

THE EEG - PART 3

'HBA - PROGRAMME CURRICULUM'

HOSPITALITY BUSINESS ADMINISTRATION CURRICULUM

- BBA - Event Management
- BBA - Tourism Management
- BBA – Sport Business Management
- BBA – Hospitality Management (For HBA students who mix specialisations or enter with credit transfer)



31 August 2025

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HBA PROGRAMME CURRICULUM

Hospitality Bachelor Business Administration Programmes (HBA)

The HBA (undergraduate) awards at the School of Hospitality & Tourism:

Wittenborg University of Applied Sciences degree: Bachelor of International Business Administration (BBA) in:

- Event Management
- Tourism Management
- Hospitality Management
- Sport Business Management

CURRICULUM STRUCTURE

The degree programmes will take at least three years to complete, depending on whether you opt for a longer placement period, gain enough credits at the ½-way point, or the block in which you started.

The method of teaching will vary from traditional lectures to interactive workshops, which involve group exercises, case studies and student presentations. Assessment will differ according to module but it is designed to reflect a working ethos. It will involve essays and exams, also working in teams, giving presentations and evaluating the work of other students.

OVERVIEW OF PHASES 1 - 3

PHASE 1 MODULES

During their first year, students are introduced to the concept of Hospitality Business Administration, through basic, introductory modules, in fields of the hospitality industry, as well as the basis modules for a BBA programme. Students are introduced to the theory of Business Administration in a hospitality context, with modules that form the main building blocks of the programme: Management, Marketing, Finance and Accountancy, together with introductory modules to the hospitality industry. Students are introduced to the concepts of starting a business, looking at the business environment, and examining organisations and companies from a worldwide perspective. Languages such as English, Dutch and Spanish play an important role, as do intercultural and interpersonal skills. Each student starts a Personal Development Plan, which will continue all the way through the programmes until final graduation.

PHASE 2 MODULES

In their second phase, HBA Hospitality students delve deeper into hospitality business modules, and at the same time start to prepare for their longer period of work placement that spans Phase 2 and Phase 3.

During Phase 2, students will elect to continue in either the fast-track 3-year or the 4-year programme. HBA students will complete their first introduction to work placement, the module In-Company

Training, and follow the Research Methodology module to prepare them for the academic writing in Phase 3, as well as the Final Project.

PHASE 3 MODULES (FINAL YEAR)

Students entering their final phase have passed the required credits and are ready and able to move over to a different style of education, more focussed on applied research and work placement. Most Final Year HBA modules are not taught directly from one textbook, but will include research papers and more recommended reading. Modules will generally be examined by means of a paper, which will be uploaded through the Turnitin system in Moodle (Wittenborg Online).

The curriculum in the final year has been carefully planned and arranged to allow you the opportunity to complete both your work experience and your graduation programme during the year.

All phase 3 modules will be offered twice in an academic year except those with less than 5 students registered for a module. Specialisation modules that often have less than 5 students are offered once per year. However, they might be offered twice on the condition that there will be at least more than 5 students registered for whom the module is a core requirement for their graduation. Both possibilities are presented in the curriculum. The regular block the module is delivered in is in bold and underlined. Consult with your tutor if the modules you are planning to study will be offered twice or not. Your tutor will be able to provide advice in such cases, whether to take the module in a subsequent block/semester or to undertake a directed study approach.

In the tables below, the curriculum of all the Bachelor in Business Administration Programmes are shown, together with equivalent credits for each module or programme part, and the contact hours for each component. Key to Programme Charts:

Phase 1 = White
Phase 2 = Green
Phase 3 = Pink

HBA PROGRAMES CURRICULUM (3 YEARS)

HOTEL & HOSPITALITY SERVICES MANAGEMENT (3 Years)

Support Modules (Pre-requisites for Phase 2, 3, Work placement respectively)

