
Victoria Management School

MGMT 319 SPORTS MANAGEMENT

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details

COURSE COORDINATOR

A/Prof Dai Gilbertson

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ADMINISTRATOR

Luisa Acheson

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UNDERGRADUATE PROGRAMME MANAGER

Garry Tansley

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Teaching Period: Monday 13 July to Friday 16 October 2009

End of Year Study Period: Monday 19 October to Monday 26 October 2009

Examination Period: Tuesday, 27 October to Saturday 14 November 2009 (inclusive)

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Class Times and Room Numbers

Session 1

Day: Tuesday

Time: 1440-1530

Venue: Government Building (GB) LT3

Session 2

Day: Thursday

Time: 1440-1630

Venue: Government Building (GB) LT3

Course Content

This course is both research based and experiential, and, as an elective, will require a high degree of commitment from all parties. The course will use many strategies to achieve the learning objectives – case studies blended with presentations and a highly involving, applied project. Students will be fully responsible for their learning that will occur largely in small teams within the total class.

The core theme for this course will be to derive insights from the assigned readings, personal experience, internet data searches and group discussions to answer the research question “**What is required to develop sustainable sports organisations in Aotearoa/New Zealand**”.

This course will examine the organisation, governance, management and development of sport at international, national and local levels; it will attempt to provide a global and national context for sports developments within New Zealand, and to provide an understanding of how changes in sports management practices can be better managed. The intent has been to design a course that challenges students to think systemically about issues that confront volunteer and professional managers in the field, and which therefore produces *‘thinking managers for tomorrow’s sport bodies/organisations’*.

Course-related Student Learning Objectives

The course aims to *stretch* the student towards forming their *own* conclusions and insights. **Regurgitating the work of others is not a valued outcome.** Personal insight based on reflexive thought and sound critical analysis is highly valued.

Our BCA Management programme seeks to develop graduates who will:

- demonstrate application of critical and creative thinking skills to practical and theoretical problems
- be effective communicators
- have a global and multicultural perspective
- recognise, support and display leadership
- develop specific knowledge and skills relating to one area of the management domain

On completion of the course students should:

- Discuss the major theoretical frameworks and concepts relevant to sport management.
- Apply such frameworks to develop an understanding of sports management situations.
- Critically analyse and apply frameworks for examining sport related issues.
- Discuss the importance of leadership roles in sport governance.
- Discuss sport management problems and plan an appropriate corrective intervention.

The mix assessment items will link directly to these learning objectives.

Course Delivery

As befits an advanced course in Management, all class sessions will demand student preparation for presentation and contribution at a very high level in group discussions.

There will be some exposure to Chief Executives, athletes and key decision makers during the course. Failure to either present work or to contribute will be reviewed with the Dr Gilbertson. Repeated failure to present or contribute will be treated as a failure of mandatory course requirements.

Each student must prepare power-point slides and supporting notes for the chapters and case or review questions listed in the course contents section and every student must be able to present their power-point slides and a discussion if called upon. These weekly presentations must be kept in a folder labelled ‘Sports Report’ (see the section ‘Assignments’).

Expected Workload

Students can expect the workload, outside of class times, to be approximately 10 - 12 hours per week for each of the teaching weeks, plus 48 hours aggregated over other periods.

Group Work

While the course has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignments. You will be expected and encouraged to work in groups on in-term cases and assignments; however reports must be individual submissions.

Tutorial/learning support Signup Instructions

There are three tutorial/learning support times available:

Tuesday 1030 RWW314

Friday 1030 RWW314

Friday 1130 RWW413

Go to the signup website at: <https://signups.vuw.ac.nz> and enter your SCS username and password to log into the system. Students will be notified of their tutorial/learning support after the course has started.

An important note about tutorial/learning support

Note that tutorial/learning support sessions do not run each week and their primary goal is not to add new material. Rather, the tutorial/learning supports are to discuss learning issues of content, personal insights, receiving advice on the preparation of assignments and presentations, or other direct support for student learning.

All tutorial/learning support sessions, when held, must be attended by all registered participants as part of the mandatory course requirements.

