

Master of Business Administration (Sports Management)

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

The MBA features practical experience including case studies and group work responding to live briefs, a two week industry placement at the Real Madrid Football Club, Spain and guaranteed small class sizes.

First launched in 2006 and nominated for delivering one of the world's top 10 Sports Management MBA programs, the Real Madrid Graduate School teaches across all aspects of sport management degrees including management, health, communications and leisure/recreation. With partner institutions across Europe and Latin America, the School's approach to program creation and delivery reflects Laureate's commitment to collaboration between education and industry to maximise graduate employability - a philosophy shared by Torrens University Australia.

Students enrolled in a Torrens University Real Madrid MBA in Sports Management will spend two weeks at the Real Madrid Football Club in Spain to gain hands-on work experience at the world's most valuable football club. In what is an Australian first, students will graduate with a joint degree from both Torrens University and Real Madrid Graduate School - Universidad Europea de Madrid - recognised both locally and internationally.

Key study outcomes:

- Apply current theories across business disciplines
- Encourage team and individual ethical decision making
- Proficiently use business software to effectively analyse data
- Apply advanced business principles to complex problems to determine solutions
- Organise, conceptualise, and analyse complex business issues
- Systematically evaluate business risk

Course Overview

Course Title	Master of Business Administration (Sports Management)		
Study Options – Domestic Australian students	Full-time Part-time Face-to-face and online study options are available.	Study Options – International students	This course is not available to international students
Start Dates	February, June, September For specific dates visit the website .	Course Length	Full-time: 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	Online *with the exception of a 2 week placement in Real Madrid, Spain.	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	N/A
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)
Applicants with higher education study	A bachelor degree (AQF7) or above in any discipline from an Australian institution or a recognised equivalent qualification AND 3 year of relevant work experience. OR A Graduate Certificate of Business Administration from Torrens University Australia (or from another institution if deemed equivalent).
Applicants with vocational education and training (VET) study	N/A
Applicants with work and life experience	N/A
English Language Proficiency (applicable to international students, and in addition to academic or special entry requirements noted above)	Equivalent IELTS 6.5 (Academic) with no skills band less than 6.0.

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) course structure comprises 12 subjects (120 credit points). The course of study is made up of:

- Core subjects: There are 12 core subjects (120 credit points)

Course Rules

To qualify for the award of Master of Business Administration (Sports Management), the candidate must satisfactorily complete a course of study that comprises twelve (12) core subjects (120 credit points).

Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>MGMT6022_SM Management Perspective</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 unit. In sports this includes the dynamics between sponsors, the organisation itself, the fans, the players and the media – all important stakeholders that need managing within the organisation. This unit 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 course introduces students to the concept of naturally occurring data and qualitative analysis.</p>
<p>DLE603 Dynamic Leadership</p> <p>Being an effective and genuine leader in a dynamic era requires an understanding of leadership concepts, how leaders think and act, and how various management styles impact situations and relationships within an organisation. Being a dynamic leader also demands a strong set of competencies such as motivating self and others, leading creativity in an organisation, cultural intelligence, and navigating ambiguity. This course provides students with a foundation of leadership theory, styles, and approaches, and an opportunity for students to assess and build on their own leadership styles throughout the course, developing their personal sense of social justice in the workplace as they progress through the course. As such, the course introduces students to reflexive research methodologies and the concept of the lived experience as a research method.</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. 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>FINA6019_SM Financial Management</p>

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>This subject is focused on how to utilise 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 quantitative analysis and research to support a line of argument.</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>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>ECON6002_SM Economic Principles and Decision Making</p> <p>The 21st century business professional operates in an increasingly complex, competitive, turbulent and international environment and, as such, professionals must leverage sound economic reasoning to evaluate and resolve business problems in real time. This subject integrates concepts of managerial economics into a more research and analysis based structure, where students make managerial decisions based on their findings. Students also learn to identify and understand the limits of decision-making in general, and to understand the role that risk and uncertainty play in affecting decision outcomes. This unit introduces students briefly to quantitative data analysis to enhance their skills in both qualitative and quantitative reasoning.</p>
<p>MGMT6002_SM Influencing and Making Decisions</p> <p>Being a leader in a dynamic era requires educated judgement and decision-making skills. How do leaders collect the most pertinent and important information to make decisions that impact human and financial capital? On what basis are decisions made? This subject engages students in the nuances of data collection, how to filter data and how to use it most effectively in decision-making. Students will apply decision-making theory and behavioural economics to a range of case studies to acquire situational based leadership, judgement, and decision-making skills. The course further develops students' quantitative research skills.</p>
<p>MGMT6020_SM Management and Operation of a Sports Venue</p>

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>You will be introduced to a global topic that many governments and sporting bodies are trying to understand as they search for sporting infrastructure that is both feasible and sustainable. The subject will address the feasibility, design, funding and construction of the facility through to the scheduling of events, human resource management, marketing and operational management.</p> <p>A practice-based approach to facility operations and management will enable you to complete a feasibility study, a marketing plan and a new service proposal for sport facilities of your choice. You will gain great insight into the dynamic role of the Facility Manager. Lastly there will be a focus on relationship management, service quality and risk management to highlight the importance of meeting the needs and expectations of a diverse sports market.</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>
<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>
<p>SMP612 Strategic Management</p> <p>Drawing on concepts covered in other subjects, the capstone focuses on developing students' strategic thinking to build and sustain competitive advantage in organisations. Specifically, students are exposed to the frameworks and tools used to develop and evaluate business strategies, including industry analysis and analysis of a firm's competitive advantage, resources and capabilities. The course also addresses the issues of business scope, diversification, and managing strategic change. A final project enables students to demonstrate their ability to think strategically and apply the concepts and tools learned in the course to an organisation prescribed in a case study. This course sees students combine a range of research methodologies to a real business problem to demonstrate how the rigour and application of research processes can underpin the justification for change.</p>

Locations

The Master of Business Administration (Sports Management) can be studied fully online with the exception of a 2 week placement in Real Madrid, Spain.

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-)
<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)
<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](#).