

# COURSE DELIVERY PLAN 2024

## Bachelor of Sport Management/Bachelor of Business

COURSE CODE: SBSB

Mid-Year Entry

<b>CAMPUS</b>	City Campus (CC) and Footscray Park (FP)
<b>COLLEGE</b>	College of Arts, Business, Law, Education and IT
<b>STUDY MODE</b>	Full Time or Part Time
<b>DURATION</b>	4 years Full Time or Part Time equivalent
<b>FEE TYPE</b>	For information on course fees, refer to <a href="http://vu.edu.au/fees">http://vu.edu.au/fees</a>
<b>APPLICATION METHOD</b>	VTAC - <a href="https://vtac.edu.au">https://vtac.edu.au</a> Direct Application - <a href="https://gotovu.custhelp.com/app/landing">https://gotovu.custhelp.com/app/landing</a>
<b>TIMETABLE</b>	<a href="http://vu.edu.au/timetables">vu.edu.au/timetables</a>
<b>COURSE REQUIREMENTS</b>	<p>To qualify for the awards of Bachelor of Sport Management and Bachelor of Business, students will be required to complete 384 credit points consisting of:</p> <ul style="list-style-type: none"><li>• 144 credit points <b>First Year Core</b> units</li><li>• 48 credit points <b>Core</b> units including International Business Challenge and Sport Management Career Development units</li><li>• 96 credit points <b>Sport Management</b> major from approved list</li><li>• 96 credit points <b>Business</b> major from approved list (includes applied business challenge unit)</li></ul> <p><b>Sport Management majors:</b></p> <ul style="list-style-type: none"><li>• Sport and Active Communities</li><li>• Outdoor Recreation Leadership</li></ul> <p><b>Business majors:</b></p> <ul style="list-style-type: none"><li>• Accounting</li><li>• Event Management</li><li>• Human Resource Management</li><li>• Marketing</li></ul>
<b>FURTHER INFORMATION</b>	Unit and course information is available from the University course search site at <a href="http://vu.edu.au/course-search">http://vu.edu.au/course-search</a> or go to <a href="https://askvu.vu.edu.au">https://askvu.vu.edu.au</a> or Phone VUHQ on 03 9919 6100
<b>COURSE CHAIR</b>	Hans Westerbeek
<b>COURSE ADVICE</b>	AskCUA <a href="https://askvu.vu.edu.au/app/askcua">https://askvu.vu.edu.au/app/askcua</a>

**Note:** Students are required to enrol in all units for semester 1 and 2, and are not permitted to enrol in more than 48 credit points per semester as a full-time load.

**Core/Elective** Core (a unit that must be completed) & Elective (you have some choice in what you select).

**Prerequisites** A number of units within the degree have 'prerequisites'. These prerequisites must be met before enrolment in the unit is permitted. Generally these prerequisites require the successful completion of a unit or units taken at an earlier



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stage in the course. Students should pay particular attention to these prerequisite requirements as failure to meet these can seriously hinder progression through the course.

**Date of Publication:** This information is current at the publication date: 6/06/2024. It is provided as information only and does not form part of a contract between any person and Victoria University.



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## YEAR 1, Semester 2

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
SSM1101	Introduction to Sport and Active Recreation	Core	1B1, 2B1 2024	12	CC	
BAO1000	Financial Literacy and Decision Making	Core	1B1, 1B2, 1B3, 2B1, 2B2, 2B3, 2B4	12	CC	
BMO1000	People and Organisations	Core	1B1, 1B2, 1B3, 1B4, 2B1, 2B2, 2B3	12	CC	
BSK1001	Ethics and Sustainability	Core	1B1, 1B2, 1B3, 1B4, 2B1, 2B2, 2B3, 2B4	12	CC	