Readings

The **required** textbook (other material is on Blackboard):

Lebermann, S., Collins, C., & Trenberth, L. (Eds.) (2006). *Sport Business Management in Aotearoa/New Zealand*. Melbourne: Dunmore Press.

Dr Lesley Ferkins has made available to this course (only) her excellent thesis that is on Blackboard.

All recommended reading will we made available on Blackboard.

Assessment

Assignment	Title	Weight	Date
1	Presentation to CEO's of sport - OBO	20%	August 6 th in class
2	Case : Amalgamation of PNZ and NZOV	20%	September 8 th in class
3	Sport Report	20%	8 th October
4	Examination	40%	27 Oct – 14 Nov
		100%	

1. Assignment Due in Thursday class on August 6th OBO:

20 Marks

Prepare a set of power-point slides that you could present to a group of sport Chief Executives who are seeking to learn about innovations in the sport domain as a prelude to their thinking creatively about what they could do in their sport organisation as a new source of revenue. Read all documents and on-line sources for information about OBO and then prepare your slides in two parts:

Part A – insights about how OBO successfully launched products to a sports niche and

Part B – propositions or ideas you have about whether the term ‘sports management’ is too narrow thereby excluding sports themselves from engaging in new ways of thinking about themselves – possibly requiring a change in mindset.

2. Assignment 2 Due in class September 8th Paralympics New Zealand

20 Marks

Imagine that you are the new Chief Executive of Paralympics New Zealand. Put together a power-point presentation that you would give to the Board of the New Zealand Olympic Committee stating the case for amalgamation of the two organisations under the umbrella of the New Zealand Olympic Committee. Provide supporting notes for each of your slides.

3. Assignment 3 Due in Thursday class on October 8th Sports Journal:

20 Marks

The educational purpose of the Sports Journal is to help you make the direct linkages between what is being taught in class, workshops and tutorial/learning supports and your personal experiences and observations. Each week you will be attending lectures, completing assigned and other reading, case analyses. You will also be reading the latest sports news and checking web-based resources on sports management. You will need to synthesise all of these opportunities for learning, list unanswered questions, and finally come up with your insights about the particular topic and then complete the learning loop by suggesting ways that your insights can be applied.

All students must complete all sections of the Sports Journal.

There are two parts in your Sports Journal each worth ten marks:

Part A – Weekly Analysis

(10 Marks)

Label a section of your Sports Report as **Weekly Analysis** and insert your power-point presentation of your insights from all of your sources, interactions and research and your one page set of notes linked to the points made in your power-point presentations. This Part should have eleven sections each containing insights based on the topic dealt with that week.

Part B - Composite Case Mindmap with an Executive Summary

(10 Marks)

Using something like a sheet of A3 paper or a readily available software package, develop a **Composite Case Mindmap** about the various issues and insights you have identified in the course that you have studied. Add to this composite mindmap each week from your weekly work and then you can re-organise your data to come up with a polished composite or overall mindmap. **Add an ‘Executive Summary’** to answer the question ‘*So what are the key insights you have derived from your study of sport management in Aotearoa/New Zealand?*’

Use your presentation skills to ensure that all sections are clearly labelled and well presented. Note that marks will be deducted for poor presentation

4. Final Examination

40 MARKS

The final examination for this course will be scheduled at some time during the period from Tuesday 27 October to Saturday 14 November 2009.

The examination is worth 40% of the total marks available for this course. It is closed book 2 hour examination. The examination will most likely consist of a number of questions and/or a case study.

Handing in assignments

Assignments should be handed in during the specified class session. All completed assignments must have a cover sheet. The cover sheet is in Annex A. Students must also keep an electronic copy of their work archived in case the original assignment goes missing. Failure to do so will jeopardise any claim by you that your work was submitted in the rare cases where your work goes astray. Late assignments should be handed to the course administrator in RH 912.

Mandatory Course Requirements

To meet Mandatory Course Requirements, students are required to:

- a. Attend all class sessions unless there is a medical or other significant reason.
- b. Submit all assignments within the allowable timeframe (see Penalties section) below (i));
- c. To obtain at least 40 per cent of the final examination marks available; and
- d. Complete presentation materials based on the assigned work during each week and if called upon, present to the class.

Students who fail to satisfy the mandatory requirements for this course but who obtain 50% or more overall, will be awarded a "K" grade. Standard fail grades (D or E) will be awarded when the student's overall course mark falls below the minimum pass mark, regardless of whether the mandatory course requirements have been satisfied or not.

Penalties - for Lateness & Excessive Length of Assignments

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. **The penalty is 2 of the marks available (marks available means what the assignment is worth i.e. 20% or 20 marks) for an assignment submitted after the due time on the due date for each part day or day late.** (for example if an assignment is out of 20 and the assignment receives 50% then one day late means the mark will be out of 18 and the student will receive 50% of 18). **Saturdays, Sundays and public holidays** will be included when counting the number of days late. Assignments received **more than 7 days after the due date** will not be accepted and the student will **automatically fail the Mandatory Course Requirements**.
- (ii) Course Outlines provide a signal to students of forthcoming workload, dates of submission etc, and thus student study plans should take account of course requirements across all courses. Consequently, workload issues related to other courses and employment will not be accepted as reason for dispensation from mandatory requirements or waiver of penalties. **Extensions** to submission deadlines for any assigned work will only be granted in **exceptional circumstances**.
- (iii) Students who are unable to comply with any of the mandatory requirements should make a written application for an extension to the due date for submission of assigned work or for waiver of a penalty, **in advance**, to the **Course Coordinator**, providing documentary evidence of the reasons of their circumstances.

All such applications must be made **before** the deadline and be accompanied by documentary evidence, eg a medical certificate, or counsellor's report clearly stating the degree of impairment, and the dates the illness or event prevented you from undertaking your academic studies. This can be applied retrospectively.

- (iv) In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement or other exceptional events), that precludes an application in advance, students should make contact with the **Course Coordinator** as soon as possible, and make application for waiver of a penalty as soon as practicable.

Grading Guidelines

The following broad indicative characterisations of grade will apply in grading assignments and the exam:

A+	excellent performance in all respects at this level
A	excellent performance in almost all respects at this level
A-	excellent performance in many respects at this level
B+	very good, some aspects excellent
B, B-	good but not excellent performance at this level
C+, C	work satisfactory overall but inadequate in some respects
D	poor performance overall, some aspects adequate
E	well below the required standard
K	failure to achieve mandatory course requirements and have achieved at least an average "C" over all the assessment. Note this is a failing grade.

Policy on Remarking

Every attempt is made to ensure that the marking is consistent across tutors and fair to students. Students may ask for their written work to be remarked. A different tutor will do the remarking and provide comments. The original marking sheet is removed to ensure the process is independent. If the mark differs by 10% or less the two marks are averaged. If it exceeds 10% then it is independently marked by a third marker and the average of the two closest marks is taken. Experience from previous years is that almost all remarks are within 10% and where there is a change in mark, half the assignments go up and half go down. Occasionally there is a significant shift in the mark.

Application for remarks must be made within 5 days after the marks are available. To apply for a remark, complete the request for re-examination of assessed work form (Annex B) stating which sections (criteria listed in the mark sheet) you wish re-examined. Write on why you think the mark does not, in your view, fairly reflect the quality of your work. Hand this with your assignment into the following place:-

- Pipitea Campus – the Reception Desk on Level 10 Rutherford House where your assignment will have the **time, date and signature** noted on the front cover by the person receiving it.

Allow up to 7 days for remarks to be completed.

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site <http://www.victoria.ac.nz/library/research/reference/referencingguides.aspx>

Communication

Information on course-related matters will be announced at class and posted on the **Blackboard** website at <http://blackboard.vuw.ac.nz/>. It will be crucial for you to regularly check Blackboard for messages, announcements and materials.

