



# ESSC12002 *Exercise and Sport Management*

## Term 1 - 2017

Profile information current as at 05/07/2022 04:48 pm

All details in this unit profile for ESSC12002 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

This unit is designed to provide you with the knowledge and practical skills involved in the organisation and management of exercise and sport organisations in an era of constant change and globalization. The learning tasks will help you develop your entrepreneurship, communication and social marketing skills through the development of a sport business plan that you will pitch at an online live presentation.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Pre-requisite: ESSC11003 Skill Acquisition and Movement

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 1 - 2017

- Distance
- Mackay
- Rockhampton

### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 50%

#### 2. **Group Work**

Weighting: 20%

#### 3. **Presentation**

Weighting: 30%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Course evaluation

**Feedback**

Students enjoyed learning through the online formative peer-assessment workshops that gave them constructive feedback and they think more of these would be very helpful for their sport business plan.

**Recommendation**

The number of online peer-assessment workshops is going to be increased.

**Action**

The number of workshops were increased to three.

#### Feedback from Course evaluation

**Feedback**

Students want the residential school presentations to be offered online.

**Recommendation**

The student presentations will be delivered online through video conferencing.

**Action**

The residential school was replaced with online Zoom presentations.

#### Feedback from Course evaluation

**Feedback**

Some students would have liked feedback from the lecturer on the online peer-assessment workshops instead of other students.

**Recommendation**

The learning outcomes of the online workshops are based on the peer-review process. The lecturer's role is to moderate and provide feedback to the participants when necessary. The lecturer will also continue to give an overall feedback to the workshop participants.

**Action**

The lecturer kept her moderating role and gave feedback to all students as necessary.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Adapt principles of strategic management in an authentic business context in the sport or fitness industry.
2. Analyse the application of management principles, code of ethics and risk management within exercise and sport organisations.
3. Demonstrate the ability to apply evidence based reasoning to meet demand in the sport or fitness industry.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level   ● Introductory Level   ● Intermediate Level   ● Graduate Level   ○ Professional Level   ○ Advanced Level

### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Written Assessment - 50%	•		
2 - Group Work - 20%		•	
3 - Presentation - 30%			•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication		•	•
2 - Problem Solving	•	•	•
3 - Critical Thinking	•	•	•
4 - Information Literacy	•	•	•
5 - Team Work		•	•
6 - Information Technology Competence	•		
7 - Cross Cultural Competence	•		
8 - Ethical practice	•	•	
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 50%		•	•	•		•	•	•		
2 - Group Work - 20%		•	•		•					
3 - Presentation - 30%	•		•	•		•				

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

#### Additional Textbook Information

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Program Portal

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Betul Sekendiz** Unit Coordinator  
[b.sekendiz@cqu.edu.au](mailto:b.sekendiz@cqu.edu.au)

## Schedule

### Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Exercise and Sport Management		

### Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Strategic Sport Management		Workshop 1 - Online (Submission)

### Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Sport Entrepreneurship in a Digital Era		Workshop 1 - Online (Peer Assessment)

### Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Organisational Culture and Structures in Sport Organisations		Workshop 2 - Online (Submission)

### Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Human Resource Management in Sport Organisations		Workshop 2 - Online (Peer Assessment)

### Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
<b>Week 6 - 17 Apr 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Financial Management for Sport Organisations		Workshop 3 - Online (Submission)
<b>Week 7 - 24 Apr 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Strategic Marketing Management in Sport Organisations		Workshop 3 - Online (Peer Assessment)
<b>Week 8 - 01 May 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Legal Aspects in Exercise and Sport Management		<b>Student Presentation</b> Due: Week 8 Friday (5 May 2017) 11:45 pm AEST
<b>Week 9 - 08 May 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Student Presentations (Zoom)		
<b>Week 10 - 15 May 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Student Presentations (Zoom)		
<b>Week 11 - 22 May 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Student Presentations (Zoom)		
<b>Week 12 - 29 May 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Student Presentations (Zoom)		<b>Sport Business Plan</b> Due: Week 12 Friday (2 June 2017) 5:00 pm AEST
<b>Review/Exam Week - 05 Jun 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
<b>Exam Week - 12 Jun 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic

## Assessment Tasks

### 1 Sport Business Plan

#### Assessment Type

Written Assessment

#### Task Description

In this assessment task you will develop a sport business plan according to the weekly lectures and the Sport Business Plan Template provided on the unit Moodle website. The sport business idea should reflect your entrepreneurship skills and align with your career interests or passion in fitness or sport industries. The sport business plan should be based on the review of relevant literature (industry reports, trends, government statistics, research papers) to show the need and demand for your business in an increasingly competitive market.

#### Assessment Due Date

Week 12 Friday (2 June 2017) 5:00 pm AEST

This assessment item is due on the prescribed date and time. Late submissions attract a penalty in accordance with the

relevant University policy.

**Return Date to Students**

Exam Week Friday (16 June 2017)

In two weeks following the submission of the assessment item.

**Weighting**

50%

**Minimum mark or grade**

50%

**Assessment Criteria**

Assessment criteria of this written assessment

**Sport Business Plan Marking Criteria:**

- Introduction
  - Vision
  - Mission
  - Objectives
  - Strategies
- The industry
- The business
- The offering
- The market analysis
- Marketing strategies
- Management and staffing
- Financial forecasts

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Submission should be made as a single Word Document through Moodle.

**Learning Outcomes Assessed**

- Adapt principles of strategic management in an authentic business context in the sport or fitness industry.

