

Bachelor of Tourism & Events & Bachelor of Business (Marketing) Enrolment Template

The combined degrees program of Bachelor of Tourism and Events /Bachelor of Business (Marketing) requires the completion of 144 units of study as follows

- 72 units from the Bachelor of Tourism and Events
- 72 units from the Bachelor of Business (Marketing)

	Tourism		Business (Marketing)	
First Year	TOUR1101 Introduction to Tourism Studies	TOUR1104 Tourism Portfolio	BUSN1011 Accounting for Managers	BUSN1009 Quantitative Methods
	TOUR1102 Interpretive Tour Guiding	COMS1001 Academic and Professional Communication	BUSN1012 Management, People and Organisations	BUSN1013 Economics for Business
Second Year	TOUR2102 Introduction to Tourism Research	BUSN1022 Marketing Principles	BUSN2019 International Business Context	BUSN2038 Human Resource Management
	TOUR1103 Introduction to Events	Elective SCME2004 TOUR3102 TOUR3104	BUSN1019 Law for Business	INNO1001 Innovative and Creative Thinking
Third Year	TOUR2101 Place, Culture & Tourism	TOUR2103 Event Design and Management	BUSN3055 Strategic Management	BUSN2020 Consumer Behaviour
	TOUR3106 Tourism Business Planning & Innovation	ENVS2742 Environment, Economy & Culture	BUSN2028 Market Research	BUSN3042 Strategic Marketing
Fourth Year	TOUR3101 Contemporary Issues in Tourism & Events	TOUR3113 Sustainable Tourism Planning and Development	BUSN3051 International Marketing	Business Elective Topic
	Tourism Option Topic SCME2004 TOUR3104 TOUR3104	Tourism Option Topic SCME2004 TOUR3104 TOUR3104	Business Option Topic	Business Option Topic

A full list of option topics is available on course rule website, see below

This document is correct at the time of publication, September 2018, but is provided as a guide only.

Students are responsible for ensuring that they have completed 144 units of study according to the official Bachelor Tourism and Events/Bachelor of Business course rule available at flinders.edu.au/courses/rules

For individual enrolment advice please email courseadvice.hass@flinders.edu.au