

# SPORT MANAGEMENT, TESTAMUR MAJOR (T045)

Western Sydney University Major Code: T045

Previous Code: MT2036.1

Available to students in other Western Sydney University programs?  
No

## Handbook Summary 2022 - 2025

The Sport Management major is designed for people who seek careers in Australian and international Sport management. Specialist subjects provide students with a capacity to understand and function within the increasingly dedicated context in which sport is played, organised and managed. Students who complete this major will be equipped with the skills and knowledge to manage sport experiences pertaining to globalisation and emerging contemporary issues in sport. Graduates find career employment at all levels of government as well as within the private sector for both commercial and non-commercial organisations. Positions include project management of facilities and events, management and coordination of leisure, sport and civic event departments, sport marketing, player management and sport public relations, elite sport development, sport and leisure programming.

## Handbook Summary 2026

The Sport Management major aims to equip you with the essential knowledge and skills to build a career in sports management within Australia and globally. You will learn to navigate the constantly changing sports landscape through specialised courses that address key developments, such as the increased use of technology in sport management and the growing social importance of sport. Additionally, you'll have access to unique opportunities for hands-on professional experience with leading sports clubs and organisations partnering with us across various subjects. Career options are diverse, covering roles in government and private sectors, such as facility and event management, sports and leisure programming, marketing, public relations, player management, elite sports development, and organising civic, leisure, and sports events.

## Location

Campus	Mode	Advice
Campbelltown Campus	Internal	Program Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> )
Parramatta City Campus-Macquarie Street	Internal	Program Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> )

## Inherent Requirements

There are inherent requirements for this major that you must meet in order to complete the major and graduate. Make sure you read and understand the requirements for this major online.

Inherent Requirements ([http://www.uws.edu.au/ir/inherent\\_requirements/inherent\\_requirements\\_for\\_accounting\\_courses/](http://www.uws.edu.au/ir/inherent_requirements/inherent_requirements_for_accounting_courses/))

## Major Structure 2026

This structure applies to students who commenced in 2026 or later. If you commenced 2025 or earlier, please refer to the relevant Structure tab for details.

Qualification for this major requires the successful completion of 80 credit points including the core subjects listed below.

## Core Subjects for this Major

Subject	Title	Credit Points
BUSM 1051	Introduction to Sport Business	10
BUSM 2053	Technology and Innovation in Sport Management	10
BUSM 2054	Strategic Sport Marketing and Digitalisation	10
BUSM 3094	Global Sport Business	10
BUSM 3095	Sport Management Consulting and Practice	10
BUSM 3096	Sport Industry Internship	10
BUSM 3097	Sport and Special Event Management	10
BUSM 3070	Strategic Sport Leadership	10
<b>Total Credit Points</b>		<b>80</b>

## Bachelor of Business Core

Students undertaking the Sport Management major take the following subjects to satisfy the core requirements of the Bachelor of Business program.

Subject	Title	Credit Points
BUSM 1050	People and Organisations	10
FINC 1005	Financial Foundations	10
MKTG 1014	Marketing in Action	10
ECON 1016	Evidence-Based Decision Making	10
BUSM 2050	Digital Transformation for Business	10
ECON 1017	The Future of Business	10
BUSM 1048	Professional Careers and Employability	10
BUSM 3084	Professional Business Experience	10
<b>Total Credit Points</b>		<b>80</b>

## Recommended Sequence 2026

This sequence applies to students who commenced in 2026 or later. If you commenced in 2025 or earlier, please refer to the relevant Sequence tab for details.

Qualification for the award of Bachelor of Business with a major in Sport Management requires the successful completion of 240 credit points as per the recommended sequence below.