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb to May	IT, Office Software & Automation	IMo1	24	2	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP32	16	2	Pass
Phase 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Oct	Introduction to Statistics	GA11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	International Hospitality Business	HM11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
2	1	Dec	Principles of Events Management	EV11	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	12	6,8	2
		TIPS - Interviewing Skills					
		TIPS - Effective Meeting					
		TIPS - Peak Performance					
		TIPS - Feedback and Group Interaction					
1	1	Feb	Enterprise Formation	BL15	24	1	3
2	1	Feb	Sociology and Organisational Behaviour	MO15	24	1	4
1	1	Apr	Introduction to Sport Business Management	SP11	24	1	4
1	1	Apr	Managing Sales and Accounts	MA13	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Tourism Business	TM11	24	1	4
1	1	May	International Law in Business and Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English *	PDP1	60	5	5
		PDP Seminar - Business Presentation Skills	3		2		
		PDP Seminar - Project Management Game	3		2		
		PDP Seminar - Leadership in Business Environment	3		2		
		PDP Seminar - Team Building	3		2		
		PDP Seminar - Effective Time Management	3		2		
1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6
1	1		Multidisciplinary (Phase) Exit Exams Phase 1	MEEs	-	1,7	-
Total Phase 1							80

* Additional topics may be added in the curriculum during the year

HOTEL & HOSPITALITY SERVICES MANAGEMENT(3 Years)							
<i>Year (in 4 yr)</i>	<i>Phase</i>	<i>Block</i>	<i>Module / Subject</i>	<i>Code</i>	<i>Lesson Hours</i>	<i>Examination type</i>	<i>ECs</i>
Phase 2							
2	2	Sep	Marketing Research	MA21	24	2	4
2	2	Sep	Food and Beverage Operations	HM21	24	1	4
2	2	Sep	Hotel Management	HM26	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Business Philosophy	MO21	24	1	3
3	2	Oct	Hospitality Design and the Environment	HM25	24	1	5
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Dec	Food and Beverage Management	HM27	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC21	24	8	5
3	2	Feb	Law and Human Resource in Hospitality	HM22	24	1	4
3	2	Feb	Hospitality Consumer Experience	HM24	24	8	5
2	2	Feb	Marketing Plan	MA25	24	2	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	2
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar – Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	4 Project week & In-Company Visits	PW21	48	3	4
2&3	2	Apr to May	Hospitality In-Company Training	WP21	n/a	2.7	20
2	2		Multidisciplinary (Phase) Exit Exams Phase 2	MEEs	-	1,7	-
Total Phase 2							80
Phase 3							
3	3	Sep & Feb	Contemporary Issues in the International Service Industry	HM34	24	2,7	5
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Oct & Apr	Business Plan	BL31	24	2	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2	4
4	3	Oct & Apr	Beverage Marketing	HM35	24	1	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4	3	Dec & May	Sustainable Tourism Management	TM32	24	1	5
4	3	Dec & May	Strategic Management in the Hospitality and Tourism Industry	HM32	24	1	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase							80
Total Credits Offered							240

* Additional topics may be added in the curriculum during the year

TOURISM MANAGEMENT (3 Years)

Support Modules (Pre-requisites for Phase 2, 3, Work placement respectively)

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb to May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP32	16	2	Pass
Phase 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Oct	Introduction to Statistics	GA11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	International Hospitality Business	HM11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
2	1	Dec	Principles of Events Management	EV11	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	12	6,8	2
		TIPS - Interviewing Skills					
		TIPS - Effective Meeting					
		TIPS - Peak Performance					
		TIPS - Feedback and Group Interaction					
1	1	Feb	Enterprise Formation	BL15	24	1	3
2	1	Feb	Sociology and Organisational Behaviour	MO15	24	1	4
1	1	Apr	Introduction to Sport Business Management	SP11	24	1	4
1	1	Apr	Managing Sales and Accounts	MA13	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Tourism Business	TM11	24	1	4
1	1	May	International Law in Business and Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English *	PDP1	60	5	5
		PDP Seminar - Business Presentation Skills	3		2		
		PDP Seminar - Project Management Game	3		2		
		PDP Seminar - Leadership in Business Environment	3		2		
		PDP Seminar - Team Building	3		2		
		PDP Seminar - Effective Time Management	3	2			
1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6
1	1		Multidisciplinary (Phase) Exit Exams Phase 1	MEEs	-	1,7	-
Total Phase 1							80

