

Bachelor of Business (Sport Management)

(MGB108.1)

Please note these are the 2021 details for this course

Domestic students

Selection rank	60 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 Business, Government & Law
Discipline	Canberra Business School
UAC code	361535
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	<p>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.</p> <p>View UC's academic entry requirements</p>
Delivery mode	On campus
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra Business School
CRICOS code	0100504
English language requirements	<p>An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).</p> <p>View IELTS equivalences</p>

About this course

Be the support behind the success

Behind every story of sporting excellence is skilled planning and strong management. Develop the business skills you need to build an exciting career in the sports industry.

Designed by leading industry professionals in partnership with academics, this course will help you develop a strong working knowledge of sports management theory and how it applies in a real-world setting.

This course explores the evolution of sport and how it became the globalised, commercialised, professionalised industry that it is today. You will focus on all aspects of sports management from community sport, through to Olympic and professional sporting, to gain a broad perspective and understanding of the sector. You will learn essential skills in competition management, promoting inclusion, stakeholder engagement, governance structures, policy development, strategic planning, legal perspectives, market research and leadership.

This course is designed to appeal to students from a range of disciplines reflecting the many industries that interact with the sporting world. You may aspire to be a marketer, urban planner, journalist, business leader, politician, sport scientist, tourism operator, event

manager, or any other role that intersects with the business of sport.

Study a Bachelor of Business (Sport Management) and you will :

- Establish levels of personal autonomy and accountability associated with the decision-making process.
- Combine theory and practice across a range of sport, business, and management studies and examine how they are used in contemporary sport organisations.
- Adapt and communicate sport specific knowledge to a variety of health and business-related audiences through critical analysis of stakeholder needs to create positive outcomes.
- Learn to, critique, evaluate and apply research to the management of sport organisations and their associated products.
- Demonstrate knowledge, skill, understanding, and application of relevant research methods through industry placements and assessment.
- Design, apply and evaluate change of practice for improved performance outcomes.
- Understand how to apply a range of contemporary approaches to innovate sport organisations and manage organisational change.
- Have the opportunity to build professional networks in the sport and recreation sector and learn from an extensive range of industry partners in Canberra and beyond.

Work Integrated Learning

Work integrated learning is at the core of our teaching philosophy and each sport management unit features real-world case studies, industry based (or simulated) assessments, and a wide array of guest speakers. Completing hands-on placements with industry partners throughout your degree, you'll be prepared to enter the rapidly growing global industry of sport management.

To complete the Bachelor of Business (Sport Management) you will undertake a 150-hour internship. Our internship providers include the ACT Brumbies, Canberra Raiders, Hockey ACT, Volleyball ACT, Cricket ACT, AFL Canberra, and many. The final year internship provides students with an opportunity to develop, hone, and showcase their skills in a practical setting while gaining valuable experience for their CV, networking and creating an opportunity for employment with their internship provider

Career Opportunities

The Bachelor of Business (Sport Management) provides you with the skills to enter into the sport industry into a wide variety of roles including:

- Competition manager
- Policy officer
- Governance officer
- Membership coordinator
- Game development officer
- Schools and community engagement
- Team management

- Commercial manager
- Sponsorship manager
- Integrity officer

This course will prepare you to work for government, sport specific organisations, schools, universities, professional sport clubs and more.

Your degree will also equip you to work in many more 'generic' management roles in any organisation.

Course Specific Information

Many internships will require you to hold a valid Working with Vulnerable People registration.

High performing students may be eligible for entry into the Bachelor of Business, Government and Policy (Honours).

Interested in studying Business online at UC?

Explore UC's five online Bachelor of Business specialisations by downloading your free course brochure.

Download your free course brochure

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>

Assumed knowledge

None.

Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓

2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	16 February 2026	✓	✓
2026	Bruce, Canberra	Semester 2	10 August 2026	✓	✓
2027	Bruce, Canberra	Semester 1	15 February 2027	✓	✓
2027	Bruce, Canberra	Semester 2	09 August 2027	✓	✓

Credit arrangements

A credit transfer arrangement is available for this course for the following institutions:

Canberra Institute Of Technology

[Diploma of Government \(PSP50122\) \(30485\)](#)

[Diploma of Project Management \(28499\)](#)

Chandigarh University

[Bachelor of Business Administration \(24215\)](#)

Melbourne College Of Advanced Studies

[Bachelor Qualifying Program \(BQP\) - Fast Track Program \(25835\)](#)

[Bachelor of Qualifying Program - Completion of General Program \(25953\)](#)

Namseoul University

[Study in the Business Administration Program \(32326\)](#)

[Study in the Global Distribution & Marketing or International Trade Programs \(32328\)](#)

Other Australian Tafe

[Any Australian Diploma \(AQF5\) \(25632\)](#)

Overseas Institution

[Any Overseas Qualification equivalent to AQF5 \(25594\)](#)

University Of Canberra College

[Diploma of Business \(30279\)](#)

Course requirements

Bachelor of Business (Sport Management) (MGB108) | 72 credit points

Required - 48 credit points as follows

[Expand All](#) | [Collapse All](#)

Core Major in Business (CM0014) | 24 credit points

Required - Must pass 18 credit points as follows

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

Professional Orientation (Business) (11011) | 3 credit points — Level 1

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

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

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

Introduction to Economics (11175) | 3 credit points — Level 1

Restricted Choice - Must pass 6 credit points as follows

Part A - Must pass at least 3 credit points from the following

Business, Government & Law Extended Internship (10158) | 6 credit points — Level 3

Business, Government & Law Professional Internship (10236) | 12 credit points — Level 3

BGL Internship (Commerce) (11166) | 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

Organisational Communications, Culture and Change (11169) | 3 credit points — Level 3

Negotiation (11319) | 3 credit points — Level 3

BGL Internship A (12046) | 3 credit points — Level 3

BGL Internship B (12047) | 3 credit points — Level 3

BGL Internship C (12048) | 6 credit points — Level 3

BGL Internship D (12049) | 12 credit points — Level 3

Note:

- From 2024, units 10158, 10236, 11166, 11167 and 11168 have been replaced with new BGL Internship units.

Part B - May do up to 3 credit points from the following

Small Business Management (9531) | 3 credit points — Level 2

International Business Study Tour (9628) | 3 credit points – Level 2

Business Communication (11170) | 3 credit points – Level 2

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

Social Enterprise (11379) | 3 credit points – Level 2

Note:

- 1. The internships and the International Business Study Tour options will require either in person placement hours in a business or on an overseas study tour and are not offered wholly online.
- 2. Students must pass a minimum of 1 unit from Part A. Two units may be chosen from Part A or one from Part A and one from Part B.
- 3. Students who undertook two units listed in the current Part B section prior to 2024 can still count the units towards their course. Students from 2024 need to select at least 1 unit from Part A.

Note:

- International Exchange: Students may also choose to undertake units at an international institution, subject to approval by the Program Director.

Specialist Major in Sport Management (SM0027) | 24 credit points

Required - Must pass 24 credit points as follows

Principles of Sport Delivery (11559) | 3 credit points – Level 1

Stakeholder Engagement in Sport (11560) | 3 credit points – Level 1

High Performance Sport Management (11561) | 3 credit points – Level 2

Sport Innovation and Program Development (11562) | 3 credit points – Level 2

Sport Governance and Policy (11563) | 3 credit points – Level 2

Sports Integrity, Ethics and Law (11564) | 3 credit points – Level 2

The Commercialisation of Sport (11565) | 3 credit points – Level 3

Leadership in Sport (11566) | 3 credit points – Level 3

Open Electives - 24 credit points from the following

- - Must pass 24 credit points from anywhere in the University, as a breadth major, a breadth minor and/or as individual units.

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

[Introduction to Economics \(11175\)](#)

[Introduction to Management \(11174\)](#)

[Principles of Sport Delivery \(11559\)](#)

[Professional Orientation \(Business\) \(11011\)](#)

Semester 2

[Business Decision Making \(11009\)](#)

[Business Research Methods \(11172\)](#)

[Stakeholder Engagement in Sport \(11560\)](#)

Open Elective unit

Year 2

Semester 1

[High Performance Sport Management \(11561\)](#)

[Sport Innovation and Program Development \(11562\)](#)

Two Open Elective units

Semester 2

[Sport Governance and Policy \(11563\)](#)

[Sports Integrity, Ethics and Law \(11564\)](#)

Open Elective unit

Core Major in Business Restricted Choice Unit

Year 3

Semester 1

[The Commercialisation of Sport \(11565\)](#)

