

Bachelor of Arts/ Bachelor of Event and Tourism Management (ARMG02.2)

Please note these are the 2023 details for this course

Domestic students

Selection rank	65 Note: The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.
Delivery mode	On campus
Location	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications Canberra Business School
UAC code	361533
English language requirements	<p>There are non-standard English language requirements for this course. To be eligible you must have an overall IELTS Academic score (or equivalent) of 6.0, a score of not less than 7.0 in both reading and writing, and no band score below 6.0. For alternate/equivalent ways of meeting the English requirements for this course please view the English Proficiency Requirements document on the university website.</p> <p>View IELTS equivalences</p>

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
Delivery mode	On campus
Location	Bruce, Canberra
Duration	4.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications Canberra Business School
CRICOS code	099003A
English language requirements	There are non-standard English language requirements for this course. To be eligible you must have an overall IELTS Academic score (or equivalent) of 6.0, a score of not less than 7.0 in both reading and writing, and no band score below 6.0. For alternate/equivalent ways of meeting the English requirements for this course please view the English Proficiency Requirements document on the university website. View IELTS equivalences

About this course

Imagine, create, produce and impress

Use your creative ideas and natural problem-solving skills to forge an outstanding career creating world class productions designed to attract local and international audiences with the UC Bachelor of Arts/Bachelor of Event and Tourism Management double degree.

This course offers a variety of creative study pathways that will teach you how to develop and amplify your creative skills, while equipping you the necessary critical, theoretical and practical business skills to enable you to create outstanding events regardless of budget, placement or demographic.

As the tourism industry continues to grow globally, your ability to create and produce innovative events to attract audiences will be in

high demand. This is your chance to gain a qualification, knowledge and skills to work in tourist destinations all over the world.

Study a Bachelor of Arts and Bachelor of Event and Tourism Management at UC and you will:

- develop your creative, conceptual and development skills
- engage with communities and invent new ways of navigating professional and cultural environments
- compose innovative ideas and business strategies
- research, budget and produce in-depth campaign and marketing plans
- develop comprehensive presentation skills
- explore audience motivations and devise communication collateral designed to engage and influence
- identify and anticipate emerging technological trends and adapt your knowledge and skills to a changeable industrial context
- systematically and critically analyse digital and interactive media works and production processes
- learn how to create and produce integrated advertising campaigns.

Career opportunities

A UC Bachelor of Arts/Bachelor of Event and Tourism double degree opens doors to employment opportunities all over the world. If you're looking for an amazing career full of travel, never ending challenges and the chance to work on high profile events that engage and influence change – then this course is the one for you. Potential job opportunities include:

- Event Manager
- Conference Center Manager
- Tourism Information Officer
- Restaurant Manager
- Public Relations Officer
- Marketing Manager
- Festival Program Director
- Sponsorship and Event Coordinator
- Wedding Planner
- Tourism Policy Officer
- Local Government Economic Development Manager
- Tourism Research Consultant
- Hotel or Resort Manager
- Creative Producer
- Digital Media Producer
- Communications Director
- Freelance Event Consultant

Admission requirements

Admission to this course is based on an entrance rank. A rank can be achieved by the following means:

- Year 12 ATAR
- other Australian Qualification
- work experience
- overseas qualification

We also offer a number of entry initiatives that give you the opportunity to gain entry to the University via alternate pathway programs and admissions schemes.

More information is available on our Alternative Entry page: <http://www.canberra.edu.au/future-students/applications/apply-now/alternative-entry>

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 Arts/ Bachelor of Event and Tourism Management (ARMG02) | 96 credit points

Required - Must pass 72 credit points as follows

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

Core Major in Arts (CM0001) | 24 credit points

Required - Must pass 18 credit points as follows

Professional Orientation (Arts) (10333) | 3 credit points — Level 1

Big Stories: Culture, Memory and Power (11108) | 3 credit points — Level 1

It Must Be True: Knowledge, Culture and Creativity (11109) | 3 credit points — Level 1

Reading Culture, Curating Culture (11110) | 3 credit points — Level 1

The Grand Experiment (11111) | 3 credit points — Level 1

Professional Evidence (Arts) (11112) | 3 credit points — Level 3

Restricted Choice - Must pass 6 credit points from the following

Professional Practice 1: Work Integrated Learning (11017) | 3 credit points — Level 2