* Additional topics may be added in the curriculum during the year

TOURISM MANAGEMENT (3 Years)							
Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Phase 2							
2	2	Sep	Marketing Research	MA21	24	2	4
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	Economics & Tourism	TM24	24	1	5
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Business Philosophy	MO21	24	1	3
2	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	2	Oct	Event Experience Design	EV23	24	7	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Dec	Enterprise Technology and Innovation	TEC21	24	8	5
3	2	Dec	Destination Management	TM23	24	1	5
2	2	Feb	Information Management	IM22	24	1	4
3	2	Feb	The Global Sports Industry & Media	SP25	24	7	4
3	2	Feb	Marketing Plan	MA25	24	2	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	2
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar – Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	4 Project weeks & In-Company Visits	PW21	48	3	4
2&3	2	Apr to May	In-Company Training	WP21	n/a	2,7	20
2	2		Multidisciplinary (Phase) Exit Exams Phase 2	MEEs	-	1,7	-
Total Phase 2							80
Phase 3							
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Sep & Feb	Contemporary Issues in the International Service Industry	HM34	24	2,7	5
3	3	Oct & Apr	Business Plan	BL31	24	2	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2	4
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4		Dec & May	Sustainable Tourism Management	TM32	24	1	5
4	3	Dec & May	Strategic Management in the Hospitality and Tourism Industry	HM32	24	1	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase 3							80
Total Credits Offered							240

* Additional topics may be added in the curriculum during the year

EVENT MANAGEMENT (3 Years)

Support Modules (Pre-requisites for Phase 2, 3, Work placement respectively)

Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb to May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP32	16	2	Pass
Phase 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Oct	Introduction to Statistics	GA11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	International Hospitality Business	HM11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
2	1	Dec	Principles of Events Management	EV11	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	12	6,8	2
		TIPS - Interviewing Skills					
		TIPS - Effective Meeting					
		TIPS - Peak Performance					
		TIPS - Feedback and Group Interaction					
1	1	Feb	Enterprise Formation	BL15	24	1	3
2	1	Feb	Sociology and Organisational Behaviour	MO15	24	1	4
1	1	Apr	Introduction to Sport Business Management	SP11	24	1	4
1	1	Apr	Managing Sales and Accounts	MA13	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Tourism Business	TM11	24	1	4
1	1	May	International Law in Business and Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English *	PDP1	60	5	5
		PDP Seminar - Business Presentation Skills	3		2		
		PDP Seminar - Project Management Game	3		2		
		PDP Seminar - Leadership in Business Environment	3		2		
		PDP Seminar - Team Building	3		2		
		PDP Seminar - Effective Time Management	3		2		
1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6
1	1		Multidisciplinary (Phase) Exit Exams Phase 1	MEEs	-	1,7	-
Total Phase 1							80

* Additional topics may be added in the curriculum during the year

EVENT MANAGEMENT (3 Years)							
Year (in 4 yr.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Phase 2							
3	2	Sep	Marketing Research	MA21	24	2	4
3	2	Sep	Events Marketing and Fundraising	EV22	24	1	4
2	2	Sep	Understanding and Managing People in Sport Business	SP21	24	1	5
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Business Philosophy	MO21	24	1	3
2	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	2	Oct	Event Experience Design	EV23	24	7	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Dec	Enterprise Technology and Innovation	TEC21	24	8	5
3	2	Dec	Risk and Crisis Management in the Events Industry	EV25	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
3	2	Feb	Marketing Plan	MA25	24	2	4
3	2	Feb	Hospitality Consumer Experience	HM24	24	8	5
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	2
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar – Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	4 Project weeks & In-Company Visits	PW21	48	3	4
2&3	2	Apr to May	In-Company Training	WP21	n/a	2,7	20
2	2		Multidisciplinary (Phase) Exit Exams Phase 2	MEEs	-	1,7	-
Total Phase 2							80
Phase 3							
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Sep & Feb	Contemporary Issues in the International Service Industry	HM34	24	2,7	5
3	3	Oct & Apr	Business Plan	BL31	24	2	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2	4
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4	3	Dec & May	Festivals and Events: A Cross-Cultural Comparative	EV33	24	8	5
4	3	Dec & May	Strategic Management in the Hospitality and Tourism Industry	HM32	24	1	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase 3							80
Total Credits Offered							240

