

## BBUSTOR17 Bachelor of Business (Tourism Management)

The Bachelor of Business (Tourism Management) is three years in duration for a full time student, or six years duration for a part time student. In this course, your core subjects will comprise of 20 subjects. Each year consists of three Study Periods, also known as Trimesters.

**Core subjects** - compulsory subjects that you must complete

**Elective subjects** - subjects you can choose from the Elective Bank below

**This course comprises of 24 subjects that you are required to complete:** 20 core subjects and 4 elective subjects.

The course contains 3 subject levels - Level 100, 200 and 300, guiding you from foundational through to more complex subjects.

- **Level 100:** 7 core subjects and 1 elective.
- **Level 200:** 7 core subjects and 1 electives.
- **Level 300:** 6 core subjects and 2 electives.

**Prerequisite subject** - a subject you must complete before undertaking another subject

**RPL** - Should you have any Recognition of Prior Learning (RPL) credits that make you eligible for exemptions, please contact your Program Director to discuss further.

**How to read the below Suggested Study Pattern (as a Full Time Student):**

**8 subjects per year** make up a full time study load, following this pattern across the year's three Study Periods (Trimesters).

**As an example:** Following the below pattern, the subjects in your first year would be:

**Your first Study Period:** BIZ101, THE101 and one Level 100 Elective (3 subjects)

**Your second Study Period:** BIZ102, BIZ104, and PCD101 (3 subjects)

**Your third Study Period:** MKT101A and TTE101 (2 subjects)

**Studying Part Time?** You would still follow the below sequence from top to bottom, but with fewer subjects per Study Period. Any questions? Contact [yoursuccesscoach@laureate.edu.au](mailto:yoursuccesscoach@laureate.edu.au)

### SUGGESTED STUDY PATTERN

Year	Subject Type	Subject	Prerequisite	Completed	
<b>Study Period 1</b>					
<b>YEAR 1</b>	100	Core	BIZ101 Business Communications	-	<input type="checkbox"/>
	100	Core	THE101 Introduction to Tourism, Hospitality and Events	-	<input type="checkbox"/>
	100	Elective Level 100	Elective 1 - On-campus students - ROP101 Restaurant Operations 1. - Online students choose a Level 100 Elective from the list below	-	<input type="checkbox"/>
	<b>Study Period 2</b>				
	100	Core	BIZ102 Understanding People and Organisations	-	<input type="checkbox"/>
	100	Core	BIZ104 Customer Experience Management	-	<input type="checkbox"/>
	100	Core	PCD101 Place, Culture and Destination Management	-	<input type="checkbox"/>
	<b>Study Period 3</b>				
	100	Core	MKT101A Marketing Fundamentals	-	<input type="checkbox"/>
100	Core	TTE101 The Tourist Experience	Prerequisite: <b>THE101</b> must be completed prior to taking TTE101	<input type="checkbox"/>	
<b>Study Period 4</b>					
<b>YEAR 2</b>	200	Core	BIZ201 Accounting for Decision Making	-	<input type="checkbox"/>
	200	Core	INP201 Industry Practicum 1	Prerequisite: <b>THE101</b> must be completed prior to taking INP201	<input type="checkbox"/>
	<b>Study Period 5</b>				
	200	Core	BIZ202 The Business Environment	-	<input type="checkbox"/>
	200	Core	INP202 Industry Practicum 2	Prerequisite: <b>INP201</b> must be completed prior to taking INP202	<input type="checkbox"/>
	<b>Study Period 6</b>				
	200	Core	PDR201 Product Distribution and Revenue Management	Prerequisite: <b>INP201</b> must be completed prior to taking PDR201	<input type="checkbox"/>
	200	Core	GIT201 Global Innovations and Trends in Tourism and Hospitality	Prerequisite: <b>INP201</b> must be completed prior to taking GIT201	<input type="checkbox"/>
	200	Core	PMT201 Project Management in Tourism	-	<input type="checkbox"/>
200	Elective Level 200	Elective 2 Choose a level 200 elective subject from the elective bank on next page	-	<input type="checkbox"/>	

