# TEACHING PLAN FOR EVENT MANAGEMENT PROGRAM
# UNDERGRADUATE LEVEL - 2025

Basic knowledge | Foundational disciplinary knowledge | Advanced disciplinary knowledge | Supporting knowledge | Internship | Non-accumulative knowledge

## First year

### Semester 1A
- Teams and Team-building EVM1101 (3cr)
- English 1 ENG3201 (3cr)

### Semester 2A
- Foundations of Event Management EVM1103 (3cr)
- Principles of Marketing MKT1101 (3cr)
- English 3 ENG3203 (3cr)

### Semester 1B
- English 2 ENG3202 (3cr)
- Project Design 1 SKI1107 (3cr)
- Aesthetic Thinking DMK1114 (3cr)

### Semester 2B
- English 4 ENG3204 (3cr)
- Informatics and Applied Artificial Intelligence ITE1292 (3cr)
- Introduction to Law LAW1101

## Second year

### Semester 1A
- Physical Education 1 (1cr)
- Graphic Design in Advertising ADS1107 (3cr)
- English 5 ENG3205 (3cr)

### Semester 2A
- (E) Technical Event Production EVM1104E (3cr)
- Marketing Research MKT1107 (3cr)
- Physical Education 3 (1cr)

### Semester 1B
- English 6 ENG3206 (3cr)
- Project Design 2 SKI1108 (3cr)
- Event Licensing, Legalities, and Administration EVM1109 (3cr)
- Physical Education 2 (1cr)

### Semester 2B
- Event Operations, Production, and Logistics EVM1105 (3cr)
- (E) Event Scriptwriting EVM1106E (3cr)
- Fundamentals of Vietnamese Culture SOS1101 (3cr)
- Military Education MIL1203

## Third year

### Semester 1A
- (E) Multimedia Techniques ADS1105E (3cr)
- Finance Management in Event EVM1121 (3cr)
- (E) Integrated Marketing Communications MKT1132E (3cr)

### Semester 2A
- Event Risk Management EVM1123 (3cr)

*Entertainment Event Management*
- (E) Sport Events EVM1116E (3cr)
- (E) Entertainment and Performance Events EVM1112E (3cr)

*Corporate Event Management*
- (E) Sponsorship Management EVM1124E (3cr)
- (E) Activation Events EVM1113E (3cr)

### Semester 1B
- (E) Event DirectingEVM1107 E (3cr)
- (E) Stakeholder Management for Events EVM1110E (3cr)
- (E) Marketing Plan for Event EVM1108E (3cr)

### Semester 2B

*Entertainment Event Management*
- (E) Luxury Events EVM1111E (3cr)
- (E) Tourism Events EVM1117E (3cr)
- (E) Virtual Event Management DMK1111E (3cr)

*Corporate Event Management*
- (E) Conference and Meeting Events EVM1114E (3cr)
- (E) Internal Events EVM1118E (3cr)
- (E) Brand Management MGT1115E (3cr)

## Fourth year

### Semester 1A
- Graduation Project / Thesis EVM1419/20 (6cr)
- Graduation Internship EVM1315 (3cr)

### Semester 2A
- Elective Course 1 (3cr)
- Scientific Socialism POL1113 (2cr)
- Marxist-Leninist Political Economics POL1112 (2cr)
- Marxist-Leninist Philosophy POL1111 (3cr)

### Semester 1B

### Semester 2B
- Ho Chi Minh Ideology POL1114 (2cr)
- History of the Communist Party of Vietnam POL1115 (2cr)
- Elective Course 2 (3cr)

**Notations Used**

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|---|---|
| Course name<br>Course ID (Credit) | Course information |
| (E) | English-taught course |

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

**List of elective courses**

- Digital Citizenship
- 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
- Equity and Trust Law
- Commercial Law
- International Law
- The Basic of Arts
- Arts of Leadership
- Professional Personal Branding
- Diplomatic Protocol
- Introduction to Digital Transformation
- Global Issues
- Applied Data Analytics
- Enterprises Law
- Sustainable Development
- Personal Financial Management
- Global Strategic Management
- Communication Psychology
- Creative Presentation
- Basic Korean for Communication 1, 2
- Basic Japanese for Communication 1, 2
- Chinese 1, 2
- Aesthetic Thinking
- Diplomatic Reception and Table Art
- Cultures of Southeast Asia Countries
- Korean Traditional Culture
- Human Civilization