

BUSM 3094 GLOBAL SPORT BUSINESS

An iPad (or equivalent smart device) or laptop (PC/MAC) is essential in order for students to complete assessment items and engage in tutorial activities

Credit Points 10

Description This subject explores the dynamic and rapidly expanding world of global sport business. Students will examine how sport has become a major global industry, influencing economies, cultures, and societies. Key topics include the commercialisation of sport, global media rights, and the role of sport in international relations. Real-world examples will illustrate the intersection of sport, business, and globalisation. Through case studies and industry insights, students will develop the knowledge and skills to engage with the global sport business landscape.

School Business

Student Contribution Band

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

Level Undergraduate Level 3 subject

Equivalent Subjects BUSM 3083

Learning Outcomes

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

1. Analyse the structural, strategic, and governance models that underpin global sport organisations and their international operations.
2. Evaluate the impact of technological innovation, media ecosystems, and evolving fan engagement on the commercialisation of global sport.
3. Apply, individually and as part of a group, global sport business concepts to real-world scenarios involving athlete entrepreneurship, league expansion, and sport tourism.
4. Assess the socio-cultural, ethical, and diplomatic dimensions of global sport, including its role in international development, soft power, and community impact.

Subject Content

1. Globalisation and the Business of International Sport
2. Structure, Strategy and the Value in the Global Sport Industry
3. Value Creation in Global Sport Business: Why endorse it when you can own it
4. Governance and Leadership in Global Sport Business
5. Export of National Sport Leagues
6. Global Sport Tourism
7. The Social Impact of Global Sport Business
8. Commercial and Technological Innovation in Global Sport Business
9. Technology, Data and Value Creation in Sport
10. The Evolving Landscape of Sport Consumption: Fans, Technology and Experience
11. Distribution of Sport and the Media Ecosystem
12. The Future of Global Sport: Esports, AI, and Emerging Realities

Special Requirements

Essential equipment