SPORT MANAGEMENT, **TESTAMUR MAJOR (T045)**

Western Sydney University Major Code: T045

Previous Code: MT2036.1

Available to students in other Western Sydney University programs? No

The Sport Management major is designed for people who seek careers in Australian and international Sport management. Specialist subjects provide students with a capacity to understand and function within the increasingly dedicated context in which sport is played, organised and managed. Students who complete this major will be equipped with the skills and knowledge to manage sport experiences pertaining to globalisation and emerging contemporary issues in sport. Graduates find career employment at all levels of government as well as within the private sector for both commercial and non-commercial organisations. Positions include project management of facilities and events, management and coordination of leisure, sport and civic event departments, sport marketing, player management and sport public relations, elite sport development, sport and leisure programming.

Mode

Internal

Location

Parramatta City

Street

Campus-Macquarie

Campbelltown Campus Internal

Campus

Subject	Title	Credit Points
BUSM 3006	Design Thinking for Creativity	10
SPRT 3014	Sport Management Applied Project	10
MATH 1030	Statistics for Business	10
BUSM 2040	The Service Enterprise	10
Total Credit Po	ints	40

Equivalent Subjects

The subject listed below counts towards completion of this major for students who passed this subject in 2020 or earlier.

BUSM 3068 Sport and Society, replaced by BUSM 2045 Sport and Society

Replaced Subjects

The subjects listed below counts towards completion of this major for students who passed these subject in 2022 or earlier.

BUSM 2045 Sport and Society, replaced by BUSM 2048 Sports Marketing from 2023.

BUSM 3053 Our Sporting Future, replaced by BUSM 3083 Global Sports Management from 2023.

BUSM 3064 Service Industry Analytics, replaced by MKTG 1011 Fundamentals of Marketing Analytics from 2023.

Recommended Sequence

Title

Advice (https:// If you commenced in 2023 or later please refer to the Sequence 2023 directory.westernsydney.edu.au/ tab for details.

business.courses@westerneydineyediney) the award of Bachelor of Business with a major in Sport Management requires the successful completion of 240 credit points as per the recommended sequence below. directory.westernsydney.edu.au/

> Credit Points

Full-time start-year intake

business.courses@westerneydney.edu.au) Major Structure

Advice

Program Advice (https://

Program

search/email/

Advice (https://

search/email/

If you commenced in 2023 or later please refer to the Structure 2023 tab for details.

Qualification for this major requires the successful completion of 80 credit points including all of the core subjects listed below.

Core Subjects for this Major

Subject	Title	Credit Points
BUSM 3008	Developing Sport Professionals	10
BUSM 3053	Our Sporting Future	10
BUSM 3064	Service Industry Analytics	10
BUSM 3065	Special Event Management	10
BUSM 2045	Sport and Society	10
BUSM 2037	Sport Entertainment	10
BUSM 3070	Strategic Sport Leadership	10
BUSM 1031	The World of Sport Business	10
Total Credit Poi	nts	80

Professional Subjects for Careers in Markets

Students undertaking the Sport Management major are advised to take the following four subjects to satisfy the requirements for their professional core:

Year 1		
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1008	Enterprise Leadership	10
BUSM 1031	The World of Sport Business	10
MATH 1030	Statistics for Business	10
	Credit Points	40
Spring session		
BUSM 1010	Financing Enterprises	10
LAWS 1001	Enterprise Law	10
BUSM 2037	Sport Entertainment	10
Select one elective		10
	Credit Points	40
Year 2	Credit Points	40
Year 2 Autumn session	Credit Points	40
	Credit Points The Service Enterprise	40 10
Autumn session		
Autumn session BUSM 2040	The Service Enterprise	10
Autumn session BUSM 2040 BUSM 2045	The Service Enterprise Sport and Society	10 10
Autumn session BUSM 2040 BUSM 2045 BUSM 3065	The Service Enterprise Sport and Society	10 10 10
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Autumn session BUSM 2040 BUSM 2045 BUSM 3065 Select one elective	The Service Enterprise Sport and Society Special Event Management	10 10 10 10

Select two electives		20
	Credit Points	40
Year 3		
Autumn session		
BUSM 3070	Strategic Sport Leadership	10
BUSM 3064	Service Industry Analytics	10
Select two electives		20
	Credit Points	40
Spring session		
BUSM 3053	Our Sporting Future	10
SPRT 3014	Sport Management Applied Project (Enterprise Engaged Subject)	10
Select two electives		20
	Credit Points	40
	Total Credit Points	240

Part-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10
LAWS 1001	Enterprise Law	10
	Credit Points	20
Spring session		
BUSM 1010	Financing Enterprises	10
BUSM 1008	Enterprise Leadership	10
	Credit Points	20
Year 2		
Autumn session		
BUSM 1031	The World of Sport Business	10
MATH 1030	Statistics for Business	10
	Credit Points	20
Spring session		
BUSM 2037	Sport Entertainment	10
Select one elective		10
	Credit Points	20
Year 3		
Autumn session		
BUSM 2040	The Service Enterprise	10
BUSM 2045	Sport and Society	10
	Credit Points	20
Spring session		
Select two electives		20
	Credit Points	20
Year 4		
Autumn session		
BUSM 3065	Special Event Management	10
Select one elective		10
	Credit Points	20
Spring session		
BUSM 3006	Design Thinking for Creativity	10
Select one elective		10
	Credit Points	20

Year 5

Autumn session		
BUSM 3070	Strategic Sport Leadership	10
Select one elective		10
	Credit Points	20
Spring session		
BUSM 3008	Developing Sport Professionals	10
Select one elective		10
	Credit Points	20
Year 6		
Autumn session		
BUSM 3064	Service Industry Analytics	10
Select one elective		10
	Credit Points	20
Spring session		
BUSM 3053	Our Sporting Future	10
SPRT 3014	Sport Management Applied Project	10
	(Enterprise Engaged Subject)	
	Credit Points	20
	Total Credit Points	240

Major Structure

This major structure applies to students who commenced in 2023 or later. If you commenced prior to 2023 please refer to the Structure 2022 tab for details.

