

2022 Course Brochure
Bachelor of Sports Business
(Leadership)



ACPE
AUSTRALIAN COLLEGE OF
PHYSICAL EDUCATION

“ACPE prepared me for a career by giving me the knowledge and skills to potentially influence the game in Australia”

Trent McClenahan
Bachelor of Sports Business (Leadership) graduate



ACPE's Bachelor of Sports Business (Leadership) is highly focused on sports business in both national and international contexts, preparing you to work in an ever increasingly globalised economy. While the course reflects traditional business discipline knowledge such as accounting, governance, HR management and marketing, it applies this knowledge to sport. Graduates will be qualified to take up position as professionals in sports businesses, with generalist and specialist knowledge that will allow them to understand and work in both sporting and business environments.

COURSE DURATION

3 years full time or part time equivalent.

STUDY MODE

Face-to-face on campus, fully online or mixed.

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 to be considered for admission:

1. A minimum HSC (Higher School Certificate) or equivalent. ACPE will review the HSC results to determine if you require any additional support in your studies and will be counselled about the most appropriate course for you based on your own previous studies and results.
2. A qualification from a recognised higher education provider
3. An Associate Diploma, Diploma, Advanced Diploma, or Tertiary Preparation Certificate from a TAFE or other recognised VET provider qualification (If you wish to enter through Certificate IV you must have completed Year 11 or equivalent)
4. One year full-time or equivalent in a degree course at an Australian university
5. Satisfaction of entry requirements specified under formal articulation arrangements as determined by the ACPE Academic Board
6. A recognised overseas qualification with demonstrated proficiency in English (see international requirements)

7. Demonstration to the Dean's satisfaction of good selection prospects as a student (for example, relevant work experience and motivation to study) and ineligibility to compete for admission based on the academic achievement criteria (1) to (6)
8. You may be required to meet the vaccination requirements of host organisations for work integrated learning placement

ALTERNATE ENTRY

If you are seeking admission who is unable to demonstrate that you satisfactorily meet the General Admission Criteria you may apply to the College to be considered for Alternate Entry. You may be requested to provide evidence that will demonstrate you have a reasonable likelihood of success in studies with the College. This includes mature entry (over 21 years) with relevant experience, elite athletes with interrupted study due to sports commitments, and anyone else who may not meet the criteria above. Entry with advanced standing through educational pathways (e.g. RPL or credit transfer) may also be available based on previous study.

If you have left school but have not completed the HSC and are under 21 years of age, ACPE has an alternative entry pathway to allow potential access to an ACPE degree. For more information head to acpe.edu.au/earlyaccept/

ASSESSMENTS

Written assessment tasks are submitted online. Oral or mixed media presentations may be delivered in person for face to face students or uploaded for those studying online. Assessments may also include quizzes, and tutorial participation.

ONLINE LEARNING

Face to face students may access online learning for some units during the degree, to allow study that is flexible to your needs. Face to face and online cohorts within a unit are taught by the same academics.

CAREER OPPORTUNITIES

The Bachelor of Sports Business (Leadership) offers the flexibility to tailor careers according to individual goals and interests.

Graduates are qualified to pursue a range of Business and Leadership careers including:

- Sports Managers
- Sports Marketers
- Sports Events Managers
- Athlete Managers
- Sports focused roles within government or not-for-profit organisations
- Roles with professional sport leagues and clubs

ABOUT ACPE

The Australian College of Physical Education (ACPE) is one of the oldest higher education providers in NSW. For more than 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 (domestic only)



Fully Online



Full Time or Part Time Study Load

BACHELOR OF SPORTS BUSINESS (LEADERSHIP)

