



FORMAT FOR THE PRESENTATION OF UNIVERSITY ACADEMIC PROGRAMMES FOR ACCREDITATION

1. PROGRAMME PROFILE	
Name of the Higher Education Institution (HEI)	Bindura University of Science Education
Mandate of the HEI	Science Education
Name of the School/Faculty/College	Faculty of Science and Engineering
Name of the Programme	Executive Sports Management Development Programme Diploma (Dip.SMDP)
Duration:	1 Year
Minimum Credit Load:	228
MBKS Credit Load:	204
Maximum Credit Load	264
SADC-QF/ZNQF Level:	6

2. PREAMBLE
<p>2.1 These regulations should be read in conjunction with the Bindura University of Science Education General Academic Regulations hereinafter referred to as General Regulations, which have precedence over these regulations.</p> <p>2.2 These regulations only apply to students registered under Bindura University of Science Education.</p> <p>2.3 On successful completion of the programme a student shall be awarded the Executive Sports Management Development Programme Diploma (Dip. SMDP).</p>

3. RATIONALE

The Executive Sports Management Development Programme Diploma was developed by the Bindura University of Science Education in association with the African Union Sports Council Region Five. The programme seeks to bridge the current managerial skills deficiencies among practising and prospective sports managers in the ten countries affiliated with the African Union Sports Council Region 5 (Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, South Africa, Zambia and Zimbabwe). The curriculum is designed to develop creative thinking and problem-solving skills in graduates and enable them to use acquired skills and knowledge to bring about measurable change in professional practice. The programme seeks to contribute to the attainment of sustainable development goals through sport in the ten countries through the advancement of the knowledge and skills needed to transform nations through sport. The ultimate goal is to offer a standardised course across the region ensuring the portability of the qualification across borders in the region.

4. ATTENTION TO EDUCATION 5.0 (Teaching, Research, Community Engagement, Innovation and Industrialisation)

4.1 Strategies to Incorporate Heritage-Based Education Philosophy: -

- By using the sports entities throughout the region for practical case analysis, internship placements and practicum tasks.
- By engaging distinguished regional sports managers to give guest lectures based on their practical experience.

4.2 Articulate proposed Community Engagement Activities related to the programme: -

- A practicum Approach: which is designed to give students supervised practical application of studied theory in relevant sports communities.
- Internship course: which is designed to give students supervised application of theory in the sports industry.
- Students to do action research projects that can bring about measurable change in practice.
- Field visits to sports communities.

4.3 Articulate the Nature of Creation of New Knowledge that will be promoted through this programme: -

- The programme will equip students with action research skills to create knowledge that can bring about measurable change to the management of sport in the countries.

4.4 Identify the National Critical Skills gap to be addressed:-

- There is a gap in transformative and emerging sport management skills in the ten countries affiliated with the African Union Sports Council Region 5.

4.4.1 Strategies to Address the National Critical Skills Gap through the Programme:-

<ul style="list-style-type: none"> • Give room to practising sports managers with non-sport qualifications to enrol for the programme and improve their practice. • Work with sports entities through practical community engagement projects to address the skills gap. • By adopting comparative analysis (benchmarking against global best practices) as a teaching approach across all modules.
<p>4.5 Strategies to address the call to Innovation (The Blue Ocean Strategy): -</p> <ul style="list-style-type: none"> • Inclusion of courses on sports innovation, action research and strategic management in sport in the programme. • By adopting comparative analysis (benchmarking) as a teaching approach across all modules. • By adopting entrepreneurship-based learning strategies to promote the development of creative thinking and problem-solving skills. • By utilising emerging technologies in teaching. • Promoting project-based learning. • By encouraging students to do research projects that can bring about measurable change in practice.
<p>Strategies to address the industrialisation call (Industrial Parks): -</p> <ul style="list-style-type: none"> • By encouraging students to do research projects that will result in the production of sports goods and services.
<p>5. AIMS/PURPOSE/ OBJECTIVES</p>
<p>5.1 Aim</p>
<p>The programme is aimed at providing participants with the requisite educational background needed to effectively discharge senior management responsibilities in sports organisations operating in dynamic and globalised environments. This will enable them to take up higher-level responsibilities in the sports industry and contribute to the growth and development of the sports industry and the economy at large.</p>
<p>5.2 Intended Learning Outcomes</p>
<p>Upon successful completion of the Sports Management Development Programme Diploma candidates shall be able to:</p> <p>5.2.1 Apply current and emerging management principles and strategies in the management of sports entities;</p> <p>5.2.2 Transform sports organisations for sustainable competitive advantage using digital technology;</p>

