

TEACHING PLAN FOR EVENT MANAGEMENT PROGRAM UNDERGRADUATE LEVEL - 2023

Broad
foundational
knowledge

Other general
education
knowledge

Basic and foundational
disciplinary knowledge

Core
disciplinary
knowledge

Advanced disciplinary
knowledge, methods,
and tools

Related, cross-
disciplinary and
elective knowledge

First year		Second year		Third year		Fourth year	
Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A
Ký hiệu sử dụng Course name Course ID (Credit) (E) English-taught course Course information							
Teams and Team-building EVM1101 (3tc)	Experiential Marketing EVM1102 (3tc)	Project Design 2 SKI1108 (3tc)	(E) Technical Event Production EVM1104E (3tc)	(E) Multimedia Techniques ADS1105E (3tc)	Event Licensing, Legalities, and Administration EVM1109 (3tc)	(E) Stakeholder Management for Events EVM1110E (3tc)	Elective Course 2 (3tc)
English 1 ENG2101 (4tc)	English 3 ENG2103 (4tc)	Elective Course 1 (3tc)	English 7 ENG2107 (4tc)	Aesthetics SOS1106 (3tc)	(E) Tourism Events EVM1117E (3tc)	(E) Luxury Events EVM1111E (3tc)	Marxist-Leninist Philosophy POL1111 (3tc)
		English 5 ENG2105 (4tc)	Physical Education 2 (1tc)	Introduction to Law LAW1101	(E) Sport Events EVM1116E (3tc)	(E) Conference and Meeting Events EVM1114E (3tc)	Marxist-Leninist Political Economics POL1112 (2tc)
					(E) Activation Events EVM1113E (3tc)	Graduation Project/ Thesis EVM1419/20 (6tc)	
					(E) Brand Management MGT1115E (3tc)	Graduation Internship EVM1315 (3tc)	
Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B
English 2 ENG2102 (4tc)	English 4 ENG2104 (4tc)	English 6 ENG2106 (4tc)	(E) Market Research MKT1130E (3tc)	Cinematography Techniques COT1124 (3tc)	(E) Marketing Plan for Event- EVM1108E (3tc)		Scientific Socialism POL1113 (2tc)
Project Design 1 SKI1107 (3tc)	Introduction to Computer Basics ITE1201 (3tc)	Fundamentals of Vietnamese Culture SOS1101(3tc)	Event Operations, Production, and Logistics EVM1105 (3tc)	(E) Finance Management in Event EVM1121E (3tc)	Event Risk Management EVM1123 (3tc)		Ho Chi Minh Ideology POL1114 (2tc)
Creative Presentation ADS1101 (3tc)	Foundations of Event Management EVM1103 (3tc)	Physical Education 1 (1tc)	(E) Event Scriptwriting EVM1106E (3tc)	(E) Event Directing EVM1107E (3tc)	(E) Entertainment and Performance Events EVM1112E (3tc)		History of the Communist Party of Vietnam POL1115 (2tc)
			Physical Education 3 (1tc)		(E) Internal Events EVM1118E (3tc)		
			Military Education MIL1203 (8tc)				
* Physical Education module: choose 1 out of 5 subjects: Aerobics, Boxing, Vovinam, Dancesport, Bodybuilding		List of elective courses Country Studies of Japan Country Studies of China World Economics Geography Cross-cultural Communication The Basic of Arts Arts of Leadership Introduction to Digital Transformation Commercial Law Applied Data Analytics Personal Financial Management Communication Psychology Cultures of Southeast Asia Countries Professional Personal Branding Korean Traditional Culture Human Civilization					