

# STUDY PLAN FOR BACHELOR OF TOURISM, HOSPITALITY AND EVENTS

Course Structure BTHE program (Total 24 subjects):

20 Core subjects

+

**4 Elective Subjects:**

- 3 subjects from any Level 1, 2 or 3 undergraduate subjects\*
- 1 subject from any Level 2 or 3 undergraduate subjects\*

\*Student can choose subjects from other majors or subjects from other undergraduate programs (such as BBUS, BCOM, BEco,..), please make sure you meet the pre-requisite of that subject



## General Information

1) 1 Subject is equal to 3 credit points

2) The subject's level is indicated in the subject code after the prefix, eg: BU1002 = level 1, BX2091 = level 2

**IMPORTANT NOTE :** Student must successfully complete 12 credit points at Level 1 before attempting any Level 3 subject.

## 20 Core Subjects

Subject Code	Subject Name	Pre-requisites	Year 2024			Year 2025		
			SP51/24	TR2/24	TR3/24	TR1S/25	TR2/25	TR3/25
TO1008	Introduction to Tourism, Hospitality and Events Management			√		√		√
BU1002	Accounting for Decision Making		√	√	√	√	√	√
BU1007	Principles of Data Analysis for Business		√	√	√	√	√	√
BU1104	Introduction to Management Concepts and Application	Select 1	√	√	√	√	√	√
TO1201	Leadership and Ethics in Tourism Management				√		√	
BU1105	Professional and Academic Skills for Business		√	√	√	√	√	√
BU1108	Marketing Matters		√	√	√	√	√	√
BU1112	Business Law		√	√	√	√	√	√
BX2051	Managing People		√	√	√	√	√	
BX2091	Tourism and Leisure Management	6 credit points of Level 1 subjects (Inadmissible with TO1005)		√		√		√
BX2094	Conference and Events Management	18 credit points of subjects		√		√		√
BX2174	Evidence Based Business Decision-Making	BU1007/PY2103 and 9 credit points of BU/BX subjects		√	√		√	√
TO2051	Innovation for Tourism, Hospitality and Events Futures			√	√		√	√
TO2117	Food and Beverage Management		√			√		
BX2077	Project Management	18 credit points of subjects		√		√		√
TO3052	Experience Design for Tourism Hospitality and Events		√		√		√	
TO3153	Revenue and Yield Management			√			√	
BX3095	Visitor and Crowd Behaviour Management	18 credit points of subjects including BX2091 or TO2051		√		√		√
BX3193	Hospitality Operations Management	18 credit points of BU/BX subjects		√		√		√
BX3194	Destination Management and Planning	18 credit points of subjects including BX2091 or TO2051		√	√		√	
BU3102	Multidisciplinary Project	36 credit points of BU/BX subjects	√	√	√	√	√	√
BU3101	Professional Internship*	Select 1 36 credit points of BU/BX subjects	This subject is offered every trimesters. To apply for this subject, student need to contact Careers Office at least 1 term ahead (careers-singapore@jcu.edu.au). Need to extend 1 trimester of studies to take Professional Internship alone in the last trimester. Permission to enrol in this subject will only be granted when an approved placement is secured.					
BU3103	Independent Project**	36 credit points of BU/BX subjects	This subject is offered every trimesters. It requires you to be already in paid employment in an organization where you complete a project for your workplace which is relevant to your degree. You must also be in your final trimester and permission to enrol in this subject will only be granted if application is approved by the WIL Coordinator.					

\* BU3101, BU3102 and BU3103 are Work Integrated Learning (WIL) subjects. To be eligible to apply for a WIL subject, students must successfully complete prescribed online career development modules and quizzes throughout the degree to better prepare them for their WIL experience. Completion of online career development modules and quizzes are compulsory for students admitted in SP53/2018 onward.

## PLUS 4 Elective Subjects:

• Select 9 credit points of any Level 1, 2 or 3 undergraduate subjects (3 Subjects)\*

• Select 3 credit points of any Level 2 or 3 undergraduate subjects (1 Subject) \*

\* Student can choose subjects from other majors or subjects from other undergraduate programs (such as BBUS, Bcoms, BEcon,..), please make sure you meet the pre-requisite of that subject

*Note: Subject(s) with title(s) in Italic format reflects a recent name change with affect from SP52 2022 onwards.*

*Note: Changes that are recently made will be highlighted in yellow and/or red fonts.*

*Disclaimer: The above information is correct as below date. Due to unforeseen situation/s there might be change/s done in subject offerings before each trimester. Your understanding is greatly appreciated.*

Updated on 11 Mar 2024

Please refer to the page 2 with the Guideline: How to choose Elective subjects List of some elective subjects for your reference.

