

LOOK  
FORWARD  
看·建未來

# BBA in Hospitality and Real Estate





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

**137.3 Hectare**  
Beautiful Campus in Hong Kong

## 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 Decisions, Operations and Technology, 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.

# H+RE



+



HOSPITALITY  
STREAM



REAL ESTATE  
STREAM

The BBA in 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.



**Sharp at both ends**

**Professional accreditation  
with diversified career path**







# H+RE

## Discover Asia's Most Dynamic Business Sectors

An integration of the two concepts is a leading trend in the world towards creating innovative urban living.

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.

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.



### Programme for future leaders

Our diverse courses will guide you through the entire scene, from the "front-of-the-stage" (how to create the best hospitality products and services using your expertise in strategy, operations, marketing, data analytics, and human resources) to the "back-of-the-stage" (how to develop, finance, manage, and invest in real estate properties where hospitality products/services are delivered).



## QUICK FACTS

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

**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

**Certification**

**100%**

Advanced Hospitality and Tourism Analytics (CAHTA) passing rate

**International exposure**

**2/3**

of our students have participated in an exchange programme

**Employability**

**98%**

employability within 3 months after graduation

**Internship**

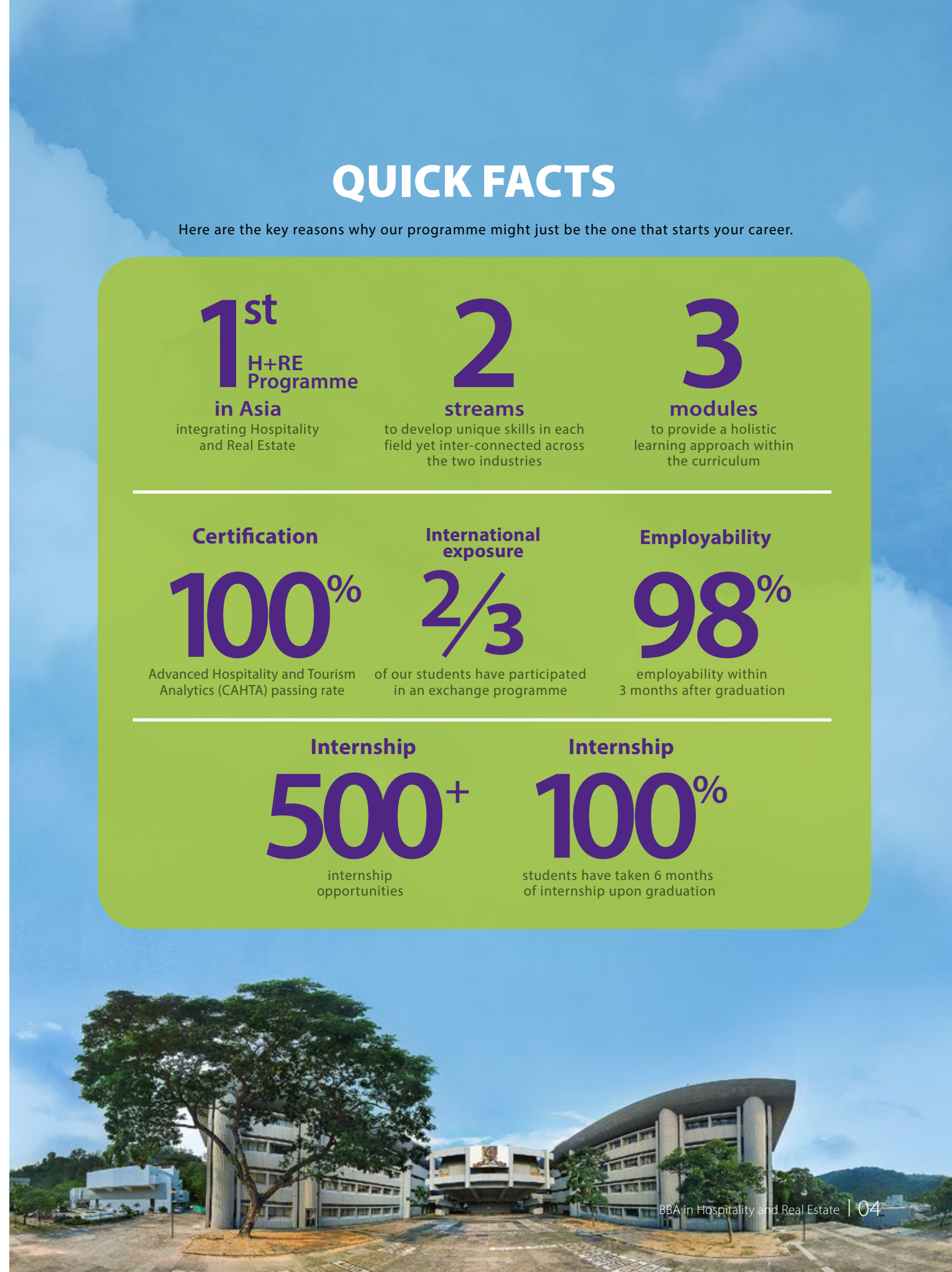
**500+**

internship opportunities

**Internship**

**100%**

students have taken 6 months of internship upon graduation





# Professional Recognitions

Offering a rich curriculum integrating theory with experiential learning opportunities, HRE puts students right in the heart of the fast-paced hospitality, tourism and real estate industries.

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



## AACSB

AACSB International (AACSB), a global nonprofit association, connects educators, students, and business to achieve a common goal: to create the next generation of great leaders.



## 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.



## UNWTO.TedQual

UNWTO.TedQual is a UNWTO.Themis Foundation programme whose main objective is to improve the quality of the tourism education, training and research programmes.

