

# Course Guide

## Sports Management – MC-SPOMAN-18

Minor; Sports Management

**HOGESCHOOL  
UTRECHT**

Postbus 85029  
3508 AA  
Utrecht

Tel 088 481 62 00  
Fax 088 481 62 05  
[www.hu.nl](http://www.hu.nl)

MC-SPOMAN-18

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Author; Martijn Gregoire, [martijn.gregoire@hu.nl](mailto:martijn.gregoire@hu.nl)

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Bronvermelding is verplicht.  
Vereenvoudigen voor eigen gebruik of intern  
gebruik is toegestaan.

## Sports Management

# 1 Course description

Sport can no longer be ignored from society. The economic and social importance of sport is increasing every day. This is increasingly recognized, both within the sports sector and in society. The challenge is to professionally solve issues from sports practice under these increasing interests. The Sports Management minor offers students the opportunity to develop deeper into this subject matter.

One of the courses is the Sport Management module. Here the specific characteristics of the sports product are discussed and the influence these characteristics have on the management of a sports organization. In addition, we work in group form on an assignment that is presented at the end of the block.

Sport has changed a lot in the course of time. Especially the increase in the number of stakeholders 'around' the sport is impressive. The board of an event, club or association must be able to keep a lot of balls in the air nowadays. Financial interests and individual responsibility and liability have become enormous. To manage all aspects of today's sport and to coordinate all interests, management is necessary. This module gives the future sports manager insight into professional, enterprising and skillful sports management.

Main criteria;

- The commercialization of sport
- Governance in sport
- Ethics in sport
- The role of the state in sport
- The economics of competitive balance in sport
- The impacts of sports
- Organizational behaviors in sport organizations
- Human resource management in sport
- Strategy and environmental analysis in sport
- Management sport operations
- Sport event and facility management
- Risk management in sport

## 2 Course Goals and Learning Objectives

### Learning objectives;

During the course the student works on realizing the following learning objectives:

- Students have knowledge of the playing field of sports management
- Students understand the role of the state and ethical aspects related to sport
- Students can look at sports organizations from a strategic perspective
- Students understand the power of communication of sport
- Students have knowledge of operational and event management; managing the quality, performance and risk of sport.
- Students can plan and execute research independently and in groups at a sports organization and use the results from research to write and present an improvement plan for the organization

### 3 Place in the Curriculum and Related Courses

The course Sports Management is part of the minor Sports Management and is related to the other courses in the minor, which consists of;

- 1. Sports Marketing (5 EC), term A/C**  
Within this course we look at the unique marketing mix of sports organizations. In addition, we will look extensively at one of the most important elements of the promotion mix, namely sports sponsoring
- 2. Sports Psychology, term A/C & Effort Physiology, term B/D (total 5EC)**  
These courses are offered by the Faculty of Healthcare and provide insight into two typical fields that many sports managers will encounter in the future
- 3. Sports Finance (5EC), term B/D**  
Organizations in sport often have a typical financial structure. On the basis of theoretical models and real life cases, insight is provided here.
- 4. Starting your own sports company (5EC), term B/D**  
You will be challenged to write a business plan for a company in sports. This includes aspects such as marketing, operations, sponsoring and financial management.
- 5. Sports management in international perspective – exchange trip (5EC), term B/D**  
In collaboration with students from and at an international partner University, you work on a practical assignment in which as many aspects of sports management as possible are dealt with, with the extra focus; the international environment and cultural aspects.

The course Sports Management is a 5 EC course and is offered in term A and C

## 4 Study Burden per Block

Total study burden per student is 140 hours. [5 EC]

<b>Activity</b>	<b>Description</b>	<b>Total</b>
Attending lectures	6 times 2 hours	12 hours
Homework (studying theory)	3 hours per week	21 hours
Consults and preparation	4 times 5 hours	20 hours
Group assignment	Incl. briefing, research and report	80 hours
Final presentation and preparation		7 hours
<b>Total</b>		<b>140 hours</b>

## 5 Prerequisites

Not Applicable

## 6 Exemption Possibilities

The course is in English and assumes that the student is able to pro-actively use the English language

There are no possibilities for exemption, unless the student can demonstrate that he / she has completed a comparable course with a different economic education with sufficient results. This is then taken into consideration and submitted to the Examination Board.

