

**BBUSSM, BBUSSMFP**  
**Bachelor of Business (Sports Management)**  
**Study Plan**

First Year	Semester 1	<b>BUSN1012</b> Managing in Modern Organisations	<b>BUSN1022</b> Marketing Principles in the Digital Era	<b>INNO1001</b> Innovative and Creative Thinking: Recognising Opportunities	<b>HLPE1550**</b> Introduction to Sport and Physical Activity
	Semester 2	<b>BUSN1009</b> Interpreting Business Data	<b>BUSN1011</b> Finance and Accounting for Leaders	<b>BUSN1025</b> Coding for Business	<b>Elective</b>
Second Year	Semester 1	<b>HLPE1551**</b> Sociology of Sport and Physical Activity	<b>BUSN2019</b> International Business Context	<b>BUSN2038</b> Human Resource Management	<b>BUSN Option or General Elective</b>
	Semester 2	<b>BUSN2051</b> Sports Marketing	<b>BUSN2048</b> Social Media Marketing (Sports Management option)	<b>BUSN Option or General Elective</b>	<b>BUSN Option or General Elective</b>
Third Year	Semester 1	<b>BUSN3069</b> Sports Leadership and Governance	<b>BUSN3044**</b> Industry Placement (Sports Management option)	<b>BUSN Option or General Elective</b>	<b>BUSN Option or General Elective</b>
	Semester 2	<b>BUSN3055**</b> Strategic Management	<b>BUSN3065**</b> The Future of Work in the Digital Age	<b>BUSN3068</b> Sports Law	<b>HLPE3534**</b> Introduction to Sport Coaching, Management and Administration

\* Two must be Electives, four must be BUSN options

\*\* Pre-requisites apply

**Please note:**

- This template should be read in conjunction with the Course Rule
- [BBUSSM – Bedford Park course rule](#)
- [BBUSSMFP – Festival Plaza course rule](#)
- Topic information can be found on the [Topic Page](#)
- Your program only allows for a maximum of 10 first year topics (e.g. BUSN1###)

**Require Elective Advice?** <https://students.flinders.edu.au/my-course/study-plans/elective-advice>