

ICMS



Bachelor of

SPORTS MANAGEMENT

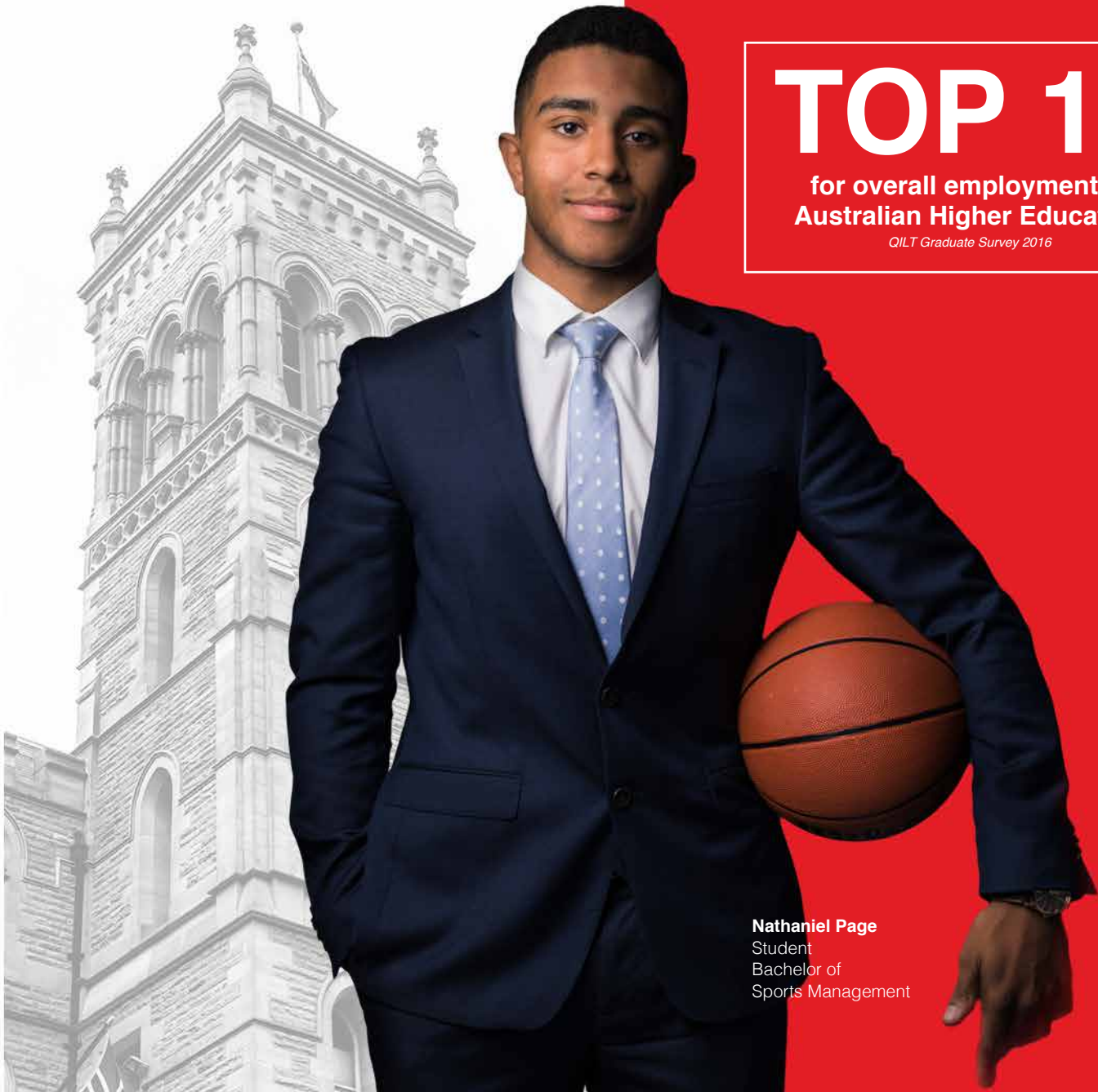
TOP 10

for overall employment in
Australian Higher Education

QILT Graduate Survey 2016

Nathaniel Page

Student
Bachelor of
Sports Management



WHY

Sports Management?

You have loved sports all your life. Watching sport, playing sport, reading up on sports heroes, visiting sporting venues. You can make a career out of this passion by studying sports management, which is the business end of sports and recreation.

An ICMS Sports Management degree gets you ahead wherever there is sport – which is just about everywhere!

From merchandise, marketing and PR to being involved in sports facility management, concessions and ticketing, an ICMS Sports Management degree will prepare you for a leadership role.

And it's not just in the big leagues that sports management graduates find work. In every town, at every school and at every university campus there are sports teams, leagues and venues.

Sports management graduates also have a lead on their contemporaries when it comes to the booming health and wellness industry, intertwined with related industries such as athleisure and active wear, sports-related and gym equipment and other fitness enterprises.

With an ICMS Sports Management degree your employment opportunities truly are endless, and you can choose on what scale and where you want to carve your niche.

This is a well-rounded and multi-disciplinary qualification that prepares you for sports management leadership.

100%

of our degree students graduate with industry experience

Almost
90%
of our students graduate with a job in their field.

Internal Graduate Survey 2016

TOP 10

for overall employment in Australian Higher Education

QILT Graduate Survey 2016

Overall graduate employment rate

HIGHER THAN THE G8

Australian universities
QILT Graduate Survey 2016



Jack Johns
Student
U20 Squad Member - Newcastle Knights

Photo credit: NRL photos



Amy Edwards
Graduate
Events and Hospitality Coordinator - Sydney Swans Football Club

Your DEGREE AT A GLANCE

including

600 hours

of industry training related to your degree. Get a head start with professional networking and acquire real work skills to give you a competitive edge.

The largest events on the planet are all sports related – FIFA World Cup, the Olympics and Tour De France to name a few. Professional sports management is an integral part of a multi-billion dollar global industry. It spans everything from the management of elite athletes and major teams to the administration of mass market, mass participation sports and myriad industries and government bodies that support them. The business of sports management requires people with skills across many areas, including management, marketing, law, finance, commercial development, sponsorship, event management, player and performance management, coaching, psychology, human performance and health.

The ICMS Bachelor of Sports Management is a well-rounded and multidisciplinary qualification that prepares you for sports management leadership. Whether you are interested in managing an individual athlete, sporting team or organisation, your Bachelor of Sports Management will train you to be a leading sports management professional.

DEGREE STRUCTURE

Degree length: 2.75 years full time

With a Bachelor of Sports Management you will be industry ready. You will combine business and management studies, specialised sports subjects and up to 600 hours of industry training in 2.75 years of full-time study (or equivalent part time).

It all starts with some seriously experienced lecturers and industry professionals who come from across the globe to give you a truly international perspective of the industry. First you will learn about the operational areas of sports such as managing teams, coaches and players. This prepares you for your industry training, typically taken at the start of your second year.

On your return from industry training we concentrate on your strategic management skills, getting you ready for a leadership role as a well-rounded manager or entrepreneur. On completion of your degree you will have a thorough understanding of sports areas including: player and performance management, promotion and sponsorship, media management, psychology, facilities management and law.

YEAR 1

Explore & Grow

Explore the curriculum and develop fundamental knowledge of the course.

YEAR 2

Work & Learn

Put theory into practice with hands-on industry experience with ICMS's industry partners.

YEAR 3

Develop & Excel

Gather what you have learnt from industry experience and develop your strategic management skills. Graduate management ready for a leadership role.

WHERE

will my degree take me?

