

sport

Sport Business
Sport Economics
Sport Management

Sport Coaching

Exercise and Sport Science

Teaching — Primary and Secondary



DEAKIN

There is an increasing professional focus on all sectors of the sports community, from elite athletes to local clubs. Sport in Australia is a billion-dollar industry, and one which is growing in size and influence. Deakin's dynamic range of sports courses equip graduates to excel in all aspects of contemporary sport, from the science of exercise and human movement, through to sport coaching and sport management.

Sport Business

Bachelor of Commerce

Australians love sport. While it is our national passion, it is also big business and injects billions of dollars each year into the economy.

The sporting industry is now a major employer offering exciting career opportunities for people with the right blend of skills and qualifications. Deakin University leads the way in providing tertiary qualifications for people who want to be part of the dynamic and rapidly growing sports industry.

The University's suite of Sport programs equip graduates for careers in sport management and economics, in coaching and sport science and in teaching in schools. Our graduates are in demand and hold key positions in all facets of sport.

Deakin Sport students have the opportunity to combine tertiary study with 'real world' experience, working with lecturers who are leaders in the field.

According to the 2000 Sportspeople Report, between 1 July 1999 and 30 June 2000, the sport sector experienced its fourth consecutive year of growth in employment opportunities, with a 38 percent increase in the number of positions advertised.

Sport in Australia is a major growth industry that requires the expertise of highly skilled specialists to ensure economic feasibility and the effective management of international and domestic events.

Deakin University has become a torchbearer in its own right in meeting the increasing demand for such skills with its Bachelor of Commerce major sequence in Sport Management.

The discipline is the first of its kind in Australia.

This innovative major sequence develops skills ranging from bid planning techniques and forecasting the economic benefits before, during and after events to overall planning, management and marketing of professional clubs, associations and facilities.

Bachelor of Commerce course outline

The Bachelor of Commerce degree requires 24 credit points, with each study unit worth 1 credit point. At least 16 credit points must be Bachelor of Commerce units offered by the Faculty of Business and Law including the following:

LEVEL 1

Accounting for Decision Making
Business Decision Making
Business Information Systems
Business Law
Economic Principles
Fundamentals of Finance
Management
The Global Economy

Plus

Business Communication and Marketing Management, *which are Level 2 units, normally undertaken in second year*
Plus at least one Commerce major sequence

The Bachelor of Commerce provides students with practical skills and a broad understanding of business studies.

sport

Bachelor of Commerce continued

Sport Management major sequence

Melbourne campus at Burwood (on campus only)

Three years full time or part time equivalent.

Admission to the Sport Management major sequence is through the special VTAC entry for Bachelor of Commerce, Sport Management major sequence.

Major overview Deakin has developed Australia's first Sport Management major sequence within a Bachelor of Commerce, in response to the demand for effective managers in Australian sport. The availability of such a specialist area acknowledges that sport, at its higher levels, is a professional, large-scale business operating nationally and internationally, with increasing corporate involvement and commercialisation. The prescribed study develops the unique knowledge and skills identified within the industry required by sport managers in Australian organisations.

Structure of the Sport Management major sequence*

Sport Organisation
Sport in Society
Management of Sport Performance
Sport and the Law
Sport Facility Management
Sport Project Management
Electives
Change Management
Practicum 1 (Sport)
Practicum 2 (Sport)
Sport Marketing
*Quotas apply

For further details of the Bachelor of Commerce course structure, see the Business and Management brochure.

Career opportunities Students need only to look at the impressive list of events hosted by Australia to glean some idea of the diverse range of career opportunities available. Events such as the 2000 Olympic Games, Commonwealth Games, Australian Tennis Open, Formula 1 Grand Prix and AFL Grand Final make a major contribution to the domestic economy and Australia's reputation as a great host nation.

Exciting career paths exist with national and state sporting associations, major sporting clubs and leagues, government departments of sport, venue and facility organisations, marketing and consulting companies, sporting goods manufacturers and retailers and event corporations responsible for attracting hallmark events.

