

MODULE SPECIFICATION FORM

Module Title:	Evaluating Your Own Enterprise	Level:	6	Credit Value:	20
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Module code:	SPT618	Is this a new module?	Yes	Code of module being replaced:	
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Cost Centre:	GASP	JACS3 code:	C600
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Trimester(s) in which to be offered:	1,2 and 3	With effect from:	September 2016
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School:	School of Social and Life Sciences	Module Leader:	Jon Hughes
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Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BSc (Hons) Sports Coaching and Performance Development		✓
BSc (Hons) Sports Management	✓	

Pre-requisites
None

Office use only

Initial approval August 2016

APSC approval of modification -

Version 1

Have any derogations received SQC approval?

Yes No

Module Aims

This module will:

- develop an appreciation of the relevance of critical evaluation on business performance
- develop and applied understanding of community and sporting enterprise to stakeholder engagement
- develop the student's ability to reflect and inform future professional practice.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Develop and pilot a simple evaluative tool to assess an area of business performance within a practising community of sporting enterprise.	KS1	KS6
		KS3	KS8
		KS5	
2	Critically appraise existing evaluative processes within a community or sporting enterprise.	KS1	KS6
		KS3	KS8
		KS5	
3	Construct an appropriate evaluative intervention that could be applied within a community or sporting enterprise.	KS1	KS6
		KS3	KS8
		KS5	
4	Using reflective practice critically evaluate your professional and academic experience to inform future working practice.	KS1	KS2
		KS3	KS7
		KS8	KS9

Transferable/key skills and other attributes

Working independently, working in groups, academic writing skills, practical and applied environment skills, numeracy and the use of IT.

Derogations

None

Assessment:

Assignment 1 Portfolio (3000 words)

Students will outline the rationale of developing/applying an evaluative tool within a sporting / community enterprise. The tool should be 'simple' and measure an area of business performance (e.g. survey/interview etc.)

Assignment 2: Presentation (20 mins)

Using the link between theory and practice student will construct a short presentation (20 mins) to reflect on your rationale and findings during the development/application an evaluative tool within a sporting enterprise.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 and 2	Portfolio	60%		3000 words
2	3 and 4	Presentation	40%		20 min

Learning and Teaching Strategies:

Lectures/Seminars/Talk/Reflective engagement

Syllabus outline:

- Improvement Planning
- Stakeholder Involvement
- Club Mark/Accreditations
- Business skills
- Business development
- Informing applied practice through the application of business concepts
- Inclusive and evaluative processes
- Reflection to inform future working practice

Bibliography:**Essential reading**

Beech, J. and Chadwick, S. (2013), *The business of sport management*. Harlow: Pearson Education.

Skinner, J., Edwards, A. and Corbett, B. (2015), *Research Methods for Sport Management*. London: Routledge.

Taylor, P. (ed.) (2012), *Torkildsen's Sport and Leisure Management*. 6th ed. London: Routledge.

Other indicative reading

Bryman, A. and Bell, E. (2007), *Business Research Methods*. Oxford: Oxford University Press.

Hartley, H. (2009), *Sport, Physical Recreation and the Law*. Abingdon: Routledge.

Houlihan, B. (ed.) (2008), *Sport and Society: A Student Introduction*. 2nd ed. London: Sage.

Hoye, R. and Cuskelly, G. (2007), *Sport Governance*. London: Butterworth-Heinemann.