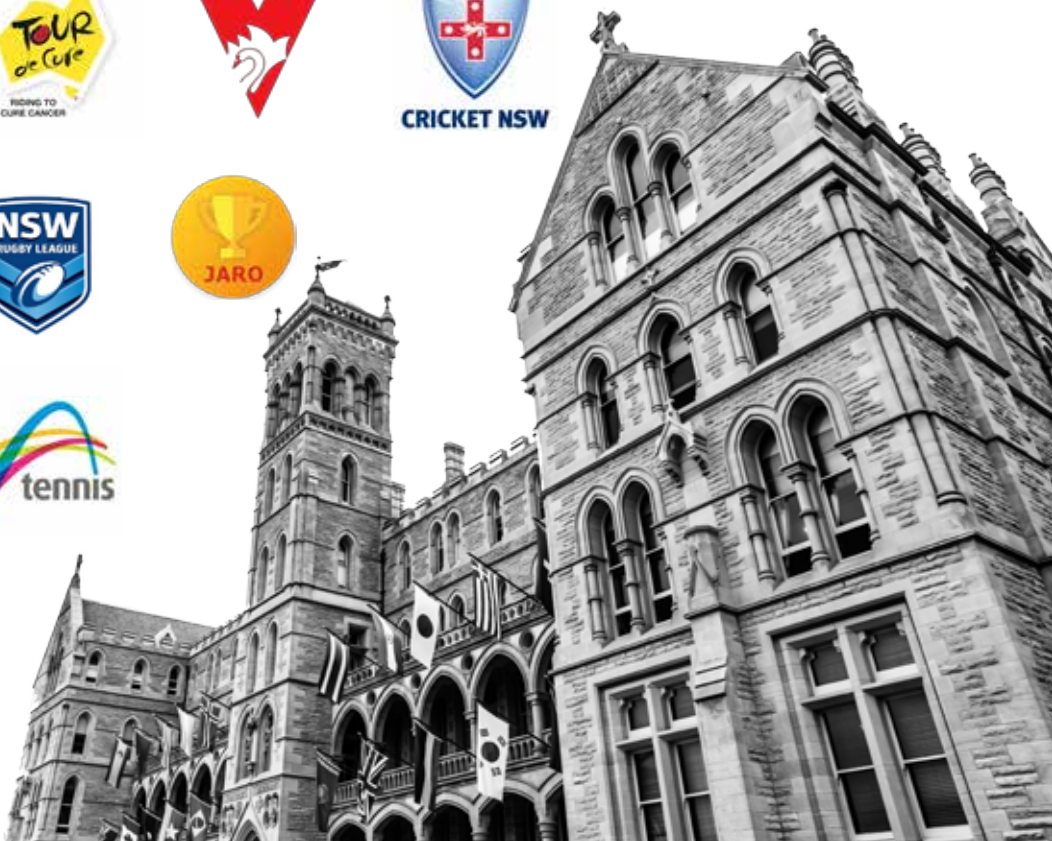
When you are working in an industry that is loved by millions it is important that you have the resilience, confidence and determination to stay level-headed when making management decisions. Practical experience and in-depth business and industry knowledge is essential when representing an athlete, team or organisation. Sports managers must be skilled all-rounders who can manage media pressure, assist in negotiations between owners and players of professional sports teams, provide motivational support to athletes, understand the legal implications of a contract, and ensure that their clients are getting the performance support they need to keep them competing at the highest level.

At ICMS we are in the business of training extraordinary sports managers. Our graduates are experts in sports management principles, are technically skilled, and have a working experience of the industry. Our Bachelor of Sports Management graduates are trained to be professional leaders.

The possible career outcomes can include but are not limited to:

- Player or Team Manager
- Sports Marketing Manager
- Facilities Management
- Fitness Manager
- Merchandising Manager
- Sports Promotion and Sponsorship Manager
- Events Manager
- Sports Media Manager

We have an impressive network of event industry partners. These leading companies provide our ICMS community with invaluable industry insight and experience.



WHO

can you become?
Hear it from our graduates.



“ I love how I can relate the business management aspect of the industry to my passion for sports.

Nathaniel Page
Bachelor of
Sports Management Student



“ I enjoy the culture and social aspect of the ICMS community. The opportunities offered and lifelong connections made here are second to none.

