

## Module specification

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Module Code	BUS4B2
Module Title	Business and Event Management in Tennis
Level	4
Credit value	20
Faculty	SLS
HECoS Code	100433
Cost Code	GASP

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
Standalone module aligned to BA (Hons) Business and Management for QA and assessment purposes	Option

## Pre-requisites

N/A

## Breakdown of module hours

Learning and teaching hours	17 hrs
Placement tutor support	2 hrs
Supervised learning e.g. practical classes, workshops	8 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>27 hrs</b>
Placement / work based learning	8 hrs
Guided independent study	165 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>For office use only</b>	
Initial approval date	26/10/2022
With effect from date	26/10/2022

<b>For office use only</b>	
Date and details of revision	
Version number	1

## Module aims

This module aims to provide students with the skills necessary to support delivery of a tennis related coaching session in an assistant capacity. This module also aims to incorporate the skills necessary to describe how British Tennis operates as a business.

## Module Learning Outcomes - at the end of this module, students will be able to:

1	Assist a tennis related event demonstrating skills required for a successful event
2	Demonstrate the skills needed to successfully operate within a tennis business
3	Describe the key areas of a successful business
4	Demonstrate an understanding of British Tennis as a business

## Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Students will be required to assist at a tennis related event which will be a full day and is part of the module supervised learning hours. They will also take part in a 5 minute Q&A and will be asked questions around operating within a tennis business.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-4	Practical	100%

## Derogations

N/A

## **Learning and Teaching Strategies**

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The module will be delivered using blended learning techniques and the universities Active Learning Framework (ALF). This will include in-person sessions, online video conferencing (synchronous content) and student directed online resources (asynchronous content).

## **Indicative Syllabus Outline**

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- Introduction to the module
- Background to business and event management
- Planning and delivering events
- Introduction to the LTA as a business
- Health and safety within events and businesses
- Tennis Leaders Award
- Developing a business plan
- Developing team working skills

## **Indicative Bibliography:**

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Please note the essential reads and other indicative reading are subject to annual review and update.

### **Essential Reads**

Diegan, P. (2008), *Coaching and Learning Tennis Basics (revised)*. Independently Published.

### **Other indicative reading**

Ives, B., Potrac, P., Gale, I., and Nelson, L. (eds.) (2022), *Community Sport Coaching: Policies and Practice*. London: Routledge.

Bladen, C., Wilde, N, Kennel, J and Abson, G. (2018) *Events Management: An Introduction*, Routledge, Oxon.

Boddy, D., 2019. *Management: Using Practice and Theory to Develop Skills*. (8th Edn) Pearson Education.

Kovacs, M. S., Roetert, P. E., and Ellenbecker, T.S. (2016), *Complete Conditioning for Tennis, 2<sup>nd</sup> ed*. Champaign, IL: Human Kinetics.

Professional Tennis Registry (2013). *International Book of Tennis Drills*. Chicago: Triumph Books.

Smith, M. (2017), *Absolute Tennis: The best and next way to play the game*. New York: New Chapter Press.

## **Employability skills – the Glyndŵr Graduate**

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Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

### **Core Attributes**

Engaged  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication