

 Bachelor of

International Sport Management



A global undergraduate degree that delivers

Congratulations on considering a career in international sport management.

We understand choosing a degree and career path can be an overwhelming experience with so many study options to choose from, and many personal decisions to take into consideration.

To make the decision and investment in your future easier, Federation University has partnered with the World Academy of Sport to deliver the Bachelor of International Sport Management - a new and innovative educational experience – combining strengths in progressive education with connections into the global sport industry, giving you a head start to your career.

Federation University is one of Australia's leading universities in graduate employability, and our innovative approach to online learning offers students a personal and inclusive experience from orientation to graduation. Through our partnership with the World Academy of Sport, the education partner of world sport, you will have exclusive access

to sport industry leaders, international case studies and networking opportunities unlike any other degree.

Together we understand the sport industry, which is why we created a flexible learning approach designed to suit all lifestyles.

We offer unique work experience opportunities locally or internationally through the World Academy of Sport's network. You will have access to work placements that will give you a real taste of a career in international sport management, whether you're interested in working on global events like the Olympics, player analytics and fan engagement, sport law, marketing or maybe even player management.

It is time to challenge yourself - gain a globally relevant qualification and join an industry looking for passionate and qualified professionals.

We appreciate your interest in the Bachelor of International Sport Management offered through our unique partnership and wish you all the best in your future endeavors, education, and career.



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Six reasons why the sport industry needs you



Sport needs qualified professionals

There is more to a career in sport than on the field. From business to consultancy, marketing to digital, health to events to public relations to analytics, law and commercial management, the sport industry is diverse and growing and qualified professionals are in demand.



You love sport

Turn your passion for sport into a professional career and help grow and sustain the industry you love.



Global reach

A globally relevant sport management degree means you understand how the industry works on an international scale and have skills that are transferable and applicable to any country in the world, as well as an international network.



Employability

Federation University is one of Australia's top universities for graduate employability so when you start your international sport management career, you will have real experience, insights, skills and knowledge second to none, ready to shape the future of sport.



You are well connected

The partnership with the World Academy of Sport will give you an exclusive and extensive network of industry and professional contacts around the world, making you well connected and ready to share your experience with the sport industry.



Leadership

As the next generation of sport management professionals, you will have gained leadership skills essential in sustaining a growing and ever changing industry.

What does a career in sport management look like?

A career in sport management means you will have the opportunity to help shape the future of an industry that is changing and adapting to new technologies, new ways of engaging fans and new ways of doing business.

A career in sport management takes you off the field and behind the scenes of the sporting world where you are responsible for managing the business of sport from events to digital marketing to fan engagement to sponsorship to club and player management.

The industry needs innovative and dynamic leaders who are ready to take on the challenge of a new era in sport and use their passion for sport to build a sustainable industry.

Focus your skills on technology and project management

Put your sport management degree to work in sport business administration and project management while working to deliver new initiatives, processes and technology to improve how organisations function and evolve in the sport industry.

Move into marketing and sponsorship

Your degree can also be a pathway to a career specialising in traditional and digital marketing, promoting and collaborating with brands throughout the world focussing on adding value to the sport industry, while creatively communicating brand messages to customers.

Work in sport club development

Make a difference in the sport industry by facilitating, supporting and driving the business development of sporting clubs to ensure that the sport industry remains progressive and that grass roots sport continues to thrive into the future.

Some popular roles in the sport industry:

- > Business development manager
- > Sport administrator
- > Sport development officer
- > Sport management consultant
- > Marketing and sponsorship manager
- > Promotions and marketing analyst
- > Sport media and public relations coordinator
- > Digital marketing
- > Partnerships manager
- > Memberships manager
- > Project manager
- > Customer relations manager
- > Sport event manager
- > Player agent
- > Professional players manager
- > Health promotion coordinator

A snowy opportunity...

CAREER: GLOBAL EVENT MANAGEMENT
BEN EMERSON, CHIEF OPERATING OFFICER
EVENT PLANNING GROUP

From rural Australia to Dubai: How a Federation University Sport Management graduate became the COO of a global event company.

