UNIVERSITY OF CANBERRA

Bachelor of Sports Management (688AA.8)

Please note these are the 2019 details for this course

Domestic students

Selection rank	56.1 **Note:** The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.
Delivery mode	On campus
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Health
Discipline	Discipline of Sport and Exercise Science
UAC code	365183
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.

	View UC's academic entry requirements
Delivery mode	On campus
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Health
Discipline	Discipline of Sport and Exercise Science
CRICOS code	046609J
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

About this course

The path to sporting excellence needs great management

Behind every story of sporting excellence is the often-untold story of skilled planning and strong management. Our Bachelor of Sports Management was the first of its kind in Australia and has since become a leader in the field of professional sports management education.

Throughout the course, you will develop a strong working knowledge of management theory and practice. The course has been co-designed by academics and leading industry professionals to ensure students graduate with relevant and contemporary sport management skills. With a strong focus on work integrated learning (WIL) with practical outcomes for industry partners, you will be prepared to enter the rapidly growing global industry that is the management of sport.

The course covers aspects of sport from grassroots community levels through to studying high-performance sports management at an Olympic level. The degree takes a student through the journey of sport from an amateur pastime to the evolution of the globalised, commercialised and professionalised industry that it is today.

Study The Bachelor of Sports Management at UC and you will:

- set your pathway to further learning in a variety of sports disciplines
- build strong knowledge of contemporary management theory and practice
- equip yourself with specialised knowledge in specific fields of sports management

- network with current academic and professional leaders in sport
- explore complementary disciplines such as sport media with the flexibility of your study plan open electives
- be equipped to work in the industry through consistent Work Integrated Learning

Work-integrated learning

All students will complete 400 hours of work integrated learning over the course of the three-year degree program. Students will work alongside industry partners, including state sports organisations, government organisations (ACTAS, AIS, ASC, School Sport) and professional sporting teams (NRL, Super Rugby, W-League, WNBL, ABL), to prepare innovative development programs, marketing plans, grant proposals, events and other work integrated assessments. Students will complete a thoroughly engaging internship in their final year providing an invaluable opportunity to gain practical experience and form strong and healthy relationships within the industry before graduating.

Career opportunities

Globally, the sports business industry is an ever-expanding multibillion-dollar industry that has considerable impact and influence on society at all levels. A UC bachelor of sports management degree will give you the necessary skills, experience, and qualifications to be able to enter this industry and navigate a career path in a variety of different areas including:

- Sports management and operations
- Sports marketing
- Sports sponsorship
- Sports media and public relations
- Facility management
- Sports event management
- Membership and ticketing
- Management of sports, recreation and leisure clubs
- Advisory and policy roles in the public and private sector
- Sports management research programs (Honours, Masters, and Ph.D.) ¿

Course specific information

High performing students may be eligible for enrolment in the Bachelor of Sport Studies (Honours).

Admission requirements

Admission to this course is based on an entrance rank. A rank can be achieved by the following means:

- Year 12 ATAR
- other Australian Qualification
- work experience
- overseas qualification

We also offer a number of entry initiatives that give you the opportunity to gain entry to the University via alternate pathway programs

and admissions schemes.

More information is available on our Alternative Entry page: http://www.canberra.edu.au/future-students/applications/apply-now/alternative-entry

Additional admission requirements

Structured work experience is a requirement of this course and is provided through individual or group placements with sports organisations as part of the requirements of individual units. Students will be required to complete AFP police checks.

Assumed knowledge

ACT: Mathematics (T) and English (T). NSW: Mathematics and English Advanced.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current course rules and university policy.

