



<b>Form: Study Plan- Bachelors</b>	<b>Form Number</b>	EXC-01-03-02A
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1.	School	Archaeology and Tourism
2.	Department	Event Management
3.	Program title (Arabic)	بكالوريوس إدارة الفعاليات
4.	Program title (English)	Bachelor Degree in Event Management

#### 5. Components of Curriculum:

The curriculum for the bachelor's degree in **Hospitality Management** consists of ( 132 ) credit hours distributed as follows

Number	Type of requirement	credit hours
<b>First</b>	<b>Compulsory University Requirements</b>	18
<b>Second</b>	<b>Optional University Requirements</b>	9
<b>Third</b>	<b>Compulsory College Requirements</b>	24
<b>Fourth</b>	<b>Compulsory Specialization Requirements</b>	69
<b>Fifth</b>	<b>Optional Specialization Requirements</b>	12
<b>Total</b>		132

#### 6. Numbering System:

##### A- Department number

Number	Department
01	Archaeology

02	Management and Conservation of Cultural Resources
03	Tourism Management
04	Hospitality Management

### B- Course number

Domain number	Domain title	Domain number	Domain title
0	Event design and planning	1	Management Functions
2	General and Specialized Skills	3	Tourism and Hotel skills
4	Supportive areas	5	Internship

### C- Course number consists of 7 digits

School		Department		Level	Serial number	
2	6	0	4	1	0	1

### First: University Requirements:

#### First: University Requirements (27 Credit Hours):

a- **Compulsory Requirements: 18 Credit Hours**

b- **Electives: 9 Credit Hours**

a- **Compulsory Requirements: 18 Credit Hours**

No.	Course Title	Course No.	Credit Hours	Prerequisites	Notes
1	Military Science	2220100	3		Online
2	National Culture	3400100	3		Online
3	Ethics And Social Responsibility	3420100	3		Blended
4	Entrepreneurship, Innovation And Leadership	3420101	3		Blended
5	English Language (Level 3)	3202003	3	3202002	
6	Communication Skills And Soft Skills- English Language	3202003 or 3202103	3		

### b. Electives

(9) Credit hours to be chosen from the first, second and third groups mentioned below. The student has to choose one course from each of the groups.

Electives: (First Group)					
No.	Course Title	Course No.	Credit Hours	Prerequisites	Notes
1	Environmental Culture And Development	0310102	3	---	Blended
2	Islamic Culture	0400102	3	---	Blended

<b>3</b>	Legal Culture	1000102	3	---	Face to Face
<b>4</b>	Physical Fitness Culture	1100100	3	---	Blended
<b>5</b>	Tourism Culture	3400111	3	---	Blended
<b>6</b>	Introduction To Philosophy And Critical Thinking	3400103	3	---	Online
<b>Electives: (Second Group)</b>					
<b>No.</b>	<b>Course Title</b>	<b>Course No.</b>	<b>Credit Hours</b>	<b>Prerequisites</b>	<b>Notes</b>
<b>1</b>	Islam And Contemporary Issues	0400101	<b>3</b>	---	Blended
<b>2</b>	Arab-Islamic Civilization	2300101	<b>3</b>	---	Blended
<b>3</b>	Jordan: History And Civilization	2300102	<b>3</b>	---	Blended
<b>4</b>	Great Books	3400107	<b>3</b>	---	Blended
<b>5</b>	Jerusalem	3400108	<b>3</b>	---	Blended
<b>6</b>	Social Media	1900101	<b>3</b>	---	Blended
<b>7</b>	Appreciation of Arts	2000100	<b>3</b>	---	Blended
<b>8</b>	Foreign Language	2200103	<b>3</b>	---	Blended
<b>9</b>	Special Subject	3400106	<b>3</b>	---	Blended
<b>Electives: (Third Group)</b>					
<b>No.</b>	<b>Course Title</b>	<b>Course No.</b>	<b>Credit Hours</b>	<b>Prerequisites</b>	<b>Notes</b>
<b>1</b>	Special Topic In Digital Skills	1900104	3	1900103	

## Second: General mandatory university requirements

### Preparation Program Requirements

All students admitted to the university must apply for a degree examination in Arabic and English and the computer is prepared or approved by the university to determine their level. Based on the results of the examinations, either the student will study one or more of the requirements of the preparatory program.

