# 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.

### Location

Campus	Mode	Advice	Tandamentale of marketing finally too from 2020.	
Campbelltown Cam	pus Internal	ocaron, critain,	Recommended Sequence 2022  If you commenced in 2023 or later please refer to the Sequence 2023 tab for details.  terrecommended Sequence 2023  tab for details.	
Parramatta City Campus-Macquarie Street	Internal	Program Advice (https:// directory.westernsydney search/email/ business.courses@west	Sport Management requires the successful completion of 240 credit points as per the recommended sequence below. y.edu.au/ Full-time start-year intake	it

### **Major Structure 2022**

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	<b>Developing Sport Professionals</b>	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 Po	ints	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 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 Points		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.

		Points
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		
Autumn session		
BUSM 2040	The Service Enterprise	10
BUSM 2045	Sport and Society	10
BUSM 3065	Special Event Management	10
Select one elective		10
	Credit Points	40
Spring session		
BUSM 3008	Developing Sport Professionals	10
BUSM 3006	Design Thinking for Creativity	10

Credit Points			
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 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           Vear 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 1031         The World of Sport Business         10           Credit Points         20           Spring session           BUSM 2037         Sport Entertainment         10	Select two electives		20
Autumn session         BUSM 3070         Strategic Sport Leadership         10           BUSM 3064         Service Industry Analytics         10           Select two electives         20           Credit Points         40           Spring session         10           BUSM 3053         Our Sporting Future         10           SPRT 3014         Sport Management Applied Project (Enterprise Engaged Subject)         10           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 1031         The World of Sport Business         10           MATH 1030         Statistics for Business         10           MATH 1030         Statistics for Business         10           BUSM 2037         Sport Entertainment	Varia 2	Credit Points	40
BUSM 3070   Strategic Sport Leadership   10   BUSM 3064   Service Industry Analytics   10   Select two electives   220   Credit Points   40   Spring session   BUSM 3053   Our Sporting Future   10   SPRT 3014   Sport Management Applied Project (Enterprise Engaged Subject)   Select two electives   20   Credit Points   40   Total Credit Points   240    Part-time start-year intake   Course   Title   Credit Points   Vear 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   Spring session   BUSM 1031   The World of Sport Business   10   MATH 1030   Statistics for 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   Spring 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   Spring session   BUSM 2045   Sport and Society   10   Credit Points   20   Spring session   BUSM 3065   Special Event Management   10   Select one elective   10   Credit Points   20   Spring 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   Spring session			
BUSM 3064   Service Industry Analytics   20		Stratagia Sport Landarchia	10
Select two electives		· ·	
Credit Points		Service industry Analytics	
Spring session	Select two electives	Credit Points	
BUSM 3053	Spring session	Credit Funts	40
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         10           BUSM 1006         Enterprise Innovation and Markets         10           LAWS 1001         Enterprise Law         10           Credit Points         20           Spring session         10           BUSM 1010         Financing Enterprises         10           BUSM 1008         Enterprise Leadership         10           Credit Points         20           Year 2         Autumn session         10           BUSM 1031         The World of Sport Business         10           MATH 1030         Statistics for Business         10           MATH 1030         Statistics for Business         10           Credit Points         20           Spring session         20           BUSM 2037         Sport Entertainment         10           BUSM 2040         The Service Enterprise         10		Our Sporting Future	10
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BUSM 2045         Sport and Society         10           Credit Points         20           Spring session         20           Credit Points         20           Year 4         Autumn session           BUSM 3065         Special Event Management         10           Select one elective         10           Credit Points         20           Spring session         20           BUSM 3006         Design Thinking for Creativity         10           Select one elective         10	Autumn session		
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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	Spring session		
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Spring session BUSM 3006 Design Thinking for Creativity 10 Select one elective 10	Select one elective		10
BUSM 3006 Design Thinking for Creativity 10 Select one elective 10		Credit Points	20
Select one elective 10	Spring session		
	BUSM 3006	Design Thinking for Creativity	10
Credit Points 20	Select one elective		10
		Credit Points	20

### Year 5 Autumn session

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

## **Major Structure 2023**

This major structure applies to students who commenced in 2023 or later. If you commenced in 2018 to 2022 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 Points		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)	10

## **Recommended Sequence 2023**

This major sequence applies to students who commenced in 2023 or later. If you commenced in 2018 to 2022 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

Course	Title	Credit Points
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
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
Year 1		
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10

LAWS 1001	Entermise Levi	10
LAWS 1001	Enterprise Law  Credit Points	10
0	Credit Points	20
Spring session	e	10
BUSM 1010	Financing Enterprises	10
BUSM 1008	Enterprise Leadership	10
	Credit Points	20
Year 2		
Autumn session	TI W II (0	10
BUSM 1031	The World of Sport Business	10
MATH 1030	Statistics for Business	10
	Credit Points	20
Spring session		
BUSM 2037	Sport Entertainment	10
MKTG 1011	Fundamentals of Marketing Analytics	10
	Credit Points	20
Year 3		
Autumn session		
BUSM 2040	The Service Enterprise	10
BUSM 2048	Sports Marketing	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		
Select two electives		20
	Credit Points	20
Spring session		
SPRT 3014	Sport Management Applied Project	10
	(Enterprise Engaged Subject)	
BUSM 3083	Global Sports Management	10
	Credit Points	20
	Total Credit Points	240

### **Related Programs**

Bachelor of Arts/Bachelor of Business (1818) (https://hbook.westernsydney.edu.au/programs/bachelor-arts-bachelor-business/)

#### 4 Sport Management, Testamur Major (T045)

Bachelor of Business (2786) (https://hbook.westernsydney.edu.au/programs/bachelor-business/)

Bachelor of Business/Bachelor of Laws (2788) (https://hbook.westernsydney.edu.au/programs/bachelor-business-bachelor-laws/)

Bachelor of Communication/Bachelor of Business (1819) (https://hbook.westernsydney.edu.au/programs/bachelor-communication-bachelor-business/)

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

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

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

Bachelor of Information and Communications Technology/Bachelor of Business (3737) (https://hbook.westernsydney.edu.au/programs/bachelor-information-communications-technology-bachelor-business/) Bachelor of International Studies/Bachelor of Business (1820) (https://hbook.westernsydney.edu.au/programs/bachelor-international-studies-

Bachelor of Science/Bachelor of Business (4748) (https://hbook.westernsydney.edu.au/programs/bachelor-science-bachelor-business/)

bachelor-business/)

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