5.2.3 Initiate positive sport-related change and provide knowledge-based solutions to sports management problems using research and development, creative thinking and comparative analysis skills;	
5.2.4 Design, initiate and manage sustainable sport-related projects.	
6. ENTRY REQUIREMENTS	
Applicants must have:	
At least five (5) subjects at Ordinary Level including English Language or their equivalent or a traceable record of elite sport participation or at least two years of sport managerial experience.	
7. PROGRAMME CHARACTERISTICS	
Areas of Study:	Principles of Sports Management, Sports Innovation, Sports Finance, Human Capital Management in Sport, Sports Law, Sports Marketing, Sport Governance, Sports Ethics, Public Policy in Sport, Sports Facilities Management, Sports Events Management, Media Relations in Sport, Public Relations in Sport, Sports Project Management, Sports Psychology, Strategic Management in Sport, Research Methods for Sports Managers.
Specialist Focus:	Sports Management.
Orientation:	Research, Conceptual and Entrepreneurial Skills development focused managerial training.
Distinctive Features:	Knowledge and skills acquisition, development and application in sport-related managerial settings through creative teaching and learning experiences.
Programme Competencies	
Generic: Multidisciplinary: Ability to use knowledge and skills drawn from different disciplines to make effective and transformational sports-related managerial decisions. Quantitative and innovative reasoning: Ability to use quantitative logic to generate creative solutions to managerial problems. Entrepreneurial skills: Ability to use the acquired knowledge and skills to generate new sports products and services and solve practical problems. Communication skills: Ability to communicate effectively and present ideas using an array of personal and non-personal communication channels. Analysis and synthesis: Ability to analyse managerial information and situations and make effective and appropriate responsive decisions. Ethical commitment: Ability to consistently maintain professional integrity and uphold organisational values.	
Discipline-specific:	

Deep knowledge: Ability to apply research knowledge, financial management, strategic thinking and comparative analysis skills in the management of sports organisations.

- **Production skills:** Ability to design and create new sports products and services.
- **Technology development skills:** Ability to use technology to manage sports organisations, programmes, athletes, events and facilities.
- **Problem-solving skills:** Ability to use gained legal, financial management, strategic thinking and entrepreneurial knowledge and skills to solve sports-related managerial problems.
- **Analytical and computational skills:** Ability to technological resources and creative thinking skills to analyse complex management information and situations and make appropriate deductions and decisions.

Module requirements

Module requirements for:

- Student class attendance
 - Students are expected to attend at least 80 % of the Lectures for every course.
- Types of modules (lecture-based, practicum, work placement)
 - lecture-based, work placement and practicum

8. MARKET OPPORTUNITIES AND FURTHER EDUCATION

Further Studies:	Bachelor's studies in Sports Management.
Employability:	Upon completion of this programme, students will be prepared for a variety of careers in sports management in such settings as; running sports entrepreneurial ventures, offering sports management consultant services, working as sports managers in private and public sports enterprises and sports governing bodies, running sports marketing, sports information and sports events management ventures, managing sports facilities and fitness and wellness training enterprises, retailing of sports goods and equipment.
Entrepreneurship Prospects:	Initiating sport management and sports science projects and commercial ventures.
Other	

