

Melbourne United Sport & Business Program

2021 Program Guide



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United in Education

Melbourne United through our very own Melbourne College of Sports Careers, is proud to partner with SEDA Group (SEDA) to bring you a one-year dual Diploma program in sport and business.

The Melbourne United Sport & Business Program – powered by SEDA, is a fantastic opportunity for students to establish a strong connection to our club, and learn from our very own industry experts, coaches and elite athletes.

At Melbourne United we strive for success on and off the court, and our collaboration with SEDA, the leader in applied learning in the sports industry, will be no exception.

As an innovative organisation, Melbourne United are committed to making an impact on the educational journey of students with an interest in a career in sport.

The Melbourne United Sport & Business Program not only provides students with unique learning opportunities in an elite sport context, it also provides students with the opportunity to help Melbourne United continue to deliver value to grassroots clubs, corporate partners, fans and the United community.

I encourage you to explore this exclusive collaboration between Melbourne United and SEDA. I am confident that the program can help you develop the necessary skills and attributes for a successful future.



Vince Crivelli

Chief Executive Officer
Melbourne United

Program Qualifications

The Melbourne United Sport & Business Program offers students access to an elite sporting environment, whilst completing a dual Diploma in sport and business.

The Melbourne United Sport & Business Program gives you the opportunity to study in a practical, hands-on learning environment, and gain real experience working alongside Melbourne United.

The unique partnership between SEDA and Melbourne United will enable you to connect and learn from industry experts, coaches and elite athletes.

You will have the opportunity to study curriculum matched to your interests, complete a practical placement, run major projects, and participate in basketball-specific high-performance activities, designed to further develop your skills and experience.

Upon successful completion, you will have the opportunity to move into further study with one of our higher education providers, or transition into the workforce, equipped with the knowledge and attributes for a successful future.



Qualifications:

SIS50319 Diploma of Sport +
BSB50215 Diploma of Business

Intake & Duration

January 2021 intake
36-weeks duration

Program Delivery

- Dual Diploma program delivered and assessed by SEDA comprising the SIS50319 Diploma of Sport, and the BSB50215 Diploma of Business
- Program includes specialisations in Sport Development and Coaching, in addition to the requirements to satisfy the SISSS00116 High Performance Coach skill set
- Four (4) days of face-to-face training and assessment, inclusive of facilitated online delivery for some study areas
- Minimum of 80 hours of practical placement in industry
- High-performance athlete development sessions, supported by the team at Melbourne United
- Access to industry-leading facilities to complete practical sessions

Assessment

Students will be assessed using a range of different methods including but not limited to observations, projects, written assessments, portfolios, role plays and research tasks.

Facilities

The new program will be located in close proximity to Melbourne United, who are based at Melbourne Sports and Aquatic Centre (MSAC), Albert Park Victoria.

For more information on our programs visit seda.edu.au/melbutd

○ Areas of Study

Project & Event Management

Design, develop and deliver a local, interstate, or international event to improve participation, development and fan engagement outcomes for Melbourne United. Learn about topics such as project and event planning principles, engagement strategies and reporting.

Health, Safety & Legal Compliance

Identify common hazards and risks in a facility, and review, monitor and maintain work health & safety policies and procedures. Learn about topics such as health, safety and environment, player contracts, and league compliance.

Advanced Coaching

Develop, implement, and review an integrated coaching program for basketball participants and teams. Learn about a range of coaching philosophies, theories, and frameworks.

Sport Psychology

Develop, review, modify and evaluate psychological support strategies for community-based athletes in basketball. Learn about various sport psychology tools, techniques and concepts.

Integrity in Sport

Present integrity in sport and anti-doping information to community-based basketballers. Learn about anti-doping requirements for basketball, as well as other sports integrity related issues such as fairness, ethics, gambling, match-fixing, and discrimination.

Talent Identification

Implement and evaluate a talent identification program for basketball. Learn about talent identification techniques, protocols, testing and performance measures.

First Aid

Develop the skills and knowledge required to provide a first aid response to a casualty. Learn about first aid responses in a range of situations, including community and workplace settings.

Social Media and Marketing

Develop a marketing strategy and implement a social media engagement plan to promote programs, events, and activities. Learn about analysing and evaluating market data, social media engagement plans, and a range of digital and social tools.

Sponsorship & Fundraising

Implement a fundraising and sponsorship campaign and undertake fundraising and sponsorship activities. Learn about communicating with stakeholders, identifying funding prospects and presentation skills.

Strength & Conditioning*

Develop an understanding of the key principles of strength and conditioning programs for elite and semi-elite basketballers. Learn about topics such as exercise programming, rehabilitation and recovery.

Diet & Nutrition*

Develop an understanding of performance nutrition for basketball. Learn about healthy eating strategies, meal planning, food preparation and cooking.

My Plan, My Placement, My Career*

Develop a detailed career plan (My Plan) and professional portfolio to kickstart your career. Secure and complete a practical placement with Melbourne United or other organisations in the sport, fitness, and recreation industry, and explore career pathways and acquire transferable skills in real workplace settings.

Sports Technology*

Develop an understanding of the various technologies utilised in the analysis of individuals and teams in basketball. Learn about topics such as match analysis, player tracking, athlete management and monitoring.

For details on programs, go to seda.edu.au/melbutd

*Non-accredited areas of study





○ Pathways

Graduates of the Melbourne United Sport & Business Program can gain direct entry* into a range of courses with leading tertiary education providers. In some cases, graduates will also receive credit points towards the number of units or subjects a student is required to complete in a course. The number of credits a SEDA graduate can receive per course will vary between each education provider.

Start your career in a range of different industries. Our course options cater for a range of diverse interests and completing one of the specified courses with SEDA's tertiary partners can set you up for your dream career.

*subject to meeting eligibility requirements

For further information, including graduate pathways visit seda.edu.au/pathways

○ Tertiary Partners

By completing the Melbourne United Sport & Business Program, you will have the opportunity for direct articulation into a range of courses with SEDA's tertiary partners.

Choose from a range of different courses and study areas, and take advantage of our guaranteed entry* and course credit arrangements (*subject to meeting eligibility requirements).

Tertiary Partners



For a full list of study areas and course credit arrangements, go to seda.edu.au/pathways

○ Student Experiences

The Melbourne United Sport & Business Program offers a highly engaging learning environment and the opportunity for a range of exclusive and unique student experiences including:

- Inner sanctum, game-day and community-based experiences
- Projects aligned to the strategic objectives of Melbourne United
- Guest speakers and key industry personnel to enhance student learning
- Access to industry-leading facilities and resources
- Immersion in a professional sporting environment to develop insights into current and future careers
- Practical placement opportunities
- Tertiary preparation workshops
- Tailored student support to assist with the transition to work or further study







Apply Direct

Applicants can apply directly to SEDA Group via our online application form.

seda.edu.au/melbutd

More Information

Call 1300 635 883

melbutd@seda.edu.au

seda.edu.au/melbutd

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SEDA Group – RTO Provider Number: 22503

Melbourne United provides marketing and promotional services on behalf of SEDA relating to the recruitment of prospective students for this program.
Document information accurate as August 2020.