

Bachelor of Event and Tourism Management/Bachelor of Sports Management (282JA.2)

Please note these are the 2018 details for this course

Domestic students

Selection rank	
Delivery mode	
Location	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra Business School Discipline of Sport and Exercise Science
UAC code	361481
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

International students

Academic entry requirements	<p>To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.</p> <p>View UC's academic entry requirements</p>
Delivery mode	
Location	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Business, Government & Law
Discipline	<p>Canberra Business School</p> <p>Discipline of Sport and Exercise Science</p>
CRICOS code	081000G
English language requirements	<p>An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).</p> <p>View IELTS equivalences</p>

About this course

Grab a ticket to your new sports management career

With the merging of the events, tourism and sporting industries and the evolvement of mega-extravaganzas like the universally acclaimed Olympic Games, this Double Degree guarantees exceptional opportunities for communities (and professionals like YOU) to enhance tourism yields, economic growth and social legacies.

This qualification will enable you to work across a diverse range of contexts (including in event management, sports marketing and fundraising), and enhance your business-savvy skills in areas like law, accounting, HR and economics.

You'll learn the ins and outs of tourism policy and corporate governance and, combined with an industry internship in the sporting sector, ensure you're fighting fit when it comes to things like sport sponsorship and venue management. Move it or lose it!

Bachelor of Event and Tourism Management / Bachelor of Sports Management at UC and you will:

- gain knowledge and skills across a range of business, management and sport-relevant studies which will enhance your management capabilities
- develop in-depth knowledge of the principles of events and tourism management in relation to business-related fields, including human resource management, accounting and information systems
- acquire an understanding of the events and tourism industry including its structure, standards, codes of practice and corporate governance
- be able to demonstrate the application of knowledge and skills through innovation and initiative
- gain the technical skills to facilitate research and analyse business and tourism data.

Work-integrated learning

In this course, you can undertake a workplace internship as part of the Faculty of Business, Government and Law's commitment to supporting work-integrated learning, which will enhance your employability and ensure you're armed with the right mix of skills and knowledge to take a super-confident leap into your future career.

Career opportunities

Opportunities exist for Bachelor of Event and Tourism Management / Bachelor of Sports Management graduates in a range of sectors, including:

- Sports Management
- Athletics Administration
- Facilities Management
- Public Relations
- Special Events
- Sports Marketing and Advertising
- Fundraising
- Events Design and Development
- Sports Media.

Course specific information

Applicants must meet normal university requirements for admission to an undergraduate degree course.

Admission requirements

Normal UC requirements for admission to an undergraduate course.

Assumed knowledge

None.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules](#) and [university policy](#).

Course requirements

Bachelor of Event and Tourism Management/Bachelor of Sports Management (282JA) | 96 credit points

Required - 90 credit points as follows

[Expand All](#) | [Collapse All](#)

Event and Tourism Management - 54 credit points as follows

Major in Event and Tourism Management (MJ0248) | 24 credit points

Required - Must pass 24 credit points as follows

- Event Management (7016) | 3 credit points — Level 3
- Service Industry Project Scheme (7144) | 3 credit points — Level 3
- Contemporary Issues in Tourism and Events (7923) | 3 credit points — Level 3
- Event Development (7924) | 3 credit points — Level 2
- Tourism and the World Economy (8052) | 3 credit points — Level 2
- Tourism Policy (8053) | 3 credit points — Level 3
- Tourism and Communication (8731) | 3 credit points — Level 2
- Introduction to Events and Tourism (9470) | 3 credit points — Level 1

Minor in Business Foundation (MN0145) | 12 credit points

Restricted Choice - 12 credit points as follows

Part A - Must pass 3 credit points from the following

- Introduction to Management (4207) | 3 credit points — Level 1
- Principles of Management (9525) | 3 credit points — Level 2

Part B - Must pass 3 credit points from the following

- Accounting for Managers (5617) | 3 credit points — Level 1
- Foundations of Financial Accounting (9516) | 3 credit points — Level 1
- Business Decision Making (11009) | 3 credit points — Level 1

Note:

- From Semester 1 2018 unit 5617 Accounting for Managers is no longer offered. Students complete unit 11009 Business Decision Making instead.

Part C - Must pass 3 credit points from the following

[Introduction to Economics \(6355\) | 3 credit points – Level 1](#)

[Foundations of Microeconomics \(9518\) | 3 credit points – Level 1](#)

Part D - Must pass 3 credit points from the following

[Introduction to Marketing \(6357\) | 3 credit points – Level 1](#)

[Foundations of Marketing \(9521\) | 3 credit points – Level 1](#)

Note:

- From Semester 1 2018 students not completing the major in Marketing, Marketing Management or Business Administration, may choose to complete an Open Elective unit in lieu of 6357 Intro to Marketing.

