



## Faculty of **Business**

### Bachelor of **Tourism**

# Course **Planner**

2 / 2009

Student Name:

Student Number:

# Contents

Introduction	2
General Information	3
Bachelor of Tourism (Hobart & Launceston)	4
Business Management Major	6
Human Resource Management Major	7
Marketing Major	8
Pre-requisites for Accounting & Corporate Governance Units	9
Pre-requisites for Australian Maritime College Units	10
Pre-requisites for Economics & Finance Units	11
Pre-requisites for Information Systems Units	12
Pre-requisites for Management Units	13
Faculty Office Information	15
Major Coordinators	16
Faculty of Business Contacts	Back Cover
Faculty of Science, Engineering & Technology Contacts	Back Cover
International Student Admission Enquiries	Back Cover

# Faculty of **Business**

## INTRODUCTION

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### Bachelor of Tourism

The Bachelor of Tourism provides a specific course of study for students considering a career in the tourism industry.

The degree comprises an overview of tourism as one of the world's largest industries as well as examining tourism as a system and a field of human activity.

BTour students must complete the following requirements:  
12 (150%) core Tourism units consisting of:

- 4 units (50%) at level 1
- 8 units (100%) at level 2 or 3

4 electives:

- 2 units (25%) at level 1
- 2 units (25%) at level 2 or 3

A complementary major consisting of:

- 2 units (25%) at level 1
- 6 units (75%) at level 2 or 3 of which 2 (25%) units must be at level 3.

The complementary major must be in a discipline offered by any of the Faculties of Business, Arts or SET. The major may be in an area such as marketing, business management, human resource management, entrepreneurship, geography, visual arts or a language.

International students will need to apply through the International Services Office [www.international.utas.edu.au](http://www.international.utas.edu.au)

English language skills will also need to be verified.

This guide is designed to summarise the options available to you, and to provide a record for your use. We hope that it will become a valuable guide to assist you through your undergraduate studies within the Bachelor of Tourism.

Please remember to bring this booklet with you whenever you are seeking course advice.

# Faculty of **Business**

## GENERAL INFORMATION

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Some units are displayed in this brochure with more than one unit code. For example:

*BMA151/251 Principles of Marketing*

*BMA207/307 Sustainable Tourism*

Students should enrol in the level of unit that matches their year of study. A first year student would enrol in *BMA151 Principles of Marketing* whereas a second year student would enrol in *BMA251 Principles of Marketing*. A third year student would choose the highest level code available for the unit, in this case *BMA251*.

The offering of each of the units referred to in this booklet may be dependent upon there being sufficient numbers enrolled at the relevant campus.

BAA321 Corporate Internship

Students who wish to enrol for this unit should contact the Corporate Internship Coordinator. See Faculty Office Information on page 12.

**Please note:** You should ensure that as far as possible you undertake the units within your major in the order in which they are listed in this booklet. This will ensure that your studies are not delayed by either the requirements for prerequisite units or by the scheduling of units.

## SPRING AND SUMMER SCHOOL

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Spring and summer school offerings are normally published on the Faculty of Business website in August each year.

[www.utas.edu.au/business](http://www.utas.edu.au/business)

Please refer to the individual school website or contact the school. (Refer back cover)

**Important note:** Students who commenced their degree prior to 2009 will note that there have been changes to the structure of the degree. Please refer to the online course and unit database for the relevant year's requirements.

<http://courses.utas.edu.au>

Where a core unit is no longer available, a substitute will be approved by the Head of School.

