

Bachelor of Business Administration with Honours in Sports and eSports Management
Year 1 Entry

- Core Courses

Concentration Core Courses

Concentration Elective Courses
- Business Elective Courses

University Core Courses

General Education Courses
- GIP Courses

Option A

Option B

YEAR 1		YEAR 2	
AUTUMN	SPRING	AUTUMN	SPRING
BUS 2000BEF Integrated Business Foundation		BUS 2020BEF Integrated Business Functions	
General Education Course	General Education Course	UNI 1002ABW University Core Values	UNI 2002BEW Effective Communication and Teamwork
GIP 100BEF Global Immersion Programme (Undergraduate Year 1)		UNI 1012ABW Social Responsibilities	GIP 200BEF Global Immersion Programme (Undergraduate Year 2)
YEAR 3		YEAR 4	
AUTUMN	SPRING	AUTUMN	SPRING
BUS 4088BEF Business Sustainability: Theory and Practice	BUS 3068BEF Business Issues and Ethics	BUS 4028BEF Investigating Entrepreneurial Opportunities	
SPM 3056BEF eSports Ecosystem	SPM 3059BEF eSports Broadcasting and Hosting	SPM 4037BEF Psychosocial Aspects of Athletic Development	MGT 4098BEF Business Strategy
SPM 3057BEF eSports Business Planning	SPM 4036BEF Sports Coaching	SPM 4098BEF Applied Learning Project for Sports	SPM 4098BEF Applied Learning Project for Sports
SPM 3058BEF Game Design and Publishing	SPM 3016BEF Communication and Leadership in Sports and Fitness Organisations	DB 3047BEF Digital Marketing	MGT 4056BEF Innovation Management
SPM 3013BEF Learning in Sports and Recreation	MGT 3045BEF Organisational Behaviour	DB 4027BEF Digital Transformation	IB 4097BEF Global Issues in Management
	MKT 4077BEF Brand Management	HPM 4005BEF Event Management	MGT 4042BEF Contemporary Issues in Human Resource Management
	Either one	Either one	Either one
GIP 300BEF Global Immersion Programme (Undergraduate Year 3)		UNI 3002BEW Entrepreneurial Mindset and Leadership for Sustainability	
		GIP 400BEF Global Immersion Programme (Undergraduate Year 4)	