTMG2070 Food and Beverage Management (3)	MKTG2010 Marketing Management (3)	HTMG3091 Distinguished Speaker Series V (0)	HTMG3092 Distinguished Speaker Series VI (1)	HTMG4091 Distinguished Speaker Series VII (0)	HTMG4092 Distinguished Speaker Series VIII (1)
HTMG1010 Management of Hospitality Businesses (3)	ACCT1111 Foundations in Financial Accounting (3)	DSME2051 Business Information Systems (3)	FINA2010 Financial Management (3)	HTMG3041 Law for Hospitality and Real Estate Industry (3)	HTMG4800 Hospitality Strategic Management (3)	HTMG4900 Hospitality and Real Estate Capstone Project (3)	HTMG2000 International Experience (1)

Year 1 **Year 2** **Year 3** **Year 4**

Legend:

HTMG1010 Management of Hospitality Businesses (3)

- Course code
- Course name
- No. of credit

LEARNING ROADMAP AND YOUR DEVELOPMENT

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.



Analytical Module

- Financial Management and Cost Control for Hospitality Organisations
- Quantitative Methods for Real Estate
- Fundamental Research Methodology for Hospitality and Real Estate
- Digital Marketing for Hospitality Industry
- Land Conversion Process and Development Control
- Consultation Practicum in Hospitality and Real Estate
- Advanced Real Estate Investments



Innovative Module

- Air Transportation
- Travel and Tourism Management
- Strategic Brand Management for the Hospitality Business
- Entrepreneurship in the Hospitality and Real Estate Industry
- Innovation in Hospitality and Real Estate Industry
- Hospitality and Real Estate Design Thinking
- Revitalisation of Heritage Buildings
- Business Sustainability



Experiential Module

- Wine Culture and Appreciation
- Shopping Mall Investment and Management
- Smart MICE Management
- Talent Analytics Strategies
- Strategic Negotiation for Hospitality and Real Estate Industry
- Cruise Management
- Project Management for Hospitality and Real Estate



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, specialty tourism, PropTech, event planning, leadership excellence, brand management and commercial real estate investment analysis.

- Leadership Excellence
- Sustainable Tourism
- Innovation for Hospitality and Real Estate
- Essentials for Hospitality and Real Estate Projects
- Selected Topics on Global Business Challenges



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.

Previous speakers:

- Mr. Stephen Ho, President Growth and Operations, Hyatt Hotels Corporation
- Mr. George Hongchoy, CEO of The Link Holdings Ltd.
- Mr. KK Fung, CEO of Jones Lang LaSalle
- Mr. Jim Qian, Chairman and CEO, Fosun Tourism Group
- Mr. Tom Mehrmann, President and General Manager, Universal Beijing Resort
- Mr. Robert L. Kee Senior VP of Bank of America Merrill Lynch
- Mr. Jin Qian, President, Greater China and Mongolia Hilton
- Mr. Leo Lo, Founder of Asia PropTech
- Mr. Filip Boyen, CEO of Forbes Travel Guide
- Mr. Leon Larkins, The International Association of Hotel General Managers
- Mr. Gary Chang Managing Director of EDGE Design Institute Ltd.
- Mr. Đặng Đình Tuấn, Michael, President, Anpha Holdings
- Mr. S Steven Pan, Chairman, Regent Hotels & Resorts





Society of Hospitality and Real Estate (SoHo)



ETA SIGMA DELTA (ESD)



Internships



CAREER SUPPORT



GLOBAL EXCHANGES

Expand your global networks

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.



America

- Cornell University, USA
- Virginia Polytechnic Institute and State University, USA
- The Pennsylvania State University, USA
- University of Tennessee, USA
- University of Calgary, Canada
- Universidad de Monterrey, Mexico

Europe

- University of Bern, Switzerland
- University of Geneva, Switzerland
- Ecole des Hautes Etudes Commerciales (HEC), France
- Universite Jean Moulin Lyon 3, France
- Tilburg University, The Netherlands
- Rheinische Friedrich-Wilhelms-Universität Bonn, Germany
- Universitat Pompeu Fabra, Spain
- Università Carlo Cattaneo, Italy
- Karlstad University, Sweden
- University of Economics, Czech Republic

Asia

- National University of Singapore, Singapore
- Ritsumeikan Asia Pacific University (APU), Japan
- Kansai University, Japan
- Yonsei University, Korea
- Mahidol University International College (MUIC), Thailand

Australasia

- The University of Queensland (UQ), Australia
- La Trobe University, Australia
- Macquarie University, Australia

