



Course

Managers, Media, Players and Spectators

GENL0251

6 Units of Credit

Overview

This course examines the global business of sport from the perspectives of its various stakeholders, managers, media, players and spectators. Using a series of case studies, the course traces the development and spread of global sport and the development of unique sporting cultures and institutions in many nations, particularly in the USA, Europe, the Pacific Rim and Africa. It examines the transformation of amateur sport to professionalism and the bitter wars fought between owners, managers and players often played out in the courtroom and manifested by strikes and lockouts. It examines the phenomenon of the bidding for and the staging of mega events such as the Olympic Games and the FIFA World Cup; global sports politics; corruption and match fixing; the role of sports media; broadcast rights; sports marketing and intellectual property; violence on and off the field; athletes rights; athletes' health and wellbeing; sports apparel and sweatshops; fans and spectators in the digital age; sports slavery and trafficking in Africa; drugs and doping and the World Anti-Doping Agency; international sports law and the Court of Arbitration for Sport.

Main Topics

The global business of sport and the intersection with the law

Comparative sports industrial relations

Dealing with corruption and match fixing

Sports slavery and trafficking

Athletes rights

Human rights

The politics of bidding for staging mega events

Media, broadcast rights and intellectual property

Faculty

Faculty of Law

Study Level

Undergraduate

Offering Terms

Term 3

Campus

Kensington

Indicative contact hours

3

Timetable

[Visit timetable website for details](#)

Course Outline

To access course outline, please visit:

[GENL0251 Course Outline](#)

Fees

Commonwealth Supported Students \$821

Domestic Students \$5550

International Students \$5550

DISCLAIMER

Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the [fee website](#).

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty. Fees for courses delivered through [UNSW Global](#) are published and charged by UNSW Global and thus appear as "Not Applicable" on this site.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.

Additional Information

This course is offered as General Education.

Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

[Pre-2019 Handbook Editions](#)

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Authorised by Deputy Vice-Chancellor (Academic)

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ABN: 57 195 873 179