

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SCIENCE AND ENGINEERING
DEPARTMENT: SPORTS SCIENCE

MASTER OF SCIENCE DEGREE IN SPORTS MANAGEMENT
SM 501 MANAGING THE SPORTS ENTERPRISE

DURATION: 3 HOURS
(Plus 15 Minutes for case reading)

TOTAL MARKS: 100

INSTRUCTIONS TO CANDIDATES

Section A Compulsory

Section A is compulsory
Answer three questions in section B

NOV 2023

SECTION A

PSL URGES SRC TO EXPEDITE LICENCING POLICIES

The Premier Soccer League (PSL) has called on the government arm, the Sports and Recreation Commission (SRC) to expedite the formulation of policies around club licencing and corporate governance to enable the country to turn sport into serious business, BTSport can report. While sport is now big business the world over, corporate failures in Zimbabwe have been rampant largely due to poor corporate governance tenets. Speaking during the Business Unusual radio programme on ZiFM Stereo, PSL chief executive officer, Kenny Ndebele, said sport has evolved dramatically in the last few years and there have been huge developments towards the commercialisation of the sport, especially football.

However, the integrity of the sport has been subject to significant scrutiny because of poor corporate governance, which has been hampering progress and has become one of the major reasons why sports particularly football in Zimbabwe are struggling to generate significant revenues. He said this could be solved if the SRC could expedite

the formulation of licencing policies to guide associations. Most sports administrators lack an understanding of the role of corporate governance in preventing club failures.

"I think we are still at an infancy level, maybe we are not structuring in a manner where we can then call it a massive business.

We have the talent, we have the facilities, we have administrators, and we all recognise that sport is a business but then how to grow it is what we need to look at holistically together with the government coming up with policies and also the sports organisations themselves have good corporate governance," Ndebele said.

Ndebele added: "On club licensing, we are saying if someone wants to establish a business organisation which is called a football club they need to meet certain requirements, yes It is provided for in the act at the moment but it has to create an enforceable situation that you don't have someone waking up in the morning saying they are forming a football club, plays in the premier league for six months, it falls just like that and that's the end of it."

SRC director general, Prince Mupazviriho, who also spoke on the ZiFM Stereo show, also bemoaned poor corporate governance in the sector.

He also said the reason why sport has not been as profitable as it should be in Zimbabwe was because most people "consider sport to be leisure hence failing to give it the seriousness it deserves to monetize it".

Mupazviriho promised to deal with the issue of poor corporate governance.

"When we were growing up sport was never taken as a business; it was taken as a pastime but now we know that it is serious business.

Because of that realisation, we are now drifting to sport as a socio-economic activity and this is what we are currently dealing with on how we can structure it," Mupazviriho said.

He added: "We want to make sure there is good corporate governance in the sector.

The moment we have good corporate governance in the sector it means you are also attracting corporate sponsorship, and with that corporate sponsorship this is where issues to do with television rights come in.

Corporate sponsors want to be associated with the order." In 2017, South African broadcaster, SuperSport, ended its five-year marriage with the PSL, which had helped market the Zimbabwean game and financially improved the club's coffers.

Through the beaming of the game to millions of viewers across the continent, Zimbabwe's game also improved in terms of entertainment.

Ndebele said SuperSport pulled out of the deal because it was downsizing and also because Zimbabwe failed to meet its side of the deal.

Currently, Zimbabwe's PSL does not have a broadcasting partner. Ndebele said PSL are working to re-gage SuperSport.

(MONA-LISA DUBE-BUSINESS TIMES 2023 Downloaded on 25/08/2023 @ 0801am)

1. a. Examine the governance flaws compromising the financing of football in Zimbabwe raised in this report { 20 marks}
 - b. Propose a framework to improve the financing of football in Zimbabwe {20 marks}
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SECTION B

2. Seckler-Hudson said coordination is the all-important duty of interrelating the various parts of the work.

Task:

Prepare a paper on how any four principles of coordination can be applied in a sports organization of your choice. {20 marks}

3. According to Filley, House and Kerr(1976), planning is the specification of means necessary to achieve a prescribed end before action towards that end takes place.

Task:

Prepare a paper on what objectives should relate to during planning in a sports organization of your choice giving practical examples. {20 marks}

4. According to Flipppo, recruitment stands for the search for suitable prospective employees and stimulating them to apply for jobs in the organisation. There are two methods of recruitment

Task:

Prepare a presentation on the two methods of recruitment referring to their advantages and disadvantages and how each is conducted. {20 marks}

5. Coursera(2023) explains project life cycle management as a step-by-step framework of best practices used to shepherd a project from its beginning to its end, which provides project managers with a structured way to create, execute, and finish a project.

Task:

Draft a presentation on the life cycle of a sports project of your choice. {20 marks}

6. Decision-making is one of the critical activities of a leader in sports enterprises.

Task:

Prepare a detailed presentation in which you highlight five ways of decision-making with examples of their application in a sports enterprise.

End of the exam.