Other exciting career paths include player representation agencies, sporting publications, media and PR agencies and corporate sports departments.

For more information about Sport Management visit our website at www2.deakin.edu.au/bowater/SM



Even if Nigel Carmody had had a crystal ball, he could never have planned his tertiary studies any better to position himself for what he considers to be a plum job as the communications coordinator for a high pro le sport management company.

I feel privileged to have been able to study at Deakin and to be where I am now because of the extremely tough competition for positions within the sport management industry, Nigel said.

The versatility of Deakin s courses enabled me to undertake the two streams in which I was most interested, explained Nigel who completed most of his Arts degree off campus.

Nigel Carmody Bachelor of Commerce (Sport Management) (Honours)/Bachelor of Arts (Journalism)

‘Over a ten year period (1986–1996), sport and recreation employment in Victoria grew at around five times the growth rate experienced by all Victorian industries. The latest data indicate that in Victoria the sector accounts for 3% of employment and represents a workforce of at least 62,000.’ (ABS)

Deakin is a leader in sport education, establishing the first business-based sport management program in Australia. Employers hold the program in high esteem as evidenced by the success Deakin graduates have in all areas of the industry including with pre-eminent international sports management firms.

Bachelor of Commerce continued

Sport Economics major sequence

Melbourne campus at Burwood (on campus only)

The Sport Economics major sequence is available to all students who apply for admission to the Bachelor of Commerce at the Melbourne campus at Burwood.

Major overview Deakin has developed a major sequence in sport economics in recognition of the importance of the business of Sport to Australia.

At their highest levels, major events make significant contributions to the economy and act as a stimulus for other industries such as tourism, hotels, airlines and restaurants.

The major sequence develops the unique skills necessary for economic impact assessments in the bid process as well as fostering skills used to measure the economic contribution of sport generally to the Australian economy. Major event organisers have an increasing need for sport managers with such economic expertise.

Structure of the Sport Economics major sequence

Sport Organisation
Sport in Society
Managerial Economics
Quantitative Business and Economic
Analysis
Sport Project Management
Economics of Sport*

*Students will be required to complete as cross-institutional studies.

Career opportunities

Careers in sport economics include working for major government departments responsible for the economic analysis of sport and cultural events, assisting committees making bids for major sporting events to identify potential economic benefits to the host country or organisation. Other opportunities exist within major professional leagues including setting up economic structures, examining the impact of revenue from television rights on player payments, locations of teams and other factors which impact on the economic conditions in which the leagues operate.

For more information about Sport Economics visit our website at www2.deakin.edu.au/bowater/SM

For both Sport Management and Sport Economics

Professional recognition

Graduates are eligible for professional membership of the Sport Management Association of Australia and New Zealand

Fees HECS charges apply to this course. Some fee-paying places may be available.

Contact hours Class contact hours vary, with individual units averaging three to four hours a week. In addition, students are expected to spend a substantial amount of time in private study and research.

Further studies Deakin offers Bachelor of Commerce graduates the opportunity to complete additional studies to qualify for an Honours degree and to further their studies in the Faculty of Business and Law in the MCom and MeCom, and in the MBA (with appropriate levels of work experience).

Specialist studies are also available in graduate certificates, graduate diplomas and masters degrees in the areas of: Arts and Entertainment Management, Business Administration, Commercial Law, Electronic Commerce, Human Resources, Information Technology Management, Insurance, International Business, Professional Accounting, Sport Management and Supply Chain Management.

The Faculty of Business and Law offers the following higher degrees by research: Master of Commerce, Master of Economics, Master of Laws, Doctor of Juridical Science and Doctor of Philosophy.

Admission requirements

Admission to the Bachelor of Commerce is on the basis of Victorian Certificate of Education (VCE) results or the equivalent.

Where applicants have not attempted the VCE or an equivalent, their qualifications, work or life experience, shall be considered thoroughly to enable their academic merit to be compared with that of other applicants.