# Bachelor of Tourism

(Hobart & Launceston)

Required Units	Semester	Year	Campus
<b>First Year</b>			
<input type="checkbox"/> BMA104 Principles of Tourism	1	1	HL
<input type="checkbox"/> BMA106 Tourism Geography	1	1	HL
<input type="checkbox"/> 1 Level 100 Unit from Complementary major#	1 or 2	1	HL
<input type="checkbox"/> 1 Elective#	1 or 2	1	HL
<hr/>			
<input type="checkbox"/> BMA105 Tourism Practices	2	1	HL
<input type="checkbox"/> BMA109 Tourism Marketing	2	1	HL
<input type="checkbox"/> 1 Level 100 Unit from Complementary major#	1 or 2	1	HL
<input type="checkbox"/> 1 Elective#	1 or 2	1	HL
<hr/>			
<b>Second Year</b>			
<input type="checkbox"/> HTA290/390 History and Heritage	1	2	HL
<input type="checkbox"/> BMA207/307 Sustainable Tourism	1	2	HL
<input type="checkbox"/> 2 units, which may be counted towards complementary major and/or elective(s)#	1 or 2	2 or 3	HL
<hr/>			
<input type="checkbox"/> BMA209/309 International Issues in Tourism	2	2	HL
<input type="checkbox"/> BMA205 Business Research Methods	2	2	HL
<input type="checkbox"/> 2 units, which may be counted towards complementary major and/or elective(s)#	1 or 2	2 or 3	HL
<hr/>			
<b>Third Year</b>			
<input type="checkbox"/> BMA210/310 Interpretation for Tourism	1	3	HL
<input type="checkbox"/> BMA311 Destination Management	2	3	HL
<input type="checkbox"/> 2 units, which may be counted towards complementary major and/or elective(s)#	1 or 2	2 or 3	HL

Required Units	Semester	Year	Campus
Plus EITHER			
<input type="checkbox"/> BMA312 Tourism Project (25% pts)	1	3	HL
OR			
<input type="checkbox"/> BAA321 Corporate Internship (25% pts)*	1	3	HLW
<input type="checkbox"/> 2 units, which may be counted towards complementary major and/or elective(s)#	1 or 2	2 or 3	HL

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\* To enrol for this unit students should contact the Corporate Internship Coordinator. See Faculty Information page 12.

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# Students should refer to page 2 (Introduction) for the course structure and to the course and unit database on the web. <http://courses.utas.edu.au>

H=Hobart, L=Launceston, W=Cradle Coast

# Business Management Major (BMT)

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## First Year (Level 100) Units

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- BMA101 Introduction to Management
- BMA121 Management of Human Resources

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## Second/Third Year (Level 200/300) Units

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- BMA201 Organisational Behaviour
  - BMA211 Business Communication
  - BMA251 Principles of Marketing
  - BMA224/BMA324 Human Resource Development **OR**
  - BMA325 Human Resource Management in the Service Industries
  - BMA255 Marketing Communications **OR**
  - BMA258 Services Marketing
  - BMA302 Strategic Management
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# Human Resource Management Major (**HRM**)

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## First Year (Level 100) Units

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- BMA101 Introduction to Management
- BMA121 Management of Human Resources

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## Second/Third Year (Level 200/300) Units

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### Core Units

- BMA201 Organisational Behaviour
- BMA211 Business Communication
- BMA241 Workplace Relations
- BMA224/BMA324 Human Resource Development
- BMA325 Human Resource Management in the Service Industries
- BMA381 International Human Resource Management

Under certain circumstances, a core HRM unit may be replaced by one of the following nominated electives:

- BMA302 Strategic Management
- BMA205 Business Research Methods **OR**
- BFA281 Financial Management
- BMA291/391 Managerial Social Responsibility
- BMA330 Strategic Issues in Human Resource Management
- BMA313 Advanced Employee Relations

# Marketing Major (**MRK**)

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## First Year (Level 100) Units

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- BMA101 Introduction to Management
- BMA151 Principles of Marketing

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## Second/Third Year (Level 200/300) Units

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### Core Units

- BMA255 Marketing Communications
- BMA258 Services Marketing
- BMA205 Business Research Methods
- BMA252 Consumer Behaviour
- BMA351 Marketing Management
- BMA282/382 International Marketing

Under certain circumstances, a core MRK unit may be replaced by one of the following nominated electives:

- BFA281 Financial Management
- BMA291/BMA391 Managerial Social Responsibility

## Pre-requisites for Accounting & Corporate Governance Units

Students who have previously failed units must seek advice regarding their future enrolment

