

Bachelor of Business Administration Program (International Program)

Degree Plan

Regular Track and Cooperative Education Track

Total Number of Credits

General Education	24 credits
English Languages	9 credits
Integrated Professional Skills Course	15 credits
Professional Education	99 credits
Core Courses	36 credits
Major Requirements	45 credits
Major Electives	18 credits
Free Electives	6 credits
Total	<u>129</u> credits

List of Courses

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106	The Art of Writing	3
IEN107	Critical Reading and Writing	3
IEN108	Persuasive Presentation	3

Integrated Professional Skills Course (15 Credits)

IGE011	Thinking Skills for Lifelong Learning	3
IGE012	Citizenship in Society and International Community	3
IGE013	Technology and Innovation for the Future	3
IGE014	Aesthetics and Well-being for Life	3
IGE015	Entrepreneurial Spirit and Financial Literacy	3

2. Professional Education (99 credits)

Core Courses (36 credits)

IBA112	Business Fundamentals	3
IBA113	Essentials of Marketing	3
IBA114	Essentials of Management	3
IBA115	Fundamental of Accounting	3
IBA116	Fundamentals of Economics	3
IBA117	Business Law and Taxation	3
IBA210	Human Resource and Leadership Management	3
IBA211	Organizational and Multicultural Adaption in Business	3
IBA212	Business Finance	3
IBA213	Managerial Accounting for Business Management	3
IBA214	Business Technologies	3
IBA215	Operations Management	3

Major Requirements (45 credits)

IBA221	Consumer Psychology and Behavior	3
IBA222	Business Research	3
IBA223	Data Analytics for Business	3
IBA224	Intelligence Tools for Modern Management	3
IBA225	Innovative Management for Business	3
IBA226	Leadership and Team Management	3
IBA227	Global Business Strategy	3
IBA228	Strategic Management	3
IBA321	Project Management	3
IBA322	Business Ethics and Sustainability	3
IBA323	Business Transformation Management	3
IBA324	Services Marketing and Customer Experiences	3
IBA325	Business Communication and Negotiation	3
IBA326	Seminar in Business and Trends	3
IBA327	Risk and Change Management	3

Major Electives**(18 credits)**

Students select only 18 credits from the following courses.

Digital Marketing

IBA340	Product and Brand Management in Digital Platform	3
IBA341	Data Management in Digital Marketing	3
IBA342	Digital Marketing Content and Design	3
IBA343	Modern Marketing Channel and E-Commerce	3
IBA344	Essentials of Social Media & Digital Marketing	3
IBA345	Modern Customer Engagement	3
IBA346	Digital Marketing Tools and Techniques	3
IBA347	Digital Marketing KPIs & Metrics	3
IBA348	Current Issues for Data and Technologies for Marketing	3
IBA349	Practical Training in Digital Marketing	3

Finance and Investment

IBA350	Financial Risk Management	3
IBA351	Financial Technology & Securities	3
IBA352	Financial Analysis for Organizations	3
IBA353	Investment for Business	3
IBA354	Analysis and Planning of Investment Projects	3
IBA355	Business and Financial Modelling	3
IBA356	Financial Reporting Analysis	3
IBA357	Securities Analysis and Portfolio Management	3
IBA358	Current Issues in Financial and Investment Planning	3
IBA359	Practical Training in Finance and Investment	3

Data Science for Business

IBA360	Data Structures and Algorithms	3
IBA361	Fundamental of Database Technologies	3
IBA362	Machine Learning	3
IBA363	Optimisation and Decision Models	3
IBA364	Data Visualisation	3
IBA365	Maths & Statistics Foundations for Analytics	3
IBA366	Statistics and Econometrics	3

IBA367	Data Management and Ethics	3
IBA368	Current Issues in Data Science	3
IBA369	Practical Training in Data Science	3

