

## BACHELOR OF COMMERCE – SPORT MANAGEMENT MAJOR SEQUENCE **3 B**

DEAKIN CODE	VTAC CODE	INDICATIVE FIRST YEAR FEE <sup>1</sup>
M304	14051 (CSP)	\$7670 (CSP)

*Prerequisites: VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English.*

Sport management is primarily concerned with managing organisations conducting sporting competitions, major events and community programs that encourage participation in sport.

Sport management also relates to the management of organisations supporting sporting competitions such as sporting goods manufacturers and retailers, sports promoters and facility designers and managers, and player management and agents.

### CAREER OPPORTUNITIES

Career opportunities in sport management have expanded considerably in the past ten years. Sports including Australian football, basketball, cricket, tennis and golf, plus national and state sporting organisations all require professionally framed people to work in them. In addition, there is a need for qualified people to manage facilities catering for sport at the local level through to those facilities hosting national and international competition.

### COURSE STRUCTURE

You will complete 24 credit points in total. You are required to undertake a common core of 10 credit points and a Sport Management major sequence consisting of 6 credit points. The remaining credit points can be completed from the range of elective units, or you have the option of completing another major sequence from the Bachelor of Commerce.

#### CORE UNITS

##### Level 1

MAA103 Accounting for Decision Making  
 MAE101 Economic Principles  
 MAE102 The Global Economy  
 MAF101 Fundamentals of Finance  
 MLC101 Business Law  
 MMS100 Sport Organisation  
 MMM132 Management  
 MSC120 Business Information Systems  
 MSQ171 Business Data Analysis

##### Level 2

MMH299 Business Communication  
 MMK277 Marketing Management  
 MMS201 Sport in Society  
 MMS202 Management of Sport Performance

##### Level 3

MLC310 Sport and the Law  
 MMS307 Sport Facility and Event Management  
 MMS308 Sport Marketing

#### ELECTIVE UNITS

*Plus 8 credit points of elective units from:*

MMH356 Change Management  
 MMS306 Sport Practicum  
 MMS313 Sport Leadership Governance

*plus all other Bachelor of Commerce units or elective units from approved units offered by other Faculties.*

## BACHELOR OF EXERCISE AND SPORT SCIENCE **3 B**

DEAKIN CODE	VTAC CODE	INDICATIVE FIRST YEAR FEE <sup>1</sup>
H343	14411 (CSP)	\$5910 (CSP)

*Prerequisites: VCE units 3 and 4 – a study score of at least 30 in English (ESL) or 25 in any other English.*

Australians have a world-wide reputation in sport. The Bachelor of Exercise and Sport Science looks at ways to apply skills to improve the athlete, the team or the individual. The Bachelor of Exercise and Sport Science is the leading degree in this field because you can focus your study in specialised streams such as coaching, exercise physiology, sports nutrition, physical activity and health, or you can be flexible and choose elective units across a number of areas of interest, including those outside the Faculty of Health, Medicine, Nursing and Behavioural Sciences.

You can add to your career opportunities by completing majors in areas such as nutrition, psychology, health promotion, marketing, management, IT, media and languages.

Start your career before you graduate with hands-on practical placement experience. The course features a minimum of 100 hours of practical experience in an exercise and sport science work placement in third year.

Students have the opportunity to undertake practical experience in a variety of sporting environments, which vary from local, state or national sporting organisations and professional sporting clubs, as well as state and national institutes of sport in roles involving coaching, sport science, sports administration and management. Many graduates have been offered work based on their excellent fieldwork performance.

Successful completion of the Bachelor of Exercise and Sport Science is one of many pathways for graduates to apply for entry into the Bachelor of Medicine Bachelor of Surgery offered at Deakin's Geelong Campus at Waurn Ponds.

### CAREER OPPORTUNITIES

As well as traditional roles in the sport, exercise, coaching and fitness industry, you may pursue employment in sports administration, coaching, facility management, community health, rehabilitation or sport science. Workplaces include local and state government agencies, professional sporting bodies, hospital and rehabilitation clinics, fitness and aquatic centres, private health and recreation centres, or large business organisations.