* Additional topics may be added in the curriculum during the year

SPORTS BUSINESS MANAGEMENT (3 Years)

Support Modules (Pre-requisites for Phase 2, 3, Work placement respectively)

Year (in 4 yr.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examina tion type	ECs
1	1	Sep to Dec/Feb to May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP32	16	2	Pass
Phase 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
2	1	Oct	Introduction to Statistics	GA11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	International Hospitality Business	HM11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
2	1	Dec	Principles of Events Management	EV11	24	1	5
1	1	Dec	Training in Interpersonal Skills	CM12	12	6,8	2
		TIPS - Interviewing Skills					
		TIPS - Effective Meeting					
		TIPS - Peak Performance					
		TIPS - Feedback and Group Interaction					
1	1	Feb	Enterprise Formation	BL15	24	1	3
2	1	Feb	Sociology and Organisational Behaviour	MO15	24	1	4
1	1	Apr	Introduction to Sport Business Management	SP11	24	1	4
1	1	Apr	Managing Sales and Accounts	MA13	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Tourism Business	TM11	24	1	4
1	1	May	International Law in Business and Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English *	PDP1	60	5	5
		PDP Seminar - Business Presentation Skills	3		2		
		PDP Seminar - Project Management Game	3		2		
		PDP Seminar - Leadership in Business Environment	3		2		
		PDP Seminar - Team Building	3		2		
		PDP Seminar - Effective Time Management	3		2		
1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6
1	1		Multidisciplinary (Phase) Exit Exams Phase 1	MEEs	-	1,7	-
Total Phase 1							80

* Additional topics may be added in the curriculum during the year

SPORTS BUSINESS MANAGEMENT (3 Years)							
Year (in 4 yr.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Phase 2							
2	2	Sep	Marketing Research	MA21	24	2	4
2	2	Sep	Understanding and Managing People in Sport Business	SP21	24	1	5
3	2	Sep	Events Marketing and Fundraising	EV22	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
2	2	Oct	Business Philosophy	MO21	24	1	3
3	2	Oct	Event Experience Design	EV23	24	7	4
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
3	2	Dec	Enterprise Technology and Innovation	TEC21	24	8	5
2	2	Dec	Mass Communication	CM21	24	8	5
3	2	Feb	The Global Sports Industry and Media	SP25	24	7	4
3	2	Feb	The Law and Regulation of Sport	SP26	24	1	4
3	2	Feb	Marketing Plan	MA25	24	2	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	2
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar – Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	4 Project week & In-Company Visits	PW21	32	3	4
2&3	2	Apr & May	Sports Business In-Company Training	WP21	n/a	2,7	20
2	2		Multidisciplinary (Phase) Exit Exams Phase 2	MEEs	-	1,7	-
Total Phase 2							80
Phase 3							
3	3	Sep & Feb	Community Sport Development: Policy and Practice	SP31	24	1	5
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Oct & Apr	Business Plan	BL31	24	2	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2	4
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
4	3	Dec & May	Festivals and Events: A Cross-Cultural Comparative	EV33	24	8	5
4	3	Dec & May	Strategic Change Management in Sport Business	SP34	24	1	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase 3							80
Total Credits Offered							240

