

# Course Outline (Higher Education)

<b>School:</b>	School of Health and Life Sciences
<b>Course Title:</b>	INTRODUCTION TO SPORT MANAGEMENT
<b>Course ID:</b>	SPMAN1104
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	Nil
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	(SPMAN1101)
<b>ASCED Code:</b>	69999

## Description of the Course :

This course provides a comprehensive introduction to the practical application of core sport management principles within the context of state (public), non-profit and professional sports organisations. Key management principles such as strategic management, organisational structures, human resource management, leadership, organisational cultures, governance and performance management are discussed in the context of the sport industry.

**Grade Scheme:** Graded (HD, D, C, etc.)

## Program Level:

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

## Learning Outcomes:

### Knowledge:

- K1.** Identify and discuss the unique features of sport and their influence on the management of sports organisations.
- K2.** Identify and discuss the role of the state, non-profit sport and professional sport in sport development.
- K3.** Define and explain the theoretical principles of management as they relate to sport.

### Skills:

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- S1.** Research and synthesise information to interpret and analyse problems relating to the management of sport and recreation organisations.
- S2.** Critically evaluate the management of sport and recreation organisations.
- S3.** Demonstrate skills in literacy and ability to communicate in writing.

### Application of knowledge and skills:

- A1.** Apply the theoretical principles of management as they relate to sport to different scenarios and problems in order to demonstrate understanding and comprehension.

### Course Content:

This course introduces students to the sport management environment/industry providing analysis of the unique features of sport and sport management and the role of state, non-profit sport and professional sport in sport development. The course also identifies and discusses core sport management principles, including strategic sport management, organisational structures, human resource management, leadership, organisational cultures, governance, and performance management. These principles and their application are contextualised within a discussion of the role of the state, non-profit management and professional sport.

### Values and Graduate Attributes:

#### Values:

- V1.** Develop a balanced approach to the management of sport, given the disparate needs of participants and stakeholders within the public, non-profit and professional sectors.

#### Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Throughout the course students are confronted with a series of sport management scenarios that they must critically analyse by engaging in class discussions to develop innovative strategies and recommendations to the management of sport organisations.	High
Self Reliance	Students will need to prepare case study responses which require the ability to independently find, analyse and synthesise information to creatively identify and solve management problems.	Medium
Engaged Citizenship	Students will be encouraged to identify the disparate needs of participants and stakeholders within the public, non-profit and professional sectors of the sport industry and identify and apply appropriate management policies and practices.	Medium
Social Responsibility	Using practical examples from different sectors of sport, students are provided with the principles of management and how these principles apply to real world settings to develop a balanced approach to the management of sport organisations. Socially responsible attitudes and behaviours will be enhanced through participation in class discussions, whereby students will learn to respect other students' contributions and behave ethically in working collaboratively.	Medium

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## Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1-3, S1-2, A1	Make informed contributions to activities and discussions regarding sport management cases studies and theory	At least 90% attendance at weekly seminars	S/U
K1-3, A1	Online quizzes to test knowledge of theoretical principles and their practical applications (i.e. 10 quizzes).	Ten online quizzes	30-50%
K1-3, S1-3	Case study responses to demonstrate application of theoretical principles to practical applications (i.e. four case study responses).	Prepare a considered response to four case study questions	10-30%
K1-3, A1	Exam to test knowledge of theoretical principles and their practical applications.	Exam	30-50%

## Adopted Reference Style:

APA