9. PROGRAMME STRUCTURE

9.1 The programme shall extend for one (1) year as follows:

<p>Part 1 Semester 1 Semester 2</p> <p>9.2 The programme shall comprise two semesters where fourteen (14) courses are mandatory and at least two (2) electives can be chosen.</p> <p>9.3 The core courses include the practical component, where students shall do an Internship course.</p> <p>9.4 All students are expected to do a minimum of fifteen (15) taught courses and one (1) practical course.</p> <p>9.5 For elective courses, the Departmental Board shall determine the number of courses to be offered in a particular taking into consideration the availability of expertise.</p>	
10. REGISTRATION	
<p>10.1 Registration shall be held at specified times as determined by Bindura University of Science Education, following the General Regulations.</p> <p>10.2 No student shall register for Part 1.2 unless he/she has passed 50 % of the courses for the preceding part.</p>	
11. PROGRAMME DELIVERY	
Delivery Mode	The programme shall use a blended approach where lectures and tutorials will be conducted online and/or on a Block Release basis.
Learning Sites (all) Physical addresses and Contact Details	The Bindura University of Science Education.
Teaching and Learning Methods:	Lectures, tutorials, seminar presentations, field excursions, case analysis, research and project-based learning, group discussions, independent individual study, Internship and practicum.
Methods of Coordinating Teaching and Learning at different centres	The Coordinating staff will be operating from the Bindura University of Science Education.
Assessment and Evaluation of coursework Methods:	Examinations, written assignments, seminar presentations, practical work, research projects, practicum assessment and internship assessment.

12. ASSESSMENT		
12.1 Programme Assessment		
Coursework:	Individual Practicum Task	One per Module
	Individual Desk Research	One per Module
	Group Task	One per Module
	Online Open Book In-class Test	One per Module
Written Examinations		Nil

12.2 Determination of Results and Provision for Progression from one level to the next level	
	Results shall be determined by Senate on recommendations from the Faculty Board of Examiners and Departmental Board of Examiners as outlined in the General Regulations.
	<p>12.2.1 Regulations for Taught Courses</p> <p>12.2.1.1 Each course shall be assessed at the end of the semester in which it is taken.</p> <p>12.2.1.2 The final grade in the course shall be based on the marks obtained in the practicum task with a weighting of 50 %, the Individual desk research task with a weighting of 15 %, the group task with a weighting of 15 % and the Online open book in-class test with a weighting of 20 %.</p> <p>12.2.1.3 The overall results shall be determined in accordance to the General Regulations.</p> <p>12.2.1.4 A student shall not be allowed to proceed to the next level before passing 50 % of the courses in the preceding part.</p> <p>12.2.2 Regulations for Online Open Book In-class Test</p> <p>12.2.2.1 Candidates are permitted access to learning materials during the time allocated for assessment.</p> <p>12.2.2.2 Candidates are expected to complete the test independently and not cooperate with any other person.</p> <p>12.2.2.3 The in-class test papers will be made available via the university learning management system at the scheduled start times (9:00 or 13:00 Zimbabwe time) for a maximum of four (4 hours).</p> <p>12.2.2.3 The test items shall be moderated and approved by the Departmental Board of Examiners.</p> <p>12.2.2 Regulations for the Practicum Task</p> <p>12.2.2.1 The Practicum assessment shall be based on an observation report for each taught module submitted on a specified date set by the Departmental Board.</p> <p>12.2.2.2 Students observe and document how sports managers at the assigned institutions perform their duties for at least four weeks.</p> <p>12.2.2.3 Students shall produce a report at the end of the observation period.</p>