* Additional topics may be added in the curriculum during the year

HOSPITALITY MANAGEMENT – ADDITIONAL PHASE 3 TRACK							
Year (in 4 yr)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Phase 3							
3	3	Sep & Feb	Contemporary Issues in the International Service Industry	HM34	24	2,7	5
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
3	3	Oct & Apr	Business Plan	BL31	24	2	4
3	3	3&7	International Marketing for SMEs	MA31	24	2	4
4	3	Oct & Apr	Beverage Marketing	HM35	24	1	5
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	1	5
4	3	Dec & May	Sustainable Tourism Management	TM32	24	1	5
4	3	Dec & May	Strategic Management in the Hospitality and Tourism Industry	HM32	24	1	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Phase 3							80
Total Credits Offered							240

Note: the above Phase 3 curriculum is for HBA students who have mixed specialisations within the BBA programmes at Wittenborg or who have transferred credits into the programme from other institutions outside of Wittenborg.

HBA PROGRAMES CURRICULUM (4 YEARS)

HOTEL & HOSPITALITY SERVICES MANAGEMENT (4 Years)

Support Modules (Pre-requisites for Phase 2, 3, Work placement respectively)

Year (in 4 yrs.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb to May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP32	16	2	Pass
Year 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	International Hospitality Business	HM11	24	1	4
2	1	Dec	Principles of Events Management	EV11	24	1	5
1	1	Dec	Introduction to Finance	FIN12	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	12	6,8	2
		TIPS - Interviewing Skills					
		TIPS - Effective Meeting					
		TIPS - Peak Performance					
		TIPS - Feedback and Group Interaction					
1	1	Feb	Enterprise Formation	BL15	24	1	3
1	1	Apr	Introduction to Sport Business Management	SP11	24	1	4
1	1	May	International Law in Business and Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English *	PDP1	60	5	5
		PDP Seminar - Business Presentation Skills	3		2		
		PDP Seminar - Project Management Game	3		2		
		PDP Seminar - Leadership in Business Environment	3		2		
		PDP Seminar - Team Building	3		2		
		PDP Seminar - Effective Time Management	3		2		
1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6
1	1		Multidisciplinary (Phase) Exit Exams Phase 1	MEEs	-	1,7	-
Total Year 1							60

* Additional topics may be added in the curriculum during the year

HOTEL & HOSPITALITY SERVICES MANAGEMENT (4 Years)							
Year (in 4 yrs.)	Ph ase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 2							
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Sep	Food and Beverage Operations	HM2 1	24	1	4
2	2	Sep	Hotel Management	HM2 6	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
3	2	Oct	Hospitality Design and the Environment	HM2 5	24	1	5
2	2	Dec	Business Accounting	FIN2 2	24	1	4
2	2	Dec	Food and Beverage Management	HM27	24	1	4
2	1	Feb	Sociology and Organisational Behaviour	MO1 5	24	1	4
2	2	Feb	Marketing Plan	MA2 5	24	2	4
3	2	Feb	Hospitality Consumer Experience	HM2 4	24	8	5
1	1	Apr	Managing Sales and Accounts	MA13	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Tourism Business	TM11	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	2
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar – Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	4 Project week & In-Company Visits	PW21	48	3	4
2	2		Multidisciplinary (Phase) Exit Exams Phase 2	MEEs	-	1,7	-
Total Year 2							60
Year 3							
2	2	Sep	Marketing Research	MA21	24	2	4
3	3	Sep & Feb	Contemporary Issues in the International Service Industry	HM3 4	24	2,7	5
2	2	Oct	Business Philosophy	MO2 1	24	1	3
3	3	Oct & Apr	Business Plan	BL31	24	2	4
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	2	Dec	Enterprise Technology & Innovation	TEC2 1	24	8	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2	4
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	2	Feb	Law and Human Resource in Hospitality	HM2 2	24	1	4
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
2&3	2	Apr to May	Hospitality In-Company Training	WP21	n/a	2.7	20
Total Year 3							60
Year 4							
4	3	Sep & Feb	International Labour Relations	MO3 3	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5

4	3	Oct & Apr	Beverage Marketing	HM35	24	1	5
4	3	Dec & May	Sustainable Tourism Management	TM32	24	1	5
4	3	Dec & May	Strategic Management in the Hospitality and Tourism Industry	HM32	24	1	5
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Year 4							60
Total Credits Offered							240

