Sport Management

About this area of study

Graduates from a management background administer industrial, commercial and government organisations. They may do this on their own or through a team of senior executives. Depending on the type of organisation, a manager will provide leadership for the achievement of policy objectives, increased profit or market dominance.

Management courses enable graduates to work in a vast range of areas depending on their specialisations. Tasks that a manager will usually complete include:

- decide on the organisation's objectives, policies, programs, standards and targets
- assess the performance of the organisation and its activities
- provide overall direction and management of the organisation's utilisation of resources, including personnel, technology and physical assets such as buildings
- consult with staff and review their recommendations and reports
- guide the preparation of reports, budgets and forecasts and present them to boards and other governing bodies
- represent the organisation in negotiations, and at meetings, conventions and seminars
- liaise with other organisations
- select or approve the selection of senior staff
- manage the organisation’s budget and authorise funds to implement policies and programs

Management studies seek to develop the generic management skills of communication, problem solving, planning, organising, managing change and working co-operatively with others.

The Bachelor of Commerce with a major sequence in Sport Management provides sport management education within a broadly based commerce degree, and aims to equip students with the business skills required in the sport industry. Graduates from sports management may also manage and coordinate the delivery of sport and recreation programs, services and initiatives to address equity, social justice and community issues, assist in the administration of grant programs and the gathering of information to increase the understanding of community sport and recreational issues, give organisational support to schools or clubs, manage the finances of approved programs and projects, give out information and materials from sporting bodies, schedule competitions and arrange and allocate venues, and oversee the maintenance of sports grounds, courts and venues.

Key skills and attributes that Sport Management graduates demonstrate include

- observational skills, including attention to detail and accuracy
- organisational skills
- problem-solving and negotiation skills
- communication skills

- interpersonal skills

Courses offered by Deakin University include

- Bachelor of Commerce (Sport Management major)
- Bachelor of Sport Development

Labour market information

Grads online has information regarding graduate salaries and where graduates go after completing their course www.gradsonline.com.au

Job Outlook has information about the labour market outlook http://joboutlook.gov.au

Related occupations

- Sports administrator
- Management consultant
- Records manager
- Professional association official
- Company secretary
- Sports scientist

An industry career profile, salary and other employment information can be obtained from the My Future website www.myfuture.edu.au

Descriptions of occupations can be found at The Job Guide www.jobguide.thegoodguides.com.au

Employers

Australian Institute of Sport www.ausport.gov.au/ais

Department of Health www.health.vic.gov.au

Sport and Recreation Victoria www.sport.vic.gov.au

Geelong Football Club www.gfc.com.au

YMCA www.ymca.org.au

Fernwood Fitness Clubs www.fernwoodfitness.com.au

School Gymnastics www.schoolgymnastics.edu.au

Cricket Australia www.cricket.com.au

Cycling Australia www.cycling.org.au

Tabcorp www.tabcorp.com.au

ALF www.afl.com.au

Nike Australia www.nike.com.au

Red Bull www.redbull.com.au

For specific employment opportunities visit the following sites

Deakin University Jobshop www.deakin.edu.au/jobshop

Sports People www.sportspeople.com.au.

Sports Jobs www.sportjobs.com.au

HAC Jobs www.hacjobs.com.au

Job Seeker www.jobseeker.org.au

Graduate Opportunities www.graduateopportunities.com

Uni Grad www.unigrad.com.au

Seek www.seek.com.au

My Career www.mycareer.com.au

Career One www.careerone.com.au

Professional associations

Sport Management Association of Australia and New Zealand (SMAANZ)
http://smaanz.cadability.com.au

Australian Sport Commission www.ausport.gov.au

Exercise and Sports Science Australia www.essa.org.au

Vic Sport www.vicsport.asn.au

Victorian Institute of Sport www.vis.org.au

Fitness Australia www.fitnessaustralia.com.au

Women's Sport and Recreations Victoria www.womensport.com.au

Australian Fitness Network www.fitnessnetwork.com.au

Australian Institute of Management www.aim.com

Graduate Management Association of Australia Inc www.gmaa.asn.au

Institute of Management Consultants www.imc.org.au