

Title - Applying Management Theories to a Sports Organisation

Keywords - Employability, Assessment, Linking Teaching and Research

Name - John Deane

School / Department - Department of Physical Education and Sports Studies

Institution - University College Worcester

Activity - Application of management theories to a sports organisation as part of the module Sports Management. Students complete critiques using sports management theory, applying them to a sports organisation which they are members of, such as a local sports club. For example, after having spent a few weeks looking at change theory, the students then apply this to an organisation that they are members of, and apply the theory to how change has been managed.

Group - 2/3rd year students taking the module Sports Management.

Aim - The aim of this assignment is to engage students in applying sports management theory in a practical context, i.e. to a sports organisation that they are familiar with.

Context / Background - This assignment has been part of the module Sports Management since the module was set up in 1999. It was developed following discussions with a colleague who, at the time, ran a similar module at De Montfort University and used it successfully as a way of linking theory and practice.

Example - Each assignment should be based on a sport management organisation which the student is familiar with, either directly or indirectly. Ideally it will be an organisation with which the student has been closely involved in the past, or it may be an organisation with which the student has become acquainted either through friends or the media. Students should use the insights they have gained from class, seminars, and the reading to first evaluate why a particular scenario unfolded, and, second, to either support the course of action that managers took within the organisation, or to refute the action taken and make alternative proposals for action.

The critique should be in report format with the first couple of paragraphs outlining the background to the organisation and the aspects of theory being applied to the organisation in no more than 150 words. The remainder of the critique should look at the application of the management theory to the organisation under discussion. The word limit is 1000 words.

Results / Feedback –

Marking Criteria:

Marks are awarded for the following:

- making use of the management theory and applying it to a particular sports organisation with which the student is familiar
- drawing comparisons with other sports organisations facing the same issues
- ensuring a good fit between the organisation chosen and the management change topic under discussion
- being critical and analytical rather than descriptive
- presentation and making proper use of the Harvard referencing system
- reference to appropriate journals and literature

Further information - Contact John Deane at: deaj3@worc.ac.uk