	<p>12.2.2.4 The student report shall follow the format set by the department.</p> <p>12.2.3 Regulations for Internship</p> <p>12.2.3.1 Internship is assessed based on an Internship Report (30%), assessment by a Work Supervisor (50%), and assessment by an Academic Supervisor (20%).</p> <p>12.2.3.2 Students shall be attached to a relevant organisation/institution for at least four (4) months following the provisions of the Department's Internship guidelines.</p> <p>12.2.3.3 Students shall produce a report at the end of the placement.</p> <p>12.2.3.4 The student report shall follow the format set by the department.</p> <p>12.2.3.5 University lecturers shall normally visit students twice for assessment.</p> <p>12.2.3.6 There shall be line supervisors at places of attachment who shall assess each student's progress.</p> <p>12.2.5 Regulations for Innovation by Students.</p> <p>Students shall do an innovation-based continuous assessment task for every course.</p> <p>12.2.6 Regulations for Credit Allocation, Accumulation and Transfer</p> <p>12.2.5.1 The final mark shall be an aggregate of all the taught core courses (156 notional credits), two elective courses (24 notional credits) in which the student has obtained the highest scores, and Internship (48 notional credits)</p> <p>12.2.5.2 The student shall, therefore, require at least 228 notional credits to graduate.</p>
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12.3 Degree Classification													
	<p>The following grading shall be adopted for all courses:</p> <table> <tr> <td>Class</td><td>Mark (%)</td></tr> <tr> <td>Distinction:</td><td>80-100</td></tr> <tr> <td>Merit:</td><td>70-79</td></tr> <tr> <td>Credit:</td><td>60-69</td></tr> <tr> <td>Pass:</td><td>50-59</td></tr> <tr> <td>Fail:</td><td>Less than 50</td></tr> </table>	Class	Mark (%)	Distinction:	80-100	Merit:	70-79	Credit:	60-69	Pass:	50-59	Fail:	Less than 50
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12.4 Diploma Weighting	
Practicum Task	50 %
Group Task	20 %

Open Book In-class Test	30 %
12.5 Provisions for the Award of the Degree	<p>12.5.1 To be eligible for the award of the Executive Sports Management Development Programme Diploma, candidates shall comply with the General Regulations and complete the curriculum and satisfy the examiners following these Regulations by:</p> <ul style="list-style-type: none"> • passing all the taught core courses in the programme; • passing a minimum of two elective courses; • pass the Internship Courses; • accumulating a minimum of 228 notional credits. <p>12.5.2 A candidate who elects not to proceed to Part 1.2 of the programme after passing all the courses in Part 1.1 shall be awarded a Sports Management Development Programme Certificate.</p>
12.6 Academic Offences And Penalties	Academic offences and penalties shall be handled following the provisions of the General Academic Regulations.
12.7 Posthumous and Aegrotat Provisions	This shall be handled following the provisions of the General Academic Regulations.
12.8 Publication of Results	This shall be handled following the provisions of the General Academic Regulations.
12.9 Academic Transcript And Certificates	This shall be handled following the provisions of the General Academic Regulations.
12.10 Award of Book Prizes To Graduands on Graduation Day	This shall be handled following the provisions of the General Academic Regulations.

13. CREDIT ALLOCATION AND BASIS OF ALLOCATING CREDITS

13.1 TAUGHT COURSES		
ACTIVITY	TIME IN NOTIONAL STUDY HOURS	CREDITS
CONTACT TIME		
Lectures	32	3.2
Tutorials	6	0.6
Practicum Field Visits	8	0.8
Seminars	10	1.0
Practical Work	12	1.2
	68	6.8
SCHEDULED ASSESSMENT TIME		
Inclass	3	0.3
Practicum Task	3	0.3
Group Task	3	0.3
Individual Task	3	0.3
	12	1.2
INDEPENDENT STUDY TIME		
Preparation for scheduled sessions	10	1.0
Reading	15	1.5
Written assignments	7	0.7
Revision Work	8	0.8
	40	4
MAXIMUM CREDITS PER TAUGHT MODULE	120	12
13.2 INTERNSHIP		
Preparation for scheduled sessions	12	1.2
Work-Related Learning Tasks	420	42
Supervision	8	0.8
Report Writing	40	4.0
Total Number of Notional Study Hours and Credits for Internship	480	48

