

# Bachelor of Event and Tourism Management

## (MGB401.2)

Please note these are the 2024 details for this course

### Domestic students

Selection rank	65 <b>Note:</b> 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 Online
Location	St Leonards, NSW Bruce, Canberra
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). <a href="#">View IELTS equivalences</a>

## International students

<b>Academic entry requirements</b>	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.  <a href="#">View UC's academic entry requirements</a>
<b>Delivery mode</b>	On campus
<b>Location</b>	St Leonards, NSW Bruce, Canberra
<b>Duration</b>	3.0 years
<b>Faculty</b>	Faculty of Business, Government & Law
<b>Discipline</b>	Canberra Business School
<b>CRICOS code</b>	095940C
<b>English language requirements</b>	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).  <a href="#">View IELTS equivalences</a>

## 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.

## Study your way

Enjoy the freedom of choice: select the online study mode for self-paced learning and optimal study-work-life balance, or on-campus study mode for face-to-face classes.

This degree can also be studied at our TAFE NSW partner campus in St. Leonards, NSW. [Click here to learn more.](#)

## Work Integrated Learning

### On campus

The Bachelor of Event and Tourism Management integrates theory with real-world practice through UC's Work Integrated Learning (WIL) opportunities, designed to prepare students for their future careers. UC provides diverse WIL options, including industry case studies, guest speakers, internships, work placements, industry projects, competitions, exhibitions, study tours, virtual experiences 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 Canberra Raiders, Brumbies Rugby, National Museum of Australia, ACT Parks and Conservation, Questacon, ACT Government, Soldier On, Academy Club, Pialligo Estate and Capital Football.

### Online

Students who choose to study online can access virtual WIL opportunities. This content includes on-demand guest lectures, industry case studies and industry projects.

Students studying both face-to-face and online will have access to support services including Careers UC, who are available to assist with employment pathways and personal development.

## 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
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓
2025	St Leonards, NSW	Semester 1	03 February 2025	✓	✓
2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	16 February 2026	✓	✓

2026	St Leonards, NSW	Semester 1	16 February 2026	✓	✓
2026	Bruce, Canberra	Semester 2	10 August 2026	✓	✓
2027	Bruce, Canberra	Semester 1	15 February 2027	✓	✓
2027	St Leonards, NSW	Semester 1	15 February 2027	✓	✓
2027	Bruce, Canberra	Semester 2	09 August 2027	✓	✓

## Credit arrangements

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

### Namseoul University

[Study in the Business Administration Program \(32327\)](#)

[Study in the Global Distribution & Marketing or International Trade Programs \(32311\)](#)

### Other Australian Tafe

[Any Australian Diploma \(AQF5\) \(33807\)](#)

# 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

#### 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

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

On Campus Mode

Standard Full Time, Semester 1 Commencing

**Year 1**

**Semester 1**

Introduction to Events and Tourism (11321)

Introduction to Management (11174)

Marketing Fundamentals (11176)

Professional Orientation (Business) (11011)

## **Semester 2**

One Open Elective Unit

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

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

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

## **Year 2**

### **Semester 1**

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

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

Two Open Elective Units

### **Semester 2**

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

Two Open Elective Units

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

## **Year 3**

### **Semester 1**

[Climate Change, Sustainability and the Future of Business \(12079\)](#)

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

Two Open Elective Units

### **Semester 2**

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

One Open Elective Unit

[Professional Evidence \(Business\) \(11173\)](#)

[Sustainable Event and Tourism Management \(12078\)](#)

## **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 \(11009\)](#)

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

Two Open Elective Units

### **Semester 2**

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

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

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

One Open Elective Unit

## **Year 3**

### **Semester 1**

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

One Open Elective Unit

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

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

### **Semester 2**

[Professional Evidence \(Business\) \(11173\)](#)

[Sustainable Event and Tourism Management \(12078\)](#)

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

One Open Elective Unit

## **Year 4**

### **Semester 1**

[Climate Change, Sustainability and the Future of Business \(12079\)](#)

Three Open Elective Units

**Standard Part Time, Semester 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 Management \(11174\)](#)

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

### **Semester 2**

One Open Elective Unit

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

## **Year 3**

### **Semester 1**

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

One Open Elective Unit

### **Semester 2**

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

One Open Elective Unit

## **Year 4**

### **Semester 1**

One Open Elective Unit

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

### **Semester 2**

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

One Open Elective Unit

## **Year 5**

### **Semester 1**

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

One Open Elective Unit

### **Semester 2**

[Sustainable Event and Tourism Management \(12078\)](#)

One Open Elective Unit

## **Year 6**

### **Semester 1**

[Climate Change, Sustainability and the Future of Business \(12079\)](#)

One Open Elective Unit

### **Semester 2**

[Professional Evidence \(Business\) \(11173\)](#)

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

## **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**

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

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

## **Year 3**

**Semester 1**

One Open Elective Unit

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

**Semester 2**

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

One Open Elective Unit

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

One Open Elective Unit

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

**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**

[Sustainable Event and Tourism Management \(12078\)](#)

One Open Elective Unit

**Year 6****Semester 1**

One Open Elective Unit

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

**Semester 2**

[Professional Evidence \(Business\) \(11173\)](#)

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

**Year 7**

### **Semester 1**

[Climate Change, Sustainability and the Future of Business \(12079\)](#)

One Open Elective Unit

## **Online Mode**

### **Standard Full Time, Semester 1 Commencing**

#### **Year 1**

##### **Semester 1**

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

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

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

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

##### **Semester 2**

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

One Open Elective Unit

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

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

#### **Year 2**

##### **Semester 1**

Two Open Elective Units

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

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

##### **Semester 2**

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

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

Two Open Elective Units

#### **Year 3**

### Semester 1

[Climate Change, Sustainability and the Future of Business \(12079\)](#)

Two Open Elective Units

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

### Semester 2

One Open Elective Unit

[Professional Evidence \(Business\) \(11173\)](#)

[Sustainable Event and Tourism Management \(12078\)](#)

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

# Course information

## Course duration

Standard 3 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
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.
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

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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
Bachelor of Event and Tourism Management	B Event&TrsmMgt

## Enquiries

Student category	Contact details
Prospective International Students:	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342
Prospective Domestic Students:	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)
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>

## 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.