Core Major in Business Restricted Choice Unit

Two Open Elective units

Semester 2

[Leadership in Sport \(11566\)](#)

[Professional Evidence \(Business\) \(11173\)](#)

Two Open Elective units

Standard Full Time, Semester 1 Commencing with 24cps Unspecified Credit

Year 1

Semester 1

[Introduction to Economics \(11175\)](#)

[Introduction to Management \(11174\)](#)

[Principles of Sport Delivery \(11559\)](#)

[Professional Orientation \(Business\) \(11011\)](#)

Semester 2

[Business Decision Making \(11009\)](#)

[Business Research Methods \(11172\)](#)

[Stakeholder Engagement in Sport \(11560\)](#)

Core Major in Business Restricted Choice Unit

Year 2

Semester 1

[High Performance Sport Management \(11561\)](#)

[Sport Innovation and Program Development \(11562\)](#)

[The Commercialisation of Sport \(11565\)](#)

Core Major in Business Restricted Choice Unit

Semester 2

[Leadership in Sport \(11566\)](#)

[Professional Evidence \(Business\) \(11173\)](#)

[Sport Governance and Policy \(11563\)](#)

[Sports Integrity, Ethics and Law \(11564\)](#)

Standard Full Time, Semester 2 Commencing

Year 1

Semester 2

[Introduction to Economics \(11175\)](#)

[Introduction to Management \(11174\)](#)

[Professional Orientation \(Business\) \(11011\)](#)

[Stakeholder Engagement in Sport \(11560\)](#)

Year 2

Semester 1

[Business Decision Making \(11009\)](#)

[Business Research Methods \(11172\)](#)

[Principles of Sport Delivery \(11559\)](#)

Open Elective unit

Semester 2

[Sport Governance and Policy \(11563\)](#)

[Sports Integrity, Ethics and Law \(11564\)](#)

Two Open Elective units

Year 3

Semester 1

[High Performance Sport Management \(11561\)](#)

[Sport Innovation and Program Development \(11562\)](#)

Core Major in Business Restricted Choice Unit

Open Elective unit

Semester 2

[Leadership in Sport \(11566\)](#)

Two Open Elective units

Core Major in Business Restricted Choice Unit

Year 4

Semester 1

[Professional Evidence \(Business\) \(11173\)](#)

[The Commercialisation of Sport \(11565\)](#)

Two Open Elective units

Standard Full Time, Semester 2 Commencing with 24cps Unspecified Credit

Year 1

Semester 2

[Introduction to Economics \(11175\)](#)

[Introduction to Management \(11174\)](#)

[Professional Orientation \(Business\) \(11011\)](#)

[Stakeholder Engagement in Sport \(11560\)](#)

Year 2

Semester 1

[Business Decision Making \(11009\)](#)

[Business Research Methods \(11172\)](#)

[High Performance Sport Management \(11561\)](#)

[Principles of Sport Delivery \(11559\)](#)

Semester 2

[Leadership in Sport \(11566\)](#)

[Sport Governance and Policy \(11563\)](#)

[Sports Integrity, Ethics and Law \(11564\)](#)

Core Major in Business Restricted Choice Unit

Year 3

Semester 1

[Professional Evidence \(Business\) \(11173\)](#)

[Sport Innovation and Program Development \(11562\)](#)

[The Commercialisation of Sport \(11565\)](#)

Core Major in Business Restricted Choice Unit

Standard Part Time, Semester 1 Commencing

Year 1

Semester 1

[Principles of Sport Delivery \(11559\)](#)

[Professional Orientation \(Business\) \(11011\)](#)

Semester 2

[Business Decision Making \(11009\)](#)

[Stakeholder Engagement in Sport \(11560\)](#)

Year 2**Semester 1**

[Introduction to Economics \(11175\)](#)

[Introduction to Management \(11174\)](#)

Semester 2

[Business Research Methods \(11172\)](#)

Open Elective unit

Year 3**Semester 1**

[High Performance Sport Management \(11561\)](#)

Open Elective unit

Semester 2

[Sport Governance and Policy \(11563\)](#)

Open Elective unit

Year 4**Semester 1**

[Sport Innovation and Program Development \(11562\)](#)

Open Elective unit

Semester 2

[Sports Integrity, Ethics and Law \(11564\)](#)

