

Module specification

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Module Code	SPT419
Module Title	Business and Event Management in Tennis
Level	4
Credit value	30
Faculty	FSLS
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 BSc (Hons) Applied Sport and Exercise Science for QA and assessment purposes	Option

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	12 hrs
Placement tutor support	2 hrs
Supervised learning e.g. practical classes, workshops	16 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	30 hrs
Placement / work based learning	10 hrs
Guided independent study	260 hrs
Module duration (total hours)	300 hrs

For office use only	
Initial approval date	30/10/2024
With effect from date	30/10/2024

For office use only	
Date and details of revision	
Version number	1

Module aims

This module aims to provide students with the skills necessary to plan and deliver a tennis related session. 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	Plan a tennis related event demonstrating skills required for a successful event.
2	Deliver a tennis related event demonstrating the skills needed for the event to be successful.
3	Produce an effective business plan showing how a selected venue would benefit from hosting tennis related events.
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 complete a two part portfolio. Part 1 is an event plan showing the outline of the tennis related event. Part 2 is the recording of the student delivering part of the event.

Assessment 2: Students will be required to complete a short business plan (~1500 words) on how a selected venue could potentially offer tennis related events. This business plan should also demonstrate how it feeds into British Tennis values and missions.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 – 2	Portfolio	50
2	3 – 4	Coursework	50



Derogations

N/A

Learning and Teaching Strategies

The module will be delivered using blended learning techniques and the University's 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

- Introduction to the module
- Background to business and event management
- Planning and delivering events
- Introduction to tennis as a business
- Health and safety within events and businesses
- Tennis Teachers Award
- Developing a business plan

Indicative Bibliography:

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, 2nd 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 – the University Skills Framework

Each module and degree programme are designed to support learners as they develop their graduate skills aligned to the University Skills Framework.

Using the philosophies of the Active Learning Framework (ALF) our 10 skills are embedded within programmes complementing core academic subject knowledge and understanding.

Through continuous self-assessment students own their individual skills journey and enhance their employability and career prospects.

This Module forms part of a degree programme that has been mapped against the University Skills Framework.

The Wrexham University Skills Framework Level Descriptors: An incremental and progressive approach.

Learners can use this document to identify where and how they are building skills and how they can develop examples of their success.