

Master of Business Administration (Sports Management) (Advanced)

1. About the Master of Business Administration (Sports Management) (Advanced)

Take the plunge, challenge yourself, maximise your potential in sports management, develop critical leadership skills as you support community engagement, become who you were born to be—all with the backing of the number one sporting club in the world.

The Master of Business Administration (Sports Management) (Advanced) course is designed to develop your cognitive, technical and creative skills in sports management in order to make effective business decisions in a global sporting context. As you develop business acumen you will develop your skills in leading people and teams, marketing, finance, strategy as well as arena operations management. Through these highly nuanced and professional subjects you will discover how you can apply your knowledge and skills instantly in your current workplace, build your future career or test them in a new community-oriented entrepreneurial venture.

The MBA (Sports Management) (Advanced) elongates the MBA (Sports Management) course, creating a two-year, full time course that will ideally suit international students. Both of these courses take an interdisciplinary approach to provide work-ready graduates with real world skills and a specialism in sports management. With themes of teamwork, ethical decision-making and strategic planning, the MBA (Sports Management) (Advanced) course is designed to provide an advanced body of knowledge to the changing business environments in which you aspire to work and manage.

Graduate employment opportunities

You will graduate with the skills and knowledge to critically analyse core sporting business functions, synthesise and implement strategic processes, manage risk and lead complex teams. MBA graduates are often employed in senior roles in industry or in starting their own successful businesses.

By the end of the course, you will demonstrate to future employers how you:

- reflect on your practice as a leader with respect to ethical practice, your decision-making practice and management or leadership of teams;
- critically evaluate the impact of your actions and decisions on local and global communities and mediate your actions accordingly;
- develop and articulate an understanding of who you are as a leader in your field and rising to who you aspire to be;
- select and apply a range of appropriate research methodologies to a diverse variety of applied management or leadership tasks;
- critically analyse problem situations, generate and evaluate a range of creative solutions to resolve issues;
- demonstrate creativity and initiative in new and complex situations through contributing to working teams;
- demonstrate communication and technical research skills to justify and interpret theoretical propositions, methodologies, conclusions and professional decisions to specialist and non-specialist audiences;

- reflect on your role as a future practitioner and leader in the profession, demonstrating a high level of personal autonomy and accountability; and
- critically evaluate the role that the business of sport occupies in contemporary society using reflective practice.

Course Overview

Course Title	Master of Business Administration (Sports Management) (Advanced)		
Study Options – Domestic Australian students	Full-time Part-time Face-to-face and online study options are available.	Study Options – International students	International students will study all TUA subjects on campus and the RMGS subjects online. International students on a student visa are required to study 8 subjects per year.
Start Dates	February, June, September For specific dates visit the website .	Course Length	Full-time: 2 years Accelerated: 1.5 years Part-time: options available
Payment Options - Domestic Australian students and/or International Offshore	Upfront payment This means tuition fees will be invoiced each semester and payment is required on or before the due date. FEE-HELP FEE-HELP is Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.	Payment Options – International students	Upfront payment This means tuition fees will be invoiced each trimester and payment is required on or before the due date.
Course study requirements	It is expected that each subject, whether studied online or on-campus, will involve a combined total of 120 hours of structured and self-directed learning.	Assessment	Subjects have a range of assessment options that may include individual assignments based on live briefs, group assignments, project reports, presentations, research reports, work integrated learning, scenarios and case studies, and reflexive logs.
Locations	Adelaide, Brisbane, Melbourne, Sydney Online	Delivered by	Torrens University Australia
Provider	Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).	CRICOS Course Code	0101388
Provider obligations	Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in compliance with the Higher Education Standards 2015	Accrediting body	Torrens University Australia Limited ABN 99 154 937 005, CRICOS Provider Code: 03389E. RTO No. 41343
Course Fees	For details, refer to the website .	Any other fees	For details, refer to the website .

2. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

3. Admission Criteria

Title of course of study	Master of Business Administration (Sports Management) (Advanced)
Applicants with higher education study	Successful completion of a Bachelor degree (AQF Level 7) in any discipline. OR Successful completion of a Graduate Certificate of Business Administration.
Applicants with vocational education and training (VET) study	N/A
Applicants with work and life experience	Applicants without formal qualifications are eligible to apply if they have seven (7) years of professional, administrative or managerial work experience. Applications will be assessed on a case by case basis.
English Language Proficiency (applicable to international students, and in addition to academic or special entry requirements noted above)	To gain entry into a postgraduate course at Torrens University Australia, domestic and international applicants must satisfy the University's English Language Requirements. Approved English language tests include: <ul style="list-style-type: none"> • IELTS 6.5, with no sub score less than 6.0 • TOEFL 78 • PTE 58 • CAE 58
Applicants with recent secondary education (within the past two years) with ATAR or equivalent* (for applicants who will be selected wholly or partly on the basis of ATAR)	N/A

3. How to apply

Via direct application to the institution

- <https://apply.torrens.edu.au/>

4. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy - \(https://www.torrens.edu.au/policies-and-forms\)](https://www.torrens.edu.au/policies-and-forms).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions
- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)
- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

For further information about credit and recognition of prior learning please see <http://www.torrens.edu.au/apply-online/course-credits>.

5. Where to get further information

- Torrens University Australia (TUA) Website
 - <https://www.torrens.edu.au/>
- Universities Admissions Centre (UAC) Website
 - <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
 - <https://www.qilt.edu.au/>

6. Additional Information

Course Structure

The Master of Business Administration (Sports Management) (Advanced) course structure comprises 16 subjects (160 credit points). The course of study is made up of:

- Core subjects: There are 13 core subjects (130 credit points)
- Elective subjects: There are 3 elective subjects (30 credit points)

Course Rules

To qualify for the award of Master of Business Administration (Sports Management) (Advanced), the candidate must satisfactorily complete a course of study that comprises thirteen core subjects (130 credit points) and three elective subjects (30 credit points). A combined total of 160 credit points is required. The 3 electives (30 credit points) may be chosen from any TUA postgraduate subject (with approval from the Program Director) and, if the student is an international student, must be studied face-to-face, on-campus.

Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>FIN600 Financial Management</p> <p>This subject is focused on how to use accounting and financial information for decision-making purposes. It is designed for the leader/manager who will be using, rather than producing accounting and financial information. This subject also addresses the various types of financial decisions that leaders must make, and the strategies necessary to anticipate the alternatives, evaluate the advantages and disadvantages of each and recognise the tradeoffs inherent in each alternative. The objective of this subject is for students to learn how to apply accounting and finance theory and principles to the analysis of important business problems, further developing their skills at using numerical analysis and research to support a line of argument.</p>
<p>MGT501 Business Environment</p> <p>This subject introduces the student to the foundations of business. The focus of this subject is on providing fundamental concepts and context for students to enrich their mastery in subsequent studies while developing as a reflective practitioner. Students will examine the functional operations of business and the environments in which it operates. This may include analysing the economic, social, political, legal, technological and ethical influences on contemporary businesses. Students will also examine the viewpoints of internal and external stakeholders.</p>
<p>MGT502 Business Communications</p> <p>This subject introduces students to the concepts of business communications and transferrable academic skills. This subject presents an analysis of the types of communication processes, which occur in the internal and external business environment, including an examination of the theoretical underpinnings of communication in business. Emphasis is placed on writing skills, reports and presentations and on using technology to communicate. The subject introduces students to research skills, information literacy, critical analysis, writing and language techniques. The aims of this subject are to provide knowledge and skills needed for success in Higher Education, to help students manage their own success and to assist them in reaching their academic potential.</p>
<p>MGT600 Management, People and Teams</p> <p>Understanding organisational behaviour, politics, dynamics and environments and how they impact on the role and legitimacy of the management function is the core of this subject. This subject helps individuals understand the constraints they face as managers and emerging leaders and how they can develop strategies to leverage advantages and overcome constraints and barriers in their organisations. The subject also</p>

