



ESSC12002 *Exercise and Sport Management*

Term 1 - 2020

Profile information current as at 02/10/2022 02:35 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 an understanding of how to apply principles of strategic management pertinent to exercise and sport organisations in an increasingly complex society and economy. The learning activities will help you acquire critical thinking and analytical skills to develop socially innovative and feasible business concepts that aim to solve challenging health and socio-economic issues in a globalised society.

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

There are no requisites for this unit.

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 - 2020

- Online

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. **Peer assessment**

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 Unit evaluation

Feedback

Students valued the ability to interact with other students and be able to compare work and ideas through the online peer-assessment workshops.

Recommendation

The online peer-assessment workshops will continue.

Feedback from Self-reflection

Feedback

Some students found the social innovation aspect of the sport business pitch challenging.

Recommendation

More examples of socially innovative business ideas relevant to the professional context of the students will be provided on the unit Moodle website.

Feedback from Unit evaluation

Feedback

Students felt some of the weekly lectures were not directly related to the assessment tasks.

Recommendation

Lecture content will be reviewed to ensure its relevance to the assessment tasks and learning outcomes.

Unit Learning Outcomes

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

1. Analyse functions of strategic management in an authentic sport or fitness business context using socio-economic and global perspectives
2. Apply principles of strategic planning in an authentic sport or fitness business context to develop innovative solutions for societal challenges
3. Demonstrate ability to prepare a business plan proposal by applying 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 - Peer assessment - 20%	•		
2 - Presentation - 30%		•	•
3 - Written Assessment - 50%	•	•	•

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 - Peer assessment - 20%		•	•	•	•		•	•		
2 - Presentation - 30%	•	•	•	•		•	•	•	•	
3 - Written Assessment - 50%		•	•	•		•	•	•	•	

Textbooks and Resources

Textbooks

ESSC12002

Supplementary

Sport Management: Principles and Applications

Edition: 5th edn (2018)

Authors: Russell Hoyer, Aaron C. T. Smith, Matthew Nicholson, Bob Stewart

Routledge

New York, NY, USA

ISBN: 9780815385165

Binding: Paperback

Additional Textbook Information

Paper copies can be purchased from the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Office 2010 (Word, Excel and PowerPoint)

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 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to exercise and sport management	Part I (supplementary reading - full-text Library link available on unit Moodle site) Hoyer, R., Smith, A. C. T., Nicholson, M., & Stewart, B. (2018). The sport management environment. In <i>Sport management: Principles and applications</i> (5th ed., pp. 1 - 65). New York, NY: Routledge.	WELCOME FORUM: Introduction

Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Strategic sport management	Chapter 5 (supplementary reading - full-text Library link available on unit Moodle site) Hoye, R., Smith, A. C. T., Nicholson, M., & Stewart, B. (2018). Strategic sport management. In <i>Sport management: Principles and applications</i> (5th ed., pp. 1 - 65). New York, NY: Routledge.	ONLINE WORKSHOP 1: SMART Objectives Submission Due: Week 2 Friday (20 March 2020) 11:55 pm AEST
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Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Managing human resources in sport organisations	Chapter 7 (supplementary reading - full-text Library link available on unit Moodle site) Hoye, R., Smith, A. C. T., Nicholson, M., & Stewart, B. (2018). Human resource management. In <i>Sport management: Principles and applications</i> (5th ed., pp. 140 - 166). New York, NY: Routledge.	ONLINE WORKSHOP 1: SMART Objectives Assessment Due: Week 3 Friday (27 March 2020) 11:55 pm AEST

Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Legal aspects and risk management issues in sport and recreation	Journal Articles (full-text Library links available on unit Moodle site) Sekendiz, B., Ammon, R., & Connaughton, D. P. (2016). An examination of waiver usage and injury-related liability claims in health/fitness facilities in Australia. <i>Journal of Legal Aspects of Sport</i> , 26(2), 144-161. Sekendiz, B. (2018). Fit for kids: risk management for health/fitness facilities. <i>ACSM's Health & Fitness Journal</i> , 22(3), 33-36.	

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Sport entrepreneurship in a digital era	Journal Article (full-text Library link available on unit Moodle site) Hayduk, T., & Walker, M. (2018). Mapping the strategic factor market for sport entrepreneurship. <i>International Entrepreneurship and Management Journal</i> , 14(3), 705-724.	ONLINE WORKSHOP 2: SWOT Analysis Submission Due: Week 5 Thursday (9 April 2020) 11:55 pm AEST

Vacation Week - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
		ONLINE WORKSHOP 2: SWOT Analysis Assessment Due: Vacation Week Friday (17 April 2020) 11:55 pm AEST

Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Strategic marketing management for sport organisations	Chapter 11 (supplementary reading - full-text Library link available on unit Moodle site) Hoye, R., Smith, A. C. T., Nicholson, M., & Stewart, B. (2018). Sport marketing. In <i>Sport management: Principles and applications</i> (5th ed., pp. 250 - 282). New York, NY: Routledge.	

