



University of
South Australia

UNI SA BUSINESS
IS RANKED IN
THE TOP 1%
WORLDWIDE*

Bachelor of
**BUSINESS (TOURISM
AND EVENT
MANAGEMENT)**



unisa.edu.au/tourism-sport-and-events

Learn effective problem-solving skills, strategic thinking, communication and awareness of business operations.

Study at a university that has been awarded the South Australian Tourism Award for Education and Training, and admitted to the SA Tourism Hall of Fame.

Attend, critique and help to run events as part of your studies.



City West
Campus



3 years
full-time



February
and August
intakes

ATAR.....70
IELTS Total.....6.0
IELTS Reading.....6.0
IELTS Writing.....6.0

*(or equivalent for other English
Language tests accepted by UniSA)*

DEGREE CODE: **DBBT** | CRICOS CODE: **O88329C**



Business
student at City
West Campus



UniSA Business is AACSB and EFMD (EQUIS) accredited.

*UniSA Business is one of just ten institutions in Australia and 189 globally to be accredited by EQUIS (from over 16,500 worldwide). EFMD, February 2020.

Information correct at time of printing (September 2020)
CRICOS Provider number OO121B

Bachelor of **BUSINESS (TOURISM AND EVENT MANAGEMENT)**

Graduate career-ready with the knowledge and skills you need for the growing travel, tourism and event management industries.

Develop a solid grounding in the essentials of global business, and with a specialisation in tourism and event management you'll gain the skills and knowledge that employers highly value.

During your studies you will have opportunities to attend and critique events, and to volunteer at major events locally and overseas.

REAL-WORLD CONNECTIONS

You will learn from teachers with professional experience. You will also be able to connect with industry by completing an internship or industry project, or by participating in our overseas exchange program.

3+1 PATHWAY TO MASTERS

Package the Bachelor of Business (Tourism and Event Management) with the Master of Management (Marketing) degree and graduate with two qualifications in just four years.

CAREER-FOCUSED ELECTIVES

Choose from career-focused elective courses in areas such as The Hospitality Experience; Creative Tourism; Food, Wine and Festivals; and Tourism and Indigenous Peoples.

CAREER OUTCOMES

Event manager / event coordinator / tourism policy planner / events and exhibitions coordinator / hotel manager / tourism development manager / strategic partnerships manager / community development officer / tourism and events coordinator / economic development officer / tourism experience planner / attractions coordinator



**"UniSA Business School's
lectures and tutors are the best!
They all have so many years of
industry experience, on top of
the solid academic knowledge."**

Uyen Pham VIETNAM
**Bachelor of Business (Tourism and
Event Management)**

DEGREE STRUCTURE

FIRST YEAR

Understanding Travel and Tourism
Foundations of Event Management
Career Development
for Professionals
Accounting for Business
Marketing Principles:
Trading and Exchange
Quantitative Methods for Business
Business and Society OR
International Study Tour
Principles of Economics

SECOND YEAR

Management and Organisation
Service Management in Tourism,
Events and Hospitality
Business Intelligence
Entrepreneurship for Social
and Market Impact
Marketing for Tourism,
Events and Hospitality
Strategies for Events
and Conventions
2 x Electives

THIRD YEAR

Destination Management
New Technologies in Tourism,
Events and Hospitality
Business Law
International Business
Environments
Policy and Planning for
Sustainable Tourism
Strategic Management
2 x Electives

**WORLD TOP 50
FOR HOSPITALITY
AND TOURISM**

2020 ARWU World University
Subject Rankings



University of
South Australia

For more information, please visit

unisa.edu.au/international
unisa.edu.au/enquiry

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