International Business Management

IBA370	Consumer Behavior in Global Market	3
IBA371	International Supply Chain and Logistics Management	3
IBA372	International Economics and Trade Policies	3
IBA373	International Strategic Management & Innovation	3
IBA374	International Financial Management	3
IBA375	Legal Issues in International Business	3
IBA376	International Integrated Marketing Communication	3
IBA377	Cross Cultural Organization Management	3
IBA378	Current Issues in International Business	3
IBA379	Practical Training in International Business	3
ICO301	Pre-Cooperative Education	3
IBA380	Cooperative Education	6

Hospitality, Tourism and Event Management

THI101	Introduction to Tourism and Hospitality Management	3
THI102	Service Quality Management	3
THI203	Consumer Behavior in Tourism and Hospitality Industries	3
THI206	Technology and Innovation in Tourism and Hospitality	3
THI212	Data Analytics for Tourism and Hospitality	3
THI312	Meetings, Incentives, Conferences and Exhibitions (MICE)	3
THI314	Entrepreneurship in Tourism and Hospitality	3
THI341	Wellness Tourism	3
THI463	Revenue Management and Pricing	3
IBA381	Practical Training in Hospitality, Tourism and Event	3

3. Free Electives

(6 credits)

Students must select 6 credits with international courses from other majors as the following courses.

English Languages (9 Credits)

(3 Credits)

IEN107 Critical Reading and Writing

(3 Credits)

IEN108 Persuasive Presentation

(3 Credits)

Integrated Professional Skills Course (15 Credits)

(3 Credits)

IGE012 Citizenship in Society and International Community

(3 Credits)

IGE013 Technology and Innovation for the Future

(3 Credits)

BBA(IP) V.67.5

IGE014 Aesthetics and Well-being for Life (3 Credits)

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion.

IGE015 Entrepreneurial Spirit and Financial Literacy (3 Credits)

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making.

2. Professional Education (99 credits)

Core Courses (36 credits)

IBA112 Business Fundamentals (3 Credits)

Scope of operations management, business competitiveness, internal and external environmental conditions, national and international factors, marketing management monetary and fiscal policies, components of product and service production, roles and responsibilities in marketing, consumer behavior, market segmentation, target market selection, product positioning, marketing mix decisions corporate social responsibility and sustainability in business.

IBA113 Essentials of Marketing (3 Credits)

Fundamental marketing theories, market analysis, consumer behavior, target customer group analysis, customer value-driven strategies, the 4Ps marketing mix integrated marketing communications, and social and environmental marketing.

IBA114 Essentials of Management (3 Credits)

Basic principles and theories of management: planning, leadership, modern and contemporary organizational management theories, organizational structure, internal organizational conflict management, internal organizational communication, and organizational development.

IBA115 Fundamental of Accounting (3 Credits)

Definitions, concepts, assumptions, and benefits of accounting, business forms, principles and methods of recording accounting transactions in general ledger, financial reporting, inventory accounting, reconciliation accounts, categorized accounting, basic value added tax (vat) accounting, professional ethics in accounting, and audit of accounting fraud.

IBA116 Fundamentals of Economics (3 Credits)

Basic concepts in micro and macroeconomic analysis, consumer behavior, factor allocation in production, price policy analysis, trade, economic aggregation, general international economics, basic economics for business, international finance, and both national and international macroeconomic factors.

IBA117 Business Law and Taxation (3 Credits)

General business law, business types, financial documentation, guarantees and pledges, legal regulations, the nature of contracts and agreements, corporate law, regulations governing financial institutions, sector-specific regulations, principles of taxation under revenue code, methods of assessing and collecting income tax and corporate tax, value added tax, customs duties, and sector-specific taxation.

IBA210 Human Resource and Leadership Management 3 Credits)

Human resource management, recruitment, selection, and placement, motivation and support, business personnel management, personnel development, organizational development, organizational behavior, organizational conflicts, group influence, relationship building, rewarding teamwork, organizational behavior theory, leadership and organizational management.

IBA211 Organizational and Multicultural Adaption in Business (3 Credits)

Prerequisite: IBA112 or Dean's Approval

Organizational characteristics, individual behaviors within the organization, motivating and training staff, managing personnel conflicts within the organization, organizational management, diverse culture organizations, managerial conduct in various nations.