Course requirements

Bachelor of Sports Management (688AA) | 72 credit points

Expand All | Collapse All

Required - 63 credit points as follows

Minor in Sport Marketing and Events (MN0185) | 12 credit points

Required - Must pass 12 credit points as follows

Social Media (9369) | 3 credit points — Level 2

Sport Event and Venue Management (9371) | 3 credit points — Level 3

Sport Marketing (9373) | 3 credit points — Level 3

Sport Sponsorship and Public Relations (9374) | 3 credit points — Level 3

Major in Sport Management (Restricted) (MJ0245) | 24 credit points

Required - Must pass 15 credit points as follows

Contemporary Issues in Sport (7983) | 3 credit points — Level 2

High Performance Sport Management (9366) | 3 credit points — Level 2

Sport Business (9367) | 3 credit points — Level 3

Sport Governance and Policy (9368) | 3 credit points — Level 2

Strategic Sport Management (9375) | 3 credit points — Level 2

Restricted Choice - 9 credit points as follows

Part A - Must pass 6 credit points from the following

Research and Professional Practice Part A (6cp) (9813) | 0 credit points — Level 3

Industry and Community Engagement (Health) (10120) | 3 credit points — Level 3

BGL Internship (Business and Management) (11167) | 3 credit points — Level 3

BGL Internship (Government and Policy) (11168) | 3 credit points — Level 3

Part B - Must pass 3 credit points from the following

Research and Professional Practice Part B (9814) | 9 credit points — Level 3

Professional Evidence (Business) (11173) | 3 credit points — Level 3

Note:

- From 2019 units 9813 and 9814 are no longer part of this major. Students who have not already passed 9813 and 9814 must undertake the alternative units listed.

Required Units - Must pass 27 credit points as follows

Sports and the Law (7052) | 3 credit points — Level 2

Sport Management and Development (9372) | 3 credit points — Level 1

Business Decision Making (11009) | 3 credit points — Level 1

Business Research Methods (11172) | 3 credit points — Level 1

Introduction to Management (11174) | 3 credit points — Level 1

Marketing Fundamentals (11176) | 3 credit points — Level 1

Business Law (11220) | 3 credit points — Level 2

Introduction to Politics and Government (11235) | 3 credit points — Level 1

Professional Orientation (Health) (11400) | 3 credit points — Level 1

- From 2019 several required units have been replaced. Students who have completed the old unit do not need to complete the replacement unit.

- Replaced units: Intro to Management, Intro to Marketing (now Marketing Fundamentals), Intro to Politics & Government, Business Research Methods & Foundations of Prof Planning (now Prof Orientation).

Open Electives - 9 credit points as follows

- Elective Options: Students may wish to study the Minor in Sport Social Media, Minor in High Performance Sport

Management or Minor in Sport Integrity and Security.

- Unit Levels: In choosing electives students should note that not more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 9 credit points from anywhere in the University.

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the inherent requirements statement applicable to your course

Typical study pattern

UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

Business Decision Making (11009)

Introduction to Politics and Government (11235)

Professional Orientation (Health) (11400)

Sport Management and Development (9372)

Semester 2

Business Law (11220)

Business Research Methods (11172)

Contemporary Issues in Sport (7983)

Introduction to Management (11174)

Year 2

Semester 1

Social Media (9369)

Open Elective Unit

Sport Governance and Policy (9368)

Sports and the Law (7052)

Semester 2

Strategic Sport Management (9375)

Open Elective Unit

High Performance Sport Management (9366)

Marketing Fundamentals (11176)

Year 3

Semester 1

MJ0245 Restricted Choice unit(s)

Sport Marketing (9373)

Sport Sponsorship and Public Relations (9374)

MJ0245 Restricted Choice unit

Semester 2

MJ0245 Restricted Choice unit(s)

MJ0245 Restricted Choice unit

Sport Business (9367)

Sport Event and Venue Management (9371)

Open Elective Unit

Standard Full Time, Semester 2 Commencing

Year 1

Semester 2

Business Law (11220)

Business Research Methods (11172)

Contemporary Issues in Sport (7983)

Introduction to Management (11174)

Year 2

Semester 1

Business Decision Making (11009)