14. EDUCATIONAL COMPONENTS

Course/Module Description	Core Course?	Notional Credits
Level I: First Phase		
SMDP111 Principles of Sports Management	Y	12
SMDP112 Governance Structures of the African Union Sports Council	Y	12
SMDP113 Talent Identification and Development in Sport	Y	12
SMDP114 Sports Law, Integrity and Policy	Y	12
Semester I: Second Phase		
SMDP115 Facilities, Events and Risks Management in Sport	Y	12
SMDP116 Financial Management in Sport	Y	12
SMDP117 Sports Marketing	Y	12
SMDP118 Human Capital Management in Sport	Y	12
Level II: First Phase		
SMDP121 Sports Entrepreneurship and Innovation	Y	12
SMDP122 Strategic Management in Sport	Y	12
SMDP123 Sports for Sustainable Development	Y	12
SMDP124 Communication and Media Relations in Sport	Y	12
Semester II: Second Phase		
SMDP120 Internship	Y	48
SMDP125 Sport Psychology	Y	12
Students are to choose two Electives from the following :		
SMDP126 Adapted Physical Activity		12
SMDP127 Safeguarding in Sport		12
SMDP128 Stakeholder Management in Sport		12
SMDP129 Sports Tourism and Recreation		12
SMDP1210 Sport and Health Promotion		12
TOTAL CREDITS		264

15 MODULE SYNOPSES

PART 1: SEMESTER 1

SMDP111 Principles of Sports Management (Core)

The module introduces the basic functions of management-planning, leading, organising, controlling, monitoring and evaluation and explores their application to the management of individual athletes, sports teams and federations. The course covers issues relating to the role of sports agents in the management and branding of individual athletes. It also exposes students to different governance and regulation requirements of sports organizations, in particular focusing on the structure of local and international sports federations-including the organization of Olympic sport. This course compares how sport is organized, and played in different countries.

SMDP112 Governance Structures of the African Union Sports Council (core)

The module seeks to provide the students with a vivid understanding of the application of corporate governance principles in sport and the governance structures of the African Union Sports Council. It covers such topics as; the application of corporate governance principles the management of individual athletes, sports teams and federations, governance and ownership structures of sports organisations, the history of the African Union Sports Council, the functions of the African Union Sports Council, the Organs of the African Union Sports Council, The African Union Sports Development Regions, African Games, and the Relations Between African Union Sports Council and other continental and international sport governing bodies including the Association of African Sports Confederations, Association of National Olympic Committees of Africa, International Olympic Committee etc.

SMDP113 Talent Identification and Development (Core, 12 Credits)

The module is designed to introduce students to the processes of identifying and developing sports talent. Topics to be covered include Predictors of Talent, Talent Detection, Talent Identification, Talent Selection and Talent Development procedures and models including the Long-term Athlete Development Model (LTAD). It also explores the factors affecting the success rate of Talent Identification and Development programmes and the Key Success Factors in High-Performance Sports management as well as the designing of Talent Identification and Development Programmes in Selected Sports Codes.

SMDP114 Sports Law, Integrity and Policy (Core)

This module provides an extensive overview of the application of legal principles in sport. It gives an overview of the application of substantive disciplines of law in sport-constitutional issues in sport, Administrative law and sport, Labour law and sport, Criminal law and sport, Contractual relations in sports, the role of agents in sport, Tort law-including the legal aspects of sports injuries, Property and Intellectual Property Law and sport, the role of the Court of Arbitration for Sport etc. The module addresses the application of ethical issues in sport including fair play, sportsmanship, gamesmanship, Olympic values, ethics of competition, racial and gender equity in sport and the impact of ethical lapses in sport. What is clean sport? responsibility for promoting clean sport,

managing unclean sport behaviours (doping and anti-doping including the role of WADA, manipulation of sports competitions, corruption, deviant behaviour by athletes and fans, and issues related to cheating in youth and student sport etc.), strategies to promote clean sport. This module provides an extensive overview of the application of public policy principles in sport. Topics to be addressed include; the role and nature of sports policy, public policy-making models, pillars and principles upon which to ground sports policy, stages in the public and sports policy-making process-problem definition and agenda setting, policy formulation, Policy Adoption and Communication, Policy Implementation, Policy Monitoring and Evaluation, Feedback.

