



# Bachelor of Business (SPORTS MANAGEMENT)

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## TOP 10

for overall employment  
in Australia Higher  
Education

*QILT Graduate Survey 2017*

Benjamin Bond,  
**Bachelor of Business  
(Sports Management)**





“I’ve had an amazing experience at ICMS, with so many good memories and great learnings too.”

#### QUICK FACTS

|                       |  |
|-----------------------|--|
| CRICOS Course Code:   | 0101122  |
| Accreditation Status: | Active   |
| AQF Level:            | 7  |
| Campus:               | Northern Beaches Campus, Manly   |
| WIL:                  | Minimum of 600 hours industry experience + 180 hours of self-study                                     |
| FEE-Help:             | Yes  |
| Study Mode:           | On-campus  |
| Start:                | February, May and September  |
| Course Duration:      | Full-time study load: 3 years<br>Part-time study load: 6 years<br>Accelerated study load: 8 trimesters |

## BACHELOR OF BUSINESS (SPORTS MANAGEMENT)

In the multi-million dollar global sports industry, a passion for sport together with a head for business and a heart for the game can combine in a lucrative career that will be as rewarding as it is challenging.

You can make a career out of your love of sport by studying sports management - the business end of sports and recreation.

A Bachelor of Business (Sports Management) gets you to wherever there is sport – which is just about everywhere. From athlete and facilities management to marketing and finance, a Bachelor of Business (Sports Management) will prepare you for a leadership role in this ever-evolving and intensely exciting business environment.

Subjects focus on core business skills with the addition of specialised sports management subjects. Business subjects include sales and marketing; agile leadership, collaboration and managing people; strategic planning and innovative problem solving; and financial literacy. In your specialisation subjects you will be exposed to the global sports industry and gain insights into those areas of sport management vital for a successful career in this most exciting of industries.

Sports management and business subjects are supplemented by elective subjects from a range of business areas. Your choices include electives in marketing, international tourism, entrepreneurship, hospitality management and event management. This allows you to enhance your degree with subjects that reflect your interests and ambitions.

At ICMS we believe that the best learning experience combines practical and ‘real world’ experience with a strong academic foundation. Work Integrated Learning (WIL) subjects are built into your degree, meaning you graduate with more than a degree – you’ll graduate with real world experience – and will have gained invaluable industry connections.\*

The teaching of this course integrates the practical experience of industry specialists with a more formal academic approach, providing you with a practical perspective on today’s business sector.

In your final year of the Bachelor of Business (Sports Management), you will have the opportunity to participate in a ‘capstone’ subject, which allows you to choose a special area of focus within sport, as a major project to test your abilities in addressing contemporary issues or problems in your area of interest.

Whether you dream of managing a star player or team, becoming a fitness or facilities manager, a sports media manager or any variation of these exciting roles within the global or local sports industry, the Bachelor of Business (Sports Management) will provide you with the transferable skills, industry experience and in-depth knowledge of business practices that will get you there.

\*See page 8 for more on WIL



# A UNIQUE EXPERIENCE

You are career-focused but you still want a memorable, fun campus experience. ICMS offers everything that you'd expect from a traditional university – such as sporting teams, student clubs, modern facilities and residence options.

ICMS has three campuses; the iconic traditional sandstone Northern Beaches Campus, affectionately called the 'castle on the hill', which offers sweeping views over Manly Beach, and contrasts with the

beachfront Esplanade Campus and the new modern, vibrant and centrally-located City Campus. These spectacular locations offer a student experience that would be hard to beat anywhere in the world.



### Global Community

You will build life-long friendships and connections with students from over 50 different countries.



### Small Class Sizes

Small interactive classes mean you will develop strong relationships with fellow students and teachers.



### Industry Training (Work Integrated Learning)

Your degree includes a minimum of 600 hours real-world industry placement.



### Extra Learning & English Support

We give you every chance to succeed so you get access to personal study assistance and wellness support.



### Campus Accommodation

Choose to make the most of college life by living in student accommodation on or off campus.



### 'Castle' by the Beach

Study in the iconic 'castle on the hill' within walking distance to Manly and Shelly beach.



### City CBD Campus

Use convenient and modern campus facilities close to transport and the business centre.



### Sports, Clubs & Associations

Make friends and get involved in social and sporting activities both on and off campus.

