

Program structure and sequence plan

BN-10033 Bachelor of Sport Management			
January Intake			
Semester 1	January 2027	Assumed Knowledge	Requisites
CORE11-011	Critical Thinking and Communication		
LAWS10-210	Enterprise Law		
SPMT11-115	Sport Organisation, Governance and Policy		
SPMT12-121	Sport Development		
Semester 2	May 2027	Assumed Knowledge	Requisites
CORE11-012	Responsibility, Integrity and Civic Discourse		
ACCT11-100	Accounting Principles		
MKTG11-100	Marketing Fundamentals		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 3	September 2027	Assumed Knowledge	Requisites
CORE11-013	Collaboration for Global Change		
LAWS13-543	Sports Law	LAWS10-100 LAWS11-105 LAWS11-110	
MGMT12-202	Human Resource Management		
SPMT12-103	Sport Communication		
Semester 1	January 2028	Assumed Knowledge	Requisites
BUSN12-201	Event Management		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
MGMT13-321	Negotiation	CORE11-002 MGMT11-101	
SPMT13-125	Managing High Performance Sport		
Semester 2	May 2028	Assumed Knowledge	Requisites
MKTG13-303	Market Research	MKTG11-100	
DTSC12-210	Sport Data Analytics		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
Practical Experience Option	Choose a subject from the Practical Experience option.		
Semester 3	September 2028	Assumed Knowledge	Requisites
MKTG13-314	Social Media Marketing	MKTG13-312	
PUBR13-314	Sport Public Relations		
SPMT12-124	International Sport Business		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		

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May Intake			
Semester 1	May 2027	Assumed Knowledge	Requisites
CORE11-011	Critical Thinking and Communication		
ACCT11-100	Accounting Principles		
LAWS10-210	Enterprise Law		
MKTG11-100	Marketing Fundamentals		
Semester 2	September 2027	Assumed Knowledge	Requisites
CORE11-012	Responsibility, Integrity and Civic Discourse		
LAWS13-543	Sports Law	LAWS10-100 LAWS11-105 LAWS11-110	
MGMT12-202	Human Resource Management		
SPMT12-103	Sport Communication		
Semester 3	January 2028	Assumed Knowledge	Requisites
CORE11-013	Collaboration for Global Change		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
SPMT12-121	Sport Development		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 1	May 2028	Assumed Knowledge	Requisites
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
MKTG13-303	Market Research	MKTG11-100	
DTSC12-210	Sport Data Analytics		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 2	September 2028	Assumed Knowledge	Requisites
PUBR13-314	Sport Public Relations		
SPMT12-124	International Sport Business		
MKTG13-314	Social Media Marketing	MKTG13-312	
SPMT11-115	Sport Organisation, Governance and Policy		
Semester 3	January 2029	Assumed Knowledge	Requisites
BUSN12-201	Event Management		
Practical Experience Option	Choose a subject from the Practical Experience option.		
MGMT13-321	Negotiation	CORE11-002 MGMT11-101	
SPMT13-125	Managing High Performance Sport		

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BN-10033 Bachelor of Sport Management			
September Intake			
Semester 1	September 2027	Assumed Knowledge	Requisites
CORE11-011	Critical Thinking and Communication		
ACCT11-100	Accounting Principles		
PUBR13-314	Sport Public Relations		
SPMT12-103	Sport Communication		
Semester 2	January 2028	Assumed Knowledge	Requisites
CORE11-012	Responsibility, Integrity and Civic Discourse		
MGMT12-202	Human Resource Management		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
SPMT12-121	Sport Development		
Semester 3	May 2028	Assumed Knowledge	Requisites
CORE11-013	Collaboration for Global Change		
LAWS10-210	Enterprise Law		
MKTG11-100	Marketing Fundamentals		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 1	September 2028	Assumed Knowledge	Requisites
LAWS13-543	Sports Law	LAWS10-100 LAWS11-105 LAWS11-110	
MKTG13-314	Social Media Marketing	MKTG13-312	
SPMT12-124	International Sport Business		
SPMT11-115	Sport Organisation, Governance and Policy		
Semester 2	January 2029	Assumed Knowledge	Requisites
BUSN12-201	Event Management		
MGMT13-321	Negotiation	CORE11-002 MGMT11-101	
SPMT13-125	Managing High Performance Sport		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 3	May 2029	Assumed Knowledge	Requisites
MKTG13-303	Market Research	MKTG11-100	
DTSC12-210	Sport Data Analytics		
General Elective UG	Choose any UG subject on offer provided faculty requirements are met.		
Practical Experience Option	Choose a subject from the Practical Experience option.		

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Subjects		Structure Overview		Available Semesters	Credit Points
Core Curriculum	Students must complete three (3) subjects plus the Beyond Bond Program.				
CORE11-011	Critical Thinking and Communication			J M S	10
CORE11-012	Responsibility, Integrity and Civic Discourse			J M S	10
CORE11-013	Collaboration for Global Change			J M S	10
Required Subjects 160	Students must complete the following 160 CP of subjects.				
ACCT11-100	Accounting Principles			J M S	10
BUSN12-201	Event Management			J	10
DTSC12-210	Sport Data Analytics			M	10
LAWS10-210	Enterprise Law			J M S	10
LAWS13-543	Sports Law			S	10
MGMT12-202	Human Resource Management			J S	10
MGMT13-321	Negotiation			J S	10
MKTG11-100	Marketing Fundamentals			J M S	10
MKTG13-303	Market Research			M S	10
MKTG13-314	Social Media Marketing			S	10
PUBR13-314	Sport Public Relations			S	10
SPMT11-115	Sport Organisation, Governance and Policy			S	10
SPMT12-103	Sport Communication			S	10
SPMT12-121	Sport Development			J	10
SPMT12-124	International Sport Business			S	10
SPMT13-125	Managing High Performance Sport			J	10
Practical Experience Option	Choose a subject from the Practical Experience option.				
BUSN13-620	Individual Study in Business			J M S	10
BUSN13-700	Business Internship A			J M S	10
General Elective 40	Students must choose forty credit points (40CP) of undergraduate subjects from across the University.				
Available J M S	Program Overview			Cricos 096558A	Version 6
The Bachelor of Sport Management comprises 30 credit points of Core Curriculum Subjects, 160 credit points of Required Subjects, 10 credit points of Practical Experience Options, and 40 credit points of General Electives, totalling 240 credit points over six semesters. The program develops advanced capabilities in sport management, sport governance, sport law, event management, sport marketing, sport communication, high performance sport, analytics, and professional practice, preparing graduates for careers in sporting organisations, clubs, events, governing bodies, and the global sport industry.					
Assumed Knowledge					
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.					
Opportunities					
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).					
Additional Notes					
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 businessmentoring@bond.edu.au					