Justin Burt
Student
Football Federation Australia



“ Studying at ICMS has given me the opportunity to gain over 600 hours of real industry experience here at Football Federation Australia. I actually get the chance to put what I'm learning into practice

Ben Bradford
Student
Football Federation Australia

WHAT

will separate you from
the other graduates?

An Sports Management degree designed by the best, for the best

At ICMS we are connected with industry. We work with sports industry professionals, including those from the fields of sports law, media, psychology and nutrition, to maintain our high standards of excellence in curriculum design. Our Bachelor of Sports Management degree continues to be relevant to industry. We review and refine it to ensure our students have the best specialist knowledge in sports management.

600 hours of real-industry experience

When you graduate from ICMS you'll have more than just a degree. Built into your qualification is up to 600 hours (6 months) of industry experience. Our industry training consultants will help place you in an organisation relevant to your studies so that after your degree you'll have an impressive CV, a network of contacts and a significant advantage over other graduates.

You'll think outside the box and outside the classroom

Theory is important, it will teach you the fundamentals you need to be a sports management leader. However, nothing is as valuable as putting theory into practice. In addition to your industry training, you'll gain hands-on experience working on real events. Field trips and site visits with our industry partners will see you learning from the best in the business.

You are an industry leader in training

This degree is far more than a sports training program, we train you to be a leader in the sports industry. Combining specialist sports subjects with business, we train you in the critical thinking and analytical skills you'll need to prepare for a management role after you graduate.

We're the global industry experts

At ICMS we have lecturers with international careers who are experts in the sports industry. Guest lectures from our network of industry partners, such as sports psychologists, consultants and nutritionists, will keep your learning fresh, relevant and up-to-date with the latest demands from industry and your future employers.



ICMSAustralia



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International
College of
Management
Sydney



@ICMS_Campus

Bachelor of SPORTS MANAGEMENT

DEGREE DETAILS

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Specialisation	Introduction to Sports Management	100	3
	Specialisation	Contemporary Health Issues	100	3
	Other	Introduction to ICMS	N/A	N/A
Trimester 2	Core	Accounting Fundamentals	100	3
	Core	Service Management and Innovation	200	3
	Core	Introduction to Human Resources Management	100	3
	Specialisation	Sports Psychology, Health and Wellbeing	100	3
Trimester 3	Core	Business Statistics	100	3
	Core	Business Economics	100	3
	Specialisation	Facilities Management	200	3
	Specialisation	Introduction to Sports Law	200	3
Trimester 4	Industry Placement	Industry Training I		12
Trimester 5	Core	Career Planning and Strategy	200	3
	Elective	General Elective (as per course rules)	200	3
	Specialisation	Innovation in Sports Management	200	3
	Specialisation	Risk Management in Sport	200	3
	Other	Applied Leadership	200	1
Trimester 6	Core	Research Methods	300	3
	Elective	General Elective (as per course rules)	200	3
	Specialisation	Promotions and Sponsorship	300	3
	Specialisation	e-Commerce and Social Media	200	3
Trimester 7	Core	Strategic Management	300	3
	Elective	General Elective (as per course rules)	300	3
	Specialisation	Sports Media Management	300	3
	Specialisation	Performance Management in Sport	300	3
Trimester 8	Elective	General Elective (as per course rules)	300	3
	Specialisation	Research Project	300	3

ELECTIVE EXAMPLES

Consumer Behaviour

New Enterprise Creation

Introduction to Information Systems

Business Communications

Current Issues in Business Management

Business Finance

Business Law

Cross Cultural Management

Managing Workplace Conflicts

Business Ethics



ENTRY REQUIREMENTS

When applying for entry into an ICMS degree you will need to meet certain academic and English language entry requirements. For detailed information about our entry requirements, visit www.icms.edu.au/entry

WHEN TO APPLY

ICMS has three intakes each year (**February, May and September**). You can start your degree in any of these trimesters. Applications should be made at least three months prior to your desired start date. Apply directly to ICMS at www.icms.edu.au/apply or through our network of international education agents.

Domestic students may also apply through the Universities Admission Centre (UAC).

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CRICOS Course Code: 068281B