

Rectification Report for ACBSP:

Program of Hospitality Management

I . Note on Criterion 6.1.7

1. The basic data of the program in Grade 2017 and Grade 2018

1.1 The enrollment and drop-out rate

Grade	Enrollment	Dropout Rate
Grade 2017	112	3.4%
Grade 2018	105	4.5%

1.1.1 Core course performance in Grade 2017

semesters	Course	Teacher	Pass rate	Evaluation of teaching achievements	Attendance
2017-2018 (1)	Tourism Studies	BingZhenhua	100%	93.331	96%
2017-2018 (1)	Consumer Behavior	BingZhenhua	96.72%	93.409	99%
2018-2019 (1)	Hotel Front Desk Operation and Housekeeping Management	QiuYishu	77.4%	92.797	95%
	Tourism Psychology	ZhaoLili	100%	92.586	93%
	Marketing	HuangDan	99.115%	91.334	90%
2018-2019 (2)	Hotel Restaurant Management	BingZhenhua	96.49%	93.564	98%
	Tourism Economics	ZouGuangyong	96%	90.802	89%
2019-2020 (1)	Hotel Revenue Management	ZhongWei	98%	90.974	97%
	Hotel Professional English	PanXiangchong	100%	91.753	99%
	Hotel Strategic Management	BingZhenhua	99.13%	92.985	98%

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1.1.2 Core course performance in Grade 2018

semesters	Course	Teacher	Pass rate	Evaluation of teaching achievements	Attendance
2018-2019 (1)	Tourism Studies	ZouGuangyong	100%	91.992	94.3%
2018-2019 (2)	Consumer Behavior	BingZhenhua	100%	93.051	95%
2019-2020 (1)	Hotel Front Desk Operation and Housekeeping Management	QiuYishu	92.1%	91.85	98%
	Tourism Psychology	ZhaoLili	100%	92.01	91%
	Marketing	HuangDan	100%	91.223	96%
2019-2020 (2)	Hotel Restaurant Management	BingZhenhua	98.25%	93.073	98%
	Tourism Economics	ZouGuangyong	97.5%	90.278	96%
2020-2021 (1)	Hotel Revenue Management	ZhongWei	100%	93.037	99%
	Hotel Professional English	PanXiangchong	100%	92.321	99%
	Hotel Strategic Management	BingZhenhua	97.37%	93.237	98%

The pass rates of grade 2017 and grade 2018 are shown in Figure 1

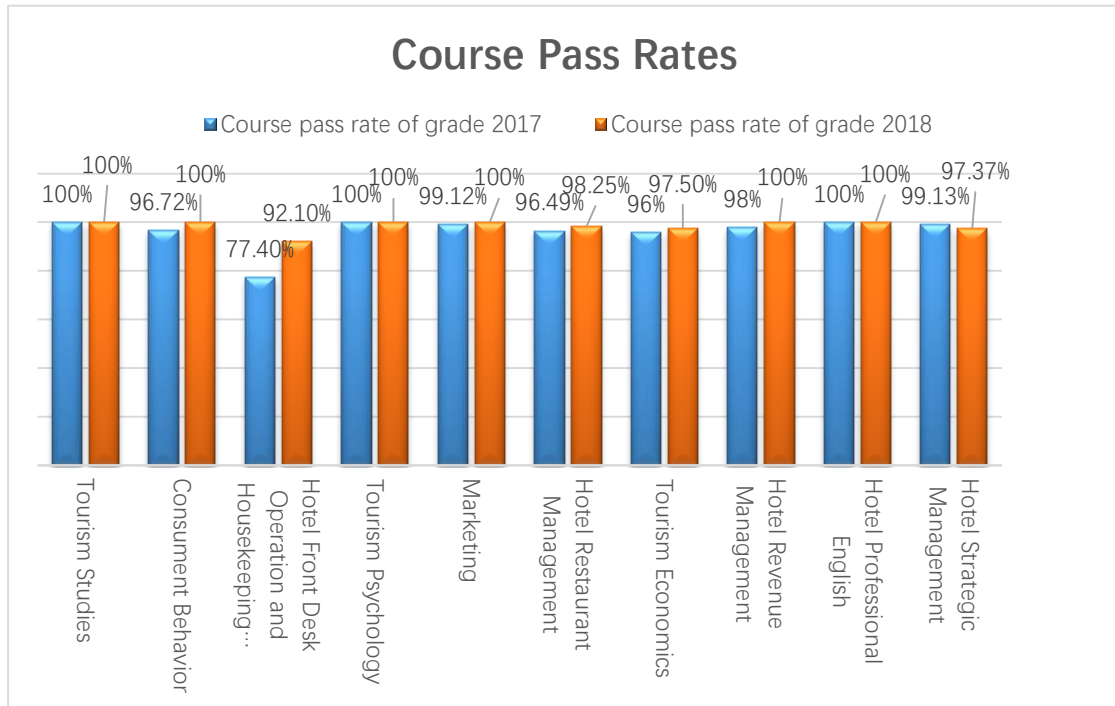


Fig 1 Pass rates of grade 2017 and grade 2018

2. Student feedback and reply of college leaders and professional leaders

2.1 Student complaints and feedback

- 1.The course “hotel human resource management” was originally taught in the first semester of the third grade, hoping to be arranged after learning more basic courses.
- 2.Hotel Management Major belongs to the tourism discipline, we hope the course “consumer behavior” can be better consistent with the professional training objectives.
- 3.The fourth grade students have completed their credits, but they hope to take care of the interests of a small number of students and help with graduation thesis writing, and set up the course of “research methods of tourist hotels ” in the fourth grade.

