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Shanghai Business School

Hospitality Management

Presented by Professor Jiang

A hand is shown peeling a white corner of a red background, creating a dynamic, layered effect on the right side of the slide.

Content

01 School Profile

02 Major Profile

- Brief Introduction
- Main Course
- Teachers & Faculty

03 International Cooperation

- Overseas Study Tour
- Overseas Internship

Shanghai Business School

Since 1950

Public university





Shanghai Business School

- ❑ **60-year-old** under the direct auspices of Shanghai Municipal Government.
- ❑ Thousands of **well-qualified political and economic leaders**

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- ◆ First school granted the *Bachelor Degree*
- ◆ Order “*Training Mode*” from the famous hotel groups(Starwood,Intercontinental etc)

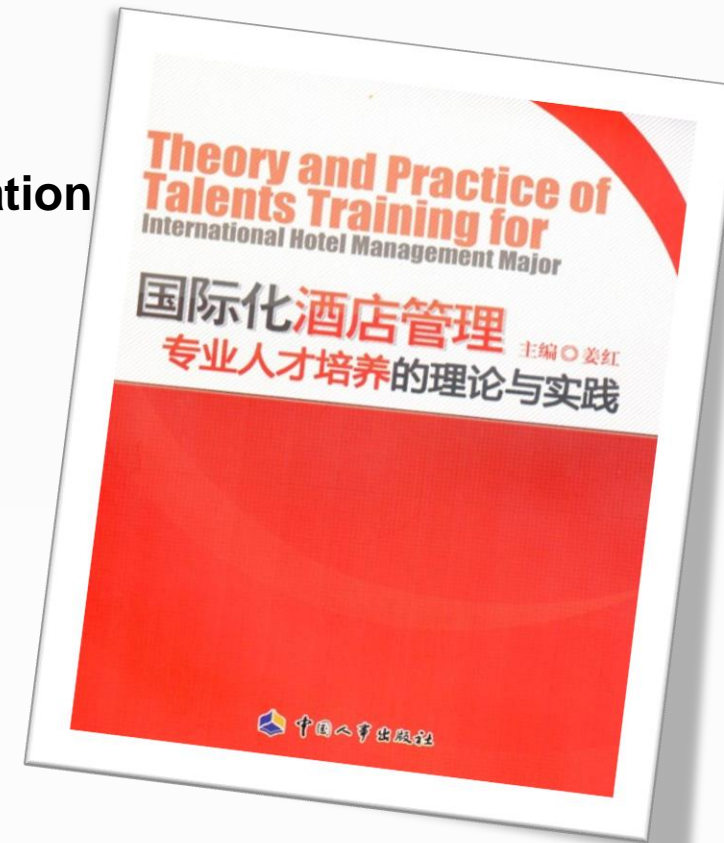
- Good Reputation
- International standard
Industry requirements

Advantage



- Overseas Teachers
- Various Course
- Industry Cooperate
- Overseas Communication

Characteristic





Industry Cooperation

SBS

“School—— International Hotels”

- ❑ Starwood
- ❑ InterContinental
- ❑ Accor
- ❑ Four Seasons

Young Men



InterContinental Hotels Group



Innovative training model

	Teachers	Teaching Condition
International Standard	Famous professor Senior consultant American Restaurant Association	Sample hotel room for practice Workshop with international hotel information Practical foundation overseas
In accordance with Industry	In equipment with CHT, SCAE	Fine practical workshop for food and beverage
Local Characteristics	Great networking with local hospitality group	Shanghai Commercial Museum

Courses	Teaching Material	Status
Hotel Strategy Management	Hospitality Strategic Management: Concepts and Cases /Wiley	Finished
Information System for Hospitality Management	Essentials of Management Information System/ China Machine Press	In progress
Consumer Behavior	Consumer Behavior 8 th /Prentice Hall India	In progress
Cross Cultural Management	Managing Cultural Differences (6th Edition)/ A Butterworth- Heinemann Title	In progress
Hotel Housekeeping Management	Good Housekeeping's Book on the Business of Housekeeping	In progress
Branding for Hospitality and Tourism Industry	Brand on Any Budget/ Nor Lights Press	Planning
Meeting and Event Management	Meeting & Event Planning For Dummies/John Wiley & Sons Inc.	Planning
Human Resource Management of Hospitality	Human Resource Management/Prentice Hall	Planning
Modern Service Industry Management	Modern Service Industry Management : Principles, Methods and Cases	Planning
Theory of Hospitality Management	Introduction to Management in Hospitality Industry/John Wiley& Sons Inc.	Planning

Teachers From Enterprise



Human Resources Director of Sheraton Hotel in Jiading Shanghai

Eddy Xu



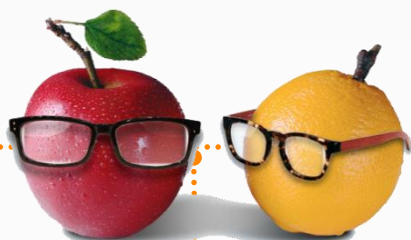
Human Resources Director of Starwood East China region

