

## Tourism and Event Management

Track 1: Event Management

Track 2: Tourism Marketing Management

Language: Kazakh / Russian / English

Admission year: 2022

Graduation year: 2026

4 yrs  
after school



Degree:

Bachelor in Services in the program

"6B11088 -Tourism and Event Management"

Accredited by BGA till July 2026

Accredited by IQAA program accreditation

IS-A №0058/2 from 2 July 2022 to June 2027

Year 1		1 semester	ECTS	Year 1		2 semester	ECTS
		Introduction to Tourism and Events	5			Kazakhstan Tourism Management	5
		Economics	3			Design of Life	3
		Service Learning	3			Entrepreneurship in Action 1	3
		Introduction to Entrepreneurship	3			Foreign Language 2	5
		Foreign Language 1	5			Kazakh (Russian) Language 2	5
		Kazakh (Russian) Language 1	5			Information Communication Technologies (eng)	5
		Modern history of Kazakhstan	5			<b>Internship 1 (trips/workshops)</b>	<b>4</b>
		Physical Training 1	4			<b>Total</b>	<b>33</b>
		<b>Total</b>	<b>33</b>				
Year 2		3 semester	ECTS	Year 2		4 semester	ECTS
		Food and Beverage Service - Theory and Practical (dual)	5			Introduction to Hotel Operations (dual)	5
		Culinary - Theory and Practical (dual)	5			Tour Operatig and Travel Agencies (dual)	5
		Lodging and Accommodation Management	5			Finance	3
		Entrepreneurship in Action 2	3			Leadership / Critical Thinking	3
		Foreign Language 3	5			Foreign Language Elective 2 French/Spanish/Chinese	5
		Foreign Language Elective 1 French/Spanish/Chinese	5			Physical Training 2	4
		<b>Minor course 1</b>	<b>5</b>			<b>Minor course 2</b>	<b>5</b>
		<b>Total</b>	<b>33</b>			<b>Total</b>	<b>30</b>
Year 3		5 semester	ECTS	Year 3		6 semester	ECTS
		Rooms Division Management (dual course) / The tourist / Weddings, Festivals and Exhibitions	5			Hospitality Distribution Channels Management / International Tourism Studies / Beverage and Wines Studies (dual course)	5
		Hospitality Facilities Management and Design / Airline Management / Casino and Gaming Management	5			Financial Management in Hospitality, Tourism and Events	3
		Accounting and Control in Hospitality, Tourism and Events	5			Managing Hospitality Human Resources	5
		Convention Sales and Service / MICE Management	5			Cultural studies / Psychology	4
		Foreign Language Elective 3 French/Spanish/Chinese	5			Sociology / Political Science	4
		<b>Minor course 3</b>	<b>5</b>			<b>Internship 2</b>	<b>10</b>
		<b>Total</b>	<b>30</b>			<b>Total</b>	<b>31</b>
Year 4		7 semester	ECTS	Year 4		8 semester	ECTS
		Hotel Management (Practical Supervision) / Managing Tourism Businesses (dual course) / Events Tourism	5			<b>Internship 3</b>	<b>10</b>
		Hospitality and Tourism Sales and Marketing Management	5			<b>Writing and defence of diploma project / thesis</b>	<b>12</b>
		Yield and Revenue Management	5				
		Human rights and civil society/Sustainable Development: Principles and Practice/Management Information System Tools-Spreadsheets	5			<b>Total</b>	<b>22</b>
		Research Design	3				
		Philosophy	5				
		<b>Total</b>	<b>28</b>				
		<b>Total credits for 4 years of study</b>				<b>240</b>	
Track		Hotel Management	ECTS	Track		Tourism Management	ECTS
		Rooms Division Management (dual)	5			The tourist	5
		Hotel Management (Practical Supervision)	5			Managing Tourism Businesses (dual)	5
		Convention Sales and Service	5			MICE Management	5
		Hospitality Facilities Management and Design	5			Airline Management	5
		Hospitality Distribution Channels Management	5			International Tourism Studies	5
		<b>Total</b>	<b>25</b>			<b>Total</b>	<b>25</b>
Track		Event Management	ECTS	Track		General module	ECTS
		Weddings, Festivals and Exhibitions	5			AlmaU module	26
		Events Tourism	5			Minor	80
		Convention Sales and Service	5			Profile module	15
		Casino and Gaming Management	5			<b>Internships, Thesis-Project</b>	<b>83</b>
		Beverage and Wines Studies (dual)	5				<b>36</b>
		<b>Total</b>	<b>25</b>				<b>240</b>