

Bachelor of Business Administration with Honours in International Hospitality and Attractions Management
Year 3 Entry

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

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	UNI 1002ABW (2 credit-units) University Core Values
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	
	UNI 2002BEW (3 credit-units) Co-creating with AI: Communication and Teamwork for the Future	UNI 1012ABW (1 credit-unit) Social Responsibilities	
	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)			

The course offering schedule is subject to change without prior notice. The suggested study plan is for reference only. Please refer to the Advice on Course Selection issued by the Registry for your specific cohort prior to course enrollment.