

Module Title:	Foundations of Sport Management
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	6 programme(s)
Teaching & Learning Strategies:	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem solving exercises - student will work individually and in teams to resolve various business scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. On-line learning - the module will be supported with on-line learning materials. Self-directed Independent learning - the emphasis on independent learning will develop strong and autonomous work and learning skills
Module Aim:	The aim of this module is to introduce students to the topic of management and the key management functions in a sports setting. The student will apply management theories to practical sporting situations.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Explain and apply the key functions of management in a sports setting
LO2	Describe and explain the characteristics, roles and skills of sports managers
LO3	Apply key management theories, tools and techniques used in the sports management process
LO4	Define volunteerism and describe the management of volunteers in a not-for-profit (sporting) context
LO5	Create a volunteer plan for a not for profit sports organisation
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Introduction to Management Definition of management; Introduction to functions of management (planning, leading, organising, controlling & staffing); Levels of management; Management roles, skills & characteristics; Types of Sports Organisations (profit/ non- profit)
The Sporting Environment Definition & importance of understanding the environment in which clubs operate. Macro & micro forces; SWOT, PESTEL;
Planning Types of plans. The planning process. Strategic planning in sports NGBs. The decision making process; Approaches to decision-making. Objective setting
Organising Types of organisational structures. Design of organisational structures. Organisational structures of NGBs/ clubs.
Volunteerism Definition of volunteerism; Nature of volunteerism. Individual & organisational perspectives of volunteering. Challenges & barriers of volunteering. Process of recruitment & selection of volunteers . Reasons for volunteerism (organisational and personal). The management of volunteers (recruitment, screening, ongoing management).
Leadership Definitions of Leadership; Theories of Leadership; Leadership styles
Motivation Define motivation; Describe key concepts/theories of motivation; team building; motivation & sports management; Contemporary approaches to motivation
Ethics & Sports Organisation Definition and introduction to ethics. The manager and their role. Ethical considerations in coach development.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Essay on key functions, roles, responsibilities of a manager in a sports setting.	1,2,3	30.00	n/a
Project	Project on the topic of volunteerism in the student's local club.	4,5	40.00	n/a
Short Answer Questions	In Class exam/ MCQs	1,2,3,4,5	30.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	6.00
Independent Learning	Every Week	12.00
Total Hours		18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBSMC_B	Bachelor of Arts (Honours) in Sport Management and Coaching	2	Mandatory
CW_BBSOC_D	Bachelor of Arts in Sport Coaching and Business Management (Football)	2	Mandatory
CW_BBGAA_D	Bachelor of Arts in Sport Coaching and Business Management (GAA)	2	Mandatory
CW_BBRUG_D	Bachelor of Arts in Sport Coaching and Business Management (Rugby)	2	Mandatory
CW_BBSBC_D	Bachelor of Arts in Sport, Business and Coaching	2	Mandatory
CW_BBSBC_B	Bachelor or Arts (Honours) in Sport, Business and Coaching	2	Mandatory