

Bachelor of Business (Event Management) (Top-up) Programme Structure

Course Code	Modules	Semester
THS1FEM	The Event Experience	Semester 1
THS2HME	Hallmark Events	
BUS2SUS	Sustainability	
MKT3SRM	Social Media and Relationship Marketing	
THS3EOP	Event Planning	Semester 2
THS3FUT	Tourism, Hospitality and Event Futures	
MKT2CBE	Consumer Behaviour	
MKT3SEM	Social Marketing	
THS3SCE	Event Project	Semester 3
MGT3SVM	Volunteer Management	
THS3DMM	Destination Marketing and Management	
BUS3ENT	Entrepreneurship	

Updated as at 01 Jan 2018