

## UniSA BUSINESS IS RANKED IN THE TOP 1% WORLDWIDE<sup>\*</sup>

# Bachelor of BUSINESS (TOURISM AND EVENT MANAGEMENT)

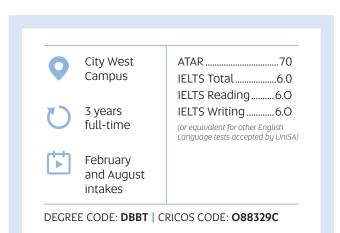


unisa.edu.au/tourism-sport-and-events

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.



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 001218

9

# 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

The information provided in this publication is for general information only, and the University of South Australia makes no representation about the content, suitability, accuracy or completeness of this information for any purpose. It is provided "as is" without express or implied warranty.