

BUSM 3095 SPORT MANAGEMENT CONSULTING AND PRACTICE

Credit Points 10

Description This capstone subject provides students with the opportunity to synthesise and apply the theoretical and operational knowledge developed throughout the Sport Management major. Students will engage in an applied research project in collaboration with an industry partner, addressing a real-world issue within the sport sector. Through a process of consultation, critical analysis, and evidence-based problem solving, students will develop and deliver practical outcomes for the partner organisation. The subject culminates in a professional presentation of findings, allowing students to demonstrate their capacity for independent inquiry, strategic thinking, and industry engagement.

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 SPRT 3014

Learning Outcomes

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

1. Analyse complex issues in sport industries.
2. Design an applied sport management project using relevant literature.
3. Propose solutions for a real-world problem in consultation with industry partners.
4. Communicate project outcomes through professional written and oral forms.
5. Reflect critically on professional development, teamwork and leadership capabilities.
6. Collaborate using teamwork skills to coproduce an applied research report and industry presentation.

Subject Content

- Principles of applied research design in sport management
- Industry consultation and stakeholder engagement strategies
- Project scoping, planning, and implementation
- Critical analysis and problem-solving in sport contexts
- Professional communication and presentation skills
- Reflection on professional identity and career readiness in sport management

Special Requirements

Legislative pre-requisites

Please note: Some placement agencies require completion of a Prohibited Persons Declaration, Criminal Record Check Clearance and Immunisation. This will be assessed on a case-by-case basis.