# ICMS IS ALL ABOUT YOUR CAREER SUCCESS

### WHAT DOES SUCCESS MEAN TO YOU?

Everyone has a different idea of what success means to them. That's why we start with YOU. No matter what you study, we'll walk beside you to create a personalised educational experience to ignite your career and mentor you to professional success.

### BUSINESS LEADERSHIP IN A GLOBAL CONTEXT.

Like you, we recognise the importance of developing global professional expertise and business maturity. From professional attire to built-in Work Integrated Learning (WIL) subjects, an ICMS career-focused education positions you for leadership in a rapidly-changing world. That's one of the reasons why up to 90% of our graduates are already employed in their field when they graduate\*.

*\*Internal Graduate Survey 2018*

# CAREER JUMPSTART

The Bachelor of Business (Sports Management) has been designed to develop the following Graduate Capabilities:



### Professional Expertise

The skills and knowledge necessary to demonstrate confidence, competence and innovation in business and across disciplines.



### Agile Leadership

The capability to initiate, embrace and lead innovation and change, as well as engaging and enabling others to do so.



### Innovative Problem Solving

Initiative and enterprise skills that contribute to innovative problem solving of dynamic, real world challenges.



### Technology and Information Literacy

Up-to-date technology skills to interact and collaborate with others in a rapidly changing world, with the ability to gather and interpret relevant information in order to develop accurate judgements in an ethical and practical manner.



### Global Citizenship

The skills to work productively and collaboratively in diverse global environments and to make ethical and sustainable decisions that consider the impact on others across boundaries.



### Skilled Collaboration

The ability to work effectively within teams from diverse backgrounds, display effective leadership behaviours and effectively communicate knowledge and information to deliver measurable outcomes.



### Independent Self-management

A sense of self-awareness and self-belief to develop a personal culture of continuous self-directed learning, enabling ongoing personal and professional development.



# DEGREE STRUCTURE

In addition to facilitated theoretical subjects, experiential learning is a foundation of this course. As such it is designed to provide learners with practical work experience which is undertaken over two subjects (and two study periods) WIL201A and WIL301A. This equates to a minimum of 600 hours of industry experience and 180 hours of self-study.

Note: One study period is equivalent to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment). The accredited full-time study load is 3 years.

## SAMPLE STUDY PATTERN

|          |   |
|----------|---|
| 1ST YEAR | TRIMESTER 1 (13 WEEKS) - 4 subjects taken                     |
|          | TRIMESTER 2 (13 WEEKS) - 4 subjects taken                     |
|          | TRIMESTER 3 (13 WEEKS) - 4 subjects taken                     |
| 2ND YEAR | TRIMESTER 4 (13 WEEKS - 300 hours) - work integrated learning |
|          | TRIMESTER 5 (13 WEEKS - 300 hours) - work integrated learning |
|          | TRIMESTER 6 (13 WEEKS) - 4 subjects taken                     |
| 3RD YEAR | TRIMESTER 7 (13 WEEKS) - 4 subjects taken                     |
|          | TRIMESTER 8 (13 WEEKS) - 4 subjects taken                     |

# SUBJECT SNAPSHOTS

### SPO101A Sports Management Fundamentals

Sport Management Fundamentals enables you to recognise key aspects of the business of sport and to determinate how it differentiates itself from other industries. The subject looks at internal aspects of sporting organisations such as strategic sport management, marketing, human resource and financial management and future sport management challenges.

Sport Management Fundamentals also looks at external factors such as professional sport, digital media, not for profit and organisational structures, governance and the role of the state, including the influence of politics in the business of sport. All topics draw on Australian and international case studies, with contemporary examples utilised to help support theory.

### SOP201A Sports Marketing

Introducing students to the core issues and concerns of marketing in the sport industry, ‘Sports Marketing’ provides students with an overview of the strategies and practices used by sports organisations to market their products and services to customers. To this end, the subject explores marketing concepts as they relate to the funding, promotion and commercial development of sport across various organisational levels.

### SPO301A Athlete Management and Representation

High performance sport operates in an increasingly complex legal, social, political and technological environment. Given the ever-increasing demands placed on high performance athletes today, managers require the appropriate professional skills, knowledge, and experience to support these athletes during their playing careers and in periods of transition, including extensive understanding of the legal and social frameworks and systems required to maximise playing talent and career transition.

