



FutureSport 360: Navigating the Future of Sports Management

FIRST OF ITS KIND GLOBALLY



Undertake the
masterclass
(20 hours online)
to receive a QUT
digital badge.

Undertake the
masterclass +
work integrated
project assessment
to receive the
micro-credential.

There is never a better time to learn about the important and fascinating sports sector and its capacity to ignite significant economic and social impact than now. The sports sector and services serving the sector, present great opportunity for careers and contribution to society.

Working in the industry requires current transdisciplinary knowledge of data analytics, sports law, sports marketing, leadership, technology, innovation, sports diplomacy and ethics.

Featuring research-led insights, case studies, and expert guest presentations, this masterclass provides the comprehensive knowledge and practical skills needed to excel in the dynamic sports sector.

This is a new course co-designed and co-delivered with the sports industry.

After completing this 10 week, online course, you will have the confidence, knowledge and tools to lead and impact through sport. You will:

- Gain cutting edge, 360-degree knowledge from research insights and industry practice.
- Gain credit into an MBA, Master's degree or Graduate Certificate.
- Grow valuable networks in the global sports sector
- Access to a sports study tour for course alumni

This course is suited for anyone in the sports sector or community who wants to gain evidence-based transdisciplinary insights into the power of sport.

Learning Outcomes



Understanding of the size, structure, governance and economic and social importance of the sports sector and its relationship to policy.



Understanding the business of sport – marketing, innovation, sustainability and future opportunities.



Latest insights on risk, integrity and sports law.



Understanding human rights and ethics in sport



Leading an inclusive and high performing culture in sport



How to leverage sports analytics and sports technology to develop high performance strategy



Developing sports legacy planning and evaluation strategy



Building competency and confidence to lead in the sports sector.

Delivered by Professor Sarah Kelly OAM

Global expert in sport and sports administrator.



**Enrol now to secure
your place**

Contact s70.kelly@qut.edu.au