

**BEIJING NORMAL-HONG KONG BAPTIST
UNIVERSITY**

School of Culture and Creativity

**Minor Programme in
Tourism and Event Management**

2026-2027

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1. General Information

1.1. Programme Title

Minor Programme in Tourism and Event Management
旅游和活动管理副修

1.2. Academic Unit Involved in the Delivery of the Programme

The Programme is under the Culture, Creativity and Management Programme (CCM) and administered by the School of Culture and Creativity.

1.3. Programme Aims, Objectives and Intended Learning Outcomes

The Minor Programme in Tourism and Event Management aims to provide opportunities for students to pursue their interest in tourism and event industry and to apply the knowledge in the major fields of studies and personal lives. The Minor Programme in Tourism and Event Management is structured to provide students with a foundation of knowledge and skills in tourism and event management in order to become a creative problem solver, critical thinkers and service leaders in managing and tackling real world problems and issues of tourism and event related to their major fields of study or their personal lives. Table 1 outlines the Programme Intended Learning Outcomes (PILOs) whereas Table 2 delineates the alignment of PILOs with the Graduate Attributes (GAs) of BNBU.

Table 1: Programme Intended Learning Outcomes (PILOs)

Upon successful completion of the Minor Programme in Tourism and Event Management, students should be able to:	
PILO 1	Apply broad-based knowledge and concepts about the functions and roles of tourism and event, and develop the skills, which are fundamental to successfully managing tourism and event.
PILO 2	Integrate knowledge and skills of tourism and event management into a multiple set of disciplines, with the aim of solving diverse real-life problems, based on the analytical and problem-solving skills they have developed.
PILO 3	Develop critical thinking with a global perspective and communicate effectively in broader business, professional and interpersonal contexts.

Table 2: Mapping of the Programme Intended Learning Outcomes (PILOs) with the Graduate Attributes (GAs)

PILOs	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7	No. of GAs addressed by this PILO
	Citizen-ship	Know-ledge	Learn-ing	Skills	Creati-vity	Commu-nication	Team-work	
PILO 1		×	×	×				3
PILO 2			×	×	×			3
PILO 3			×		×	×		3
No. of PILOs addressing this GA	0	1	3	2	2	1	0	---

1.4. Medium of Instruction

The medium of instruction for the Programme is English.

1.5. Target Students

The Minor Programme in Tourism and Event Management targets non-CCM students (2018 cohort and onwards) & non-THEM students (2021 cohort and onwards).

1.6. Year of Implementation

The Minor Programme in Tourism and Event Management has been offered from the Academic Year of 2018-2019.

2. Programme Requirements and Structure

2.1. Programme Requirements

Students can claim the Minor Programme in Tourism and Event Management if they can fulfil the following criteria:

- a) Complete 15 units in accordance with the stipulated Programme structure; and
- b) Attain a minimum cumulative GPA of 2.0 for all the 5 courses (i.e. 2 compulsory courses and 3 elective courses).

2.2. Programme Structure

This Minor Programme consists of 2 compulsory courses followed by 3 electives (in which at least one course should be at level 3 or above). The Programme is summarized in Table 3 shown below.

Table 3: Curriculum Structure of the Minor Programme in Tourism and Event Management

Code	English Title	Chinese Title	Units	Level	PILO(s)
Required Courses					
CCM2113	Event Planning and Management	节庆活动策划与管理	3	2	2,3
TEM2003	Introduction to Hospitality and Tourism	款待与旅游导论	3	2	1,2
Elective Courses					
CCM3093	Basic Studies of Cultural Tourism in China	中国文化旅游基础	3	3	1,2
CCM3133	Exhibition Design: Creative Interpretation and Management	展览设计：创意演绎及管理	3	3	2,3
CCM4053	Cultural Heritage and Tourism	文化遗产及旅游业	3	4	1,2
TEM3003	Leisure and Society	休闲与社会	3	3	2,3
TEM3013	Introduction to Entertainment Business	娱乐产业导论	3	3	1,2

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Code	English Title	Chinese Title	Units	Level	PILO(s)
TEM3023	Club Management	俱乐部管理	3	3	2,3
TEM3033	Resort Management	度假村管理	3	3	1,2
TEM4013	Sustainable Tourism	旅游与可持续性发展	3	4	1,3

A student is eligible to apply for unit transfer from courses completed during his/her participation in outbound exchange Programmes to fulfil the Minor Programme in Tourism and Event Management requirements. Such transfer is to be limited to 6 units for the whole Programme. Those who intend to do so have to initiate their applications in accordance with the stipulated procedures and regulations.