



Faculty of **Business**

Bachelor of Business Administration (Tourism Management)

This is an articulated degree that requires the completion of the Drysdale Institute of TAFE Advanced Diploma in Hospitality Management or equivalent as a prerequisite. It builds on the Advanced Diploma to produce graduates with a sound knowledge of the fundamental principles and concepts of management, a familiarity with significant literature in the field and the ability to review, consolidate, extend and apply the knowledge and techniques to the tourism management sector.

Introduction

It seeks to produce graduates with knowledge, skills and understanding of best practice in tourism management, and the value of research, critical thinking and effective communication. Graduates develop professional skills in such areas as interpersonal communication, services management, working in teams, report writing and problem-solving techniques.

Articulation

Applicants who have completed the Drysdale Institute of TAFE Advanced Diploma of Tourism will be granted credit for fourteen units (6 core first year units and 8 specialised units) towards the Bachelor of Business Administration (Tourism Management) degree. Candidates with an equivalent award will also be considered on an individual basis and, following the advice from the course coordinator, may be granted credit.

Course Structure

The Bachelor of Business Administration in Tourism Management in 2007 consists of 16 specified core units and 8 specialised tourism units. There are no elective units. There will be variations in 2008 due to some units being offered in different semesters.

Location

Hobart and Launceston

Year 1

Semester 1

At Drysdale Institute of TAFE

Semester 2

At Drysdale Institute of TAFE

Year 2

Semester 1

At Drysdale Institute of TAFE

Semester 2

At Drysdale Institute of TAFE

Summer School

Semester 3

BMA221 Management of Human Resources

BMA251 Principles of Marketing

Year 3

Semester 1

BMA211 Business Communication

BMA255 Marketing Communications

BMA258 Services Marketing

BMA325 HRM in Service Industries

Semester 2

BMA241 Workplace Relations

BMA252 Consumer Behaviour

BMA302 Strategic Management

BMA382 International Marketing

Careers

Tourism has grown to be one of the most important industries in Tasmania and a key part of Tasmania's service industry which is an increasing employer of graduates. Graduates have obtained professional positions in areas of tourism and hospitality management, tourist information and advisory organisations, the public sector as well as more general marketing and management positions.