



2017 FACTSHEET

International Hospitality Management Department (SIHOM)

1. Bachelor’s Degree in International Hospitality Management

Program Highlights:

- International faculty body that provides international quality of Hospitality & Tourism related courses and knowledge
- A program with a duration of 3.5 years
- A wide range of global employment opportunities and dual-degree education programs
- A wide variety of Global internships and job placements in South Korea and several countries
- Development of international talents to serve within the Asian and worldwide hospitality markets
- Regular guest speakers invited from partner schools around the world
- Delivering cutting edge knowledge, practices and key skills to develop professionals in the industry

Specialized Courses:

Management	Management of Services: Concepts, Design, and Delivery, Human Resource Management in Hospitality, Conferences and Events Management, Strategic Marketing in Hospitality Business, Food and Beverage Management, E-distribution and communication, CRM, MICE - Sales & Management, Real estate Management and the hospitality industry, Revenue and Yield Management, Destination Management, Hospitality Business Planning and Development, Strategic Hospitality Management
Practical	Industry Placements, Culinary Techniques, Food Operation, Beverage and Bars Operations
Awareness	Safety and Security Management, Tourism Policy, , Tourism Geography and Economics, Regulations in Tourism and Hospitality Businesses, Sustainable approaches to Hospitality, Dynamics of tourism
	Rooms Division Management, Cruise Industry, Global Hospitality

Hospitality	Business Management, Hotel organization, Hospitality Terminology, Accounting and Finance in the Hospitality Industry, E-hospitality and Tourism, Room Division Service Standards, Food and Beverage Service Standards, Hotel Strategy and the Travel intermediaries, International Luxury Brand Management,
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Skills Learned:

- International hospitality standards
- Culture and ethics of various countries
- Practices of hospitality in different industries
- Regulations and policies related to hotel management and traveling
- Hotel administration and operation skills
- Understanding of various hotel operations & networks around the world
- Catering and hospitality terminologies
- Industrial / practical experience and internship

International Partnerships:

- Swiss Hotel Management School – Switzerland
- Hotel school, The Hague – the Netherlands
- Prince of Songkla University – Thailand
- Varna University of Management – Bulgaria
- IMI – Switzerland
- ICHM – Australia
- ESHTE - Portugal
- Kaohsiung National University of Hospitality and Tourism – Taiwan
- Emirates Academy of Hospitality Management – Dubai
- Shih-Chien University – Taiwan
- Eastern Mediterranean University – Cyprus, North Turkey

Potential Career Paths:

- Hoteliers at worldwide hotel chains
- Managers (Hotels, resorts, golf clubs, catering centers, restaurants, cruise ships)
- Events planning and project management
- Administrator at conventions
- Tour guides / agency coordinators
- Branding and marketing for luxury hotels
- Educators
- Exhibition and tradeshow staff
- Tourism council
- Hospitality Group employee
- Consultants in new hospitality project development

ADDITIONAL COSTS:

In addition to the fees paid as part of general admission, certain additional costs are required to fulfill student's participation as a student. All departments have a Student Council Fee (administered by Student Council and monitored by Department Chairs) to include costs that are incurred during a student's 3.5 years with the university. Most departments administer the fees in the same approximate manner.

Hotel Management (SIHOM) Grooming policy

All students must dress in the appropriate manner for special events, guest speakers, visitors, internships, etc. Here are the regulations for men and women. If you can purchase the clothes at your home, it would be less expensive although we can help you purchase clothes in Korea.

Men's suits

- All students must wear **black** (recommended) or dark blue suit jacket and pants and white dress shirt.
- (You are not permitted to wear semi-formal style suits, short sleeve shirts and different colors of dress shirt.)
- No fancy tie.
- Shoes: Black dress shoes (No loafers) with black dress socks (Always).
- No brooches nor handkerchiefs. Tie clips are acceptable.
- Hair: Hair should be neat and a forehead should be showing.
- No fancy accessories.
- When you wear a suit, you must always wear your name tag on your chest (left side of your jacket). (Name tags will be distributed from the department.)
- When you do indoor activities (e.g. lecture), you should take off your coat.
- When you go on field trips, you can put on the coat depending on the weather.

