

BUSM 1031 THE WORLD OF SPORT BUSINESS

Credit Points 10

Legacy Code 201000

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

Description The World of Sport Business provides students with an entry to sport and its professional organisation and management. Sport organisations are uniquely situated within fluid and emergent social, cultural and political environments and necessitate unique/different managerial approaches which students begin to critically explore. Students will engage with key issues shaping the domestic and international sport management field including, but not limited to, sport professionalisation and commodification, globalisation and sport for development. Students will be introduced to sport governance and leadership theories, sport and its management as a context for ethical analysis, and approaches to sport marketing and promotions in the contemporary sport business context.

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 1 subject

Equivalent Subjects BUSM 1032 - The World of Sport Management

Learning Outcomes

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

1. Understand the unique/special features of sport and its contemporary management.
2. Identify the three sectors of sport (public, non-profit and professional)
3. Explain sport and sport organisations in broader social, cultural, and political contexts (domestic and international).
4. Recognise management and leadership competencies
5. Identify and deconstruct the developments shaping sport managerial futures

Subject Content

1. Australian sport history and early cultural influences/intersections with the contemporary context
2. What is sport management and why it is a unique managerial context
3. Challenges and developments shaping contemporary sport managerial policy and practice [societal, cultural and political]
4. Governmental sport funding and policy
5. Professional/commercial sport-ownership structures, finance, outcomes and effects
6. Sport managerial leadership theories and practice in contemporary sport contexts
7. Change management complexities, processes, and practices

8. Diversity, equity and inclusion in sport organisations and allied contexts

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	Mandatory
Critical Review	1500 words	35	N	Individual	Y
Case Study	2500 words	30	N	Group	Y
Final Exam	2 hours	35	N	Individual	Y

Prescribed Texts

- Hoye, R., Smith, A.C., Nicholson, M. and Stewart, B., 2015. Sport management: principles and applications. Routledge.

Teaching Periods

Autumn (2025)

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/odd/timetable/?subject_code=BUSM1031_25-AUT_PC_1#subjects)