## Teaching Facilities

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



Gastronomy Club



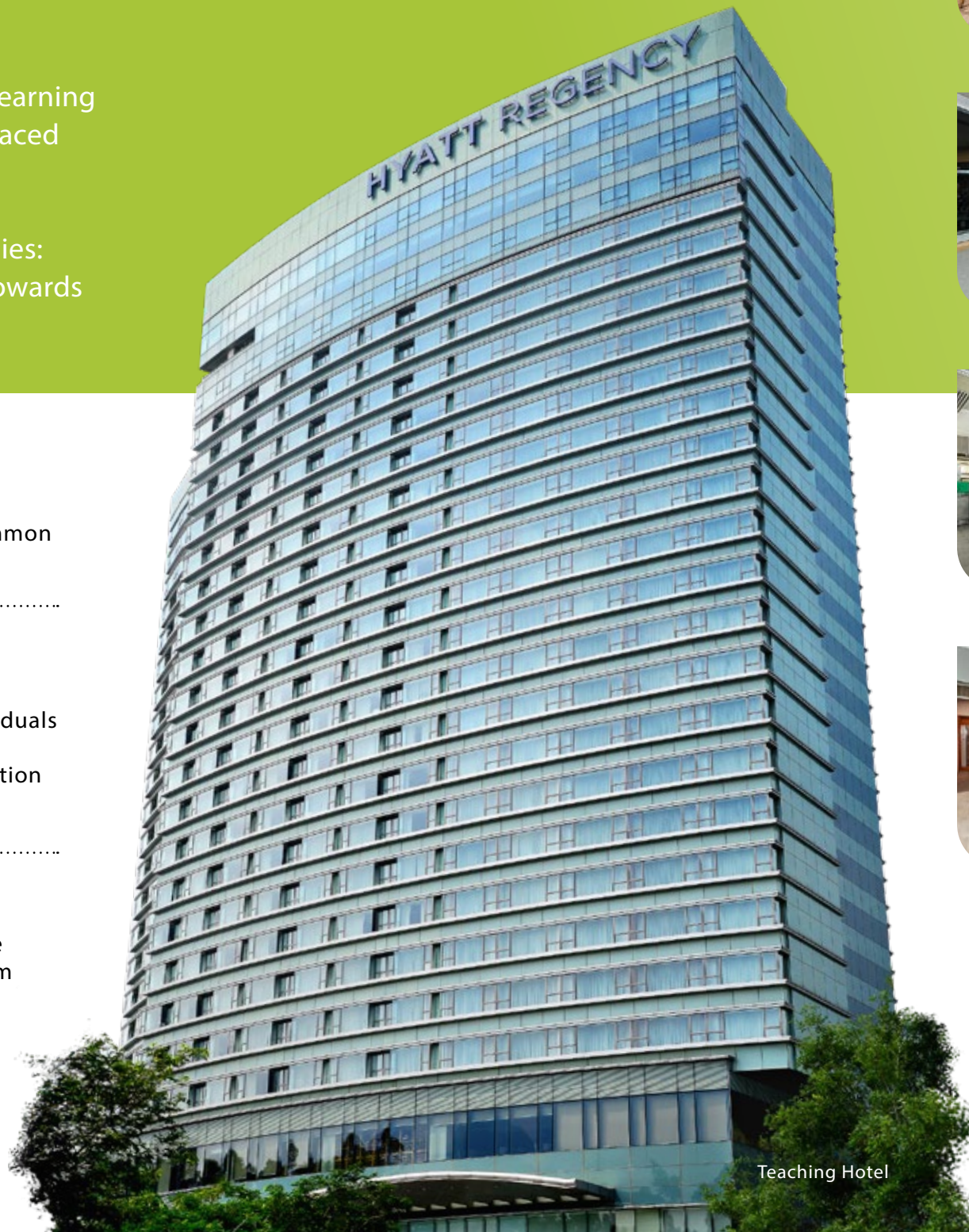
Hyatt Learning Centre



Demonstration Kitchen



The Stage



Teaching Hotel



# 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 fundamental 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.

Legend:

HTMG1010

Management of Hospitality Businesses (3)

—

Course code

—

Course name

—

No. of credit

Summer internships

Electives

Stream courses

Core courses

HTMG2900

Summer Internship I (1)

HTMG3900

Summer Internship II (1)

Analytical Module (3)

Innovative Module (3)

Experiential Module (3)

Executive-in-Residence (1)

Executive-in-Residence (1)

Executive-in-Residence (1)

HTMG3502  
Real Estate Finance (3)

HTMG3523  
Introduction to Real Estate Investment (3)