### SUGGESTED STUDY PATTERN

Year	Subject Type	Subject	Prerequisite	Completed	
YEAR 3	Study Period 7				
	300	Core	BIZ301 Organisational Creativity and Innovation	-	<input type="checkbox"/>
	300	Core	TET301 Tourism Entrepreneurship - TOUR@SIM	Prerequisite: <b>INP202</b> must be completed prior to taking TET301	<input type="checkbox"/>
	300	Core	TSP301 Tourism Strategy, Planning and Policy	-	<input type="checkbox"/>
	Study Period 8				
	300	Core	MGT301A Ethics & Sustainability	-	<input type="checkbox"/>
	300	Core	RCM301 Risk and Crisis Management	Prerequisite: <b>INP202</b> must be completed prior to taking RCM301	<input type="checkbox"/>
	300	Elective Level 300	Elective 3 Choose a level 300 elective subject from the elective bank on next page	-	<input type="checkbox"/>
	Study Period 9				
	300	Core	SRM301 Sustainability and Resource Management	Prerequisite: <b>INP202</b> must be completed prior to taking SRM301	<input type="checkbox"/>
300	Elective Level 300	Elective 4 Choose a level 300 elective subject from the elective bank on next page	-	<input type="checkbox"/>	

*Please note - not all subjects are available for each Study Period. If your suggested subjects are unavailable, please take the subject that is immediately preceding or following that subject*

### ELECTIVE BANK

#### Bachelor of Business (Tourism Management)

Level	Subject Name	Prerequisite	Chosen elective
Level 100 (Choose one subject)	ROP101 Restaurant Operations 1	Subject is only available for on campus students	<input type="checkbox"/>
	FOO101 Front Office Operations	-	<input type="checkbox"/>
	EGY101 Exploring Gastronomy	-	<input type="checkbox"/>
	EVN101 Introduction to Events	-	<input type="checkbox"/>
	EVT101A Event Concepts & Design	-	<input type="checkbox"/>
	HRM101A Human Resource Management	-	<input type="checkbox"/>
	MKT102A Understanding Advertising	-	<input type="checkbox"/>
	MKT103A Integrated Marketing Communications	-	<input type="checkbox"/>
	MKG102 Consumer Behaviour	-	<input type="checkbox"/>
	PRN101A Understanding Public Relations	-	<input type="checkbox"/>
	PRN102A Introduction to PR Writing	-	<input type="checkbox"/>
Level 200 (Choose one subject)	SPO101 Introduction to Sports Management	-	<input type="checkbox"/>
	SPO102 Sports Marketing	-	<input type="checkbox"/>
	ROP201 Restaurant Operations 2	Prerequisite: <b>ROP101</b> must be completed prior to taking	<input type="checkbox"/>
	HOS203A Food and Beverage Management	-	<input type="checkbox"/>
	TOU202A Tour Operations	-	<input type="checkbox"/>
	EVT201A Event Management and Operations	-	<input type="checkbox"/>
	EVT204A Wedding Planning	-	<input type="checkbox"/>
	EVT206A Sports Events	-	<input type="checkbox"/>
	EEVT207A Event Venue Management	-	<input type="checkbox"/>
	EVN203 Event Financing & Sponsorship	-	<input type="checkbox"/>
	MGT201A Project Management	-	<input type="checkbox"/>
Level 300 (Choose two subjects)	MKT202A Marketing and Audience Research	Prerequisite: <b>MKT101A</b> must be completed prior to taking	<input type="checkbox"/>
	MKG201 Business-2-Business Marketing	-	<input type="checkbox"/>
	MKG203 Digital Marketing Communications	-	<input type="checkbox"/>
	SPO203 Managing Sports Facilities	-	<input type="checkbox"/>
	HOS302A Resort and Spa Management	-	<input type="checkbox"/>
	WBM301 Wine & Beverage Management	-	<input type="checkbox"/>
	TOU302A Destination Management	-	<input type="checkbox"/>
	TOU303A Airline Management	-	<input type="checkbox"/>
	HOT301 Hospitality Entrepreneurship - HOTS	Prerequisite: <b>INP202</b> must be completed prior to taking	<input type="checkbox"/>
	PDH301 Planning & Designing Hospitality Venues	Prerequisite: <b>INP202</b> must be completed prior to taking	<input type="checkbox"/>
Level 300 (Choose two subjects)	EVN301 Events, Policy & Strategy	-	<input type="checkbox"/>
	MGT302A Strategic Management	-	<input type="checkbox"/>
	MKT301A Marketing Strategy	Prerequisite: <b>MKT101A</b> must be completed prior to taking	<input type="checkbox"/>
	MKT303A International Marketing	-	<input type="checkbox"/>
	MKT304A Brand & Project Management	-	<input type="checkbox"/>

Any questions? Please contact your Success Coach on [yoursuccesscoach@laureate.edu.au](mailto:yoursuccesscoach@laureate.edu.au)