

Bachelor of Sport Business (BSPB23) Course curriculum map – Summary of Proposed Program Curriculum by Year

Year 1								
Subject Title	Sport Management, People and Culture	Academic and Professional Communications	Sport Public Relations	Sport in Australia	Sport Financial Decision Making	Sport Development and Coaching	Social Media	Elective 1
Subject Code	BSPB106	BHE101	BSM112	BSM110	BSPB108	BSPB107	BSM103	
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Core	Core	Core	Core	Core	Core	Core	Elective
Subject Objective	To introduce the practices and expectations of managing an organisation and its people in the contemporary work environment and the evolution of managing people and culture.	To develop foundational research, writing and communication skills required for academic study and the professional workplace.	To examine the key concepts of, and develop skills in, public relations as they apply to the sporting industry.	To review the history and importance of sport and explore the structure and systems of sport in Australia.	To understand the key aspects of sport finance and financial decision making as they apply to the sport business professional.	To gain an understanding of the general principles of junior sports coaching, modified sport, grassroots participation, volunteers, along with the fundamental importance of development and coaching in the community sporting landscape.	To introduce social media and its application and benefits for sporting organisations.	
Learning Outcomes	1. Distinguish the core components of management in a sport and recreation setting. 2. Evaluate examples of leadership, planning and strategy and their application to sport and recreation organisations. 3. Discuss the evidence of approaches to traditional and evolving Human Resource Management or organisational structure, organisational culture, staffing, recruitment, development and retention. 4. Establish the principles of good performance management, including frameworks to support inclusion and diversity practices in Australia and internationally.	1. Undertake research for academic and professional purposes. 2. Access, interpret and critically evaluate varied academic and professional sources of information. 3. Distinguish between and apply appropriate conventions to produce a range of academic and professional texts. 4. Develop and articulate coherent written arguments and oral presentations. 5. Plan, write and format different styles of academic and professional documents.	1. Examine the relationship between public relations and sporting organisations. 2. Explain the basic concepts and skills of public relations. 3. Create a media release and supporting media kit. 4. Integrate the variety of tools available for a public relations campaign.	1. Investigate the impact of the history of sport in shaping Australia's national identity and the value of sport in Australian society. 2. Apply the principles of the 'Sport for All' concept, including that all forms of activity should be available or all people of every age, gender, race, and level of ability. 3. Demonstrate knowledge of the structure and delivery of sport in Australia. 4. Examine the major issues confronting Australian sport, including issues relating to accessibility to sport of Aboriginal and Torres Strait Islander people 5. Apply the principles of corporate sport.	1. Explain the concepts and issues related to accounting systems. 2. Examine the structure, content and utility of the major financial statements within the context of financial and management accounting. 3. Categorise costs to assist in decision making and construct operating and financial budgets. 4. Analyse an organisation's results to determine adequacy of the results. 5. Determine percentage adjustments to common commercial situations.	1. Understand the fundamental practices and principles of junior sports coaching, including ethos supporting inclusion and diversity. 2. Analyse the role of community junior sport coaches. 3. Understand and develop knowledge and skills to modify community sport development programs to meet contemporary needs of participants. 4. Analyse the role of volunteers in Australian sport. 5. Examine volunteer human resource management principles as they relate to sport.	1. Examine the growth of online and digital media as a component of sport organisations' communications strategies. 2. Describe and demonstrate the creative and innovative possibilities of social media, including the appropriate skills and techniques required for writing for social media. 3. Analyse and utilise the various types of social media. 4. Examine and develop strategies used by organisations to maximise their social audience.	Elective to be chosen from listed electives or approved relevant subject/s for a maximum of 6 credit points from any Holmesglen degree program. Note: Only able to choose a maximum of 6 credit points of electives from another Holmesglen degree program.
