Bachelor of Business Administration with Honours in International Hospitality and Attractions Management
Year 1 Entry (Students who opt for project)

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

YEAR 1

AUTUMN

- BUS 2000BEF Integrated Business Foundation
- General Education Course
- GIP 100BEF Global Immersion Programme (Undergraduate Year 1)

SPRING

- BUS 2000BEF Integrated Business Foundation
- General Education Course

YEAR 2

AUTUMN

- BUS 2020BEF Integrated Business Functions
- UNI 1001ABW University Core Values
- UNI 1011ABW Social Responsibilities
- GIP 200BEF Global Immersion Programme (Undergraduate Year 2)

SPRING

- BUS 2020BEF Integrated Business Functions
- UNI 2001BEW Effective Communication and Teamwork
- GIP 200BEF Global Immersion Programme (Undergraduate Year 2)

YEAR 3

AUTUMN

- HPM 3009BEF Theme Park Management
- TRM 3013BEF Customer Experience Management in Tourism and Hospitality
- DB 3047BEF Digital Marketing
- MKT 3062BEF Marketing Research and Analytics
- TRM 3010BEF Tourism Planning and Policy
- GIP 300BEF Global Immersion Programme (Undergraduate Year 3)

SPRING

- BUS 3068BEF Business Issues and Ethics
- FINT 3038BEF E-payment Systems, Cryptocurrencies and Cyber Security
- MGT 3042BEF Training and Development
- MKT 3063BEF Consumer Behaviour
- MKT 4077BEF Brand Management
- Choose three
- UNI 3001BEW Entrepreneurial Mindset and Leadership for Sustainability
- GIP 300BEF Global Immersion Programme (Undergraduate Year 3)

YEAR 4

AUTUMN

- BUS 4028BEF Investigating Entrepreneurial Opportunities
- MGT 4098BEF Business Strategy
- HPM 4001BEF Revenue Management for Hospitality Industry
- HPM 4005BEF Event Management
- HPM 4008BEF Advanced Hotel Management
- GIP 400BEF Global Immersion Programme (Undergraduate Year 4)

SPRING

- BUS 4028BEF Investigating Entrepreneurial Opportunities
- BUS 4088BEF Business Sustainability: Theory and Practice
- HPM 4098BEF Applied Learning Project for Hospitality
- GIP 400BEF Global Immersion Programme (Undergraduate Year 4)

Course offering schedule is subject to change without prior notice. The suggested study plan is for reference only.