

# SPORTS MANAGEMENT

## AN ICMS EDUCATION BUILDS YOUR FUTURE FASTER

James Gellert

2010 Industry Training, Cricket Australia

2011 Marketing Analyst, Australian Rugby Union

## HOW ICMS HELPS YOU BUILD A BETTER FUTURE, FASTER.

- ... focus on applied learning and real-world assignments
- ... study courses developed and taught by industry professionals
- ... get up to nine months of professional Industry Training
- ... when you graduate you will be career ready



STUDY + EXPERIENCE = SUCCESS

# SAMPLE SUBJECTS

## Introduction to Sports Management

This unit will overview the industry of sport and examine what factors have contributed to the sport industry growing exponentially over the past twenty years.

## Introduction to Sport Law

This unit will introduce you to the fundamentals of sport and the law. Topics include disciplinary tribunals, marketing, behavioural misconduct, agency and athlete selection, intellectual property and doping.

## Sports Communication and Broadcasting

The many facets of media management and how they form a vital component of the strategic planning process for sporting organisations and athletes are examined in this unit.

## Sports Promotion and Sponsorship

You will acquire the skills to develop marketing strategies, promoting sport and events to key stakeholders and target audiences. You will learn more about the role of sponsorship and the unique factors that affect sport marketing.

## Psychology and Sociology of Sport and Leisure

You will gain an introduction to the complex role that psychology plays in our overall health and wellbeing. The unit will explore the way in which physiological, psychological and social factors interact to determine society's health.

## YOUR FUTURE. YOUR BUSINESS.

Professional sports management is an integral part of a multi-million dollar global industry. It spans everything from the management of elite athletes and major teams, to the administration of mass market participation sports and the myriad of industries and government bodies that support them. The business of sport management requires a combination of talents that encompass everything from financial management to media skills.

## ENJOY GREATER EMPLOYMENT POTENTIAL WITH ICMS

The business of sport has extended worldwide from sporting organisations and athletes to sponsorship, merchandising and event management. As one of the earlier graduates in sport's new era of professionalism, your skills, specialist qualification and enthusiasm will form the foundation of an exciting and highly rewarding career. With qualifications from ICMS, your internationally recognised skills will open the door to job opportunities in sponsorship and marketing, competition and player management, media, sports technology and communication and branding.

## YOUR FIRST CV WHEN YOU GRADUATE WITH YOUR ICMS DEGREE

When you complete your degree in sport management you will have:

- "Work ready" skills and attitudes developed through the combination of

comprehensive on-campus study and up to nine months of industry experience in the sports management industry;

- A distinct edge through a well-rounded and multi-disciplinary qualification relevant to today's sports industry;
- Knowledge and skills in health and recreation, sports marketing, media and public relations, law, and business and management; and
- The skills and practical experience to work successfully with sporting clubs, professional and amateur teams, players and elite athletes and sports events.

## EARN A DOUBLE DEGREE, QUICK SMART

If you complete your degree in sports management, but still wish to extend your study, you can complete a double degree in 2-3 terms of extra study, combining your degree with business management, event management, hospitality management, international tourism or property services management. So, in less than four years, you'll have two degrees.

## FOR MORE INFORMATION AND TO APPLY

Web: [www.icms.edu.au](http://www.icms.edu.au)  
Email: [info@icms.edu.au](mailto:info@icms.edu.au)

CRICOS

Program Length

Professional Industry Training

### ICMS UNDERGRADUATE PROGRAMS

Bachelor of Sports Management

068281B

3 years full time

600 hours  
(3-4 months) minimum

Bachelor of Business Management  
Majoring in Sports Management

068149F

2.5 years full time\*\*

600 hours  
(3-4 months) minimum

Associate Degree of Business in Sports Management

060096A

2 years full time

600 hours  
(3-4 months) minimum

Diploma of Sports Management

072937K

1 year full time

600 Hours

### DOUBLE DEGREES

Bachelor of Sports Management  
combined with the Bachelor of Business Management

068281B, 068149F

3.5 years full time\*

600 hours  
(3-4 months) minimum

Bachelor of Sports Management  
combined with another ICMS specialisation

068281B  
plus the code of your chosen specialisation

3.5 years full time\*

600 hours  
(3-4 months) minimum

\* 3 years and 2 trimesters, length depends on subjects selected. \*\*2 years and 2 trimesters, length depends on subjects selected.

CRICOS CODES: Registered Provider: International College of Management, Sydney Pty Limited. Provider Code: 01484M. Sydney English Language Centre [SELC]: 00051M.

Disclaimer: Every effort has been made to ensure the accuracy of information given in the brochure and application documents. The College reserves the right to change the contents without prior notice. Information in this publication is correct at time of printing, but is subject to change from time to time. In particular, the College reserves the right to change the content or the method of presentation of any unit of study, or to withdraw any unit or program of study which it offers, or to impose limitations on enrolment in any unit or program of study. College fees are subject to change.

Published July 2011.