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	
TOTAL HOURS (Semester)	144 hours	144 hours	144 hours	144 hours	144 hours	144 hours	144 hours	
Assessment	AT 1: Sport Leadership Comparative Analysis Presentation (15 mins), 30% AT 2: Strategic Management Essay, 1,000 words, 30% AT 3: Human Resource Management Simulation and Report (group; 15 mins, 1,000 words), 40%	AT 1: Reflective ePortfolio, 1,500 words, 30% AT 2: Group research report, 2000 words, 20% AT 3: Research essay, 1,500 words, 30% AT 4: Group Presentation, 15 min presentation, 20%	Task 1: Media release (group), 1000 words equivalent, 30% Task 2: Visual essay and summary presentation, 1000 words equivalent and 5 minute presentation summary, 30% Task 3: Public Relations Campaign (group), and reflection piece, 40%	AT 1: Sport in Australia Personal Statement, 500 words, 10% AT 2: Group Presentation, 15 mins, 20% AT 3: Case Study Report, 1,500 words, 30% AT 4: Grassroots Club Grant Application Document (Pairs), 1,500 words, 40%	AT 1: Statistics Report, 750 words, 15% AT 2: Departmental expense budget, 20% AT 3: Financial ratio & analysis report (group), 1,000 words, 25% AT 4: Exam, 2 hours, 40%	AT 1: Community Coach Presentation, 1,000 words, 25% AT 2: VHRM Report, 1,750 words, 35% AT 3: Prepare a Community Sport Development Day (group), 2,000 words equivalent, 40%	Task 1: Fortnightly Tests (X5), 1000 words (equiv), 20% Task 2: Social Media Strategy, 1500 (equiv), 35% Task 3: Applied Learning Portfolio, 1250 words (equiv), 20% Task 4: Applied Learning Review & Presentation, 25%	
Co-/Pre-requisites	Nil	Nil	Nil	Nil	Nil	Nil	Nil	

Year 2								
Subject Title	Sport Athlete Management	Sport Data and Decision Making	Digital Media Production	Sports Marketing	Contract and Sports Law	Sport Sponsorship	Elective 2	Elective 3
Subject Code	BSPB206	BSPB204	BSM216	BSM111	BSPB202	BSM210		
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Core	Core	Core	Core	Core	Core	Elective	Elective
Subject Objective	To explore industrial relations adaptations and structures in professional sport with a specific focus on the functions, role and responsibilities of the professional athlete manager from a fiduciary perspective.	To review and analyse data use in sport (both on and off the field) and understand how data is presented and used strategically to influence decisions with evidence.	To introduce the skills and software required to create and distribute digital media relevant to the sports media industry.	To explore the concepts of marketing of sport, and marketing through sport, and to investigate the unique characteristics of the sports product and sports marketing, along with the sports consumer.	To understand the key aspects of contract and sports law as they apply to the sport business professional.	To develop the skills to value sponsorship assets and construct customised sponsorship proposals.	Elective to be chosen from listed electives or approved relevant subject for a maximum of 6 credit points from any Holmesglen degree program Note: Only able to choose a maximum of 6 credit points of electives from another Holmesglen degree program.	Elective to be chosen from listed electives or approved relevant subject for a maximum of 6 credit points from any Holmesglen degree program Note: Only able to choose a maximum of 6 credit points of electives from another Holmesglen degree program.
