

BACHELOR OF BUSINESS ADMINISTRATION
Majoring in Event Management

	Subject Name	CP	Hours	
YEAR 1	Introduction to Information Systems	3	45	
	Service Management	3	45	
	Introduction to the Event Industry	3	45	
	Venue and Hospitality Operations	4	90	
	Legal Issues for Event Management	3	45	
	Accounting Fundamentals	3	45	
	Business Organisation Principles	3	45	
	Business Communication	3	45	
	Event Operations and Logistics	3	45	
	Event Production and Design	3	45	
	INDUSTRY TRAINING			600
	YEAR 2	INDUSTRY TRAINING		600
Contemporary Leadership		1	15	
Academic Writing and Research Skills		3	45	
Principles of Marketing		3	45	
Introduction to Human Resources		3	45	
Event Promotion and Sponsorship		3	45	
Event Management Project		3	75	
Managerial Accounting		3	45	
Business Economics		3	45	
Basic Business Law		3	45	
Contemporary Issues in Event Management		3	45	
Exhibition Services		3	45	
YEAR 3	Introduction to Statistics	3	45	
	Techniques and Elements of Finance	3	45	
	Strategic Management	3	45	
	International Events	3	45	
	Human Resources Planning and Performance	3	45	
	Business Demographics	3	45	
	Distribution Decisions	3	45	
	Business Forecasting	3	45	
	Business Project	3	45	
	Cross Cultural Management	3	45	
	Marketing and Management Law	3	45	
	Asian Business Environments	3	45	