

# BUSM 1051 INTRODUCTION TO SPORT BUSINESS

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## Credit Points 10

**Description** Introduction to Sport Business provides students with an introduction to sport and its professional organisation and management. Sport organisations are uniquely situated within dynamic social, cultural and political environments and necessitate different managerial approaches. 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 contemporary sport business contexts.

**School** Business

## Student Contribution Band

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Equivalent Subjects** BUSM 1031

## Learning Outcomes

After successful completion of this subject, students will be able to:

1. Describe the distinctive features of sport and its contemporary management.
2. Define the three sectors of sport: public, non-profit and professional.
3. Discuss sport and sport organisations in broader social, cultural, and political contexts, including Indigenous Australian perspectives.
4. Explain key competencies in management and leadership.
5. Discuss the developments shaping sport managerial futures in different contexts.

## 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.