Learning Outcomes	- Evaluate the purpose of industrial relations in professional sport. - Examine the principles and practices of the athlete manager. - Compare key functions and practices of the athletic manager. - Explain the role of an athlete manager from a fiduciary and marketing perspective. - Create a commercial athlete management strategy.	- Explain the history of sport analytics and sources of data in sport - Distinguish between different data and metrics in order to make better decisions - Evaluate the use of data at all levels of sport to make evidence-based decisions - Utilise data to tell sports stories through numbers, data visualisation and customer relationship management	- Investigate digital media technologies and their functions. - Exhibit aptitude in producing media content appropriate for a range of digital platforms. - Demonstrate technical skills in compressing and encoding files for new media formats. - Explore how the production of digital media engages audiences, communicates key messages and builds brand loyalty in the sporting context.	- Identify characteristics and issues of sports marketing. - Conduct market research. - Develop sports marketing strategies based on marketing research and marketing position. - Analyse contemporary sports marketing issues. - Construct a comprehensive sports marketing plan for a sporting organisation.	- Identify the key requirements of contract formation. - Demonstrate how contract formation principles operate when considering problems and scenarios. - Identify and explain legal issues arising in the context of sport. - Determine the outcomes of sports related scenarios using relevant laws and regulatory frameworks.	- Understand the role the media plays in sport and sponsorship. - Analyse contemporary sports sponsorship issues. - Explain and apply the components of a sports sponsorship plan. - Develop a sponsorship proposal based on principles of customisation and congruence.		
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours		
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours		
TOTAL HOURS (Semester)	144 hours	144 hours	144 hours	144 hours	144 hours	144 hours		
Assessment	AT 1: Industry Scenario Response, 7-10 minutes presentation with script, 20% AT 2: Critical Analysis Report, 1,500 words, 30% AT 3: Athlete Partner Proposal (group), 3,000 words equivalent + 20-minute presentation, 50%	AT 1: Problem-Based Project Report, 1500 words, 30% AT 2: Data in Sport Report and Presentation (group), 1,000 words + 15 mins, 30% Task 3: Research Report – Business Intelligence, 1,500 words, 40%	AT 1: Video Research Analysis, 10 minutes, 1,500 words, 30% AT 2: Digital Media Portfolio, 1,500 words, 30% AT 3: Digital Media Suite (group), + Report, 2000 words equivalent, 40%	Task 1: Consumer persona and sport marketing definition requirements, 600 words, 20% Task 2: Sports Marketing Pitch (group) 15 mins, 20% Task 3: Market Plan (individual) and Presentation (group), 2000 words and 15 mins, 60% Hurdle requirement: Students must achieve ≥ 37.5% of 75% in total for Assessments 2–3 combined.	AT 1: Presentation & Short Essay, 600 words + 10 mins, 20% AT 2: Critical Reflection Portfolio, 2,000 words, 40% AT 3: Exam, 2 hours, open book, 40%	AT 1: ePortfolio, 1,000 words, 25% AT 2: Presentation (oral), 10 mins, 10% AT 3: Brand Equity Model, 1,000 words equivalent, 20% AT 4: Proposal and Presentation, 3,000 words equivalent, 45%		
Co-/Pre-requisites	Nil	Nil	Nil	Pre-requisite: BSM103 Social Media	Nil	Pre-requisite: BSM111 Sports Marketing		

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Year 3							
Subject Title	Sport Venue and Event Management	Sport Event Tourism	Digital Sport Marketing	Transition to Professional Practice	Sport Leadership and Strategy	The Future of Sport	Sport Internship
Subject Code	BSPB311	BSPB303	BSPB306	BSM308	BSPB309	BSPB307	BSPB310
Credit Points	6	6	6	6	6	6	12
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.25
Core/elective	Core	Core	Core	Core	Core	Core	Core
Subject Objective	To explore management practices of major sports venues and events, their history and evolution and the context of their relationship with one another.	To evaluate the relationships, operations and functions of the sport event tourism industry.	To examine existing and emerging marketing principles and practices in the online and digital space, and to develop the skills to create and execute a digital marketing strategy in the sports industry.	To facilitate a successful transition from student to intern by assisting students to draw upon knowledge from preceding subjects, to analyse their personal skill set relative to the internship opportunities, career opportunities and aspirations.	To understand the importance of robust leadership and governance structures and systems for sports organisations and develop the capacity for strategic thinking in the sports industry.	To understand the rapid evolution of the sport industry and predict future opportunities and issues that will impact the sport industry and its relationship with fans and other stakeholders.	To apply industry knowledge and technical skills in the context of an internship, with the aim of enhancing employment readiness upon graduation.
