

BUSM 1031 THE WORLD OF SPORT BUSINESS

Credit Points 10

Legacy Code 201000

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 The World of Sport Business offers students a contemporary view of sport organisations which are uniquely situated within fluid and emergent social, cultural and political environments and necessitate unique/different managerial approaches. Students will explore key issues within the domestic and international sport management field including, but not limited to, sport professionalisation and commodification, globalisation and sport for development. Students will be introduced to sport leadership theories and practice, sport and its management as a context for ethical analysis, and approaches to sport marketing and promotions in the contemporary sport business context.

School Business

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 1 subject

Equivalent Subjects BUSM 1032 - The World of Sport Management
LGYA 7212 - Sport Management 1
LGYA 4804 - Introduction to Sport Management

Learning Outcomes

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

1. Identify and discuss the unique/special features of sport management;
2. Conceptualise sport and sport management organisations in their broader social, cultural and political environments;
3. Demonstrate a comprehension of the three sectors of sport (public, non-profit and professional);
4. Develop individual management and leadership skills in the sport context.

Subject Content

- Challenges and developments shaping sport managerial policy and practice [social, cultural and political]
- professional/commercial sport-ownership Structures, finance, outcomes and effects
- Sport managerial leadership theories and practice in contemporary sport contexts [on and off the sport field]
- change management processes and practices
- diversity and equity in sport Organisations

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	35	N	Individual
Simulation	2,500 words	30	N	Group
Final Exam	2 hours	35	Y	Individual

Prescribed Texts

- Hoye, R., Smith, A.C., Nicholson, M. and Stewart, B., 2015. Sport management: principles and applications. Routledge.

Teaching Periods

2022 Semester 1

Campbelltown

Day

Subject Contact Dr Michelle O'Shea ([https://directory.westernsydney.edu.au/search/name/Dr Michelle O'Shea\)](https://directory.westernsydney.edu.au/search/name/Dr%20Michelle%20O%27%27Shea/))

View timetable (https://classregistration.westernsydney.edu.au/event/timetable/?subject_code=BUSM1031_22-AUT_CA_D#subjects)

Online

Online

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Parramatta City - Macquarie St

Day

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