## Full-time start-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
ECON 1017	The Future of Business	10
BUSM 1050	People and Organisations	10
FINC 1005	Financial Foundations	10
MKTG 1014	Marketing in Action	10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
ECON 1016	Evidence-Based Decision Making	10
BUSM 1048	Professional Careers and Employability	10

BUSM 1051	Introduction to Sport Business	10
Select one elective		10
<b>Credit Points</b>		<b>40</b>
<b>Year 2</b>		
<b>Autumn session</b>		
BUSM 2050	Digital Transformation for Business	10
BUSM 3097	Sport and Special Event Management	10
BUSM 2054	Strategic Sport Marketing and Digitalisation	10
Select one elective		10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
BUSM 2053	Technology and Innovation in Sport Management	10
BUSM 3096	Sport Industry Internship	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>
<b>Year 3</b>		
<b>Autumn session</b>		
BUSM 3084	Professional Business Experience	10
BUSM 3070	Strategic Sport Leadership	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
BUSM 3094	Global Sport Business	10
BUSM 3095	Sport Management Consulting and Practice	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>
<b>Total Credit Points</b>		<b>240</b>

## Part-time start-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
ECON 1017	The Future of Business	10
BUSM 1050	People and Organisations	10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
FINC 1005	Financial Foundations	10
MKTG 1014	Marketing in Action	10
<b>Credit Points</b>		<b>20</b>
<b>Year 2</b>		
<b>Autumn session</b>		
ECON 1016	Evidence-Based Decision Making	10
BUSM 1048	Professional Careers and Employability	10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 1051	Introduction to Sport Business	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Year 3</b>		
<b>Autumn session</b>		
BUSM 2050	Digital Transformation for Business	10

BUSM 3097	Sport and Special Event Management	10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 2054	Strategic Sport Marketing and Digitalisation	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Year 4</b>		
<b>Autumn session</b>		
BUSM 2053	Technology and Innovation in Sport Management	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 3096	Sport Industry Internship	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Year 5</b>		
<b>Autumn session</b>		
BUSM 3084	Professional Business Experience	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 3070	Strategic Sport Leadership	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Year 6</b>		
<b>Autumn session</b>		
BUSM 3094	Global Sport Business	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 3095	Sport Management Consulting and Practice	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Total Credit Points</b>		<b>240</b>

## Major Structure 2023 - 2025

This major structure applies to students who commenced in 2023 - 2025. If you commenced prior to 2023 or 2026 or later, please refer to the relevant Structure tab for details.

Qualification for this major requires the successful completion of 80 credit points including all of the core subjects listed below.

## Core Subjects for this Major

Subject	Title	Credit Points
BUSM 2037	Sport Entertainment	10
BUSM 1031	The World of Sport Business	10
BUSM 3008	Developing Sport Professionals	10
MKTG 1011	Fundamentals of Marketing Analytics	10
BUSM 3065	Special Event Management	10
BUSM 3070	Strategic Sport Leadership	10
BUSM 2048	Sports Marketing	10

BUSM 3083	Global Sports Management	10
<b>Total Credit Points</b>		<b>80</b>

## Professional Subjects for Careers in Markets

Students undertaking the Sport Management major are advised to take the following four subjects to satisfy the requirements for their professional core:

Subject	Title	Credit Points
BUSM 2040	The Service Enterprise	10
MATH 1030	Statistics for Business	10
BUSM 3006	Design Thinking for Creativity	10
SPRT 3014	Sport Management Applied Project (Enterprise Engaged subject)	10

## Recommended Sequence 2023 - 2025

This major sequence applies to students who commenced in 2023 - 2025. If you commenced prior to 2023 or 2026 or later, please refer to the relevant Sequence tab for details.

Qualification for the award of Bachelor of Business with a major in Sport Management requires the successful completion of 240 credit points as per the recommended sequence below.

