



ESSC12006 *Applied Exercise and Sport Management*

Term 2 - 2018

Profile information current as at 02/05/2024 08:44 pm

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 - 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. **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 Unit evaluation

Feedback

Students enjoyed the online formative peer-assessment workshops and found them very helpful in achieving learning outcomes.

Recommendation

The online formative peer-assessment workshops will continue.

Feedback from E-mails from students

Feedback

Students requested exemplary sport event business plans to better understand the requirements of the written assessment task.

Recommendation

Exemplary sport event business plans across a range of grade levels will be provided on the Moodle unit website.

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		•	•	

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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)
- Adobe Acrobat Reader (free download from www.adobe.com)
- Microsoft Office 2010 or 2013 (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 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none">• Introduction to Applied Exercise and Sport Management• Strategic Sports Event Management	Chapter 1 - Sport Event Industry (Strategic Sports Event Management, 3rd ed, 2014, by Guy Masterman)	Discussion Forum - Introduction

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none">• Sport Event Planning Process• Project Management Framework	Chapter 3 - Sport Event Planning Process (Strategic Sports Event Management, 3rd ed, 2014, by Guy Masterman)	Online Workshop 1 - SWOT Analysis (Submission Phase, due by Sunday, 22 July 2018, 11:55 pm AEST)

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Feasibility Analysis • Sport Event Risk Management 	Chapter 4 - Impacts and Legacies (Strategic Sports Event Management, 3rd ed, 2014, by Guy Masterman)	Online Workshop 1 - SWOT Analysis (Assessment Phase, due by Sunday, 29 July 2018, 11:55 pm AEST)

Week 4 - 30 Jul 2018

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 	Supplementary online reading resources on Moodle.	Online Workshop 2 - Risk Assessment (Submission Phase, due by Sunday, 5 August 2018, 11:55 pm AEST)

Week 5 - 06 Aug 2018

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 (Strategic Sports Event Management, 3rd ed, 2014, by Guy Masterman)	Online Workshop 2 - Risk Assessment (Assessment Phase, due by Sunday, 12 August 2018, 11:55 pm AEST)

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Online Workshop 3 - Sponsorship Proposal (Submission Phase, due by Sunday, 19 August 2018, 11:55 pm AEST)

Week 6 - 20 Aug 2018

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 (Strategic Sports Event Management, 3rd ed, 2014, by Guy Masterman)	Online Workshop 3 - Sponsorship Proposal (Assessment Phase, due by Sunday, 26 August 2018, 11:55 pm AEST)

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Student Work Placements • Online Zoom Review Meeting 		Online Workshop 4 - Budgeting (Submission Phase, due by Sunday, 2 September 2018, 11:55 pm AEST)

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Student Work Placements 		Online Workshop 4 - Budgeting (Assessment Phase, due by Sunday, 9 September 2018, 11:55 pm AEST)

Week 9 - 10 Sep 2018

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

Week 10 - 17 Sep 2018

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

Week 11 - 24 Sep 2018

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

Week 12 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none">• Student Work Placements• Online Zoom Review Meeting		Sport Event Management Project Due: Week 12 Friday (5 Oct 2018) 11:55 pm AEST Work Placement Due: Week 12 Friday (5 Oct 2018) 11:55 pm AEST

Review/Exam Week - 08 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 15 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Term Specific Information

A key component of this unit is the mandatory work placement. You will undertake 40 hours of work placement at a sport or fitness organisation that can provide you with work placement experience in the planning and implementation of a sport or fitness event. The work placements are organised by the Work Integrated Learning (WIL) Office via the online system [SONIA](#). You should contact the [WIL team](#) as soon as possible to arrange your work placement, if you have not already received your work placement nomination form. Please note you may be required to travel and make necessary work arrangements in order to complete the 40 hours of work placement in this unit.

Assessment Tasks

1 Sport Event Management Project

Assessment Type

Written Assessment

Task Description

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

You will complete four Online Workshops in this unit:

Workshop 1: Conduct a SWOT analysis (external and internal environment analysis) to develop vision, mission, objectives, and strategies for a sport event.

Workshop 2: Conduct a risk assessment and develop risk control measures for a sport event.

Workshop 3: Develop a sponsorship proposal for a sport event.

Workshop 4: Develop a budget for operational functions of a sport event that demonstrates problem solving and financial planning skills based on a given case study.

In each Online Workshop you will:

1. submit your completed workbook, and
2. conduct formative peer-assessment by giving constructive feedback on your peers` randomly allocated workbooks.

