

Course Title: **Sport Operations in Practice**

Course Code: **SPOR635**

Descriptor Start Date: **02/01/2026**

Descriptor End Date: **31/12/2026**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S:

COREQUISITE/S:

RESTRICTION/S:

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Examines a range of digital multi-media strategies for effective communication and stakeholder engagement. Applies these strategies as well as financial practices and legal principles required to deliver sustainable and ethical operations for sport organisations. Strategies, practices, and principles can be applied to a range of contexts and organisations within the broader sport, exercise, and health sectors.

LEARNING OUTCOMES

1. Analyse the digital operations and communication practices of sport organisations to identify strengths, challenges, and opportunities for improvement.
2. Apply digital and analytical tools to interpret performance data and evaluate the effectiveness of campaigns and operational decisions.
3. Demonstrate understanding of financial management principles by evaluating budgets, expenditure, and return on investment in a sport operations context.
4. Integrate legal and ethical principles to ensure responsible, sustainable, and compliant sport operations within Aotearoa New Zealand.
5. Design and communicate evidence-based operational strategies that enhance digital, financial, and organisational performance in sport and recreation contexts.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- * Digital communication and engagement strategies in sport
- * Social media auditing, campaign design, and performance evaluation
- * Basic data analytics, reporting, and visualisation for decision-making
- * Financial principles for sport operations, including budgeting and revenue management
- * Reading and interpreting financial statements and performance data
- * Legal and ethical considerations: privacy, consumer protection, dispute resolution
- * Integration of digital, financial, and legal insights into sustainable sport operations

LEARNING & TEACHING STRATEGIES

A range of blended learning and teaching strategies will be used in this course. Content is delivered through on-line and/or on-campus lectures and selected readings. Weekly workshops feature interactive learning activities and discussions.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Written Assessment	25.00	LO3, LO5
Written Assessment	40.00	LO1, LO2, LO4, LO5
Portfolio	35.00	LO1, LO2

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

Students must achieve an overall average grade of at least C- across all summative assessments to pass this course.

LEARNING RESOURCES

Refer to Canvas for a list of the recommended readings and resources for this course.

For further information, contact: Te Ara Hauora A Putaiao - Faculty of Health & Environmental Science

Principal Programme: AK3521, Bachelor of Sport, Exercise and Health

Related Programme/s: AK1031, AK1032

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