

# BACHELOR OF SPORTS MANAGEMENT



# YOUR NEXT GENERATION EDUCATION

## 1 **A sports management degree designed by the best, for the best**

At ICMS we are connected with industry. We work with sports industry professionals including those from the fields of sports law, media, psychology and nutrition, to maintain our high standards of excellence in curriculum design. Our Bachelor of Sports Management degree continues to be relevant to industry. We review and refine it to ensure our students have the best specialist knowledge in sports management.

## 2 **600 hours of industry experience**

When you graduate from ICMS you'll have more than just a degree. Built into your qualification is up to 600 hours (6 months) of industry experience. Our industry training consultants will help place you in an organisation relevant to your studies. After you complete your degree you'll have an impressive CV, a network of contacts and a significant advantage over other graduates.

## 3 **You'll think outside the box and outside the classroom**

Theory is important, it will teach you the fundamentals you need to be a sports management leader. However, nothing is as valuable as putting theory into practice. In addition to your industry training, you'll gain hands-on experience working on real events. Field trips and site visits with our industry partners will see you learning from the best in the business.

## 4 **You are an industry leader in training**

This degree is far more than a sports training program, we train you to be a leader in the sports industry. Combining specialist sports subjects with business, we train you in the critical thinking and analytical skills you'll need to prepare for a management role after you graduate.

## 5 **We're the global industry experts**

At ICMS we have lecturers with international careers who are experts in the sports industry. Guest lectures from our network of industry partners such as sports psychologists, consultants and nutritionists, will keep your learning fresh, relevant and up to date with the latest demands from industry and your future employers.

The International College of Management, Sydney (ICMS) has a reputation for producing high calibre sports management graduates. We offer a balance of theory and practical training in management and sport. Our close connections with industry and our dedication to training our students to be work-ready professionals, ensures that we continue to be at the forefront of education in professional services management.

At ICMS your student experience will be unique. You'll earn your qualification in a friendly multicultural environment at one of the world's most stunning campus locations – Manly, just a 17-minute ferry ride from Sydney CBD. Ocean panorama, parklands, and the cityscape are all part of the view from the commanding sandstone building that is home to ICMS.

Our approach to work-integrated learning, emphasis on professionalism and our comprehensive industry training program will provide you with the foundations for a successful career in sports management.

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**“Our Bachelor of Sports Management prepares students for the business and managerial skills demanded by modern organisations, teams and players in industry. Sport is a multi-billion dollar global industry and it is rewarding to see our students turn their love of sport into successful business careers around the world.”**

**John Powrie**  
Head of Program, Sports Management

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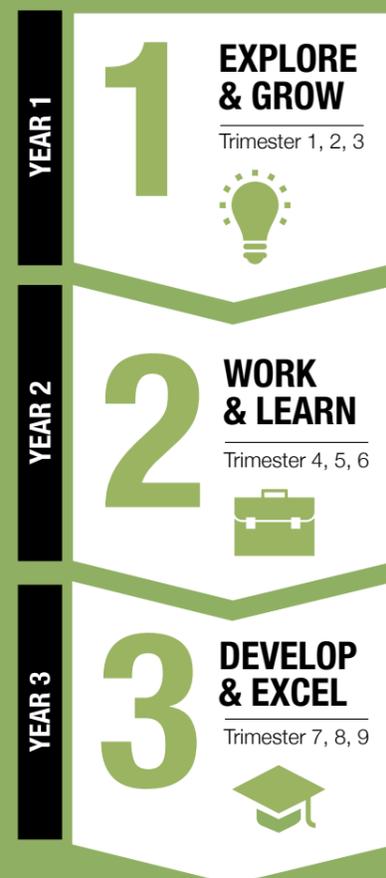
# YOUR DEGREE

## BACHELOR OF SPORTS MANAGEMENT

The largest events on the planet are all sports related – FIFA World Cup, the Olympics and Tour De France to name a few. Professional sports management is an integral part of a multi-billion dollar global industry. It spans everything from the management of elite athletes and major teams to the administration of mass market, mass participation sports and myriad industries and government bodies that support them. The business of sports management requires people with skills across many areas, including management, marketing, law, finance, commercial development, sponsorship, event management, player and performance management, coaching, psychology, human performance and health.

The ICMS Bachelor of Sports Management is a well-rounded and multi-disciplinary qualification that prepares you for sports management leadership. Whether you are interested in managing an individual athlete, sporting team or organisation, your Bachelor of Sports Management will train you to be a leading sports management professional.

