



DIPLOMA OF ELITE SPORT BUSINESS

CARLTON COLLEGE OF SPORT

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OVERVIEW

If you are a sports enthusiast who is interested in what happens behind the scenes of a professional sporting club, including how sport is managed, presented and promoted, then the Diploma of Elite Sport Business is for you.

Study a mixture of sport management, media, business fundamentals and marketing subjects to become a leader in the industry and meet the increasing demand for skilled professionals in elite sport.

The Diploma of Elite Sport Business is one of the two courses offered at the Carlton College of Sport. With academics powered by La Trobe University, students will complete their first year of tertiary study at the Carlton College of Sport campus at IKON Park, the home of the Carlton Football Club.

Students will undertake four subjects each semester and will involve approximately 12–16 hours of class time and placement activities per week.



LOCATION

IKON Park
La Trobe University
(Bundoora)



DURATION

One year
(two semesters)
March and July intake



STUDY MODE

Face to face
3 days per week



ADDITIONAL EXTRAS

Industry seminars
Networking opportunities

PLACEMENT EXPERIENCE

As part of the diploma, students will complete 100 hours of work-based placement at the Carlton Football Club and with industry partners. Students will complete placements such as:

- Fan engagement on game day at the MCG and Marvel Stadium
- Carlton corporate event (e.g. John Nicholls Medal)
- Media and press conferences
- Community programs delivery
- Game-day social media
- Membership
- Retail sales and operations

EXTRA-CURRICULAR

Students enrolled in the Diploma of Elite Sport Business will have the opportunity to network with professionals in sport through the Industry Seminar series, where they will immerse themselves in hands-on workshops to develop key business skills required in sport. Guest lectures are also held regularly throughout the semester where students hear from a range of industry professionals from all levels, allowing detailed insight into the variety of pathway opportunities into the sports industry.

CAREER OUTCOMES

Graduates have been employed in a range of entry level sports jobs across the industry, in roles such as media officers, membership service officers, digital coordinators, community engagement officers and more. The course also provides eight subjects of advanced standing towards the Bachelor of Business at La Trobe University. Four graduate roles at the Carlton Football Club are also offered to every graduating Carlton College cohort in various roles across the football club.

COURSE SUBJECTS

SEMESTER 1

SPORT MANAGEMENT (MGT1ISM)

In this subject you will be provided with a comprehensive introduction to the practical application of core sport management principles, including strategic sport management, organisational structures, human resource management, leadership, organisational cultures, governance and performance management.

DISRUPTION IN BUSINESS (BUS1DIB)

This subject will introduce you to the role of data in disrupting traditional business operations and formulating business strategy. You will gain an appreciation of how data can be turned into business insights.

SPORT POLICY (MGT2SPF)

In this subject, you will explore the theory and practice of national and state sport policy with regard to its impact on national and state sport organisations. You will learn how government policies influence the delivery of elite sport programs, drug control in sport, the management of national sport organisations, and participation in sport.

FUNDAMENTALS OF MARKETING (MKT1MDP)

In this subject, students will study marketing principles and practice. Topics will cover the marketing concept, the marketing environment and buying behaviour in consumers.

SEMESTER 2

ORGANISATIONAL BEHAVIOUR (MGT1SMK)

Organisational behaviour theory and concepts will be applied to current organisational problems relating to motivation, decision-making, teamwork, leadership and diversity.

ANALYSING BUSINESS DATA (BUS1BAN)

The subject will assist you to attain an introductory level of statistical literacy and apply statistical concepts to critical business problems and major social issues.

SPORT MEDIA (MGT2SME)

In this subject you will examine the historical development of the relationship between sport and the media. You will look at the commercial relationship between the two, government regulations, the production of sport media tests and crisis media management.

SPORT MARKETING (MGT1SMK)

You will learn the basic principles of marketing and how they apply to sporting organisations (professional and amateur), sport codes, players/athletes and sports events. You will explore the special nature of the sport market, including developing an understanding of the sport consumer and how non-sports organisations, particularly businesses, use sport to achieve their objectives.



COURSE DETAILS

The Diploma of Elite Sport is a one-year, full-time course, comprising of eight core subjects.

Successful completion of the course requires passing 120 credit points of core subjects. It is classified as a Level 5 qualification under the Australian Qualifications Framework. This course is only available to Australian domestic students.

The Carlton Football Club has committed to hiring four Carlton College of Sport students from each cohort into graduate employment roles. These roles are available for graduates of both the Diploma of Elite Sport Business and the Diploma of Sport Coaching and Development.

ENTRY REQUIREMENTS

The successful completion of Year 12 and a study score of at least 20 in English, or 25 in English as an Additional Language (EAL).

Alternative pathways are also available for students completing unscored VCE or VCAL through La Trobe University's Prepare Program and Tertiary Preparation Program. Entry is also available for mature age students who did not complete Year 12 through the Special Tertiary Admissions Test (STAT). Applicants may also apply with previous higher education study or with work and life experience.

Applicants may also be required to undergo a short interview with Carlton College of Sport staff to determine suitability for the program.

COST

Program costs for full-time study across one year is \$21,000. This course falls under the Australian Governments FEE-HELP loan scheme, allowing fee-paying students to full defer their tuition fees.

HOW TO APPLY

Current Year 12 students can apply via the Victorian Tertiary Admissions Centre (VTAC) by preferencing the Diploma of Elite Sport Business, with your application assessed based on your Year 12 results when they are released.

For non-year 12 applicants, [apply direct through La Trobe University](#).

KEY DATES

Semester 1 applications typically open in August the year prior (both VTAC and direct applications through La Trobe) with offers issued as soon as proof of entry requirements are supplied, with coursework beginning in late February. Mid-year applications typically open in May with coursework beginning in late July.





GET IN TOUCH

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