Ivan Zhong



Human Resources Director Sheraton Hotel in Hongqiao Shanghai

Shirley Liu



Overseas Scholars Hailin Qu

2013.07

A Tenured professor from
Oklahoma State University

Last two years



I. Brief introduction

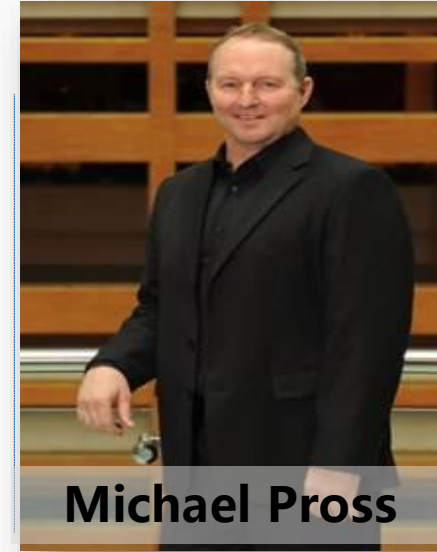
MANAGING DIRECTOR
SHERATON SHANGHAI
HOTEL & RESIDENCES
PUDONG
FOUR POINTS BY
SHERATON SHANGHAI
PUDONG



Anis Magdy

II. Main Course

VP
HUMAN
RESOURCES
GREATER CHINA



Michael Pross



Paul Proctor

MANAGER
HOLIDAY INN PUDONG
SHANGHAI



Christophe Lajus

MANAGER
INTERCONTINENTAL
EXPO HOTEL
SHANGHAI

III. Teachers & Faculty

**Elite
From
Overseas**

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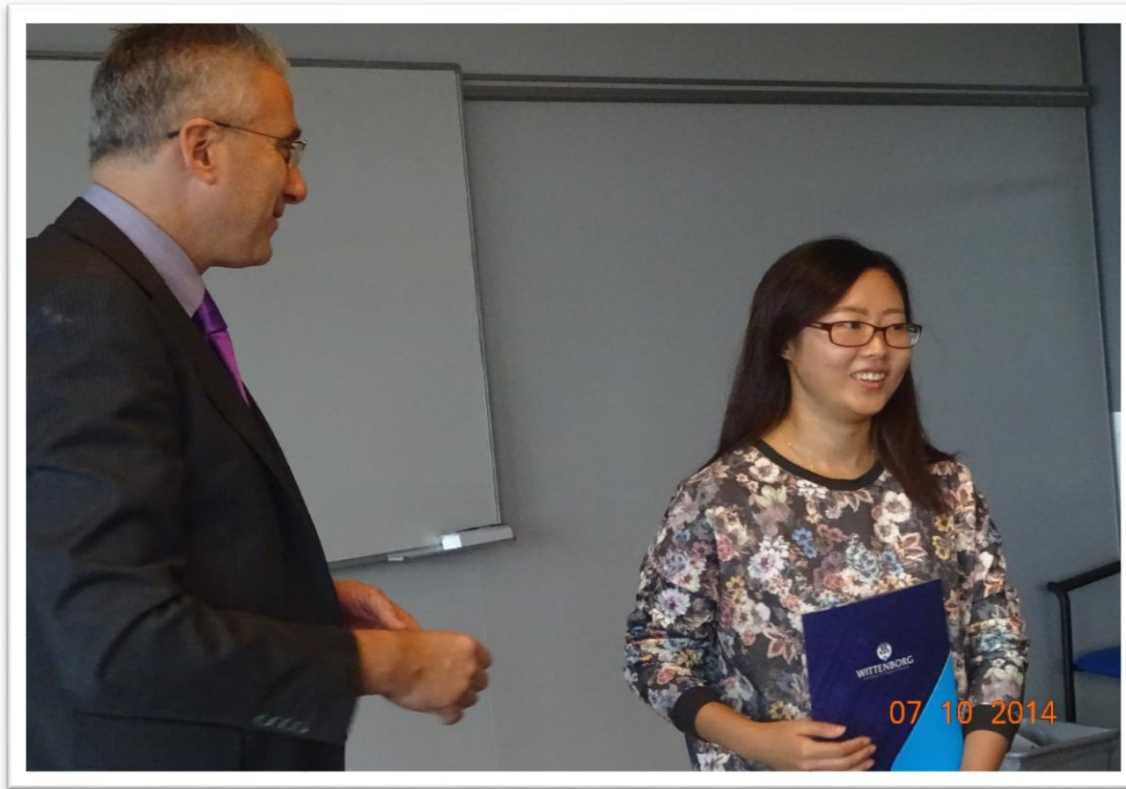
International Cooperation

Hotel Operations Management Trainee

- ❑ ESP (English for Specific Purposes)
- ❑ Overseas
Maldives, Kuala Lumpur, Hong Kong etc.



Hotel	Place	Number of people	Year
Le Meriden Hotels	Hong Kong	6	2011
SHERATON MALDIVES FULL MOON RESORT & SPA	Maldives	1	2011
W RETREAT & SPA – MALDIVES	Maldives	3	2012
Sheraton Hotels in Kuala Lumpur	Kuala Lumpur	1	2012
Pullman Bangkok King Power	Bangkok, Thailand	1	2013
Novotel Bangkok on Siam Square	Bangkok, Thailand	1	2013
Grand Mercure Bangkok Fortune	Bangkok, Thailand	1	2013
Sofitel SO	Mauritius	1	2013



Teachers and Students in Netherlands

- ❑ Maldives
- ❑ Hong Kong
- ❑ Thailand
- ❑ United States
- ❑ Malaysia
- ❑ Kuala Lumpur

Students Overseas Internship





Students Overseas Internship





Overseas internship base signing ceremony in Maldives



Students in Maldives



Thanks

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Hospitality management

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