

Sports Management 2012

Subject	Catalog	Name	Description	Credits	Hours
SPOR	111	Intro to Sport Management	Take an inside look at sporting organisations and examine their culture, behaviour, marketing, law, sponsorship and broadcasting. Discover more about the external factors that impact sports organisations such as environmental sustainability, governance and role of the state in the business of sport. This course will also help you to gain insight into which particular area of sport management you wish to pursue in your career.	3	45
SPOR	121	Contemporary Health Issues	Learn about a wide range of current health issues and health science concepts while also learning important anatomical terms, with a particular emphasis on musculoskeletal anatomy. You will also canvass key and emerging health issues in contemporary society, covering topics such as health and inequality; indigenous health; legal and ethical perspectives on health and health care; health promotion; national security and infectious diseases; and the effects of globalisation on health.	3	45

SPOR	211	Sports Arbitration	As the business of sports management has become such a rich revenue source, so have the associated commercial activities surrounding the development and, in turn, the legal complexities that have evolved. Learn about the relevant Australian and international laws that pertain to the sports industry, including the rights and obligations of sporting authorities as well as the athlete's obligations under codes of conduct. Discover more about the business issues such as risk management, contract law and trade competition and consumers act, that confront the sporting world.	3	45
SPOR	212	Player and Performance Management	Performance management starts with developing a thorough understanding of the 'lived experience' of an athlete. Without this knowledge, a sports manager is ill-equipped to comprehensively manage and achieve the best results from their athletes. Learn a variety of systematic and accountable sports performance management assessments that optimise the possibilities of the 'human asset' – the athlete. When you complete this course you will be armed with a broad range of performance enhancing strategies to produce 'superstar' athletes of the 21st Century.	3	45
SPOR	221	Psych, Health and Wellbeing	Develop an understanding of the socio-cultural and psychological foundations of sport and leisure, examining concepts from sport psychology and sports sociology. Discover how psychological concepts can be applied to enhance sport performance, sports management, personal growth, and exercise participation while you learn more about how the world of sport and spectatorship can provide a perspective on sociological concepts associated with power, globalisation, gender, racism, sexism, hooliganism, drugs and stigmatisation in society as a whole.	3	45
SPOR	222	Innovation in Sport Management	Learn the skills you need to be creative, innovative and entrepreneurial in all facets of sport management. After developing a thorough understanding of what innovation means in sport management, you will analyse a sporting organisation and benchmark it against best practice at the individual, organisational and systemic level. You will also explore the work of current cutting-edge sports innovators.	3	45

SPOR	346	Sports Media Management	In this hands-on and practical approach to sports communication and broadcasting you will learn how to get your message across in today's broadcast and digital media. Learn how to write effective media releases, deal with sports crisis communication management. Discover how sports broadcasting rights and distribution systems work and can impact on the world of sport and learn how to handle a media interview.	3	45
MKTG	234	Sports and Event Marketing	Discover how sports marketing differs from mainstream marketing by examining the unique characteristics of the sports product and service, the pricing, promotion and distribution. Sports sponsorship and endorsement is an integral part of the business of sport and provides an essential source of revenue. Learn how sponsorship is sourced and managed through marketing efforts.	3	45