



ESSC12002 *Exercise and Sport Management*

Term 1 - 2018

Profile information current as at 02/10/2022 02:11 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 - 2018

- 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. **Group Work**

Weighting: 20%

2. **Presentation**

Weighting: 30%

3. **Written Assessment**

Weighting: 50%

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 Moodle

Feedback

Students want to see example business plans for each grade level to help with their sport business plan assessment task.

Recommendation

Examples of previous anonymous business plans representing different grade levels will be provided to the students on the unit Moodle website.

Feedback from Moodle

Feedback

Students enjoyed the peer-assessment online workshops and appreciated how these helped them to receive and give constructive feedback on their assignments.

Recommendation

The online peer-assessment workshops will continue.

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



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

You will be given weekly readings on the Moodle unit website comprising scholarly and industry publications.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Acrobat Reader
- Microsoft Office 2010 or 2013 (Word, Excel and PowerPoint)
- Zoom Conferencing (Webcam and Microphone)

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

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
What is the business of sport management?		Discussion Forum - Introduction

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Building blocks of strategic sport management		Online Workshop 1 - SMART Objectives (Submission, due by Sunday, 18 March 2018, 11:55 pm AEST)

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Organisational culture and structures in sport organisations		Online Workshop 1 - SMART Objectives (Peer - assessment, due by Sunday, 25 March 2018, 11:55 pm AEST)

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Legal aspects and risk management for fitness and sport businesses		

Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Managing human resources in sport organisations		Online Workshop 2 - SWOT Analysis (Submission, due by Sunday, 8 April 2018, 11:55 pm AEST)

Vacation Week - 09 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Online Workshop 2 - SWOT Analysis (Peer - assessment, due by Sunday, 15 April 2018, 11:55 pm AEST)

Week 6 - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Financial management for sport organisations		

Week 7 - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Strategic marketing management in sport organisations		Online Workshop 3 - Budgeting (Submission, due by Sunday, 29 April 2018, 11:55 pm AEST)

Week 8 - 30 Apr 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Sport entrepreneurship in a digital era		Online Workshop 3 - Budgeting (Peer - assessment, due by Sunday, 6 May 2018, 11:55 pm AEST)
Week 9 - 07 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Review - Zoom		Student Presentation Due: Week 9 Friday (11 May 2018) 11:55 pm AEST
Week 10 - 14 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Online Student Presentations		
Week 11 - 21 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Online Student Presentations		
Week 12 - 28 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Review - Zoom		
Review/Exam Week - 04 Jun 2018		
Module/Topic	Chapter	Events and Submissions/Topic
		Sport Business Plan Due: Review/Exam Week Friday (8 June 2018) 11:55 pm AEST
Exam Week - 11 Jun 2018		
Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 ONLINE WORKSHOPS

Assessment Type

Group Work

Task Description

You will complete three online workshops in this unit:

Workshop 1: Develop SMART objectives for a sport business to guide its strategic direction.

Workshop 2: Conduct a SWOT Analysis (external and internal environment analysis) to develop vision, mission, objectives, and strategies for a sport business.

Workshop 3: Develop a capital and an operational budget for a sport business that will help you to demonstrate your understanding of basic concepts and principles of financial management.

In each workshop you will:

- submit your completed workbook, and
 - provide formative peer-assessment by giving constructive feedback on your peers' randomly allocated workbooks.
- The Workbook and Peer-Assessment tasks of all Workshops will contribute equally to your grade available for this Assessment Task, and will be used to guide the development of your written sport business plan in Assessment Task 3.

Note that you will not be allocated a peer-assessment task until you have submitted your workbook to the Workshop. Therefore, a failure to complete the submission phase: (a) will prevent the completion, and (b) and you will score no marks for the Workshop.

Further detailed information on how to participate in the online workshops will be given in Week 1 lecture and on the unit Moodle website. All submissions and formative peer-assessments will be marked according to the assessment criteria outlined in the section below.

The due dates for the online Workshops are as outlined below:

[Online Workshop 1 - SMART Objectives](#)

- Submission, due by Sunday, 18 March 2018, 11:55 pm AEST
- Peer - assessment, due by Sunday, 25 March 2018, 11:55 pm AEST

Online Workshop 2 - SWOT Analysis

- Submission, due by Sunday, 8 April 2018, 11:55 pm AEST
- Peer - assessment, due by Sunday, 15 April 2018, 11:55 pm AEST

Online Workshop 3 - Budgeting

- Submission, due by Sunday, 29 April 2018, 11:55 pm AEST
- Peer - assessment, due by Sunday, 6 May 2018, 11:55 pm AEST

Assessment Due Date

Each online workshop comes with individual due dates for submission and peer-assessment phases on the unit Moodle website as outlined in the schedule and the section above. There will not be any late submissions to the online workshops without a valid assessment extension request approved by the Unit Coordinator before the due dates.