One of the unique aspects of studying sport management at Federation University, is the insight you get into the sport industry with courses taught by experienced industry professionals, preparing you with the skills and knowledge you need in the workplace, but nothing can prepare you better than getting real life work experience.

Ben Emerson, COO of the Event Planning Group, seized an opportunity on the other side of the world to do some work experience in Victoria, Canada - an island city off the mainland from Vancouver which is close to many snowfields, including Whistler Blackcomb - one of the world's largest skiing resorts.

This experience was a bit of game changer for Ben. He got to travel, experience the slopes and made a connection that would see him return to Vancouver for the 2010 Winter Olympics - which ended up being a turning point in his career - solidifying his enjoyment

for working on large-scale global sporting events.

Today, Ben is the COO of the Event Planning Group and is currently based in Dubai, where he travels the world planning and delivering large scale sporting events from the Olympics to the Commonwealth Games to the Invictus Games. An average day for Ben includes project management, contract negotiations, relationship building - including working with global stakeholders from differing backgrounds and cultures - to coordinate and mobilise large event teams.

"Working on large-scale events, like the Olympics, means you get to see firsthand how sport can embrace diversity and leadership and positively impact the economy of a host country through infrastructure development, tourism and jobs boosts. Seeing the positive change these events can have on the wider community, including volunteers and young people at a grass roots level, is why I'm so passionate about the connections and opportunities sport brings."



Study online. Your way.

As an international sport management student you will join like-minded and passionate individuals on a journey to learn from industry experts, gain exclusive access to case studies and people already working in the field, have work placement opportunities in both year two and three of the degree, and network with professionals around the world.

Flexibility

Sport is rooted in training, practice, commitment, and structure – which can be time consuming, making a flexible study approach so important. Complete your degree full-time or part-time, giving you the freedom to plan around commitments and the ability to achieve goals in both sport and study.

Connection

Check in with your new friend in Frankfurt, problem-solve with your pal in Paris or broaden your perspectives while working on an assignment with classmates from Tokyo to London. Online learning brings students together who are interested in the same topic and who can share ideas, insights and who are from different cultures.



Why Federation?

At Federation University, we aim to make a real difference to the lives of every student who walks through our doors, and to the communities we help build and are proud to be part of. We are one of Australia's oldest universities, known today for our modern approach to teaching and learning. For 150 years we have been reaching out to new communities, steadily building a generation of independent thinkers.

Diversity

Today, we are proud to have more than 23,000 domestic and international students and 110,000 alumni across Australia and the world. We welcome people from all backgrounds and cultures into our supportive, inclusive and thriving community.

Online study

Our online delivery mode offers flexibility that suits your lifestyle, allowing you to get ahead in your professional and personal life, while keeping up to date with contemporary developments in sport management.

Engage in short topic-based videos and a range of independent and group-based activities, including one on one time with your tutor and program coordinator, group discussions and a blend of real-life case studies.

Support

Our innovative approach to online learning, exceptional services and accessible resources such as our Student Academic and Study Support team, study skills website, Academic Skills and Knowledge Service, mentors program, tutoring, online study groups and Studiosity (an online tutoring and writing feedback service), are what makes us #1 in Victoria, Australia, for student support.*



100% online study
to suit your lifestyle



**More than 23,000 students
and 110,000 alumni**

#1

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Research

Our research is ranked above the world standard, with the university achieving the highest possible five-out-of-five rating in seven research areas by Excellence in Research Australia (ERA, 2018).

We're driven by the innovative research we do, and the brilliant minds that power it. We collaborate with communities and industries, across Australia and overseas, and our work has measureable impact on our wider society.

Connections that matter

As a Federation University student, work integrated learning will expose you to a range of sport enterprises, offering both personal and professional growth. Building strong relationships and established networks will contribute towards successfully gaining full-time or part-time employment.

Our existing relationships with industry and local communities makes us #3 in Australia for employability*.

Make a difference

We are committed to ensuring our connection with you remains active, well after graduation.

When you graduate with a Federation University degree, you'll join more than 100,000 others who have helped transform lives and communities.

