

**CURRICULUM REVIEW
PROPOSED PROGRAM STRUCTURE - EPJJ
BACHELOR OF BUSINESS IN EVENT MANAGEMENT (HONOURS) - BA266**

SEMESTER 1					SEMESTER 2				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	HBU111	Ko Kurikulum I	1	2	Compulsory Modules	HBU121	Ko Kurikulum II	1	2
Common Core	ACC407	Intermediate Financial Accounting and Reporting	3	3	Common Core	FIN420	Financial Management	3	4
	MGT420	Principles and Practice of Management	3	3		BTM452	Business Application Essentials	3	4
	HRM433	Principles of Human Resource Management	3	3					
	MKT420	Principles and Practice of Marketing	3	3					
Discipline Core				Discipline Core	LAW416	Business Law	3	3	
Specialization				Specialization	EVM404	Fundamentals of Event Management	3	4	
Total			13	14	Total			13	17

SEMESTER 3					SEMESTER 4				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	CTU552	Philosophy and Current Issues	2	2	Compulsory Modules	HBU131	Ko Kurikulum III	1	2
Common Core	ECO415	Economics	3	4	Common Core	LCC503	English for Business Communication	3	4
						OPM537	Business Process Management	3	4
Discipline Core	EVM510	Business Event and Technology	4	4	Discipline Core	BTM543	Ethical Communication Management	3	3
Specialization	EVM420	Event Planning and Budgeting	4	4	Specialization	EVM502	Event Public Relations and Protocol	4	4
Total			13	14	Total			14	17

SEMESTER 5					SEMESTER 6				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	CTU554	Value and Civilization II	2	2	Compulsory Modules				
Common Core	TAC402	Arabic for Business Communication I	2	3	Common Core	TAC452	Arabic for Business Communication II	2	2
	TMC402	Mandarin for Business Communication I				TMC452	Mandarin for Business Communication II		
Discipline Core	HRM549	Human Resource Development	4	4	Discipline Core	MKT558	Digital Marketing	3	3
						BTM536	Stress and Well-being	3	3
Specialization	EVM504	Event Design and Production	4	4	Specialization	EVM554	Event Risk Management and Legal Compliance	4	4
Total			12	13	Total			12	12

SEMESTER 7					SEMESTER 8				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	ENT530	Principles of Entrepreneurship	3	3	Compulsory Modules				
Common Core	MGT555	Business Analytics	3	4	Common Core	FIN533	Personal Financial Planning	3	3
Discipline Core					Discipline Core	EVM556	Event Marketing and Sponsorship	4	4
Specialization	EVM603	Issues in Event Management	4	4	Specialization	EVM605	Event Resource Management	4	4
Total			10	11	Total			11	11

SEMESTER 9					SEMESTER 10				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules					Compulsory Modules				
Common Core	MGT651	Research Methodology	3	3	Common Core				
	MGT659	Concepts and Applications of Strategic Management	3	4					
Discipline Core					Discipline Core				
Specialization	EVM606	Special Event Organization	4	4	Industrial Training	MGT667	Industrial Training	12	
Total			10	11	Total			12	0

	Percentage	Credit Hours	MQA Requirements
University Requirements	9%	10	8
Core	33%	37	42
Discipline Core	22%	24	36
Specialisation	25%	28	30
Industrial Training	11%	12	
Total	100.0%	111	

GRAND TOTAL (CREDIT HOURS) =

120