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

Please note:
In 2021, all first-year courses in this degree will be available online. Second-year courses will be offered online from 2022, and third-year courses from 2023. If you wish to study online and are intending to apply for credit for previous studies, please contact Student Central to discuss your options.

Scholarships

Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.

LOCATIONS

<table>
<thead>
<tr>
<th>LOCATIONS</th>
<th>QTAC CODE</th>
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<tbody>
<tr>
<td>Sunshine Coast</td>
<td>012061</td>
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<tr>
<td>Moreton Bay</td>
<td>014161</td>
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<td>Online</td>
<td>015024</td>
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MINIMUM SELECTION THRESHOLD

ATAR - 54.55 / OP - 18 / Rank - 64

DURATION

3 years full time or equivalent part time

COMMENCE

Semester 1 or Semester 2

RECOMMENDED PRIOR STUDY

English; General Maths, Maths Methods or Specialist Maths

MORE INFORMATION

Contact Student Central
information@usc.edu.au
+61 7 5430 2890