

Bachelor of Business (Tourism and Hospitality) (Top-up) Programme Structure

January Intake

Course Code	Modules	Semester
BUS3ENT	Entrepreneurship	Semester 1
BUS1SBY	Sustainability	
THS3DMM	Destination Marketing and Management	
THS1FEM	Introduction to Event Management	Semester 2
THS2HME	Hallmark Events	
MKT3SRM	Social Media and Relationship Marketing	
THS3SCE	Sustainable Community Events	Semester 3
THS3THS	Tourism and Hospitality Simulation	
THS3FUT	Tourism, Hospitality and Event Futures	
MKT2CBE	Consumer Behaviour	Semester 1, 2, 3
THS2001	Hospitality Management	
THS3001	Business Events	

July Intake

Course Code	Modules	Semester
THS1FEM	Introduction to Event Management	Semester 1
THS2HME	Hallmark Events	
MKT3SRM	Social Media and Relationship Marketing	
BUS3ENT	Entrepreneurship	Semester 2
BUS1SBY	Sustainability	
THS3DMM	Destination Marketing and Management	
THS3SCE	Sustainable Community Events	Semester 3
THS3THS	Tourism and Hospitality Simulation	
THS3FUT	Tourism, Hospitality and Event Futures	
MKT2CBE	Consumer Behaviour	Semester 1, 2, 3
THS2001	Hospitality Management	
THS3001	Business Events	

Updated as at 14 July 2022