

BUSM 3070 STRATEGIC SPORT LEADERSHIP

Credit Points 10

Legacy Code 200998

Coordinator Dr Michelle O'Shea ([https://directory.westernsydney.edu.au/search/name/Dr Michelle OShea/](https://directory.westernsydney.edu.au/search/name/Dr%20Michelle%20OShea/))

Description In contemporary sport environments, sport practitioners require an in-depth understanding of strategic leadership processes and practices. In order to respond to sport's ongoing professionalisation, globalisation, demographic changes and emerging consumer needs, sport managers and government policy makers require knowledge and skills which will allow them to successfully manage these changes. Students will develop knowledge and skills in areas such as policy development and strategic planning, executive leadership and change management processes and practices. The unit content will be applied across diverse sport environments including high performance sport in not-for profit contexts and community sport with a focus on sport for development. Students will apply their strategic leadership knowledge and skills by formulating a policy or related initiative for a sport agency or organisation.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects LGYA 4491 - Sport Management Planning and Development

SPRT 3016 - Sport Management Planning and Development

Assumed Knowledge

An introductory level of knowledge in sport management.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate a comprehension of the range of political, philosophical and economic rationales for government involvement in the development of sport;
2. Critically evaluate and develop sport organisation policy, considering strategic management theories, principles and processes in context;
3. Analyse internal and external ethical, environmental, stakeholder, legislative and technological issues shaping strategic management in sport organisations and policy contexts;
4. Evaluate current sport organisation/agency strategic management processes, practices and policy implementation;
5. Apply strategic management principles in sport organisations and to the development of sport/ development through sport.

Subject Content

- strategic management theories and principles and their implementation/practice in sport organisation/agency and policy contexts

- external and Internal Ethical, environmental, Stakeholder, Legislative and technological Issues that impact on strategic analysis
- planning in A variety of sport Organisations/agencies i.e in The private and public sector
- practical development and implementation of sport strategies in Domestic, international organisational/agency and policy contexts
- business planning and Entrepreneurship in sport

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Critical Review	1,500 words	30	N	Individual
Report	2,500 words	30	N	Group
Final Exam	2 hours	40	N	Individual

Prescribed Texts

- Leach, R., Robson, S., Simpson, K. and Tucker, L. eds., (Latest edition). Strategic Sport Development. Routledge.

Teaching Periods

Autumn Campbelltown

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3070_22-AUT_CA_D#subjects)

Online

Online

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Parramatta City - Macquarie St

Day

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