Among them are corporate executives of well known sporting organisations such as Swimming Australia, Netball Victoria and the Australian Football League as well as high profile Olympians.



**Research ranked above
world class standard**
(ERA, 2018)



Only university in Australia
to partner with the
World Academy of Sport

#3

in Australia
for employability^{*}

Program details

Bachelor of International Sport Management

MODE

Online learning

DURATION

3 years full-time or part-time equivalent

PREREQUISITES

AUSTRALIAN DOMESTIC STUDENTS

VCE Year 12 (or equivalent) with a minimum score of 25 in English and completion of Year 11 Mathematics (or equivalent).

INTERNATIONAL STUDENTS

Applicants must demonstrate equivalence to the entry requirements for domestic students. An IELTS score of 6.0 or greater is required, with no band less than 6.0.

SAMPLE COURSE STRUCTURE

YEAR 1	SEMESTER 1	Introduction to International Sport Management	Sport Event Management	Managing Sport Development	Psychological and Socio-cultural Factors for Physical Activity
	SEMESTER 2	Introduction to Sport Management	Sports Performance Management	Human Resource Management for Sport	Research Principles for Sport Management
YEAR 2	SEMESTER 1	Management of Sport Organisations	International Sports Law	Sport Finance	Sport Management Industry Preparation
	SEMESTER 2	Digital Media Marketing	Data Analytics for Sport Management	Sport Policy	Health Promotion
YEAR 3	SEMESTER 1	Sport, Media and Public Relations	Applied Sport Marketing	Management of Sport Facilities	Managing Injury Prevention in Sport
	SEMESTER 2	Internship in Sport Management	Internship in Sport Management	Elective*	Elective*

*Electives include eSports, Player Agent Management, Multisport Event Management and Development of Modern Olympics.

Exclusive learning

Our Bachelor of International Sport Management enables you to develop knowledge and core practical skills that will place you at the forefront of the industry.

Throughout the curriculum, you will have access to exclusive case studies and interviews, developed by the World Academy of Sport, to examine key aspects of real world practice addressing industry needs and challenges.

Important input from our global network of education and career specialists, including international sport experts, focusses our curriculum on developing graduates who are job ready from day one.

In the first year you will develop a solid foundation in sport management, with core subjects in performance and event management, sport development, human resources and research principles.

Second year introduces sports law, finance and marketing, as well as work integrated learning, where you will undertake work experience, to help you prepare for entering the sport industry.

