

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
	SPMAN1104	Introduction to Sport Management	
	EXSCI1705	Sports Performance Management	
	HEALT1705	Psychosocial Aspects of Health Behaviour	
	EXSCI1702	Exercise Principles and Instruction	
Semester 2			
	SPMAN1002	Sport Marketing	PR: SPMAN1101 or SPMAN1104
	SPMAN1003	Sport Event Management	
	SPMAN1704	Principles of Research for Sport Management	
	BUHRM1501	Introduction to Human Resource Management	
Second Year			
Semester 1	Course Code	Course Name	Course Rules
	SPMAN2002	Management of Sport Organisations	PR: SPMAN1101 or SPMAN1104
	SPMAN2101	Sport Accounting and Finance	
	BUHRM2603	Staffing Organisations	PR: BUHRM1501
	BULAW1502	Fundamentals of Law	
	BUGEN2630	Principles of Responsible Business	
Semester 2			
	SPMAN2004	Sport Policy	PR: SPMAN1101 or SPMAN1104
	BUMKT2604	Social Media Marketing	
	BUHRM2601	Human Resource Development	

BUMKT2602	Consumer Behaviour	PR: BUMKT1501
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BUECO1509	Principles of Economics	
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Third Year

Semester 1	Course Code	Course Name	Course Rules
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HMPRC2005	Sport Management Workplace Readiness	
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HEALT3006	Health Promotion	
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BUMGT2621	Business Communications	
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BULAW2629	Managing the Legal Environment	
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BUMGT3739	Creativity and Innovation	PR: BUHRM1501
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Semester 2

EXSCI3173	Injury Prevention and Management in Human Movement	
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SPMAN3104	Management of Sport Facilities	PR: SPMAN1101 or SPMAN1104
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BUMKT3702	Marketing Strategy & Analysis	PR: BUMKT1501
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BUMKT3701	Marketing Communication	PR: BUMKT1501
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Fourth Year

Semester 1	Course Code	Course Name	Course Rules
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SPMAN3002	Sport Media & Communications	PR: SPMAN1002 & SPMAN2002
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SPMAN3003	Applied Sport Marketing	PR: BUMKT1501
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BUMKT3705	International Marketing	PR: BUMKT1501
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BUMKT3706	Product Management	PR: BUMKT1501
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BUHRM3705	Reward and Performance Management	PR: BUMKT1501
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Semester 2

HMPCR3002

Internship in Sport Management

PR: HMPCR1007,
HMPCR1008, HMPCR2007 &
HMPCR2008

Additional Information

This program structure applies to students commencing from 2019. Students who commenced prior to 2019 should contact the Program Coordinator.

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.