IBA212 Business Finance (3 Credits)

Capital acquisition and use, financial cost analysis, basic financial ratio analysis, financial policy, cash budgeting, basic financial statements, financial analysis and forecasting, working capital management, long-term asset investment, resource allocation, dividend policy, corporate and financial institution financial structures.

IBA213 Managerial Accounting for Business Management (3 Credits)

Prerequisite: IBA115 or Dean's Approval

Analyzing accounting concepts, assumptions, and benefits, business models, financial reporting, inventory accounting, balance sheet, analysis and interpretation of financial statements, capital acquiring and utilization, financial policy, financial cost analysis, working capital management, earnings distribution, equity and capital, and accounting applications for investment decisions, long-term asset allocation.

IBA214 Business Technology (3 Credits)

Technology management, technology pursuing, decision-making to select and evaluate the value of technology for business operations, e-commerce, online business channels, technology and adjusting to alterations in the operating environment of a business.

IBA215 Operations Management (3 Credits)

Components of product and service production, site selection, process layout, product design, process planning, task design, work analysis, setting production standards, production forecasting, production planning, and control in quantity and quality, quality management principles, inventory control, and decision-making to resolve production issues.

Major Requirements (45 credits)**IBA221 Consumer Psychology and Behavior (3 Credits)**

Influences on consumer behavior and psychology from both internal and external factors, analysis and classification of various consumer behaviors, identification of factors that influence the purchase of products or the making of diverse decisions, identification of strategies to attract and retain customers.

IBA222 Business Research (3 Credits)

Multiple dimensions of data analytics, data interpretation and data visualization of business with a focus on real-world applications, infrastructure management and development strategies, implementation, marketing-level data mining techniques, and solutions to business-related problems.

IBA223 Data Analytics for Business (3 Credits)

Marketing technology, data collection, processing, and analysis from a multitude of business domains, presenting findings in a variety of formats, assessing and forecasting business and marketing conditions.

IBA224 Intelligence Tools for Modern Management (3 Credits)

The role of intelligent tools in collecting, analyzing, and interpreting data. The use of Artificial Intelligence (AI) in prediction of risk management, decisions-making for strategic planning and success of the organization. Different types of intelligence tools and artificial intelligence for data analysis, strategic decisions, visualization. Benefits of intelligence tools for competitive analysis and marketing research. Latest trend of intelligence tools for modern management.

IBA225 Innovation Management for Business (3 Credits)

Components of innovation, innovation management for business, defining, planning, executing, and systematically monitoring strategies in a highly competitive context.

IBA226 Leadership and Team Management (3 Credits)

Leadership styles, team building, setting clear goals, communication, delegation, team management, conflict resolution, feedback and acceptance, empathy, decision-making, time management, motivation and adaptability, building a positive work environment and continuous improvement.

IBA227 Global Business Strategy (3 Credits)

Prerequisite: IBA113 or Dean's Approval

Strategic planning for global market, making decisions and taking actions that enable a company to expand its operations and achieve its business goals on a global scale, market selection, market entry, adaptation vs. Standardization, supply chain and logistics, legal and regulatory compliance, cultural sensitivity, risk management, global marketing and branding, technology and information management, human resources, competitive analysis, sustainability, corporate social responsibility, and organization success measurement.

IBA228 Strategic Management (3 Credits)

Prerequisite: IBA113 or Dean's Approval

Mission, vision and value, environmental analysis, setting objectives, strategic planning tools, strategic formulation, strategic implementation, monitoring and control, strategic leadership, organizational culture and ethical considerations.

IBA321 Project Management (3 Credits)

Organizing, planning, and executing projects to achieve specific goals and objectives within a predetermined budget and timeframe, scheduling, resource management, risk management, communication, execution, quality management and monitoring, stakeholder management and documentation.

