



Build a fast-paced career
from your love of new
experiences

Bachelor of Business (Tourism, Leisure and Event Management)

Do you love travel and adventure? Want to help other people discover new places and experiences? Learn how to manage events, attract customers and engage stakeholders with a specialist degree built for the fast-growing tourism, recreation and event industries.

In this program you will:

- Learn about consumer needs and motivations, product development, service, stakeholder engagement, event management, policy and planning
- Take advantage of industry trends, with courses in sustainable tourism, business events and technology
- Develop skills in public speaking, communication, team work, leadership, time management, and intercultural understanding
- Benefit from direct industry engagement through guest speakers, volunteer opportunities, internships and work experience with local businesses and major events

Career opportunities

- Tourism or event manager
- Marketing officer
- Festival manager
- Conference manager
- Accommodation manager

Membership

- Queensland Tourism Industry Council
- Pacific Asia Travel Association

- Ecotourism Australia
- Council for Australasian Tourism and Hospitality Education

MORE INFORMATION

Contact the International Office
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+61 7 5430 2843

usc.edu.au/bu362 | CRICOS code: 066415J

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 2 August 2021
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.

PROGRAM STRUCTURE

Introductory courses (7) 84 units

BUS101 Exploring Business Research
BUS102 Economics for Business
BUS104 Discovering Management
BUS105 Marketing Essentials
BUS106 Accounting for Business
BUS108 Information Systems in Organisations
TSM102 The World of Tourism, Leisure and Events

Developing and Graduate courses (9) 108 units

BUS203 Business Law
IBS220 Cross-Cultural Management
TSM200 Creating and Managing Event Experiences
TSM223 Sustainable Tourism, Leisure and Event Management
BUS306 World of Work: Your Pathway to Employment
BUS320 Business, Governance and Society
TSM300 Tourism, Sport and Leisure Policy and Planning
TSM313 The Innovation and Technology Effect in TLEM
TSM315 The Meetings, Incentives, Conventions and Exhibitions (M.I.C.E) Industry

Elective courses (8) 96 units

Select 8 elective courses (96 units) from the undergraduate elective course options. Five electives (60 units) must be developing or graduate level (200/300 coded) courses.

The USC Business School recommends students use these electives to study courses in the following Business discipline areas:

- Accounting
- Business Administration
- Entrepreneurship
- Human Resource Management
- Information Systems
- International Business
- Marketing
- Management

Note: Program structures are subject to change. Not all USC courses are available on every USC campus.