

# Program structure and sequence plans

| BN-10033  |            | Bachelor of Sport Management |   |   |   |
|-----------|------------|------------------------------|---|---|---|
| Version   | 6          | Link to Program Overview     |   |   | Jan Intake  |
| Cricos    | 096558A    | 2026                         | CORE11-011<br>Critical Thinking and Communication                           | LAWS10-210<br>Enterprise Law  | SPMT11-115<br>Sport Organisation, Governance and Policy                     |
| January   | Semester 1 | 2026                         | CORE11-011<br>Critical Thinking and Communication                           | LAWS10-210<br>Enterprise Law  | SPMT11-115<br>Sport Organisation, Governance and Policy                     |
| May       | Semester 2 | 2026                         | CORE11-012<br>Responsibility, Integrity and Civic Discourse                 | ACCT11-100<br>Accounting Principles   | MKTG11-100<br>Marketing Fundamentals  |
| September | Semester 3 | 2026                         | CORE11-013<br>Collaboration for Global Change                               | LAWS13-543<br>Sports Law  | MGMT12-202<br>Human Resource Management                                     |
|           |            | Subject Catalogue            |   | Major Catalogue   | Program Catalogue   |
| January   | Semester 1 | 2027                         | BUSN12-201<br>Event Management  | General Elective UG<br>Choose any UG subject provided requirements are met.           | MGMT13-321<br>Negotiation   |
| May       | Semester 2 | 2027                         | MKTG13-303<br>Market Research   | DTSC12-210<br>Sport Data Analytics  | General Elective UG<br>Choose any UG subject provided requirements are met. |
| September | Semester 3 | 2027                         | MKTG13-314<br>Social Media Marketing  | PUBR13-314<br>Sport Public Relations  | SPMT12-124<br>International Sport Business                                  |
|           |            | Subject Catalogue            |   | Major Catalogue   | Program Catalogue   |
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| Version   | 6          |                              |   |   |   |
|           |            | May Intake                   |   |   |   |
| May       | Semester 2 | 2026                         | CORE11-011<br>Critical Thinking and Communication                           | ACCT11-100<br>Accounting Principles   | LAWS10-210<br>Enterprise Law  |
| September | Semester 3 | 2026                         | CORE11-012<br>Responsibility, Integrity and Civic Discourse                 | LAWS13-543<br>Sports Law  | MGMT12-202<br>Human Resource Management                                     |
| January   | Semester 3 | 2027                         | CORE11-013<br>Collaboration for Global Change                               | General Elective UG<br>Choose any UG subject provided requirements are met.           | SPMT12-121<br>Sport Development   |
|           |            | Subject Catalogue            |   | Major Catalogue   | Program Catalogue   |
| May       | Semester 1 | 2027                         | General Elective UG<br>Choose any UG subject provided requirements are met. | MKTG13-303<br>Market Research   | DTSC12-210<br>Sport Data Analytics  |
| September | Semester 2 | 2027                         | PUBR13-314<br>Sport Public Relations  | SPMT12-124<br>International Sport Business  | MKTG13-314<br>Social Media Marketing  |
| January   | Semester 3 | 2028                         | BUSN12-201<br>Event Management  | Practical Experience Option<br>Choose a subject from the Practical Experience option. | MGMT13-321<br>Negotiation   |
|           |            | Subject Catalogue            |   | Major Catalogue   | Program Catalogue   |