Note:

- Commerce students seeking accreditation by professional Accounting bodies or the Financial Planning Assoc must pass Intro to Economics & (Accounting for Managers or Business Decision Making).

Minor in Business & Government Foundation (MGT) (MN0205) | 12 credit points

Required - Must pass 3 credit points as follows

[Business Research Methods \(9522\) | 3 credit points – Level 1](#)

Restricted Choice - 9 credit points as follows

Part A - Must pass 3 credit points from the following

[Government-Business Relations \(6606\) | 3 credit points – Level 1](#)

[Introduction to Politics and Government \(8296\) | 3 credit points – Level 1](#)

Note:

- From 2018 students should take unit 8296 Introduction to Politics & Government

instead of unit 6606. Students who are already required to take 8296 in their course may select an Open Elective instead.

Part B - Must pass 3 credit points from the following

[Foundations of Professional Planning \(9799\) | 3 credit points – Level 1](#)

[Professional Orientation \(Business\) \(11011\) | 3 credit points – Level 1](#)

Note:

- From 2018 students complete unit 11011 Professional Orientation (Business) in lieu of unit 9799.

Part C - Must pass 3 credit points from the following

[Sociology of Technology and Work \(7087\) | 3 credit points – Level 2](#)

[Climate Change and Sustainable Business Futures \(9469\) | 3 credit points – Level 2](#)

[Management Communication \(9527\) | 3 credit points – Level 2](#)

[Business and Management Internship \(9598\) | 3 credit points – Level 3](#)

[Event and Tourism Internship \(9599\) | 3 credit points – Level 3](#)

[Sales and Marketing Internship \(9601\) | 3 credit points – Level 3](#)

Restricted Choice Units - Must pass 6 credit points from the following

[Introduction to Business Law \(4977\) | 3 credit points – Level 1](#)

[Information Systems in Organisations \(6348\) | 3 credit points – Level 1](#)

[Business Law \(11220\) | 3 credit points – Level 2](#)

- 1. From Semester 1 2018 unit 11220 Business Law replaces 4977 Introduction to Business Law. Students in this course may choose to complete an Open Elective unit instead.

- 2. From Semester 1 2018 students may choose to complete an Open Elective unit in lieu of 6348 Information Systems in Organisations.

Sports Management - 36 credit points as follows

Required Units - Must pass 36 credit points as follows

[Sports and the Law \(7052\) | 3 credit points – Level 2](#)

[Contemporary Issues in Sport \(7983\) | 3 credit points – Level 2](#)

[High Performance Sport Management \(9366\) | 3 credit points – Level 2](#)

[Sport Business \(9367\) | 3 credit points – Level 3](#)

[Sport Governance and Policy \(9368\) | 3 credit points – Level 2](#)

[Sport Event and Venue Management \(9371\) | 3 credit points – Level 3](#)

[Sport Management and Development \(9372\) | 3 credit points – Level 1](#)

[Sport Marketing \(9373\) | 3 credit points – Level 3](#)

[Sport Sponsorship and Public Relations \(9374\) | 3 credit points – Level 3](#)

[Strategic Sport Management \(9375\) | 3 credit points – Level 2](#)

Open Electives - 6 credit points as follows

- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 6 credit points from anywhere in the University.

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

Typical study pattern

UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

[Accounting for Managers \(5617\)](#)

[Foundations of Professional Planning \(9799\)](#)

[Introduction to Events and Tourism \(9470\)](#)

[Sport Management and Development \(9372\)](#)

Semester 2

[Business Research Methods \(9522\)](#)

[High Performance Sport Management \(9366\)](#)

[Introduction to Business Law \(4977\)](#)

Tourism and Communication (8731)

Year 2

Semester 1

Government-Business Relations (6606)

Introduction to Economics (6355)

Sports and the Law (7052)

Tourism Policy (8053)

Semester 2

Contemporary Issues in Sport (7983)

Event Development (7924)

Introduction to Marketing (6357)

Strategic Sport Management (9375)

Year 3

Semester 1

Information Systems in Organisations (6348)

Sport Governance and Policy (9368)

Sport Marketing (9373)

Tourism and the World Economy (8052)

Semester 2

Contemporary Issues in Tourism and Events (7923)

Introduction to Management (4207)

Sport Business (9367)

Open Elective Unit

Year 4

Semester 1

Event Management (7016)

Sport Sponsorship and Public Relations (9374)

Open Elective Unit

Semester 2

Service Industry Project Scheme (7144)

[Sport Event and Venue Management \(9371\)](#)

MN0205 Restricted Choice Part C Unit

MN0205 Restricted Choice Unit

Standard Full Time, Semester 1 Commencing (from 2018)

Year 1

Semester 1

[Business Decision Making \(11009\)](#)

[Introduction to Events and Tourism \(9470\)](#)

[Professional Orientation \(Business\) \(11011\)](#)