### COURSE STRUCTURE

#### Level 1

HBS107 Understanding Health  
 HBS108 Health Information and Data  
 HBS109 Human Structure and Function  
 HBS110 Health Behaviour  
 HSE101 Principles of Exercise and Sport Science  
 HSE102 Functional Human Anatomy  
*plus two elective units*

#### Level 2

HSE201 Exercise Physiology  
 HSE202 Biomechanics  
 HSE203 Exercise Behaviour  
 HSE204 Motor Learning and Development  
*plus four elective units*

#### Level 3

HSE301 Principles of Exercise Prescription  
 HSE302 Exercise Programming  
 HSE312 Exercise and Sport Science Practicum 1  
*plus four elective units and one HSE level 3 elective unit*

#### ELECTIVE UNITS

HSE208 Integrated Human Physiology  
 HSE212 Physical Activity Promotion and Evaluation  
 HSE303 Exercise Metabolism  
 HSE304 Physiology of Sport Performance  
 HSE309 Behavioural Aspects of Sport and Exercise  
 HSE311 Applied Sports Science 1  
 HSE313 Understanding Children's Physical Activity  
 HSE314 Applied Sports Science 2  
 HSE316 Physical Activity and Population Health  
 HSE320 Exercise in Health and Disease  
 HSE323 Clinical and Sport Biomechanics

# SPORT

## BACHELOR OF EXERCISE AND SPORT SCIENCE/BACHELOR OF COMMERCE – SPORT MANAGEMENT MAJOR SEQUENCE 4 B

DEAKIN CODE	VTAC CODE	INDICATIVE FIRST YEAR FEE <sup>1</sup>
D324	14331 (CSP)	\$7210 (CSP)

*Prerequisites: VCE units 3 and 4 – a study score of at least 30 in English (ESL) or 25 in any other English.*

Both the single undergraduate degree courses, Bachelor of Exercise and Sport Science and the Bachelor of Commerce – Sport Management major sequence, are current Victorian market leaders, placing graduates of the combined course in demand. The course provides practical knowledge of the athlete and individuals whilst combining business knowledge in management, marketing and finance, invaluable for the sporting, fitness and recreation industry.

You will gain a comprehensive understanding of the biological and behavioural sciences that underpin the study of sport performance and exercise.

### CAREER OPPORTUNITIES

Careers from this combined course vary from traditional sport, exercise and coaching occupations to well-established sports administration, management, governance and development roles. Growth areas in this sector are sports media, IT, event management, marketing, and international business. Other opportunities include sport science, sport equipment design, and marketing health and physical activity.

### COURSE STRUCTURE

This course comprises 32 credit points – 16 credit points are from the Bachelor of Exercise and Sport Science, and 16 credit points from the Bachelor of Commerce.

#### Level 1

HBS107 Understanding Health  
HBS109 Human Structure and Function  
HBS110 Health Behaviour  
HSE102 Functional Human Anatomy  
MAF101 Fundamentals of Finance  
MAA103 Accounting for Decision Making  
MMM132 Management  
MMS100 Sport Organisation

#### Level 2

HBS108 Health Information and Data  
HSE101 Principles of Exercise and Sport Science  
HSE201 Exercise Physiology  
HSE202 Biomechanics  
MAE101 Economic Principles  
MAE102 The Global Economy  
MLC101 Business Law  
MMS201 Sport in Society

#### Level 3

HSE203 Exercise Behaviour  
HSE204 Motor Learning and Development  
HSE301 Principles of Exercise Prescription  
HSE302 Exercise Programming  
MLC310 Sport and the Law  
MMS313 Sport Leadership and Governance  
MSC120 Business Information Systems  
MSQ171 Business Data Analysis

#### Level 4

MMH299 Business Communication  
MMK277 Marketing Management  
MMS307 Sport Facility and Event Management  
MMS308 Sport Marketing

*Plus two units from:*

HSE311 Applied Sport Science 1  
HSE312 Exercise and Sport Science Practicum 1  
HSE314 Applied Sport Science 2