#### (0-15 Credit Hours)

<b>No.</b>	<b>Course Title</b>	<b>Course No.</b>	<b>Credit Hours</b>	<b>Prerequisites</b>	<b>Notes</b>
<b>1</b>	Community Services	0700150	0		
<b>2</b>	Computer skills placemen test	1902098	0		
<b>3</b>	Basics of Computing	1932099	3	1902098	Blended
<b>4</b>	Arabic Language ( level 1)	3201001	3	3211098	
<b>5</b>	Arabic Language (level 2)	3201002	3	3201001	
<b>6</b>	English Language ( level 1)	3202001	3	3212098	
<b>7</b>	English Language ( level 2)	3202002	3	3202001	
<b>8</b>	Arabic Placement Test	3211098	0		
<b>9</b>	English Placement Test	3212098	0		

**Second: School courses: distributed as follows:**

**A. Obligatory school courses: ( 18 ) credit hours**

**B. Elective school courses: ( 6 ) credit hours**

**A. Obligatory school courses: ( 18 ) credit hours:**

Course Number	Course Title	Type of learning (face-to-face/ blended / online)	Contact Hours		Credit Hours	Pre-requisite
			Theoretical	Practical		
1900103	Modern Digital Skills	Blended	3	-	3	-
2602110	Introduction to Museology	Online	3	-	3	-
2602102	Introduction to Cultural Resources Management	face-to-face	3	-	3	-
2603212	Introduction to Tourism Industry	face-to-face	3	-	3	-
2603103	Tourism in Jordan	Online	3	-	3	-
2604210	Introduction to Hospitality Management	face-to-face	3	-	3	-

**B. Elective school courses: (6) credit hours:**

Course Number	Course Title	Type of learning (face-to-face/ blended / online)	Contact Hours		Credit Hours	Pre-requisite
			Theoretical	Practical		
2601102	Jordan in Classical Periods	face-to-face	3	-	3	-
2601105	Islamic Civilization and Heritage	face-to-face	3	-	3	-
2601104	Ancient Civilizations	face-to-face	3	-	3	-

**Third: Specialty courses: (81) credit hours distributed as follows:**

**A. Obligatory specialty courses: (69) credit hours**

**B. Elective specialty courses: (12) credit hours**

**A. Obligatory specialty courses: (69) credit hours:**

Course Number	Course Title	Type of learning (face-to-face/ blended / online)	Contact Hours		Credit Hours	Pre-requisite
			Theoretical	Practical		
2604131	English for Tourism and Hospitality (1)	face-to-face	3	-	3	-
2604132	English for Tourism and Hospitality (2)	face-to-face	3	-	3	2604131
2605101	Principles of Event Planning and Management	face-to-face	3	-	3	2603212 2604210
2604203	Hotel and Tourism Establishments Management	face-to-face	3	-	3	2604210
2604204	Risk Management in Event Industry	face-to-face	3	-	3	2604101
2604205	Catering Management in Event Industry	face-to-face	3	-	3	2604210-
2604213	Event Marketing and Digital Communication Technologies	face-to-face	3	-	3	2604101

2604235	Communication skills in Tourism and Hospitality	face-to-face	3	-	3	2604132
2604304	Venue and Logistics Management	face-to-face	3	-	3	2604101
2604310	Public Relations in Event Management	face-to-face	3	-	3	2604101
2604325	Human Resources Management in Event Industry	face-to-face	3	-	3	2604101
2604327	Spatial Planning in Event Management	face-to-face	3		3	2604204
2604330	Technology Applications in Event Management	face-to-face	3	-	3	2604101
2604431	Etiquette and Protocol	face-to-face	3		3	2604235
2603434	Research Methods in Tourism	face-to-face	3	-	3	-
2604344	Applications of Statistics in Tourism And Hospitality	face-to-face	3	-	3	-
2604346	Job Preparation and Readiness in Event Management	face-to-face	6	-	6	-
2604420	Accounting in Event Industry	face-to-face	3	-	3	-
2604443	MICE and Event Management	face-to-face	3		3	2604101
2604447	Entrepreneurship and Small Enterprise Management	face-to-face	3	-	3	2605101
2604455	Internship in Event Management	face-to-face	-	12	6	2605101 2604346 2604330 2604443