FULL TIME COURSE STRUCTURE

Code	Unit Title	Contact Hrs/Wk	Credit Points	EFTSL	Pre-req	Online	Campus
SEMESTER 1 – 1ST YEAR							
SPB1101	Introduction to Sports Business	3	6	0.125	Nil	✓	✓
PER1106	Sport and the Social Context	3	6	0.125	Nil	✓	✓
SPB1105	Analytics for Sports Business	3	6	0.125	Nil	✓	✓
SPB1301	Administration for the Sport and Recreation Industry	5	6	0.125	Nil	✓	✓
SEMESTER 2 – 1ST YEAR							
SPB1104	IT in Sports Business Management	3	6	0.125	Nil	✓	✓
SPB1201	Accounting for Managers	3	6	0.125	Nil	✓	✓
SPB1203	Marketing for the Sport and Recreation Industry	3	6	0.125	Nil	✓	✓
SPB1202	Governance and Policy in Sport and Recreation	3	6	0.125	Nil	✓	✓
SEMESTER 3 – 2ND YEAR							
SPB2101	International Sport Business	3	6	0.125	SPB1101	✓	✓
SPB2201	Building Relationships in Sports Business	3	6	0.125	SPB1301	✓	✓
SPB2102	Sport Recreation and the Law	3	6	0.125	SPB1301 or SPB1101	✓	✓
SPB1206	Statutory Requirements for Sports Business	3	6	0.125	Nil	✓	✓
SEMESTER 4 – 2ND YEAR							
SPB2203	Sport and Human Resource Management	3	6	0.125	SPB1301 or SPB1202	✓	✓
SPB1207	Athlete Wellbeing and Case Management	3	6	0.125	PER1106	✓	✓
SPB2202	Leadership in Sport Business	3	6	0.125	SPB1301	✓	✓
SPB2103	Asset and Risk Management	3	6	0.125	SPB1301	✓	✓
Associate Degree in Sports Business (Leadership) Exit Point							
SEMESTER 5 – 3RD YEAR							
SPB3105	Facility Management	3	6	0.125	SPB2103	✓	✓
SPB2104	Public Relations and Media Management	3	6	0.125	SPB1301	✓	✓
SPB2105	Finance for the Sport and Recreation Industry	3	6	0.125	SPB1201	✓	✓
SPB3101	Research in Action (Sports Business)	5	6	0.125	Any two 2nd year units	✓	✓
SEMESTER 6 – 3RD YEAR							
SPB3204	Economics for Sports Business	3	6	0.125	SPB2105	✓	✓
SPB3203	Preparing for the Sport Industry of the Future	3	6	0.125	SPB2201	✓	✓
SPB3201	Event and Project Management	3	6	0.125	SPB2203 or SPB1201	✓	✓
SPB3202	Entrepreneurship in the Sports Industry	3	6	0.125	SPB2202	✓	✓

International Students Additional Information

If you are an international student and would like to enrol at ACPE, you will have to meet both academic entry requirements and English language proficiency requirements. In addition to these two criteria, you have to meet the inherent course requirements and any course specific criteria, e.g. For Dance degrees and Education degrees. For more information please visit <https://acpe.edu.au/admissions/international-students/>

***Study loads vary for domestic and international students for more information contact ACPE. International students may not enrol in fully online courses.**