This subject will provide students with a critical understanding of the management and coordination of athlete talent within the Australian sport system. An underlying theme of the subject is the management of sport careers and also support for transition into retirement, and cessation of life as a professional or high-performance athlete. Students will also develop an understanding of dual career management and the policies, programs, processes and structures that influence athlete performance, personal development, and transition. Key considerations include the management of personal branding, financial literacy, well-being and behaviour, communication and social media strategies.



REAL WORLD  
PROFESSIONAL  
PLACEMENT

ABOUT WORK  
INTEGRATED  
LEARNING (WIL)

All ICMS degrees include Work Integrated Learning (WIL) subjects in which students undertake a placement with an industry partner (also known as Professional Placement). Your placement is facilitated by our dedicated ICMS on-site WIL team who provide coaching and guidance throughout.

Your real-world industry experience prepares you for your future career in your chosen field of study. It allows you a unique opportunity to create a positive first impression with industry and develop strong professional and career networks; to demonstrate and further develop your real-world employability; and to fully explore your chosen industry to best inform your future career decisions.

There are two stages in the ICMS WIL program:

**Pre-Placement Program**

During your first year of study you will undertake a Pre-Placement Program. You will prepare a resume, attend a career workshop, practice interview techniques and gain the necessary knowledge and skills to secure a placement.

**Your Placement**

Our on-site team of WIL facilitators work with over 1000 industry partners to find the right fit for you to learn the most about your future career. We find a suitable placement that is the best fit for your skills, interests and professional goals. Your professional placement could take you to a major city or regional area in Australia. You could even take up a position in an international city.

Whilst you are out on placement you can work throughout two study periods\* (including the term break), which means you could gain up to 9 months of professional placement experience before you graduate. And because this is part of your degree, international students, like domestic students, may work full-time (up to 38 hours per week) during their placement and during term breaks.

\*One study period is equivalent to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment)

WHERE CAN THE DEGREE TAKE YOU?

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Business (Sports Management) you will have transferable skills, industry experience, and in-depth knowledge of business management principles in practice. This will see you ready for a career that spans industries and continents. You could work in a multinational company locally or take your skills and experience around the world.

The possible career opportunities can include but are not limited to:



### FACILITIES MANAGER

A Facilities Manager is responsible for the operational control of buildings and other facilities belonging to a public or private organisation. These could be stadiums or sports grounds, and can vary in size and prestige. Facilities managers coordinate the building's maintenance and repairs in order to maintain a safe, clean and productive environment for the occupants. They also monitor and report on operational expenses and any income streams received by the facility.

4.1/5  
JOB  
SATISFACTION\*

4.1/5  
VARIETY  
OF WORK\*

7.3%  
PROJECTED JOB  
GROWTH IN 5 YEARS

Facilities Manager jobs on SEEK Nov 19: 997 / \*Statistics and definition from seek.com.au Nov 2019



### BRAND MANAGER

Brand Managers are responsible for the public image and perception of a brand or business, for example of a sports team or stadium. They ensure that products and services are aligned to consumer demands, and develop and monitor marketing strategies including branding campaigns, sponsorship procurement, advertising campaigns, social media campaigns, and radio, print and television advertising campaigns.

4.5/5  
JOB  
SATISFACTION\*

4.2/5  
WORK-LIFE  
BALANCE

12.5%  
PROJECTED JOB  
GROWTH IN 5 YEARS

4.2/5  
CAREER  
PROGRESSION  
OPPORTUNITIES\*

\*Statistics and definition from seek.com.au Nov 2019



### SPONSORSHIP MANAGER

A Sponsorship Manager would be in charge of coordinating sponsorship efforts for a club or venue. This would involve meeting stakeholder needs, managing negotiations, overseeing communication with sponsors, aligning business and market needs, and planning sponsorship strategies.

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# CURRICULUM SUMMARY

BACHELOR OF BUSINESS (SPORTS MANAGEMENT)

The course structure comprises of 12 core subjects, 6 specialisation subjects, 6 elective subjects and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:

Level 100: 6 core subjects and 2 elective subjects

Level 200: 4 core subjects, 2 specialisation subjects, 2 elective subjects and 1 WIL subject

Level 300: 2 core subjects, 2 specialisation subjects, 4 elective subjects and 1 WIL subject

All subjects are worth 3 credit points apart from the two WIL subjects which are worth 6 credit points each.