HTMG4100  
Real Estate Valuation (3)

HTMG4600  
Facilities Development and Management for HRE (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)

HTMG3527  
Designing and Managing Customer Experience (3)

		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)				
DOTE1031 Basic Economics or the Hospitality and Tourism Industry (3)	DOTE1021 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)	DOTE2051 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



# 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.

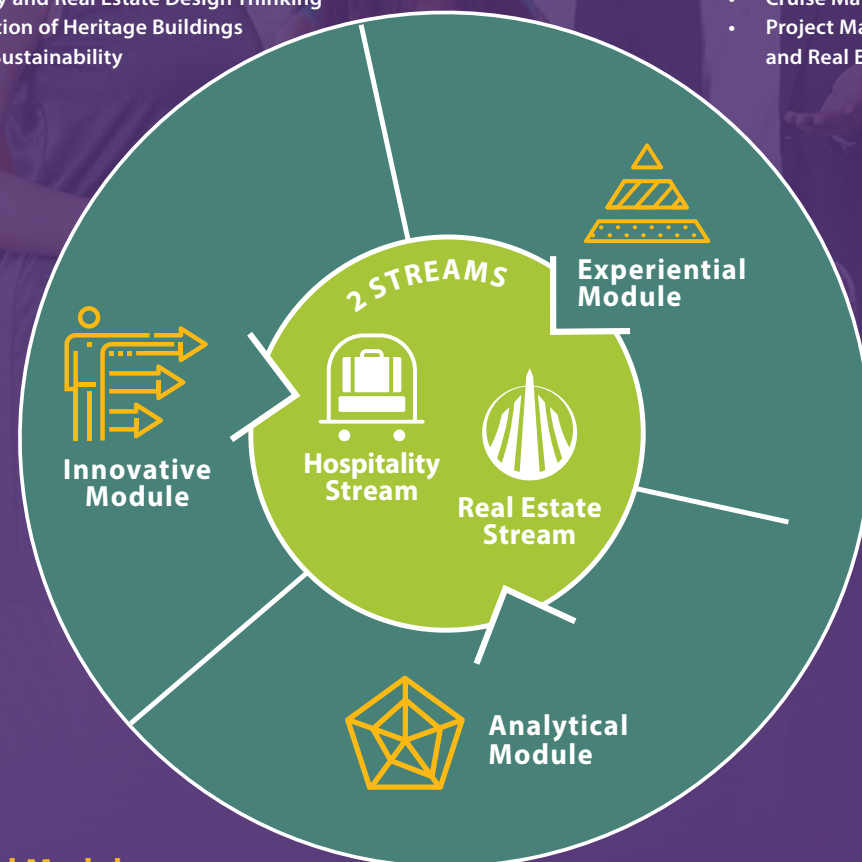
Prior to the completion of your second year, you will declare your specialisation in either Hospitality or Real Estate stream. Over the following two years, you will complete the required stream courses and choose from an array of elective courses across the three modules.