## YEAR 2

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BEO1001	Economic Concepts and Application	Core	1B2, 1B3, 2B1, 2B2, 2B4, WB1	12	CC	
SSM1102	Foundations of Sport and Active Recreation	Core	1B2, 1B3, 2B1	12	CC	
BLO1105	Business Law	Core	1B3, 1B4, 2B2, 2B3	12	CC	
SSM1104	Community Building for Sport and Active Recreation	Core	1B3, 2B1, 2B4 2024	12	CC	
BSK1000	My Business Future	Core	1B1, 1B3, 2B1, 2B3, SB1	12	CC	
BEO1000	Business Data Analytics and Visualisation	Core	1B3, 1B4, 2B1, 2B2, 2B3, 2B4	12	CC	
BHO1000	Marketing Theory and Practice	Core	1B2, 1B4, 2B1, 2B2, 2B3, 2B4	12	CC	
SSM1203	Human Resources for Sport and Active Recreation	Core	2B1, 2B4	12	CC	



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## YEAR 3

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
	Major 1 - Unit 1	Major		12		
	Major 2 - Unit 1	Major		12		
SSM2002	Career Development and Employability 1	Core	1B1, 1B3	12	CC	
	Major 2 - Unit 2	Major		12		
	Major 2 - Unit 3	Major		12		
SSM2003	Ethics in Sport Management and Active Recreation	Core	1B3, 2B2	12	CC	
	Major 2 - Unit 4	Major		12		
	Major 1 - Unit 2	Major		12		

## YEAR 4

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BSK2001	My Professional Brand	Core	1B1, 1B2, 1B3, 2B1, 2B2, 2B3, 2B4, SB1, WB1	12	CC	BSK1000
	Major 1 - Unit 3	Major		12		
	Major 1 - Unit 4	Major		12		
	Major 2 - Unit 5	Major		12		
SSM3003	Career Development and Employability 2	Core	1B2, 2B1	12	CC	SSM2002
	Major 2 - Unit 6	Major		12		
	Major 2 - Unit 7	Major		12		
	Major 2 - Unit 8	Major		12		



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## YEAR 5, Semester 1

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
	Major 1 - Unit 5	Major		12		
	Major 1 - Unit 6	Major		12		
	Major 1 - Unit 7	Major		12		
	Major 1 - Unit 8	Major		12		

List of major/s available in this course

SMASAC	Sport and Active Communities
SMAOUT	Outdoor Recreation Leadership
BMAACT	Accounting
BMAEVT	Event Management
BMAHRM	Human Resource Management
BMAMRK	Marketing

### Sport and Active Communities SMASAC

The Sport and Active Communities Major gives attention to community sport, its relationship with elite and professional sport, and how it can be managed to optimise participant satisfaction, build sustainable communities, and deliver social utility. It also covers team-sport management, gym and exercise program administration, and community-based physical activity programming. The course thus enables graduates to enter a broad range of administrative, management, and professional-support positions in governing bodies, sport clubs, sport facilities, sport events, local government, and community welfare agencies.

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
SSM2103	Historical and Cultural Aspects of Australian Sport	Major	1B3, 1B4, WB1	12	CC	
SSM2104	Programming for Sport Development and Community Action	Major	1B1, 1B2	12	CC	
SSM2204	Sport Sponsorships and Partnerships	Major	2B2, 2B4	12	CC	
SSM2205	Sociology of Sport and Active Recreation	Major	2B1, 2B3	12	CC	
SSM3103	Sport Facility Management	Major	1B1, 2B3	12	CC	SSM2204
SSM3104	Research and Evaluation in Sport	Major	1B1, WB1	12	CC	
SSM3204	Building and Sustaining Sport Participation	Major	2B2, 2B3, 2B4	12	CC	
SSM3205	Sport Event Management	Major	2B1, 2B4	12	CC	SSM3103



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## Outdoor Recreation Leadership SMAOUT

The Outdoor Recreation Leadership Major exposes students to a diverse range of outdoor recreational programs that not only deliver special experiences, but also provides unique learning situations that build a breadth of capabilities, including the capacity to plan, organise, and program complex outdoor recreational activities at the highest professional level. It also provides the opportunity for students to build highly valued character traits including integrity, cultural sensitivity, and psychological resilience. The course will enable students to gain employment in the fields of outdoor recreation, adventure sports, outdoor education, and corporate training.