* Additional topics may be added in the curriculum during the year

TOURISM MANAGEMENT (4 Years)

Support Modules (Pre-requisites for Phase 2, 3, Work placement respectively)

Year (in 4 yrs.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb to May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP32	16	2	Pass
Year 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	International Hospitality Business	HM11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
2	1	Dec	Principles of Events Management	EV11	24	1	5
1	1	Dec	Training in Interpersonal Skills	CM12	12	6,8	2
			TIPS - Interviewing Skills				
			TIPS - Effective Meeting				
			TIPS - Peak Performance				
			TIPS - Feedback and Group Interaction				
1	1	Feb	Enterprise Formation	BL15	24	1	3
1	1	Apr	Introduction to Sport Business Management	SP11	24	1	4
1	1	May	International Law in Business and Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English *	PDP1	60	5	5
			PDP Seminar - Business Presentation Skills		3	2	
			PDP Seminar - Project Management Game		3	2	
			PDP Seminar - Leadership in Business Environment		3	2	
			PDP Seminar - Team Building		3	2	
			PDP Seminar - Effective Time Management		3	2	
1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6
1	1		Multidisciplinary (Phase) Exit Exams Phase 1	MEEs	-	1,7	-
Total Year 1							60

* Additional topics may be added in the curriculum during the year

TOURISM MANAGEMENT (4 Years)							
Year (in 4 yrs.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 2							
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
3	2	Oct	Event Experience Design	EV23	24	7	4
3	2	Feb	Marketing Plan	MA25	24	2	4
1	1	Apr	Managing Sales and Accounts	MA13	24	1	4
3	2	Dec	Destination Management	TM23	24	1	5
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Dec	Enterprise Technology and Innovation	TEC21	24	8	5
2	1	Feb	Sociology and Organisational Behaviour	MO15	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
3	2	Feb	The Global Sports Industry & Media	SP25	24	7	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Tourism Business	TM11	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	2
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar – Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	4 Project weeks & In-Company Visits	PW21	48	3	4
2	2		Multidisciplinary (Phase) Exit Exams Phase 2	MEEs	-	1,7	-
Total Year 2							60
Year 3							
2	2	Sep	Marketing Research	MA21	24	2	4
3	2	Sep	Databases & Information Retrieval	IM23	24	1	4
3	2	Sep	Economics & Tourism	TM24	24	1	5
2	2	Oct	Business Philosophy	MO21	24	1	3
2	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	3	Sep & Feb	Contemporary Issues in the International Service Industry	HM34	24	2,7	5
3	3	Oct & Apr	Business Plan	BL31	24	2	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2	4
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
2&3	2	Apr to May	In-Company Training	WP21	n/a	2,7	20
Total Year 3							60
Year 4							
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4		Dec & May	Sustainable Tourism Management	TM32	24	1	5
4	3	Dec & May	Strategic Management in the Hospitality and Tourism Industry	HM32	24	1	5
3	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
3	3		Graduation Assignment	GA32	n/a	2,7	20
Total Year 4							60
Total Credits Offered							240

EVENT MANAGEMENT (4 Years)

Support Modules (Pre-requisites for Phase 2, 3, Work placement respectively)

Year (in 4 yrs.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb to May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP32	16	2	Pass
Year 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	International Hospitality Business	HM11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
2	1	Dec	Principles of Events Management	EV11	24	1	5
1	1	Feb	Training in Interpersonal Skills	CM12	12	6,8	2
		TIPS - Interviewing Skills					
		TIPS - Effective Meeting					
		TIPS - Peak Performance					
		TIPS - Feedback and Group Interaction					
1	1	Feb	Enterprise Formation	BL15	24	1	3
1	1	Apr	Introduction to Sport Business Management	SP11	24	1	4
1	1	May	International Law in Business and Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English *	PDP1	60	5	5
		PDP Seminar - Business Presentation Skills	3		2		
		PDP Seminar - Project Management Game	3		2		
		PDP Seminar - Leadership in Business Environment	3		2		
		PDP Seminar - Team Building	3		2		
		PDP Seminar - Effective Time Management	3		2		
1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6
1	1		Multidisciplinary (Phase) Exit Exams Phase 1	MEEs	-	1,7	-
Total Year 1							60