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<p>focuses on developing some of the advanced communication skills necessary in management and leadership roles, and the ability of the individual to influence others. The subject introduces students to the concept of naturally occurring data and qualitative analysis. This subject also focuses on the development of knowledge and skills to enable students to identify, analyse and make effective decisions to resolve people-related issues in organisations, facilitate employee development, and develop and sustain effective teams in complex, diverse, and increasingly global operating environments.</p>
<p>MKTG6003_SM Strategic Marketing</p> <p>In this module you will be introduced to the concept of marketing, understood as a fundamental aspect of any company strategy. We will also discuss Strategic and Operational Marketing within the field of sports. Throughout the module we will review various theoretical concepts and find practical applications within the sports industry. This material will also include a wealth of real examples which will allow you to understand and enjoy sports marketing.</p> <p>The Marketing module provides students with a basic understanding of the relationship and impact of marketing on the company's overall strategy. We will review concepts such as segmentation and positioning, both essential to defining the company's business.</p> <p>Special emphasis will be placed on market research as a process necessary for decision making on an ongoing basis: from the time of defining the business model upon completion of market and competitor analysis, through the time of developing concrete marketing strategies upon subsequent analysis of results and the development and adaptation of new tactics.</p> <p>The classic operational marketing tools will also be reviewed and adapted to the sports industry, placing special emphasis during the specialization on the sections on communication, branding, new media and sports sponsorship.</p>
<p>MGT601 Dynamic Leadership</p> <p>Leadership in modern organisations is a way of thinking and behaving. It is not necessarily a position in a hierarchy. Leadership is a process of energising, influencing and motivating others: up, down, sideways and diagonally. Becoming an effective leader requires self-awareness, self-management and a strong set of interpersonal communication skills, a set of capabilities that are often described as Emotional Intelligence (EQ). In addition, effective leaders think and act strategically, they build a climate for creativity and innovation, and are culturally sensitive and comfortable with ambiguity.</p> <p>This subject focuses on developing your leadership capability and not leadership as a theoretical concept that applies to other people. It helps you explore your own leadership development and self-image, using the techniques of reflective research and supported by a mentoring partner. It guides you through the preparation of plan for your continued leadership and professional development that is consistent with your personal values, anchored by the academic literature and enables you to be authentic, confident and resilient in leading productive work places for the future.</p> <p>Dynamic Leadership provides learning at the cognitive or intellectual level and at the affective or emotional level. It develops explicit knowledge of leadership (know-what) and the often-neglected tacit knowledge (know-how).</p>
<p>MGMT6020_SM Management and Operation of a Sports Venue</p> <p>The Operations Learning Unit is important as it is one of the subjects that is currently being most development. The subject of Operations concerns everything from how to organize a championship team in an area that is not trained for it to how to sell events at a stadium. Operations students will be able to develop qualities such as teamwork, initiative, communication skills and awareness of ethical issues. Communication skills will be a part of the course when doing the necessary work, and teamwork will help students get to know each other better and to create a good network of professional contacts. The awareness of ethical values is relevant to this module, as it is very important to approach environmental issues and</p>