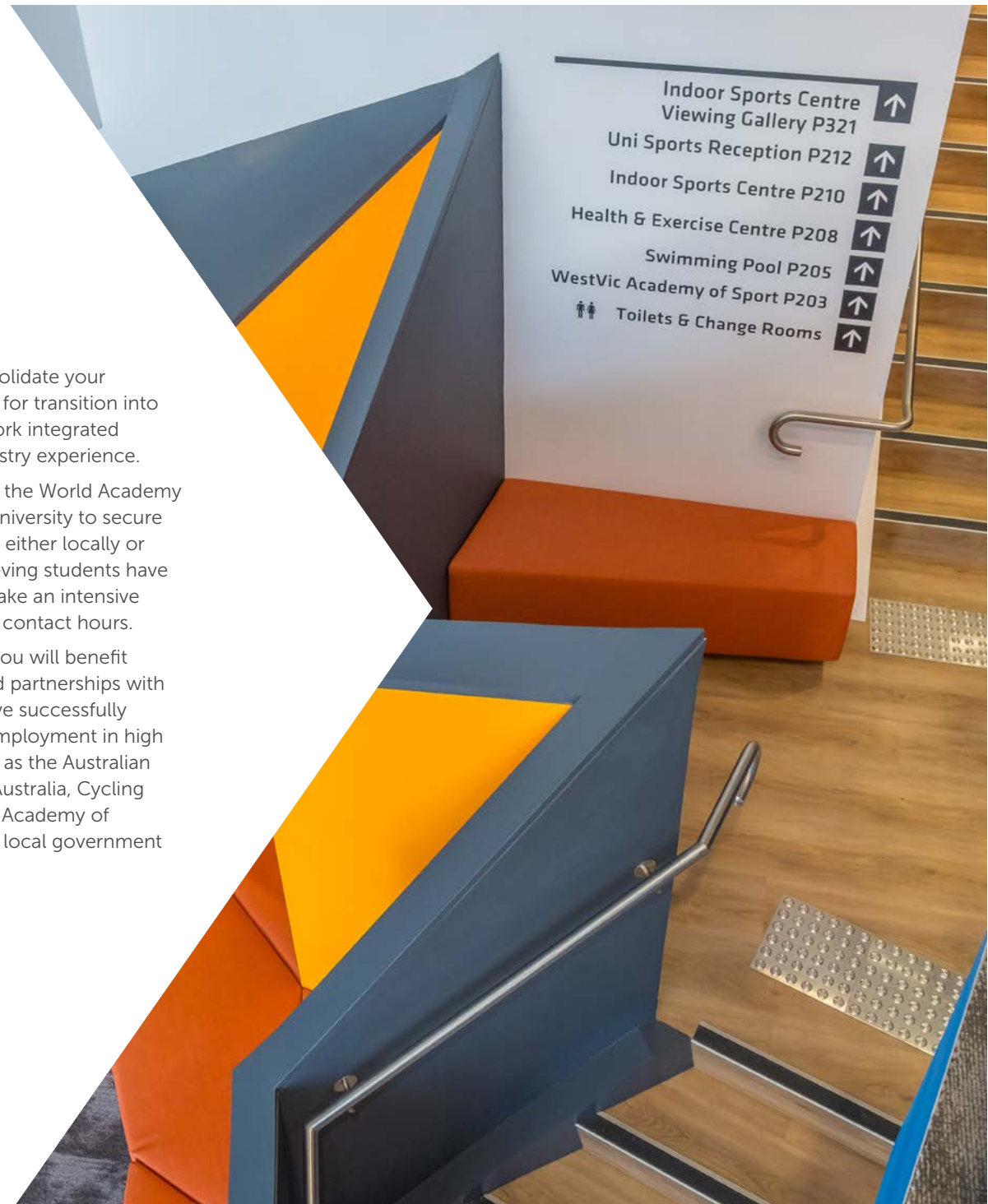
Final year provides an opportunity to strengthen your management and marketing skills through theoretical and practical learning, preparing you for the career of your choice.

Be job ready

In final year, you will consolidate your knowledge in preparation for transition into the workforce through work integrated learning offering real industry experience.

You will work closely with the World Academy of Sport and Federation University to secure your industry placements, either locally or internationally. High achieving students have the opportunity to undertake an intensive internship, with increased contact hours.

At Federation University, you will benefit from our existing links and partnerships with industry. Our students have successfully gained placements and employment in high profile organisations such as the Australian Football League, Cricket Australia, Cycling Australia, and the Westvic Academy of Sport, as well as state and local government enterprises.



Dr Sue Brown

Director - Bachelor of International Sport Management, Federation University

Dr Sue Brown is excited to be educating the next generation of sport leaders in her role as Director of Federation University Australia's and the World Academy of Sport's new Bachelor of International Sport Management.

For months, Sue has been working collaboratively in partnership with the World Academy of Sport to design, develop and deploy the 100% online degree, where her extensive knowledge across sport, community advocacy, academia and education have contributed considerably to the quality, prestige and rigour of this industry-first, bespoke degree with global opportunities.

Sue added a PhD in 2015 (with a focus on how women engage in leadership and how they develop as leaders in a sporting context) to her repertoire, and she continues to be a known leader within her community and a voice and advocate for women in sport, having published and written several peer-reviewed articles.

Sue's passion for sport is reflected through her ongoing and varied community involvement, acting as an ambassador and reference group member for the City of Ballarat's Active Women and Girls Strategy, and a member of AFL Victoria's Gender Equality Group.

Sue was awarded the 2016 International Women's Day Award by Golden Plains Shire for her involvement in, and advocacy for,

community sport and for her performance as a role model to peers and the community for outstanding public service.