* Additional topics may be added in the curriculum during the year

EVENT MANAGEMENT (4 Years)							
Year (in 4 yr.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 2							
2	2	Sep	Understanding and Managing People in Sport Business	SP21	24	1	5
2	1	Oct	Introduction to Statistics	GA11	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
3	2	Oct	Event Experience Design	EV23	24	7	4
3	2	Sep	Events Marketing and Fundraising	EV22	24	1	4
3	2	Feb	Marketing Plan	MA25	24	2	4
1	1	Apr	Managing Sales and Accounts	MA13	24	1	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Dec	Enterprise Technology and Innovation	TEC21	24	8	5
2	1	Feb	Sociology and Organisational Behaviour	MO15	24	1	4
2	2	Feb	Information Management	IM22	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Tourism Business	TM11	24	1	4
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	2
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar – Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	4 Project weeks & In-Company Visits	PW21	48	3	4
2	2		Multidisciplinary (Phase) Exit Exams Phase 2	MEEs	-	1,7	-
Total Year 2							60
Year 3							
3	2	Sep	Marketing Research	MA21	24	2	4
3	3	Sep to Feb	Contemporary Issues in the International Service Industry	HM34	24	2,7	5
2	2	Oct	Business Philosophy	MO21	24	2	3
2	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	3	Oct & Apr	Business Plan	BL31	24	2	4
3	2	Dec	Risk and Crisis Management in the Events Industry	EV25	24	1	4
3	3	Dec & May	International Marketing for SMEs	MA31	24	2	4
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	2	Feb	Hospitality Consumer Experience	HM24	24	8	5
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
2&3	2	Apr to May	In-Company Training	WP21	n/a	2,7	20
Total Year 3							60
Year 4							
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Dec & May	Festivals and Events: A Cross-Cultural Comparative	EV33	24	8	5
4	3	Dec & May	Strategic Management in the Hospitality and Tourism Industry	HM32	24	1	5
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Year 4							60
Total Credits Offered							240

* Additional topics may be added in the curriculum during the year

SPORTS BUSINESS MANAGEMENT (4 Years)

Support Modules (Pre-requisites for Phase 2, 3, Work placement respectively)

Year (in 4 yr.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
1	1	Sep to Dec/Feb to May	IT, Office Software & Automation	IM01	24	2	Pass
3	3	Sep to Feb	Work Experience Preparation Module	WP32	16	2	Pass
Year 1							
1	1	Sep	Accounting & Bookkeeping	FIN11	24	1	5
1	1	Sep	Intercultural Management	CM11	24	1	4
1	1	Oct	Small Business Environment	BL11	24	1	4
1	1	Oct	Modern Principles of Marketing	MA11	24	1	5
1	1	Dec	International Hospitality Business	HM11	24	1	4
1	1	Dec	Introduction to Finance	FIN12	24	1	5
2	1	Dec	Principles of Events Management	EV11	24	1	5
1	1	Dec	Training in Interpersonal Skills	CM12	12	6,8	2
		TIPS - Interviewing Skills					
		TIPS - Effective Meeting					
		TIPS - Peak Performance					
		TIPS - Feedback and Group Interaction					
1	1	Feb	Enterprise Formation	BL15	24	1	3
1	1	Apr	Introduction to Sport Business Management	SP11	24	1	4
1	1	May	International Law in Business and Commerce	BL14	24	1	4
1	1	May	2nd Foreign Languages	FL11	24	4	4
1	1	Sep to Jul	PDP 1 – Personal Development Plan & Tutoring and Academic English *	PDP1	60	5	5
		PDP Seminar - Business Presentation Skills	3		2		
		PDP Seminar - Project Management Game	3		2		
		PDP Seminar - Leadership in Business Environment	3		2		
		PDP Seminar - Team Building	3		2		
		PDP Seminar - Effective Time Management	3		2		
1	1	Sep to Jul	6 x Project Week & In-Company Visits	PW11	48	3	6
1	1		Multidisciplinary (Phase) Exit Exams Phase 1	MEEs	-	1,7	-
Total Year 1							60

