

Bachelor of Business Studies (Event and Tourism Management)(Online) (314JA.2)

Please note these are the 2017 details for this course

Domestic students

Selection rank

English language requirements An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

Duration 3.0 years

UAC code

Faculty Faculty of Business, Government & Law

Discipline Canberra Business School

Location UC Cooma

Fees 

Per Unit

Per Annum

Full Course

International students

Academic entry requirements 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](#).

[View UC's academic entry requirements](#)

English language requirements An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

CRICOS code

Faculty Faculty of Business, Government & Law

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Location

Duration 3.0 years

Fees 

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Full Course

About this course

As part of the Bachelor of Business Studies suite, the Bachelor of Business Studies (Event and Tourism Management) is delivered online and designed to prepare students for a leadership role in today's highly competitive, global business environment. Students complete a core program consisting of a selection of units that focus on cross-functional business competencies. The core units will provide students with a range of general business knowledge common to all business career paths. In parallel to the core business units, students will study a major in Events and Tourism Management, designed to develop knowledge and skills relevant for those students seeking a career in the event and tourism industries. Events considered, both in tourism and non-tourism contexts, may include sports, festivals, conventions, meetings, and community activities. Key elements of the course are the development of teamwork skills and the pursuit of workplace experiences to enhance the employability of students, upon their graduation, who are seeking careers in the diverse and evolving event and tourism industries.

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](#). Credit is not permitted towards completion of a graduate certificate.

Course requirements

Bachelor of Business Studies (Event and Tourism Management)(Online) (314JA) | 72 credit points

Required - 72 credit points as follows

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

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 Studies Foundation (MN0189) | 12 credit points

Required - Must pass 6 credit points as follows

- Foundations of Financial Accounting (9516) | 3 credit points – Level 1
- Foundations of Managerial Accounting (9517) | 3 credit points – Level 1

Restricted Choice - 6 credit points as follows

Part A - 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 B - Must pass 3 credit points from the following

[Foundations of Macroeconomics \(9519\)](#) | 3 credit points – Level 1

[Money, Employment and Growth \(10083\)](#) | 3 credit points – Level 1

Major in Business Studies (MJ0249) | 24 credit points

Required - Must pass 3 credit points as follows

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

Restricted Choice - 21 credit points as follows

Part A - Must pass 3 credit points from the following

[Business Finance \(6392\)](#) | 3 credit points – Level 2

[Principles of Finance \(9520\)](#) | 3 credit points – Level 2

Part B - Must pass 3 credit points from the following

- Or an Open Elective unit

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

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

Part C - Must pass 3 credit points from the following

- Or an Open Elective unit

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

[Business Law and Ethics \(9523\)](#) | 3 credit points – Level 2

Part D - Must pass 3 credit points from the following

- Or an Open Elective unit

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

[Management Information Systems \(9524\)](#) | 3 credit points – Level 2

Part E - 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 F - Must pass 3 credit points from the following

Organisational Behaviour (7878) | 3 credit points – Level 2

Principles of Organisational Behaviour (9526) | 3 credit points – Level 2

Part G - Must pass 3 credit points from the following

Strategic Management (7371) | 3 credit points – Level 3

Advanced Management (9537) | 3 credit points – Level 3

Required Units - Must pass 12 credit points as follows

Introduction to University Study (9514) | 3 credit points – Level 1

Foundations of Business (9515) | 3 credit points – Level 1

Marketing and Promotion (9532) | 3 credit points – Level 3

Foundations of Professional Planning (9799) | 3 credit points – Level 1

Typical Study Pattern: As the course is self-paced it is not taught in standard semesters. Students can start and complete units at any time (subject to prerequisites).

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 - Cooma Universities Centre, Cooma

Online Self-paced, Commencing Semester 1. The recommended study sequence is to complete the units in the following order.

First 24 Credit Pts

1.

Introduction to Events and Tourism (9470)

2.

Introduction to University Study (9514)

3.

Foundations of Microeconomics (9518)

4.

Foundations of Professional Planning (9799)

5.

Foundations of Business (9515)

6.

Foundations of Macroeconomics (9519)

7.

Business Research Methods (9522)

8.

Tourism and Communication (8731)

Second 24 Credit Pts

1.