| BN-10033   |                    | Bachelor of Sport Management                                |   |   |   |  |  |
|--|--------------------|---|---|---|---|--|--|
| Version  | 6                  | Sep Intake  |   |   |   |  |  |
| September  | 2026<br>Semester 2 | CORE11-011<br>Critical Thinking and Communication           | ACCT11-100<br>Accounting Principles     | PUBR13-314<br>Sport Public Relations  | SPMT12-103<br>Sport Communication   |  |  |
| January  | 2027<br>Semester 3 | CORE11-012<br>Responsibility, Integrity and Civic Discourse | MGMT12-202<br>Human Resource Management | General Elective UG<br>Choose any UG subject provided requirements are met. | SPMT12-121<br>Sport Development   |  |  |
| May  | 2027<br>Semester 3 | CORE11-013<br>Collaboration for Global Change               | LAWS10-210<br>Enterprise Law            | MKTG11-100<br>Marketing Fundamentals  | General Elective UG<br>Choose any UG subject provided requirements are met.           |  |  |
|  |                    | <a href="#">Subject Catalogue</a>                           | <a href="#">Major Catalogue</a>         | <a href="#">Program Catalogue</a>   |   |  |  |
| September  | 2027<br>Semester 1 | LAWS13-543<br>Sports Law                                    | MKTG13-314<br>Social Media Marketing    | SPMT12-124<br>International Sport Business                                  | SPMT11-115<br>Sport Organisation, Governance and Policy                               |  |  |
| January  | 2028<br>Semester 2 | BUSN12-201<br>Event Management                              | MGMT13-321<br>Negotiation               | SPMT13-125<br>Managing High Performance Sport                               | General Elective UG<br>Choose any UG subject provided requirements are met.           |  |  |
| May  | 2028<br>Semester 3 | MKTG13-303<br>Market Research                               | DTSC12-210<br>Sport Data Analytics      | General Elective UG<br>Choose any UG subject provided requirements are met. | Practical Experience Option<br>Choose a subject from the Practical Experience option. |  |  |
|  |                    | <a href="#">Subject Catalogue</a>                           | <a href="#">Major Catalogue</a>         | <a href="#">Program Catalogue</a>   |   |  |  |
| <b>PROGRAM INFORMATION</b>   |                    |   |   |   |   |  |  |
|  |                    |   |   |   |   |  |  |
| <b>SUBJECT INFORMATION</b>   |                    |   |   |   |   |  |  |
| You are registered into Beyond Bond which is a practical, activity-based program that extends across the duration of all undergraduate degrees. You are registered in the Bond Business Mentoring Program designed for all new undergraduate students; please be advised the first scheduled gathering is in the Bond Business School orientation. If you require further information please email <a href="mailto:businessmentoring@bond.edu.au">businessmentoring@bond.edu.au</a>  |                    |   |   |   |   |  |  |
|  |                    |   |   |   |   |  |  |
| <b>ASSUMED KNOWLEDGE</b>   |                    |   |   |   |   |  |  |
| Assumed knowledge is the minimum level of knowledge of a subject area that students are assumed to have acquired through previous study. It is the responsibility of students to ensure they meet the assumed knowledge expectations of a specified subject. Students who do not possess this prior knowledge are strongly recommended against enrolling and do so at their own risk. No concessions will be made for students' lack of prior knowledge. Please check for all requirements on your subject outline prior to enrolment. |                    |   |   |   |   |  |  |
|  |                    |   |   |   |   |  |  |
| <b>OPPORTUNITES</b>  |                    |   |   |   |   |  |  |
| Students may have the opportunity to participate in an international study tour experience or internship as a general elective. Those interested should consult an Enrolment Officer in Student Assist for guidance and to check eligibility requirements (e.g., GPA, language proficiency, prerequisites).  |                    |   |   |   |   |  |  |
|  |                    |   |   |   |   |  |  |

| BN-10033                         |                             | Bachelor of Sport Management  | Cricos Code                          | 096558A   |
|----------------------------------|-----------------------------|---|--------------------------------------|-----------|
| Version                          | 6                           | Link to Subject Overview  |                                      |           |
| Available                        | Code                        | Title   | Assumed Knowledge                    | Requisite |
| <b>Required Core Subjects 30</b> |                             |   |                                      |           |
| J/M/S                            | CORE11-011                  | Critical Thinking and Communication   |                                      |           |
| J/M/S                            | CORE11-012                  | Responsibility, Integrity and Civic Discourse   |                                      |           |
| J/M/S                            | CORE11-013                  | Collaboration for Global Change   |                                      |           |
| J/M/S                            | Required Subjects 160       | Students must complete the following one hundred and sixty credit points (160CP) of subjects.         |                                      |           |
| J/M/S                            | ACCT11-100                  | Accounting Principles   |                                      |           |
| J                                | BUSN12-201                  | Event Management  |                                      |           |
| M                                | DTSC12-210                  | Sport Data Analytics  |                                      |           |
| J/M/S                            | LAWS10-210                  | Enterprise Law  |                                      |           |
|                                  | LAWS13-543                  | Sports Law  | LAWS10-100   LAWS11-105   LAWS11-110 |           |
| J/S                              | MGMT12-202                  | Human Resource Management   |                                      |           |
| J/S                              | MGMT13-321                  | Negotiation   | CORE11-002   MGMT11-101              |           |
| J/M/S                            | MKTG11-100                  | Marketing Fundamentals  |                                      |           |
| M/S                              | MKTG13-303                  | Market Research   | MKTG11-100                           |           |
| S                                | MKTG13-314                  | Social Media Marketing  | MKTG13-312                           |           |
| S                                | PUBR13-314                  | Sport Public Relations  |                                      |           |
| J                                | SPMT11-115                  | Sport Organisation, Governance and Policy   |                                      |           |
| S                                | SPMT12-103                  | Sport Communication   |                                      |           |
| J                                | SPMT12-121                  | Sport Development   |                                      |           |
| S                                | SPMT12-124                  | International Sport Business  |                                      |           |
| J                                | SPMT13-125                  | Managing High Performance Sport   |                                      |           |
|                                  | Practical Experience Option | Choose a subject from the Practical Experience option.  |                                      |           |
| J/M/S                            | BUSN13-620                  | Individual Study in Business  |                                      |           |
| J/M/S                            | BUSN13-700                  | Business Internship A   |                                      |           |
| J/M/S                            | General Elective 4          | Students must choose forty credit points (40CP) of undergraduate subjects from across the University. |                                      |           |