Study Tours



International Collaboration



CAREERS

Tomorrow's leaders start today

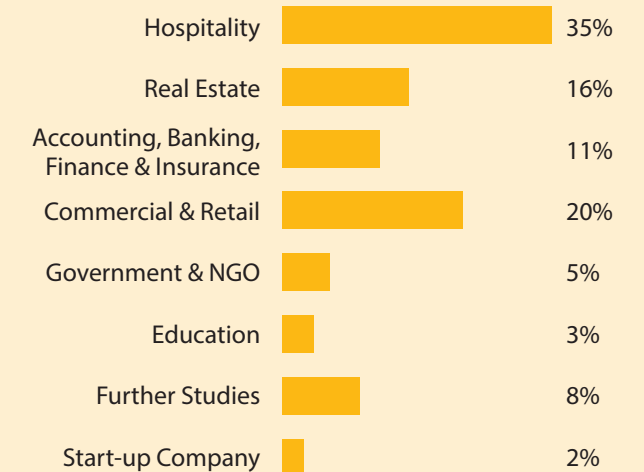
The BBA in Hospitality and Real Estate is the only programme in the region that integrates hospitality and real estate with a business focus. It leverages Hong Kong as a leader in the hospitality and real estate industries in Asia to deliver a world-class programme.

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 centres, 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.

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), commercial and retail, investment and finance, IT and e-commerce and more.

Reimagine 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.



Student and Alumni Testimonials

"From studying a unique programme to realising my business dream when I was 27."
Ivan Chang, Class of 2012



"The greatest thing about working in tech is that the limit is your imagination. Tech is just an enabler. It could be hospitality tech, F&B tech, real estate tech, and so on. Think about airbnb, doordash, and so on. Don't limit yourself to thinking SHTM is only in the "service" industry, there are a lot of jobs and opportunities out there, but you just have to be interested."
Fermi Fang, Class of 2015



"All these internship experiences and exposures have given me hospitality insights while pursuing my career. Graduating from CUHK's School of Hotel and Tourism Management has never limit myself to work in hotel industry, but my skills are transferable to other business industries."
Annie See, Class of 2019



"Being a hospitality enthusiast, I wanted to explore more in hospitality and real estate. This interest was more solidified when I had the chance to participate in the Cornell real estate competition and learnt more about real estate investment and finance."
Iris Jang, Class of 2018



"I was the President of SoHo during my undergraduate studies. The experience actually broadened my horizon a lot. If university is a transition from study to career, SoHo would be the moderator. In SoHo, I had immersed myself into the hospitality industry and interacted with industry leaders. This gave me an overarching view of the field and catching up with the latest industry trend. These experiences are extremely useful as the industry actually expects us as a CUHK SHTM graduate to bring innovation and improvement to the industry."
Andy Choi, Class of 2015



I am now in charge of Guest Experience which means everything you see in front of the house. It is all about creating experiences for our guests.
What I enjoy the most from my job is meeting guests from various places. In the past years, I have made a lot of good friends and some of them become "families".
Edward Tang, Class of 2007



"I knew what I wanted to do before joining university. Though I would say my time at university offered me great experiences and knowledge which helped me setting up my own business."
Ankrish Gidwani, Class of 2017



My current job is a mixture of transaction and estate management, where I am managing the leases of rented and self-owned properties for my corporate client. I love the diversified opportunities about my job because I can work with different stakeholders, such as landlords, tenants, government, project management teams, etc."
Cherry Wong, Class of 2019



ADMISSIONS

JUPAS

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

Minimum Entrance Requirement

Admission will be based on your Best 5 score

Level 3 or above in English Language

Level 3 or above in Chinese Language

Level 2 or above in Mathematics

Level 2 or above in Liberal Studies ("Attained" for intake 2024 onwards)

Level 3 or above in any two elective subjects or Mathematics (M1/M2)

1.0 weight on M1/M2, all other elective subjects

Shortlisted students would be invited to attend an admission interview in a group-interview setting where faculty members and industry executives would serve as interviewers in the admissions interview. HRE programme will take into consideration applicants' academic performance as well as their interview performance when determining the admission offers.

Non-JUPAS & International

For details regarding admission requirements for non-JUPAS and international students, including students from Mainland China, please contact CUHK Office of Admissions and Financial Aid or visit <http://admission.cuhk.edu.hk>.

Scholarships & Financial Aid

The Office of Admissions and Financial Aid is a central unit responsible for the administration of University scholarships and financial aid schemes, which are provided by the University or the Government depending on students' financial situation, or their outstanding performance in academic or other areas. For details, please visit <http://admission.cuhk.edu.hk>.



BBA in Hospitality and Real Estate

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