



Minors offered by Tourism and Hospitality Management division

TRAVEL AND SERVICE BUSINESS ENTREPRENEURSHIP MINOR

This minor provides students an opportunity to develop their expertise relating specifically to travel and service businesses. Students are required to enroll in five courses offered by BM-TSB on top of their major courses.

minimum 20 credits comprising
the compulsory subjects (3 subjects) and
elective subjects (2 subjects)

1. COMPULSORY SUBJECTS (12 CREDITS)

- ICTB 201 Introduction to Travel and Service Business
- ICTB 304 Service Management and Experience Design
- ICTB 315 Entrepreneurship and Business Plan Development

2. ELECTIVE SUBJECTS (8 CREDITS)

Choose two of the following subjects:

1. Core Courses in Management
2. Core Course in Travel and Service Business Entrepreneurship
3. Required courses
4. Major Elective Courses
5. Internship I



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EVENTS MANAGEMENT, DESIGN AND PRODUCTION MINOR

Through combining a variety of topics in event management, ranging from strategic, planning and operations, design and sports events, this minor program aims at providing an event business approach that combines theoretical knowledge with actual practices. The journey will finish with students producing an event integrating the knowledge and tools they obtained throughout the program.

- ICCD 201 Conceptual Development
- ICTB 351 Event Planning and Operation
- ICTB 352 Event and Experience Design
- ICTB 353 Event Business Stakeholders Engagement
- ICTB 355 Creative Event Production



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FOOD SERVICE AND WINE BUSINESS MINOR

This minor provides students with entrepreneurship knowledge in restaurant business, including planning and operation. The students will obtain theoretical knowledge and practical skills in the area of cooking or bakery, and wine. Students will also get to taste and evaluate various types of wine. The food safety and sanitation will be introduced so as to enrich their knowledge in the area of food hygiene and proper food handling. For those who would like to strengthen their entrepreneur-mindset, they could choose to study restaurant marketing and branding; otherwise, students could choose to study food product innovation.

- ICTB 331: Culinary operation management or ICTB 332: Baking and pastry business
- ICTB 334: Restaurant marketing and branding strategies or ICFS 439 Food Product Innovation
- ICTB 344: Wine studies and wine tourism
- ICFS 365: Food Safety and Sanitation Management
- ICTB 335: Restaurant business planning and operation (Capstone course)

Remark: This minor must end with ICTB 335.



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HOSPITALITY DESIGN PERSPECTIVES MINOR

The courses offered in the hospitality design perspectives minor ground the hospitality-relevant knowledge for students in terms of theories and concepts of operations of hotels and restaurants, their core products, and the marketing perspectives customized for the hospitality industry. Furthermore, the foundation and principles of 2D design as well as communication design will be provided in order to equip students with the design creation and implementation. Finally, students will be guided to apply the aforementioned knowledge and skills into planning and implementing hospitality facilities design.

- ICCD 119 2D Design Principles
- ICCD 210 Communication Design Studio
- ICTB 321 Room Division Operation Management
- ICTB 331 Culinary Operation Management
- ICTB 323 Hospitality Facilities Design