Email Contact

Students wishing to contact staff by email should adhere to the following instructions: Include the **Course Code**, your **Name**, your **Student ID** and the **Topic** in the subject area of the email, eg

MGMT319_Smith_Pauline_3000223344_Assignment 1 Query

All students must use their VUW SCS email account and ID. Otherwise, email will be classified as Spam and will be dumped without being read. All emails with attachments will be dumped, unless requested by staff.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for diction of future plagiarism, but access to the full text of submissions will not be available to any other party.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/

Detailed Schedule

Week 1 July 13th

No Tutorial/learning support in Week 1

Administration/Introduction/Course Overview and Understanding Sport Management in Aotearoa/New Zealand

Required Reading and Preparation for Presentation

Chapter 1

Case on page 19

Internet Search/Library search

Week 2 July 20th

No Tutorial/learning support in Week 2

Understanding Sport Management in Aotearoa/New Zealand 2

Required Reading and Preparation for Presentation

Chapters 2 and 3

Case on page 33

Review Questions 6 and 7 on page 40 and 5, 6 and 7 on page 60

Internet search/library search

Recommended Reading located on Blackboard

Week 3 July 27th

Tutorial/learning support sessions begin

Maori Sport and its management

Required Reading and Preparation for Presentation

Chapters 4

Review Questions 6 and 7 on page 84

Internet search/library search

Recommended Reading located on Blackboard

Week 4 August 3rd

Understanding Management Themes

Required Reading and Preparation for Presentation

Chapters 5, 6 and 7

Case (OBO) on page 100 and on the following website that must be consulted as the primary source of data: <http://old.betterbydesign.org.nz>

Review Questions 6 and 7 on page 84

Internet search/library search

Recommended Reading located on Blackboard

Assignment 1 Due in Thursday class on August 6th OBO Case

Week 5 August 10th

Governance

Required Reading and Preparation for Presentation
Chapter 8
Ferkins PhD Thesis Chapters 1 and 4 (on Blackboard)
Review Questions 4, 5, 7 and 8 page 174
Internet search/library search
Recommended Reading located on Blackboard

Week 6 August 17th

Leadership in Sports Organisations

Required Reading and Preparation for Presentation
Chapter 9
Review Questions 1, 2, and 3 page 194
Internet search/library search
Recommended Reading located on Blackboard
Bring weekly report folder to class for input to a composite mind map.

MID TRIMESTER BREAK

Week 7 September 7th

Change Management 1

Required Reading and Preparation for Presentation
Chapter 10
Review Questions 1, 2, and 3
Ferkins PhD Thesis Chapter 5
Internet search/library search
Recommended Reading located on Blackboard

Assignment 2 Due in class September 8th Paralympics New Zealand

Week 8 September 14th

Change Management 2

Required Reading and Preparation for Presentation
Ferkins PhD Thesis Chapter 6
Internet search/library search
Recommended Reading located on Blackboard

Week 9 September 21st

Change Management 3

Required Reading and Preparation for Presentation
Ferkins PhD Thesis Chapter 8
Internet search/library search
Recommended Reading located on Blackboard

Week 10 September 28th

Sport Marketing and Public Relations

Required Reading and Preparation for Presentation

Chapter 11

Review Questions Internet search/library search

Recommended Reading located on Blackboard

Week 11 October 5th

Sponsorship of Sport

Required Reading and Preparation for Presentation

Chapter 14

Review Questions 1, 2, 3 and 4 on page 283...Anna Kournikova Case

Internet search/library search

Assignment 3 Due in Thursday class on October 8th Sports Folder:

20 Marks

Week 12 October 12th

Final Class – Review, Exam Brief and Course Evaluation



Victoria Management School

MGMT319 Individual Assignment Cover Sheet

Name: _____ Student ID: _____

Date Due: _____ Date Submitted: _____

*I have read and understood the university policy on Academic Integrity and Plagiarism.
I declare this assignment is free from plagiarism.*

Signed: _____

Extension of the due date (*if applicable*)

Please attach a copy of the note authorising any extension.

Date extension applied for: _____

Extension granted until: _____

Extension granted by: _____



Victoria Management School

MGMT 319

Request for re-examination of assessed work

	Assessment affected <i>e.g. Assignment 1</i>	
Student ID	Name <i>As it appears in your enrolment</i>	Student ID
Contact Details	<i>Phone</i> _____ <i>Email</i> _____	

Specify which section you wish to be re-examined.

Clearly state why you believe each of these sections should be re-examined:

Note: *"I think it is worth more," is insufficient.*

In requesting a re-examination of my submitted work, I understand that the result may be an increase OR decrease in the mark obtained.

.....
Signature Date