PROGRAM SYLLABUS & LEARNING PATHWAY

Event & Entertainment Management

Event, Sports & Entertainment Management · School of Service Operations & Global Hospitality · Catalog year 2026–2027 · Planned program

1. Program overview

Developing professionals for careers across hospitality, tourism, and service industries worldwide. This program is planned for delivery in NBU's hybrid model, which integrates asynchronous online instruction, synchronous virtual engagement and selected in-person academic activity.

2. Credential ladder and requirements

Credential	Planned duration	Credits	Planned tuition
Professional Certificate	3–6 months	Program-specific	$100 per credit-equivalent where applicable
Diploma	1 academic year	60	$100/credit, about $6,000
Bachelor of Science (BS)	3 academic years (accelerated hybrid)	120	$100/credit, about $12,000
Master of Science (MS)	2 academic years	60	$300/credit, about $18,000

- **Professional Certificate:** focused competency-based coursework in one skill area; no general-education requirement; 3–6 months.
- **Diploma:** applied major coursework with a career-readiness capstone project; 1 academic year; 60 credits.
- **Bachelor of Science (BS):** general-education foundation, major core coursework, concentration electives and a senior capstone or applied project; 120 credits; 3 academic years under the accelerated hybrid model.
- **Master of Science (MS):** advanced major coursework, a concentration sequence, and a thesis, applied research project or comprehensive examination; 60 credits; 2 academic years.

Stackable pathway: Professional Certificate may apply toward a related Diploma; Diploma toward the related Bachelor's; a Bachelor's is a prerequisite for the related Master's. Actual credit application is decided case by case under NBU's academic-progression policy.

3. Concentrations

Event Management. A focus track within Event & Entertainment Management.

Entertainment Management. A focus track within Event & Entertainment Management.

4. Learning outcomes by planned certificate

Certificate	Learning outcome	Academic pathway
Event Management Essentials	Plan and execute a basic event	Event & Entertainment Management Diploma
Entertainment Management	Coordinate basic entertainment production logistics	Event & Entertainment Management Diploma

5. Learning model and applied learning

- Hybrid delivery: online instruction, live virtual sessions and selected in-person activity in Washington, DC.

- Mentored practical internship planned from the first year, with a mentor working in the student's field (see the Internships page).
- Culminating work: capstone or applied project at the diploma and bachelor's levels; thesis, applied research project or comprehensive examination at the master's level.

6. Course-level syllabi

Course codes, instructors, weekly schedules, readings, assessments and grading are issued by faculty in each course syllabus before the course begins, and are published on the program page as they are approved. Course syllabi follow NBU's academic policies in the 2026–2027 catalog.

7. Policies and support

Academic policies, grading, attendance, academic integrity, accessibility accommodations and student services are described in the NBU Academic Catalog 2026–2027 (downloads page). Accessibility requests: accessibility@nationbuilderuniversity.com. Admissions: admissions@nationbuilderuniversity.com.

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