# ESSC12006 *Applied Exercise and Sport Management*
## Term 2 - 2019

Profile information current as at 05/05/2024 08:45 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 - 2019

- Cairns
- Mackay
- Mixed Mode
- 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 the associated learning resources and the feedback helped them develop the necessary skills to write their end of term sport event business plan.

**Recommendation**

The online formative peer-assessment workshops will continue.

### Feedback from Unit evaluation

**Feedback**

Students enjoyed the work placements that helped them put theory into practice as well as appreciate the intricacies of the sport industry.

**Recommendation**

The student work placements will continue.

### Feedback from Unit evaluation and e-mail

**Feedback**

Some students found it difficult to find appropriate work placement sites to nominate through the SONIA system when the term started.

**Recommendation**

The students will be sent their work placement nomination forms by e-mail before the term commences to enable more timely organisation of their work placements.

# 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

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

## Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks | Learning Outcomes | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 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**
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)
- Adobe Acrobat Reader (free download from www.adobe.com)
- Microsoft Office 2010 or 2013 (Word, Excel and PowerPoint)
- Zoom video conferencing software. (Free to download and use. A Zoom account is also available with your student credentials. We will use this software for review meetings.)

## 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 - 15 Jul 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| • Introduction<br>• Strategic sport event management | **Chapter 1** - Sport event industry<br>Masterman, G. (2014). *Strategic sports event management*. (3rd ed, pp. 11-40). New York, NY: Routledge. | **Welcome Forum** - Introduction |

**Week 2 - 22 Jul 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| • Sport event planning process<br>• Project management framework | **Chapter 3** - Sport event planning process<br>Masterman, G. (2014). *Strategic sports event management*. (3rd ed, pp. 68-97). New York, NY: Routledge. | **Online Workshop 1 - SWOT Analysis**<br>**Submission** Due: Week 2 Friday (26 July 2019) 11:55 pm AEST |

**Week 3 - 29 Jul 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| • Feasibility analysis<br>• Sport event risk management | **Chapter 4** - Impacts and legacies<br>Masterman, G. (2014). *Strategic sports event management*. (3rd ed, pp. 98-136). New York, NY: Routledge. | **Online Workshop 1 - SWOT Analysis**<br>**Assessment** Due: Week 3 Friday (2 August 2019) 11:55 pm AEST |

**Week 4 - 05 Aug 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| • Human resource management in sport events<br>• Legal aspects in sport event management | **Journal Articles (full-text Library links available on the unit Moodle website)**<br>Doherty, A., Misener, & K., Cuskelly, G. (2014). Toward multidimensional framework of capacity in community sport clubs. *Nonprofit and Voluntary Sector Quarterly, 43*(2 Supplement), 124S-142S.<br>Opie, H., & Toomey, E. (2010). Trans-tasman sport and law some observations. *Canterbury Law Review, 16*(1), 155-184. | **Online Workshop 2- Risk Assessment**<br>**Submission** Due: Week 4 Friday (9 August 2019) 11:55 pm AEST |

**Week 5 - 12 Aug 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| • Marketing planning process of sport events<br>• Sponsorship in sport events | **Chapter 9** - Marketing planning and implementation<br>**Chapter 11** - Sports event sponsorship<br>Masterman, G. (2014). *Strategic sports event management*. (3rd ed, pp. 245-275; 320-362). New York, NY: Routledge. | **Online Workshop 2- Risk Assessment**<br>**Assessment** Due: Week 5 Friday (16 August 2019) 11:55 pm AEST |

**Vacation Week - 19 Aug 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| | | **Online Workshop 3 - Sponsorship Proposal**<br>**Submission** Due: Vacation Week Friday (23 August 2019) 11:55 pm AEST |

**Week 6 - 26 Aug 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| • Financial management of sport events<br>• Research and post-event evaluation | **Chapter 5** - Financial planning and control<br>**Chapter 12** - Research and evaluation<br>Masterman, G. (2014). *Strategic sports event management*. (3rd ed, pp. 137-154; 363-393). New York, NY: Routledge. | **Online Workshop 3 - Sponsorship Proposal**<br>**Assessment** Due: Week 6 Friday (30 August 2019) 11:55 pm AEST |

**Week 7 - 02 Sep 2019**

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| • Work placement<br>• Online Zoom review meeting | | **Online Workshop 4 - Budgeting**<br>**Submission** Due: Week 7 Friday (6 September 2019) 11:55 pm AEST |