Learning Outcomes	- Demonstrate the process of organising major events. - Develop the management practices of major sports venues. - Evaluate the management performance of major sports venues. - Explore contemporary sports facilities and sport event issues. - Create a sports event bid proposal.	- Evaluate the relationship between sport, events and tourism. - Assess the effects and impacts of sport event tourism on the economy. - Appraise the functions, operations and interactions of key sectors in the sport, events and tourism industries. - Assess the feasibility of different tourism destinations' ability to host a sport event. - Create a sport event tourism plan and package.	- Critically analyse the value of a website as a key piece of communications and marketing infrastructure. - Analyse how sports and media organisations are using online and digital tools to market their products and services. - Develop the ability to execute organic and paid marketing strategies across digital platforms. - Examine influence and value in a variety of digital content forms. - Create a digital marketing campaign for a sporting organisation.	- Analyse the requirements, issues and responsibilities of a career in the sports industry. - Analyse personal skills relative to sports industry opportunities. - Demonstrate knowledge and technical skills required for targeted placement organisation. - Identify, seek and secure an appropriate internship.	- Examine contemporary issues and challenges confronting sport organisations and sport managers. - Examine governance in key Australian sports organisations. - Analyse the Australian Sports Commission governance principles. - Understand the concepts of strategic management. - Apply the frameworks of strategic analysis, strategy formation and implementation in the development of a strategic plan for a sports organisation.	- Assess the evolution of sport due to commercialisation, globalisation and professionalisation - Evaluate advances in technology and innovations influencing sport at various levels. - Contextualise current and future disruptors and innovations in sport, including those which challenge integrity and ethics, and explain their impact on sport structures and practices. - Predict opportunities for innovation and entrepreneurialism in sport. - Design innovative solutions to problems concerning the future of sport.	- Apply knowledge and technical skills to a sports organisation and a work setting via an internship. - Review the output of their work processes and outcomes in their internship. - Understand the value of industry and professional networks and the importance of self - reliance, lifelong learning and career progression. - Communicate effectively in a professional workplace - Evaluate organisational culture and ethics, work practices, and the diversity of workplaces in relation to gender, sexuality, disability, race, colour, national and ethnic origin, descent and ethnic or ethno-religious practices.
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	240 hours across the semester (228 = 38 hrs x 6 weeks internship 12 hours = on-campus classes)
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	48 hours across the semester (approximately)
TOTAL HOURS (Semester)	144 hours	144 hours	144 hours	144 hours	144 hours	144 hours	288 hours
Assessment	AT 1: Critical Analysis Folio, 1,500 words, 30% AT 2: Stadium Management Report, 1,500 words, 30% AT 3: Bid Proposal (group), 3,000 word equivalent, 40%	AT 1: Sport Event Tourism Event Pitch, 1,500 words equiv., 30% AT 2: Case Study Report, 1,500 words, 30% AT 3: Sport Event Tourism Proposal and Presentation (group), 2,000 words equivalent + 10 mins, 40%	AT 1: Industry Scenario Response, 2x 7 minutes responses via video presentation, each with script., 30% AT 2: Campaign Analysis and Presentation, 1,000 words + 10 mins, 30% AT 3: Digital Marketing Campaign (group), 3,000 word equivalent, 40%	AT 1: ePortfolio, 2,500 words, 50% AT 2: Internship Applications (minimum 3, 1,000 words), 25% AT 3: Internship recruitment (interviews), 15 mins, 25%	AT 1: Essay, 1,000 words, 20% AT 2: Sport Governance Report, 1,500 words, 30% AT 3: Strategic Plan (group), 3,000 words equivalent, 50%	AT 1: Mixed Medium Innovation Project, 1,500 words, 20% AT 2: Case Study Report, 2,000 words, 30% AT 3: Sport Business Innovation Project (group), 2,000 words equivalent + 20 mins presentation, 50%	AT 1: ePortfolio, 5,000 words, 50% AT2: Internship Host Evaluations, 25% AT 3: Personal Evaluation and Showcase Presentation, 10 mins, 25% AT 4: Work placement/Internship, 228 hours, Hurdle Requirement
Co-/Pre-requisites	Nil	Nil	Pre-requisite: BSM111 Sports Marketing	Nil	Nil	Nil	Prerequisite: BSM308 Transition to Professional Practice

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Electives								
Subject Title	Introduction to Journalism and Research	Ethics and the Media	The Media Industry	Diversity and Inclusion in Sport	Strategic Sport Communications	Managing High Performance Sport	Advanced Digital Media Production	Media for Sport Events
Subject Code	BSM102	BSM113	BSM109	BSPB109	BSM215	BSPB205	BSM314	BSM311
Credit Points	6	6	6	6	6	6	6	6
EFTSL	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125
Core/elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective	Elective
Subject Objective	To develop the fundamental skills required for journalism and an understanding of the structure and system of the Australian media industry.	To understand how media professionals in Australia deal with ethical, moral and legal considerations and obligations for themselves and the public.	To understand the role of key media professionals in shaping news and exploring the structure and function of the media industry in Australia.	To introduce multiple interpretations of community participation in sport and consider different frameworks and models for working to support participation through individual support or community and systems change in sports organisations.	To examine, develop and apply the key concepts and skills of strategic communications and stakeholder management as they apply to the sporting industry.	An explore the management, processes and strategies required to deliver successful outcomes to athletes, teams and organisations in high performance sport.	To explore the principles and skills required for professional practice in media production in the sporting context, including broadcast media, online/streaming and content marketing.	To explore and develop the skills and practices required to effectively plan for, market, promote and cover a sport event.
Learning Outcomes	1. Demonstrate an understanding of various newsroom structures and systems in Australian media platforms. 2. Effectively utilise a variety of research methods. 3. Develop the key journalistic and research skills of interviewing. 4. Display an ability to identify and generate newsworthy stories by developing and maintaining a wide range of story contacts. 5. Demonstrate an understanding of various methods for storing and organising research data.	1. Demonstrate an understanding of the principles, concepts and evolution of ethics including an understanding of the difference between what is legal and what is ethical. 2. Determine the powerful impact the media has in today's society and relate the implications and relevance ethics has on the everyday operations of sports and the media. 3. Interpret the ethical issues surrounding social media. 4. Critically examine the dilemmas a sports persons faces from an ethics perspective.	1. Interpret the inter-dependency of media producers, presenters and audiences. 2. Interpret the role of the media, the nature of news and the concept of newsworthiness. 3. Investigate the current shape of media ownership in Australia and its consequences. 4. Critique how audiences consume and react to different forms of media. 5. Evaluate the different type of media audiences.	1. Describe and explain the implications of historical social and cultural perspectives on sport participation. 2. Understand and demonstrate how Australian anti-discrimination laws impact gender, sexuality, disability, race, colour, national and ethnic origin, descent, ethnic or ethno-religious practices in sport. 3. Differentiate between legal and ethical rights of individuals and responsibilities and compliance with social norms, and sport organisation policies and procedures. 4. Recognise and develop solutions for overcoming unfair practices in sport due to racial prejudices, stereotypes, biases and a lack of cultural awareness. 5. Create mutually beneficial sports experiences through inclusive communication strategies and pro-active behaviors.	1. Evaluate a sporting organisation's strategic public relations needs and opportunities, including the relationship with stakeholders. 2. Scrutinise the principles and concepts behind the structure, format, delivery and measurement of a strategic communications plan in a given environment. 3. Make recommendations on the various ways different bodies can organise their public relations and communications activities within their structures. 4. Construct a communications strategy incorporating a range of public relations tools.	1. Demonstrate an understanding of the structure of high-performance sport in Australia. 2. Acquire knowledge regarding the management, organisation and coordination of high-performance sports programs. 3. Develop insight into holistic collaboration and communication methods with key stakeholders and best ways to adapt to working in diverse teams. 4. Demonstrate an understanding of the technical and non-technical skills relevant in high-performance sport. 5. Acquire knowledge regarding the evidence-based practices that drive high-performance sport outcomes.	1. Examine the growing need for professional media products across the sports industry and across delivery platforms. 2. Explore professional production skills in both studio and field environments. 3. Demonstrate advanced knowledge of the technical aspects of producing video, audio, text and still image media in a professional context. 4. Deliver professional media products ready for dissemination.	1. Adopt an appropriate writing style to cover a societal, cultural or political issue of a sport event. 2. Identify and research an off-field issue of a sporting event. 3. Develop the ability to undertake the practical aspects of covering sports events via the utilisation of contemporary media tools. 4. Create a media strategy for a sports event.