**Graduate Attributes**

- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 2 Group Work

**Assessment Type**

Group Work

**Task Description**

There are three online workshops in this unit that you will use as guidance in the development of your sport business plan in Assessment Task 1. The submission and peer-assessment phases of the workshops weigh 50% each. The learning outcomes of the workshops are based on completion of both the submission and the peer-assessment phases. Therefore, if you only participate in the submission phase of a workshop, you will not be granted any grades for your participation in a workshop. Alternatively, if you have not made any submission to a workshop, you will not be able to participate in the peer-assessment phase of a workshop. Further information on how to participate in the online workshops will be given in Week 1 lecture.

1. In Workshop 1, you will demonstrate your understanding of how to develop SMART objectives for a sport organisation that is necessary for its strategic direction.
2. In Workshop 2, you will demonstrate your understanding of principles of strategic management by conducting a SWOT Analysis (external and internal environment analysis) that you will use to develop vision, mission,

objectives and strategies for a sport organisation.

3. In Workshop 3, you will demonstrate your understanding of basic concepts and principles of financial management by developing a capital and an operational budget (income and expense sheets) for a sport organisation.

### **Assessment Due Date**

The due dates and times of each phase of the online workshops will be provided through the unit Moodle website.

### **Return Date to Students**

In one week following the completion of the peer-assessment phase of each online workshop.

### **Weighting**

20%

### **Minimum mark or grade**

50%

### **Assessment Criteria**

#### **Assessment Task 2-a. Online Workshop 1 - SMART Objectives**

Assessment Criteria for Submission to Online Workshop 1:

1. Are all aspects of the workbook completed satisfactorily?
2. Are the objectives specific?
3. Are the objectives measurable?
4. Are the objectives attainable?
5. Are the objectives relevant to the mission of the sport organisation?
6. Are the objectives time-bound?

Assessment Criteria for Peer-Assessment in Online Workshop 1:

1. Are all questions for peer-assessment (see assessment criteria for submission) answered by providing constructive comments to the student? (Short, repetitive, yes or no answers are not accepted.)

#### **Assessment Task 2-b. Online Workshop 2 - SWOT Analysis**

Assessment Criteria for Submission to Online Workshop 2:

1. Are all aspects of the workbook completed satisfactorily?
2. Does the SWOT Analysis show understanding of the internal and external environment in which the organisation operates?
3. Does the mission statement tell how the business is going to achieve its vision?
4. Do the objectives explain how the mission of the sport organisation is going to be achieved?
5. Can the strategies effectively improve strengths while making use of opportunities?
6. Can the strategies effectively minimise weaknesses while avoiding/minimising threats?

Assessment Criteria for Peer-Assessment in Online Workshop 2:

1. Are all questions for peer-assessment (see assessment criteria for submission) answered by providing constructive comments to the student? (Short, repetitive, yes or no answers are not accepted.)

#### **Assessment Task 2-c. Online Workshop 3 - BUDGETING**

Assessment Criteria for Submission to Online Workshop 3:

1. Are all budget sheets completed satisfactorily?
2. Do the budget sheets show understanding of financial concepts?
3. Does the budgeting of the sport organisation show flexibility and contingency planning with enough revenue generation?
4. Is the budgeting realistic and align with organisational objectives?
5. Does the budgeting show planning for organisational functions?
6. Does the budgeting provide sufficient details as to the feasibility of the sport business?

Assessment Criteria for Peer-Assessment in Online Workshop 3:

1. Are all questions for peer-assessment (see assessment criteria for submission) answered by providing constructive comments to the student? (Short, repetitive, yes or no answers are not accepted.)

### **Referencing Style**



- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Submissions and Assessments should be made to the Online Workshops through Moodle.

### **Learning Outcomes Assessed**

- Analyse the application of management principles, code of ethics and risk management within exercise and sport organisations.

### **Graduate Attributes**

- Problem Solving
- Critical Thinking
- Team Work

## 3 Student Presentation

### **Assessment Type**

Presentation

### **Task Description**

In this assessment task you will develop and present **a five (5) minute pitch** for the sport business plan you are developing for Assessment Task 1 - Sport Business Plan. The aim of your pitch will be to convince a prospective investor to invest in your sport business plan. You will be able to present your pitch during one of the LIVE Zoom sessions between Weeks 9 and 12. You will be able to schedule your presentation time using the Choice Option through unit Moodle website. Irrespective of your presentation time, you will be required to submit the power point presentation of your pitch to Moodle by Week 8.

### **Assessment Due Date**

Week 8 Friday (5 May 2017) 11:45 pm AEST

All students are required to submit their power point presentations to Moodle by the due date. Students who have not submitted their presentations by the due date to Moodle will be considered as not planning to attend the residential school on Friday, 27 May 2016.

### **Return Date to Students**

Review/Exam Week Friday (9 June 2017)

In one week following the presentations.

### **Weighting**

30%

### **Minimum mark or grade**

50%

### **Assessment Criteria**

#### **Assessment criteria**

Assessment of the student presentation is based on an assessment rubric that outlines the marking criteria marked against the assessment criteria that determines the grade level. The assessment rubric for the student presentation will be provided on the unit Moodle website.

#### **Marking criteria**

Your presentation should be able to answer the following questions based on facts:

- Who are you?
- What is your business?
- How much do you need to start-up?
- What is the return on investment (ROI)?
- How is your business important compared against the competitors?
- Why should i invest in you and your business?

### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

You should submit your presentation as a single .pptx file through Moodle.

### **Learning Outcomes Assessed**

- Demonstrate the ability to apply evidence based reasoning to meet demand in the sport or fitness industry.

### **Graduate Attributes**

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### **What is a breach of academic integrity?**

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### **Why is academic integrity important?**

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### **Where can I get assistance?**

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### **What can you do to act with integrity?**



**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem