



香港中文大學  
The Chinese University of Hong Kong



**MSc**  
Hospitality and  
Real Estate  
Management

酒店旅游及房地产管理  
理学硕士课程

2014-2015



# PROGRAM OVERVIEW

## About CUHK and its Business School

Founded in 1963, the Chinese University of Hong Kong (CUHK) is a comprehensive research university and a regional leader with a global reputation. The CUHK business school is recognized by Financial Times as the world's Top 30 business schools. As part of the CUHK business school, the School of Hotel and Tourism Management offers a world class business education program with a hospitality and real estate focus. We are dedicated to develop new thinking and best practices to service the growth of the hospitality and real estate industries in Hong Kong and Asia.



## About MSc Program in Hospitality and Real Estate Management

The CUHK MSc in Hospitality and Real Estate Management Program delivers world class and state of the art knowledge in global hospitality and real estate. The program of study is based in Hong Kong, leveraging the locational advantage of Hong Kong as a leader of the hospitality and real estate industries in Asia.

The hospitality industry is one of the largest and fastest growing industries in China and Asia. The real estate industry is also an important pillar of the economies in Asia. As the economies in Asia grow, the real estate industries in these economies also grow in prominence. The hospitality industry, in turn, is associated with real estate development, including hotels, serviced apartments, resorts, spas, theme parks, timeshares, shopping centers, airports, gaming, casinos and other entertainment venues.

In addition to the high quality standardized courses, this practitioner-oriented program will specifically teach students how to analyze and execute investment propositions in the hospitality and real estate industries given the rapidly changing institutional and economic environment in Hong Kong, Mainland China and Asia. This program is suitable for students who intend to pursue a career in senior positions in the hospitality, real estate, investment banking and strategic consulting industries. The program is taught by the faculty members of the School of Hotel and Tourism Management of CUHK in conjunction with experienced and leading industry practitioners. Our mission is to nurture a new generation of thinkers and leaders to compliment the continued growth of the hospitality and real estate industries.

## Study Mode and Duration

The Program is offered in Full-time mode, covering a three-semester curriculum in 12 months. During regular trimesters, classes are held on weekday afternoons/evenings and/or Saturdays.

The full-time study mode is aimed at recent University graduates, who have limited or no professional experience but wish to gain a Master degree in one year and get a head start on career in hospitality, real estate, investment banking and strategic consulting industries.

The program is also flexible for two kinds of professionals, who can finish study based on the unit of credits within 2 years:

- (a) those with some working experience in other fields but wish to refocus their career in the hospitality, real estate, investment banking and strategic consulting industries;
- (b) those hospitality and real estate professionals who wish to learn advanced knowledge for higher level positions and pursue a globally recognized master degree to meet their professional development needs.



## Structure and Courses (2014-2015)

Course	Unit	Total
Required courses		
HTMG5001 Advanced Hospitality Real Estate Management	3	
HTMG5002 Property Investment and Feasibility Study on Hotel Projects	3	
HTMG5003 Services Marketing in Hospitality Industry	3	
HTMG5004 Strategic Human Resources Management in Hospitality Industry	3	
HTMG5005 Chain Management in Hospitality Industry	3	
HTMG5006 Managerial Communication	3	
HTMG5007 Strategic Management in Hospitality and Tourism	3	
HTMG5008 Executive Speaker Series	1	
HTMG5009 Social Responsibilities in Action	1	23
Elective courses (any two)		
HTMG5011 Travel and Tourism Management	3	
HTMG5012 Food and Beverage Management	3	
HTMG5013 Hospitality Organizational Behavior	3	
HTMG5014 Revenue Management in Hospitality Industry	3	
HTMG5015 Global Asset Allocation on Real Estate Securities	3	
HTMG5016 Managerial Accounting in Hospitality Industry	3	
DSME5110 Statistical Analysis	3	6
Project		
HTMG5010 Hospitality Consulting Project	1	1

## Tuition Fee and Application Fee

The tuition fee based upon 30 credit units for 2014/2015 academic year is HK\$ 147,000. Applicants are required to pay non-refundable application fee of HK\$400.

## Admission Requirements

- An undergraduate degree in any discipline, usually with a Second Class Honors or higher, or an average grade of not lower than "B", or an average score of not lower than 80/100.
- Relevant recognized professional qualifications equivalent to a bachelor's degree, if the applicants have strong work experience related to hospitality and real estate operations.
- GMAT / GRE taken after January 2010.
- In exceptional cases, applicants with over seven years of management experience who currently hold a senior management position in a recognized organization may be exempted from the GMAT / GRE requirement.
- English Language Proficiency Requirements, such as
  - (a) a pass in English of HKALE, or HKHLE, or CUHK Matriculation Exam; or
  - (b) a degree from a university in Hong Kong or an English speaking country; or
  - (c) valid official score report of TOEFL, or IELTS (Academic), or GMAT (verbal), or College English Test (CET6) of PRC, or Public English Test System (PETS-5) of PRC (with pass grades in both written and oral parts); or
  - (d) a recognized professional qualification awarded in Hong Kong or an English speaking country.

## Application Details

Screening by the Program	1 <sup>st</sup> Round	2 <sup>nd</sup> Round	3 <sup>rd</sup> Round
Deadlines of Application with Supporting Documents	15-Nov-13	15-Dec-13	15-Mar-14
Result Notification by	End-Dec 2013	Jan-Feb 2014	End-Apr 2014

Application for 2014/15 intake has now started and students are encouraged to apply as early as possible. Full-time students are normally admitted within the first two round of admission exercise. Once the quota of students is filled in the first round or the first two rounds, no offers can be made to the applicants of the third round.

Online Application will be available on the University's Graduate School website <http://www2.cuhk.edu.hk/gss/apply.php>.

## Supporting documents

- 1 original copy of the relevant university/college transcript(s) with grading scheme
- 1 original copy of the relevant degree certificate(s) and/or certificate(s) of recognized professional qualifications
- 1 copy of Resume and personal statement
- 1 copy of the GMAT or GRE report; Or An application form for GMAT Exemption (only for applicants who meet the qualifications for applying for GMAT Exemption)
- 1 copy of IELTS/TOEFL and/or other English Language Proficiency test score report
- 1 copy of identity card or Passport
- Proof of payment of the application fee
- Two letters of recommendation
- Other relevant certificates or materials

Supporting documents in hardcopies must reach the Program Office either in person or by mail by the closing date at the following address:

MSC in Hospitality and Real Estate Management Program Office

School of Hotel and Tourism Management, Room 701, 7/F, Cheng Yu Tung Building, No.12, Chak Cheung Street, Shatin, N.T., Hong Kong

## Contact us

For more information, please visit <http://www.baf.cuhk.edu.hk/msc-hrem>

Phone: 852 3943 8798 Fax: 852 2603 7724 Email: [shtmmisc@baf.cuhk.edu.hk](mailto:shtmmisc@baf.cuhk.edu.hk)



# 课程概览

## 关于香港中文大学和商学院

香港中文大学（中大）成立于1963年，是一所亚洲顶尖、蜚声国际的综合性研究型大学。中大商学院在“金融时报”全球商学院评鉴中，位列世界排名前30位。作为中大商学院的一部分，酒店及旅游业管理学院提供世界一流的商业教育课程，并侧重于酒店、旅游以及房地产管理，致力于发展最新的理论和最好的实践，为香港及亚太地区的酒店、旅游和房地产行业作出贡献。

## 关于酒店旅游及房地产管理硕士课程

香港中文大学的酒店旅游及房地产管理硕士课程旨在提供世界一流的全球酒店和房地产的前沿知识。课程将在香港开设和修读，充分利用香港作为在亚洲的酒店和房地产行业领导者的区域优势。

酒店及旅游业是在中国和亚洲最大和增长最快的行业之一。房地产行业也是亚洲经济的一个重要支柱。随著亚洲经济的增长，房地产行业在这些亚太区国家的增长突出。酒店旅游业的发展与房地产行业有密切关系，其中包括酒店、服务式公寓、度假村、水疗中心、主题公园、分时度假、购物商场、机场、博彩业等地产。

课程不仅包括一系列高质量的专业科目，而且紧密联系实际教授学生如何在香港、中国及亚洲瞬息万变的酒店、旅游及房地产行业和经济环境下，作出专业分析和投资决策。此课程适合那些有志于成为酒店、旅游与房地产业，及相关投资银行和战略咨询业高级管理人员的学生。该课程由香港中文大学酒店及旅游业管理学院教授及具有丰富行业经验的客座教授授课，旨在培育新一代的行业领导人，为酒店、旅游和房地产行业的发展作出持续贡献。