Week 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Financial management for sport organisations	<p>Chapter 10 (supplementary reading - full-text Library link available on unit Moodle site) Hoye, R., Smith, A. C. T., Nicholson, M., & Stewart, B. (2018). Financial management in sport. In <i>Sport management: Principles and applications</i> (5th ed., pp. 217 - 249). New York, NY: Routledge.</p>	ONLINE WORKSHOP 3: Budgeting Submission Due: Week 7 Friday (1 May 2020) 11:55 pm AEST

Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Organisational culture and structures in sport organisations	<p>Chapter 9 (supplementary reading - full-text Library link available on the unit Moodle site) Hoye, R., Smith, A. C. T., Nicholson, M., & Stewart, B. (2018). Sport organizational culture. In <i>Sport management: Principles and applications</i> (5th ed., pp. 1 - 65). New York, NY: Routledge.</p>	ONLINE WORKSHOP 3: Budgeting Assessment Due: Week 8 Friday (8 May 2020) 11:55 pm AEST

Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
How to present a winning business pitch?	<p>Part I (full-text Library link available on unit Moodle site) Soorjoo, M. (2012). The mechanics of pitching. In <i>Here's the pitch: how to pitch your business to anyone, get funded, and win clients</i> (1st ed.). Hoboken, NJ: Wiley.</p> <p>Part IV (full-text Library link available on the unit Moodle site) Soorjoo, M. (2012). Preparation. In <i>Here's the pitch: How to pitch your business to anyone, get funded, and win clients</i> (1st ed.). Hoboken, NJ: Wiley.</p>	SPORT BUSINESS PITCH Due: Week 9 Friday (15 May 2020) 11:55 pm AEST

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Online student presentations		

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Review and drop-in Zoom meeting		

Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
Final review and drop-in Zoom meeting		

Review/Exam Week - 08 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
		SPORT BUSINESS PLAN PROPOSAL Due: Review/Exam Week Monday (8 June 2020) 11:55 pm AEST

Exam Week - 15 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

This unit is recommended for year two students or above, as it requires information technology, study, communication, writing and research skills.

Assessment Tasks

1 ONLINE WORKSHOPS

Assessment Type

Peer assessment

Task Description

You will complete three online workshops in this unit:

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

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

Online 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 online workshop you will:

- submit your completed workbook when the workshop is in the Submission Phase, and
- conduct formative peer-assessment by giving constructive feedback on your peers` randomly allocated workbook submissions when the workshop is in the Assessment Phase.

Key information:

- The workbook submission (Submission) and peer-assessment (Assessment) tasks in 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 proposal in Assessment Task 3.
- You will not be allocated a peer-assessment task until you have submitted your workbook to the workshop. Therefore, a failure to successfully complete the submission phase: (a) will prevent the completion, and (b) and you will score no marks for the workshop.
- Further detailed instructions on how to participate in each online workshop will be available on the unit Moodle website.
- All submissions and formative peer-assessments in the workshop 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: Week 2 Friday (20 March 2020) 11:55 pm AEST
- Assessment Due: Week 3 Friday (27 March 2020) 11:55 pm AEST

Online Workshop 2: SWOT Analysis

- Submission Due: Week 5 Thursday (9 April 2020) 11:55 pm AEST
- Assessment Due: Vacation Week Friday (17 April 2020) 11:55 pm AEST

Online Workshop 3: Budgeting

- Submission Due: Week 7 Friday (1 May 2020) 11:55 pm AEST
- Assessment Due: Week 8 Friday (8 May 2020) 11:55 pm AEST

Assessment Due Date

Each online workshop comes with individual due dates for Submission and Assessment phases on the unit Moodle site as outlined in the schedule and the section above. There will not be any late submissions allowed to the online workshops. Students impacted by exceptional circumstances should contact the Unit Coordinator with an assessment extension request as per the Assessment Policy and Procedures (Higher Education Coursework).

Return Date to Students

In one week following the completion of the Assessment Phase of each online workshop.

Weighting

20%

Minimum mark or grade

50%

Assessment Criteria

Submission: Your workbook submission to each workshop will be marked against a rubric according to the level of completion of the tasks in the workbook. A detailed assessment rubric for the workbook submissions will be available on the unit Moodle website.

Assessment: Your peer-assessments in each workshop will be marked against a rubric according to the level of detail and constructive criticism your feedback demonstrates. A detailed assessment rubric for the peer-assessment will be available on the unit Moodle website.

Referencing Style

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

Submission

Online

Submission Instructions

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

Learning Outcomes Assessed

- Analyse functions of strategic management in an authentic sport or fitness business context using socio-economic and global perspectives

Graduate Attributes

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

2 SPORT BUSINESS PITCH

Assessment Type

Presentation

Task Description

In this assessment task you will develop and present a five (5) minute pitch for the sport business plan proposal you are developing for your Assessment Task 3 - Sport Business Plan Proposal. You are required to develop your sport business plan proposal based on one of the case studies presented on the unit Moodle website. Your PowerPoint presentation should consist of maximum five (5) slides and organised according to the Business Pitch Framework provided on the unit Moodle site to explain:

- (a) the business (e.g., problem, size of the market, innovation to solve the problem);
- (b) marketing plan (e.g., five P's of marketing, key marketing strategies);
- (c) costs (e.g., production/service process and costs, sales projections, return on investment); and
- (d) final key message (e.g., mission and vision statements, summary of innovation and potential for growth).