Qualification for this major requires the successful completion of 80 credit points including all of the core subjects listed below.

Core Subjects for this Major

Subject	Title	Credit Points
BUSM 2037	Sport Entertainment	10
BUSM 1031	The World of Sport Business	10
BUSM 3008	Developing Sport Professionals	10
MKTG 1011	Fundamentals of Marketing Analytics	10
BUSM 3065	Special Event Management	10
BUSM 3070	Strategic Sport Leadership	10
BUSM 2048	Sports Marketing	10
BUSM 3083	Global Sports Management	10
Total Credit Poir	nts	80

Professional Subjects for Careers in Markets

Students undertaking the Sport Management major are advised to take the following four subjects to satisfy the requirements for their professional core:

Subject	Title	Credit Points
BUSM 2040	The Service Enterprise	10
MATH 1030	Statistics for Business	10
BUSM 3006	Design Thinking for Creativity	10
SPRT 3014	Sport Management Applied Project (Enterprise Engaged subject)	e 10

Recommended Sequence

This major sequence applies to students who commenced in 2023 or later. If you commenced prior to 2023 please refer to the Sequence 2022 tab for details.

Qualification for the award of Bachelor of Business with a major in Sport Management requires the successful completion of 240 credit points as per the recommended sequence below.

Full-time start-year intake

Full-time start-	year intake	
Course	Title	Credit Points
Year 1		Fonts
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1008	Enterprise Leadership	10
BUSM 1031	The World of Sport Business	10
MATH 1030	Statistics for Business	10
	Credit Points	40
Spring session		
BUSM 1010	Financing Enterprises	10
LAWS 1001	Enterprise Law	10
BUSM 2037	Sport Entertainment	10
MKTG 1011	Fundamentals of Marketing Analytics	10
	Credit Points	40
Year 2		
Autumn session		
BUSM 2040	The Service Enterprise	10
BUSM 2048	Sports Marketing	10
Select two electives		20
	Credit Points	40
Spring session		
BUSM 3008	Developing Sport Professionals	10
BUSM 3006	Design Thinking for Creativity	10
Select two electives		20
	Credit Points	40
Year 3		
Autumn session		
BUSM 3070	Strategic Sport Leadership	10
BUSM 3065	Special Event Management	10
Select two electives		20
	Credit Points	40
Spring session		
BUSM 3083	Global Sports Management	10
SPRT 3014	Sport Management Applied Project	10
	(Enterprise Engaged Subject)	
Select two electives		20
	Credit Points	40
	Total Credit Points	240
Part-time start-	year intake	
Course	Title	Credit
		Points
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 Year 1

 Autumn session

 BUSM 1006

 Enterprise Innovation and Markets

Credit Points20Spring sessionFinancing Enterprises10BUSM 1008Enterprise Leadership10Credit Points20Year 2Autumn session10MATH 1030Statistics for Business10MATH 1030Statistics for Business10MKTG 1011Fundamentals of Marketing Analytics10MKTG 1011Fundamentals of Marketing Analytics10BUSM 2040The Service Enterprise10BUSM 2040The Service Enterprise10BUSM 2048Sports Marketing10Select two electives20Spring session20Select two electives20Select two electives20Credit Points20Select one elective10Select one			
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Credit Points 20	DUOM COOO		
	RO2W 3083		10
Total Credit Points 240			20
		Total Credit Points	240

Related Programs

10

Bachelor of Arts/Bachelor of Business (1818) (https:// hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelorarts-bachelor-business/) Bachelor of Business (2786) (https://hbook.westernsydney.edu.au/ archives/2022-2023/programs/bachelor-business/)

Bachelor of Business/Bachelor of Laws (2788) (https:// hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelorbusiness-bachelor-laws/)

Bachelor of Communication/Bachelor of Business (1819) (https:// hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelorcommunication-bachelor-business/)

Bachelor of Engineering (Honours)/Bachelor of Business (3728) (https://hbook.westernsydney.edu.au/archives/2022-2023/programs/ bachelor-engineering-honours-bachelor-business/)

Bachelor of Information Systems Advanced/Bachelor of Business (3745) (https://hbook.westernsydney.edu.au/archives/2022-2023/ programs/bachelor-information-systems-advanced-bachelor-business/)

Bachelor of Information Systems/Bachelor of Business (3744) (https:// hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelorinformation-systems-bachelor-business/)

Bachelor of Information and Communications Technology/ Bachelor of Business (3737) (https://hbook.westernsydney.edu.au/ archives/2022-2023/programs/bachelor-information-communicationstechnology-bachelor-business/)

Bachelor of International Studies/Bachelor of Business (1820) (https:// hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelorinternational-studies-bachelor-business/)

Bachelor of Science/Bachelor of Business (4748) (https:// hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelorscience-bachelor-business/)

Diploma in Business/Bachelor of Business (6037) (https:// hbook.westernsydney.edu.au/archives/2022-2023/programs/diplomabusiness-bachelor-business/)