[Sport Management and Development \(9372\)](#)

Semester 2

[Business Research Methods \(9522\)](#)

[High Performance Sport Management \(9366\)](#)

[Tourism and Communication \(8731\)](#)

Year 2

Semester 1

[Introduction to Economics \(6355\)](#)

[Introduction to Politics and Government \(8296\)](#)

[Sports and the Law \(7052\)](#)

[Tourism Policy \(8053\)](#)

Semester 2

[Contemporary Issues in Sport \(7983\)](#)

[Event Development \(7924\)](#)

[Strategic Sport Management \(9375\)](#)

[Introduction to Marketing \(6357\)](#) or an Open Elective unit

Year 3

Semester 1

[Sport Governance and Policy \(9368\)](#)

[Sport Marketing \(9373\)](#)

[Tourism and the World Economy \(8052\)](#)

Semester 2

[Contemporary Issues in Tourism and Events \(7923\)](#)

[Introduction to Management \(4207\)](#)

[Sport Business \(9367\)](#)

Open Elective Unit

Year 4

Semester 1

[Event Management \(7016\)](#)

[Sport Sponsorship and Public Relations \(9374\)](#)

Open Elective Unit

Semester 2

[Service Industry Project Scheme \(7144\)](#)

[Sport Event and Venue Management \(9371\)](#)

MN0205 Restricted Choice Part C Unit

MN0205 Restricted Choice Unit

Course information

Course duration

Standard eight semesters full-time or equivalent. Maximum twenty semesters.

Learning outcomes

Learning outcomes	Related graduate attributes
To gain knowledge and skills across a range of business and management studies which will inform and enhance graduate's management capabilities in modern organisations.	Communication; Analysis and inquiry; Problem solving; Working

	independently and with others.
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To gain knowledge and skills across a range of sport relevant studies which will inform and enhance graduate's sport management capabilities in modern professional sporting organisations.

Communication;

Analysis and inquiry;

Problem solving;

Working independently and with others.

To experience sport industry placements and internships which will familiarise students with practices, issues and trends in the sport industry which will contribute to a near seamless transition for graduates to the sport industry workplace.	<p>Communication;</p> <p>Analysis and inquiry;</p> <p>Problem solving;</p> <p>Working independently and with others;</p> <p>Professionalism and social responsibility.</p>
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Graduates of the Bachelor of Events and Tourism Management degree will demonstrate the application of knowledge and skills through innovation and initiative, particularly as these relate to problem solving and decision making. They will develop and adapt solutions to a diverse range of issues and contexts by taking responsibility for their own learning, both independently and within a team environment.

Analysis and inquiry;

Professionalism and social responsibility;

Working independently and with others;

Communication;

Problem solving.

<p>An in depth knowledge of historic and contemporary principles and concepts in events and tourism management with specific attention to business-related fields and disciplines such as human resource management, accounting and information systems.</p>	<p>Analysis and inquiry;</p> <p>Professionalism and social responsibility;</p> <p>Working independently and with others;</p> <p>Communication;</p> <p>Problem solving.</p>
<p>A demonstrated understanding of the events and tourism industry including its structure, standards, codes of practice and corporate governance.</p>	<p>Analysis and inquiry;</p> <p>Professionalism and social responsibility;</p> <p>Working independently and with others;</p> <p>Communication;</p> <p>Problem solving.</p>
<p>The ability to critically analyse event and tourism management principles and concepts in order to develop solutions to problems in contemporary professional practice.</p>	<p>Analysis and inquiry;</p> <p>Professionalism and social responsibility;</p> <p>Working independently and with others;</p> <p>Communication;</p> <p>Problem solving.</p>
<p>Communication skills to enhance the working environment and to present clear and coherent information in a range of formats for business and academe.</p>	<p>Analysis and inquiry;</p>

	Professionalism and social responsibility; Working independently and with others; Communication; Problem solving.
Technical skills to facilitate research and analysis of business and tourism data.	Analysis and inquiry; Professionalism and social responsibility; Working independently and with others; Communication; Problem solving.

Majors

- [Major in Event and Tourism Management \(MJ0248\)](#)
- [Minor in Business Foundation \(MN0145\)](#)
- [Minor in Business & Government Foundation \(MGT\) \(MN0205\)](#)

Awards

Award	Official abbreviation
Bachelor of Sports Management	B SportsMgt
Bachelor of Event and Tourism Management	B Event&TrsmMgt

Honours

Refer to individual courses.

Alternative exits

Diploma of Business Studies, Associate Degree of Business Studies.

Enquiries

Student category	Contact details
Current and Commencing Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email bglstudent@canberra.edu.au
Prospective International Students	Email international@canberra.edu.au or Phone +61 2 6201 5342
Prospective Domestic Students	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)

Download your course guide



Scholarships

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UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.