B. Elective specialty courses: (12) credit hours:

Course Number	Course Title	Type of learning (face-to-face/ blended / online)	Contact Hours		Credit Hours	Pre-requisite
			Theoretical	Practical		
2604115	Food and Beverage Management	face-to-face	3	-	3	2604210
2604201	Front Office Management	face-to-face	3	-	3	2604210
2604241	Economics of Tourism and Hospitality	face-to-face	3	-	3	-
2604243	Ethics and Laws in Event Industry	Blended	3	-	3	-
2604312	Sports Event Management	face-to-face	3		3	2604101
2604315	Event Sponsorship	face-to-face	3		3	2604101
2604313	Food Safety	face-to-face	3		3	2604115
2604331	Customer Service	face-to-face	3		3	2604235

2604314	Menu Planning in Event Industry	face-to-face	3		3	2604115
2604212	Food and Beverage Service	face-to-face	3		3	2604115
2604417	Contemporary Trends in Event	Blended	3		3	-

**Fourth:** Courses offered by other faculties and departments .....

Course Number	Course Title	Contact Hours		Credit Hours	Pre-requisite
		Theoretical	Practical		
2602102	Introduction to Cultural Resources Management	3	-	3	-
2602110	Introduction to Museology	3	-	3	-
2603103	Tourism in Jordan	3	-	3	-
2603212	Introduction to Tourism Industry	3	-	3	-
2604210	Introduction to Hospitality Management	3	-	3	-
2601102	Jordan in Classical Periods	3	-	3	-
2601104	Ancient Civilizations	3	-	3	-
2601105	Islamic Civilization and Heritage	3	-	3	-

**Fifth: Advisory Study Plan**

<b>First Year</b>					
<b>( First ) Semester</b>			<b>(Second ) Semester</b>		
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>
2603103	Tourism in Jordan	3	1900103	Modern Digital Skills	3
2602102	Introduction to Cultural Resources Management	3	2604210	Introduction to Hospitality Management	3
2602110	Introduction to Museology	3	2603212	Introduction to Tourism Industry	3
2604131	English for Tourism and Hospitality (1)	3	2604132	English for Tourism and Hospitality (2)	3
-----	Compulsory University Requirement	3	-----	Compulsory University Requirement	3
-----	Elective school Requirement	3	-----	Elective school Requirement	3
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>18</b>

<b>Second Year</b>					
<b>( First ) Semester</b>			<b>(Second ) Semester</b>		
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>
<b>2605101</b>	Principles of Event Planning and Management	3	<b>2604204</b>	Risk Management in Event Industry	3
<b>2604205</b>	Catering Management in Event Industry		<b>2604235</b>	Communication skills in Tourism and Hospitality	3
<b>2604213</b>	Event Marketing and Digital Communication Technologies	3	<b>2604431</b>	Etiquette and Protocol	3
<b>2604203</b>	Hotel and Tourism Establishments Management	3	-----	Compulsory University Requirement	3
-----	Compulsory University Requirement	3	-----	Elective University Requirement	3
-----	Elective University Requirement	3	-----	Optional Specialization Requirement	3
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>18</b>

<b>Third Year</b>					
<b>(First ) Semester</b>			<b>(Second ) Semester</b>		
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>
<b>2604304</b>	Venue and Logistics Management	<b>3</b>	<b>2604310</b>	Public Relations in Event Management	<b>3</b>
<b>2604325</b>	Human Resources Management in Event Industry	<b>3</b>	<b>2604327</b>	Spatial Planning in Event Management	<b>3</b>

<b>2604330</b>	Technology Applications in Event Management	<b>3</b>	<b>2603434</b>	Research Methods in Tourism	<b>3</b>
<b>2604344</b>	Applications of Statistics in Tourism And Hospitality	<b>3</b>	<b>2604346</b>	Job Readiness	<b>6</b>
-----	Compulsory University Requirement	3	-----	Compulsory University Requirement	3
-----	Elective University Requirement	3			
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>18</b>