Application procedures

Applications for full or part-time on-campus study should be made through the Victorian Tertiary Admissions Centre (VTAC). Refer to the 2004 VTAC Guide or visit www.vtac.edu.au for more information.

Note: Special application procedures apply for Sport Management. All applications should be made through the separate Victorian Tertiary Admissions Centre (VTAC) entry for the Bachelor of Commerce, Sport Management major sequence. The VTAC code for this course is 14051.

Applicants should refer to the 2004 VTAC Guide for further information and any special requirements.

More information

Written enquiries to:

School Administrative Officer
Bowater School of Management
and Marketing
Deakin University
221 Burwood Highway
Burwood Victoria 3125

or phone the Faculty Campus
Office, Faculty of Business
and Law:

Melbourne campus at Burwood
(03) 9244 6555
Email commerce@deakin.edu.au
www.deakin.edu.au/buslaw

Sport Coaching

Bachelor of Applied Science (Sport Coaching)

Melbourne campus at Burwood
Three years full time or up to seven years part time.

Course overview

With 'hands on' placement experience throughout the three years of the degree, graduates emerge with the skills required for coaching and sport performance enhancement.

In addition, they have the opportunity to develop a range of complementary skills in sport administration, marketing, human resources, financial and facilities management, nutrition, psychology and so on, depending on electives chosen.

Course structure The course comprises 24 units (8 per year) including the following:

Sample units

Principles of Coaching
Advanced Coaching Theory and Practice
Issues in Coaching
Coaching Practicum 1, 2 and 3
Human Structure and Function
Functional Human Anatomy
Exercise Physiology
Biomechanics
Behavioural Aspects of Sport and Exercise
Sport Injury Prevention
Sport Organisation
Sport in Society
Electives in business, nutrition or other disciplines

Career opportunities

- > Sports Development Officer
- > Strength and Conditioning Coach
- > Sports Coach
- > Sports Trainer
- > Sport Publicity Officer
- > Sports Administrator
- > Recreation Centre Manager



According to David Parkin the Deakin course is for enthusiastic sports people who have a real passion for their sport and want to be paid for something they love doing. It is rigorous as students are challenged to improve the competencies they need to achieve their goals, whether they are vocational or in postgraduate studies.

We see it as a three-year apprenticeship which can make you a far more competent person by the time you walk out the door, said Parkin.

In recent times, Parkin has become acutely aware that experience beyond the set coursework is becoming increasingly important.

I am contacted daily by prospective employers who want to know what a student has done in addition to the course. They are looking for exibility, versatility, competency and maturity and the ability to communicate and manage people, said Parkin, adding that students are required to undertake 60 hours of practicum placements a year and encouraged to take up additional opportunities wherever possible.

David Parkin, highly respected former coach within the AFL, and Deakin Sport Coaching Lecturer

Students choosing to specialise in Sport Coaching develop knowledge, skills and competencies required for coaching and sport performance enhancement, combined with complementary skills, depending on elective choices. Graduates of this course will be able to develop flexible career pathways within the sports industry and will be in demand for coaching positions in state and national sport associations, and in major sport clubs involved in state and national competition.

Exercise and Sport Science

Bachelor of Applied Science (Exercise and Sport Science)

Melbourne campus at Burwood
Three years full time or up to 7 years part time.

Course overview An Exercise and Sport Science degree opens up many different career opportunities. In addition to traditional roles in the fitness industry, graduates may obtain positions in sports administration, coaching, facility management, community health, rehabilitation or sport science. The range of potential work places includes local and State Government agencies, professional sporting bodies, hospital and medical clinics, fitness and aquatic centres, private health and recreation centres, or large business organisations. Activity units are available to transform theory into practice.