# 7 Competencies and Learning Objectives

During the course the student works on realizing the following learning objectives:

- Students have knowledge of the playing field of sports management
- Students understand the role of the state and ethical aspects related to sport
- Students can look at sports organizations from a strategic perspective
- Students understand the power of communication of sport
- Students have knowledge of operational and event management; managing the quality, performance and risk of sport.
- Students can plan and execute research independently and in groups at a sports organization and use the results from research to write and present an improvement plan for the organization

## **Professional tasks:**

The student has theoretical knowledge of the following elements that are part of sports management and can apply this in a strategic sports management plan to be delivered;

- The playing field of sports management
- Strategic sports management
- Sport Marketing & Communication
- HRM in sport
- Operational management; managing quality, performance and risk in sport
- Management of sport events and accommodations

## **Professional products:**

The following professional product is made;

- An advice report for a sports organization
- The findings of the report are presented at the end of the block per group
- The advisory report is worked in groups of 4 to 5 people
- Several times during the course there is an evaluation moment in which the progress of the research is discussed with the lecturer
- For a detailed description of the assignment, see section 12 "Group Assignment and Planning"

## **Professional acts:**

- The student is able to apply the theory of the set criteria to a practical case and provide the group with a clearly readable advice report and clearly present the most important findings. The student can make an analysis of the context in which the sports association operates.

## 8 Didactic Forms

The education takes place in groups of a maximum of 30 students and is a combination of lectures / tutorials. Over a period of 10 weeks, the students work in groups of up to 5 people on the final assignment, the advisory report. During the lectures / seminars, there is room for advice regarding the group assignment. For detailed planning, see section 12.3.

## 9 Assessment

Type of assessment	Weighting	Min. Mark
Written exam (open and mc questions)	50%	5.5
Group assignment and presentation	50%	5.5

### Written exam

A written examination in which by multiple choice and open questions the theoretical knowledge is tested against the criteria listed under Chapter 1

### **Exam material:**

- The business of Sport Management (Beech & Chadwick). Second edition; ISBN 978-0-273-72133-8  
Chapters 1 till 8, 12, 13, 16 and 18
- Treated topics in (guest) lectures

### - Group assignment

An advisory report and presentation of the findings at the end of period A; this assignment is carried out in groups of a maximum of five students.

By means of the group assignment the following is tested; application of the theory of the criteria mentioned in Chapter 1 in a practical assignment and the presentation thereof.

### Resit

For the examination there is a resit opportunity at the end of the next period.

If the assignment is insufficiently assessed, the students from the group will individually be given the opportunity to improve the work they have delivered

### Fraud

Fraud situations are treated very seriously. All relevant documents are submitted by the lecturers and others to the Examination Board.

An important form of fraud is plagiarism. This is understood to mean the definition given in the Dutch dictionary and the wording in the OER (Education Examination Regulations).

This implies:

1. Handing in assignments that show too many similarities with someone else's work.
2. Copying (pieces of) text or ideas of books, magazines, internet, etc. without citing the source.
3. Taking over answers from other students during the exam.
4. Allowing other students to take over your work and hand it in.

The forgery of academic, medical and other sources etc. is also a form of fraud and is treated equally seriously.

## 10 Course Material, Literature

<b>Book (mandatory)</b>					
Title:	The Business of Sport Management - <i>Chapters</i> 1 till 8, 12, 13, 16				
Author(s):	Beech & Chadwick				
ISBN:	978-0-273-72133-8	Edition	Second	Publisher:	Pearson
<b>Treated topics and literature during lectures (mandatory)</b>					

## **11 Course Evaluation**

Evaluation of the course and exam will take place at the end of the block on the authority of the Institute.

## **12 Group assignment and planning**

TBD