Bachelor Plan

College of Business

# Bachelor of Events Management (0-4)

| | Course Code | Course Name | Pre-R | Co-R | Credit Hours | Contact Hours | Course Type |
|---|---|---|---|---|---|---|---|
| Semester 1 | BMIS110 | Business Computer Applications | N/A | N/A | 3 | 3 | CM |
| | BMGT110 | Management Principles | N/A | N/A | 3 | 3 | CM |
| | BACC110 | Financial Accounting | N/A | N/A | 3 | 3 | CM |
| | ENGL111 | English for Business | N/A | N/A | 3 | 3 | UM |
| | MATH140 | Business Mathematics | N/A | N/A | 3 | 3 | CM |
| | | | | ***Semester Total*** | ***15*** | ***15*** | |
| Semester 2 | BECO191 | Principles of Microeconomics | MATH140 | N/A | 3 | 3 | CM |
| | BDMC191 | Business Communications | ENGL111 | N/A | 3 | 3 | CM |
| | BMKT110 | Marketing Principles | N/A | ENGL111 | 3 | 3 | CM |
| | BFIN110 | Financial Management | MATH140 | N/A | 3 | 3 | CM |
| | | **University Elective** | N/A | N/A | 3 | 3 | UEL |
| | | | | ***Semester Total*** | ***15*** | ***15*** | |
| Semester 3 | BECO292 | Principles of Macroeconomics | BECO191 | N/A | 3 | 3 | CM |
| | STAT201 | Statistics for Business | MATH140 | N/A | 3 | 3 | CM |
| | BEVM240 | Cultural Tourism and Festivals | BMGT110, ENGL111 | N/A | 3 | 3 | DM |
| | BEVM213 | Destination Management | BMGT110, ENGL111 | N/A | 3 | 3 | DM |
| | | **University Elective** | N/A | N/A | 3 | 3 | UEL |
| | | | | ***Semester Total*** | ***15*** | ***15*** | |
| Semester 4 | BMKT212 | Consumer Behavior | BMKT110 | N/A | 3 | 3 | DM |
| | BEVM221 | Tourism Product & Design | BMKT110 | N/A | 3 | 3 | DM |
| | BMKT270 | Business Research | STAT201 | N/A | 3 | 3 | CM |
| | BEVM290 | Events Marketing | BMKT110 | N/A | 3 | 3 | DM |
| | BMIS211 | Management Information System | BMIS110, BMGT110 | N/A | 3 | 3 | CM |
| | | | | ***Semester Total*** | ***15*** | ***15*** | |
| Semester 5 | BEVM371 | MICE Management | BEVM290 | N/A | 3 | 3 | DM |
| | BEVM310 | Managing Event Organizations | BEVM221 | N/A | 3 | 3 | DM |
| | BMGT350 | Business Law | EGNL111, BDMC191 | N/A | 3 | 3 | CM |
| | BEVM363 | Quality in Tourism, Leisure, and Events | BMKT212 | N/A | 3 | 3 | DM |
| | | **College Elective** | N/A | N/A | 3 | 3 | CEL |
| | | | | ***Semester Total*** | ***15*** | ***15*** | |
| Semester 6 | BMIS361 | E-business | BMIS211 | N/A | 3 | 3 | CM |
| | BEVM350 | Leisure and Sports Events | BEVM310 | N/A | 3 | 3 | DM |
| | BEVM312 | Events in Practice | BEVM302 | N/A | 3 | 3 | DM |
| | BEVM333 | Destination Branding | BEVM213, BMKT212 | N/A | 3 | 3 | DM |
| | | **Department Elective** | N/A | N/A | 3 | 3 | DEL |
| | | | | ***Semester Total*** | ***15*** | ***15*** | |

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|---|---|---|---|---|---|---|---|
| **Semester 7** | BEVM481 | E-Tourism | BMIS361, BEVM221 | N/A | 3 | 3 | DM |
| | BMGT493 | Business Ethics | BMGT110 | BMGT350 | 3 | 3 | CM |
| | BEVM460 | Sustainability in Leisure, Tourism and Events | BEVM363 | N/A | 3 | 3 | DM |
| | BEVM492 | Internship in Events Management | N/A | BMGT493 | 3 | 0 | CM |
| | | **Department Elective** | N/A | N/A | 3 | 3 | DEL |
| | | | | ***Semester Total*** | ***15*** | ***12*** | |
| **Semester 8** | BEVM400 | Managing Visitor Experience | BEVM310, BEVM333 | N/A | 3 | 3 | DM |
| | BEVM493 | Contemporary Issues in Leisure, Tourism and Events | BEVM363 | N/A | 3 | 3 | DM |
| | BMGT411 | Strategic management | BMGT493 | N/A | 3 | 3 | CM |
| | BEVM423 | Policy and Scenario Planning | BEVM312 | N/A | 3 | 3 | DM |
| | BEVM491 | Graduation Project in Events Management | BMKT270 | N/A | 3 | 3 | CM |
| | | | | ***Semester Total*** | ***15*** | ***15*** | |
| | | | | ***Program Total*** | ***120*** | ***117*** | |

***CM: College Mandatory Course***
***DM: Department Mandatory Course***
***DEL: Department Elective Course***
***CEL: College Elective Course***

# Bachelor of Events Management (0-4)

## University Electives

***University elective courses offered may vary from semester to semester, depending on availability. For the current list of available electives, please contact the Admissions and Registration Department.***

## College Electives

Applicable for this program only

| Code | Course Name | Pre-Requisite | Credit Hours | Contact Hours |
|---|---|---|---|---|
| BCEL301 | Professional Development and Communication Skills | N/A | 3 | 3 |
| BCEL302 | Negotiation and conflict management | N/A | 3 | 3 |
| BCEL303 | Business Etiquette and Protocol | N/A | 3 | 3 |
| BCEL304 | Professional Selling and persuasion | N/A | 3 | 3 |
| BCEL305 | Principles of Project Management | N/A | 3 | 3 |
| BCEL306 | Sustainability and Social innovation | N/A | 3 | 3 |

This program permits the selection of 1 college elective course, amounting to 3 credit hours.

## Departmental Electives

| Code | Course Name | Pre-Requisite | Credit Hours | Contact Hours |
|---|---|---|---|---|
| BEVM380 | Festivals Management | N/A | 3 | 3 |
| BEVM381 | International Events Management | N/A | 3 | 3 |
| BEVM382 | Recreation and Tourism | N/A | 3 | 3 |
| BEVM383 | Property, Safety, and Security Management | N/A | 3 | 3 |
| BEVM384 | Smart Cities and Touristic Destinations | N/A | 3 | 3 |
| BMIS352 | Customer Experience Design | N/A | 3 | 3 |
| BMIS392 | Artificial Intelligence in Business | N/A | 3 | 3 |
| BMIS396 | Digital Transformation in Business | N/A | 3 | 3 |
| BMKT373 | Public Relations | N/A | 3 | 3 |
| BMGT393 | Leading Teams in Organization | N/A | 3 | 3 |

This program permits the selection of 2 departmental elective courses, amounting to 6 credit hours.