<b>Fourth Year</b>					
<b>(First ) Semester</b>			<b>(Second ) Semester</b>		
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>
<b>2604420</b>	Accounting in Event Industry	<b>3</b>	<b>2604443</b>	MICE and Event Management	<b>3</b>
<b>2605447</b>	Entrepreneurship and Small Enterprise Management	<b>3</b>	<b>2605455</b>	Internship in Event Management	<b>3</b>
-----	Optional Specialization Requirement	3	----	Optional Specialization Requirement	3
-----	Optional Specialization Requirement	3	----	Optional Specialization Requirement	3
<b>Total</b>		<b>12</b>	<b>Total</b>		<b>12</b>

## Course Description

<b>Course Number</b> 2601102	<b>Course Title</b> Jordan in Classical Periods	<b>Credit Hours</b> 3
<b>Prerequisite: ()</b>		
<b>Course Description</b> The course includes teaching an introduction on the classical period in Jordan: Hellenistic, Roman and Byzantine. In addition, the course includes the study of the history, architecture and artistic achievements during the classical period, focusing especially on the archaeological sites. The classical culture in Jordan will be illustrated and students will learn background about the classical periods.		

<b>Course Number</b> 2601105	<b>Course Title</b> Islamic Civilization and Heritage	<b>Credit Hours</b> 3
<b>Prerequisite: ()</b>		
<b>Course Description</b> This course deals with tangible and intangible aspects of the Islamic civilization such as Islamic art, architecture, philosophy, medicine, astronomy etc. Furthermore, the course will focus on the Islamic artistic and architectural variations and their technology and production elements. Additionally, the class will shed light on the Islamic heritage influence on the contemporary cultures, civilizations and its continuous outcome on the current knowledge and science.		

<b>Course Number</b> 2601104	<b>Course Title</b> Ancient Civilizations	<b>Credit Hours</b> 3
<b>Prerequisite: ()</b>		
<b>Course Description</b> This class concentrates on the concepts and Identification of civilization and culture. It will focus on the ancient world civilization in general and the ancient Near Eastern civilization in particular, such as Egyptian, Mesopotamian, Geographic Syrian/ Bilad al-sham civilizations and its surrounding. The study of these civilizations will include their historical, archaeological, social, political, and economic perspectives,		

<b>Course Number</b> 2603212	<b>Course Description</b> Introduction to Tourism Industry	<b>Credit Hours</b> 3
<b>Prerequisite: ()</b>		
<b>Course Description</b> The purpose of the course is to introduce students to basic concepts of tourism, and to develop the skills of students who are interested in specializing in that field.		

<b>Course Number</b> 2603103	<b>Course Description</b> Tourism in Jordan	<b>Credit Hours</b> 3
<b>Prerequisite: ()</b>		
<b>Course Description</b> This course aims to introduce the status of the tourism industry in Jordan. Thus, it sheds the light on the major elements of the tourism supply, tourism types and the strength points of the tourism products in Jordan. Furthermore, this course includes the nature of tourism demand and different approaches for its development in Jordan.		

<b>Course Number</b> <b>2602102</b>	<b>Course Title</b> <b>Introduction to Cultural Resources Management</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: ()</b>		
<b>Course Description</b> This course introduces the concept, values and basic definitions of cultural and natural heritage as well as its historical, political, cultural and institutional frameworks. A key part of the course concentrates on exploring and understanding the principles and processes of heritage identification, conservation and presentation. The course seeks as well to develop students' knowledge of international and comparative charts and law for the protection of cultural and natural heritage and the legal and ethical issues related to it.		

<b>Course Number</b> <b>2602110</b>	<b>Course Title</b> <b>Introduction to Museology</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: ()</b>		
<b>Course Description</b> This course aims to introduce students to the importance of the museum as an educational, recreational, and pedagogical institution. The course includes a review of the history and development of museums and their objectives. It also covers the establishment of the most important and oldest museums in the world and Jordanian museums. Additionally, the course addresses museum management (human resources) and the role of each individual within the institution. The course also discusses methods of artifact registration in museums, ways of displaying artifacts, exhibit design, cabinets, lighting methods, and techniques for storing artifacts. It further covers the study of the appropriate museum environment for preserving artifacts from damage. The course includes a practical training component within the college museum on how to register artifacts, preserve them, manage archaeological collections, and methods of display and storage.		

