

DIPLOMA OF SPORTS AND RECREATION MANAGEMENT (SIS50712)

Delivery mode – HOME STUDY

Provider Name: The Australian College of Sport and Fitness (ACSF)

RTO number: 91165

ABOUT THIS COURSE

The Diploma of Sport & Recreation Management develops graduates to apply the skills and knowledge to work in the sport and recreation industry in a management or organizational capacity.

Job Outcomes

- Sports Administrator
- Program Coordinator
- Sports Manager
- Sports Development Officer
- Sports Official
- Allied Health Manager
- Event Manager
- Sports Marketer
- Recreation Manager
- Sports Agent
- Facility Manager
- Competition Manager

CURRICULUM

The course comprises of 8 modules each with its own set of assessment. The Modules include:

1. Marketing the Sport and Recreation Organisation
2. Facility Management Essentials for the Sport and Recreation Manager
3. Client Services in Sport and Recreation
4. Accounting and Financial Management for the Sport and Recreation Organisation
5. Sports Sponsorship Management
6. Human Resources Management
7. Legislation and Compliance in the Sport and Recreation Industry
8. Business Planning and Operations for the Sport and Recreation Organisation

MODULE

Marketing the Sport and Recreation Organisation

A manager in the sport and recreation industry is responsible for a range of roles in locations such as fitness centres, outdoor sporting grounds or complexes or aquatic centres or community recreation centres.

This module addresses the skills required to research, develop and present a marketing plan for a sport and recreation organisation. This involves determining the optimum marketing mix for a business through analysis of inter related marketing components.

Students will be required to conduct a strategic analysis to develop organisational marketing objectives. This involves reviewing the organisation's internal and external environments, evaluating past and current marketing performance, and exploring and evaluating new marketing opportunities.

Assessment for this unit requires the completion of a Marketing Plan and assignment.

The course will cover:

- Introduction and the Sport and Recreation Environment
- Marketing Environment and Situational Analysis
- Marketing Research and Consumer Behaviour
- Strategic planning (objectives and strategies)
- Segmentation and Target markets
- The marketing mix
- Legislation and operational requirements
- Evaluation and Monitoring

MODULE

Facility Management Essentials for the Sport and Recreation Manager

The facility manager is responsible for a range of roles within the sport and recreation industry in locations such as fitness centres, outdoor sporting grounds or complexes or aquatic centres or community recreation centres.

This module addresses the skills required to acquire and maintain physical assets, equipment and stock within a range of facilities.

Assessment for this unit requires the completion of a Facility Management Proposal, assignment and examination.

The course will cover:

- Introduction to Facility Management
- Funding
- Physical Assets
- Stock Selection and Control
- Maintenance
- Service agreements
- Risk, Contingency planning and Legislation

MODULE

Client Services in Sport and Recreation

In the sport, fitness and recreation industry, there are a range of services required by clients. This module will address the skills required to plan, implement and evaluate these services from a facility management perspective.

In addition, the module includes project management, researching client needs and client service skills.

The module will explore providing services within budgetary constraints, monitoring the provision of services, evaluating the outcomes of the service and making recommendations in which service outcomes and benefits to participants can be improved.

Students will be required to present a basic proposal for assessment as well as plan, implement and evaluate a service of their choice.

The course will cover:

- Introduction to Client services
- Client needs
- Project management
- Planning a service
- Service implementation
- Evaluation of services

MODULE

Accounting and Financial Management for the Sport and Recreation Organisation

Accounting is used to gain quantitative information about a business's finances. The accounting process involves recording all transactions and keeping track of income received and expenditure incurred by the business. This is essential to determine accurate financial performance and the financial health of the business.

The Accounting principles and Financial Management module requires students to plan and implement financial management approaches, monitor and control finances, and review and evaluate the effectiveness of financial management processes in line with the financial objectives of the organisation.

It also requires students to undertake budgeting, financial forecasting and reporting requirements, and to allocate and manage resources to achieve the required outputs for the business unit. It includes contributing to financial bids and estimates, allocating funds, managing budgets and reporting on financial activity.

The assignment is based on analysis of annual reports for two organisations in the sport, fitness and recreation industry.

The course will cover:

- Introduction to accounting and financial management
- Planning for Financial Management
- Analysing Performance
- Budgets
- Implementation
- Monitoring and Controlling

- Evaluation and Review
- Legislation

MODULE

Sports Sponsorship Management

This module addresses the skills required to obtain and manage sponsorship for a hypothetical business, product or activity. It requires the ability to establish and manage positive business relationships and conduct formal negotiations.

In addition, it includes meeting management.

Students will be required to use this knowledge to plan a sponsorship proposal to be presented to a mock board of industry contacts. Feedback from this board will be considered in regards to student assessment.

