



MASTER OF MANAGEMENT (TOURISM AND EVENT MANAGEMENT)

*STUDY AT AN SA
TOURISM AWARD
WINNING UNIVERSITY,
ADMITTED TO THE
SA TOURISM
HALL OF FAME*

*BUILD STRONG
INDUSTRY SKILLS AND
NETWORKS THROUGH
INTERNSHIP, MENTORING
AND PROFESSIONAL
DEVELOPMENT
OPPORTUNITIES*

*BUILD EXPERTISE,
CONFIDENCE AND
GLOBAL NETWORKS
WITH AN INTERNATIONAL
EXCHANGE OR STUDY
TOUR*

In the Master of Management (Tourism and Event Management) degree you will learn contemporary management skills and study areas such as principles and practice of tourism, leadership and strategy. You will gain the confidence to manage organisations and achieve business objectives in an efficient and effective manner.

You will be immersed in real-world challenges and have access to industry placements, overseas study tours and elective courses to suit your personal and professional development needs. During your studies you will develop an advanced understanding of business and management and graduate with the capabilities to be a successful leader and decision-maker in any business setting.

Our summer and winter schools offer exciting study and learning opportunities. With options such as intensives and internships, you can spread your study load across the year and increase your exchange opportunities.

Join the top 1% of Business Schools, one of only 167 business schools worldwide to be awarded EQUIS accreditation, the world's leading international accreditation for business schools (EFMD Quality Improvement System).



Business
School

Program code: DMMX
SATAC code: 4CM179
Duration: 1.5 years (full-time)
Intake dates: February, July

WHAT YOU WILL LEARN

The Master of Management (Tourism and Event Management) is made up of 12 courses; four Business School core courses, four Tourism and Event Management courses and four postgraduate electives.

COURSE OUTLINE

Business Analytics and the Data-driven Organisation
Business Ethics
People, Leadership and Performance
Strategic Concepts
The Principles and Practice of Tourism
Sport, Tourism and Events
Festivals and Events
Tourism: Impacts and Sustainability
Managing Change
Specialisation Elective
Specialisation Elective
Elective

CAREER OUTCOMES

Graduate equipped for a management role across the tourism and events industries. Graduates have the skills necessary to become leaders and decision-makers, and have gone on to senior roles in festival and event management, hospitality and hotel management.

ENTRY REQUIREMENTS

For entry into this program, applicants are required to have completed a bachelor degree, a graduate diploma or a graduate certificate with a recognised higher education institution with a grade point average of 4 or above.

ADVANCED STANDING

Eligible applicants can complete this degree in 1.5 years of full time study (or the equivalent part time) with Advanced Standing. You may be eligible if you have successfully completed one of the following:

- a bachelor degree in a business discipline;
- a bachelor degree which includes a major in business commerce, marketing or management; OR
- a graduate certificate in a business discipline.

HOW TO APPLY

Applications for the International MBA can be made via satac.edu.au/postgraduate

FOR MORE INFORMATION

unisabusinessschool.edu.au/study/postgraduate/tourism-event-management/



Leanne Waller

Event Manager, Monash University

"My postgraduate studies were appreciated in my first events role - it demonstrated I was prepared to improve myself and not rest on experience alone to pursue a new career. It gave me a competitive edge."

"I am responsible for the end-to-end management of the Cocktail Gala fundraising event. With success in similar fundraising event roles in the past, coupled with my contemporary education from the UniSA Business School, I feel thoroughly equipped and confident to take on any management role."

Make an enquiry
(08) 8302 2376

unisa.edu.au/enquiry

International students via unisa.edu.au/Study-at-UniSA/International-students/Enquire-online/



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