

# Unit Outline (Higher Education)

<b>Institute / School:</b>	Institute of Health and Wellbeing
<b>Unit Title:</b>	STRATEGIC MANAGEMENT OF SPORT ORGANISATIONS
<b>Unit ID:</b>	ISMAN2001
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	(ISMAN1001)
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED:</b>	080307

## Description of the Unit:

This unit aims to provide students with the knowledge and skill to apply the strategic planning process to international and national sport federations. This unit explores contemporary approaches to strategic planning that involves the process of creating strategic direction and examines sport leadership and multifaceted view of sport governance. Students will conduct an internal and external analysis on the global sport industry environment with a view to creating a competitive advantage and to inform strategy formulation. This unit explores general concepts of change management to determine the best way to implement proposed strategies with the aim of achieving specific objectives. Strategic control systems to monitor progress, benchmarks and indicators will also be examined.

**Grade Scheme:** Graded (HD, D, C, P, MF, F, XF)

## Work Experience:

No work experience: Student is not undertaking work experience in industry.

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

**Course Level:**

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

### Learning Outcomes:

#### Knowledge:

- K1.** Explain and discuss the theoretical principles, concepts and theories of strategic planning process as it relates to sport organisations.
- K2.** Define and examine how strategic management principles apply to creative problem solving in “real world” sport management scenarios.
- K3.** Identify and analyse the internal and external environment of national and international sport federations to inform strategy formulation.
- K4.** Recognise the dynamic nature of the global sport environment and the role of strategy in creating and sustaining competitive advantage.

#### Skills:

- S1.** Analyse the internal and external environment of national and international sport federations to inform strategy formulation.
- S2.** Consolidate and synthesise the major theories and concepts in developing and implementing a strategic plan.
- S3.** Make strategic decisions in selecting a particular course of action that would provide sustainable competitive advantage.

#### Application of knowledge and skills:

- A1.** Apply the theoretical principles of strategic planning and processes to create a strategic plan that would provide sustainable competitive advantage.
- A2.** Apply concepts and tools in formulating and implementing strategies for application in national and international sport contexts.

#### Unit Content:

Topics may include:

- Principles of strategic management
- External environmental analysis
- Internal environmental analysis
- Competitive advantage
- Strategic leadership and governance
- Strategic direction
- Approaches to strategy formulation
- Strategy evaluation and selection
- Strategy implementation and change management
- Strategic control systems

#### Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K2, K3, K4, S1, S3, A2	Conduct scenario planning to assess the likelihood of success or failure of different strategic options.	Scenario plan	30-40%
K1, K2, K3, K4, S1, S2, S3, A1, A2	Develop a strategic plan for a sporting organisation, including an analysis of the external and internal environment; demonstrate competitive advantage and strategy formulation; and recommendations for future strategy implementation, change management and strategic control systems.	Strategic plan report	30-50%
K1, K4, S3, A1, A2	Communicate strategic plan and recommendations	Video presentation	10-20%

### Adopted Reference Style:

APA

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