IBA322 Business Ethics and Sustainability (3 Credits)

A framework for ethical decision-making in business, compliance with laws, regulations, and industry standards, respect for stakeholders, environmental stewardship, social responsibility, and business sustainability.

IBA323 Business Transformation Management (3 Credits)

The process of organizing and determining a company's directions, operations, and strategy, the capacity to adapt to change and maintain a business's competitiveness, strategic alignment, process optimization, organizational restructuring, technology integration, innovation and agility and performance metrics.

IBA324 Service Marketing and Customer Experiences (3 Credits)

Prerequisite: IBA113 or Dean's Approval

Marketing and delivery of services that exceed customer expectations, service marketing components, customer journey, customer experience, customer first impression, personalization, employee engagement, measurement and feedback.

IBA325 Business Communication and Negotiation (3 Credits)

Clear and concise communication, active listening and written communication, negotiation tactics, conflict resolution, cultural sensitivity, and post-negotiation follow-up.

IBA326 Seminar on Business and Trends (3 Credits)

Business seminar addressing significant business issues and circumstances.

IBA327 Risk and Change Management (3 Credits)

Risk identification, risk assessment, risk mitigation that could impact the achievement of the organization's goals and the success of the project, change planning, change management, change communication, and change evaluation.

Major Electives (18 credits)

Students select only 18 credits from the following courses.

- **Digital Marketing**

IBA340 Product and Brand Management on Digital Platforms (3 Credits)

Product and brand management, valuable brand management strategies, product line management, product positioning, new product and brand development, product and brand management at each stage of the product life cycle on media and digital marketing channels, causes and avoidance of product and brand management failures, defining other marketing mix strategies consistent with product and brand strategies, developing globally competitive brands, the function of the government in product and brand management, and ethical product and brand management.

IBA341 Data Management in Digital Marketing (3 Credits)

Prerequisite: IBA223 or Dean's Approval

Data management in marketing through digital channels and media, design of data collection methods, data classification, data analysis and application using a variety of tools and data available on a single platform and quality evaluation of existing data, levels of reliability and consistency to develop effective marketing and planning strategies and digital marketing decisions.

IBA342 Digital Marketing Content and Design (3 Credits)

Creating marketing strategies utilizing digital content and measuring its success, content development and compilation to produce viral content, utilizing online social media advertising to be distributed across social media channels and websites, and creating techniques.

IBA343 Modern Marketing Channel and E-Commerce (3 Credits)

Modern marketing, social media marketing, content marketing, email marketing, influencer marketing, effective website enhancement to support Google rankings with video marketing, chatbots and AI assistance, mobile merchandising, Augmented Reality and Virtual Reality Technology, logistics and compliance, and customer experience.

IBA344 Essentials of Social Media & Digital Marketing (3 Credits)

Two-way digital marketing communications on all platforms, websites, PCs, mobile sites and applications accessed through via personal communications devices, analysis of the behaviour of senders and recipients of digital communications, consumer-specific content presented via digital marketing communications.

IBA345 Modern Customer Engagement (3 Credits)

Strategies and technologies employed to engage with and gratify consumers in the digital era, multi-channel communication, customer insights, social media engagement, content creation for online communities, customer relationship management, sustainability and social responsibility, predictive analytics and security and privacy.

IBA346 Digital Marketing Tools and Techniques (3 Credits)

Digital marketing tools and techniques use to promote products and services online. Search engine optimization, social media marketing, email marketing, content management system, data analysis, influencer marketing, video marketing and mobile marketing.

IBA347 Digital Marketing KPIs & Metrics (3 Credits)

Understanding the foundation of key performance indicators (KPIs) and metrics for digital marketing. Defining KPIs and metrics for various digital marketing channels, social media, search engine optimization, email marketing paid advertising. Data visualization and reporting, continuous optimization and improvement.

IBA348 Current Issues for Data and Technologies for Marketing (3 Credits)

Topics, concepts, methods, and modern digital marketing strategies, specialized instruments for developing new marketing, or are of current interest, or are essential future trends.

