



## Bachelor of Event and Tourism Management (MGB401.1)

Please note these are the 2021 details for this course

### Domestic students

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**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.

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**English language requirements**

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

[View IELTS equivalences](#)

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**Duration** 3.0 years

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**UAC code** 361480

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**Faculty** Faculty of Business, Government & Law

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**Discipline** Canberra Business School

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**Location** UC - Canberra, Bruce  
UC - TAFE NSW Northern Sydney, St Leonard's

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**Fees** 2021: Commonwealth Supported Place  
2022: Commonwealth Supported Place

**Disclaimer:**

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Students enrolled in a Commonwealth Support Place (CSP) are required to make a contribution towards the cost of their education, which is set by the Commonwealth Government. Information on Commonwealth Supported Places, HECS-HELP and how fees are calculated can be found [here](#).

### International students

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**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

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entry requirements, visit our [academic entry requirements page](#).

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

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**English language requirements**

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

[View IELTS equivalences](#)

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**CRICOS code**

095940C

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**Faculty**

Faculty of Business, Government & Law

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**Discipline**

Canberra Business School

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**Location**

UC - Canberra, Bruce  
UC - TAFE NSW Northern Sydney, St Leonard's

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**Duration**

3.0 years

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**Fees**

2021: \$29,000 per year

2022: \$29,500 per year

**Disclaimer:**

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Information on how fees are calculated can be found [here](#).

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## 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

Year	Location	Teaching period	Teaching start date	Domestic	International
2021	UC - Canberra, Bruce	Semester 1	08 February 2021	✓	✓
2021	UC - TAFE NSW Northern Sydney, St Leonard's	Semester 1	08 February 2021	✓	✓
2021	UC - Canberra, Bruce	Semester 2	02 August 2021	✓	✓
2021	UC - TAFE NSW Northern Sydney, St Leonard's	Semester 2	02 August 2021	✓	
2022	UC - Canberra, Bruce	Semester 1	07 February 2022	✓	✓
2022	UC - TAFE NSW Northern Sydney, St Leonard's	Semester 1	07 February 2022	✓	✓
2022	UC - Canberra, Bruce	Semester 2	01 August 2022	✓	✓
2022	UC - TAFE NSW Northern Sydney, St Leonard's	Semester 2	01 August 2022	✓	
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - TAFE NSW Northern Sydney, St Leonard's	Semester 1	06 February 2023	✓	✓
2023	UC - TAFE NSW Northern Sydney, St Leonard's	Semester 2	31 July 2023	✓	
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓
2024	UC - TAFE NSW Northern Sydney, St Leonard's	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - TAFE NSW Northern Sydney, St Leonard's	Semester 2	29 July 2024	✓	
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

# 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 Hospitality Management \(21791\)](#)

[Diploma of Travel & Tourism Management \(21872\)](#)

[PSP50116 - Diploma of Government \(23870\)](#)

## Cetana Psb Intellis International College (Psb College)

[Diploma in Business Administration \(Tourism & Hospitality Management\) - 2017 Version \(23291\)](#)

[Diploma in Business Administration - 2017 Version \(23354\)](#)

## 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 \(23077\)](#)

Research Institute Of Tsinghua University In Shenzhen

[Programme of Business Administration \(23257\)](#)

University Of Canberra College

[Diploma of Business \(20490\)](#)

[Diploma of Business \(Extended\) \(20491\)](#)

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

- 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](#)

In addition to course requirements, in order to successfully complete your course you may need to 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 Research Methods \(11172\)](#)

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

One Open Elective Unit

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

#### 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

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

Two Open Elective Units

[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 \(11009\)](#)

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

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

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

#### 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**

Business Research Methods (11172)  
 Professional Evidence (Event and Tourism Management) (11211)  
 Service Systems, Transformation and Wellbeing (11186)  
 Tourism Policy (11325)

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**

One Open Elective Unit  
 Business Decision Making (11009)  
 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**

Destination Management and the Visitor Economy (11210)  
 Event Management (11320)  
 Tourism and the World Economy (11324)  
 One Open Elective Unit

**Semester 2**

One Open Elective Unit  
 Professional Evidence (Event and Tourism Management) (11211)  
 Service Systems, Transformation and Wellbeing (11186)  
 Tourism Policy (11325)

**Year 4****Semester 1**

Climate Change and Sustainable Business Futures (11318)  
 Three Open Elective Units

Standard Full Time, Semester 2 Commencing with 24cps Unspecified Credit

**Year 1**



## Semester 2

Introduction to Economics (11175)

Introduction to Management (11174)

Professional Orientation (Business) (11011)

Tourism and Communication (11323)

## Year 2

### Semester 1

Business Decision Making (11009)

Climate Change and Sustainable Business Futures (11318)

Introduction to Events and Tourism (11321)

Marketing Fundamentals (11176)

### Semester 2

Business Research Methods (11172)

Event Development (11322)

Service Systems, Transformation and Wellbeing (11186)

Tourism Policy (11325)

## Year 3

### Semester 1

Destination Management and the Visitor Economy (11210)

Event Management (11320)

Professional Evidence (Event and Tourism Management) (11211)

Tourism and the World Economy (11324)

## Course information

### Course duration

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

### Learning outcomes

Learning outcomes	Related graduate attributes
Apply a conceptual understanding and a practical orientation in events and tourism management.	<p>1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills.</p> <p>2.1 UC graduates are global citizens: think globally about issues in their profession; and</p> <p>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.</p>

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.

## Majors

- [Core Major in Event and Tourism Management \(CM0010\)](#)
- [Specialist Major in Event and Tourism Management \(SM0028\)](#)

## Awards

Award

Official abbreviation

## Enrolment data

2020 enrolments for this course by location. Please note that enrolment numbers are indicative only and in no way reflect individual class sizes.

Location	Enrolments
UC - Canberra, Bruce	61
UC - TAFE NSW Northern Sydney, St Leonard's	49

## Enquiries

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

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CRICOS 00212K

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.