

TEACHING PLAN FOR EVENT MANAGEMENT PROGRAM UNDERGRADUATE LEVEL – 2024



| First year | | Second year | | Third year | | Fourth year | |
|---|--|--|--|---|---|--|---|
| Semester 1A | Semester 2A | Semester 1A | Semester 2A | Semester 1A | Semester 2A | Semester 1A | Semester 2A |
| Teams and Team-building EVM1101 (3cr) | Principles of Marketing MKT1101 (3cr) | Graphic Design in Advertising ADS1107 (3cr) | Event Licensing, Legalities, and Administration EVM1109 (3cr) | Fundamentals of Vietnamese Culture SOS1101 (3cr) | (E) Marketing Plan for Event EVM1108E (3cr) | (E) Luxury Events EVM1111E (3cr) <i>Leisure Event Management</i> | |
| English 1 ENG3101 (4cr) | English 3 ENG3103 (4cr) | Introduction to Law LAW1101 | (E) Technical Event Production EVM1104E (3cr) | (E) Multimedia Techniques ADS1105E (3cr) | Event Risk Management EVM1123 (3cr) | | |
| English 2 ENG3102 (4cr) | English 4 ENG3104 (4cr) | English 5 ENG3105 (4cr) | Marketing Research MKT1107 (3cr) | Finance Management in Event EVM1121 (3cr) | (E) Sport Events EVM1116E (3cr) <i>Leisure Event Management</i> | Elective Course 1 (3cr) | Elective Course 2 (3cr) |
| Project Design 1 SKI1107 (3cr) | Introduction to Computer Basics ITE1201 (3cr) | Project Design 2 SKI1108 (3cr) | Physical Education 2 (1cr) | (E) Integrated Marketing Communications MKT1132E (3cr) | (E) Sponsorship Management EVM1124E (3cr) <i>Corporate Event Management</i> | Graduation Project/Thesis EVM1419/20 (6cr) | Elective Course 3 (3cr) |
| Aesthetic Thinking DMK1114 (3cr) | Foundations of Event Management EVM1103 (3cr) | Physical Education 1 (1cr) | Event Operations, Production, and Logistics EVM1105 (3cr) | (E) Event Directing EVM1107E (3cr) | (E) Entertainment and Performance Events EVM1112E (3cr) | Graduation Internship EVM1315 (3cr) | Marxist-Leninist Political Economics POL1112 (2cr) |
| <p>Notations Used</p> <div style="border: 1px solid black; padding: 2px; display: inline-block;"> Course name Course ID (Credit) </div> Course information (E) English-taught course | | Physical Education 3 (1cr) | (E) Event Scriptwriting EVM1106E (3cr) | (E) Stakeholder Management for Events EVM1110E (3cr) | (E) Virtual Event Management DMK1111E (3cr) <i>Leisure Event Management</i> | Marxist-Leninist Philosophy POL1111 (3cr) | Scientific Socialism POL1113 (2cr) |
| | | Military Education MIL1203 | (E) Activation Events EVM1113E (3cr) | (E) Brand Management MGT1115E (3cr) <i>Corporate Event Management</i> | Ho Chi Minh Ideology POL1114 (2cr) | History of the Communist Party of Vietnam POL1115 (2cr) | |

* Physical Education module: choose 1 out of 5 subjects: Aerobics, Boxing, Vovinam, Dancesport, Bodybuilding, Thể hình thẩm mỹ

- List of elective courses**
- Global Citizenship
 - Japanese Concepts to Win Friends and Influence People
 - Country Studies of Japan
 - Country Studies of China
 - World Economics Geography
 - Cross-cultural Communication
 - Mental Health Education
 - Entrepreneurship
 - Commercial Law
 - International Law
 - The Basic of Arts
 - Arts of Leadership
 - Professional Personal Branding
 - Diplomatic Protocol
 - Introduction to Digital Transformation
 - Global Issues
 - Enterprises Law
 - Applied Data Analytics
 - Personal Financial Management
 - Global Strategic Management
 - Communication Psychology
 - Creative Presentation
 - Aesthetic Thinking
 - Diplomatic Reception and Table Art
 - Korean Traditional Culture
 - Human Civilization
 - Cultures of Southeast Asia Countries