## 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
- Cruise Management
- Project Management for Hospitality and Real Estate



## 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

## Student life and Extend Learning Opportunities

### Society of Hospitality and Real Estate (SoHo)

The Society of Hospitality and Real Estate (SoHo) is the student organisation

established in Fall 1999 and serves peer students in the HRE major. Executive officers are elected under the supervision of the previous SoHo cabinet and guided by a faculty advisor. The society comprises of 10-13 freshmen and they organise various big scale activities during the academic year.



### Eta Sigma Delta (ESD)

Eta Sigma Delta (ESD) is an International Hospitality Management Honour Society administered by the International CHRIE, the leading association devoted to hospitality and tourism.



### Event Organising Team

SHTM students have opportunities to organise and coordinate a wide variety of events. SHTM provides students with guidance throughout the event planning and execution process. Students would acquire skills in time management, planning, creativity, organising, and leadership.



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





# Global Exposure

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 and real estate schools located in the United States and the broader Asia Pacific Region.

## Study Tour



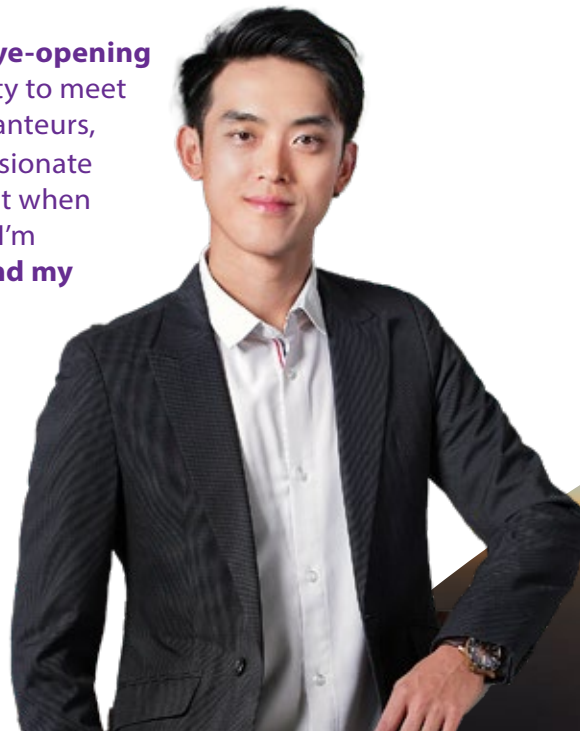
## International Collaboration



“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 realised 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.

**Ivan Chang**  
Class of 2012



# International Exchange Programmes

**Cornell University, US**



**Mahidol University International College (MUIC), Thailand**



**Ritsumeikan Asia Pacific University (APU), Japan**



**National University of Singapore, Singapore**



**The University of Queensland (UQ), Australia**





# Industry Connection

Our curriculum is built on the belief that theory and practise, classroom and the real world, intangible experiences and tangible (real) properties, hospitality spirit and investment wisdom are all connected. We aim to develop our students into industry leaders who can see these connections in a big picture and can impact the world in a positive and sustainable way.

## 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.

- Attraction Marketing
- Beverage Management
- Event Planning and Management
- Hotel Development
- Innovation for Hospitality and Real Estate

## Networking Day



Our School hosts the annual SHTM Networking Day by inviting multi-national and local hospitality and real estate industry partners. It is the best opportunity for our students to network with the industry professionals and explore wide range of career opportunities within the hospitality and real estate industry.

## 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 in 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:

- Mrs. Betty Fung, GBS – CEO, West Kowloon Cultural District Authority
- Mr. David Hanson – CEO and Founder, Hanson Robotics
- Mr. Edwin Pun – Director, The Keystone Group
- Mr. Filip Boyen – CEO, Forbes Travel Guide
- Mr. George Hongchoy – CEO, The Link Holdings Ltd.
- Mr. Jim Oian – Chairman and CEO, Fosun Tourism Group
- Mr. KK Fung – CEO, Greater China, JLL
- Mr. Leon Larkins – The International Association of Hotel General Managers
- Mr. Michael Dang – President, Anpha Holdings
- Mr. Paulo Pong, JP – Chairman, Ocean Park Hong Kong
- Mr. Robert L. Kee – Senior VP, Bank of America Merrill Lynch
- Mr. Jin Qian – President, Greater China and Mongolia Hilton
- Mr. Stephen Ho – President, Growth and Operations, Hyatt Hotels Corporation
- Mr. Steven Pan – Chairman, Regent Hotels & Resorts
- Mr. Tom Mehrmann – President and General Manager, Universal Beijing Resort

## Field Study



**The school provides diverse choices of internship placement that suits your interests.**

Completing a three-month internship at Four Seasons Hotel Hong Kong and Rosewood Hong Kong 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!

