Module Descriptor

Title	Sport Business Operations		
Session	2026/27	**Status**	Published
Code	SPOR10054	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Health and Life Sciences**		
Module Co-ordinator	Eilidh Macrae		

Summary of Module

Delivery of this L10 module will combine service operations management theory with industry best practice in examining key areas that will contribute to enhancing student's employability within the sport environment. "The number of people employed in small businesses or self-employed has grown. Public services and not-for-profit companies are now among the largest employers in the UK" (UK DES, 2010).

Students will study key areas of the four management functions: planning, organising, leading, and controlling; this will be further broken down into a range of issues in the contexts of sport and health-fitness provision: the sport industry; supervision and management within the sport environment. Planning – problem solving and decision making, strategic (objective setting and business strategy) and operational planning/project management. Organising – organisational design (job design), managing change and quality. Leading – team development (structure/process and leadership styles), communication, and motivational theory in the workplace. Controlling – control strategy and systems within fitness and sport facilities, events marketing.

This module will also examine the components required to set up a SBE (small business enterprise) via guest speakers who have experience in the setup of a sport related business. Students will be required to engage with the concepts and theories indicated as they will be required to produce a personal business plan including aspects such as business grant application, lottery funding for sport business, local authority and governing bodies.

Successful completion (including achieving a pass) of this module SPOR10054 Sport Business Operations partially fulfils CIMSPA (the Chartered Institute for the Management of Sport and Physical Activity) endorsement for the professional standard: Aspiring Manager (along with several other modules across the duration of studies, including completion of L10, also required to achieve endorsement). CIMSPA have career advice and further learning resources available for members. From September 2025, UWS students can receive free membership of the student category. To use the professional standard in practice, practitioner membership is required.

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☒ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Evaluate the role of management pertaining to the sport and health fitness industry.
L2	Communicate a critical understanding of Planning, Organising, Leading and Controlling contextualised to the sport industry environment.
L3	Critically identify the key components of a business plan.
L4	Synthesise and justify a business plan in relation to a specific sport business focus.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** Detailed knowledge and understanding in one or more specialisms some of which is informed by or at the forefront of a subject/discipline.
Practice: Applied Knowledge and Understanding	**SCQF 10** Use a range of the principal skills, practices and/or materials associated with a subject/discipline.
Generic Cognitive skills	**SCQF 10** Offer professional level insights, interpretations and solutions to problems and issues.

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Communication, ICT and Numeracy Skills	**SCQF 10** Make formal presentations about specialised topics to informed audiences. Communicate with professional level peers, senior colleagues and specialists. Use a range of software to support and enhance work at this level and specify refinements/improvements to software to increase effectiveness.
Autonomy, Accountability and Working with Others	**SCQF 10** Practise in ways which show a clear awareness of own and others' roles and responsibilities.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours. Formal tutor led lectures and student led tutorials and seminars will be the main form of learning and teaching of this module; also the opportunity exists to use industry practitioners in sport and fitness management to enhance perspective and share expertise via theory and practice.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Tutorial / Synchronous Support Activity	36
Independent Study	164
n/a	
n/a	
n/a	
n/a	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Essential Texts Lussier, Robert N. (2013) Applied Sport Management Skills. Human Kinetics

Additional Texts

Ammon, R. Southall, M and Nagel, M (2010) Sport Facility Management: Organizing Events and Mitigating Risks - 2nd editions. Fitness Information Technology

Beech, J and Chadwick, S (2004) The Business of Sport Management. FT: Prentice Hall.

Covell D and Walker, S (2013) Managing Sport Organisations. Routledge, London

Byers T, Slack, T and Parent, M. (2012) Key Concepts in Sport Management Sage London

Chadwick, S International Cases in Business of Sport (2008) Butterworth Heinemann London

Chelladurai, P. (2009), Managing Organizations for Sport and Physical - 3rd edition, Holcombe Hathaway.

Hoye, R and Nicholson, M et al (2010) Sport Management: Principles and applications 3rd ed. Routledge, London

Masteralexis, L. (2011). Principles and Practice of Sport Management - 4th edition Jones and Bartlett

Pedersen, P et al (2011) Contemporary Sport Management With Web Study Guide-4th Edition Human Kinetics.

Stutley, R, (2010) The Definitive Business Plan: The Fast Track to Intelligent Business Planning for Executives and Entrepreneur 2nd edition. Financial Times Series, London

Torkildsen, G (2013) Leisure and Recreation Management (6thed.). Routledge

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are attending and participating in all timetabled programme activities including on-campus and online teaching sessions, asynchronous online learning activities, placement, work-based elements, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

100% Attendance at all module events and consistent weekly engagement with online materials.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate. Module materials comply with University guidance on inclusive learning and teaching, and specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations. Where modules require practical learning or assessment, alternative formats and/or roles will be provided for students with physical disabilities which impact participation.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Sport Exercise Health**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☒ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Sport, Exercise & Health
Moderator	Callum McCloskey
External Examiner	S Robson
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	2

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Report.
Assessment 2
Project and Presentation.
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Report of pratical/ field/ clinical work	☒	☒	☐	☐	☐	60	0

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Presentation	☐	☐	☒	☒	☐	40	2

Component 3

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	2 hours

Change Control

What	When	Who
Allocated hours updated to 36 on campus. Moderator updated.	9.3.26	E Macrae