

Bachelor in Tourism Management (Honours) (Event Management)

Programme Overview:

Designed to prepare students for the demands of the industry, this programme combines fundamental areas of event management in the tourism context. Events are becoming a vital part of tourism and businesses, and students will be guided to be adaptable and resourceful to thrive in this fast-paced career filled with exciting opportunities and varied workplace experiences. Hands-on learning opportunities are tailored into the programme through which students learn to stage events from conception to completion. All these competencies are highly relevant to thrive in the competitive and dynamic tourism and event industry.

Duration and Offered In:

3 Years - PK N/812/6/0151

MER

Minimum Entry Requirement for Bachelor Degree Programmes ([HTML](#) | [PDF](#))

Career Prospects:

- Tourism, Leisure, and Event and Convention Management
- Clubs and Recreation Industry
- Travel Industry
- Hotels and Resorts Industry
- Airlines/ Cruise Lines
- Convention Centres
- MICE Companies
- PR and Event Firms
- Sales and Marketing Departments

Programme Outline:

- Introduction to Information Technology
- Introduction to Tourism Industry
- Principles Management of Tourism
- Tourism Economics
- Tourism Marketing
- Services Marketing Management
- Japanese Language I
- Japanese Language II
- Legal Aspects in Hospitality

- Human Resource Management for Hospitality Industry
- Managing Guest Service
- MICE Management
- Accounting for Tourism
- Travel and Tour Operations
- Research Methodology for Tourism
- Tourism Organisational Behaviour

- Sustainable Tourism
- Tourism Crisis Management
- Professional Development for Event
- Tourism Retail Management
- Tourism Event Management
- Sport Tourism Event
- Event Sponsorship Management
- Event Experience and Design
- Festival and Special Event Management
- Event Safety and Risk Management
- Strategic Management
- Entrepreneurship
- Hospitality Financial Accounting
- Industry Project
- Internship

Language, Mata Pelajaran Pengajian Umum (MPU) and Co-curricular Courses:

- English Language, Bahasa Kebangsaan A, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Co-curricular

*Co-Curricular Courses can be taken in any semester of the study