* Additional topics may be added in the curriculum during the year

SPORTS BUSINESS MANAGEMENT (4 Years)							
Year (in 4 yr.)	Phase	Block	Module / Subject	Code	Lesson Hours	Examination type	ECs
Year 2							
2	2	Sep	Understanding and Managing People in Sport Business	SP21	24	1	5
2	1	Oct	Introduction to Statistics	GA11	24	1	4
3	2	Sep	Events Marketing and Fundraising	EV22	24	1	4
2	2	Oct	2nd Foreign Languages	FL21	24	4	4
3	2	Oct	Event Experience Design	EV23	24	7	4
2	2	Dec	Business Accounting	FIN22	24	1	4
2	2	Dec	Mass Communication	CM21	24	8	5
2	2	Sep to Jul	PDP 2 – Personal Development Plan, Tutoring & Academic English *	PDP2	12	5	2
			PDP Seminar - Managing Diversity		3	2	
			PDP Seminar – Negotiation		3	2	
			PDP Seminar - Consulting Skills		3	2	
			PDP Seminar - Tapping your Creativity		3	2	
			PDP Seminar - Conflict Management		3	2	
2	2	Sep to Jul	4 Project week & In-Company Visits	PW21	32	3	4
2	1	Feb	Sociology and Organisational Behaviour	MO15	24	1	4
3	2	Feb	Marketing Plan	MA25	24	2	4
3	2	Feb	The Global Sports Industry and Media	SP25	24	7	4
1	1	Apr	Managing Sales and Accounts	MA13	24	1	4
2	1	Apr	New Business Environment	BL13	24	1	4
2	1	May	International Tourism Business	TM11	24	1	4
2	2		Multidisciplinary (Phase) Exit Exams Phase 2	MEEs	-	1,7	-
Total Year 2							60
Year 3							
2	2	Sep	Marketing Research	MA21	24	2	4
3	3	Sep & Feb	Community Sport Development: Policy and Practice	SP31	24	1	5
3	2	Oct & Apr	Statistics & Quantitative Data	GA21	24	1	4
3	3	Oct & Apr	Business Plan	BL31	24	2	4
2	2	Oct	Business Philosophy	MO21	24	1	3
3	2	Dec	Enterprise Technology and Innovation	TEC21	24	8	5
3	3	Dec & May	International Marketing for SMEs	MA31	24	2	4
3	3	Oct & Apr	Research Methodology & Quantitative Methods	GA31	24	2	5
3	3	Dec & May	Intercultural Business Communication for Managers	CM31	24	2,8	2
3	2	Feb	The Law and Regulation of Sport	SP26	24	1	4
3	3	Sep to Jul	PDP 3 - Personal Development Plan & Tutoring	PDP3	n/a	6	Pass
2&3	2	Apr and May	Sports Business In-Company Training	WP21	n/a	2,7	20
Total Year 3							60
Year 4							
4	3	Sep & Feb	International Labour Relations	MO33	24	1	5
4	3	Sep & Feb	Advanced Corporate Strategy	SM31	24	1	5
4	3	Oct & Apr	Strategic Marketing	MA34	24	7	5
4	3	Dec & May	Festivals and Events: A Cross-Cultural Comparative	EV33	24	8	5
4	3	Dec & May	Strategic Change Management in Sport Business	SP34	24	1	5
4	3		Work Placement Module	WP31	n/a	2,7	15
4	3		Multidisciplinary (Phase) Exit Exams Phase 3	MEEs	-	1,7	-
4	3		Graduation Assignment	GA32	n/a	2,7	20
Total Year 4							60
Total Credits Offered							240

* Additional topics may be added in the curriculum during the year