

Module Title:	Sports Management
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	This module will be delivered in two theory lectures per week, one hour each. The theory classes will include lecture, Q&A, group discussion, digital content, and guest lecturers where appropriate. Any course-related issue or questions that may arise will be discussed at lectures. Course lecture summaries, course calendar, announcements and other course-related information will be available on Blackboard. Through analysing existing management structures within sports organisations, strategic plans, event management/coordination task and examination of local sport partnership initiatives students can gain greater understanding of the practical nature of management within the sport/physical activity environment.
Module Aim:	To provide students with an understanding of the key concepts of sports management and the functions and practices of management in sporting organisations and local sports partnerships.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Prepare a sports based strategic plan
LO2	Evaluate the importance of managing people in sport
LO3	Assess the marketing and public relations methods and tools available to a sports administrator.
LO4	Analyse and implement management in a physical activity/sporting event and appraise initiatives implemented by local sports partnerships
LO5	Describe the legal and ethical principles applicable in a sporting context.
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>	
Successful completion of year 3 or equivalent	

Module Content & Assessment

Indicative Content
Management The Role of Management in sport
People Management People Management – staff, players, and volunteers
Planning Sports Business Planning
Marketing and PR Marketing and Public Relations methods and tools
Law and Ethics Legal and Ethical Principles
Event Management Organising, publicising and management of initiatives

Assessment Breakdown	%
Continuous Assessment	40.00%
Project	60.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Event Management (Group task, on campus sport/exercise event)	4	20.00	n/a
Presentation	Appraisal of Local Sports Partnership/Organisation initiative (Oral presentation)	4	20.00	n/a

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Analysis of, and preparation of a strategic plan for, a sports club / organization.	1,2,3,5	60.00	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

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	30 Weeks per Stage	1.00
Estimated Learner Hours	30 Weeks per Stage	2.00
Total Hours		90.00