<b>Course Number</b> <b>2604210</b>	<b>Course Title</b> <b>Introduction to Hospitality Management</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: ()</b>		
<b>Course Description</b> This course aims to introduce students to the fundamentals of the hospitality industry and its management principles. This course covers the essential aspects needed to understand how to operate and manage various establishments within this sector, such as hotels, restaurants, resorts, and travel services.		

<b>Course Number</b> <b>2604131</b>	<b>Course Title</b> <b>English for Tourism and Hospitality (1)</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: ()</b>		
<b>Course Description</b> The course aims to provide students with the essential language and professional skills needed to enable them to work successfully in the hotel and tourism industry. The course presents the most prominent terminology and phrases commonly used in the hotel and tourism industry that help students improve their initial skills in the English language and develop their understanding in tourism and hospitality. The course content will include Inquiries and reservations, Reception, Hotel services, Foodservice, and Local Foodservice checking in and out.		

<b>Course Number</b> 2604132	<b>Course Title</b> English for Tourism and Hospitality (2)	<b>Credit Hours</b> 3
<b>Prerequisite: (2604131)</b>		
<b>Course Description</b> The course aims to provide students with the advanced language and professional skills needed to enable students to work successfully in the hotel and tourism industry. In addition to allowing them to communicate effectively with tourists by applying and practicing writing, listening and speaking skills in English in various business and tourism-related situations. Typical Course Content will include but not limited to subject such as Customers' Complaints, Tour operation – Contacts, Tour operation – planning, Negotiating, Conferences and Revision		

<b>Course Number</b> 2604101	<b>Course Title</b> Principles of event Planning and Management	<b>Credit Hours</b> 3
<b>Prerequisite: (2603212, 2604210)</b>		
<b>Course Description</b> This course aims to provide the fundamental concepts and skills in event organization and management. The course focuses on comprehensive planning and execution of events, including planning stages, logistical organization, supplier management, and effective marketing. Through this course, students will learn the principles of event design, including venue selection, event planning, space design, and visual elements. They also will learn how to utilize knowledge and technology specific to the event industry to ensure a successful outcome. The course introduces students to international events, principles of dealing with them, and reviews several models and success.		

<b>Course Number</b> 2604203	<b>Course Title</b> Hotel and Tourism Establishments Management	<b>Credit Hours</b> 3
<b>Prerequisite: ( 2604210 )</b>		
<b>Course Description</b> This course will help you understand basic concept of hotel management, this hotel management course aims to make students aware of the operation-section of the hotel industry like front office, general operations, sales and marketing, food and beverage, service keeping and catering.		

<b>Course Number</b> 2604204	<b>Course Title</b> Risk Management in Event Industry	<b>Credit Hours</b> 3
<b>Prerequisite: (2604101)</b>		
<b>Course Description</b> The Event Risk Management course aims to provide students with the knowledge and skills to understand, evaluate, and manage risks in event organising. The course focuses on developing practical abilities for students to deal with challenges and problems during event organising and how to address them effectively.		

<b>Course Number</b> 2604205	<b>Course Title</b> Catering Management in the Event industry	<b>Credit Hours</b> 3
<b>Prerequisite: 2604210</b>		
<b>Course Description</b> This course teaches students how to plan and coordinate, securing the necessary resources for event design. It covers concepts of vendor selection, analysing supply needs, and ensuring resource		

availability effectively. The course aims to develop skills in logistics management and negotiation with suppliers to ensure the success of events.

<b>Course Number</b> <b>2604213</b>	<b>Course Title</b> <b>Event Marketing and Digital Communication Technologies</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: (2604101)</b>		
<b>Course Description</b> This course includes an introduction to the marketing process and modern marketing concepts, the characteristics of marketing in the events industry, the importance of the marketing environment and understanding the marketing mix. This course aims to teach students effective marketing strategies and the use of modern techniques in organizing and marketing events. Students will learn digital communication methods and digital tools that can be used to reach the target audience and enhance the impact of events. and the use of artificial intelligence applications to create a positive destination image.		

