UNIVERSITY OF CANBERRA

Bachelor of Event and Tourism Management (MGB401.1)

Please note these are the 2021 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 St Leonards, NSW
Duration	3.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra Business School
UAC code	361480
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	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 St Leonards, NSW
Duration	3.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra Business School
CRICOS code	095940C
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

About this course

Be assured an eventful experience with a degree in tourism

The events and tourism industries are expanding quickly, with tourism now directly contributing almost three per cent to Australia's GDP. To help further drive growth and sustainability, a skilled and experienced workforce is needed – and this is where UC comes in.

Our course has a foundation in business studies and investigates the key elements you'll need for a future career in events and tourism. You'll graduate with solid teamwork and critical thinking skills, exploring events in both tourism and non-tourism contexts, such as sports, festivals, conventions, meetings and community activities. Your employability will be enhanced thanks to the many practical Work Integrated Learning (WIL) opportunities you'll undertake within the industry as part of your degree.

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

- apply a conceptual understanding and a practical orientation in events and tourism management
- critique and apply the management skills necessary to function effectively, strategically and ethically in management

and entrepreneurial roles in event and tourism management
- apply critical and creative thinking to address current issues in event and tourism contexts
- critically evaluate and apply sustainability principles to problems in event and tourism contexts
- work and communicate effectively with others to achieve common outcomes.

Work Integrated Learning

Hands-on experience is at the heart of the Bachelor of Event and Tourism Management. During your studies, you'll undertake a number of project-based units where you'll study real-world case studies, explore simulated workplace scenarios, interact with guest speakers, and work with industry to develop documents including marketing plans, social media strategies, training manuals, and more.

The course requires you to undertake an internship of between 40 and 50 hours with an event management company. Previous students have undertaken internships across a range of sectors, with organisations such as the Australian War Memorial, Canberra Raiders, Brumbies Rugby, Canberra Convention Bureau, Heritage ACT, National Museum of Australia, ACT Parks and Conservation, National Folk Festival, Questacon, Canberra Writers Festival, Canberra International Film Festival, Canberra in the City, Canberra Regional Tourism Awards, ACT Government, Design Canberra Festival, Corporate Communique, Soldier On, Volleyball Australia, OzHelp Foundation, Canberra Cavalry, Academy Club, Red Nose, Pialligo Estate, Capital Football and Kicks Entertainment.

Career opportunities

- Event manager
- Conference centre manager
- Tourism information officer
- Restaurant manager
- Public relations officer
- Marketing manager
- Festival program manager
- Sponsorship and events coordinator
- Wedding planner
- Travel consultant
- Tour guide
- Tourism policy officer
- Local government economic development manager
- Tourism research consultant
- Tourism attraction employee/manager
- Tourism bus company manager
- Hotel manager

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

Additional admission requirements

TAFE NSW Northern Sydney, St Leonard's: This course is taught from the 2nd year. To commence, all students must be eligible for at least 1 year (24 credit points) of advanced standing.

Assumed knowledge

None.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

A credit transfer arrangement is available for this course for the following institutions:

Canberra Institute Of Technology

- Advanced Diploma of Hospitality Management (21750)
- Diploma of Event Management (21790)
- Diploma of Government (PSP50122) (30520)
- Diploma of Hospitality Management (21791)
- Diploma of Project Management (28500)
- Diploma of Travel & Tourism Management (21872)

Chandigarh University

- Bachelor of Business Administration (24216)

Melbourne College Of Advanced Studies

- Bachelor Qualifying Program (BQP) - Fast Track Program (25836)
- Bachelor of Qualifying Program - Completion of General Program (25973)

Nims College

- Bachelor of Business Studies (24970)

Other Australian Tafe

- Advanced Diploma of Event Management (27935)
- Advanced Diploma of Hospitality Management (21430)
- Advanced Diploma of Travel & Tourism Management (21331)
- Any Australian Diploma (AQF5) (25595)
- Diploma of Event Management (21410)
- Diploma of Hospitality Management (21411)
- Diploma of Travel & Tourism Management (21871)

Overseas Institution

- Any Overseas Qualification equivalent to AQF5 (25618)

Pannasastra University Of Cambodia

- Bachelor of Arts (Faculty of Business and Economics Majors) (21374)

Psb Academy

- Diploma in Business Administration (Tourism & Hospitality Management) - 2017 Version (23290)
- Diploma in Business Administration - 2017 Version (23334)

Qingdao University Of Science & Technology

- Undergraduate Business Administration Course (23077)

University Of Canberra College

- Diploma of Business (28736)

Xiamen University Of Technology

- Study in Business English Course (20695)

Xiangtan University

- Undergraduate - Tourism Management Program (25500)

Course requirements

Bachelor of Event and Tourism Management (MGB401) | 72 credit points

Open Electives - 24 credit points as follows

Expand All | Collapse All

- - Must pass 24 credit points from anywhere in the University, as a breadth major, a breadth minor and/or as individual units.

