



University of  
South Australia

UniSA BUSINESS  
IS RANKED IN  
THE TOP 1%  
WORLDWIDE\*

Master of  
**MANAGEMENT  
(TOURISM AND EVENT  
MANAGEMENT)**



[unisa.edu.au/tourism-sport-events](https://unisa.edu.au/tourism-sport-events)

Teaching informed by above world-class research in management, marketing and business.

Develop advanced skills in leadership, strategy and decision making.

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.



City West  
Campus



1.5 years  
full-time



February and  
July intakes

IELTS Total ..... 6.5  
IELTS Reading ..... 6.0  
IELTS Writing ..... 6.0

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

DEGREE CODE: **DMMX** | CRICOS CODE: **O91990C**



**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 O0121B

# Master of MANAGEMENT (TOURISM AND EVENT MANAGEMENT)

Graduate career-ready with the knowledge and skills you need to pursue a global career in the tourism, event and hospitality business sectors.

Designed in consultation with our network of industry and professional, this globally competitive degree is respected internationally for its quality and relevance to industry.

You will be immersed in real-world challenges and have access to industry placements, overseas study tours and elective courses to suit your personal and professional development needs.

## REAL-WORLD CONNECTIONS

Our links to UniSA's research facilities ensure your learning is connected to the latest technologies, theories and applications of knowledge.

Our teachers are leaders in their field. You could be working with people from globally recognised research groups such as the Ehrenberg Bass Institute for Marketing Science.

## EXECUTIVE PARTNER PROGRAM

Benefit from this unique mentoring opportunity to engage with highly successful industry executives. Our Executive Partners are active, semi-retired or recently retired business professionals who have a wealth of knowledge and want to help you achieve your goals.

## CAREER OUTCOMES

Tourism and event manager / tourism development manager / strategic partnerships manager / hotel manager / functions manager / event director / regional tourism manager / conference coordinator



**"I have completed two placements as part of my studies and one of them was as an elective in event management. It helped me a lot with networking and making new friends."**

**Aysan Gholipoorkhalili** IRAN  
**IMBA (Tourism and Event Management)**

## DEGREE STRUCTURE

### PROGRAM CORE COURSES

Business Analytics and the Data-driven Organisation  
Business Ethics  
People, Leadership and Performance  
Strategic Concepts

### TOURISM AND EVENT MANAGEMENT SPECIALISATION

The Principles and Practice of Tourism  
Sport, Tourism and Events  
Festivals and Events  
Tourism: Impacts and Sustainability  
2 x Specialisation Electives

### BUSINESS SCHOOL ELECTIVES

2 x Electives

**No.1 in SA  
FOR GRADUATE  
CAREERS IN  
BUSINESS AND  
MANAGEMENT\***

**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](https://unisa.edu.au/international)  
[unisa.edu.au/enquiry](https://unisa.edu.au/enquiry)

\*ComparED (QILT) Graduate Outcomes Survey 2017-19 – Full-time Employment Indicator (Undergraduate), Public SA-founded universities only.

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