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
SOL1001	Natural Environments 1	Major	1B1, 1B2	12	FP	
SOL1002	Safety in Natural Environments	Major	2B1, 2B2	12	FP	
SOL2001	River Environments 1	Major	SB1, WB1	12	FP	SOL1001; and SOL1002
SOL2003	Mountain Environments	Major	1B1, 1B2	12	FP	SOL1001; and SOL1002
SOL2010	Natural Environments 2	Major	2B4	12	FP	SOL1001; and SOL1002
SOL3003	Risk Management in Natural Environments	Major	2B2	12	FP	SOL1001; and SOL1002
SSM3002	Outdoor and Environmental Philosophy	Major	2B4	12	FP	SOL1001; and SOL1002
SSM3101	Environmental Inquiry, Sustainability and Communities	Major	1B2, 1B3	12	FP	SOL1001; and SOL1002

## Accounting BMAACT

Become a financial expert with practical accounting expertise, by choosing a Bachelor of Business (Accounting).

You will graduate with sought-after skills, ready to pursue a career in financial management, financial reporting, auditing, management accounting or tax planning.

As part of your studies, you will learn how to:

- produce financial reports
- interpret financial information
- use financial accounting tools and measurements to improve resource allocation.

You will also gain the strong analytic skills needed to prepare and analyse financial data, using industry-relevant technology.

Our accounting courses are accredited by CPA Australia and the Chartered Accountants of Australia and New Zealand (CA ANZ). VU accounting students are eligible to apply for membership upon graduation.



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UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BAO2000	Accounting Information Systems	Major	1B1, 2B3, 2B4	12	CC	BAO1000
BAO2001	Corporate Finance	Major	1B1, 1B2, 1B4, 2B1, 2B3	12	CC	BAO1000
BAO2202	Financial Accounting	Major	1B2, 2B1, 2B4	12	CC	BAO2000; or
BAO2204	Management Accounting	Major	1B3, 2B3, 2B4	12	CC	BAO1000
BAO3002	Corporate Accounting and Sustainability Reporting	Major	1B1, 1B3, 2B1	12	CC	BAO2202
BAO3309	Advanced Financial Accounting	Major	1B3, 2B3	12	CC	BAO3002
BSK3001	Workplace Learning or BMO2005 Innovation and Entrepreneurship	Major	1B1, 1B2, 1B3, 2B1, 2B2, 2B3, 2B4, SB1, WB	12	CC	BSK1000
BSK3000	Professional Business Project	Major	1B1, 1B2, 1B3, 2B1, 2B2, 2B4, SB1	12	CC	

## Event Management BMAEVT

Launch your career on the local or international business stage by choosing an Event Management business major.

Using case studies, practical applications of theory and event management and simulation software, you will gain the skills to curate experiences for a range of audiences.

Throughout your learning, you will gain valuable contacts through volunteer placements and networking opportunities. By the end of this course, you will have the skills and confidence to design, plan and stage special events, such as:

- conventions
- exhibitions
- festivals and concerts
- brand launches, sponsorship or activations.

Industry focused, this event management major is supported by an industry business project and a chance to work with industry professionals. This is a unique opportunity to hone your professional development skills and gain valuable contacts and experience.