Unit	Pre-requisites
BFA103 Accounting & Financial Decision Making	
BFA104 - Accounting Context & Methods	BFA103
BFA141 - Commercial Transactions	
BFA181/281 - Financial Management	BFA103 & BSA101/KXI101
BFA201 - Financial Accounting	BFA104
BFA202 - Government Regulation of International Business	BFA141 & BMA181/281
BFA206 - Globalisation & Accountability	BFA103
BFA207/307 - Social & Environmental Accounting	1st year of any degree course
BFA209 - Corporate Reporting & Disclosure	BFA103
BFA211/311 - Corporate Governance	BFA141
BFA221 - Accounting Information Systems	BFA104 & BSA101/KXI101
BFA241/341 - Corporate Regulation & Accountability	BFA141
BFA261 - Management Accounting	BFA103 & BEA140
BFA301 - Advanced Financial Accounting	BFA201
BFA302 - Accounting Theory	BFA201
BFA303 - Auditing	BFA201 & BFA221
BFA305 - Financial Planning	BFA181/281
BFA306 - Public Sector Resource Management	BFA103
BFA347 - Regulatory Compliance	BFA141
BFA366 - Organisational Risk Management	BFA103
BFA391 - Taxation	BFA141 & BFA104

## Pre-requisites for Australian Maritime College Units

Students who have previously failed units must seek advice regarding their future enrolment

<b>Unit</b>	<b>Pre-requisites</b>
JNB127 - Business Communication	
JNB130 - Commercial Shipping	
JNB216 - International Transport Systems	
JNB219 - Principles of Management	
JNB220 - Introduction to Services Marketing	
JNB221 - International Business	
JNB222 - Statistics	
JNB224 - Exporting & Importing	
JNB225 - Logistics	
JNB324 - Human Resource Management	
JNB325 - Ports & Terminals Management	
JNB330 - Supply Chain Management	JNB225 or KXI204
JNB331 - Business Research	JNB222
JNB414 - Strategic Management	BMA101 or JNB219
JNB415 - Maritime & Logistics Management Project	JNB331 or BMA205

## Pre-requisites for Economics & Finance Units

Students who have previously failed units must seek advice regarding their future enrolment

Unit	Pre-requisites
BEA110 - Economics for Business	
BEA130 - Foundations of Economic Policy	BEA110
BEA140 - Quantitative Methods 1	UPP090 or BEA109 or equivalent Maths
BEA200 - Intermediate Microeconomics	BEA110
BEA202 - International Economics	BEA110
BEA210 - Australian Political Economy	
BEA220 - Intermediate Macroeconomics	BEA110
BEA235 - Thinking Strategically: The Competitive Edge	
BEA240 - Quantitative Economic Analysis	
BEA241/341 - Research Methods for Finance	BEA140 & BFA181/281
BEA242 - Introduction to Econometrics	BEA140
BEA286 - Investment Analysis	BFA181/281 & BEA140
BEA300 - Microeconomic Theory & Policy	BEA200 & BEA240
BEA301 - Environmental & Resource Economics	BEA110
BEA302 - Economics, Management & Organisation	BEA110
BEA305 - Industrial Organisation	BEA110 & BEA130
BEA306 - Economics of Human Resources	BEA110
BEA320 - Macroeconomic Theory & Policy	BEA200, BEA220 & BEA240
BEA321 - Banking & Financial Institutions	BEA110
BEA325 - Prices & Profits	BEA110
BEA342 - Econometrics	BEA140 & BEA241/341 or BEA242
BEA343 - Corporate Finance	BEA286
BEA380 - Derivative Securities	BEA140 & BEA286
BEA384 - International Finance	BFA181/281 & BEA140

## Pre-requisites for Information Systems Units

Students who have previously failed units must seek advice regarding their future enrolment