# Sports Management

## Typical Study Pattern

Sports Specialisation

	Bachelor of Sports Management	Bachelor of Business Management (Majoring in Sports Management)	Associate Degree of Business in Sports Management and Diploma of Sports Management	
	Subject Name	Subject Name	Subject Name	
Year One	Trimester One	Introduction to Sports Management Business Economics Business Communication Introduction to Information Systems Facilities Management	Sports Management Elective - 100 or 200 level Business Communication Introduction to Information Systems Sports Management Elective - 100 or 200 level	Introduction to Information Systems and Technologies Service Management Introduction to Sports Management Contemporary Health Issues Facilities Management
	Trimester Two	Contemporary Health Issues Psychology and Sociology of Sports and Leisure Accounting Fundamentals Principles of Marketing Introduction to Human Resources	Managing People and Organisations Sports Management Elective - 100 or 200 level Principles of Marketing Service Management	Psychology and Sociology of Sport and Leisure Accounting Fundamentals Business Communication Business Organisation Principles Principles of Marketing
	Trimester Three	Introduction to Sports Law Player and Performance Management Service Management Academic Writing and Research Skills Business Law	Introduction to Human Resources Academic Writing and Research Skills Accounting Fundamentals Sports Management Elective - 200 or 300 level	<b>INDUSTRY TRAINING*</b>

### Optional Exit with Diploma of Sports Management

Year Two	Trimester Four	<b>INDUSTRY TRAINING*</b>	<b>INDUSTRY TRAINING*</b>	<b>INDUSTRY TRAINING*</b>
	Trimester Five	<b>INDUSTRY TRAINING*</b>	<b>INDUSTRY TRAINING*</b>	Business Economics Academic Writing and Research Skills Basic Business Law Sports Arbitration/Introduction to Sport Law Sport and Event Marketing/Sports Promotion and Sponsorship
	Trimester Six	Sports Media Management Business Statistics Managerial Accounting Managing People and Organisations Human Resource Planning and Performance Leadership Foundations	Management, Philosophy and Performance Business Economics Human Resource Planning and Performance Business Law Leadership Foundations	Innovation in Sports Management Player and Performance Management Contemporary Issues in Sport Management Introduction to Human Resources Managerial Accounting Leadership Foundations

Year Three	Trimester Seven	Sports Promotion and Sponsorship Business Ethics Business Finance I Elective - 200 or 300 level	Business Statistics Strategic Marketing Management Sports Management Elective - 300 level Research Methods	<b>Electives in the Bachelor of Business Management (Majoring in Sports Management) must be chosen from:</b> <table border="1"> <thead> <tr> <th>Subject</th> <th>Level</th> </tr> </thead> <tbody> <tr><td>Introduction to Sports Management</td><td>100</td></tr> <tr><td>Facilities Management</td><td>100</td></tr> <tr><td>Contemporary Health Issues</td><td>100</td></tr> <tr><td>Psychology and Sociology of Sport and Leisure</td><td>100</td></tr> <tr><td>Sports Arbitration/Introduction to Sport Law</td><td>200</td></tr> <tr><td>Sport and Event Marketing/Sports Promotion and Sponsorship</td><td>200</td></tr> <tr><td>Player and Performance Management</td><td>200</td></tr> <tr><td>Sports Promotion and Sponsorship</td><td>200</td></tr> <tr><td>Sports Media Management</td><td>300</td></tr> <tr><td>Innovation in Sports Management</td><td>300</td></tr> </tbody> </table>	Subject	Level	Introduction to Sports Management	100	Facilities Management	100	Contemporary Health Issues	100	Psychology and Sociology of Sport and Leisure	100	Sports Arbitration/Introduction to Sport Law	200	Sport and Event Marketing/Sports Promotion and Sponsorship	200	Player and Performance Management	200	Sports Promotion and Sponsorship	200	Sports Media Management	300	Innovation in Sports Management	300
	Subject	Level																								
	Introduction to Sports Management	100																								
Facilities Management	100																									
Contemporary Health Issues	100																									
Psychology and Sociology of Sport and Leisure	100																									
Sports Arbitration/Introduction to Sport Law	200																									
Sport and Event Marketing/Sports Promotion and Sponsorship	200																									
Player and Performance Management	200																									
Sports Promotion and Sponsorship	200																									
Sports Media Management	300																									
Innovation in Sports Management	300																									
Trimester Eight	Innovation in Sports Management Research Methods Strategic Marketing Management Elective - 200 or 300 level	Business Finance I Strategic Management Sports Management Elective - 300 level Sports Management Project																								
Trimester Nine	Sports Management Project Business Forecasting Strategic Management Elective - 200 or 300 level	<b>Electives in the Bachelor of Sports Management may be chosen from any ICMS specialisation, subject to availability and eligibility.</b>																								

The above Study Pattern is to be used as guide only. Subjects and curriculum are subject to change.

CRICOS CODES: Diploma of Sports Management: 072937K. Associate Degree of Business in Sports Management: 060096A. Bachelor of Business Management (Majoring in Sports Management): 068149F.

\*Industry Training may be deferred, taken part time or earlier provided all prerequisites are met. Students will be assisted by an Academic Advisor when choosing their electives. Not all electives may be offered every term.

Published: July 2011



## **ICMS PROGRAMS**

**BUSINESS MANAGEMENT**

**SPORTS MANAGEMENT**

**INTERNATIONAL TOURISM**

**EVENT MANAGEMENT**

**PROPERTY SERVICES MANAGEMENT**

**HOSPITALITY MANAGEMENT**



## **INTERNATIONAL COLLEGE OF MANAGEMENT, SYDNEY**

ABN 54 174 259 919

Tollfree 1800 657 572 (Within Australia)

T +61 2 9977 0333

F +61 2 9977 0555

E [info@icms.edu.au](mailto:info@icms.edu.au)

151 Darley Road, Manly, Sydney NSW 2095 Australia

**[WWW.ICMS.EDU.AU](http://WWW.ICMS.EDU.AU)**



[www.facebook.com/icms.edu.au](http://www.facebook.com/icms.edu.au)