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
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BHO2000	Event Operations	Major	1B1, 2B1 2024	12	CC	
BHO2006	Introduction to Tourism Hospitality and Events	Major	1B2, 2B4 2024	12	CC	
BHO2009	Event Planning and Promotion	Major	1B3 2024	12	CC	
BHO3002	Contemporary Issues in Tourism and Events	Major	2B1 2024	12	CC	
BHO3406	Live Performance Management	Major	1B4 2024	12	CC	BHO2000; and BHO2006
BHO3421	Business Events	Major	2B2 2024	12	CC	BHO2006
BSK3001	Workplace Learning or Innovation and Entrepreneurship	Major	1B1, 1B2, 1B3, 2B1, 2B2, 2B3, 2B4, SB1, WB	12	CC	BSK1000
BSK3000	Professional Business Project	Major	1B1, 1B2, 1B3, 2B1, 2B2, 2B4, SB1	12	CC	

## Human Resource Management BMAHRM

Become a skilled, in-demand HR professional by studying the Human Resource Management major.

You will gain the expertise necessary to succeed in various HR roles, including:

- staff recruitment
- change management
- workplace diversity and inclusion strategies
- professional development and training
- employee relations
- people-related analytics.

Throughout your study, you will apply your learning to real-world scenarios, developing relevant and important career skills and strategies. You will also gain invaluable professional experience as part of your studies, with an internship at a globally recognised, locally based organisation. VU's Bachelor of Business (Human Resource Management) is professionally accredited by the Australian Human Resources Institute (AHRI). As a graduate of this major, you will meet HR best practice and standards recognised in Australia and overseas.

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BMO2003	Human Resource Development	Major	1B4, 2B4	12	CC	BMO2009
BMO2009	Managing People	Major	1B1, 1B2, 2B4	12	CC	BMO1000



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BMO2010	Employment and Workplace Relations	Major	1B4, 2B4	12	CC	BMO2009
BMO3005	Diversity and Wellbeing	Major	1B3, 2B3	12	CC	BMO2009
BMO3009	People Systems	Major	1B3, 2B3	12	CC	
BMO3332	Managing Organisational Change	Major	1B2, 2B2, 2B3	12	CC	
BSK3001	Workplace Learning <b>or</b> BMO2005 Innovation and Entrepreneurship	Major	1B1, 1B2, 1B3, 2B1, 2B2, 2B3, 2B4, SB1, WB	12	CC	BSK3001
BSK3000	Professional Business Project	Major	1B1, 1B2, 1B3, 2B1, 2B2, 2B4, SB1	12	CC	BSK3000

## Marketing BMAMRK

Launch your career in the creative and fast-paced world of marketing, with the Bachelor of Business majoring in Marketing.

As part of your studies, you will gain practical, industry-relevant skills by:

- examining markets and customers
- developing marketing strategies for product and service innovation, brand development and management
- exploring marketing communication and marketing in the digital space
- enhancing your understanding of global environments and contemporary sustainability issues.

You will have the opportunity to develop and build connections with industry professionals through real-life case studies, industry speakers, marketing internships. VU students enjoy complementary membership with the Australian Marketing Institute, granting access to a range of benefits.

You'll be job-ready before you graduate, with internationally transferrable skills. This will enable you to tackle changing technologies and connect brands, products and services to their target markets through emotive storytelling and creative solutions.

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BHO2007	Brand and Innovation	Major	1B2, 2B2, 2B3	12	AVI, ORT	
BHO2008	Strategic Consumer Insights	Major	1B2, 1B4, 2B1, 2B4	12	CC	BHO1000
BHO2265	Integrated Marketing Communications	Major	1B4, 2B2, 2B4	12	CC	BHO1000



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BHO2285	Marketing Research	Major	1B1, 1B4, 2B2	12	CC	BEO1000; and BHO1000; or
BHO3001	Service Design and Marketing	Major	1B2, 1B3, 2B3	12	CC	BHO1000
BHO3004	Digital Marketing	Major	1B3, 2B4	12	CC	BHO1000
BSK3001	Workplace Learning <b>or</b> BMO2005 Innovation and Entrepreneurship	Major	1B1, 1B2, 1B3, 2B1, 2B2, 2B3, 2B4, SB1, WB	12	CC	BSK3001
BSK3000	Professional Business Project	Major	1B1, 1B2, 1B3, 2B1, 2B2, 2B4, SB1	12	CC	BSK3000



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