SS3617  Quality Management in Sport
[Lectures: 36 hours; Pre-requisites: None; Academic Unit: 3.0]

Learning Objective
The course explores the concept of quality management in sport with various perspectives. What are some of the current needs and issues of improving quality of sport events, brands, and organizational situation? How are quality evaluation planning and programming done? What sport business are we in? What is our market? Who are our customers? What affects their consumption of the experience? What feedback have we had? What research can we do? What legal requirements and codes of practice are available to guide us? After reading various peer-reviewed journal articles, interpreting, critiquing and presenting group works, students will get more deep understanding of quality management issues in sport industry by developing conceptual frameworks. Ultimately, students will understand that quality enhancement is a key determinant for the success of an organization in today’s competitive sport market environment.

Content
- Concepts of quality management in sport
- Perspectives of sport consumers
- Total quality management
- Quality evaluation based on various viewpoints (e.g. service, HR, program, facilities)
- Contemporary issues related to quality management in sport

Course Outline

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<th>S/N</th>
<th>Topic</th>
<th>Lecture Hours</th>
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<tr>
<td>1</td>
<td>Understanding of Sport Consumer and Quality Management</td>
<td>6</td>
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<td>2</td>
<td>Various quality perspectives from various stakeholders</td>
<td>12</td>
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<td>3</td>
<td>Problems and issues facing sport industry regarding quality</td>
<td>9</td>
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<td>4</td>
<td>Service, Brand, and Strategies for Quality management</td>
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Learning Outcome
At the end of this course, students will be able to:
- Define and apply theories and concepts relative to sport consumers and quality management of sport events, product, brands, and organization
- Conduct a thorough analysis of the internal and external environment of sport organization and events
- Identify major quality management problems and issues facing sport industry
- Understand service and brand marketing concepts and their application to the sport world.
- Understand key concepts of a quality management and develop effective strategies for real and/or hypothetical situation
- Develop a basic understand procedures and techniques for critiques of quality management

Student Assessment
Students will be assessed by:
  a. Final 2.5-hour written examination (50%)
b. Continuous assessment (50%)
   i) **Professional Qualities.** Students will be requested their professional qualities including class participation, attitude, co-operation and passion to all activities during the course. (10%)
   
   ii) **Assignments.** Students are required to work on assignments and other projects to demonstrate their understanding of theoretical background for quality management in sport, and analytical activities of quality of sport organization throughout service/fan audit. (40%)

**Textbooks/References**