## Week 8 - 09 Sep 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| • Work placement | | **Online Workshop 4 - Budgeting Assessmen**t Due: Week 8 Friday (13 September 2019) 11:55 pm AEST |

## Week 9 - 16 Sep 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| • Work placement | | |

## Week 10 - 23 Sep 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| • Work placement<br>• Online Zoom review meeting | | |

## Week 11 - 30 Sep 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| • Work placement | | |

## Week 12 - 07 Oct 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| • Work placement<br>• Online Zoom review meeting | | |

## Review/Exam Week - 14 Oct 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| | | **Sport Event Management Project** Due: Review/Exam Week Friday (18 Oct 2019) 11:55 pm AEST<br>**Work Placement** Due: Review/Exam Week Friday (18 Oct 2019) 11:55 pm AEST |

## Exam Week - 21 Oct 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| | | |

# 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) for strategic planning of a sport event.

Workshop 2: Conduct a risk assessment for effective risk management of a sport event.
Workshop 3: Develop a sponsorship proposal to achieve the objectives of a sport event.
Workshop 4: Develop a budget for operational functions of a sport event to develop problem solving and financial planning skills based on a given case study.

In each workshop you will:
a) submit your completed workbook when the workshop is in the Submission Phase, and
b) 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 event business plan proposal in Assessment Task 1.b.
- You will not be allocated a peer-assessment task unless you have submitted your workbook to the workshop. Therefore, a failure to successfully complete the Submission: (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.
- Submission and Assessment tasks 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 - SWOT Analysis
Submission Due: Week 2 Friday (26 July 2019) 11:55 pm AEST
Assessment Due: Week 3 Friday (2 August 2019) 11:55 pm AEST

Online Workshop 2- Risk Assessment
Submission Due: Week 4 Friday (9 August 2019) 11:55 pm AEST
Assessment Due: Week 5 Friday (16 August 2019) 11:55 pm AEST

Online Workshop 3 - Sponsorship Proposal
Submission Due: Vacation Week Friday (23 August 2019) 11:55 pm AEST
Assessment Due: Week 6 Friday (30 August 2019) 11:55 pm AEST

Online Workshop 4 – Budgeting
Submission Due: Week 7 Friday (6 September 2019) 11:55 pm AEST
Assessment Due: Week 8 Friday (13 September 2019) 11:55 pm AEST

**Assessment Task 1.b. Sport Event Business Plan Proposal (40%)**
In this assessment task you will build your knowledge in strategic sport event management by developing a written sport event business plan proposal. You should develop your sport event business plan proposal 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. Your sport event business plan proposal should demonstrate your understanding of the political, environmental, social, technological, legal, economic and other external influences used in strategic planning to achieve the objectives of your proposed sport event.  You should support the information presented in your sport event business plan proposal with references to credible and relevant industry or government reports and peer-reviewed research papers.

Key information:

- You should discuss your chosen topic area with the Unit Coordinator before developing this assessment task.
- Writing, citation, and referencing style of your sport event business plan proposal should follow the APA 6th edition guidelines.
- The word limit for your sport event business plan proposal is 1,500 words (figures, tables, and references are not included).

**Assessment Due Date**
Review/Exam Week Friday (18 Oct 2019) 11:55 pm AEST
This submission due date only applies to Assessment Task 1.b. Sport Event Business Plan Proposal. The Online

Workshops must be completed according to the due dates outlined in the section above and on the unit Moodle website. 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 two weeks following the submission of the assessment item on the due date.

**Weighting**
60%

**Minimum mark or grade**
50%

**Assessment Criteria**
**Assessment Task 1.a. Online Workshops**
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 online 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.
**Assessment Task 1.b. Sport Event Business Plan Proposal**
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 will be 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**

- 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 (6 August 2019) will not be accepted.

**Assessment Due Date**
Review/Exam Week Friday (18 Oct 2019) 11:55 pm AEST
Late submission will incur a late penalty as per the Assessment Policy and Procedures (Higher Education Coursework), unless there is an approved assessment extension request.

**Return Date to Students**

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

**Weighting**
40%

**Minimum mark or grade**
50%

**Assessment Criteria**
Each assessment item equally contributes to the marks allocated to this assessment task.Logbooks are mandatory and must be satisfactorily completed to pass 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 for 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. Scanned documents must be submitted as a PDF file 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