

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT: SPORTS SCIENCE

MASTER OF SCIENCE IN SPORTS MANAGEMENT

SM501 (2): MANAGING THE SPORTS ENTERPRISE

DURATION: 3 HOURS

TOTAL MARKS: 100

(Plus 15 Minutes for Case Reading)

JUN 2025

INSTRUCTIONS TO CANDIDATES

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

Section A

The Victoria Falls Marathon 2025

After a very exciting and successful event last year, we have begun gearing up for next year's event to be better than ever! Developed in conjunction with the National Athletics Association of Zimbabwe, the Victoria Falls Marathon is a World Athletics and AIMS (Association of International Marathon and Distance Races) registered event.

The marathon provides a platform for both local and international runners to challenge themselves against the best! The marathon route is varied in terms of terrain, with some incredible scenery and opportunity to see wildlife along the way. It is well supported by regular water points, all well managed by the sponsors.

A full 42.195km marathon, 21.0975km half marathon, 21km half marathon relay (two runners combining 10.5km each to complete a 21km race) and an approximately 7km fun run are all available. The full and half marathon routes start in Vic Falls town, and then cross over the Vic Falls Bridge to the Zambia border, offering the social runner some of the most spectacular scenery in Africa, with beautiful views of the Falls from the bridge, the route continues along Zambezi Drive through wildlife areas.

Besides the breath-taking landscapes you will encounter on the marathon, there is plenty more to do and see. Known as the adventure centre of Africa, for good reason, Victoria Falls has a wealth of activities available!

Choose one of the standard travel packages, or tailor-make your own by combining the marathon with a safari or perhaps canoeing, boat cruising, game viewing or even a gorge swing!

Safaris in neighbouring Botswana and Zambia are also available through Wild Frontiers the official Travel Partner of the Victoria Falls marathon. Wild Frontiers are ready to furnish you with the details of travel packages in the surrounding region and make all your travel arrangements for you. In addition, there are daily flights from Johannesburg to the Falls, which makes linking from international flights to the region easy.

Source: <https://www.vicfallsmarathon.com/2024-event/>

You have been appointed as the project manager for the Victoria Falls Marathon 2025. Read the Case Study below and answer the questions.

Task:

- a. Using the project charter, summarise the Victoria Falls Marathon project. (20 Marks)
- b. Highlighting the sport project life cycle, explain the project planning process for the Victoria Falls Marathon. (20 Marks)

Section B.

2. You and your business partners are in the process of writing a business plan for a new sport management consulting company.

Task:

Draft a business plan for the sport management consulting company. (20 Marks)

3. In preparation for the 2027 Cricket World Cup, the host stadiums must complete risk assessment simulations. You are part of the organizing committee and your task is to educate the staff on risk management.

Task:

Explain to the importance of risk management to the stakeholders. (20 Marks)

4. Highlanders Football club is trying to improve their operational efficiency. In order to do that, they need to improve their buying process, their inventory management and their supply chain management.

Task:

Write a report to advise Highlanders FC management on how these three elements can be used to improve operational efficiency at the club.
(20 Marks)

5. Your country has indicated an interest in hosting the FIFA Women's World Cup. You have been hired to lead the bidding process.

Task:

Present the strategies you will employ to win the bid. (20 Marks)

6. You are the new manager of the National Sports Stadium. Your first task is to improve the facility's operations management systems.

Task:

Prepare strategies that could be used to improve accessibility and scheduling at the facility. (20 Marks)

END OF PAPER