University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Sport and Hospitality Management				
Module Code	UISXRL-15-2		Level	2	Version	1
Owning Faculty	Hartpury		Field	Sport Science	
Contributes towards	BA (Hons) Sport Business Management BA (Hons) Equine Business Management FdA Sport Business Management				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co-requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
Valid From	01 September 2014		Valid to	01 September 2020	

CAP Approval Date	29 May 2014

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1 Explain how major sporting venues derive a second income stream from additional events and hospitality over and above the primary sporting function (A, B). 2 Evaluate the nature of the hospitality and event industry and how this may impact on the venue, the primary sport and the locality of where the venue is situated (A, B). 3 Identify the types of customer who attend events and use a wide variety of hospitality facilities and critically consider how to market the additional services to these customer groups (A, B). 4 Analyse the process of the organising and hosting events at a venue and the planning process involved (A, B). 5 Construct and justify a business proposal for the consideration of senior management both in writing and orally (A, B).
Syllabus Outline	1 Introduction to hospitality. 2 Understanding customers. 3 Hospitality planning – strategic and operational. 4 Customer service management. 5 Logistics. 6 Management decision making. 7 Hospitality finance (costings). 8 Hospitality environments. 9 Sport and hospitality developments. 10 Venue visit(s).

Contact Hours	Indicative delivery modes:
	Lectures, guided learning, seminars etc 33
	Self directed study 3
	Independent learning 114
	TOTAL **150**
Teaching and Learning Methods	***Scheduled learning*** A variety of learning strategies will be used including lectures, self-directed learning, seminars, tutorials, e-learning, external visits. The classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions will combine a formal lecture and a range of activities such as hospitality planning, problem solving activities and group discussion and visits to sporting venues. The sessions require some preparation in advance by the students; consequently students will be issued with a module handbook detailing the aims of the module. Resources such as the Library as well as the online resources will also aid learning. Seminars are based around using exercises and case studies that will enable students to engage in integrative and reflective learning. The seminars will incorporate mentoring which will provide access to one to one support and guidance in preparing the business report and the oral presentation. ***Independent Learning*** May include hours engaged with essential reading, case study preparation, assignment preparation and completion. ***Virtual Learning Environment (VLE)*** This module is supported by a VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.
Key Information Sets Information	Key information sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for. **Key information set – module data** Number of credits for this module 15

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114	0	150

The table below indicates as a percentage the total assessment of the module which constitutes:

1   *Written exam:* Unseen written exam, open book written exam, in-class test.
2   *Coursework:* Written assignment or essay, report, dissertation, portfolio, project.
3   *Practical exam:* Oral assessment and/or presentation, practical skills assessment, practical exam.

| | Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the assessment section of this module description:

Total assessment of the module: |
|---|---|

Written exam assessment percentage | 0%
Coursework assessment percentage | 75%
Practical exam assessment percentage | 25%
| 100%

| **Reading Strategy** | ***Core readings***
Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be required to purchase a set text, be given a print study pack or be referred to texts that are available electronically or in the Library. Module guides will also reflect the range of reading to be carried out.

Further readings
Further reading will be required to supplement the set text and other printed readings. Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library search, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature.

Access and skills
Formal opportunities for students to develop their library and information skills are provided within the induction period and study skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered. |
|---|---|
| **Indicative Reading List** | The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms, including the module guide.

- Allen, J., O'Toole, W., Harris, R., and McDonnel, I. (Current Edition) *Festival & Special Event Management.* London: Wiley.
- Allen, K.R. (Current Edition) *Launching New Ventures: An Entrepreneurial Approach.* London: Houghton Mifflin Company.
- Beech, J. and Chadwick, S. (Current Edition) *The Business of Sport Management.* London: FT Prentice Hall.
- Shank, M.D. (Current Edition) *Marketing A Strategic Perspective.* London: Pearson Prentice Hall.
- Slack, N., Chambers, S., and Johnston, R. (Current Edition) *Operations Management.* London: Prentice Hall.
- Stutely, R. (Current Edition) *The Definitive Business Plan.* London: F T Prentice Hall.
- Torkildsen, G., and Taylor, P. (Current Edition) *Sport and Leisure Management.* London: Routledge.
- Trenberth, L., and Hassan, D. (Current Edition) *Managing Sport Business.* London: Routledge.
- Wickham, P.A. (Current Edition) *Strategic Entrepreneurship.* Harlow: Prentice Hall. |

Part 3: Assessment	
Assessment Strategy	The underpinning rationale will provide students with both formative and summative; and feedback to help them develop a realistic hospitality plan for a venue of their choice. Students will prepare an oral presentation (supported electronically) plus questions defending the written hospitality proposal. Using the feedback received for the written proposal, students will incorporate that feedback in their oral presentation to both enhance and improve their presentation. Students will be required to write a written report to the Chief Executive Officer of their chosen sports venue, providing a critical analysis of a secondary income stream the venue may establish over and above the primary sporting income stream. The written report will include new, but reasonable, ideas that suit the environment of where the venue is located together with an analysis of customer base, marketing strategy, business organisation and business synergy. This will be achieved by utilising both the information provided in the lectures and seminars combined with the student's own research. Both assessments will require students to demonstrate evidence of: • An understanding of new income streams and developing and organising those venues to achieve that income stream. • The ability to evaluate the customer base and the required marketing. • Critically analysing information. • The ability to explore market opportunities. • The synergy of combination of differing income streams. In line with the College's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.

Identify final assessment component and element	Oral presentation.		
% weighting between components A and B (Standard modules only)		**A:**	**B**:
		25%	75%

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting**
Oral presentation (15 minutes)	100%
Component B **Description of each element**	**Element weighting**
Written report (maximum 2,000 words)	100%
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting**
Oral presentation (15 minutes)	100%
Component B **Description of each element**	**Element weighting**
Written report (maximum 2,000 words)	100%
If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	