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		
SPB1101	Introduction to Sports Business	This unit introduces students to the concept of sport as a business, including the examination of internal and external business environments within the sport, leisure and dance industries.
SPB1105	Analytics for Sports Business	This unit will help students understand the importance of data-driven decision making and strategy formulation, and how statistical analysis and data visualisation can assist in identifying sport business trends and solutions. Students will be introduced to topics in the applied analysis of sports, with a focus on creating opportunities for better decision making. Students will learn to apply modern, practical analytic techniques to sports data in search of actionable insight and a competitive edge.
PER1106	Sport and the Social Context	This unit provides a history of sport within Australia and addresses the sociological perspectives, including culture, gender, ethnicity, media and politics, emerging from the study of sport history.
SPB1301	Administration for the Sport and Recreation Industry	This unit provides a broad understanding of administration for sport and the recreation industry and an introduction to academic literacy and practices required for tertiary study in sports business.
SEMESTER 2		
SPB1104	IT in Sports Business Management	This unit will demonstrate how information systems, database building and network management are integral to the planning, organising, leading and control functions of sports business managers.
SPB1201	Accounting for Managers	This unit provides foundation principles and practices relevant to accounting for managers in various sport business environments.
SPB1203	Marketing for the Sport and Recreation Industry	This unit introduces students to the basic principles of marketing when applicable to sports and products that are required for participation by sports people or are promoted to sports 'fans/supporters'.
SPB1202	Governance and Policy in Sport and Recreation	This unit will provide a background of sports governance, allowing students to assess and select appropriate strategies and guidelines to establish high-performing leadership for best-practice sport governance.
SEMESTER 3		
SPB2101	International Sport Business	This unit examines international sports, the environment in which sport businesses operate internationally and how management and leadership is similar and different across different jurisdictions.
SPB2103	Asset and Risk Management	This unit introduces students to a broad overview of asset and risk management approaches and practises inherent to organisations operating within the sport and recreation industry.
SPB2102	Sport Recreation and the Law	This unit provides an understanding of necessary legal elements of sports administration, with a focus on an understanding of the legal system, sport administration, the tort of negligence, and contract law.
SPB1206	Statutory Requirements for Sports Business	This unit provides students with foundations in understanding and working with statutory requirements for sports business within Australia.
SEMESTER 4		
SPB2203	Sport and Human Resource Management	This unit provides students with foundation principles and practices relevant to human resource management in sport.
SPB1207	Athlete Wellbeing and Case Management	This unit explores sporting organisations' duty of care responsibilities and the unique risk and protective factors experienced by athletes throughout their careers. During this unit students will study a range of contemporary approaches to supporting athletes wellbeing and develop an understanding of basic case management skills through a holistic model of player wellbeing.
SPB2202	Leadership in Sport Business	The unit aims to develop an understanding of leadership, with a focus on leadership in sport business.
SPB2201	Building Relationships in Sports Business	This unit is the first of two units that allows students to examine identified sport industry problems as a stimulus to work towards possible and realistic solutions.
SEMESTER 5		
SPB3105	Facility Management	This unit identifies the evolution of sporting and entertainment facilities in contemporary Australia, provides an understanding of the processes involved in developing, planning, implementing and marketing of facilities, and risk management.
SPB2104	Public Relations and Media Management	In this unit students will explore the role of public relations in sports business management including the relationship between the public and the sporting entity and the structures, regulatory frameworks and processes relevant to public relations practice.
SPB2105	Finance for the Sport and Recreation Industry	This unit provides students with the foundation principles and practices relevant to sport finance. Students will appreciate the relevance and nature of applying financial techniques in a commercial context. Students will also develop a practical and critical perspective of sources and applications of finance within the sports industry as well as the benefits that finance derives in assisting managers in the decision making process.
SPB3101	Research in Action (Sports Business)	This unit assist with developing a research perspective in students and an awareness of research methodologies and practices within the sports business industry.
SEMESTER 6		
SPB3204	Economics for Sports Business	This unit develops understanding of basic economic theories in the context of sports, with a focus demand and supply in sport business, to identify, critically evaluate and develop business decisions in sports.
SPB3203	Preparing for the Sport Industry of the Future	This unit is the second of two units that allows students to examine identified sport industry problems as a stimulus to work towards possible and realistic solutions.
SPB3201	Event and Project Management	This unit provides an overview of the management principles associated with event and project management including the fundamental principles required to stage major events and provides the framework of planning, design and marketing, research and development, conflict resolution and problem solving.
SPB3202	Entrepreneurship in the Sports Industry	The unit develops understanding of entrepreneurship, with a focus upon entrepreneurship in the sports industry, to identify, critically evaluate and develop entrepreneurial skills, attitudes and functions.