<b>Course Number</b> <b>2604235</b>	<b>Course Title</b> <b>Communication skills in Tourism and Hospitality</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: (2604132)</b>		
<b>Course Description</b> Effective communication is integral to success in the workplace and lifelong learning. Students review communication theory and its connection to expository writing. Furthermore, effectively communicating with others, both professionally and personally, is an art that requires conscious development. Students address the techniques related to interpersonal communication challenges in the diverse workplace. The focus is on communication barriers, verbal and non-verbal communication, listening, teamwork, and relational dynamics. Students engage in simulated and authentic interpersonal communication through role-play, analysis, and case studies.		

<b>Course Number</b> <b>2603241</b>	<b>Course Title</b> <b>Economics of Tourism and Hospitality</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: (2603212)</b>		
<b>Course Description</b> This course aims to introduce students to the concept of tourism and hotel economics by applying economic theories to the tourism and hotel industry. The course also familiarizes students with aspects and indicators of tourism supply and demand, production, and costs in tourism and hotel establishments. It will cover various topics, including studying the impact of tourism revenues on exports, GDP, and the tourism balance, studying macroeconomic indicators, direct and indirect effects on the natural and human environment, both positive and negative, and the problems facing the tourism sector along with proposing appropriate solutions.		

<b>Course Number</b> <b>2605243</b>	<b>Course Title</b> <b>Ethics and Law in Event Industry</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: (2605101)</b>		
<b>Course Description</b> This material aims to develop students' understanding of the laws and ethical standards governing the events management industry. The course focuses on clarifying relevant laws and ethical issues related to organizing and executing events, including dealing with contracts, licenses, and legal and ethical responsibilities for event organisers and participants.		

<b>Course Number</b> 2605304	<b>Course Title</b> Venue and Logistics Management	<b>Credit Hours</b> 3
<b>Prerequisite: (2605101)</b>		
<b>Course Description</b> This course focuses on organising and managing spaces and services related to various events and activities. This includes planning for space utilization, providing equipment and infrastructure, and organizing transportation and distribution. The course aims to equip students with the necessary skills to effectively manage facilities and logistical services in the context of different events.		

<b>Course Number</b> 2605310	<b>Course Title</b> Public Relation in Event Management	<b>Credit Hours</b> 3
<b>Prerequisite: (2605235)</b>		
<b>Course Description</b> The course focuses on teaching students how to plan and execute public relations strategies in the context of event design. It includes developing communication skills, building relationships with the media, logistics, catering and interacting with the public		

<b>Course Number</b> 2605321	<b>Course Title</b> Human Resource Management in Event Industry	<b>Credit Hours</b> 3
<b>Prerequisite: ()</b>		
<b>Course Description</b> This course aims to introduce the concept of human resource management and its importance in the events industry, highlighting the significance of the human element in the tourism, hotel, and events sectors. The course emphasizes job analysis and classification, as well as addressing aspects of human resource planning and management and identifying the skills and personal characteristics required for managing and developing hospitality, tourism, and event services.		

<b>Course Number</b> 2605324	<b>Course Title</b> Spatial Planning in Event Management	<b>Credit Hours</b> 3
<b>Prerequisite: (2605101)</b>		
<b>Course Description</b> Increasingly cities and communities are feeling the pressure of expansion, and people from all walks of life feel disconnected from the processes, procedures, and decisions that are affecting everyday life. Students consider urban transformation with a focus on practicing sustainability by exploring innovations in land use, transportation, resource planning and economic development, resulting in employment opportunities, as well as healthy and vibrant cities. Students use local and regional activities to develop a knowledge base for future social and community involvement. Research projects and assignments encourage students to identify the gaps between theoretical approaches to spatial planning and the practical applications as evidenced in their local surroundings.		

