



ESSC12006 *Applied Exercise and Sport Management*

Term 2 - 2017

Profile information current as at 08/05/2024 04:02 am

All details in this unit profile for ESSC12006 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 builds on content from previous semesters and will introduce the student to the Australian sports industry based on management models applicable to the sport domain. The structures of sport delivery systems are explained and analysed as well as the implications of organisational behaviour, financial management, risk management, the law and ethical principles. Students will evaluate the management of relevant human relations issues pertaining to volunteers, umpires, officials and athletes.

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

ESSC12002 Exercise and Sport Management

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 2 - 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: 60%

2. **Practical Assessment**

Weighting: 40%

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 evaluations

Feedback

Some students complained about the necessity to complete Middle Discussions with their placement supervisors during their work placements.

Recommendation

Middle discussions for students and supervisors has been utilised in line with our Work Health and Safety (WHS) duties to establish a communication system involving the work placement supervisors, the students and the course coordinator. This system also helped us ensure that corrective measures could be implemented proactively against issues or concerns raised during the work placements. Therefore, middle discussions will continue.

Feedback from Course evaluations

Feedback

Some students complained about the delays in the SONIA system in getting their Insurance Forms back in order to start their work placements.

Recommendation

SONIA is an online system that has been adopted by the University in 2016 to coordinate and administer work placements that the course coordinator has no control over. While every effort has been made in communicating student inquiries to the work placement officers, such issues raised by a lack of notifications system in SONIA were out of the control of the course coordinator. The project team working on the development of the SONIA system has been made aware of the issues for corrective action to be taken.

Feedback from Online Zoom conference / Course evaluations

Feedback

Students enjoyed the online workshops and how peer-assessment helped them learn better.

Recommendation

Online peer-assessment workshops will continue,

Feedback from Course evaluations

Feedback

Students enjoyed the work placements and how it helped them apply theory into practice in the real world.

Recommendation

Work placements will continue.

Unit Learning Outcomes

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

1. Identify the stakeholder objectives that are necessary to succeed in current sport event marketplace.
2. Apply principles of project management in the organisation of sport events.
3. Use risk management procedures in the planning of successful sport events.
4. Apply the code of professional conduct and ethical practice, laws and regulations pertinent to organisation and management of sport events.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 60%	•	•	•	•
2 - Practical Assessment - 40%	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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 - 60%	•	•	•	•	•	•	•	•		
2 - Practical Assessment - 40%	•	•	•	•	•			•		

Textbooks and Resources

Textbooks

ESSC12006

Prescribed

Strategic Sports Event Management

3rd edition (2014)

Authors: Guy Masterman

Routledge

New York , New York , United States

ISBN: 978-0-203-11467-4

Binding: Paperback

Additional Textbook Information

You are recommended to obtain the **e-book** version of the required textbook 'Strategic Sports Event Management (3rd ed)' by Guy Masterman. However, if paper copies are preferred, they are available at the CQUni Bookshop here:

<http://bookshop.cqu.edu.au>

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

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

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 - 10 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none">• Introduction to Applied Exercise and Sport Management• Sport Event Management	Chapter 1 - Sport Event Industry	

Week 2 - 17 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none">• Sport Event Planning Process• Project Management	Chapter 3 - Sport Event Planning Process	

Week 3 - 24 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none">• Feasibility Analysis• Sport Event Risk Management	Chapter 4 - Impacts and Legacies Online reading resources on Moodle	ONLINE WORKSHOP 1: Risk Assessment (submission)

Week 4 - 31 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> Human Resource Management in Sport Events Legal Aspects in Sport Event Management 	Online reading resources on Moodle	ONLINE WORKSHOP 1: Risk Assessment (assessment)

Week 5 - 07 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> Marketing Planning Process of Sport Events Sponsorship in Sport Events 	Chapter 9 - Marketing Planning and Implementation Chapter 11 - Sports Event Sponsorship	ONLINE WORKSHOP 2: Sponsorship Proposal (submission)

Vacation Week - 14 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
		ONLINE WORKSHOP 2: Sponsorship Proposal (assessment)

Week 6 - 21 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> Financial Management of Sport Events Research and Post Event -Evaluation 	Chapter 5 - Financial Planning and Control Chapter 12 - Research and Evaluation	ONLINE WORKSHOP 3: Budgeting (submission)

Week 7 - 28 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> Student Work Placements 		ONLINE WORKSHOP 3: Budgeting (assessment)

Week 8 - 04 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> Student Work Placements 		

Week 9 - 11 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> Student Work Placements 		

Week 10 - 18 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> Student Work Placements 		

Week 11 - 25 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> Student Work Placements 		

