

ITM Core Curriculum (Effective Fall 2023 through Summer 2024)

[illegible]

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Course Title	CH	1 st year		2 nd year		3 rd year		4 th year		5 th year		Notes
		F	S	S	S	F	S	F	S	F	S	
Introduction of Tourism Development	3	3										
Accounting	3		3									
Statistics	3		3									
Tourism Administration and Law	3		3									
Tourism Geography	3		3									
Hotel Management and Operation	3			3								
International Tourism Marketing	3			3								
Financial Management	3			3								
Tour Planning and Design	3			3								
Consumer Behavior in Tourism	3				3							
Human Resource Management	3				3							
Junior Abroad	0							0				Elective course for international students
International Tour Lead and Guide Application	3							3				
Thematic Writing	3							3				
Tourism Project	3								3			
Tourism Industry Internship	3								3			
Certificate in Tourism	0								0			

Remarks:

1. CH stands for credit hours. S is for the spring semester; F is for the fall semester. BCC signifies Basic Competence Course. GCC signifies General Core Course. CCC signifies College-level Cornerstone Course. HECC signifies Holistic Education Cornerstone Course.
2. The ITM department requires a total of 79 credits, including 26 credits in general education courses, 51 credits in department-level required courses, and 2 credits in college-level required courses.
3. A minimum of 24 credits in elective courses offered by ITM are requested.
4. A minimum of 25 credits in elective courses offered by ITM or other departments are needed.
5. 128 credits are required for graduation.
6. English I is required. Students are requested to take a foreign language course in the second year.
7. A minimum of two credits are requested in the field of humanities. Four disciplines are under this field, a maximum of two courses, four credits, are allowed in each discipline.

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8. A minimum of four credits are requested in the field of society and culture. Four disciplines are under this field, a maximum of two courses, four credits, are allowed in each discipline.
9. A minimum of two credits are requested in the field of scientific inquiry. Three disciplines are under this field, a maximum of two courses, four credits, are allowed in each discipline.