



# SMGT 10070 Sport Management Re-sit Assessment

## Assessment Outline

**Submission:** Final submission (100%) Due Friday April 30th 2021 by 6:00pm  
To be uploaded to Brightspace SMGT10070

**Assignments Formatting Guidelines:** Use standard business report formatting (i.e. font size 12, double spacing, standard margins page numbers, table of contents, Harvard style referencing)

**Other guidelines:** Check your course outline document on Brightspace for relevant links to Harvard style referencing, plagiarism & academic integrity, late submission of coursework and extenuating circumstances.

**Each student is required to select a sports organisation of your choice and create a strategic plan for this organisation (max word count 3,000).**

**Document is required to *include the following:***

Title Page: Student Name/Name of the sports organisation

Table of Contents:

### **Section One**

Introduction:

History of the organisation selected:

Location

Membership

Facilities

Description

Use lists/bullet points where possible

Mission of the Organisation

Values

**Strategic Plan:**

SWOT Analysis: bullet point

Goals and Objectives:

Plan: How you are going to achieve the goals and objectives;

KPI-Evaluate

References (minimum of 4 references)

Photographs (can be used throughout the plan) to enhance document.

**Required Format for Written Assessment Items**

- All assignments should be printed on white A4 paper on ONE SIDE ONLY.
- Use of logos and photographs can be used to enhance the submission. This is NOT a college report.
- Use standard 1 inch (2.54cm) margins for the top, bottom, left and right.
- All assignments should be DOUBLE LINE SPACED. Use the line-spacing function, not a hard return.
- Page numbers should be placed in the bottom right-hand corner.
- You do not have to use any binding mechanism (spiral, etc). Simply staple the assignment in the top left-hand corner.
- All assignments should be written in grammatically correct sentences. Ensure that you have run the essay through a spell-checking device but be aware that spell checkers do not catch all mistakes and that you need to check your work carefully.
- All assignments should be thoroughly proofread before submission.

**Submission of Assessment**

- All written assignments must also be submitted electronically via Assignment (View/Complete link) on Brightspace by 6:00pm on the submission day.

**Marking Criteria**

- Marking of the assignment will be based on the extent to which each of the items listed in the description of the assignment above is adequately addressed. Failure to address any item will result in lost marks.

**Plagiarism**

- Plagiarism is entirely unacceptable at UCD. Please familiarise yourselves with the UCD Policy on Plagiarism and note in particular that accidental or unintentional plagiarism is not considered a valid excuse for plagiarism.
- The UCD Policy on Plagiarism as well as links to referencing sites are available on Brightspace. If you are unsure what plagiarism is or are concerned about how to reference, please feel free to consult the lecturer/Module Coordinator.