

# CURRICULUM S1 EVENT



**UNIVERSITAS  
PRASETIYA MULYA**

BSD CAMPUS

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**Semester 1**

No	Course Title	SKS
1	Event Planning (Anchor)	3
2	Principle of Event Management	3
3	Introduction to Economics	3
4	Introduction to Business Management	3
5	Business Mathematics	3
6	Business Communication 1	2
7	Personal Development	3
	<b>Total</b>	<b>20</b>

**Semester 2**

No	Course Title	SKS
1	Event Operations Management (Anchor)	3
2	Creative and Design Thinking	3
3	Consumer Behavior	3
4	Business Communication 2	2
5	Macroeconomics	3
6	Intro Accounting	3
7	Professional Skills & development (OJT)	2
	<b>Total</b>	<b>19</b>

**Semester 3**

No	Course Title	SKS
1	Performing Arts (Anchor)	3
2	Introduction to Tourism & Hospitality	3
3	Microeconomics	3
4	Audience Analysis	3
5	Project Management	3
6	Intercultural Communication	3
7	Civilization Pluralism	2
	<b>Total</b>	<b>20</b>

**Semester 4**

No	Course Title	SKS
1	Show and Performance (Anchor)	4
2	Event Sponsorship & Fund Raising	2
3	Event Supplier & Venue Management	3
4	Marketing Management	3
5	Business Statistics	3
6	IT in Event	3
7	Civic Education	2
	<b>Total</b>	<b>20</b>

**Semester 5**

No	Course Title	SKS
1	Brand Management (Anchor)	3
2	HRM (People Management)	3
3	Financial Management	3
4	Business Research Method	3
5	Religious Studies	2
6	Entrepreneurship for Event Manager	3
7	Special & MICE Event	3
8	Community Event	2
	<b>Total</b>	<b>22</b>

**Semester 6**

No	Course Title	SKS
1	Community Development (Anchor)	4
2	Reading and Writing	2
3	Foreign Language	2
4	Leadership	3
5	Risk & Crisis Management	3
6	Special & MICE Event	3
7	Managing Volunteers	3
	<b>Total</b>	<b>20</b>

**Semester 7**

No	Course Title	SKS
1	Advance Research	3
2	Business Law & Ethics in Event	3
3	Strategic Management	3
4	Customer Relationship Management	3
5	Foreign Language	2
6	International Event Management	4
7	Taxation	2
	<b>Total</b>	<b>20</b>

Total Credit

**147****Semester 8**

No	Course Title	SKS
1	Final Project (Research/ Project Improvement)	6
	<b>Total</b>	<b>6</b>

No	Elective Courses	SKS
<b>A</b>	<b>Special &amp; MICE Event</b>	
1	Business Valuation	3
2	Elective MICE (Meetings, Incentive, Conference, Exhibition)	3
3	Elective Special Events (Social, Sport, Music, Cultural)	3
<b>B</b>	<b>Foreign Language</b>	
1	Spain	2
2	Mandarin	2
3	France	2