Introduction to Politics and Government (11235)

Professional Orientation (Health) (11400)

Sport Management and Development (9372)

Semester 2

Open Elective Unit

High Performance Sport Management (9366)

Marketing Fundamentals (11176)

Strategic Sport Management (9375)

Year 3

Semester 1

Social Media (9369)

Sport Governance and Policy (9368)

MJ0245 Restricted Choice unit(s)

MJ0245 Restricted Choice unit

Semester 2

MJ0245 Restricted Choice unit(s)

Sport Business (9367)

Open Elective Unit

Sport Event and Venue Management (9371)

MJ0245 Restricted Choice unit

Year 4

Semester 1

Sport Marketing (9373)

Sport Sponsorship and Public Relations (9374)

Sports and the Law (7052)

Open Elective Unit

Course information

Course duration

Standard six semesters full-time: equivalent part-time; maximum 20 semesters.

Learning outcomes

Learning outcomes	Related graduate

	attributes
To gain knowledge and skills across a range of business and management studies which will inform and enhance graduate's management capabilities in modern organisations.	Communication; Analysis and inquiry; Problem solving; Working independently and with others.
To gain knowledge and skills across a range of sport relevant studies which will inform and enhance graduate's sport management capabilities in modern professional sporting organisations.	Communication; Analysis and inquiry; Problem solving; Working independently and with others.
To experience sport industry placements and internships which will familiarise students with practices, issues and trends in the sport industry which will contribute to a near seamless transition for graduates to the sport industry workplace.	Communication; Analysis and inquiry; Problem solving; Working independently and with others; Professionalism and social responsibility.

Majors

- Minor in Sport Marketing and Events (MN0185)
- Major in Sport Management (Restricted) (MJ0245)

Awards

Award	Official abbreviation

Bachelor of Sports Management	B SportsMgt

Honours

High performing students may be eligible for enrolment in the Bachelor of Sport Studies (Honours).

Alternative exits

In order for the Diploma of Health Studies to be awarded the student must have:

a) completed 24 credit points with at least 12 credit points at Level 1

b) completed a minimum of 12 credit points at UC and

c) obtained a minimum of 12 credit points in any of the health disciplines.

In order for the Associate Degree in Health Studies to be awarded the student must have:

a) completed 48 credit points with at least 12 credit points at Level 1 and 12 credit points at Level 2

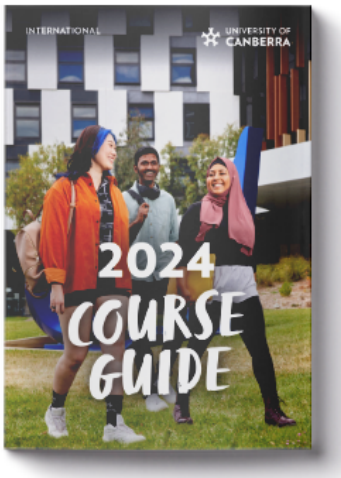
b) completed a minimum of 24 credit points at UC and

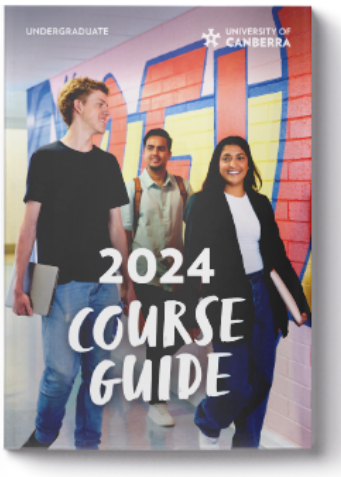
c) obtained a minimum of 24 credit points in any of the health disciplines.

Enquiries

Student category	Contact details
Prospective Students	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email international@canberra.edu.au or Phone +61 2 6201 5342
Current and Commencing Students	Email Health.Student@canberra.edu.au

Download your course guide





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University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

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UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.