Tourism and the World Economy (8052)

2.

Tourism Policy (8053)

3.

Foundations of Financial Accounting (9516)

4.

Foundations of Marketing (9521)

5.

Foundations of Managerial Accounting (9517)

6.

Management Information Systems (9524)

7.

Business Law and Ethics (9523)

8.

Principles of Organisational Behaviour (9526)

Third 24 Credit Pts

1.

Event Management (7016)

2.

Contemporary Issues in Tourism and Events (7923)

3.

Principles of Management (9525)

4.

Marketing and Promotion (9532)

5.

Event Development (7924)

6.

Service Industry Project Scheme (7144)

7.

Principles of Finance (9520)

8.

Advanced Management (9537)

Standard Full Time, Semester 1 Commencing

First 24 Credit Pts

1.

Introduction to Events and Tourism (9470)

2.

Introduction to University Study (9514)

3.

Foundations of Microeconomics (9518)

4.

Foundations of Professional Planning (9799)

5.

Foundations of Business (9515)

6.

Foundations of Macroeconomics (9519)

7.

Business Research Methods (9522)

8.

Tourism and Communication (8731)

Second 24 Credit Pts

1.

Tourism and the World Economy (8052)

2.

Tourism Policy (8053)

3.

Foundations of Financial Accounting (9516)

4.

Foundations of Marketing (9521)

5.

Foundations of Managerial Accounting (9517)

6.

Management Information Systems (9524)

7.

Business Law and Ethics (9523)

8.

Principles of Organisational Behaviour (9526)

Third 24 Credit Pts

1.

Event Management (7016)

2.

Contemporary Issues in Tourism and Events (7923)

3.

Principles of Management (9525)

4.

[Marketing and Promotion \(9532\)](#)

5.

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

6.

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

7.

[Principles of Finance \(9520\)](#)

8.

[Advanced Management \(9537\)](#)

Course information

Course duration

This course is equivalent to three years full-time study. Maximum duration is equivalent to ten years full-time study.

Learning outcomes

Learning outcomes	Related graduate attributes
6. A demonstrated understanding of the events and tourism industry including its structure, standards, codes of practice and corporate governance.	2. Analysis and inquiry; 3. Problem solving; 5. Professionalism and social responsibility
3. This course will develop cognitive, technical and communication skills so graduates will be able to analyse and evaluate business information to complete activities to support the wellbeing of an enterprise. They will be able to generate and communicate solutions to unpredictable and complex problems related to internal and external business factors. Students will be able to critically analyse event and tourism management principles and concepts in order to develop solutions to problems in contemporary	1. Communication; 2. Analysis and inquiry;

professional practice.	3. Problem solving
5. An ability to analyse, evaluate, implement and communicate in a clear, effective and professional manner, including technical skills to facilitate research and analysis of business and tourism data	1. Communication; 2. Analysis and inquiry; 3. Problem solving
1. Graduates will have broad and coherent knowledge and skills for operating and supporting small- and medium-sized enterprises as well as the foundations to further their education in the business field.	2. Analysis and inquiry; 3. Problem solving
2. Graduates will have broad and coherent theoretical and technical business operational knowledge with more in-depth knowledge in small business operations, marketing and project management.	2. Analysis and inquiry; 3. Problem solving
4. Graduates will apply knowledge and skills to demonstrate autonomy, well-developed judgement and responsibility. Students will gain strong self-directed learning abilities through the online delivery, within the parameters of business theories and practices, positioning them for lifelong learning. 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.	4. Working independently and with others; 5. Professionalism and social responsibility

Majors

- [Major in Event and Tourism Management \(MJ0248\)](#)
- [Minor in Business Studies Foundation \(MN0189\)](#)
- [Major in Business Studies \(MJ0249\)](#)

Awards

Award	Official abbreviation
Bachelor of Business Studies (Event and Tourism Management)	B BusStud(Event and TrsmMgt)

Honours

High performing students may be eligible for entry into the Bachelor of Philosophy (Honours) course delivered on-campus in Canberra.

Enquiries

Student category	Contact details
Prospective Students	E study@canberra.edu.au P 1800 UNI CAN (1800 864 226) W www.canberra.edu.au/future-students
Current and Commencing Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email bglstudent@canberra.edu.au

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.