IBA349 Practical Training in Digital Marketing (3 Credits)

Training in the practical aspects of digital marketing, market data analysis, online marketing techniques and strategies, networking, customer account creation, customer communication, and the creation of an online customer portfolio.

- **Finance and Investment**

IBA350 Financial Risk Management (3 Credits)

Principles and concepts in financial risk management, credit risk, business operations, risk measurement and analysis tools, risk reduction strategies, credit and market risk management, regulatory framework, financial decision-making, risk management in corporations and financial institutions.

IBA351 Financial Technology & Securities (3 Credits)

Principles and concepts of financial technology, basic information of stock markets, impact of financial technology, blockchain technology, digital currencies, financial market, algorithmic trading strategies, scope of legal frameworks applicable to FinTech startups, innovation trends, security and privacy in financial technology, application of theories to case studies, financial regulatory compliance in industry.

IBA352 Financial Analysis for Organizations (3 Credits)

Theoretical foundations of finance, financial statements, budgeting and financial ratios, financial data interpretation, organizational decision-making, financial modeling and sensitivity analysis, investment principles, risk assessment, portfolio management, preparation of financial reports, financial communication, ethics, professionalism.

IBA353 Investment for Business (3 Credits)

Business investment strategies, evaluation of investment opportunities, risk and return, portfolio management techniques, asset allocation strategies, investment tools in stocks, bonds, real estate and alternatives, simulations of portfolio management and planning based on diversification.

IBA354 Analysis and Planning of Investment Projects (3 Credits)

Analysis, planning, and evaluation of investment opportunities capital budgeting techniques, decision-making frameworks, investment strategy that aligns with organization's long-term goals, evaluation and analysis of investment opportunities, request for presentation and communication of a proposal.

IBA355 Business and Financial Modelling (3 Credits)

Principles and concepts of financial modeling, future outcome prediction, investment project risk assessment, business feasibility analysis, company valuation, historical financial data analysis, designing investment tools in various formats, simulating real-world scenarios from income statements, balance sheets, cash flows of companies in stock market data.

IBA356 Financial Reporting Analysis (3 Credits)

Fundamental financial reporting and analysis, evaluating financial statements, analyzing financial ratios and metrics, financial statement modifications, revenue recognition, expenditure analysis, financial statement consolidation, evaluating the quality of financial reporting, corporate governance, forecasting and valuation, financial reporting analysis tools.

IBA357 Securities Analysis and Portfolio Management (3 Credits)

The principles of investment, the analysis of securities, the types of securities, the risk and return measurement of securities, the theory of modern securities management, market efficiency, valuation of securities, factors influenced the investment decisions, and diversification for minimizing risk.

IBA358 Current Issues in Financial and Investment Planning (3 Credits)

Interesting topics in financial and investment planning cover environment, trends, and mechanisms for dealing with current financial changes, financial strategy, digital transformation advances regulatory compliance, FinTech, tax law changes, estate planning, asset transfer techniques world economic trends, ethical issues in financial planning and investment.

IBA359 Practical Training in Finance and Investment (3 Credits)

Training in real-world simulations, case studies, investment scenarios, investment decisions, risk-return trade-offs, financial statements analysis, ratio analysis, financial risks, capital budget techniques, diversification and risk reduction, portfolio performance evaluation, and communication strategies for investment.

- **Data Science for Business**

IBA360 Data Structures and Algorithms (3 Credits)

Introduction to data structure and algorithms, fundamental knowledge of computer science, program building blocks for designing software to address complex problems, data sorting and processing, presentation of graph algorithms.

IBA361 Fundamentals of Database Technologies (3 Credits)

Databases are a fundamental component of modern information systems. They are used to store, manage, and retrieve data efficiently. Database design patterns, data model, database management system, data integrity, data security and access control, backup and recovery.

