

ISM200 International Sport Management Fundamentals

School: School of Business and Creative Industries

2026 | Trimester 2

UniSC Sunshine Coast
UniSC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

In this course, you will explore the foundations of international sport management, focusing on how sport is organised, governed, and delivered across different countries, regions, and cultural contexts. You will examine the structures and operations of professional, non-profit, para, and multiclass sport organisations, and develop an understanding of the key issues, systems, and governance models that shape sport globally.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	11 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Scheduled online workshops.	2hrs	Week 1	11 times

1.3. Course Topics

- Foundations of International Sport Management
- Intercultural and Global Sport Management Perspectives
- Governance and Business Models in Global Sport
- Leadership and Communication in International Sport
- Inclusion, Equity, and Social Responsibility in Sport
- Global Trends and Future Directions in Sport Management

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Describe and compare the structures, governance systems, and organisational models of international sport across different contexts.	Knowledgeable	PC4.1, PC5, PC5.1, PC6.2
2 Apply sport management and organisational behaviour concepts to analyse issues and practices in global and intercultural sport settings.	Creative and critical thinker	PC1, PC3.1, PC6.2
3 Evaluate ethical, inclusive, and sustainable approaches to sport management, including those aligned with the Sustainable Development Goals (SDGs).	Ethical Sustainability-focussed	PC4.1, PC5, PC5.1
4 Analyse emerging global trends and challenges shaping the future of sport management.	Engaged	
5 Communicate effectively and professionally in international sport business and governance contexts.	Empowered	PC1.1, PC1.2, PC1.3, PC3, PC6.2

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC1.2	Oral Communication
PC1.3	Digital Literacy
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4.1	Social Responsibility and Sustainability
PC5	Cultural Awareness
PC5.1	Diversity
PC6.2	Discipline Knowledge

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Early feedback will be provided through formative assessments.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Creative	Individual	50%	Approximately 1,000 words equivalent, with adjustments based on communication modality.	Week 6	Online Assignment Submission with plagiarism check and in class
All	2	Written Piece	Individual	50%	Approximately 1,500 words equivalent, with adjustments based on communication modality.	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Strategy Storyboard – Mapping a Global Sport Issue

GOAL:	In this task, you will identify and analyse a major issue affecting an international sport (e.g. governance breakdown, inclusion gaps, sustainability, funding disparities, or commercialisation). You will visually map the issue's global and cultural context and illustrate how it affects sport systems, using a strategic storyboard format.	
PRODUCT:	Artefact - Creative	
FORMAT:	A digital, multimodal artefact, incorporating written and visual elements.	
CRITERIA:	No.	Learning Outcome assessed
	1 Issue Identification and Contextual Understanding	1
	2 Application of Sport Management Concepts	2
	3 Ethical and Inclusive Insight	3
	4 Critical Reflection and Coherence	4
	5 Visual Communication and Storyboard Design	5
GENERIC SKILLS:	Communication, Problem solving, Organisation, Applying technologies, Information literacy	

All - Assessment Task 2: Strategy Brief – Advising an International Sport Federation

GOAL:	In this task, you will take on the role of a strategic advisor to an International Sport Federation (ISF), building on the issue you analysed in your storyboard (Task 1). You will develop a professional strategy brief that analyses how the ISF is affected by the issue, evaluates its current governance and strategic practices, and proposes theory-based, realistic, future-focused strategies in response.	
PRODUCT:	Written Piece	
FORMAT:	A written strategy brief with visual elements.	
CRITERIA:	No.	Learning Outcome assessed
	1 Organisational Context and Structural Insight	1
	2 Application of Sport Management Theories	2
	3 Ethical, Inclusive, and Sustainable Thinking	3
	4 Global Trends and Strategic Positioning	4
	5 Communication and Strategy Presentation	5
GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy	

6.4. Assessment to competency mapping

PROGRAMME DELIVERY MODE	ASSESSMENT TYPE	TITLE	COMPETENCY	TEACHING METHODS
2020 UNISC BUSINESS SCHOOL STANDARDS UNDERGRADUATE				
All delivery modes	Artefact - Creative	Strategy Storyboard – Mapping a Global Sport Issue	PC1.1	Taught, Practiced, Assessed
			PC3.1	Taught, Practiced, Assessed
			PC6.2	Taught, Practiced, Assessed
	Written Piece	Strategy Brief – Advising an International Sport Federation	PC1.1	Taught, Practiced, Assessed
			PC3.1	Taught, Practiced, Assessed
			PC6.2	Taught, Practiced, Assessed

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

Less than 15 minutes: No penalty

From 15 minutes to 30 minutes: 20% penalty

More than 30 minutes: 100% penalty

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10.General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au