

Bachelor of Business Administration with Honours in International Hospitality and Attractions Management
Year 1 Entry

- Core Courses
- Concentration Core Courses
- Concentration Elective Courses
- Business Elective Courses
- University Core Courses
- General Education Courses
- GIP Courses

YEAR 1		YEAR 2	
AUTUMN	SPRING	AUTUMN	SPRING
BUS 2000BEF (24 credit-units) Integrated Business Foundation		BUS 2020BEF (24 credit-units) Integrated Business Functions	
UNI 1012ABW (1 credit-unit) Social Responsibilities	UNI 1002ABW (2 credit-units) University Core Values	General Education Course (3 credit-units)	UNI 2002BEW (3 credit-units) Co-creating with AI: Communication and Teamwork for the Future
General Education Course (3 credit-units)		GIP 200BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 2)	
GIP 100BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 1)			
YEAR 3		YEAR 4	
AUTUMN	SPRING	AUTUMN	SPRING
BUS 3068BEF (3 credit-units) Business Issues and Ethics	HPM 3009BEF (3 credit-units) Theme Park Management	BUS 4028BEF (6 credit-units) Investigating Entrepreneurial Opportunities	HPM 3002BEF (15 credit-units) Internship in Hospitality
HPM 4005BEF (3 credit-units) Event Management	HPM 4008BEF (3 credit-units) Advanced Hotel Management	BUS 4088BEF (3 credit-units) Business Sustainability: Theory and Practice	
TRM 3013BEF (3 credit-units) Customer Experience Management in Tourism and Hospitality	Concentration Elective Course (3 credit-units)	MGT 4098BEF (3 credit-units) Business Strategy	
Business Elective Course (3 credit-units)	Business Elective Course (3 credit-units)	HPM 4001BEF (3 credit-units) Revenue Management for Hospitality Industry	
Business Elective Course (3 credit-units)	UNI 3002BEW (3 credit-units) AI, Sustainability, and Entrepreneurial Leadership	GIP 400BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 4)	
GIP 300BEF (0 credit-unit) Global Immersion Programme (Undergraduate Year 3)			