Course structure The course comprises 24 units (8 per year) including the following:

Sample units

Human Structure and Function
Functional Human Anatomy
Exercise Physiology
Biomechanics
Principles of Exercise Prescription
Exercise Programming
Physiology of Sport Performance
Applied Sport Sciences
Exercise Behaviour
Understanding Health
Health Behaviour
Exercise Behaviour
Motor Learning and Development
Behavioural Aspects of Sport and Exercise
Human Movement Practicum
Sport Injury Prevention

Career opportunities

- > Sports Development Officer
- > Recreation Centre Manager
- > Laboratory Technician
- > Research Assistant
- > Sports Scientist
- > Health Promotion Officer
- > Sports Co-ordinator
- > Sports Administration
- > Strength and Conditioning Coach
- > Sports Trainer
- > Corporate Health Program Management
- > Fitness Instructor
- > Research

Both Sport Coaching and Exercise and Sport Science degrees

The flexibility in our degree programs goes beyond providing a range of specialist study options. You are able to combine different areas of study as you progress through your degree, rather than having to lock yourself into one program at the end of Year 12. You can even combine core studies with majors from other disciplines. You could, for instance, combine exercise and sport science with nutrition, psychology, IT, marketing, management, public relations, languages and so on. In this way you can construct a degree program which reflects your interests and which gives you a broad range of opportunities in the graduate labour market.

Students can also take majors in exercise and sport science or exercise behaviour science as part of a Bachelor of Health Sciences. Refer to the Health brochure.

Education abroad Students are encouraged to consider the possibility of undertaking a semester of study overseas. Deakin has agreements with institutions in a wide range of countries, whereby a student can take approved units overseas, as part of his or her Deakin award.

Further study Further studies options include an Honours program, and postgraduate programs by coursework or research.



Never in her wildest dreams did Simone Purvis imagine that she would land a job in London working with some of England's elite young athletes.

The position is such a fantastic opportunity and I know I can contribute so much because of my own personal experiences as an athlete and the knowledge-base and expertise I gained through the Deakin course, said Simone who represented Australia in the 100 metre hurdles at the World Junior Games in 1996 and the World Student Games in 1997.

The course had such an outstanding reputation and was the only one of its kind offering sport coaching and administration, said Simone, My studies have helped me understand more about my sport and career as an athlete, coach and administrator it also brought me out of my shell and gave me the confidence to be able to stand up and address a group of people.

Simone Purvis Bachelor of Applied Science (Sport Coaching and Administration)

An Exercise and Sport Science degree opens up many different career opportunities as well as traditional roles in the fitness industry. Graduates can pursue employment in sports administration, facility management, community health, rehabilitation or sport science. The range of potential workplaces include local and state government agencies, professional sporting bodies, hospital and medical clinics, fitness and aquatic centres, private health and recreation centres, or large business organisations.

Both Sport Coaching and Exercise and Sport Science degrees continued

Class contact hours As a guide, students should expect to allocate approximately 10 hours per week to each 1-credit-point unit (including contact hours where relevant).

Deakin University expects all students to have access to a personal computer and access to the Internet and electronic mail. Students will be required to make use of computers and other information technology at various times during their course and in certain aspects of academic administration.

Admission requirements

Applicants should have successfully completed the Victorian Certificate of Education (VCE) or equivalent, with a study score of at least 20 in English. Bonuses apply in the middle band.

Special requirements apply for non-Year 12 applicants. Refer to the 2004 VTAC Guide or visit www.vtac.edu.au for more information.

Advanced standing The Faculty of Health and Behavioural Sciences aims to provide students with as much credit as possible for approved prior study or informal learning which exceeds the normal entrance requirements for the relevant course, within the constraints of each course's rules. Students will be required to complete a minimum of one-third of the course at Deakin University.

Application procedures All applicants must apply through the Victorian Tertiary Admissions Centre (VTAC).

Fees HECS charges apply to these courses. Some fee-paying places may be available.