**Xeniya Tregubenko**  
Class of 2022





# Career Prospects

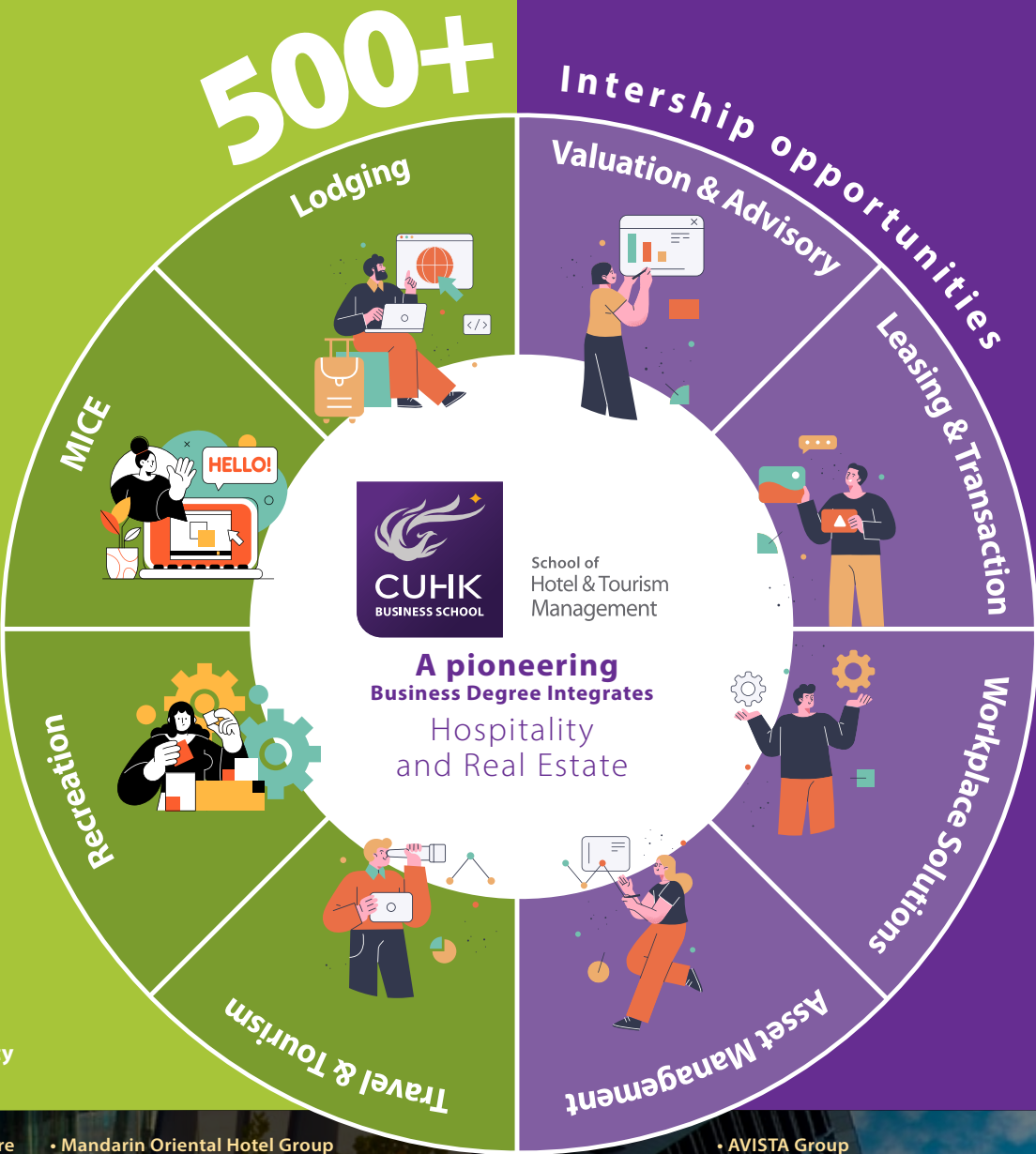


## HOSPITALITY

- Lodging**
- Development Planning and Feasibility Analyst
  - Digital Marketing Executive
  - Hotel Management Trainee
  - Project Analyst
  - Research Analyst
- MICE**
- Business Development (Exhibition)
  - Catering Coordinator
  - Event Management Officer
  - Marketing Associate
  - Social Media Executive
- Recreation**
- E-commerce Executive
  - Event Specialist
  - Field Researcher
  - Training Coordinator
  - Workforce Planning Officer
- Travel & Tourism**
- Brand & Content Executive
  - Commercial Trainee for E-commerce
  - Global Sales Marketing Executive
  - IT Service Improvement Analyst
  - Revenue Specialist