<b>Course Number</b> 2605326	<b>Course Title</b> Technology Applications in Event Management	<b>Credit Hours</b> 3
<b>Prerequisite: (2605210)</b>		
<b>Course Description</b>		

In today's business environment, leveraging technology to communicate and manage information is critical. Students develop and practice skills with standard computer applications used extensively in business and event settings. Using interactive computer-based tutorials, students gain practical experience using computer applications in tourism to reserve and confirm the event components. Students develop skills and gain knowledge to apply in their academic program and transfer to the workplace

<b>Course Number</b> <b>2603432</b>	<b>Course Title</b> <b>Research Methods in Tourism and Hospitality</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: ()</b>		
<b>Course Description</b>		
<p>The course aims at introducing the students with the principles and terminologies of research, ethical principles, challenges, and elements of the research process, including quantitative and qualitative approaches. The course also will provide the students the opportunity to apply appropriate research methods in addressing a specific tourism or hospitality related issues, including the analysis of qualitative and quantitative data, and present the results.</p>		

<b>Course Number</b> <b>2604344</b>	<b>Course Title</b> <b>Applications of Statistics on Tourism and Hospitality</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: ()</b>		
<b>Course Description</b>		
<p>The course examines an introduction to the science of statistics and its importance to tourism and hotel establishments, and data collection tools and methods of using them in tourism and hotel statistical data. As well as introducing the method of collecting, translating and analysing statistical data, and methods of dealing with questionnaires and research samples. The course also addresses how to use statistical methods to predict tourism volumes and sales volumes for tourism services, and thus effectively plan the development of tourist destinations in line with tourism demand trends.</p>		

<b>Course Number</b> <b>2604346</b>	<b>Course Title</b> <b>Job Preparation and Readiness in Event Management</b>	<b>Credit Hours</b> <b>3</b>
<b>Prerequisite: ()</b>		
<b>Course Description</b>		
<p>This course provides students with the necessary skills to enter the job market. develop an effective resume and write a cover letter. The course also covers methods and skills for professional preparation for job interviews and effective communication skills. Additionally, the course focuses on the importance of professional appearance and principles of selecting and coordinating work attire for different occasions. Furthermore, this course aims to enhance students' skills related to job searching methods, online job searching, and social media networking to discover available job opportunities in the tourism and hospitality sectors, with practical exercises and specialized feedback provided to enhance students' readiness to secure distinct job opportunities. The student in this course will present independent work that involves collecting, interpreting, analysing and presenting data appropriately , and the ability to relate key findings to existing knowledge and understanding in the subject area.</p>		

<b>Course Number</b> 2604420	<b>Course Title</b> Accounting in Event Industry	<b>Credit Hours</b> 3
<b>Prerequisite: ()</b>		
<b>Course Description</b>  The course covers the fundamentals of accounting in the events industry and how to analyse and track the financial costs associated with event organization. It includes understanding the basics of cost determination, budget preparation, and estimating the expenses required for organizing various events.		

<b>Course Number</b> 2604443	<b>Course Title</b> MICE and Event Management	<b>Credit Hours</b> 3
<b>Prerequisite: (2604101)</b>		
<b>Course Description</b>  The Meetings, Incentives, Conferences, and Exhibitions (MICE) industry has significantly contributed to the economic growth of tourism destinations and businesses. This course provides students with the skills to design comprehensive programs for various types of events, including conferences, meetings, exhibitions, and other diverse activities. It covers the analysis of current programming trends, the role of social responsibility, economic development, and strategies for environmental sustainability. Students will learn how to develop effective and targeted programs that align with the interests and needs of specific audiences.		

<b>Course Number</b> 2604447	<b>Course Title</b> Entrepreneurship and Small Enterprise Management	<b>Credit Hours</b> 3
<b>Prerequisite: ()</b>		
<b>Course Description</b>  In this course, students will explore the role and contribution of leadership and entrepreneurship in the hospitality and tourism industries. They will develop a critical understanding of the theories and concepts of entrepreneurs, leadership and leaders. Students will have the opportunity to identify similarities, differences and relationships in these theories and concepts and apply them to the hospitality and tourism industries. They also take feasibility-testing activities to develop entrepreneurial competences.		

<b>Course Number</b> 2604455	<b>Course Title</b> Internship in Event Management	<b>Credit Hours</b> 6
<b>Prerequisite: (2604101, 2604346, 2604330, 2604443)</b>		
<b>Course Description</b>  This course focuses on the practical aspect of events industry institutions by training on how to plan, design, and execute events, occasions, and conferences and calculate their costs, with a minimum training duration of 400 hours.		

