

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT: SPORTS SCIENCE

MASTER OF SCIENCE IN SPORTS MANAGEMENT

SM501 (3): MANAGING THE SPORTS ENTERPRISE

DURATION: 3 HOURS
(Plus 15 Minutes for Case Reading)

TOTAL MARKS: 100

INSTRUCTIONS TO CANDIDATES

NOV 2024

Section A is Compulsory. You are required to answer two (2) questions from Section B.

Section A

An assessment of the state of sport infrastructural facilities in Universities in Zimbabwe

A study conducted on the sport facilities in Zimbabwe universities was influenced by the desire to improve university sports through the provision of adequate sports facilities, which will consequently contribute to the success of sports programmes. In this study, the researcher employed both qualitative and quantitative paradigms, making it a mixed methods approach, which was a subscription to pragmatism. One hundred (100) Sports Team Captains, chosen by purposive sampling, were part of the population, and they were questionnaire respondents. Fifteen (15) Team Coaches chosen by convenient sampling were involved and were participants in focus group discussions. The researcher also made observations of sports facilities so as to establish the availability and state of the various facilities and noted comments by participants about facilities during university games. **The study found out that universities in Zimbabwe were faced by challenges related to inadequate sports infrastructural facilities for cricket, rugby, swimming, athletics, hockey, tennis and gym. The challenges were due to lack of funding for the development of the sports facilities due to the cash flow challenges affecting the country in general.** The study also found out that, in some cases, it was a matter of prioritization, where authorities would give first preference to provision of academic learning facilities rather than sports infrastructure. The study concluded that the challenges in the provision of sports facilities in Zimbabwean universities could be **alleviated by the involvement of various stakeholders** who were the university management, the corporate world, national sports associations, alumni, the students themselves and the government through various relevant

departments. There was need for **aggressive fundraising** activities by the universities management assisted by the alumni. Partnerships needed to be struck between the corporate world and local authorities so that space and resources would be provided for the construction of sports facilities. National Sports Associations could provide the necessary information about the facilities.

Source: Zvapano, K. (2017) An assessment of the state of sport infrastructural facilities in Universities in Zimbabwe. *International Journal of Sport, Exercise and Health Research*, 1(2):70-75

Task:

- a. Identify the facility management gaps highlighted in this case. (20 Marks)
- b. Use your knowledge of **facilities management** to propose some solutions for the sport facilities in universities. (20 Marks)

Section B.

2. Zimbabwe is hopeful of hosting the next African Games. You have been tasked with consulting for the bidding team.

Task:

Discuss the **bidding process** and advise the bidding team on what they need to focus on for their bid for the African Games 2027. (20 Marks)

3. The Zimbabwe national netball team (The Gems) is one of the best performing professional sport teams in the country. They were ranked 12th in the World in 2023. In spite of their apparent success, the team and their achievements are not well publicized.

Task:

Discuss how **technology and sport media** can be used to improve the brand visibility of The Zimbabwe national netball team. (20 Marks)

4. The National Sports Stadium is a multi-purpose stadium, in Harare, Zimbabwe, with a maximum capacity of 80,000 people. It is the largest stadium in Zimbabwe. It is used mostly for football matches, but is also used for rugby union. The giant facility was however banned from hosting international matches in 2020 until all the grey areas to suit the modern standards set by CAF are attended to. You have been appointed as the project manager for the renovation work on the stadium.

Task:

Describe the **project management tasks** that will be undertaken and discuss the **project's life cycle**. (20 Marks)

5. You and your team have successfully managed the planning and construction of a new Rugby stadium in Bindura. The stadium accommodates an audience of 60 000 and will have its first event in the next 9 months.

Task:

Conduct a **risk assessment** for the stadium in preparation of its first event. (20 Marks)

6. You have been tasked with establishing a professional badminton team in your country.

Task:

Conduct an **environmental analysis** to determine the feasibility of establishing the team. (20 Marks)

END OF PAPER