SMDP115 Facilities, Events and Risks Management in Sport (Core)

The module covers supply chain, facilities, events and risk management issues in sport. This module involves the study of guidelines for constructing and managing sports fitness facilities. It also covers the bidding, planning and implementing of sports events and the social economic and cultural legacies they leave to the local and national communities, the application of digital technology in sports facilities and events management. Emphasis will be on event planning focusing on type, amenities, venues, facilities, transport, medical facilities and requirements for the successful hosting of sports events, executing an event and planning sports trips. The module also covers a range of safety issues including; occupational health and safety standards, crowd control, transportation, lighting, heat illness, aquatics, playground safety, drug testing, medical emergency action plans, application of risk management concepts and principles in sports-specific settings and the role of insurance and loss control in sport. Students will be introduced to the types of legal obligations and liability exposure inherent in sports and the tools used to minimise risks. The module is also designed to equip students with advanced supply chain management skills. Topics covered include sports goods and services supply chains services focusing on managing quality and costs across all functional areas of the supply chain management in an integrated manner-procurement, supplier relationships, processing and operations management, transportation and logistics, inventory and warehousing, demand planning, scheduling, network design, customer relations, supply chain coordination;

SMDP116 Financial Management in Sport (core)

This module provided students with an understanding of how the financial management and accounting principles of finance are applied in the management of sport. The module covers such financial management topics as; Accounting Concepts and Principles, budgeting and the preparation and analysis of financial statements, financial management policy formulation in sport, sources of sports finance, working capital management, financial risk management, financial self-sustenance strategies and financial fair play/sustainability regulations in sport, athlete bankruptcy after retirement, financial literacy programmes for athletes.

SMDP117 Sports Marketing (Core)

The module is designed to give students a solid understanding of the application of marketing principles, functions and concepts as applied to sport-related organisations and concepts as applied to sport-related enterprises. Topics to be covered include; the dimensions of sports marketing, the elements of the sports marketing mix, digital marketing in sport, brand management in sports

organisations, sports sponsorship, and Corporate Social Responsibility in sport.

SMDP118 Human Capital Management in Sport (Core)

The module covers the management of human capital in sports organisations. Topics to be covered include; human resources planning, recruitment, selection, induction, reward systems, performance appraisal, training and development, labour relations, labour laws, the athlete labour market, and athlete transfers including statutes governing transfers and landmark developments like the Bosman Ruling, Webster Ruling, the role of athlete agents in athlete transfers, athlete labour unions and collective bargaining. The module also introduces students to the processes of identifying and developing sports talent.

PART 1: SEMESTER 2

SMDP121 Sport Entrepreneurship and Innovation (Core)

The module introduces students to the process of innovation and invention in sport. It covers such topics as the nature and significance of sports entrepreneurship, factors affecting the development of sports entrepreneurship, business plan development in sport, sources of start-up finance in sport, change management in sport, innovation and invention in sport including the application of digital technology in sports management, coaching, officiating, and injury management, Intellectual property rights in sport, commercialisation of sports products and services.

SMDP122 Strategic Management in Sport (Core)

This module focuses on the methods and tools used in formulating and implementing strategies in sports organisations. It covers such topics as strategic management approaches, situation analysis in sports organisations, strategy formulation, strategy implementation, monitoring and evaluation, and current trends in strategic management.

