



School of Sport Science, Exercise and Health  
and the UWA Business School

## Graduate Diploma in Sport and Recreation Management

The last 20 years have been marked by an extraordinary growth in the sport and recreation industry. The new Graduate Diploma in Sport and Recreation Management is a one year (full-time) program offering a pathway into this fulfilling and expanding industry. Supported by numerous organisations in sport and recreation, the Graduate Diploma is offered as a joint collaboration between the School of Sport Science, Exercise and Health and the Business School at The University of Western Australia. Both of these Schools have a reputation for international excellence in research and teaching. They also have strong links with alumni in the sport and recreation business community.

### Course overview

This Diploma will develop your knowledge and skills in preparation for work in the sport and recreation industry. Students will learn about the psychology of sport and exercise consumers and about service marketing practices in sport and recreation. Accounting practices and ethical considerations for work in the industry will also be developed. Students will undertake research in relation to sport and exercise businesses and will obtain additional learning experiences from elective units in the course.

### Where will the Graduate Diploma in Sport and Recreation Management take you?

This program will help prepare students for work in the following areas:

- Government – e.g., Department for Sport and Recreation
- Local government – e.g., Management/marketing of community recreation facilities and/or programs
- Private organisations – e.g., Management/marketing of companies in the health, fitness and sport industries.

Graduates from this program will be eligible to proceed to a Master of Science, a Master of Commerce, or with 2 years of industry experience a Master of Business Administration (MBA). The Graduate Diploma may allow students to complete a Master of Commerce or MBA within 1 year rather than the standard duration of 1.5 years.



### Admission requirements

The Graduate Diploma in Sport and Recreation Management is intended to build upon existing knowledge and skills that applicants bring to the course. You will be eligible for admission into the program if you possess:

- An undergraduate degree in Sport and Exercise Science, or equivalent (with a weighted average mark of at least 60%);  
OR
- Any undergraduate degree plus a minimum of two years relevant industry experience.



*'UWA are filling an important gap in the market with this new Graduate Diploma. The course offers a wonderful opportunity for students to prepare for a business career in sport or recreation, and the alliance between the School of Sport Science, Exercise and Health and the Business School gives it real strength. You can use*

*this course to gain entry into a Master of Commerce or a Master of Business Administration at UWA, and these are highly attractive options. But whether you choose to pursue further study or not, you will significantly increase your employment prospects in the sport, health and recreation industries by undertaking this new Graduate Diploma'.*

Trevor Nisbett (BPE, DipEd, Stanford Executive Program)  
Chief Executive Officer, West Coast Eagles Football Club.

## Course duration

This course can be completed in 1 year of full-time study or part-time equivalent. You may commence the program in either February or July.

## Extra information for international students

International students should also visit:

[www.international.uwa.edu.au](http://www.international.uwa.edu.au)

which gives more information about the study environment, course fees and refund policy, support services, and schooling obligations for dependent children.

## Course content

The course consists of 8 units, comprising 4 units from the following table:

Semester	Unit code	Unit name
S1	SSEH7677	Sport and Recreation Marketing
S1, S2	SSEH7692	Research Practicum
	or	or
S1, S2	SSEH8694	Research Colloquium
S1, S2	MGMT8506	Ethical Dimensions of Organisations, Management and Leadership
S1, S2	ACCT8432	Introductory Financial Accounting

Plus two sport and recreation units (denoted SSEH) and two business units from the following list:

S1	SSEH7602	Research Methods in SSEH
S1	SSEH7603	Data Analysis in SSEH
S1, S2	SSEH7606	Special Topics
S1	SSEH7645	Workplace Injury Prevention and Management*
S2	SSEH7664	Exercise and Health Psychology*
S2	SSEH7685	Work Site Health Promotion*
S1	SSEH8475	Advanced Psychology of Sport
S1	MGMT8503	Economic Management and Strategy
S1	MGMT8507	Management and Organisations*
S2	MGMT8508	Organisational Behaviour and Leadership*
S2	FINA8432	Introduction to Finance
S2	EBUS8504	Electronic Business
S1	HRMT8504	Introduction to Human Resource Management*
S2	MKTG8406	Buyer Behaviour and Decision Making

\*Recommended Units



## How do I apply for the course?

Complete the application form for the course using the appropriate web link below, and attaching all relevant documentation. The course code is 51390.

### Australian Students:

<http://www.studyat.uwa.edu.au>

Follow the links for Postgraduate Diploma courses in the Faculty of Life and Physical Sciences. Completed application forms should be submitted to:

The Senior Administrative Officer  
School of Sport Science, Exercise and Health  
The University of Western Australia  
M408, 35 Stirling Highway  
Crawley, Perth  
Western Australia 6009

### International Students:

<http://www.studyat.uwa.edu.au>

Follow the links for International Students and go to Graduate Diploma courses. Completed application forms should be submitted to:

The Associate Director (Postgraduate)  
International Centre  
The University of Western Australia  
M353, 35 Stirling Highway  
Crawley, Perth  
Western Australia 6009

For further information please contact:

Dr James Dimmock  
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