## 修读模式

课程为全日制，在12个月内分为三个学期，上课时间通常在平日下午／晚上和／或周六。

全日制课程为工作经验尚浅的大学毕业生所设，让学员在一年内完成硕士课程，可投身酒店、房地产、投资银行和顾问咨询等行业做好准备。

课程也适合以下两类专业人士，他们可以在2年内修完课程：

- （一）在其他领域的一些工作经验，但希望重新调整自己的职业生涯，转投酒店、房地产、投资银行和顾问咨询等行业；
- （二）已从事酒店、旅游及房地产管理专业人士，希望学到更高阶的知识，提升个人竞争力，为他们的事业更上一层楼作好准备。

## 课程结构及科目（2014 - 2015年）

科目	学分	总分
必修科目		
HTMG5001 高等酒店旅游业房地产管理	3	
HTMG5002 房地产投资与酒店发展项目的可行性研究	3	
HTMG5003 酒店及旅游业服务营销	3	
HTMG5004 酒店业策略性人力资源管理	3	
HTMG5005 酒店连锁管理	3	
HTMG5006 管理沟通技巧	3	
HTMG5007 酒店旅游业策略管理	3	
HTMG5008 行政主管讲座	1	
HTMG5009 社会责任行动化	1	23

科目	学分	总分
选修科目(任何两科)		
HTMG5011 旅游及观光管理	3	6
HTMG5012 餐饮管理	3	
HTMG5013 酒店旅游业组织行为学	3	
HTMG5014 酒店旅游业收益管理	3	
HTMG5015 全球地产证券资产配置	3	
HTMG5016 酒店旅游业的财务及管理会计	3	
DSME5110 统计分析	3	
顾问计划		
HTMG5010 酒店旅游业顾问计划	1	1

## 学费和申请费

共30个学分，2014/2015学年全日制课程的学费为港币147,000元。申请费为港币400元正。

## 入学要求

- 在任何学科的本科学位，通常是用二等荣誉或更高，平均品位不低于“B”，或平均成绩不低于80 / 100。
- 相当于学士学位认可的专业资格，如果申请人有丰富的相关酒店和房地产业务工作经验。
- 于2010年1月或以后考获的GMAT / GRE成绩。
- 在特殊情况下，申请人如拥有超过7年的高级管理经验，或可免GMAT / GRE要求。
- 英语语言能力的要求，例如
  - (一) 香港高级程度会考英语，HKHLE，或香港中文大学预科考试合格；
  - (二) 香港或其他英语国家的大学颁发的学位；
  - (三) 托福或雅思（学术类）或GMAT（口头），或中国大学英语四级考试（CET6）或中国的公共英语等级考试（PETS-5）（含笔试和口试的合格成绩份）有效的正式成绩单；
  - (四) 香港或其他英语国家授予的认可专业资格。

## 申请详情

	第一轮	第二轮	第三轮
申请截止日期 (递交证明文件作准)	2013年11月15日	2013年12月15日	2014年3月15日
结果通知日期	2013年12月底	2014年1-2月	2014年4月底

2014 / 15 年度入学申请现已开始，有意申请者请尽早递交入学申请。若本课程在首两轮招生情序下已录取足够学生，本课程可能不再考虑第三轮的申请。

请按香港中文大学研究院网上入学申请系统进行网上申请 <http://www2.cuhk.edu.hk/gss/apply.php>。

## 申请材料需包括下列文件：

- 大学官方成绩单原件（1份，非百分制或4分制GPA的成绩单须提供成绩评分标准）
- 大学毕业证及学位证或大学在读证明（1份）
- 个人简历及个人陈述
- GMAT / GRE成绩单；符合条件的申请者可申请GMAT成绩豁免
- IELTS / TOEFL及（或）其他英语语言能力考试成绩单
- 身份证或护照复印件
- 申请费及缴费证明
- 两封推荐信
- 其他相关证书或材料

证明文件必须在截止日期前亲身或通过邮件递交以下地址：

酒店旅游及房地产管理理学硕士课程办公室：香港中文大学酒店及旅游管理学院，香港新界沙田泽祥街12号郑裕彤楼7楼701室

## 联系我们

有关更多信息，请浏览 <http://www.baf.cuhk.edu.hk/msc-hrem>

电话：852 3943 8798 传真：852 2603 7724 电邮：shtmm@baf.cuhk.edu.hk