- IBA362 Machine Learning (3 Credits)**
Machine learning as the brain of artificial intelligence, the development of algorithms and models that enable computers to learn and make predictions or decisions without being explicitly programmed, language processing and detection that enables informed decisions.
- IBA363 Optimisation and Decision Models (3 Credits)**
Models to enhance the effectiveness of solutions for individuals and organizations seeking to maximize benefits or minimize expenses, optimization model, models to aid decision-making in supply chain management, resource allocation, energy management and environmental policy planning.
- IBA364 Data Visualization (3 Credits)**
Data and graphics visualization to facilitate comprehension and interpretation of data, and analysis, communication, decision-making, storytelling, presentation in diverse chart formats.
- IBA365 Maths & Statistics Foundations for Analytics (3 Credits)**
Tools and techniques necessary to collect, analyze, and interpret data for decision-making, Algebra, calculus, probability theory, descriptive statistics, inferential statistics, sampling techniques regression analysis, experimental design and statistical software.
- IBA366 Statistics and Econometrics (3 Credits)**
Statistics and econometrics typically cover a range of topics related to statistical methods and their application in economics. Prediction and hypotheses testing, data comprehension of complex relationships, economic forecasting and application in economics.
- IBA367 Data Management and Ethics (3 Credits)**
Data collection, data storage, data management, data quality, data governance, data security and privacy, data transparency, fairness and reliability of data, ownership of data AI ethics, use of data responsibly and ethically to protect individual rights and promote trust and integrity.
- IBA368 Current Issues in Data Science (3 Credits)**
Current issues and news stories of interest in data science management, as well as analysis, evaluation, application of new technologies and methods. Ethics and challenges related to data use of machine learning and artificial intelligence. Law and regulation, security applicable to the current use of data in accordance with current business.
- IBA369 Practical Training in Data Science (3 Credits)**
Practical training in data science, skills in data analysis, statistics, machine learning, programming, data management, visualization, portfolio development and build a networking.

- **International Business Management**

IBA370 Consumer Behavior in Global Market (3 Credits)

Definitions of consumer behavior, awareness of the roles of cultural, economic, political, legal contexts and other marketing-related environmental conditions contributing to differences in the learning, awareness, attitudes, beliefs, and purchasing behavior of various consumer groups around the world which influence market segmentation, target group identification, market positioning, and marketing strategy.

IBA371 International Supply Chain and Logistics Management (3 Credits)

Definition, role and importance of international supply chain and logistics management including situational trends and use of major routes, planning, design, forecasting and order management, procurement, production, delivery, shipping, insurance, warehouse inventory management, warehousing, packaging, management of materials, returning goods, control and limitations of supply chain systems, other services supporting international shipping and border trade, and stration planning.

IBA372 International Economics and Trade Policies (3 Credits)

Concepts and methods in international trade, Basic factors leading to international trade and various effects that followed from doing international trade, Production results, Product price, Using the resources of the country, Price of production factors, International trade policies, Trade balance, balance of payments, Tax system, International exchange system, International trade restrictions, International investment integration, Economic integration, The role and importance of international financial institutions.

IBA373 International Strategic Management & Innovation (3 Credits)

International strategic management, the formulation and implementation of strategy by an organization to achieve its goals in the context of the global market, organizational structure market entry strategy, global competitive advantage, risk management, culture and ethics in business, technology transfer, innovation that transcends regulations and laws, global supply chains.

IBA374 International Financial Management (3 Credits)

Financial planning for international business, foreign exchange market, International portfolio diversification, evaluation and selection of projects in a global context, risk analysis in international investment decisions. Models, methods of operation of financial institutions providing financial services and financing for import and export, including methods of risk mitigation and financial planning in international business operations. Analysis of real-world cases involving international financial management and application of theoretical concepts to practical business scenarios.

IBA375 Legal Issues in International Business (3 Credits)

Business operations law and regulations, specifically the laws, regulations, agreements, and business framework of the World Trade Organization (WTO), international investment laws pertaining to international financial institutions, product insurance, enforcement of international trade contracts, and intellectual property protection.