### Full-time start-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1008	Enterprise Leadership	10
BUSM 1031	The World of Sport Business	10
MATH 1030	Statistics for Business	10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
BUSM 1010	Financing Enterprises	10
LAWS 1001	Enterprise Law	10
BUSM 2037	Sport Entertainment	10
MKTG 1011	Fundamentals of Marketing Analytics	10
<b>Credit Points</b>		<b>40</b>
<b>Year 2</b>		
<b>Autumn session</b>		
BUSM 2040	The Service Enterprise	10
BUSM 2048	Sports Marketing	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
BUSM 3008	Developing Sport Professionals	10
BUSM 3006	Design Thinking for Creativity	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>
<b>Year 3</b>		
<b>Autumn session</b>		
BUSM 3070	Strategic Sport Leadership	10
BUSM 3065	Special Event Management	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>

<b>Spring session</b>		
BUSM 3083	Global Sports Management	10
SPRT 3014	Sport Management Applied Project (Enterprise Engaged Subject)	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>
<b>Total Credit Points</b>		<b>240</b>

### Part-time start-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
BUSM 1006	Enterprise Innovation and Markets	10
LAWS 1001	Enterprise Law	10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 1010	Financing Enterprises	10
BUSM 1008	Enterprise Leadership	10
<b>Credit Points</b>		<b>20</b>
<b>Year 2</b>		
<b>Autumn session</b>		
BUSM 1031	The World of Sport Business	10
MATH 1030	Statistics for Business	10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 2037	Sport Entertainment	10
MKTG 1011	Fundamentals of Marketing Analytics	10
<b>Credit Points</b>		<b>20</b>
<b>Year 3</b>		
<b>Autumn session</b>		
BUSM 2040	The Service Enterprise	10
BUSM 2048	Sports Marketing	10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
Select two electives		20
<b>Credit Points</b>		<b>20</b>
<b>Year 4</b>		
<b>Autumn session</b>		
BUSM 3065	Special Event Management	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 3006	Design Thinking for Creativity	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Year 5</b>		
<b>Autumn session</b>		
BUSM 3070	Strategic Sport Leadership	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 3008	Developing Sport Professionals	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>

**Year 6****Autumn session**

Select two electives	20
<b>Credit Points</b>	<b>20</b>

**Spring session**

SPRT 3014	Sport Management Applied Project (Enterprise Engaged Subject)	10
BUSM 3083	Global Sports Management	10
<b>Credit Points</b>	<b>20</b>	
<b>Total Credit Points</b>	<b>240</b>	

## Major Structure 2022

This major structure applies to students who commenced in 2022. If you commenced in 2023 or later please refer to the relevant tab for details.

Qualification for this major requires the successful completion of 80 credit points including all of the core subjects listed below.

### Core Subjects for this Major

Subject	Title	Credit Points
BUSM 3008	Developing Sport Professionals	10
BUSM 3053	Our Sporting Future	10
BUSM 3064	Service Industry Analytics	10
BUSM 3065	Special Event Management	10
BUSM 2045	Sport and Society	10
BUSM 2037	Sport Entertainment	10
BUSM 3070	Strategic Sport Leadership	10
BUSM 1031	The World of Sport Business	10
<b>Total Credit Points</b>	<b>80</b>	

### Professional Subjects for Careers in Markets

Students undertaking the Sport Management major are advised to take the following four subjects to satisfy the requirements for their professional core:

Subject	Title	Credit Points
BUSM 3006	Design Thinking for Creativity	10
SPRT 3014	Sport Management Applied Project	10
MATH 1030	Statistics for Business	10
BUSM 2040	The Service Enterprise	10
<b>Total Credit Points</b>	<b>40</b>	

### Equivalent Subjects

The subject listed below counts towards completion of this major for students who passed this subject in 2020 or earlier.

BUSM 3068 Sport and Society, replaced by BUSM 2045 Sport and Society

### Replaced Subjects

The subjects listed below counts towards completion of this major for students who passed these subject in 2022 or earlier.

BUSM 2045 Sport and Society, replaced by BUSM 2048 Sports Marketing from 2023.

BUSM 3053 Our Sporting Future, replaced by BUSM 3083 Global Sports Management from 2023.

BUSM 3064 Service Industry Analytics, replaced by MKTG 1011 Fundamentals of Marketing Analytics from 2023.