2.2 Reply of college leaders and professional leaders

- 1.The teaching time of hotel human resource management is changed from the first semester of the third grade to the second semester of the third grade.
- 2.The course name of “consumer behavior” is changed to “tourism consumer behavior”, and the teaching content is changed accordingly, which is more in line with the characteristics of tourism discipline.
- 3.The course of research methods of tourism hotel is changed to hotel research methods and thesis writing. Graduation thesis writing and related links are added to the teaching content of this course, which is opened in senior year.

II. "Fourteenth Five-Year" Development Plan of HM Program

The core goal of the "14th five year plan" development plan of hospitality management program of Shanghai Business School is to transform and develop from traditional hotel industry management to management of pan hotel industries, and train students to become effective managers of hotels, tourism companies and related services.

1. Training targets and measures

(1) Target

Highlight digital talent training. In the era of rapid development of new technologies such as internet of things, cloud computing, big data and artificial intelligence, hotel management education must recognize the importance and value of digital technology for the future development of the hotel, and take digital transformation as the strategic development goal of the cultivation of hotel management professionals.

Highlight the talent training of pan hotel industry. Focus on cultivating international pan hotel management elites in hotel, tourism, exhibition, luxury goods, finance, retail and other related fields from a diversified perspective. Its core idea is to teach business management according to the hotel's operation mode, such as how to manage employees (human resources), how to identify customer needs and values (Marketing) and how to manage the brand (public relations and brand building). The hotel industry and all its internal operations can be used as learning cases for students, so that students can be familiar with the complexity of any business model and have a tenacious working attitude.

(2) Measures

Reform the professional practice mode. Change the setting of professional practice and explore the students' operation practice experience in front-line departments such as hotel reception, guest rooms and bars in the first academic year. After entering the second and third years, the course will focus on solid basic knowledge, improving comprehensive application, and focusing on the cultivation of students' soft skills such as leadership, so as to create an opportunity for students to understand customer needs, and get a work experience that matches customer value.

Optimize the curriculum system. In addition to the traditional hotel management courses, a series of comprehensive courses are provided from the perspective of strengthening pan hotel management, including human resource management, financial accounting, marketing, real estate finance, investment and asset management, so as to cultivate talents from a diversified perspective. Graduates will master all-round business skills. In addition to employment in the hotel service industry, they can also work in real estate, it, marketing Aviation, science and technology, medical and other industries have made a difference.

2. Objectives and measures of international talent training

- (1) Strengthen cross-cultural communication, improve students' language expression ability and strengthen the learning of professional knowledge
- (2) Strengthen industry university research cooperation and strengthen the effect of international talent training
- (3) Expand the communication channels between foreign students and Chinese students
- (4) ACBSP international certification has been solidly implemented in all links of talent training

3. Objectives and measures of strengthening teaching staff

- (1) Recruit a certain number of foreign teachers and optimize the composition of teachers
- (2) Recruit a certain number of industry teachers and optimize the composition of teacher structure
- (3) Strengthen teachers' bilingual teaching ability, introduce talents to the outside and cultivate them internally

4. Objectives and measures of discipline construction

- (1) Taking the construction of master of tourism management as an opportunity to promote discipline construction
- (2) Guided by employment, we need to deeply understand the industrial demand, innovate and adjust the training system.
- (3) Establish an effective advisory committee to guide discipline construction and development
- (4) Maintain the interaction between alumni association and major and promote discipline development

5. Objectives and measures of scientific research

- (1) Actively undertake high-level scientific research projects
- (2) Combined with the classified management of the University, strengthen the performance evaluation of scientific research projects and improve the evaluation and incentive system conducive to innovation.
- (3) Strengthen the cultivation of high-level papers, monographs and achievements
- (4) Promote exchanges and cooperation at home and abroad

6. Objectives and measures of serving economic and social development

- (1) Teachers are encouraged to undertake the entrusted research topics of tourism hotels and related enterprises, strengthen applied scientific research, actively participate in the consultation and demonstration of major management decisions of tourism hotels and related enterprises, and carry out close scientific research cooperation with local governments and enterprises.
- (2) Strengthen the applied research with school enterprise cooperation units, and explore the development path of the integration of government, University, research and production according to the actual needs of enterprises.