Women's clothes

- (You All students must wear black suit jacket and skirt and white or pale ivory dress shirt.
- are not allowed to wear semi-formal style. All-season suits are recommended.)
- Not too short, wide, skinny nor bootcut pants_
- Suit jacket: A black jacket with a collar. Jacket buttons should be always fastened. No non-collar jackets
- Blouse: Long or short round neck white blouse (No collar, frill, button, nor v neck top) (Shirring or ivory color is allowed.)
- Skirt: Skirts should reach the knees_ or just above the knees (No mini skirt nor too tight skirt)



- Nude stockings are compulsory (No bare legs - You must wear stockings when you wear suits). No coffee-colored stockings.)
- Black stockings of normal thickness are allowed in the cold weather (Not too thick napping stockings)
- Shoes: 3 cm ~ 5cm black matt dress shoes. (No high-heels)
- No shoes that are Glossy, ornaments, patterned, flatties, loafers, Mary Janes, platform or suede
- 3-5 cm are suitable for you to wear for a long time. Low-heeled and comfortable dress shoes are recommended to avoid sore feet.
- Wearing dress shoes is needed in the school building. Sneakers and running shoes are allowed off campus. (No slipper, sandal, and mule)
- Accessory or manicure is allowed not to be too fancy.
- Not too heavy make-up. Not too strong perfume.
- When you wear a suit, you must always wear your name tag on your chest (left side of your jacket). Name tags will be distributed from the department.
- When you do indoor activities (e.g. lecture), you should take off your coat.
- When you go field trips, you can put on the coat depending on the weather.

SIHOM Department (Student Council Fees)

Department letter jacket 40,000 (for cold weather)

name tag 9,000

cooking clothes for culinary lecture 25,000

t-shirt 8,000×2years

field trip 10,000×3years

party fee 10,000×3years

other parties/events 30,000×3years

sports day food expenses 15,000×2years

academic seminar 10,000×3years

Total 300,000 Kwon (~USD \$270)

2. MSc in International Hospitality Management

Program Highlights:

- International faculty members with various backgrounds in the Hospitality & Tourism field,
- Wide opening to contemporary subjects related to the studied field
- Advanced level of knowledge in global hospitality businesses and international hotel brands
- A unique intensive program with a short duration of 1 full year.

Specialized Courses:

Management	Strategic Marketing in the Hospitality Industry, Management of Finance & Revenue in the Hospitality Industry, Resort Development & Real Estate Management
Research & projects	Research Methods & Applications in the Hospitality Industry, Global Trends in Hospitality layout.
Global issues & awareness	International Hospitality Business Environment, Innovative Technologies in the Hospitality industry, Global Societies, Cultures & Hospitality, Global Dynamics of Tourism & Sustainable Development
Hospitality	Human Resort Management in Hospitality Industry, Management of International Hotel Brands, Entrepreneurial Leadership in the Hospitality Industry , Hospitality and the Business Traveler,

Skills Learned:

- In-depth Knowledge about the international lodging industry, and the different levels of management
- The current issues of high consideration in the field of hospitality
- To achieve a research study in the field of international hospitality

Potential Career Paths:

- A career in the field of Hospitality Management
- Teaching BA level in the field of hospitality management
- Further postgraduate education: PhD or MBA levels.

3. PhD in Hospitality and Tourism Management

Program Highlights:

- Prestigious international faculty members with a confirmed background in Hospitality & Tourism research,
- The path to an academic, or a research-focused career in the field of Hospitality and Tourism management,
- An advanced research level delivered with a focus on current issues related to the field of hospitality and tourism,
- A unique program with a duration of 2.5 years

Specialized Courses:

Management	Tourism Destination Marketing and Management, Strategic HR Management In Hospitality and Tourism
Research oriented	Research Management, Research Methodology in Hospitality and Tourism, Advanced Statistical methods and Data Analysis, and Data Mining
Business & Economy	Advanced Hospitality Business Development, Economic Trends Analysis and Financial Management
Hospitality & Tourism	Lodging Management – professional Seminars, Strategic HR Management In Hospitality and Tourism, Tourism and Sustainable Development, Current Issues in Tourism, Advanced Technologies in Hospitality and Tourism

Skills Learned:

- Applying and managing research in the field of hospitality and tourism
- The dynamics of the hospitality and tourism industry
- Managing destinations and products development and promotion
- Knowledge about the lodging industry

Potential Career Paths:

- Research-oriented ‘education’ in the field of hospitality and tourism
- Teaching-oriented ‘education’ in the field of hospitality, tourism and management
- Post-doctoral studies
- A research career in the field studied.