Key information:

- The aim of your pitch will be to convince a prospective investor to support your sport business plan proposal.
- You will present your pitch during one of the online Zoom sessions in Week 10. You should schedule your presentation time using the Choice Option on unit Moodle website when it is available. Online presentation requests outside the allocated Zoom sessions will be considered in accordance with the Assessment Policy and Procedures (Higher Education Coursework).
- Irrespective of your presentation time, you are required to submit your written PowerPoint presentation to Moodle by Friday, 15 May 2020, 11:55 pm AEST in Week 9.
- You will receive a zero mark for this assessment task, if you fail to complete your oral presentation during one of the online Zoom sessions.
- You will not be able to alter your PowerPoint presentation slides once you have submitted for marking.

Assessment Due Date

Week 9 Friday (15 May 2020) 11:55 pm AEST

Late submission of PowerPoint presentation slides will incur a late penalty as per the Assessment Policy and Procedures

(Higher Education Coursework), unless there is an approved online assessment extension request.

Return Date to Students

In one week following the completion of oral presentations.

Weighting

30%

Minimum mark or grade

50%

Assessment Criteria

The assessment criteria are marked against how well your written and oral presentation demonstrate (a) organisation of information with logical sequence and timing skills, (b) subject knowledge, (c) use of graphics, (d) use of correct grammar and mechanics, (e) eye contact, and (f) elocution. You will also be marked for your participation in your respective presentation session according to the meaningful contributions you make by asking questions and making constructive comments for the other presenting students. A detailed assessment rubric is available on unit Moodle site.

Referencing Style

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

Submission

Online

Submission Instructions

PowerPoint presentation slides (.ppt, or .pptx) must be submitted to Moodle by the due date set for this assessment task. PowerPoint presentation submissions without an oral presentation will not be graded. Late submissions will incur a late penalty as per the Assessment Policy and Procedures (Higher Education Coursework).

Learning Outcomes Assessed

- Apply principles of strategic planning in an authentic sport or fitness business context to develop innovative solutions for societal challenges
- Demonstrate ability to prepare a business plan proposal by applying evidence based reasoning to meet demand in the sport or fitness industry.

Graduate Attributes

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

3 SPORT BUSINESS PLAN PROPOSAL

Assessment Type

Written Assessment

Task Description

In this assessment task you will develop a written sport business plan proposal according to the strategic management principles and tools delivered through weekly lectures and online workshops. Your written sport business plan proposal should be structured and written according to the Sport Business Plan Proposal Template provided on the unit Moodle site that comprises the following main sections:

- (a) executive summary;
- (b) introduction (problem, solution, social innovation, analysis of the environment, mission, vision, and objectives);
- (c) industry (status, trends and opportunities);
- (d) business (structure, type, name of business and its industry, main services or products, legal obligations);
- (e) offering (competition in the market, offerings and their competitive advantage, growth opportunities);
- (f) market (customer profile and market size);
- (g) marketing strategy (sport marketing mix and strategies to attract target market);
- (h) management and staffing (qualifications, skills and unique abilities of staff, organisational chart); and
- (i) financial forecast (projected income and expense sheets).

You are required to develop your sport business plan proposal based on one of the case studies presented on unit Moodle site and the feedback you have received on your Assessment Task 2 - Student Presentation. Your sport business

plan proposal can be either for a sport or fitness service/product that is designed to solve the problem you have identified in your chosen case study. Your sport business plan proposal should be based on factual information that shows your understanding of the environment and the need for your sport business idea in an increasingly competitive market. You should support the factual information with references to credible and relevant industry or government reports and peer-reviewed research papers.

Key information:

- Writing, citation, and referencing style of your sport business plan proposal should follow the APA 6th edition guidelines.
- The word limit for your sport business plan proposal is 1,500 words (figures, tables, and references are not included).

Assessment Due Date

Review/Exam Week Monday (8 June 2020) 11:55 pm AEST

Late submissions will incur a late penalty as per the Assessment Policy and Procedures (Higher Education Coursework), unless there is an approved online assessment extension request.

Return Date to Students

In two weeks following the submission of the assessment item on the due date.

Weighting

50%

Minimum mark or grade

50%

Assessment Criteria

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

Referencing Style

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

Submission

Online

Submission Instructions

Submission must be made as a Word (.doc, or .docx) file to Moodle.

Learning Outcomes Assessed

- Analyse functions of strategic management in an authentic sport or fitness business context using socio-economic and global perspectives
- Apply principles of strategic planning in an authentic sport or fitness business context to develop innovative solutions for societal challenges
- Demonstrate ability to prepare a business plan proposal by applying evidence based reasoning to meet demand in the sport or fitness industry.

Graduate Attributes

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

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