

Enrolment Program Structure

Program Code - PZ5

Program Name - Bachelor of Sport Management / Bachelor of Business

First Year

| Semester 1 | Course Code | Course Name | Course Rules |
|-------------------|-------------|---|-----------------------------------|
| | SPMAN 1104 | Introduction to Sport Management | |
| | EXSCI 1705 | Sports Performance Management | |
| | HEALT 1705 | Psychosocial Aspects of Health Behaviour | |
| | EXSCI 1702 | Exercise Principles and Instruction | |
| Semester 2 | SPMAN 1002 | Sport Marketing | PR: SPMAN1101 or SPMAN1104 |
| | SPMAN 1003 | Sport Event Management | |
| | SPMAN 1704 | Principles of Research for Sport Management | |
| | BUHRM 1501 | Introduction to Human Resource Management | |

Second Year

| Semester 1 | Course Code | Course Name | Course Rules |
|-------------------|-------------|------------------------------------|-----------------------------------|
| | SPMAN 2002 | Management of Sport Organisations | PR: SPMAN1101 or SPMAN1104 |
| | SPMAN 2101 | Sport Accounting and Finance | |
| | BUHRM 2603 | Staffing Organisations | PR: BUHRM1501 |
| | BULAW 1502 | Fundamentals of Law | |
| | BUGEN 2630 | Principles of Responsible Business | |
| Semester 2 | SPMAN 2004 | Sport Policy | PR: SPMAN1101 or SPMAN1104 |
| | BUMKT 2604 | Social Media Marketing | |
| | BUHRM 2601 | Human Resource Development | |

| | | |
|------------|-------------------------|---------------|
| BUMKT 2602 | Consumer Behaviour | PR: BUMKT1501 |
| BUECO 1509 | Principles of Economics | |

Third Year

| Semester 1 | Course Code | Course Name | Course Rules |
|------------|-------------|--------------------------------------|---------------|
| | HMPRC 2005 | Sport Management Workplace Readiness | |
| | HEALT 3006 | Health Promotion | |
| | BUMGT 2621 | Business Communications | |
| | BULAW 2629 | Managing the Legal Environment | |
| | BUMGT 3739 | Creativity and Innovation | PR: BUHRM1501 |

| | | | |
|-------------------|------------|--|----------------------------|
| Semester 2 | EXSCI 3173 | Injury Prevention and Management in Human Movement | |
| | SPMAN 3104 | Management of Sport Facilities | PR: SPMAN1101 or SPMAN1104 |
| | BUMKT 3702 | Marketing Strategy & Analysis | PR: BUMKT1501 |
| | BUMKT 3701 | Marketing Communication | PR: BUMKT1501 |

Fourth Year

| Semester 1 | Course Code | Course Name | Course Rules |
|------------|-------------|-----------------------------------|---------------------------|
| | SPMAN 3002 | Sport Media & Communications | PR: SPMAN1002 & SPMAN2002 |
| | SPMAN 3003 | Applied Sport Marketing | PR: BUMKT1501 |
| | BUMKT 3705 | International Marketing | PR: BUMKT1501 |
| | BUMKT 3706 | Product Management | PR: BUMKT1501 |
| | BUHRM 3705 | Reward and Performance Management | PR: BUMKT1501 |

| | | | |
|-------------------|------------|--------------------------------|---|
| Semester 2 | HMPRC 3002 | Internship in Sport Management | PR: HMPRC1007, HMPRC1008, HMPRC2007 & HMPRC2008 |
|-------------------|------------|--------------------------------|---|

Additional Information

This program structure applies to students commencing from 2019. Students who commenced prior to 2019 should contact the Undergraduate Administrator for the appropriate enrolment information.

Glossary

Semester: designated teaching period.

PR: Pre-requisite, a course/s that must be completed prior to undertaking another course.

CO: Co-requisite, a course/s that must be completed simultaneously, or prior to, undertaking another course.

EX: Exclusion, a course/s that may not be taken.