

# BUSM 1047 THE WORLD OF SPORT BUSINESS (WSTC)

**Credit Points** 10

**Coordinator** Abdullah Al Abed ([https://directory.westernsydney.edu.au/search/name/Abdullah Al Abed/](https://directory.westernsydney.edu.au/search/name/Abdullah%20Al%20Abed/))

**Description** The World of Sport Business provides students with an entry to sport and its professional organisation and management. Sport organisations are uniquely situated within fluid and emergent social, cultural and political environments and necessitate unique/different managerial approaches which students begin to critically explore. Students will engage with key issues shaping 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 governance and leadership theories, 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

**Discipline** Business and Management, Not Elsewhere Classified.

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Equivalent Subjects** BUSM 1032 AND BUSM 1031

## Restrictions

Students must be registered in 7177 Diploma of Business at the Sydney Olympic Park Campus.

## Learning Outcomes

After successful completion of this subject, students will be able to:

1. Understand the unique/special features of sport and its contemporary management.
2. Identify the three sectors of sport (public, non-profit and professional)
3. Explain sport and sport organisations in broader social, cultural, and political contexts (domestic and international).
4. Recognise management and leadership competencies
5. Identify and deconstruct the developments shaping sport managerial futures

## Subject Content

1. Australian sport history and early cultural influences/intersections with the contemporary context
2. What is sport management and why it is a unique managerial context
3. Challenges and developments shaping contemporary sport managerial policy and practice [societal, cultural and political]
4. Governmental sport funding and policy
5. Professional/commercial sport-ownership structures, finance, outcomes and effects
6. Sport managerial leadership theories and practice in contemporary sport contexts

7. Change management complexities, processes, and practices
8. Diversity, equity and inclusion in sport organisations and allied contexts

## 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.

Type	Length	Percent	Threshold	Individual/Group Task
Reflection	500 words	15	N	Individual
Case Study	1,000 words	35	N	Individual
Applied Project	1,000 words	35	N	Individual
Presentation	5 minutes per 15 student		N	Group

Teaching Periods

## Term 2 (2024)

### Olympic Park

#### On-site

**Subject Contact** Abdullah Al Abed ([https://directory.westernsydney.edu.au/search/name/Abdullah Al Abed/](https://directory.westernsydney.edu.au/search/name/Abdullah%20Al%20Abed/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM1047\\_24-T2\\_OP\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1047_24-T2_OP_1#subjects))