Assessment requires students to plan a viable and reasonable sponsorship proposal. Present their proposal in a formal meeting to a 'mock' board. Run the meeting efficiently.

The topics covered in this module include:

- Introduction to sponsorship
- Business relationships
- Managing meetings
- Role of sponsorship in Sport, Fitness and Recreation
- Negotiating sponsorships

MODULE

Human Resources Management

This module on human resource management addresses the skills required to recruit, select and induct staff as well as the skills required to lead and manage them.

Students will be required to use this knowledge to develop a Human Resources manual for a hypothetical business or facility of their choosing. The HR manual will specify how to recruit, select, induct, lead and manage people and teams.

The course will cover:

Identify recruitment needs.

Specify selection criteria.

Outline how to process and evaluate applications.

Outline key determinants to be used during the selection process.

Design induction programs

Outline key elements of employment legislation and how this impacts the business.

Explain how they can lead and manage teams with innovative approaches

MODULE

Legislation and Compliance in the Sport and Recreation Industry

This module addresses the skills required to determine legislative and compliance requirements in the Sport, Fitness and Recreation context.

Legislation impacts businesses in many ways. There are many forms of legislation that apply to ALL businesses, and there is also a vast range of legislation that is specific to certain industries or business types.

The purpose of this module is to help you navigate through the myriad of legislation, regulation, industry code, ethical practices and compliance issues that apply in the Sport, Fitness and Recreation Industry. You will not only learn about the actual pieces of legislation but how they apply to your business and how you can integrate them into your policies and procedures.

At first, this may seem daunting, but by the end of the course you should feel confident in your ability to read and interpret legislation and determine the implications for a small business.

Whilst some legislation is briefly discussed in other modules, the majority is contained within this module. This repetition is important for 2 reasons. Firstly, it enables students to review legislative requirements more than once and secondly it helps to contextualise the legislation to specific parts of the business.

The course will cover:

- Introduction to Legislation in the Sport, Fitness and Recreation Industry
- Company, taxation and contracts
- Privacy, Trade Practices and Consumer Protection
- Industrial relations legislation
- Industry codes, ethics and environmental considerations
- WHS/OHS Management
- Risk Management
- Record keeping and compliance

MODULE

Business Planning and Operations for the Sport and Recreation Organisation

This module addresses the skills required to run a business operation and covers the steps required to develop and implement a business plan. The topic also focuses on operational planning.

If you are completing this module as part of the Diploma of Sport and Recreation Management qualification, you will benefit from your understanding of finance, marketing, operations and employment relations which occurs in further detail during the duration of the Diploma of Sport and Recreation Management Course.

The course will cover:

- Business Planning
- Operations Planning
- Financial Planning
- Resource allocation
- Rostering, scheduling and timetabling
- Contingency management
- Performance Measures
- Inventory, quality and supply chain management
- Reviewing and monitoring plans

COURSE DURATION

Students have up to one year to complete this course from enrolment.

However being a self-paced course, students can determine how long they want to take to complete this course within the designated 1 year.

Students with some prior experience or knowledge, or who currently work in the sector, may find they complete the course in a shorter period.

COURSE DELIVERY

The course comprises of 8 modules each with its own set of assessment.

The course is provided home study will be delivered by 100% correspondence with on demand tutor support.

Students will be sent a comprehensive course pack and course material and also be given access to an Online Learning Centre.

For assessments, students can expect to complete a variety of assessment tasks including written assignments and case studies, video and photo portfolios and oral responses to questions and assignments.

All assessment submissions are completed using an Online Assessment Portal which provided after enrolment.

REQUIREMENTS

Entry requirements

This course has no pre-requisites.

Minimum education

Open entry. Previous schooling and academic achievements are not required for entry into this course.

Computer requirements

Students will need access to a computer and the internet to complete this course.

COURSE CREDIT

Any student with prior studies or experience in business related studies may be eligible for course credit in some modules. Please ask for more details on how to apply.

COURSE ASSESSMENTS

Module Assessments

Each module contains an assessment kit that includes:

- Written questions
- Project activities
- Third party observations
- Case study
- Oral questioning

There is no practical placement, however, in each module, students are required to arrange to meet a manager in the workplace to discuss applications to the workplace and provide guidance on their case study. As many are BSB units, students may use their own workplace as a case study.

STUDENT TESTIMONIAL

From Brenda Chapman...

My experience with the College has been very supportive and exactly what I was looking for in regards to an online study program.

From Tom Wilson...

My time with the College was an enriching and successful experience. The freedom and the time frame in which you have to complete the course was fantastic, as it was quite flexible and worked in with other commitments such as, sport, work, family, friends and other studies.

From Tegan Brown...

I found studying by correspondence great. The information provided in the work booklets was well detailed, and if I ever needed a push in the right direction with any of my assessments, my tutor was always an email or phone call away.