

|   |   |
|---|---|
| <b>Module Title:</b>  | Management and Development in Sport and Physical Activity   |
| <b>Language of Instruction:</b>   | English   |
| <b>Credits:</b>   | 5   |
| <b>NFQ Level:</b>   | 8   |
| <b>Module Delivered In</b>  | <a href="#">1 programme(s)</a>  |
| <b>Teaching &amp; Learning Strategies:</b>  | This module will be delivered via two theory classes of one hour duration (each) per week. Lecture classes may include content delivery, Q&A, group discussion, active learning, tutorials, seminars, case studies and guest lectures where appropriate. Through analysing existing management structures within sports organisations, strategic plans, event management, and examination of sport and physical activity initiatives, students can gain greater understanding of the practical nature of management and development within the sport/physical activity environment. |
| <b>Module Aim:</b>  | The aim of this module is to introduce students to the theory and practice of sports management and sports development.   |
| <b>Learning Outcomes</b>  |   |
| <i>On successful completion of this module the learner should be able to:</i>                                       |   |
| LO1   | Apply the concepts of sports management principles, theory and practice.  |
| LO2   | Apply knowledge of sports development principles, theory and practice.  |
| LO3   | Evaluate the role of local, national and international policies within the domains of sports management and sports development.   |
| <b>Pre-requisite learning</b>   |   |
| <b>Module Recommendations</b>   |   |
| <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>           |   |
| No recommendations listed   |   |
| <b>Incompatible Modules</b>   |   |
| <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> |   |
| No incompatible modules listed  |   |
| <b>Co-requisite Modules</b>   |   |
| No Co-requisite modules listed  |   |
| <b>Requirements</b>   |   |
| <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

#### Sports Management

History of sports management, role of management in sport, managing people in sport, planning, marketing, social media, ethics, event management, creating and managing effective committees and meetings, careers in sport and physical activity (PA).

#### Sports Development

History of sports development, role of sports development officers, theory of sports development, structure of sport in Ireland, mass participation events, social/economic/political factors affecting sports/PA development, role of sport for non-sport purposes (e.g. inclusion, integration, community development, etc.), funding, and volunteering in sport/PA.

#### Policy

International, national and local sport/PA policy, analysis and development of sport/PA policy, strategic planning for sport/PA, implementation planning.

| Assessment Breakdown  | %      |
|-----------------------|--------|
| Continuous Assessment | 60.00% |
| Project               | 40.00% |

### Continuous Assessment

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|------------------------|-------------------|------------|-----------------|
| Written Report  | n/a                    | 1,2,3             | 60.00      | n/a             |

### Project

| Assessment Type | Assessment Description                         | Outcome addressed | % of total | Assessment Date |
|-----------------|--|-------------------|------------|-----------------|
| Project         | Event planning, implementation and evaluation. | 1,2,3             | 40.00      | n/a             |

No Practical

No End of Module Formal Examination

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

**Module Workload**

| <b>Workload: Full Time</b> |                    |  |
|----------------------------|--------------------|--|
| <i>Workload Type</i>       | <i>Frequency</i>   | <i>Average Weekly Learner Workload</i> |
| Lecture                    | 12 Weeks per Stage | 2.00                                   |
| Independent Learning       | 15 Weeks per Stage | 6.73                                   |
| Total Hours                |                    | 125.00                                 |

**Module Delivered In**

| Programme Code | Programme   | Semester | Delivery  |
|----------------|---|----------|-----------|
| CW_SASPS_B     | <a href="#">Bachelor of Science (Honours) in Sport and Exercise Science</a> | 8        | Mandatory |