Professional Practice 2: Work Integrated Learning (11018) | 3 credit points — Level 3

Professional Practice Internship (11575) | 6 credit points — Level 3

Professional Practice (Internships A) (11829) | 3 credit points — Level 2

Professional Practice (Specialist Skills) (11830) | 3 credit points — Level 2

Professional Practice (Internships B) (11832) | 3 credit points — Level 3

Professional Practice (Industry and Creative Projects) (11833) | 3 credit points — Level 3

Professional Practice (Internships A) (12144) | 3 credit points — Level 3

Note:

- 1. From 2022 units 11017 and 11018 are no longer available.
- 2. From 2025, unit 12144 Professional Practice (Internships A) replaces unit 11829 Professional Practice (Internships A)

Core Major in Event and Tourism Management (CM0010) | 24 credit points

Required - Must pass 24 credit points as follows

Business Decision Making (11009) | 3 credit points — Level 1

Professional Orientation (Business) (11011) | 3 credit points — Level 1

Business Research Methods (11172) | 3 credit points — Level 1

Professional Evidence (Business) (11173) | 3 credit points — Level 3

Introduction to Management (11174) | 3 credit points — Level 1

Marketing Fundamentals (11176) | 3 credit points — Level 1

Service Systems, Transformation and Wellbeing (11186) | 3 credit points — Level 3

Climate Change, Sustainability and the Future of Business (12079) | 3 credit points — Level 3

Specialist Major in Event and Tourism Management (SM0028) | 24 credit points

Required - Must pass 24 credit points as follows

Destination Management and the Visitor Economy (11210) | 3 credit points — Level 2

Event Management (11320) | 3 credit points — Level 3

Introduction to Events and Tourism (11321) | 3 credit points — Level 1

Event Development (11322) | 3 credit points — Level 2

Tourism and Communication (11323) | 3 credit points — Level 2

Tourism and the World Economy (11324) | 3 credit points — Level 2

Tourism Policy (11325) | 3 credit points — Level 3

Sustainable Event and Tourism Management (12078) | 3 credit points — Level 3

Restricted Choice - Must select 1 of the following

Specialist Major in Global Studies (SM0005) | 24 credit points

Required - Must pass 24 credit points as follows

Cultures and Diversity (11129) | 3 credit points — Level 1

Global Ethical Challenges (11145) | 3 credit points — Level 1

Global Perspectives on Gender, Sex and Sexuality (11146) | 3 credit points — Level 2

How the World Really Works: Busting the Myths of Globalisation (11147) | 3 credit points — Level 2

Studies in World Philosophies (11148) | 3 credit points — Level 2

Listening to Global Voices: World Literature and Cinema (11149) | 3 credit points — Level 2

Global Environmental Futures (11150) | 3 credit points — Level 3

Global Activism and Social Change (11151) | 3 credit points — Level 3

Specialist Major in Creative Writing (SM0001) | 24 credit points

Required - Must pass 24 credit points as follows

Introduction to Creative Writing (11113) | 3 credit points — Level 1

Writing, Rewriting (11114) | 3 credit points — Level 1

From Hungry Caterpillars to Hunger Games: Writing for Young People (11115) | 3 credit points — Level 2

Screenwriting (11116) | 3 credit points — Level 2

Poetry and the Imagination (11117) | 3 credit points — Level 2

Writing Self, Writing Place (11118) | 3 credit points — Level 2

Word and Image (11119) | 3 credit points — Level 3

Major Project Studio (11120) | 3 credit points — Level 3

Specialist Major in Culture and Heritage (SM0002) | 24 credit points

Required - Must pass 21 credit points as follows

Heritage Conservation (11015) | 3 credit points — Level 1

Understanding Cultural and Heritage Values (11121) | 3 credit points — Level 2

Indigenous Cultures and Digital Contexts (11122) | 3 credit points — Level 2

Exploring Digital Culture and Heritage (11124) | 3 credit points — Level 3

Indigenous Ways of Knowing (11126) | 3 credit points — Level 2

Connections to Country (11128) | 3 credit points — Level 2

Cultures and Diversity (11129) | 3 credit points — Level 1

Restricted Choice - Must pass 3 credit points from the following

Decolonising the Museum (11123) | 3 credit points — Level 3

Culture: Voicing the Living Archive (11861) | 3 credit points — Level 3

Note:

- From 2023 unit 11123 Decolonising the Museum has been replaced with 11861 Culture: Voicing the Living Archive.

Specialist Major in Digital Media (SM0003) | 24 credit points

Required - Must pass 24 credit points as follows

Design for Digital Contexts (11064) | 3 credit points — Level 2

Character Design and Animation (11133) | 3 credit points — Level 2

Sound Design (11134) | 3 credit points — Level 2

Digital Media Art 2: Image Production (11836) | 3 credit points — Level 1

Digital Media Art 1: Narrative Production (11837) | 3 credit points — Level 1

3D Media Art Production (11838) | 3 credit points — Level 2

Emerging Production Technologies (11839) | 3 credit points — Level 3

Digital Production Project (11840) | 3 credit points — Level 3

- 1. The award name for the Arts part of this course is determined by choice of major. E.g. Completion of the Specialist Major in Global Studies leads to the award 'Bachelor of Arts (Global Studies)'.

Suspended Majors - May select from

Specialist Major in Event and Tourism Management (SM0028) | 24 credit points

Required - Must pass 24 credit points as follows

Marketing Fundamentals (11176) | 3 credit points — Level 1

Service Systems, Transformation and Wellbeing (11186) | 3 credit points — Level 3

Climate Change and Sustainable Business Futures (11318) | 3 credit points — Level 2

Introduction to Events and Tourism (11321) | 3 credit points — Level 1

Event Development (11322) | 3 credit points – Level 2

Tourism and Communication (11323) | 3 credit points – Level 2

Tourism and the World Economy (11324) | 3 credit points – Level 2

Tourism Policy (11325) | 3 credit points – Level 3

Core Major in Event and Tourism Management (CM0010) | 24 credit points

Required - Must pass 24 credit points as follows

Business Decision Making (11009) | 3 credit points – Level 1

Professional Orientation (Business) (11011) | 3 credit points – Level 1

Business Research Methods (11172) | 3 credit points – Level 1

Introduction to Management (11174) | 3 credit points – Level 1

Introduction to Economics (11175) | 3 credit points – Level 1

Destination Management and the Visitor Economy (11210) | 3 credit points – Level 2

Professional Evidence (Event and Tourism Management) (11211) | 3 credit points – Level 3

Event Management (11320) | 3 credit points – Level 3

- CM0010: This major has been revised from 2024. Students who commenced before 2024 should seek course advice.

- SM0028: This major has been revised from 2024. Students who commenced before 2024 should seek course advice.

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

Creative Writing Specialisation - Full Time, Sem 1 Commencing

Year 1

Semester 1

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Big Stories: Culture, Memory and Power (11108)

Introduction to Events and Tourism (11321)

Reading Culture, Curating Culture (11110)

Semester 2

Introduction to Economics (11175)

It Must Be True: Knowledge, Culture and Creativity (11109)

The Grand Experiment (11111)

Tourism and Communication (11323)

Year 2

Semester 1

Introduction to Creative Writing (11113)

Introduction to Management (11174)

Tourism and the World Economy (11324)

Open Elective unit

Semester 2

Business Research Methods (11172)

From Hungry Caterpillars to Hunger Games: Writing for Young People (11115)

Marketing Fundamentals (11176)

Writing, Rewriting (11114)

Year 3

Semester 1

Business Decision Making (11009)

Destination Management and the Visitor Economy (11210)

Screenwriting (11116)

Writing Self, Writing Place (11118)

Semester 2

Event Development (11322)

Service Systems, Transformation and Wellbeing (11186)

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Poetry and the Imagination (11117)

Year 4

Semester 1

Word and Image (11119)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

[Climate Change and Sustainable Business Futures \(11318\)](#)

[Event Management \(11320\)](#)

Semester 2

[Major Project Studio \(11120\)](#)

[Professional Evidence \(Arts\) \(11112\)](#)

[Professional Evidence \(Event and Tourism Management\) \(11211\)](#)

[Tourism Policy \(11325\)](#)

