

2021 Course Brochure
Graduate Diploma of
Sports Administration



ACPE
AUSTRALIAN COLLEGE OF
PHYSICAL EDUCATION

“ACPE helped me to focus in on what I want to do. They provided lots of job options, giving me the opportunity to see where I best fit”

Stephanie Huke
Graduate Diploma of Sports Administration graduate



Perfect for ambitious individuals wanting to move up the corporate ladder, the Graduate Diploma of Sports Administration is a highly flexible postgraduate level offering providing professionals with the skills and knowledge necessary for success.

The increasingly political, legislative, and commercial complexity of issues surrounding the administration of sport demands managers with enhanced qualifications at a postgraduate level. Delivered solely online, students can receive the industry-recognised training they require, whilst continuing to work.

COURSE DURATION

1 year full time or part time equivalent.

STUDY MODE

Fully online.

SEMESTER INTAKES

March and August annually on campus.

FEE-HELP

FEE-HELP Approved, Payment Plans, Upfront payment available.

Tuition payment arrangements must be confirmed upon admission to the college.

ENTRY REQUIREMENTS

Applicants must meet at least ONE of the following criteria:

- A Bachelor degree in a relevant area.
- An Advanced Diploma, Diploma or higher level vocational certificate with additional relevant work experience.
- Extensive relevant work or educational experience demonstrating potential to undertake work at the Graduate Diploma level.

Such students may be accepted to the Graduate Certificate and can progress to the Graduate Diploma on successful completion of the four Graduate Certificate units.

ASSESSMENTS

While some units require mid-term and final exams, assessments may also comprise quizzes, essays and tutorial participation.

Students enrolled in an online unit sit their final exam at the College or if they live at a distance, under external supervision.

ONLINE LEARNING

Selected units available online **for students enrolled in courses that are not fully online.**

Online units in these courses are taught with a viable cohort of students. If the cohort in these units is too small to ensure an optimal student experience, the College reserves the right to alter the delivery mode to on campus or mixed mode.

CAREER OPPORTUNITIES

The Graduate Diploma of Sports Administration offers the flexibility to tailor management careers according to your individual goals and interests.

Graduates are qualified to work as –

- Sports Administrators
- Sports Researchers

Further study opportunities include:

- Sport research
- Masters in Business Administration
- Masters in Sport Administration

PAST GRADUATE EMPLOYERS

Graduates develop skill set to assist in gain employment as middle and senior managing in sports organisations including:

- Government and semi-government agencies
- Not-for-profit sport organisations and businesses
- Professional sports leagues
- Private sports organisations and businesses

Further study options include

- Sport Research
- Master in Business Administration
- Master in Sport Administration

ABOUT ACPE

The Australian College of Physical Education (ACPE) is one of the oldest higher education providers in NSW. For 100 years the College has provided first rate qualifications in physical education (PDHPE), dance education, sports business, health science, health and movement, coaching, applied fitness, and community health. ACPE courses are delivered at its purpose-built campus in Sydney Olympic Park, with a range of courses and individual units offered online.



FEE-HELP Available



Fully Online



Full Time or Part Time Study Load

GRADUATE DIPLOMA OF SPORTS ADMINISTRATION

FULL TIME COURSE STRUCTURE

Code	Unit Title	Contact Hrs/Wk	Credit Points	EFTSL	Unit Type	Pre-req	Online
SEMESTER 1 – 1ST YEAR							
SPB4301	Principles of Sports Administration	2	6	0.125	SPB	Nil	✓
SPB4303	Governance	2	6	0.125	SPB	Nil	✓
SPB4304	Law and Ethics in Sports Administration	2	6	0.125	SPB	Nil	✓
SPB4305	Managerial Accounting and Finance Management in Sports Administration	2	6	0.125	SPB	Nil	✓

Graduate Certificate in Sports Administration Exit Point

SEMESTER 2 – 1ST YEAR							
SPB5303	Marketing and Media Relations in Sports Administration	2	6	0.125	SPB	SPB4301	✓
SPB5305	Facility and Event Management in Sport Administration	2	6	0.125	SPB	SPB4301	✓
SPB5306	Leadership in Sports Administration	2	6	0.125	SPB	SPB4301	✓
SPB5307	Research in Sports Administration	2	6	0.125	SPB	SPB4301	✓

Students can elect to exit the course after four units and graduate with the Graduate Certificate in Sports Administration

HOW TO APPLY?

Domestic Students

1300 302 867
Apply online at acpe.edu.au

International Students

+61 2 9739 3314
international@acpe.edu.au

Code	Unit Title	Description
SEMESTER 1		
SPB4301	Principles of Sports Administration	This unit will provide students with the opportunity to analyse the nature of the contemporary sports industry and acquire a working knowledge of its principal administrative contexts. Students will become conversant with modern management theories as they apply to the sports sector. Students are able to critically analyse the administrative functions within a range of businesses typical of the sports industry. The evaluation of business plans and business models through case studies applicable to various sporting enterprises is a key focus, one through which students learn about vital planning tools in sports business context. Those who undertake this unit will be equipped to assess the administrative implications of the future direction of sports business in Australia and internationally.
SPB4303	Governance	In this unit students analyse the nature of the contemporary sports industry and acquire a working knowledge of governance structures, stakeholders and approaches. Students will become conversant with current governance theories that apply to the sports sector and be equipped to critically analyse the functions and outcomes of governance within a range of typical sport industry settings. Students will learn evaluation skills for governance approaches and outcomes through case studies that are applicable to various sporting enterprises. Students undertaking this unit will be able to assess and select appropriate strategies and guidelines to establish high-performing leadership for best practice sport governance.
SPB4304	Law and Ethics in Sports Administration	In this unit students will develop an understanding of the legal environment within the context of sport. The unit also aims to equip students with the relevant legal understanding to operate as sports administrators and coaches in what is becoming a complex legal environment.
SPB4305	Managerial Accounting and Finance Management in Sports Administration	This unit provides students with the knowledge and understanding to record financial transactions within a sports business context. Students are taught to analyse and interpret data contained within financial reports; utilise accounting data to support management decisions relevant to sports businesses; and identify and apply contemporary financial principles and practices that apply to the sports sector.

Graduate Certificate in Sports Administration Exit Point

SEMESTER 2		
SPB5303	Marketing and Media Relations in Sports Administration	In this unit students analyse the nature of the contemporary marketing in the sports industry and acquire a working knowledge of marketing strategy and practice. Students will become conversant with current and traditional marketing approaches as these are used by sporting organisations and will be equipped to critically analyse the purpose, performance and contribution of marketing techniques. Students will learn how to research, write and present marketing strategies in formal reports, research reports and through presentations.
SPB5305	Facility and Event Management in Sports Administration	This unit provides students with an overview of the management principles, processes and practices associated with event and facility management. This unit investigates the nature of all aspects of staging events in facilities and provides the framework of planning, design, marketing, managing risks, conflict resolution, problem solving and research required for professional implementation.
SPB5306	Leadership in Sports Administration	This unit will equip students with a thorough understanding of contemporary leadership theory with a focus on sports administration. Students will develop the ability to apply theories, frameworks and concepts from academic literature and business practice in order to understand and analyse the leadership of organisational change.
SPB5307	Research in Sports Administration	This unit develops research perspectives in students, and an awareness of research methodologies and practices within an area of their expertise. Students will research discipline and methodological literature to develop a research proposal and carry out a small scale investigation into an area of academic interest relating to some aspect of sports administration. Students will generate contemporary and relevant data from within, but not limited to, their own sport, sports team, sports club, sporting association or organisation.

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