## YOUR TIMELINE\*



## A SNAPSHOT OF YOUR SUBJECTS



### CONTEMPORARY HEALTH ISSUES

Constant striving to improve puts great strain on an athlete's body and mind. New drugs, treatments, equipment, techniques and laws of the game, bring many new problems along with their intended improvements. In Contemporary Health Issues you will learn to identify these changes and to make management decisions when dealing with them.

### SPORTS PSYCHOLOGY HEALTH AND WELLBEING

The psychology and wellbeing of an athlete can have a significant impact on their sporting performance. Understanding how sports psychology can influence the mental focus, confidence, injury recovery and mental and physical health of an athlete can make a big difference to how you work with them as a manager. In Sports Psychology Health and Wellbeing you will develop your understanding of the core principles of sports psychology. You will learn to identify an athlete with a sports-related psychology issue and write an intervention program to improve their wellbeing.



### PLAYER AND PERFORMANCE MANAGEMENT

A skilled sports manager must know how to motivate their athlete or team to strive for peak performance. Regular performance management techniques such as behavioural contracts and practical goal setting help the athlete and manager to each understand their professional expectations. From athlete assessment to setting long term goals, you will learn how to manage and maximise the performance of athletes and teams.

\* For details of all subjects please refer to the back cover.



# SPORTS MANAGEMENT, THE ICMS WAY

## DEGREE STRUCTURE

**Degree length: 3 years full time**

(fast track options available)

With a Bachelor of Sports Management you will be industry ready. You will combine business and management studies, specialised sports subjects and up to 600 hours of industry training in 3 years of full-time study (or equivalent part time).

It all starts with some seriously experienced lecturers and industry professionals who come from across the globe to give you a truly international perspective of the industry. First you will learn about the operational areas of sports such as managing teams, coaches and players. This prepares you for your industry training, typically taken at the start of your second year.

On your return from industry training we concentrate on your strategic management skills, getting you ready for a leadership role as a well-rounded manager or entrepreneur. On completion of your degree you will have a thorough understanding of sports areas including: player and performance management, promotion and sponsorship, media management, psychology, facilities management and law.



### EMBEDDED QUALIFICATIONS

- First Aid Certificate
- Coaching Certificates
- Refereeing Certificates

Note: These certificates allow you to gain a holistic perspective of the sports industry and may include specific sports such as cricket and rugby league.



# YOUR FUTURE

When you are working in an industry that is loved by millions it is important that you have the resilience, confidence and determination to stay level-headed when making management decisions. Practical experience and in-depth business and industry knowledge is essential when representing an athlete, team or organisation. Sports managers must be skilled all-rounders who can manage media pressure, assist in negotiations between owners and players of professional sports teams, provide motivational support to athletes, understand the legal implications of a contract, and ensure that their clients are getting the performance support they need to keep them competing at the highest level.

At ICMS we are in the business of training extraordinary sports managers. Our graduates are experts in sports management principles, are technically skilled, and have a working experience of the industry. Our Bachelor of Sports Management graduates are trained to be professional leaders.

Positions include:

- Player or Team Manager
- Sports Marketing Manager
- Facilities Management
- Fitness Manager
- Merchandising Manager
- Sports Promotion and Sponsorship Manager
- Events Manager
- Sports Media Manager

**“My career with the Australian Rugby Union (ARU) started while I was doing my industry training placement. What was intended as a short-term role turned into a part time marketing position and I stayed with ARU while I finished my studies. After I graduated from ICMS, I moved into a full time role working on strategies to engage and grow our fan base.”**

**James Gellert, Australia**

Sports Management Graduate, 2012  
Fan Engagement and Insights Coordinator,  
Australian Rugby Union



# NEXT GENERATION SPORTS MANAGEMENT

Whether you dream of standing on the sidelines at the Super Bowl or watching your athlete claim gold at the Olympics, ICMS will provide you with a superior education in sports management theory and practice that will prepare you for a leadership role. ICMS degrees focus on the next generation of education getting you job-ready by embedding industry training and practical experience into each degree. To be an exceptional sports manager you need to have a sound knowledge of the sports industry in practice. The best way to do that is to experience it first-hand. Here are some of the unique ICMS experiences that will get you out of the classroom and into a successful career in the sports industry.



