

BUSM 2053 TECHNOLOGY AND INNOVATION IN SPORT MANAGEMENT

Credit Points 10

Description The subject offers an exciting and critical introduction to how digital technologies are transforming the world of sport business. Students will explore where and how digital change is already happening and gain hands-on experience with emerging tools across areas like fan engagement, membership management, digital marketing and product innovation. Through real-world examples and creative projects, students will learn to evaluate the impact of these technologies and apply their knowledge by designing innovative digital strategies for sport organizations. This subject is perfect for students eager to be at the forefront of sport business innovation and develop future-ready skills in a rapidly evolving industry.

School Business

Student Contribution Band

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

Level Undergraduate Level 2 subject

Equivalent Subjects BUSM 2037

Learning Outcomes

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

1. Discuss the unique and emerging intersections between sport management and digital technologies.
2. Appraise digital transformations and digital tools for sport management
3. Design innovative digital strategies for sport organisations as part of a team
4. Identify technological innovation in sport for sustainability and social impact.

Subject Content

- The impact of digitalisation in HR, sponsorship and youth sport on sport management.
- The impact of digital transformation on volunteerism, sport events and non-profit sporting organisations.
- Digital media and marketing (podcasting, broadcasting and fantasy sport).
- Applications of technological innovations in sport.