*plus two HSE level 2 or 3 elective units*

#### ELECTIVE UNITS

HSE208 Integrated Human Physiology  
HSE212 Physical Activity Promotion and Evaluation  
HSE303 Exercise Metabolism  
HSE304 Physiology of Sport Performance  
HSE309 Behavioural Aspects of Sport and Exercise  
HSE311 Applied Sport Science 1  
HSE313 Understanding Children's Physical Activity  
HSE314 Applied Sport Science 2  
HSE316 Physical Activity and Population Health  
HSE320 Exercise in Health and Disease  
HSE323 Clinical and Sport Biomechanics

## BACHELOR OF SPORT DEVELOPMENT **3 B**

DEAKIN CODE	VTAC CODE	INDICATIVE FIRST YEAR FEE <sup>1</sup>
M320	14421 (CSP)	\$6780 (CSP)

*Prerequisites: VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English.*

The Bachelor of Sport Development focuses on the development of sport (sports systems and planning for participation) and development through sport (building social capital and cohesion in communities through sport). You will receive instruction in three areas of specialisation: sport management and marketing, coaching, and exercise and sport science.

### CAREER OPPORTUNITIES

Graduates are prepared for careers in coaching, sports science, community sports development and the leisure industry.

### COURSE STRUCTURE

The Bachelor of Sport Development requires the completion of 24 credit points comprising 10 credit points of Business and Law units, 10 credit points of Health, Medicine, Nursing and Behavioural Sciences units and 4 credit points of elective units.

#### Level 1

HBS107 Understanding Health  
 HBS109 Human Structure and Function  
 HSE105 Principles of Sport Coaching  
 MMK277 Marketing Management  
 MMM240 Organisational Behaviour  
 MMS100 Sport Organisation  
 MMS201 Sport in Society  
*plus one HBS/HSE elective*

#### Level 2

HSE201 Exercise Physiology  
 HSE204 Motor Learning and Development  
 HSE205 Advanced Sport Coaching Theory and Practice  
 MLC310 Sport and the Law  
 MMH299 Business Communication  
 MMK393 Advertising and Public Relations  
 MMS308 Sport Marketing  
*plus one Business and Law elective*

#### Level 3

HSE301 Principles of Exercise Prescription  
 HSE302 Exercise Programming  
 HSE305 Issues in Sport Coaching  
 HSE321 Sport Development Practicum  
 MMS307 Sport Facility and Event Management  
 MMS314 Planning for Sport Policy and Development  
*plus one Business and Law elective unit and one HBS/HSE elective*

#### RECOMMENDED ELECTIVES

HBS108 Health Information and Data  
 HBS110 Health Behaviour  
 HPS121 Introduction to Psychology B  
 HSE102 Functional Human Anatomy  
 HSE106 Introduction to Sport Coaching Practice  
 HSE202 Biomechanics  
 HSE203 Exercise Behaviour  
 HSE309 Behavioural Aspects of Sport and Exercise

## SEE ALSO

Bachelor of Physical Education, page 55.

## MORE INFORMATION ON SPORT



Deakin Sport careers brochure

### Commerce, Sport Development or Sport Management

P 03 9244 6555  
 E enqblm@deakin.edu.au

### Physical Education

P 03 9244 6281

### Exercise and Sport Science

P 03 9251 7777  
 E hmnbs-support@deakin.edu.au

*For the latest information about new courses at Deakin University please visit [www.deakin.edu.au](http://www.deakin.edu.au).*

<sup>1</sup> Indicative 2010 first year fees. The indicative fee is based on a full-time study load (1 EFTSL) in a Commonwealth supported place. Rates shown are as of 2009 and may be subject to change for 2010. Actual student contributions charged depend on the units studied and therefore may be different from the indicative fees shown in this guide. Fees are quoted for Australian domestic students. See page 18 for more details of deferred payment options and eligibility. For further information please visit [www.deakin.edu.au](http://www.deakin.edu.au). For information on fees for international students please refer to [www.deakin.edu.au/international](http://www.deakin.edu.au/international).