

Bachelor of Tourism and Events Management & Bachelor of Business (Marketing) (BTEM-BBUSMK) Study Planner



Humanities, Arts and Social Sciences

		Tourism and Events		Business (Marketing)	
First Level	Semester 1	TOUR1101 Introduction to Tourism Studies	TOUR1104 Tourism and Events Portfolio	BUSN1011 Accounting for Managers	BUSN1012 Management, People & Organisations
	Semester 2	TOUR1102 Interpretation for Tourism	COMS1001 Academic and Professional Communication	BUSN1009 Quantitative Methods	BUSN1025 Coding for Business
Second Level	Semester 1	VEED2004 Introduction to Graphic Design	SOCI2025* Using Social Science Data	BUSN1022 Marketing Principles in the Digital Era	BUSN2028 * Market Research
	Semester 2	TOUR1103 Introduction to Events	TOUR2105 Marketing for the Visitor Economy	BUSN2020 * Consumer Behaviour	INNO1001 Innovative & Creative Thinking: Recognising Opportunities
Third Level	Semester 1	TOUR2101* Place, Culture and Tourism	TOUR2103* Event Design and Management	BUSN2019 International Business Context	BUSN2038 Human Resource Management
	Semester 2	TOUR3106* Tourism and Events Business Planning and Innovation	GEOG2142 Environment, Economy & Culture	Marketing Elective or BUSN Option **	Marketing Elective or BUSN Option **
Fourth Level	Semester 1	TOUR3101* Contemporary Issues in Tourism and Events	TOUR3113* Sustainable Tourism Planning and Development (NS1)	BUSN3042 * Marketing Planning and Strategy	BUSN3051 * International Marketing
	Semester 2	TOUR3102 Placement	Select one of: CREA3122 CREA3456 GEOG3025 INDG3761 TOUR3104 TOUR3108	BUSN3055 * Strategic Management	Elective

* Pre-requisites apply

** 2 topics must be Marketing Elective and 1 topic must be BUSN Option

Key:

Core Topics (Tourism)
Core topics (Business)
Elective/Option Topics

Please note:

- This document is provided as a guide only. Students are responsible for ensuring that they have completed their study according to the official [Course Rule](#).
- Topic information for all topics, including pre-requisites can be found on the [Topic Page](#)
- Advice on which elective to choose is available on the [Elective Advice](#) page
- General enrolment assistance is available via [Ask Flinders](#)
- For specific course advice e-mail: courseadvice.HASS@flinders.edu.au