<b>Course Number</b> 2604115	<b>Course Title</b> Food and Beverage Management	<b>Credit Hours</b> 3
<b>Prerequisite: (2604210)</b>		
<b>Course Description</b> This course aims at providing the students with the ability to conceptually transform the human, material, facility and managerial inputs into the outputs of meals, customer satisfaction and financial accountability in an efficient, effective and sustainable way.		

<b>Course Number</b> 2604201	<b>Course Title</b> Front Office Management	<b>Credit Hours</b> 3
<b>Prerequisite: (2604210)</b>		
<b>Course Description</b> This course introduces students to the hotel front offices, which considered the link between guests and hotel management. They serve as offices to receive guest requests and complaints. It also provides information about the hotel and its surrounding service centres and others. In Addition to Introducing student to how to deal with guests in a pleasant manner and good well		

<b>Course Number</b> 2604312	<b>Course Title</b> Sports Event Management	<b>Credit Hours</b> 3
<b>Prerequisite: (2604101)</b>		
<b>Course Description</b> The aim of this course is to enable students understand the fundamentals of event management and be able to apply them in the sector of sport events. The course includes understanding the structures and functions of sporting organisations and their role in the provision of sporting competitions and sports events		

<b>Course Number</b> 2604315	<b>Course Title</b> Event Sponsorship	<b>Credit Hours</b> 3
<b>Prerequisite: (2604101)</b>		
<b>Course Description</b> This course focuses on teaching students how to plan and implement event sponsorship strategies. The course covers concepts related to attracting sponsors, managing relationships with them, and securing the necessary funding to ensure the success of events. The course aims to develop students' skills in managing sponsor relationships and achieving a balance between the needs of the event and the requirements of partners and sponsors.		

<b>Course Number</b> 2604313	<b>Course Title</b> Food Safety	<b>Credit Hours</b> 3
<b>Prerequisite: (2604115)</b>		
<b>Course Description</b> This course will introduce students to the basic principles and practice of food safety. It will include information about how food can source of illness such as food borne pathogens, food borne chemical and physical hazards, food borne biological toxins and allergens and the management activities required to ensure food safety. This will include food safety management practices such as Hazard		

Analysis Critical Control Points (HACCP), risk assessment, sanitation, pathogen and allergen controls in foods.

<b>Course Number</b> 2604331	<b>Course Title</b> Customer Service	<b>Credit Hours</b> 3
<b>Prerequisite: (2604235)</b>		
<b>Course Description</b> Through this course, students are trained on optimal methods and global principles to serve customers in the tourism and hotel sectors. The course includes teaching students the importance of excellent service to tourists and its role in supporting the competitiveness of the industry in general and the company they represent in particular, as well as teaching students' practical communication skills to satisfy customers.		

<b>Course Number</b> 2604431	<b>Course Title</b> Etiquette and Protocol	<b>Credit Hours</b> 3
<b>Prerequisite: (2604235)</b>		
<b>Course Description</b> This course will allow the students to learn the importance of etiquette in business and social settings, and the common courtesies in professional life, personal life, formalities, entertaining and entertainments, international, celebration and ceremonies and other situations		

<b>Course Number</b> 2604417	<b>Course Title</b> Contemporary Trends in Event	<b>Credit Hours</b> 3
<b>Prerequisite: (2603432)</b>		
<b>Course Description</b> This course focuses on introducing students to the most essential modern global trends in event management. It emphasizes understanding the impact of technological advancements and changes in social behaviours on the design and organization of these events. The course covers topics such as the use of digital technology, the concept of sustainability, and innovation in design and decoration. This course aims to empower students to keep up with the changes in this advanced industry and apply modern trends in event planning and organization.		

**Inclusion rates in the program:**

**A. Courses that will be taught on the principle of full online:**

**Total hours that will be taught on the principle of full online in this program: ( 12 hour).**

**The percentage achieved for the subjects that will be taught on the principle of full online in this program: ( 9.1 %)**

**B. Subjects to be taught on the blended learning principle:**

**The total number of hours that will be taught on the principle of blended learning in this program: ( 24-27 hour/ 132 hour)**

**Percentage achieved for subjects that will be taught on the principle of blended learning in this program: ( 18-20 %)**

**C. Face-to-face learning courses:**

**Number of hours of face-to-face education: (93 hour).**