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<p>regulations during any construction with an ethical conscience, as this consciousness is necessary today in any development.</p>
<p>MGT602 Business Decision Analytics</p> <p>Today's decisions have to be made quickly, individually and in groups, with what often appears to be ambiguous or too much data. How does one select, observe and distil the most pertinent data sets to make decisions that will positively impact tomorrow's firms and communities? This subject engages students in the nuances of data collection, how to filter data and how to use it most effectively in decision-making. The subject develops the student's qualitative and quantitative research skills, and digital literacy.</p>
<p>SPM610 Sports Marketing</p> <p>In an ever globalised world, where the greatest sport events are now followed by millions of people around the world, managing and distributing broadcasting rights is a highly professional business where sport agencies are becoming increasingly required for the added value they are able to generate to the product conceived by federations and event organisers, optimising audience, exposure and revenue, using segmenting distribution and brand positioning in collaboration with television broadcasters, marketing agencies, federations and event organisers. Every day companies are more aware of the importance of communication in business strategy to meet the world's demands. Pitching the right message at the right time is paramount in branding and therefore in the company's value. Regarding the internal performance or employee performance, the adequate flow of information proves the functioning and creates a greater emotional bond between the staff and the company. Sports companies, or companies related to the sports industry, must be particularly aware of communication, understanding it as part of their strategy plan and using the values in sports as the base of their projects.</p> <p>Finally, the communication department, as well as all the other departments, should have a contingency plan prepared to respond effectively in the event of a crisis situation. Avoiding improvisations that may negatively affect the brand's value built over time. It is difficult to create a brand image, but it can literally take only a few minutes to destroy it.</p>
<p>MGMT6021_SM Entrepreneurship, Sustainability and Social Responsibility in Sport</p> <p>The subject on Specialization in sports for development and entrepreneurship is one of the core parts of the MBA in Sports Management and it seeks to bring a new vision on the ways that we can undertake our projects, with a clear entrepreneurial focus and always following our criteria on social responsibility and sustainability.</p>
<p>MGT604 Strategic Management</p> <p>This subject explores sustainable approaches to managing the symbiotic relationship between organisations and their environments. Organisations are increasingly facing disruption and the basis for delivering products and services is rapidly changing. Sustaining performance requires careful management of business processes, fostering corporate competencies, and aligning the firm to its internal and external environment. The student will learn and then practice strategising through a number of theories and practical settings.</p>
<p>RSO609 Residence: Sport Facility Operations</p> <p>This subject is an immersive and experiential study of sporting facilities. In this subject, you will be required to explore and reflect on the impact of sport facilities and their program of events on the city, and provide a critical analysis to stakeholders as a guide for future stadium development and event programming. This is to maximise the economic, cultural, tourism and social impact to the city.</p> <p>This subject is co-delivered by practicing industry professionals who will share their contemporary knowledge of facility design, marketing and management. Building on previous studies, students will be expected to think broadly about the impact of the facilities from a range of business and community perspectives.</p>

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<p>FPR611 Field Project</p> <p>This subject enables students to demonstrate their ability to think strategically and apply the concepts and tools learned in the course to a sports organisation of their choice. Students will apply investigative and specialised sports knowledge to the professional context of a sporting agency. The subject requires application of concepts, theories and knowledge to the development of management practice in the context of the sports industry.</p> <p>Students will work under the auspices of an academic supervisor as they prepare a project that has real-world consequences, one that will make an impact on the field of sports management in their chosen community, or sphere of influence. The project is to be practical- or research based and to make a contribution to theory or practice.</p>
Elective 1
Elective 2
Elective 3

Locations

The Master of Business Administration (Sports Management) (Advanced) can be studied fully online or at the below Torrens University Campuses:

- Queensland (Brisbane)
- New South Wales (Sydney)
- Victoria (Melbourne)
- South Australia (Adelaide)

Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped accessible learning spaces as well as student breakout areas for group work and spending time with friends.

A positive student experience

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website](https://www.torrens.edu.au/policies-and-forms) (<https://www.torrens.edu.au/policies-and-forms>).

Paying for your qualification

We offer two payment options for this course:

- **Upfront payment**

If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each semester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.

- **FEE-HELP (Domestic students only)**

FEE-HELP is Australian Government's loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold (\$45, 881 in 2019-20). Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

Further information about FEE-HELP, including eligibility, is available at:

- FEE-HELP website:
<http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help->
- FEE-HELP booklets:
<http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications>

Austudy and Abstudy

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).