Return Date to Students

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

Weighting

20%

Minimum mark or grade

50%

Assessment Criteria

Assessment Criteria for Workbook Submission to Online Workshop 1 - SMART Objectives:

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

Assessment Criteria for Peer-Assessment in Online Workshop 1 - SMART Objectives:

1. Are all questions for formative peer-assessment (see assessment criteria for submission) answered by giving constructive feedback on the assessment criteria for the Workbook? (Short, repetitive, yes or no answers are not accepted.)

Assessment Criteria for Submission to Online Workshop 2 - SWOT Analysis:

1. Are all aspects of the workbook completed satisfactorily?
2. How well the SWOT Analysis shows an understanding of the internal and external environment in which the organisation operates?
3. How well the mission statement explains how the business is going to achieve its vision?
4. How well the objectives explain how the mission of the organisation?
5. How well can the strategies help to improve the strengths while making use of the opportunities?
6. How well can the strategies help to minimise the weaknesses while minimising the threats?

Assessment Criteria for Peer-Assessment in Online Workshop 2 - SWOT Analysis:

1. Are all questions for formative peer-assessment (see assessment criteria for submission) answered by giving constructive feedback on the assessment criteria for the Workbook? (Short, repetitive, yes or no answers are not accepted.)

Assessment Criteria for Submission to Online Workshop 3 - Budgeting:

1. Are all budget sheets completed satisfactorily?
2. How well do the budget sheets show an understanding of financial concepts?
3. How well does the budget show flexibility and contingency planning?
4. How well does the budget align with organisational objectives?
5. How well does the budget show planning for organisational functions?
6. How well does the budget add value to the feasibility of the business?

Assessment Criteria for Peer-Assessment in Online Workshop 3 - Budgeting:

1. Are all questions for peer-assessment (see assessment criteria for submission) answered by giving constructive feedback on the assessment criteria for the Workbook? (Short, repetitive, yes or no answers are not accepted.)

Referencing Style

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

Submission

Online

Submission Instructions

Submissions to the workshops should be made online to the Online Workshops on the unit Moodle website.

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

2 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 3 - Sport Business Plan. The aim of your pitch is to convince a prospective investor. You will present your pitch during one of the morning or afternoon online Zoom sessions between Weeks 10 and 11. You will be able to schedule your presentation session using the Choice Option on the unit Moodle website. Irrespective of your selected presentation session, you are required to submit your powerpoint presentation to Moodle by Friday, 11 May 2018, 11:55 pm AEST in Week 9.

Assessment Due Date

Week 9 Friday (11 May 2018) 11:55 pm AEST

Late submissions without a valid online assessment extension request approved by the Unit Coordinator will incur a penalty in accordance with the Assessment Policy.

Return Date to Students

Week 12 Monday (28 May 2018)

In one week following completion of oral presentations.

Weighting

30%

Minimum mark or grade

50%

Assessment Criteria

The assessment rubric will be available on the Moodle website. The rubric is marked against how well the oral power-point presentation demonstrates the: (a) problem, (b) market demand, (c) innovation, (d) return on investment, and (e) presentation skills.

Referencing Style

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

Submission

Online

Submission Instructions

Power-point presentation must be submitted to Moodle by the due date set for this assessment task. Power-point presentation submissions without an oral presentation will not be graded. Late submissions without a valid assessment extension request approved by the Unit Coordinator will incur a late penalty as per relevant University policy.

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

3 Sport Business Plan

Assessment Type

Written Assessment

Task Description

In this assessment task you will develop a written sport business plan based on the principles of strategic sport management. The written sport business plan should be structured according to the Sport Business Plan Template provided on the unit Moodle website. The word limit for the sport business plan is 3,000 words. The sport business plan can be either for a service or a product in the fitness or sport industry. Your sport business plan should be based on facts (showing understanding of the environment through locating and using a balanced mix of credible and relevant industry reports, government statistics, and peer-reviewed research papers) to show the need and demand for your business idea in an increasingly competitive market. The list of references are not included in the word-count and should be written according to the APA style at the end of your sport business plan.

Assessment Due Date

Review/Exam Week Friday (8 June 2018) 11:55 pm AEST

Late submissions without a valid online assessment extension request approved by the Unit Coordinator will incur a penalty in accordance with the Assessment Policy.

Return Date to Students

Exam Week Friday (15 June 2018)

In two weeks following the submission of the assessment item.

Weighting

50%

Minimum mark or grade

50%

Assessment Criteria

The assessment criteria are marked against how well the written sport business plan demonstrates: (a) an understanding of its environment, (b) social responsibility and sustainability, and (c) integration skills of theory into practice, through the use of (d) written communication skills. The word count will be marked against the "written communication skills" dimension if it is 10% above or below the allocated limit. A detailed assessment rubric will be available on the unit Moodle website.

Referencing Style

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

Submission

Online

Submission Instructions

Submission should be made as a single Word Document to 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

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