Required - 48 credit points as follows

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

- 1. 11211 Professional Evidence (Event and Tourism Management) is only offered in Semester 2 of each year, but due to pre-requisites, it can only be completed in the final semester.

- 2. If semester 1 is the final semester, 11211 can be replaced with 11173 Professional Evidence (Business).

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

Introduction to Economics (11175)

Introduction to Events and Tourism (11321)

Introduction to Management (11174)

Professional Orientation (Business) (11011)

Semester 2

Business Decision Making (11009)

Business Research Methods (11172)

Tourism and Communication (11323)

One Open Elective Unit

Year 2

Semester 1

Destination Management and the Visitor Economy (11210)

Marketing Fundamentals (11176)

Tourism and the World Economy (11324)

One Open Elective Unit

Semester 2

Two Open Elective Units

Event Development (11322)

Service Systems, Transformation and Wellbeing (11186)

Year 3

Semester 1

Climate Change and Sustainable Business Futures (11318)

Two Open Elective Units

Event Management (11320)

Semester 2

Professional Evidence (Event and Tourism Management) (11211)

Tourism Policy (11325)

Two Open Elective Units

Standard Full Time, Semester 1 Commencing with 24cps Unspecified Credit

Year 1

Semester 1

Introduction to Economics (11175)

Introduction to Events and Tourism (11321)

Introduction to Management (11174)

Professional Orientation (Business) (11011)

Semester 2

Business Decision Making (11009)

Business Research Methods (11172)

Event Development (11322)

Marketing Fundamentals (11176)

Year 2

Semester 1

Climate Change and Sustainable Business Futures (11318)

Destination Management and the Visitor Economy (11210)

Event Management (11320)

Tourism and the World Economy (11324)

Semester 2

Professional Evidence (Event and Tourism Management) (11211)

Service Systems, Transformation and Wellbeing (11186)

Tourism Policy (11325)

Tourism and Communication (11323)

Standard Full Time, Semester 2 Commencing

Year 1

Semester 2

Business Research Methods (11172)

Introduction to Management (11174)

Marketing Fundamentals (11176)

Professional Orientation (Business) (11011)

Year 2

Semester 1

Business Decision Making (11009)

One Open Elective Unit

Introduction to Economics (11175)

Introduction to Events and Tourism (11321)

Semester 2

Two Open Elective Units

Event Development (11322)

Tourism and Communication (11323)

Year 3

Semester 1

One Open Elective Unit

Destination Management and the Visitor Economy (11210)

Event Management (11320)

Tourism and the World Economy (11324)

Semester 2

Professional Evidence (Event and Tourism Management) (11211)

Service Systems, Transformation and Wellbeing (11186)

Tourism Policy (11325)

One Open Elective Unit

Year 4

Semester 1

Climate Change and Sustainable Business Futures (11318)

Three Open Elective Units

Standard Part Time, Sem 1 Commencing

Year 1

Semester 1

Introduction to Events and Tourism (11321)

Professional Orientation (Business) (11011)

Semester 2

Business Decision Making (11009)

Business Research Methods (11172)

Year 2

Semester 1

Introduction to Economics (11175)

Introduction to Management (11174)

Semester 2

One Open Elective Unit

Tourism and Communication (11323)

Year 3

Semester 1

Destination Management and the Visitor Economy (11210)

Marketing Fundamentals (11176)

Semester 2

Event Development (11322)

One Open Elective Unit

Year 4

Semester 1

Tourism and the World Economy (11324)

One Open Elective Unit

Semester 2

One Open Elective Unit

Service Systems, Transformation and Wellbeing (11186)

Year 5

Semester 1

Climate Change and Sustainable Business Futures (11318)

One Open Elective Unit

Semester 2

One Open Elective Unit

Tourism Policy (11325)