<b>Unit</b>	<b>Pre-requisites</b>
KXI101 - Business Information Systems	
KXX131 - Data Management	
KXI104 - Business Programming	
KXI201 - Systems Analysis & Design	BSA101/KXI101
KXI203 - Information Management	BSA102 or KXI102
KXI204 - Business Logistics	BSA101/KXI101
KXI206 - Database Management Systems	BSA102/KXI102
KXX132 - Web Management	BSA102/KXI102
KXX231 - ICT Project Management	2 Level 100 Units
KXX332 - ICT Project B	KXX331
KXI303 - IS Strategic Planning & Management	BSA203/KXI203
KXI304 - Decision Support Systems	BSA201/KXI201
KXX331 - ICT Project A	KXI212
KXI308 - Enterprise Systems Concepts & Applications	BSA101/KXI101
KXI212 - Systems Analysis & Modelling	1 Level 100 IS or Computing Unit
KXI312 - Business Logistics	KXI101/BSA101
KXI313 - Database Administration	KXI206/BSA206
KXI221 - Requirements Analysis & Modelling	1 Level 100 IS or Computing Unit
KXI222 - Business & Information Analysis	2 Level 100 Units
KXI223 - Systems Acquisition & Implementation Management	2 Level 100 Units
KXI321 - Information Systems Management	KXI222

## Pre-requisites for Management Units

Students who have previously failed units must seek advice regarding their future enrolment

<b>Unit</b>	<b>Pre-requisites</b>
BMA101 - Introduction to Management	
BMA104 - Principles of Tourism	
BMA105 - Tourism Practices	
BMA106 - Tourism Geography	
BMA109 - Tourism Marketing	
BMA121/221 - Management of Human Resources	BMA101 (co-req)
BMA151/251 - Principles of Marketing	BMA101 (co-req)
BMA181/281 - Introduction to International Business	BMA101 (co-req)
BMA201 - Organisational Behaviour	BMA101
BMA204 - Foundations of Entrepreneurship	
BMA205 - Business Research Methods	100% of level 100 for relevant degree
BMA207/307 - Sustainable Tourism	BMA104 & BMA105 for BTour or 1st year for others
BMA209/309 - International Issues in Tourism	BMA104 & BMA105 for BTour or 1st year for others
BMA210/310 - Interpretation for Tourism	BMA104 & BMA105 for BTour or 1st year for others
BMA211 - Business Communication	BMA101
BMA212 - Business in & with Europe	BMA101 & BMA181/281
BMA213 Entrepreneurship & Creativity	
BMA224/324 - Human Resource Development	BMA101 & BMA121/221
BMA241 - Workplace Relations	BMA101 & BMA121/221
BMA252 - Consumer Behaviour	BMA101 & BMA151/251
BMA255 - Marketing Communications	BMA101 & BMA151/251

<b>Unit</b>	<b>Pre-requisites</b>
BMA258/358 - Services Marketing	BMA101 & BMA151/251
BMA282/382 - International Marketing	BMA101 & BMA151/251 or BMA181/281
BMA285/385 - Managing Business in the Asia Pacific	BMA101 & BMA181/281
BMA291/391 - Managerial Social Responsibility	BMA101 & relevant elective core unit for BBus or 2 level 200 units in other degrees
BMA302 - Strategic Management	BMA101, 1 elective core unit & 4 level 200 units
BMA311 - Destination Management	BMA207/307
BMA312 - Tourism Project	200% of BTour including BMA205
BMA313 - Advanced Employee Relations	BMA101, BMA121/221 & BMA241
BMA325 - Human Resource Management in the Services Industries	BMA101 & BMA121/221
BMA326 - Entrepreneurship & Innovation	BMA204
BMA330 - Strategic Issues in Human Resource Management	BMA101, BMA121/221 + 2 level 200 HRM major units
BMA333 - Project Evaluation & Planning	BMA326
BMA351 - Marketing Management	BMA101, BMA151/251 + 2 level 200 MRK major units
BMA381 - International Human Resource Management	BMA101 & BMA121/221

# Faculty Office Information

*QUESTIONS? You should contact the relevant faculty officer (listed below) with any queries you have regarding your majors and unit structures.*

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## Faculty Officers:

Alison Nowak (H) (03) 6226 2370

Alison.Nowak@utas.edu.au

- undergraduate enrolment advice
- undergraduate enrolment variations
- cross-institutional study