## Recommended Sequence 2022

This major sequence applies to students who commenced in 2022. If you commenced in 2023 or later please refer to the relevant tab for details.

Qualification for the award of Bachelor of Business with a major in Sport Management requires the successful completion of 240 credit points as per the recommended sequence below.

### Full-time start-year intake

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1008	Enterprise Leadership	10
BUSM 1031	The World of Sport Business	10
MATH 1030	Statistics for Business	10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
BUSM 1010	Financing Enterprises	10
LAWS 1001	Enterprise Law	10
BUSM 2037	Sport Entertainment	10
Select one elective		10
<b>Credit Points</b>		<b>40</b>
<b>Year 2</b>		
<b>Autumn session</b>		
BUSM 2040	The Service Enterprise	10
BUSM 2045	Sport and Society	10
BUSM 3065	Special Event Management	10
Select one elective		10
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
BUSM 3008	Developing Sport Professionals	10
BUSM 3006	Design Thinking for Creativity	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>
<b>Year 3</b>		
<b>Autumn session</b>		
BUSM 3070	Strategic Sport Leadership	10
BUSM 3064	Service Industry Analytics	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>
<b>Spring session</b>		
BUSM 3053	Our Sporting Future	10
SPRT 3014	Sport Management Applied Project (Enterprise Engaged Subject)	10
Select two electives		20
<b>Credit Points</b>		<b>40</b>
<b>Total Credit Points</b>		<b>240</b>

**Part-time start-year intake**

Course	Title	Credit Points
<b>Year 1</b>		
<b>Autumn session</b>		
BUSM 1006	Enterprise Innovation and Markets	10
LAWS 1001	Enterprise Law	10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 1010	Financing Enterprises	10
BUSM 1008	Enterprise Leadership	10
<b>Credit Points</b>		<b>20</b>
<b>Year 2</b>		
<b>Autumn session</b>		
BUSM 1031	The World of Sport Business	10
MATH 1030	Statistics for Business	10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 2037	Sport Entertainment	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Year 3</b>		
<b>Autumn session</b>		
BUSM 2040	The Service Enterprise	10
BUSM 2045	Sport and Society	10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
Select two electives		20
<b>Credit Points</b>		<b>20</b>
<b>Year 4</b>		
<b>Autumn session</b>		
BUSM 3065	Special Event Management	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 3006	Design Thinking for Creativity	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Year 5</b>		
<b>Autumn session</b>		
BUSM 3070	Strategic Sport Leadership	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 3008	Developing Sport Professionals	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Year 6</b>		
<b>Autumn session</b>		
BUSM 3064	Service Industry Analytics	10
Select one elective		10
<b>Credit Points</b>		<b>20</b>
<b>Spring session</b>		
BUSM 3053	Our Sporting Future	10

SPRT 3014	Sport Management Applied Project (Enterprise Engaged Subject)	10
<b>Credit Points</b>		<b>20</b>
<b>Total Credit Points</b>		<b>240</b>

## Related Programs

Bachelor of Arts/Bachelor of Business (1818) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-business/>)

Bachelor of Business (2786) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business/>)

Bachelor of Business/Bachelor of Laws (2788) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business-bachelor-laws/>)

Bachelor of Business/Bachelor of Laws (Honours) (2840) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business-bachelor-laws-honours/>)

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-business/>)

Bachelor of Engineering (Honours)/Bachelor of Business (3728) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-engineering-honours-bachelor-business/>)

Bachelor of Information Systems Advanced/Bachelor of Business (3745) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-advanced-bachelor-business/>)

Bachelor of Information Systems/Bachelor of Business (3744) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-bachelor-business/>)

Bachelor of Information and Communications Technology/Bachelor of Business (3737) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology-bachelor-business/>)

Bachelor of International Studies/Bachelor of Business (1820) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-international-studies-bachelor-business/>)

Bachelor of Science/Bachelor of Business (4748) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-science-bachelor-business/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-business-bachelor-business/>)