

Module Title:	Operations Management (Sport)
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	8 programme(s)
Teaching & Learning Strategies:	The module is designed to facilitate a free exchange of ideas and information among learners, the lecturer and guest speakers experienced in managing sports clubs. The learning outcomes will be achieved through the following teaching methodologies; Lectures - communication of knowledge and ideas from the lecturer to the learner. Case studies looking at issues that arise in managing sports facilities. E-Learning - It is envisaged that the module will be supported with online materials. Self directed independent learning to develop strong autonomous work and learning practices.
Module Aim:	The aim of this module is to provide learners with the tools and practical framework to develop and sustain sporting organisations that are viable and financially successful who satisfy the needs of athletes and those who support them.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Develop informed know-how on managing facility resources, including equipment/sports facilities, human resources including hiring, training and evaluating employees and volunteers, player/coach development programmes.
LO2	Evaluate Key Management functions involved in operating and managing a sports facility/club including club governance, management/committee structures, Finance and Marketing.
LO3	Obtain feedback and analyse customer/member satisfaction in terms of customer expectations and perceptions of Club Management and facilities.
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 the module, objectives and assignments The historical and current development of facilities in an Irish/international context.
The Club Entity. Scope of club services, single sports versus multi-sport clubs. Mission, Goals, policies and procedures; The club entity, club governance.
The Club Business Plan. Managing/Leading a sports service, Committee/Management structures. Managing staff and Volunteers, Player and Coach development at club level.
Club Business Plan Functions Facilities development, Budgeting and accounting, Marketing, Legal principles and ethical issues in club management. Researching members.
Sponsorship and Fund-Raising. Sponsorship versus fund raising, creating the corporate partnership fund raising, capital campaigns, grant writing.

Assessment Breakdown	%
Continuous Assessment	30.00%
Project	70.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Learners will research and write a short Essay on current issues facing sport organisations within national and international contexts.	2	30.00	Week 4

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Development of a Club Business plan. Deliverables will include an analysis of current management and facilities and development of recommendations to respond to changes in the macro environment of managing sports clubs. This project will have interim deadlines to support learning.	1,2,3	70.00	End-of-Semester

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	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBSMC_B	Bachelor of Arts (Honours) in Sport Management and Coaching	6	Elective
CW_BBSMC_B	Bachelor of Arts (Honours) in Sport Management and Coaching	8	Elective
CW_BBSOC_D	Bachelor of Arts in Sport Coaching and Business Management (Football)	6	Elective
CW_BBGAA_D	Bachelor of Arts in Sport Coaching and Business Management (GAA)	6	Elective
CW_BBRUG_D	Bachelor of Arts in Sport Coaching and Business Management (Rugby)	6	Elective
CW_BBSBC_D	Bachelor of Arts in Sport, Business and Coaching	6	Elective
CW_BBSBC_B	Bachelor or Arts (Honours) in Sport, Business and Coaching	6	Elective
CW_BBSBC_B	Bachelor or Arts (Honours) in Sport, Business and Coaching	8	Elective