

BUSM 3070 STRATEGIC SPORT LEADERSHIP

Credit Points 10

Legacy Code 200998

Coordinator Michelle O'Shea ([https://directory.westernsydney.edu.au/search/name/Michelle OShea/](https://directory.westernsydney.edu.au/search/name/Michelle%20OShea/))

Description In contemporary sport organisations and contexts, sport practitioners require an in-depth understanding of strategic leadership processes and practices. To respond to sport's ongoing professionalisation, globalisation, demographic changes and emerging consumer expectations, sport managers and government policy makers require knowledge and skills which will allow them to navigate and successfully manage these changes. Students will develop knowledge and skills in areas such as policy development and implementation, sport governance, strategic planning, executive leadership and change management processes and practices. Learning will be applied across diverse sport contexts including high performance and community sport with a focus on sport for development. Students' leadership knowledge and skills will be showcased through a sport leadership, governance and integrity portfolio.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects SPRT 3016 - Sport Management Planning and Development

Assumed Knowledge

An introductory level of knowledge in sport management.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply philosophical, political, and economic rationales for government involvement in the development of sport
2. Critically evaluate sport organisation policy, and strategic management theories
3. Analyse internal and external ethical, environmental, stakeholder, legislative and technological issues shaping strategic management in sport organisations and allied policy contexts
4. Evaluate current sport organisation/agency strategic management processes, practices and policy implementation
5. Apply strategic management principles in sport organisations

Subject Content

1. Leadership Theory and Practice
2. Leadership Philosophy around sport management and leadership
3. Government Systems in Sport, domestically and internationally
4. Sport Policy and Planning within a public policy context
5. Sport Governance
6. Sport Integrity, ethical frameworks, policy and practice

7. Strategic Leadership in Sport

8. The future for sport leadership challenges and innovation

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task
Critical Review	1000 words	30	N	Individual
Report	2500 words	30	N	Group
Portfolio	2000 words equivalency	40	N	Individual

Prescribed Texts

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Teaching Periods

Autumn (2024)

Parramatta City - Macquarie St

On-site

Subject Contact Michelle O'Shea ([https://directory.westernsydney.edu.au/search/name/Michelle O'Shea](https://directory.westernsydney.edu.au/search/name/Michelle%20O%27Shea/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3070_24-AUT_PC_1#subjects)