Year 6

Semester 1

Event Management (11320)

One Open Elective Unit

Semester 2

One Open Elective Unit

Professional Evidence (Event and Tourism Management) (11211)

Standard Part Time, Semester 2 Commencing

Year 1

Semester 2

Business Decision Making (11009)

Professional Orientation (Business) (11011)

Year 2

Semester 1

Business Research Methods (11172)

Introduction to Events and Tourism (11321)

Semester 2

One Open Elective Unit

Tourism and Communication (11323)

Year 3

Semester 1

Introduction to Economics (11175)

Introduction to Management (11174)

Semester 2

Event Development (11322)

One Open Elective Unit

Year 4

Semester 1

Destination Management and the Visitor Economy (11210)

Marketing Fundamentals (11176)

Semester 2

One Open Elective Unit

Service Systems, Transformation and Wellbeing (11186)

Year 5

Semester 1

Tourism and the World Economy (11324)

One Open Elective Unit

Semester 2

Tourism Policy (11325)

One Open Elective Unit

Year 6

Semester 1

One Open Elective Unit

Climate Change and Sustainable Business Futures (11318)

Semester 2

Professional Evidence (Event and Tourism Management) (11211)

One Open Elective Unit

Year 7

Semester 1

Event Management (11320)

One Open Elective Unit

Course information

Course duration

Standard 3 years full time or equivalent. Maximum 10 years.

Learning outcomes

Learning outcomes	Related graduate attributes
Critique and apply management skills necessary to function effectively, strategically and ethically in management and entrepreneurial roles in event and tourism management.	3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; 1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; and 2.3 UC graduate are global citizens: understand issues in their profession from the perspective of other cultures.
Apply critical and creative thinking to address current issues in event and tourism contexts.	1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real¿world problems; 2.2 UC graduates are global citizens: adopt an informed and balanced approach across professional and international boundaries; and 2.3 UC graduates are global citizens: understand issues in their profession from the perspective of other cultures.
Critically evaluate and apply sustainability principles to problems in event and tourism contexts.	2.6 UC graduate are global citizens: behave ethically and sustainably in their professional and personal lives; 3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; and 1.6 UC graduates are professional: take pride in their professional and personal integrity.
Work and communicate effectively with others to achieve common outcomes.	1.4 UC graduates are professional: work collaboratively as part

	of a team, negotiate, and resolve conflict; 1.2 UC graduates are professional: communicate effectively; and 3.2 UC graduates are lifelong learners: be self-aware.
Apply a conceptual understanding and a practical orientation in events and tourism management.	1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills. 2.1 UC graduates are global citizens: think globally about issues in their profession; and 3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development.

Majors

- Core Major in Event and Tourism Management (CM0010)
- Specialist Major in Event and Tourism Management (SM0028)

Awards

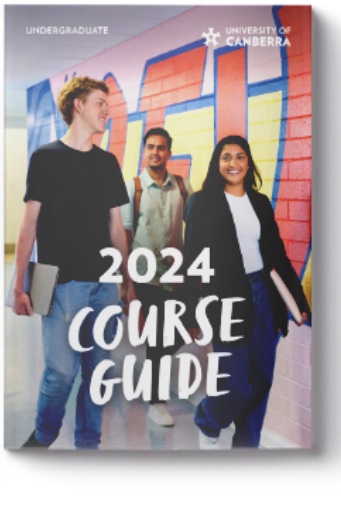
Award	Official abbreviation
Bachelor of Event and Tourism Management	B Event&TrsmMgt

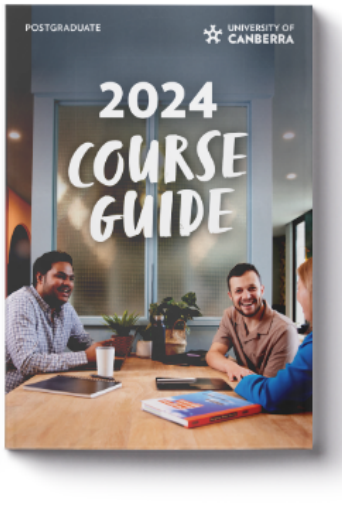
Enquiries

Student category	Contact details
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)
Current and Commencing	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email

Students:	bglstudent@canberra.edu.au

Download your course guide





Scholarships

Find the scholarship that's the right fit for you

Explore Scholarships

University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

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.