More information

Faculty Student Centre
Faculty of Health and Behavioural Sciences,
Deakin University
221 Burwood Highway
Burwood Victoria 3125
Phone (03) 9251 7777
Fax (03) 9251 7450
Email hbs.info@deakin.edu.au
www.deakin.edu.au/hbs

International students should contact:

Deakin International
336 Glenferrie Road
Malvern Victoria 3144
Phone (61 3) 9244 5095
Fax (61 3) 9244 5094
www.deakin.edu.au/international

Bachelor of Education (Primary) with a major sequence in Health and Physical Education

Geelong campus at Waurn Ponds, Melbourne campus at Burwood,

Graduates of this course are qualified as primary teachers with a special focus on the key learning area of health and physical education. The course includes no less than 80 days of field experience in schools.

See the Teaching brochure for more information.

Bachelor of Physical Education

Melbourne campus at Burwood

Graduates of this course are qualified to teach physical education in secondary schools. The course provides theory and practice in the study of education, and discipline studies, curriculum studies and theory and practice in the specialised teaching method of physical education. Students also study a second teaching method from a selected range of discipline studies. The course includes no less than 80 days of supervised professional experience in schools.

See the Teaching brochure for more information.

Students interested in careers in Sport can also prepare for future careers by combining the Bachelor of Commerce degree with another undergraduate degree offered at Deakin. Combined courses take a minimum of four years of full-time study. However, Nursing/Commerce takes four and-a-half years while Commerce/Engineering and Commerce/Law take five years of full-time study.

Combined courses including Bachelor of Commerce:

- > Bachelor of Applied Science (Health Promotion)/Bachelor of Commerce (B)
- > Bachelor of Arts—major sequence in Arabic/Bachelor of Commerce (B)
- > Bachelor of Arts—major sequence in Chinese/Bachelor of Commerce (B)
- > Bachelor of Arts—major sequence in Indonesian/Bachelor of Commerce (B)
- > Bachelor of Arts/Bachelor of Commerce (B, G, W)
- > Bachelor of Engineering/Bachelor of Commerce (G)
- > Bachelor of Commerce/Bachelor of Laws (B, G)
- > Bachelor of Commerce/Bachelor of Science (B, G, W)
- > Bachelor of Nursing/Bachelor of Commerce (B, G, W)

Key: B – Melbourne campus at Burwood, G – Geelong campus at Waurn Ponds, W – Warrnambool campus



Enquiries

Geelong campus at Wairn Ponds
Geelong Victoria 3217
Telephone (03) 5227 2333

Geelong Waterfront campus
1 Gheringhap Street
Geelong Victoria 3217
Telephone (03) 5227 2333

Melbourne campus at Burwood
221 Burwood Highway
Burwood Victoria 3125
Telephone (03) 9244 6333

Warrnambool campus
PO Box 423
Warrnambool Victoria 3280
Telephone (03) 5563 3333

The Deakin Advantage

Deakin University aims to ensure that undergraduate courses provide educational experiences designed to develop an appropriate level of expert knowledge of a field of study and the attributes, including skills and personal qualities, that will serve graduates in their lives beyond graduation. The University is progressively accrediting its undergraduate courses to ensure that they explicitly develop and assess (to the extent possible) the attributes of a Deakin graduate, known as the Deakin Advantage:

- >an understanding of, and the ability to work with, a systematic body of knowledge in their major field or fields of study, based on the highest standards of scholarship and research, to a level of mastery appropriate to the level of award;
- >an understanding of the professional, industrial and social contexts at a standard appropriate to the discipline area and level of award;
- >the ability to identify, gather, retrieve and operate on textual, graphical and numerical information at a standard appropriate to the discipline area and level of award;
- >a good standard of oral and written communication and presentation;
- >a capacity for teamwork and collaboration;
- >an ability for critical thinking, analysis and problem solving;
- >organisational and personal management skills;
- >information technological literacy;
- >a capacity for lifelong learning and an appreciation of its necessity;
- >an understanding of ethics, social responsibility and cultural sensitivity;
- >an understanding of international perspectives and competence in a global environment; and
- >an understanding of the principles and applications of sustainable development.