Week 12 - 02 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> Student Work Placements 		Sport Event Management Project Due: Week 12 Friday (6 Oct 2017) 5:00 pm AEST Work Placement Due: Week 12 Friday (6 Oct 2017) 5:00 pm AEST

Review/Exam Week - 09 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 16 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Sport Event Management Project

Assessment Type

Written Assessment

Task Description

Assessment Task 1.a. Sport Event Business Plan (40%)

This assessment task is designed to build your knowledge and skills in sport event management by developing a written "Sport Event Business Plan" that you will implement as part of your Assessment Task 2 - Work Placement. You should develop the "Sport Event Business Plan" according to the given template on Moodle. The template outlines the marking criteria and should be completed by utilizing the weekly lectures and the online workshops.

Assessment Task 1.b. Online Workshops (20%)

There are three online peer-assessment workshops on Moodle for both internal and external students to complete. Each workshop has its own Submission and Assessment deadlines as outlined on Moodle. The marking of the online workshops are based on successful completion of both the Submission (50%) and Assessment (50%) phases. Submissions with no Assessment will not be given any marks for participation in a workshop.

Assessment Due Date

Week 12 Friday (6 Oct 2017) 5:00 pm AEST

The submission due date only applies to Assessment Task 1.a. Sport Event Business Plan. The online workshops must be completed within the set time-frames on Moodle.

Return Date to Students

Exam Week Friday (20 Oct 2017)

Marked assessment items will be returned in 14 days upon submission after the due date.

Weighting

60%

Minimum mark or grade

50%

Assessment Criteria

Assessment Task 1.a. Sport Event Business Plan

The Assessment Criteria for the Sport Event Business Plan have four dimensions marked against a grade level rubric consisting of:

1. Global dimensions,
2. Social responsibility and sustainability,
3. Written communication skills, and
4. Integration skills.

Assessment Task 1.b. Online Workshops

The Assessment Criteria for the Submission Phase of the online workshops will be marked against the fully completion and submission of the workbooks. The Assessment Criteria for the Assessment Phase of the online workshops will be marked against the effort of the students to provide constructive feedback and analyse information. Short, repetitive, yes/no type feedback will result in a zero mark.

Referencing Style

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

Submission

Online

Submission Instructions

Please submit your assessment electronically as a word file (.doc) via the unit Moodle website.

Learning Outcomes Assessed

- Identify the stakeholder objectives that are necessary to succeed in current sport event marketplace.
- Apply principles of project management in the organisation of sport events.
- Use risk management procedures in the planning of successful sport events.
- Apply the code of professional conduct and ethical practice, laws and regulations pertinent to organisation and management of sport events.

Graduate Attributes

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

2 Work Placement

Assessment Type

Practical Assessment

Task Description

This assessment task requires you to complete 40 hours of work placement at a host sport or fitness organisation that is aligned with your career interests. The same host organisation is where you will develop and implement Assessment Task 1.a. Sport Event Business Plan with the assistance of your placement supervisor.

The framework for how to source your work placement and the forms necessary to complete to start your work placement can be found on the online University system called SONIA.

The assessment items for your work placement are:

1. Middle Discussions
2. Logbook
3. Post-Event Evaluation Form
4. Student Evaluation Form

Important Notes. You should consult the unit coordinator to discuss the eligibility of a work placement site you would like to nominate and the type of sport event that you plan before uploading your work placement forms to SONIA for approval. This will help you avoid delays during the approval process of your work placement agreement form. You should contact the unit coordinator, if you have an inquiry about partial Recognition of Prior Learning (RPL) for work placement assessment before the Census date. RPL applications after the Census date will **not** be accepted.

Assessment Due Date

Week 12 Friday (6 Oct 2017) 5:00 pm AEST

Scanned documents should be saved and uploaded in PDF format.

Return Date to Students

Exam Week Friday (20 Oct 2017)

Marked assessment items will be returned in 14 days upon submission after the due date.

Weighting

40%

Minimum mark or grade

50%

Assessment Criteria

All assessment items should be fully completed and submitted to Moodle in a timely manner. Middle Discussions should be submitted to Moodle, when 20 hours of work placement have been completed for unit coordinator feedback.

Referencing Style

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

Submission

Online

Submission Instructions

All assessment items must be electronically submitted to Moodle.

Learning Outcomes Assessed

- Identify the stakeholder objectives that are necessary to succeed in current sport event marketplace.
- Apply principles of project management in the organisation of sport events.
- Use risk management procedures in the planning of successful sport events.
- Apply the code of professional conduct and ethical practice, laws and regulations pertinent to organisation and management of sport events.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- 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