SMDP123 Sports for Sustainable Development (Core)

Module seeks to enable students to understand the role of sport as a tool for attaining sustainable development goals at national and international levels. It also covers aspects of how sport can be used to promote national interest. Topics to be addressed include; sports as a tool for building peace and reconciliation, sport for sustainable economic development, sport for poverty alleviation, sport for good health and well-being, sport as a disaster management tool, sport as a tool for attaining gender equality, sport for life skills development and education, sport and social development, sport and the environment, sport and partnerships for development, sport and volunteerism, sport for advocacy and social communication etc.

SMDP124 Communication and Media Relations in Sport (Core)

This module is an overview of the role of communication and media relations in sport. The course covers such topics as communication theories, communication in sport including Interpersonal communication skills (athlete, coach, administrator), barriers to effective communication, types and methods of communication, advertising in sport; public relations in sport, Corporate Social Responsibility in sport, media relations in sport, print and electronic media in sport, Social Media as a sports communication tool, sports journalism, the role of broadcasting in sport, speeches and letters etc.

SMDP120 Internship (Core)

This work-related module is designed to give students sport-related working experiences. The placement period shall be at least four months. During this period the student will be working under the supervision of academic and work placement supervisors.

SMDP125 Sports Psychology (Core)

This module focuses on the psychological aspects of sport. It covers the application of knowledge to the counselling of athletes coping with sports injuries and to the development of motivational strategies for rehabilitation and returns to physiclreturnstivity. It also examines the psychological factors that are most critical to elite sports performances. Special emphasis is focused on the physical, mental and emotional variables related to optimal performance.

SMDP126 Adapted Physical Activity (Elective)

This module is designed to provide basic knowledge of adapted sport. It covers the principles and guidelines for managing sport for individuals with disabilities and the role of federations responsible for managing sport for people with disabilities. The modification of sports rules, training procedures, facilities and equipment to suit the various needs of people with disabilities. Case studies of global best practices in adapted sport management, use of digital technology in adapted physical activity.

SMDP127 Safeguarding in Sport (Elective)

This module focuses on the protection of participants from various forms of harassment or abuse in a sporting environment. Areas to be covered include: what is safeguarding? the importance of safeguarding in sport, common forms of harassment or abuse in sport including child abuse, racial abuse, sexual harassment, gender and racial stereotyping etc. causes of harassment or abuse in sport, effects of harassment or abuse in sport, child protection in sport, racial minorities protection in sport, women protection in sport, protecting participants with disabilities, safeguarding/diversity and inclusion strategy/policies in sport, Case Studies including FIFA Guardians, Safeguarding Sport England etc.

SMDP128 Stakeholder Engagement in Sport (Elective)

The course seeks to equip students with stakeholder engagement skills. The module covers such topics as the types of stakeholders, benefits of effective stakeholders, stakeholder analysis and prioritisation, stakeholder planning and monitoring, communication process, barriers to communication creative problem solving, managing stakeholder expectations negotiating with stakeholders, managing conflicts, strategies for engaging with internal stakeholders, technical officials, fans, financial stakeholders, service providers, governing bodies, the media, wider community etc.

SMDP129 Sports Tourism and Recreation (Elective)

This module introduces students to the key elements of sports tourism. Topics to be covered include: what is sports tourism? the domains of sport and tourism; the sport and tourism connection; sport as a tourist attraction; factors affecting the growth and development of sports tourism; the socio-economic impact of sports tourism; Recreational sport terminology; different

recreational sport settings; the role of different recreational sport service providers, the administrative and operational function of recreation, sport and recreation in the community, recreation and health living, the benefits of recreation.

SMDP1210 Sport and Health Promotion (Elective)

This course explores the concepts of physical activity, fitness and health and the inter-relationships between them. It focuses on the role of physical activity in the development and maintenance of health will be explored. Guidelines for physical activity for various age groups concerning health benefits will be examined. Case studies on the influence of physical activity on the health of various sections of the population will be explored. The module will also cover strategies to encourage the various sections of the population to adopt active (physical) lifestyles.