Open Elective unit

Year 5**Semester 1**

[The Commercialisation of Sport \(11565\)](#)

Open Elective unit

Semester 2

[Leadership in Sport \(11566\)](#)

Core Major in Business Restricted Choice Unit

Year 6

Semester 1

Core Major in Business Restricted Choice Unit

Open Elective unit

Semester 2

[Professional Evidence \(Business\) \(11173\)](#)

Open Elective unit

Standard Part Time, Semester 2 Commencing

Year 1

Semester 2

[Professional Orientation \(Business\) \(11011\)](#)

[Stakeholder Engagement in Sport \(11560\)](#)

Year 2

Semester 1

[Introduction to Management \(11174\)](#)

[Principles of Sport Delivery \(11559\)](#)

Semester 2

[Introduction to Economics \(11175\)](#)

Open Elective unit

Year 3

Semester 1

[Business Research Methods \(11172\)](#)

Open Elective unit

Semester 2

[Business Decision Making \(11009\)](#)

[Sport Governance and Policy \(11563\)](#)

Year 4

Semester 1

[High Performance Sport Management \(11561\)](#)

Open Elective unit

Semester 2

[Sports Integrity, Ethics and Law \(11564\)](#)

Open Elective unit

Year 5

Semester 1

[Sport Innovation and Program Development \(11562\)](#)

Open Elective unit

Semester 2

Open Elective unit

Core Major in Business Restricted Choice Unit

Year 6

Semester 1

[The Commercialisation of Sport \(11565\)](#)

Open Elective unit

Semester 2

[Leadership in Sport \(11566\)](#)

Core Major in Business Restricted Choice Unit

Year 7

Semester 1

[Professional Evidence \(Business\) \(11173\)](#)

Open Elective unit

Course information

Course duration

Standard 3 years full time or part-time equivalent. Maximum 10 years from date of enrolment to date of course completion.

Learning outcomes

Learning outcomes	Related graduate attributes
Design, apply and evaluate appropriate change of practice for improved performance outcomes for a range of stakeholders involved in delivering sport.	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; and make creative use of technology in their learning and professional lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.</p>
Integrate theory and practice across a range of sport, business, and management studies and dissect modern applications in contemporary sport organisations.	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; and communicate effectively.</p> <p>UC graduates are global citizens: Think globally about issues in their profession;</p> <p>adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; and make creative use of technology in their learning and professional lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and</p>

academic development; and adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.

Work individually, collaboratively and ethically while building professional networks in the sport and recreation sector and reflect upon levels of personal autonomy and accountability associated with the decision-making process.

UC graduates are professional: Communicate effectively; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; and take pride in their professional and personal integrity.

UC graduates are global citizens: Adopt an informed and balanced approach across professional and international boundaries; and behave ethically and sustainably in their professional and personal lives.

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; and be self-aware.

Demonstrate knowledge, skill, understanding and application of relevant research methods through engaging with industry orientated assessments and placements.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.

UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; and make creative use of technology in their learning and professional lives.

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.

Adapt and communicate sport specific knowledge to a variety of health and business-related audiences through critical analysis of stakeholder needs to synthesise modern outcomes.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.

UC graduates are global citizens: Think globally about issues in their

	<p>profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; and make creative use of technology in their learning and professional lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.</p>
Ability to read, critique, evaluate and apply research into practices of managing sport organisations and their associated products.	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; and make creative use of technology in their learning and professional lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; and adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.</p>
Develop an understanding of the professionalisation process and apply a range of contemporary approaches to innovate sport organisations and manage organisational change.	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduates are global citizens: Think globally about issues in their profession;</p> <p>adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; and make creative use of technology in their learning and professional lives.</p>

UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; and adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.

Majors

- [Core Major in Business \(CM0014\)](#)
- [Specialist Major in Sport Management \(SM0027\)](#)

Awards

Award	Official abbreviation
Bachelor of Business (Sport Management)	BBus (SportMgt)

Honours

High performing students may be eligible for entry into the Bachelor of Sport Studies (Honours) or the Bachelor of Philosophy (Honours).

Enquiries

Student category	Contact details
Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Current and Commencing Students:	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email bglstudent@canberra.edu.au
Prospective International Students:	Email international@canberra.edu.au or Phone +61 2 6201 5342

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 06, July, 2025

University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

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.