Creative Writing Specialisation - Full Time, Sem 2 Commencing

Year 1

Semester 2

[Introduction to Management \(11174\)](#)

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

[The Grand Experiment \(11111\)](#)

Year 2

Semester 1

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Introduction to Creative Writing \(11113\)](#)

[Introduction to Economics \(11175\)](#)

[Introduction to Events and Tourism \(11321\)](#)

Semester 2

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

[From Hungry Caterpillars to Hunger Games: Writing for Young People \(11115\)](#)

[Tourism and Communication \(11323\)](#)

[Writing, Rewriting \(11114\)](#)

Year 3

Semester 1

[Destination Management and the Visitor Economy \(11210\)](#)

[Marketing Fundamentals \(11176\)](#)

[Reading Culture, Curating Culture \(11110\)](#)

[Screenwriting \(11116\)](#)

Semester 2

[Business Research Methods \(11172\)](#)

[Event Development \(11322\)](#)

[Poetry and the Imagination \(11117\)](#)

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Year 4

Semester 1

[Climate Change and Sustainable Business Futures \(11318\)](#)

[Tourism and the World Economy \(11324\)](#)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

[Writing Self, Writing Place \(11118\)](#)

Semester 2

[Major Project Studio \(11120\)](#)

[Professional Evidence \(Event and Tourism Management\) \(11211\)](#)

[Service Systems, Transformation and Wellbeing \(11186\)](#)

[Tourism Policy \(11325\)](#)

Year 5

Semester 1

[Event Management \(11320\)](#)

[Professional Evidence \(Arts\) \(11112\)](#)

[Word and Image \(11119\)](#)

Open Elective unit

Culture & Heritage Specialisation - Full Time, Sem 1 Commencing

Year 1

Semester 1

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Big Stories: Culture, Memory and Power (11108)

Introduction to Events and Tourism (11321)

Reading Culture, Curating Culture (11110)

Semester 2

Introduction to Economics (11175)

It Must Be True: Knowledge, Culture and Creativity (11109)

The Grand Experiment (11111)

Tourism and Communication (11323)

Year 2

Semester 1

Cultures and Diversity (11129)

Introduction to Management (11174)

Tourism and the World Economy (11324)

Open Elective unit

Semester 2

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Business Research Methods (11172)

Heritage Conservation (11015)

Marketing Fundamentals (11176)

Year 3

Semester 1

Business Decision Making (11009)

Destination Management and the Visitor Economy (11210)

Indigenous Cultures and Digital Contexts (11122)

Indigenous Ways of Knowing (11126)

Semester 2

Connections to Country (11128)

Event Development (11322)

Service Systems, Transformation and Wellbeing (11186)

Understanding Cultural and Heritage Values (11121)

Year 4

Semester 1

From 2023 unit 11123 Decolonising the Museum has been replaced with 11861 Culture: Voicing the Living Archive.

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

[Climate Change and Sustainable Business Futures \(11318\)](#)

[Event Management \(11320\)](#)

Semester 2

[Exploring Digital Culture and Heritage \(11124\)](#)

[Professional Evidence \(Arts\) \(11112\)](#)

[Professional Evidence \(Event and Tourism Management\) \(11211\)](#)

[Tourism Policy \(11325\)](#)

Culture & Heritage Specialisation - Full Time, Sem 2 Commencing

Year 1

Semester 2

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

[Introduction to Management \(11174\)](#)

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

[The Grand Experiment \(11111\)](#)

Year 2

Semester 1

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Cultures and Diversity \(11129\)](#)

[Introduction to Economics \(11175\)](#)

[Introduction to Events and Tourism \(11321\)](#)

Semester 2

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

[Connections to Country \(11128\)](#)

[Heritage Conservation \(11015\)](#)

[Tourism and Communication \(11323\)](#)

Year 3

Semester 1

Destination Management and the Visitor Economy (11210)

Indigenous Ways of Knowing (11126)

Marketing Fundamentals (11176)

Reading Culture, Curating Culture (11110)

Semester 2

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Business Research Methods (11172)

Event Development (11322)

Understanding Cultural and Heritage Values (11121)

Year 4**Semester 1**

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Climate Change and Sustainable Business Futures (11318)