To be eligible for WIL201A Professional Placement I (WIL) a minimum of 30 credit points is required, including 24 credit points at level 100. N.B. Pre-requisites are noted at each level below.

To be awarded the Bachelor of Hospitality Management students must complete all 26 subjects (84 credit points) as outlined below.

A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points)

| Subject code  | Subject name                              | Subject type   | Pre/Co-requisites | Mode of delivery | Credit points |
|---|---|----------------|-------------------|------------------|---------------|
| Level 100   |   |                |                   |                  |               |
| BUS101A   | Pathway to Success                        | Core           | None              | F2F              | 3             |
| ACC101A   | Financial and Commercial Literacy         | Core           | None              | F2F              | 3             |
| MGT101A   | Management Solutions for a Changing World | Core           | None              | F2F              | 3             |
| MGT102A   | Global Citizenship                        | Core           | None              | F2F              | 3             |
| MKT101A   | Marketing                                 | Core           | None              | F2F              | 3             |
| STA101A   | Data Informed Decision Making             | Core           | None              | F2F              | 3             |
| SPO101A   | Sports Management Fundamentals            | Specialisation | None              | F2F              | 3             |
| SPO102A   | Socio-Cultural Factors in Sports          | Specialisation | None              | F2F              | 3             |
| Level 200   |   |                |                   |                  |               |
| *Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior enrolling into level 200 core and specialisation subjects; and |   |                |                   |                  |               |
| **Individual subject pre-requisite: a total of 30 credit points is required, including 24 credit points at level 100, to undertake WIL201A  |   |                |                   |                  |               |
| ECO201A   | Economics for Managers                    | Core           | None              | F2F              | 3             |
| ENT201A   | Creativity and Innovation for Business    | Core           | None              | F2F              | 3             |
| LAW201A   | Business Law for Managers                 | Core           | None              | F2F              | 3             |
| MGT201A   | Unlocking Your Leadership Potential       | Core           | None              | F2F              | 3             |
| SPO201A   | Sports Marketing                          | Specialisation | None              | F2F              | 3             |
| SPO20   | Sports Facilities and Event Management    | Specialisation | None              | F2F              | 3             |
| -   | 200 Elective x 1                          | Elective       | None              | F2F              | 3             |
| -   | 200 Elective x 2                          | Elective       | None              | F2F              | 3             |
| WIL201A   | Professional Placement I                  | Core (WIL)     | 30 CPs            | F2F              | 6             |
| Level 300   |   |                |                   |                  |               |
| *Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and            |   |                |                   |                  |               |
| **Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A   |   |                |                   |                  |               |
| WIL301A   | Professional Placement II                 | Core (WIL)     | WIL201A           | F2F              | 6             |
| MGT301A   | Ethics, Sustainability and Profit         | Core           | None              | F2F              | 3             |
| SPO301A   | Athlete Management and Representation     | Specialisation | None              | F2F              | 3             |
| SPO302A   | Sports Futures                            | Specialisation | None              | F2F              | 3             |
| Elective  | Elective                                  | Elective       | None              | F2F              | 3             |
| Elective  | Elective                                  | Elective       | None              | F2F              | 3             |
| Elective  | Elective                                  | Elective       | None              | F2F              | 3             |
| Elective  | Elective                                  | Elective       | None              | F2F              | 3             |
| BUS301A   | Capstone                                  | Core           | None              | F2F              | 3             |



“The industry training aspect of my ICMS degree has set me up with connections that will be valued throughout my career”

**Zoe Grout**  
ICMS Student  
Manly Warringah Sea Eagles

“Studying at ICMS has given me the opportunity to gain over 600 hours of real industry experience here at Football Federation Australia. I actually get the chance to put what I’m learning into practice.”

**Ben Bradford**  
ICMS Student  
Football Federation Australia

# ICMS



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**MANAGEMENT, SYDNEY**

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Provider Code: 01484M, RTO Code: 90851, TEQSA ID:  
PRV12025 CRICOS Course Code: 0101122

**MORE INFORMATION FOUND AT [ICMS.EDU.AU](http://ICMS.EDU.AU)**

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**Accommodation:**

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**Student Support and Wellness:**

[/future-students/student-services/wellness-support](#)

**Information on Education Services for Overseas Student (ESOS) Framework:**

[internationaleducation.gov.au/regulatory-information/pages/regulatoryinformation](http://internationaleducation.gov.au/regulatory-information/pages/regulatoryinformation)

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