A friendly face for many in Ballarat, Sue speaks on ABC Ballarat radio every Friday morning and has done so for the better part of 15 years, discussing all things community sport and offering new perspectives on its future. Sue worked as a Board of Director/Commissioner for the AFL Goldfields Region Commission and for the Ballarat YMCA for several years, and has trained as an Auskick instructor, obtaining her level one AFL coaching accreditation.

Sue's long list of contributions to education and student life at the University have been recognised through accolades including the Vice-Chancellor's Award for Excellence in 2019 for Leadership and Transformational Change.

Spending the last 18 years working for Federation University across a variety of roles, Sue has lectured in sport management, has acted as the sport management programs coordinator, and now enjoys her role as Director of International Sport Management where she is likely to soar to even higher heights, further progressing proactive and positive change in the sport industry for many.



➤ Steven Potts

Director - Corporate and Government, World Academy of Sport

Steven heads the World Academy of Sport partnership with Federation University to deliver the new International Baccalaureate Career-related Programme in International Sport Management, as well as the new Bachelor of International Sport Management – both new to the market, both 100% online and both offering industry-focussed content, unique education pathways for student-athletes (so they can study and train) and work experiences the globe over.

University-educated in science and with executive-level experience across several sectors and roles including sport, horticulture, boating, project management and consulting,

Steven has a diverse skillset and a deep understanding of industry-specific issues which help him to contextually and proactively achieve niche outcomes in complex environments.

An innovative and strategic leader, Steven has a unique ability to build strong relationships with stakeholders at all levels and has experience in the development and implementation of successful and sustainable advocacy campaigns.

Steven also has demonstrated results in conducting full organisational strategic reviews to achieve alignment with, and outcomes beyond, business capabilities.

In his current role as Director, Corporate and Government at World Academy of Sport, Steven has been working collaboratively with key stakeholders - like Federation University Australia - to achieve sustainable sporting and educational outcomes for the various students, athletes, coaches, sporting associations and partnerships who rely on, and work with, the Academy.



How to apply

› Receive the right advice

To learn more about the Bachelor of International Sport Management visit the [Passion to Profession](#) website. If you have questions, contact our staff via our online chat, phone or email.

› Check the entry requirements

Visit the Passion to Profession website to check your [eligibility](#).

› Apply online

[Domestic](#) Australian students who have recently completed secondary education, must apply through [VTAC](#). [International](#) students, mature age and non-Year 12 can apply directly to Federation University through the [domestic portal](#) or [international portal](#).

Domestic applications are assessed at no cost; international applications will incur an administrative fee.

[Application deadlines](#) should be viewed prior to applying.

› Next step

Successful domestic students who have applied through VTAC will receive an offer letter containing valuable information on how to accept and enrol.

Applicants who have applied directly will be advised by email of the application outcome.



Fees and financial support

For most of us, university fees are part of the commitment. But how much will they set you back? And what kind of payment options are available?

Being on top of your finances makes it much easier to focus on your studies and make the most of your time with us. That's why we're here to help with any questions you have, or financial advice you need.

Commonwealth Supported Places (CSP)

Domestic students offered a CSP will be required to pay the Student Contribution Amount (SCA), following government contribution towards the tuition fee. Students will be invoiced each semester and will only be charged for the enrolled subjects.

International fee

Temporary residents of Australia or citizens of a country outside Australia or New Zealand, are considered international students.

Both domestic and international fee information can be found at: passiontoprofession.sport/degree/what-youll-learn

Scholarships

We offer a range of bursaries, grants and scholarships to support people from all walks of life. Our criteria extends beyond academic merit and includes areas of study, study mode and personal circumstances.

STAY CONNECTED WITH US

Phone (Monday to Friday, 9am – 5pm, AEST)

Domestic students: 1800 324 955

International students: +61 3 5122 6160

CAMPUS LOCATIONS

Berwick

72 – 100 Clyde Road, Berwick VIC 3806

Gippsland

Northways Road, Churchill VIC 3842

Ballarat

University Drive, Mt Helen VIC 3350

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#feduni      /federationaustralia

