

BANGKOK



The Event Management concentration is co-developed with Kendall College at National Louis University, based in Chicago, USA and the IMPACT Exhibition Management Company.

These collaborations ensure that students maximize outcomes by learning what is current in the field of MICE (Meeting, Incentives, Conference, and Exhibitions).

- **Kendall** is ranked the number one program in Chicago for preparing students for careers in culinary arts and hospitality management by Chicago Michelin Guide restaurants and Chicago's leading hotels (KTNS Survey, 2017).
- **IMPACT** is the largest event venue in Southeast Asia and the top location for conferences, concerts and exhibitions in the region.

In addition to the in-depth theory and practical skills taught in the classroom, students have a **guaranteed internship at IMPACT** or the opportunity to intern elsewhere. By interacting in the classroom and in a professional environment, students will graduate with the knowledge, interpersonal skills and confidence needed to succeed in this exciting industry.



CAREER OPPORTUNITIES

- Event Consultant, Event Marketing
- Venue sourcing, Venue Management
- Convention/ Exhibition Management
- Event/ Exhibition Logistics Management
- Sport Event Management
- Wedding Planner
- Event/ MICE Department of Hotels
- Catering Department, PR, Sales



Dual Degree Option

- Bachelor of Business Administration
- BA Business – International Business

Students taking the International Pathway option will begin their studies with 2.5 years at Stamford in Bangkok, and then spend an additional one year at Kendall College at National Louis University, Chicago. Students will receive two degrees on graduation.



Chicago, USA

APPLY NOW!
INTAKES: MARCH, JULY, NOVEMBER

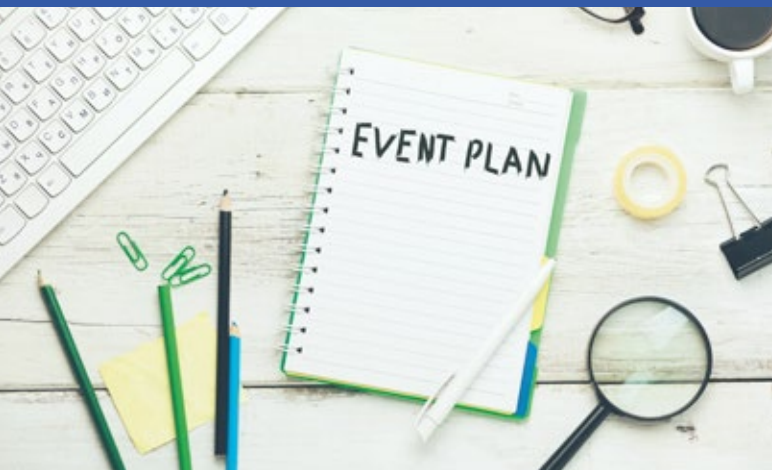
FACULTY MEMBERS

Natasha Doowa | Thailand Head of Event Management Program

Ms Doowa has considerable experience in Events Management and has worked in the hospitality business for years. She holds a Master degree in Business Management from Assumption University of Thailand and is currently working on her Ph.D. in Education.

Colin Arun Pinto | India Associate Dean of Business and Technology

Mr Pinto has extensive work experience in the education sector as well as the hospitality industry, with over 14 years of experience in India, Nigeria, the United Arab Emirates, Australia, and China. He earned his Master's degree in Adult Education at the University of Wollongong, New South Wales, Australia.



CURRICULUM STRUCTURE | 160 CREDITS

General Education 40 credits

Humanities	4 credits
Social Sciences	8 credits
Languages	12 credits
Science & Mathematics	16 credits

Basic Core Courses 40 credits

ACC 101	Fundamentals of Financial Accounting
ACC 102	Managerial Accounting
BUS 206	Principles of Management
ECO 200	Introduction to Economics
LAW 201	Business Law
MKT 213	Principles of Marketing
LIB 300	Business Communication
STA 201	Business Statistics
ENT 201	Innovation and Creativity
FIN 220	Business Finance

Major Required Courses 32 credits

BUS 331	Operations Management
MGN 360	Leadership
BUS 375	Business Research
BUS 421	Strategic Management
MGN 221	Human Resource Management
MKT 220	Consumer Behavior
MGN 384	Project Management
LIB 235	Professional Ethics

Major Elective Courses* 28 credits

Select 7 subjects for a total of 28 credits from the following

EVT 201	Principles of Event Management
EVT 202	MICE Fundamentals
EVT 203	Tourism and Destination Management
EVT 301	Project Planning Strategy
EVT 302	Event Design and Production
EVT 303	Food and Beverage for Events
EVT 304	MICE Venue and Facilities
EVT 402	Stakeholder and Sponsorship Management
EVT 411	Seminar in Event Experience
EVT 412	Event Development

*Not all major elective courses are available every semester.

Free Electives 8 credits

Internship 12 credits

Stamford International University

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