Sue Pastre (H) (03) 6226 2269

Susan.Pastre@utas.edu.au

- undergraduate admissions
- credit/advanced standing

Laura How (L) (03) 6324 3330/3088

Laura.How@utas.edu.au

- Launceston students only
- general undergraduate enrolment enquiries
- cross-institutional study
- general undergraduate international student enrolment enquiries

Kira White (H) (03) 6226 1934

Kira.White@utas.edu.au

- Manager, Academic Administration

## Corporate Internship Coordinator

Ingrid Apsitis (L) 6324 3278

Ingrid.Apsitis@utas.edu.au

Corporate.Internship@utas.edu.au

## Student Advisor (Transition Support Service)

Dr Jane Rienks (H) (03) 6226 1916

Jane.Rienks@utas.edu.au

Tanya Ferres (L) (03) 6324 3312

Tanya.Ferres@utas.edu.au

- General advice, support and assistance

## Course **Coordinator**

Alison Dunn (H) (03) 6226 1914

Alison.Dunn@utas.edu.au

## Coordinator **in Launceston**

Dirk Reiser (L) (03) 6324 3928

Dirk.Reiser@utas.edu.au

Please refer to page 2 (Introduction) and to the relevant Faculty concerning the complementary major.

## Other Major Coordinators **in the Faculty of Business**

### **Accounting (ACC)**

Debbie Wills (H) (03) 6226 7591

Debbie.Wills@utas.edu.au

Sally Chaplin (L) (03) 6324 3697

Sally.Chaplin@utas.edu.au

### **Business Economics (BEC)**

Hugh Sibly (H) (03) 6226 2825

High.Sibly@utas.edu.au

### **Business Logistics (LOG)**

Tommy Wong (H) (03) 6226 2849

Tommy.Wong@utas.edu.au

### **Business Management (BMT)**

Wayne O'Donohue (H) (03) 6226 1713

Wayne.ODonohue@utas.edu.au

Graeme Tonks (L) (03) 6324 3498

Graeme.Tonks@utas.edu.au

### **Corporate Governance (CGO)**

David Kronenberg (H) (03) 6226 2714

David.Kronenberg@utas.edu.au

### **Entrepreneurship (CET)**

Colin Jones (H) (03) 6226 2826

Colin.Jones@utas.edu.au

### **Finance (FIN)**

Jeyasreedharan Nagaratnam (H) (03) 6226 7671

nj.sreedharan@utas.edu.au

### **Human Resource Management (HRM)**

Simon Fishwick (H) (03) 6226 1768

Simon.Fishwick@utas.edu.au

Graeme Tonks (L) (03) 6324 3498

Graeme.Tonks@utas.edu.au

### **Information Systems**

Ying Chen (H) (03) 6226 6213

Ying.Chen@utas.edu.au

Bill Morgan (L) (03) 6324 3411

Bill.Morgan@utas.edu.au

### **International Business (IBM)**

Fan Liang (H) (03) 6226 1710

Fan.Liang@utas.edu.au

### **Marketing (MRK)**

Stuart Crispin (H) (03) 6324 3140

Stuart.Crispin@utas.edu.au

### **Organisational Management (ORM)**

Peter Dixon (L) 6324 3329

Peter.Dixon@utas.edu.au

\* The School of Information Systems is now part of the Faculty of Science, Engineering and Technology

# Notes

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# Notes

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# Notes

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# Faculty of **Business**

Faculty of Business  
University of Tasmania  
Private Bag 84  
Hobart Tasmania  
AUSTRALIA 7001

1800 030 955  
Enquiries@business.utas.edu.au  
www.utas.edu.au/business

School of Accounting & Corporate Governance  
Hobart (03) 6226 7804 or 2266

School of Economics & Finance  
Hobart (03) 6226 7672

School of Management  
Hobart (03) 6226 7686  
Launceston (03) 6324 3014

# Faculty of **Science, Engineering & Technology**

School of Information Systems  
Hobart (03) 6226 6200  
1800 687 120

# International Student **Admission Enquiries**

International.Admissions@utas.edu.au  
Hobart (03) 6226 2706  
Launceston (03) 6324 3503