Indigenous Cultures and Digital Contexts (11122)

Tourism and the World Economy (11324)

Semester 2

Exploring Digital Culture and Heritage (11124)

Professional Evidence (Event and Tourism Management) (11211)

Service Systems, Transformation and Wellbeing (11186)

Tourism Policy (11325)

Year 5**Semester 1**

Open Elective unit

Decolonising the Museum (11123)

Event Management (11320)

Professional Evidence (Arts) (11112)

Digital Media Specialisation - Full Time, Sem 1 Commencing

Year 1

Semester 1

[Introduction to Events and Tourism \(11321\)](#)

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

[The Grand Experiment \(11111\)](#)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Semester 2

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Introduction to Economics \(11175\)](#)

[Reading Culture, Curating Culture \(11110\)](#)

[Tourism and Communication \(11323\)](#)

Year 2

Semester 1

Open Elective unit

[Digital Media Art 1: Narrative Production \(11837\)](#)

[Introduction to Management \(11174\)](#)

[Tourism and the World Economy \(11324\)](#)

Semester 2

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

[Business Research Methods \(11172\)](#)

[Digital Media Art 2: Image Production \(11836\)](#)

[Marketing Fundamentals \(11176\)](#)

Year 3

Semester 1

[3D Media Art Production \(11838\)](#)

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

[Character Design and Animation \(11133\)](#)

[Destination Management and the Visitor Economy \(11210\)](#)

Semester 2

[Design for Digital Contexts \(11064\)](#)

[Event Development \(11322\)](#)

[Service Systems, Transformation and Wellbeing \(11186\)](#)

[Sound Design \(11134\)](#)

Year 4

Semester 1

[Climate Change and Sustainable Business Futures \(11318\)](#)

[Emerging Production Technologies \(11839\)](#)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

[Event Management \(11320\)](#)

Semester 2

[Digital Production Project \(11840\)](#)

[Professional Evidence \(Arts\) \(11112\)](#)

[Professional Evidence \(Event and Tourism Management\) \(11211\)](#)

[Tourism Policy \(11325\)](#)

Digital Media Specialisation - Full Time, Sem 2 Commencing

Year 1

Semester 2

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

[Introduction to Management \(11174\)](#)

[The Grand Experiment \(11111\)](#)

Year 2

Semester 1

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Digital Media Art 1: Narrative Production \(11837\)](#)

[Introduction to Economics \(11175\)](#)

[Introduction to Events and Tourism \(11321\)](#)

Semester 2

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

[Design for Digital Contexts \(11064\)](#)

[Digital Media Art 2: Image Production \(11836\)](#)

Tourism and Communication (11323)

Year 3

Semester 1

3D Media Art Production (11838)

Destination Management and the Visitor Economy (11210)

Marketing Fundamentals (11176)

Reading Culture, Curating Culture (11110)

Semester 2

Sound Design (11134)

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Business Research Methods (11172)

Event Development (11322)

Year 4

Semester 1

Tourism and the World Economy (11324)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Character Design and Animation (11133)

Climate Change and Sustainable Business Futures (11318)

Semester 2

Digital Production Project (11840)

Professional Evidence (Event and Tourism Management) (11211)

Service Systems, Transformation and Wellbeing (11186)

Tourism Policy (11325)

Year 5

Semester 1

Emerging Production Technologies (11839)

Professional Evidence (Arts) (11112)

Open Elective unit

Event Management (11320)

Global Studies Specialisation - Full Time, Sem 1 Commencing

Year 1

Semester 1

[Introduction to Events and Tourism \(11321\)](#)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Reading Culture, Curating Culture \(11110\)](#)

Semester 2

[Introduction to Economics \(11175\)](#)

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

[The Grand Experiment \(11111\)](#)

[Tourism and Communication \(11323\)](#)

Year 2

Semester 1

[Global Ethical Challenges \(11145\)](#)

[How the World Really Works: Busting the Myths of Globalisation \(11147\)](#)

[Introduction to Management \(11174\)](#)

[Tourism and the World Economy \(11324\)](#)

Semester 2

[Business Research Methods \(11172\)](#)

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

[Cultures and Diversity \(11129\)](#)

[Marketing Fundamentals \(11176\)](#)