The workbook (Submission Phase) and formative peer-assessment tasks (Assessment Phase) of all Online Workshops will contribute equally to your grade available for this assessment activity. You should note that you will not be allocated a formative peer-assessment task to complete an Online Workshop, unless you have submitted your workbook to that Online Workshop. You should also note that you will receive zero marks for participation in an Online Workshop, if you have not completed the peer-assessment task of that 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 workbook submissions and formative peer-assessment tasks 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 - SWOT Analysis

(Submission Phase, due by Sunday, 22 July 2018, 11:55 pm AEST)

Online Workshop 1 - SWOT Analysis

(Assessment Phase, due by Sunday, 29 July 2018, 11:55 pm AEST)

Online Workshop 2 - Risk Assessment

(Submission Phase, due by Sunday, 5 August 2018, 11:55 pm AEST)

Online Workshop 2 - Risk Assessment

(Assessment Phase, due by Sunday, 12 August 2018, 11:55 pm AEST)

Online Workshop 3 - Sponsorship Proposal

(Submission Phase, due by Sunday, 19 August 2018, 11:55 pm AEST)

Online Workshop 3 - Sponsorship Proposal

(Assessment Phase, due by Sunday, 26 August 2018, 11:55 pm AEST)

Online Workshop 4 - Budgeting

(Submission Phase, due by Sunday, 2 September 2018, 11:55 pm AEST)

Online Workshop 4 - Budgeting

(Assessment Phase, due by Sunday, 9 September 2018, 11:55 pm AEST)

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

In this assessment task you will build your knowledge in strategic sport event management by developing a written Sport Event Business Plan.

You should develop your Sport Event Business Plan according to the given template on the unit Moodle website. The template should be completed by conducting an environmental analysis supported by a literature review of the chosen topic area, and utilisation of the strategic sport event management principles. You should discuss your chosen topic area with the Unit Coordinator before developing your Sport Event Business Plan.

Assessment Due Date

Week 12 Friday (5 Oct 2018) 11:55 pm AEST

This submission due date only applies to Assessment Task 1.b. Sport Event Business Plan. The Online Workshops must be completed according to the due dates outlined in the section above and on the unit Moodle website. Late submissions without a valid assessment extension request approved by the Unit Coordinator will incur a penalty in accordance with the CQUniversity Assessment Policy and Procedures.

Return Date to Students

Exam Week Friday (19 Oct 2018)

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. Online Workshops

The Submission Phase of the Online Workshops is marked according the level of completion and submission of the workbooks. The Assessment Phase of the online workshops is marked according to the overall quality of your feedback on each assessment task. That is how well you synthesised the information to give constructive feedback on each of the assessment questions for each allocated submission of your peers. Constructive feedback for each assessment question should not be less than 50 words, and should describe how a certain aspect can be improved with supporting examples. Short, repetitive, yes/no type feedback will result in a zero mark. Examples of good and bad feedback can be found on the unit Moodle website.

Assessment Task 1.b. Sport Event Business Plan

The Assessment Criteria for the written Sport Event Business Plan have four dimensions marked against a rubric consisting of: (a) global dimensions, (b) social responsibility and sustainability, (c) integration skills, and (d) written communication skills. The detailed rubric can be found on the unit Moodle website. The word count requirement for the Sport Event Business Plan is 3,000 words and marked under the assessment criterion "written communication skills". The table of contents, references list, tables and figures are not included in the word count.

Referencing Style

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

Submission

Online

Submission Instructions

Submission must be made electronically as a word file (.doc or .docx) to 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

In this unit you will complete 40 hours of work placement at a host sport or fitness organisation that can provide you with experience in the organisation and implementation of a sport or fitness event. In this regard, the learning objectives of the Work Placement are 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

The framework for the work placement, and the forms necessary for you to complete before you can start your work placement can be found on the online University Work Integrated Learning (WIL) system [SONIA](#). You should nominate your preferences for potential host organisations by using the online Nomination Form sent by the WIL Office. Please see the definitions under "[GROUP 32 - Sport and Physical Recreation Venues](#)" of Australian Culture and Leisure Classifications (2014) for type of organisations that are eligible for the purpose of this unit. However, you should not be making any formal contact with your nominated host organisation/s until after the WIL Office has made initial contact and you have been given permission to do so. The WIL Office will contact your nominated host organisation/s to discuss, if they are able to meet the learning objectives and willing to take on board a work placement student for this unit. The assessment items for your work placement are:

1. Middle Discussions (should be submitted when the first 20 hours of work placement is completed) (10%)
2. Logbook (must be submitted by the due date of this assessment task) (10%)
3. Post-Event Evaluation Form (should be submitted by the due date of this assessment task) (10%)
4. Student Evaluation Form (should be completed and submitted online using the link on the unit Moodle website by the due date of this assessment task) (10%)

You are advised to consult with your Unit Coordinator to discuss the eligibility of a work placement site you would like to nominate 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.

Recognition of Prior Learning (RPL)

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 (31 July 2018) will not be accepted.

Assessment Due Date

Week 12 Friday (5 Oct 2018) 11:55 pm AEST

Late submissions without a valid assessment extension request approved by the Unit Coordinator will incur a penalty in accordance with the CQUniversity Assessment Policy and Procedures. Scanned assessment items should be saved in PDF format and submitted to Moodle as separate assessment item files.

Return Date to Students

Exam Week Friday (19 Oct 2018)

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

Weighting

40%

Assessment Criteria

Each assessment item equally contributes to the marks allocated to this assessment task. Logbooks that are not satisfactorily completed (e.g. missing signatures, missing dates, missing hours, or inadequate task/duty descriptions) according to the instructions given on the unit Moodle website will not be accepted, and receive a zero mark. Logbooks must be satisfactorily completed to pass this assessment task.

Referencing Style

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

Submission

Online

Submission Instructions

All assessment items must be electronically submitted to 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
- 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