

Course Outlines of the BSc (Honours) Sport & Recreation Management

Sport and Recreation: Introduction to Management

The theme of this course is to develop an understanding of theories and principles and of management and how they apply to sport and recreation organisations in the public, commercial and voluntary sectors of the sport and recreation industry. It will examine the differences and similarities in management in the sectors and the processes of delivery in these dynamic environments.

Sport and Recreation: Organisational Behaviour and Financial Management

The theme of this course will concern two aspects of management: the organisational behaviour of individuals in the sport and recreation environment; and, the financial management of sporting organisations. Indicative content will include: theories of organisational behaviour, motivation, and leadership; understanding of perception, and group processes; and, an introduction to the managers' role in financial management.

Sport in Social Context: Historical and Organisational Development of Sport

This course will involve study of the historical development of sport, the codification of sport, the development of national, European and world sports organisations and specific sports developments in parts of Britain and Europe. The role of government, local government, voluntary and private agencies in policy making, facilitation and delivery of sport today in Britain will be examined.

Sport in Social Context: Contemporary Issues in Sport

The theme of this course is the social issues that affect contemporary sport. The course will analyse perspectives and issues in the sociological analysis of sport. These will include the ethics, values, morality and culture of sport, violence and hooliganism, racism, sexism and sectarianism. The role of sport and the influence of globalisation and the media in these areas will also be analysed.

Sport and Recreation: Operations Management

This course is concerned with the study of operations management in sport and recreation organisations. Students will consider the processes of design, implementation and control of sport and recreation service operations. The course will include examination of performance management techniques and their application to the sport and recreation context. Examination of current practice will be undertaken throughout the course.

Sport and Recreation: Marketing, Sponsorship and Event Management

This course will be concerned with the role and purpose of marketing, sponsorship and event management in sporting and recreation organisations. Indicative content will include: and understanding of marketing and marketing plans; the role of sponsorship and developing sponsorship proposals; and the management of events in sport.

Sport and Social Context: Interpreting Sport in a Social Context

This course will analyse theoretical traditions in the sociological analysis of sport in social context. Students will be introduced to different accounts of the development of sport and its contemporary social significance. The implications of different theoretical perspectives for research and their relation to techniques of the social investigation of sport and recreation will be outlined. The course will evaluate relevant theoretical approaches in relation to examples from sport and recreation.

Sport and Recreation: Social Research Methods

This course will provide students with a critical understanding of the strengths and limitations of a range of quantitative and qualitative research approaches and their application to the particular issues addressed in the management of sport and sport organisations. It will provide students with basic skills training in a number of quantitative and qualitative research techniques relevant to placement and project work.

Sport and Recreation: Placement

With support students will negotiate, plan and organise an appropriate placement in a sport and recreation organisation. They will be expected to undertake a research based project for the employer and gather data for an organisational analysis that demonstrates their understanding of the application of theoretical management principles to practice in the context of the sport and recreation industry.

Sport and Recreation: Advanced Research Methods

The approach in this course will be based on a critical evaluation of the processes of knowledge production, the nature of various methodologies and methods and the critical evaluation of secondary sources. Issues addressed will include epistemological assumptions, research strategies and research methodologies (especially as applied to sport). It will explore issues of validity and reliability in both quantitative and qualitative approaches. It will also address practical issues of the analysis and presentation of qualitative and quantitative information. The 'work in progress' of student placement reports will be used as working examples.

Sport and Recreation Management: Strategic Management

Strategic sport planning will include consideration of the concepts of strategy and patterns of strategy development, using theoretical models of strategic planning. It will consider how strategies are developed and implemented in sport and recreation. Attention will be drawn to specific case studies and strategic appraisal in sport and recreation agencies will be undertaken.

Sport & Recreation Management: Social Policy & Sport & Recreation

This course will provide students with an introduction to general theories of social policy and critically assess their relevance to the understanding of national and local government policies for sport and recreation. It will provide an understanding of the development and current pattern of national, regional and local government sport and recreation institutions. Indicative content will include an examination of the importance of socio-economic conditions to an understanding of changing rationales and modes of public involvement in the provision and promotion of sport and recreation,

the role of political ideologies and current policy concerns. It will also involve an international comparative approach.

Sports Development

Sports development is a process conceived and enacted in a particular set of social structures and sports networks. It takes place across a continuum stretching from the most basic introduction and participation level at one end, to international elite sports performance at the other. It is a process subject to policy shifts at both the national and local government level. It is provided and serviced by a variety of different agencies including those from the voluntary, commercial and public sectors. The term 'sports development' is an all-embracing one which includes notions of community development, community recreation, sports specific development and the development of sporting excellence.

Coaching Children

The work of this module intends to develop the students' thinking and understanding of the issues facing the aspiring sports coach and, in particular, their potential involvement with school aged performers. The content is set in the current context of sports development in the UK and the policy statements that are explicitly linking the development of school sport to either teachers and or other leaders. The work requires students to link categories of information and content to help explain the sort of coaching practice that can positively promote sport with children.

Contemporary Issues in Sport and Education

The work of this module intends to explore the links between sport and education and to consider the forces which have shaped the policies and philosophies associated with them. It specifically wishes to engage its students in the very current debate concerning the provision for school age sport and to examine the ways in which 'sport in schools' can be managed and delivered. The status of physical education in the school curriculum and the role of its teachers, will warrant some particular consideration. Students will be asked to anticipate how sport and education can be developed in ways that are mutually supportive.

Promoting Physical Activity

This course will explore the potential benefits of physical activity to health, current levels of activity in various populations and recommendation as to the amount and type of activity recommended. Theoretical models of activity promotion will be introduced and developed to provide a basis to underpin policy and strategy. Practical examples of activity promotion schemes will be discussed and reviewed.

Sport and Recreation: Sport in a Global Context

This course will analyse comparative accounts of sport in a global context. Students will be introduced to comparative accounts of sports development and the implications for management of sport in globalised, post-modern cultures. The course will evaluate relevant theoretical approaches (flexible accumulation, disorganised capitalism, post-fordism and post-modernism) in relation to examples from sport and recreation.

Sport and Recreation: Dissertation

This independent area of study involves the undertaking of a major piece of research in the field of Sport and Recreation Management. It requires the student to apply the knowledge gained during previous theoretical and practical work in order to answer a specific question or problem. The project is characterised by a high degree of self-directed study, the ability to be critically analytical and demonstrate a deeper grasp of the conceptual issues. The project occupies one third of the fourth year programme. It will be of length 8,000 – 10,000 words and will be submitted at the end of Term 2.

Sport and Recreation: Performance Indicators, Measurement and Management

This course will examine changing nature of local government management and the increasing emphasis on management by objectives and benchmarking. It will consider the consequences of such changes for the management of sport and recreation services. Approaches to the definition and measurement of organisational performance will be considered and an in-depth examination of performance measurement tools and their application to the sport and recreation context will be undertaken.

Social History of Sport in Scotland

The module provides for a detailed social historical analysis of sports in Scotland since the late 18th century, setting activities in the context of the broader social and economic changes in Scottish society. It examines the evolution, diffusion and marginalisation of forms of sport in Scotland by focusing on case studies of specific forms of sport (football, shinty, Highland Games, golf). The objective of the module is to develop a deeper knowledge and understanding of the place of sport in Scottish social history.

Sport, Media And Society

This Honours level optional course provides an analysis of the mass media as institutions in industrial and industrialising societies, and considers the position of sport in the print, broadcast and electronic media from sociological, comparative and historical perspectives. Different approaches to the study of the mass media in society and the processes by which media messages are produced, distributed and interpreted are critically assessed.