## INSIDE SPORT

From locker rooms to boardrooms, ever wondered what it is like behind the scenes at some of your favourite sporting venues? You'll meet with industry management experts and learn about the business of sport from the inside with site visits to sporting venues like the Sydney Cricket Ground.



## EVALUATE A SPORTS VENUE

You will examine the business functions of professional sports venues. Reflecting on your classroom learning you will inspect these venues to study their site quality, presentation, ticket pricing, uniforms and staffing.



## FIT FOR EMERGING INDUSTRIES

The fitness industry has experienced a major boom. The strong emphasis on fitness in our curriculum has given our students a professional advantage as this industry continues to grow with careers like gym management and corporate fitness management.



## STEP UP TO THE PLATE AT SPORT FUNCTIONS

Experience working at sport functions for real clients as you manage the media, promotional material and sport personalities. Your real clients could include local communities, charities, government departments and private clients.

## OUR SCHOLARSHIP PARTNERS



Our comprehensive professional scholarships program is sponsored by primary corporate partners NSW Rugby League, Hostplus and PGA IGI. To find out how you can benefit visit [www.icms.edu.au/scholarships](http://www.icms.edu.au/scholarships)



## OUR INDUSTRY CONNECTIONS ARE YOUR CONNECTIONS...

We have an impressive network of sports industry partners including NSW Rugby League and the Australian Baseball League. These leading organisations provide invaluable industry insight and experience to help shape our qualifications and ensure they are in line with industry best practice.

When it is time to embark on your industry training, we work closely with them to find a suitable placement that is the best fit for your skills, interests and professional goals. Your industry training could take you to a major city or regional area in Australia, or even an international city. Not only is this an invaluable experience, it is also a chance to grow your professional network. For many of our graduates this experience introduces them to their future employers.



# DEGREE DETAILS

	Subject Type	Subject Name
<b>Trimester 1</b>	Core	Managing People and Organisations
	Core	Principles of Marketing
	Core	Introduction to Human Resources Management
	Specialisation	Introduction to Sports Management
<b>Trimester 2</b>	Core	Accounting Fundamentals
	Core	Service Management and Innovation
	Specialisation	Contemporary Health Issues
	Specialisation	Sports Psychology, Health and Wellbeing
<b>Trimester 3</b>	Core	Business Statistics
	Core	Business Economics
	Specialisation	Facilities Management
	Specialisation	Introduction to Sports Law
<b>Trimester 4</b>	Industry Placement	Industry Training I
<b>Trimester 5</b>	Core	Career Planning and Strategy
	Elective	General Elective (as per course rules)
	Specialisation	Innovation in Sports Management
	Specialisation	Risk Management in Sport
	Other	Applied Leadership
<b>Trimester 6</b>	Core	Research Methods
	Elective	General Elective (as per course rules)
	Specialisation	Promotions and Sponsorship
	Specialisation	e-Commerce and Social Media
<b>Trimester 7</b>	Core	Strategic Management
	Elective	General Elective (as per course rules)
	Specialisation	Sports Media Management
	Specialisation	Performance Management in Sport
<b>Trimester 8</b>	Elective	General Elective (as per course rules)
	Specialisation	Sports Management Project

## ELECTIVE EXAMPLES

Consumer Behaviour	Business Finance
New Enterprise Creation	Business Law
Introduction to Information Systems	Cross Cultural Management
Business Communications	Managing Workplace Conflicts
Current Issues in Business Management	Business Ethics

Disclaimer: Information in this publication is correct at the time of printing, but may be subject to change. The College reserves the right to change the content, withdraw any subject or program of study, or to impose limitations on enrolment in any subject or program of study. Published February 2016.

# APPLICATION DETAILS

## ENTRY REQUIREMENTS

When applying for entry into an ICMS degree you will need to meet certain academic and English language entry requirements. For detailed information about our entry requirements, visit [www.icms.edu.au/entry](http://www.icms.edu.au/entry)

## WHEN TO APPLY

ICMS has three intakes each year (February, May and September). You can start your degree in any of these trimesters. Applications should be made at least three months prior to your desired start date.

Apply directly to ICMS at [www.icms.edu.au/apply](http://www.icms.edu.au/apply) or through our network of international education agents. Domestic students may also apply through the Universities Admission Centre (UAC).

# ICMS



**STUDY + EXPERIENCE = SUCCESS**



ICMSaustralia



#icmscampus



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