Year 3

Semester 1

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

[Destination Management and the Visitor Economy \(11210\)](#)

[Listening to Global Voices: World Literature and Cinema \(11149\)](#)

Open Elective unit

Semester 2

[Event Development \(11322\)](#)

[Global Perspectives on Gender, Sex and Sexuality \(11146\)](#)

Service Systems, Transformation and Wellbeing (11186)

Studies in World Philosophies (11148)

Year 4

Semester 1

Climate Change and Sustainable Business Futures (11318)

Event Management (11320)

Global Environmental Futures (11150)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Semester 2

Global Activism and Social Change (11151)

Professional Evidence (Arts) (11112)

Professional Evidence (Event and Tourism Management) (11211)

Tourism Policy (11325)

Global Studies Specialisation - Full Time, Sem 2 Commencing

Year 1

Semester 2

Introduction to Management (11174)

It Must Be True: Knowledge, Culture and Creativity (11109)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

The Grand Experiment (11111)

Year 2

Semester 1

Big Stories: Culture, Memory and Power (11108)

Global Ethical Challenges (11145)

Introduction to Economics (11175)

Introduction to Events and Tourism (11321)

Semester 2

Business Decision Making (11009)

Cultures and Diversity (11129)

Global Perspectives on Gender, Sex and Sexuality (11146)

Tourism and Communication (11323)

Year 3

Semester 1

Destination Management and the Visitor Economy (11210)

How the World Really Works: Busting the Myths of Globalisation (11147)

Marketing Fundamentals (11176)

Reading Culture, Curating Culture (11110)

Semester 2

Business Research Methods (11172)

Event Development (11322)

Studies in World Philosophies (11148)

12144 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Year 4

Semester 1

Climate Change and Sustainable Business Futures (11318)

Listening to Global Voices: World Literature and Cinema (11149)

Tourism and the World Economy (11324)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Semester 2

Global Activism and Social Change (11151)

Professional Evidence (Event and Tourism Management) (11211)

Service Systems, Transformation and Wellbeing (11186)

Tourism Policy (11325)

Year 5

Semester 1

Open Elective unit

Event Management (11320)

Global Environmental Futures (11150)

Professional Evidence (Arts) (11112)

Course information

Course duration

Standard 4 years full time or part-time equivalent. Maximum 10 years from date of enrolment to date of course completion.

Learning outcomes

Learning outcomes	Related graduate attributes
Refer to individual courses.	-

Majors

- [Specialist Major in Event and Tourism Management \(SM0028\)](#)
- [Core Major in Event and Tourism Management \(CM0010\)](#)
- [Specialist Major in Creative Writing \(SM0001\)](#)
- [Specialist Major in Event and Tourism Management \(SM0028\)](#)
- [Specialist Major in Culture and Heritage \(SM0002\)](#)
- [Core Major in Event and Tourism Management \(CM0010\)](#)
- [Core Major in Arts \(CM0001\)](#)
- [Specialist Major in Digital Media \(SM0003\)](#)
- [Specialist Major in Global Studies \(SM0005\)](#)

Awards

Award	Official abbreviation
Bachelor of Event and Tourism Management	B Event&TrsmMgt
Bachelor of Arts (Creative Writing)	BA (CreativeWrtg)
Bachelor of Arts (Culture and Heritage)	BA (Cult&Herit)
Bachelor of Arts (Digital Media)	BA (DigitalMedia)
Bachelor of Arts (Global Studies)	BA (GlobalSt)

Honours

Refer to individual courses.

Related courses

- [Bachelor of Arts \(Creative Writing\) \(ARB001\)](#)
- [Bachelor of Arts \(Culture and Heritage\) \(ARB002\)](#)
- [Bachelor of Arts \(Digital Media\) \(ARB003\)](#)
- [Bachelor of Arts \(Film Production\) \(ARB004\)](#)
- [Bachelor of Arts \(Global Studies\) \(ARB005\)](#)
- [Bachelor of Event and Tourism Management \(MGB401\)](#)

Enquiries

Student category	Contact details
Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students:	Email international@canberra.edu.au or Phone +61 2 6201 5342
Current and Commencing Students:	Email FAD.Student@canberra.edu.au or Phone 1300 301 727

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

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.