**Certificat in Advanced Hospitality and Tourism Analytics (CAHTA) (for Hospitality major with market study interests)**



## REAL ESTATE

- Valuation & Advisory**
- Strategic Advisory Analyst
  - Real Estate Executive
  - Strategic Consulting Graduate Trainee
  - Valuer
- Leasing & Transaction**
- Client Solution Officer
  - Leasing Executive
  - Sustainability Executive
  - Transaction Management Officer
- Workplace Solutions**
- Facility Management Officer
  - Marketing Executive
  - Project & Development Coordinator
  - Workplace Experience Officer
- Asset Management**
- Capital Market Analyst
  - Digital Asset Executive
  - Investment Bank Analyst
  - Research Associate



**A RICS accredited degree (for Real Estate major)**

- Airport Authority Hong Kong
- Artyzen Hospitality Group Limited
- AsiaWorld-Expo Management Limited
- Cathay Pacific Airways Limited
- Club Méditerranée (Club Med) Hong Kong Ltd.
- Four Seasons Hotel Hong Kong

- Hong Kong Convention & Exhibition Centre (Management) Limited
- Hong Kong Disneyland Resort
- The Hong Kong Jockey Club
- Hong Kong Tourism Board
- Hong Kong Trade and Development Council
- Horwath HTL
- Hyatt Hotels Corporation
- Informa Markets Asia Limited
- InterContinental Hotels Group
- Langham Hospitality Group
- Lanson Place Hospitality Management Limited

- Mandarin Oriental Hotel Group
- Marriott International
- Ngong Ping 360 Limited
- Ocean Park Corporation
- Ovolo Hotels
- The Peninsula Hong Kong
- Pico International (HK) Limited
- Rosewood Hotel Group
- Shangri-La Hotels & Resorts
- Swire Hotels
- The West Kowloon Cultural District Authority

- AVISTA Group
- CBRE
- Chinachem Group
- Colliers International
- Cushman & Wakefield
- Goodman Asia Limited
- Haysan Lung Properties
- Henderson Land Group
- The Hongkong and Shanghai Banking Corporation
- Hopewell Holdings Limited
- Hysan Development Company Limited
- Jones Lang LaSalle Limited
- J.P. Morgan

- Kerry Properties Limited
- Knight Frank
- K. Wah International Holdings Limited
- Lai Sun Development Co. Ltd
- The Link Real Estate Investment Trust
- MTR Corporation
- New World Development Company Limited
- RHL International
- Savills Hong Kong
- Sino Group
- Sun Hung Kai Properties Limited
- Vigors Appraisal & Consulting Ltd

# H

# RE



# Internships

Our industry-focused internship programme provides practical experience with academic credit. Our industry network comprises the world-leading Hospitality and Real Estate companies in Hong Kong, they provide experiential learning opportunities for students to apply their classroom learning to real-life workplace and provide exposure to operation and management roles upon their graduation. Through the internship programme, students are able to expand their career network and strengthen their skillsets.



## HOSPITALITY



## REAL ESTATE





# Testimonials



## “ Diversified Opportunities ”

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



## “ Entrepreneurial Mindset ”

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



## “ Leadership ”

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



## “ Extensive Industry Network ”

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





# 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  
A (Attained) in Citizenship and Social Development\*#  
Level 3 or above in any two elective subjects or  
Mathematics (M1/M2)  
1.0 weight on M1/M2, all other elective subjects

\* The “Attained” level in Citizenship and Social Development (CS) will not be considered in the calculation of admission scores.

# For Liberal Studies (LS) subject taken in 2023 or before, a Level 2 or above will be considered as “Attained” in Citizenship and Social Development. The LS level will not be considered in the calculation of admission scores.

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>.







HRE Website



HRE Instagram



HRE YouTube

## BBA in Hospitality and Real Estate

Address: Room 701, 7/F, Cheng Yu Tung Building  
12 Chak Cheung Street, Shatin,  
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Email: [htm@cuhk.edu.hk](mailto:htm@cuhk.edu.hk)  
Website: <https://www.bschool.cuhk.edu.hk/hre>



香港中文大學  
The Chinese University of Hong Kong



AACSB  
ACCREDITED

