

Bachelor of Business (Tourism and Hospitality) (Top-up) Programme Structure

Course Code	Modules	Semester
THS1FBS	Food and Beverage Supervision	Semester 1
THS2GSY	Principles of Gastronomy	
BUS2SUS	Sustainability	
MKT3SRM	Social Media and Relationship Marketing	
THS3INT	International Tourism and Hospitality	Semester 2
THS3FUT	Tourism, Hospitality and Event Futures	
MKT2CBE	Consumer Behaviour	
MKT3SEM	Social Marketing	
THS2TCR	Computer Reservation Systems	Semester 3
THS3THS	Tourism and Hospitality Simulation	
THS3DMM	Destination Marketing and Management	
BUS3ENT	Entrepreneurship	

Updated as at 01 Jan 2018