IBA376 International Integrated Marketing Communication (3 Credits)

The definition, function, and significance of marketing promotion for international businesses, the planning, management and design elements of a marketing campaign advertising, public relations, sales promotions, selling with sales staff, direct marketing, and online marketing that are consistent with consumers under the cultural, political, legal and other constraints faced by international businesses managing marketing campaigns in different countries.

IBA377 Cross Cultural Organization Management (3 Credits)

Definition, importance and influence of culture, cultural evolution and integration, and theories of management of organizations in environments with cultural differences, beliefs, thinking and attitudes of management, subordinates and multicultural teams, including management of conflicts arising from cultural differences, analysis of strategic organization management, analysis of management behaviour in international business organizations and fundamental cultural differences in consumer behaviour.

IBA378 Current Issues in International Business (3 Credits)

Current issues and news stories in international business management, as well as changes in the business environments of foreign countries, new concepts and management techniques applicable to current international business conditions.

IBA379 Practical Training in International Business (3 Credits)

Practical training in international business, exchange of goods, global supply chain management, multinational culture, import and export, market research, international trade and finance, international law, global business strategy and networking.

ICO301 Pre-Cooperative Education (3 Credits)

Preparation for cooperative education, system knowledge, communication and presentation skills, report writing skills, teamwork skills, entrepreneurship skills, personality, corporate culture, techniques for creative thinking and interviewing, and workplace etiquette.

IBA380 Cooperative Education (6 Credits)

Actual working as a full-time employee in a real-world organization for a minimum of one academic term or sixteen weeks, offering pertinent work-integrated learning or project-based learning and contributing to the entity's success.

- **Hospitality, Tourism and Event Management**

THI101 Introduction to Tourism and Hospitality Management (3 Credits)

The meaning and context of tourism principles. The course provides an overview of hospitality as a form of human exchange between hosts and guests. This course covers various national and international industries and highlight the concepts, principles, influences and trends on tourism and hospitality industry. This course may include field trips.

THI102 Service Quality Management (3 Credits)

Psychological concepts and techniques relating to customer services, factors influencing satisfaction, and applications of psychological concepts and techniques for effective customer services.

THI203 Consumer Behavior in Tourism and Hospitality Industries (3 Credits)

Travel demand, factors influencing tourist behaviour and trends of tourist behaviour.

THI206 Technology and Innovation in Tourism and Hospitality (3 Credits)

The concepts of information technology and the application of IT systems deployed in the hospitality and tourism industry.

THI212 Data Analytics for Tourism and Hospitality (3 Credits)

Marketing technology; data collection, processing, and analysis from a multitude of Tourism and Hospitality domains; presenting findings in a variety of formats; assessing and forecasting business and marketing conditions.

THI312 Meetings, Incentives, Conferences and Exhibitions (MICE) (3 Credits)

MICE planning, event execution, budgeting, logistics, and stakeholder management; technology integration, sustainability, crisis management, post-event evaluation; personality grooming, case studies, field trip and final project.

THI314 Entrepreneurship in Tourism and Hospitality (3 Credits)

Entrepreneurship in tourism and hospitality in relation to various stakeholder perspectives; examining concepts and practices of entrepreneurship and enterprise development; developing skills for analysing and evaluating business environments, potential opportunities, and impacts on communities; may include field trip.

THI341 Wellness Tourism (3 Credits)

Concepts of wellness; meaning and significance of wellness tourism; characteristics and forms of wellness tourism; products and activities reinforcing wellness tourism; laws, orders, and standards regarding health; wellness tourism development, holistic approaches to well-being, various therapeutic method. The integration of tourism and wellness businesses such as resorts, spas or clinics, through relevant management strategies is a key focus. This course may include a field trip.

THI463 Revenue Management and Pricing (3 Credits)

Revenue management is the process of offering the right product to the right customer at the right time for the right price. This course examines the fundamental principles and concepts of revenue management, including capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, channel management, and pricing execution.

IBA381 Practical Training in Hospitality, Tourism and Event (3 Credits)

Working as a full-time employee for at least a semester of 12 weeks in order to be ready for professional careers by working in principle and systematic operations.