Average weekly contact	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours	3 hours
Average weekly independent learning	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours	9 hours
TOTAL HOURS (Semester)	144 hours	144 hours	144 hours	144 hours	144 hours	144 hours	144 hours	144 hours
Assessment	AT 1: Presentation (group), 15 mins, 20% AT 2: Essay, 1,500 words, 30% AT 3: Sport Issue Article, 2,000 words, 50%	AT 1: Oral Presentation/Pecha Kucha, 6 mins, 30% AT 2: Case study analysis report and debate (group): 1,500 + 20 mins, 40% AT 3: Ethics Project, 1,500 words, 30%	AT 1: Video Presentation and Report, 10 mins, 30% AT 2: Research Essay, 1,500 words, 30% AT 3: Presentation (group), 20 minutes, 40%	AT 1: ePortfolio, 1,500 words, 30% AT 2: Research Report, 1,500 words equivalent, 40% AT 3: Communications Strategy Presentation (group), 15 mins, 30%	AT 1: Presentation, 10 mins, 30% AT 2: Crisis Management PR plan and simulated Press Conference (group), 1,500 equivalent per student + 10 mins, 40% AT 3: Community Relations Strategy, 1,500-word equivalent, 30%	AT 1: Portfolio, 1,800 words, 30% AT 2: Report, 1,500 words, 30% AT 3: Group Project (2,000 words + video), 40%	AT 1: Digital Publication, 2,000-word equivalent, 30% AT 2: Narrative Podcast, 20 mins, 30% AT 3: Sports Documentary (group), 10 mins, 40%	AT 1: Feature Research Article, 1,500 words, 30% AT 2: Sport Event Media and Communications Strategy, 2,000 words equivalent, 30% AT 3: Mobile Journalist Sport Event Coverage (group), 2,000 words equivalent, 40%
Co-/Pre-requisites	Nil	Nil	Nil	Nil	Nil	Nil	Pre-requisite: BSM216 Digital Media Production	Nil

Electives	
Subject Title	Broadcasting Practicum
Subject Code	BSM315
Credit Points	6
EFTSL	0.125
Core/elective	Elective
Subject Objective	To create, manage, service and produce a digital sports publishing platform for sports broadcasting.
Learning Outcomes	1. Compose professional broadcast content that adheres to industry guidelines and procedures 2. Create broadcast content suitable for a variety of media platforms 3. Contribute to editorial planning, story pitching, and content scheduling across a range of digital platforms 4. Prepare media content for dissemination across a range of distribution platforms 5. Interpret media analytics outputs to evaluate key performance indicators.
Average weekly contact	4 hours
Average weekly independent learning	8 hours
TOTAL HOURS (Semester)	144 hours <i>(12 hrs x12 weeks)</i>
Assessment	Task 1: Broadcast Strategy (group), 1,000 words (equiv), 20% Task 2: Broadcast Portfolio (group), 2,500 words, 50% Task 3: Analytics Report and KPIs 20% Task 4: Peer Review, 500 words, 10%
Co-/Pre-requisites	Prerequisites: BSM103 Social Media BSM216 Digital Media Production