NCFE Level 2 Diploma in Sport (H/505/9948)

Unit 02 – Understanding Business in Sport

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Candidate Number: \_\_\_\_\_\_\_\_\_\_\_\_

Assessor Name: …………………………….

Assessor Signature: ………………………...

**Unit 2**

**Understanding Business in Sport**

* 1. **Identify income-generating opportunities from sport. (pass only)**

Spider Diagram:

What makes a successful business?

Firstly, you must identify specific incomes. Then you must identify why these particular groups may be able to generate opportunities in sport using research.

Display your results in a table.

Eg…

|  |  |
| --- | --- |
| **Income generating opportunities in sport** | **Possible success:** |
| Sponsorship |  |
|  |  |
|  |  |
|  |  |

**1.2 Identify the variety of businesses in the sport sector. (Pass only)**

Sector Definition

|  |  |
| --- | --- |
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|  |  |
|  |  |
|  |  |

* 1. **Describe, for a merit, in detail the types of sports-related consumer spending. Add examples for a distinction.**

**Task: fill in the missing words.**

Consumer …………………………… is another term for voluntary private consumption, or an ………………………….. of money for goods and services. Contemporary measures of consumer spending include all private purchases of durable …………………………………, nondurables and services.

Consumers are, naturally, very …………………………. to businesses. The more ……………………….. consumers spend at a given company, the better that company tends to …………………………….. For this reason, it is unsurprising that most investors and businesses pay a great amount of attention to ……………………………. spending figures and patterns.  
**important, goods, perform, consumer, spending, exchange, money**

Task: what can a sports related consumer spend money on?

|  |  |
| --- | --- |
| **Item** | **Benefit to business** |
| Replica shirts |  |
|  |  |
|  |  |
|  |  |
|  |  |

Research Activity: what sporting businesses are in your local area.

6. **Understand the contribution of sports businesses to the economy and society**

From your discussions, answer the following questions:

1. Define economy and society?

Economy: ………………………………………………………………………………………………………………..

Society: ……………………………………………………………………………………………………………………

**2.1 Identify sources of information relating to the performance of sports businesses (Pass Only)**

Task:

Complete the spider diagram labelling sources of information used to promote sports businesses.

**Sources of information**

**2.2 Review the performance of a selected sports business, identifying and evaluating (merit) strengths and areas for future development.**

Task: Pick one/two (pass) business from the list below, research possible strengths, and any areas you feel could develop the company. **You may use the internet for research purposes.**

|  |  |  |
| --- | --- | --- |
| **Business** | **Strengths** | **Areas for future development** |
| Sports retail  (sports direct) |  |  |
| Owning a football club |  |  |
| Personal trainer |  |  |
| Gymnasium  (David Lloyd) |  |  |
| Sports physio Therapist |  |  |

**2.3 Describe how sports businesses contribute to the economy (pass)**

Complete spider diagram:

Contribution

to the economy

Describe in detail one idea you have used from above, for a merit add statistics from easily found sources. (Research activity)

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2.4 Describe how sports businesses contribute to wider society. (pass)

Contribution to wider

Society

Describe in detail one idea you have used from above. For a merit, support your answer with evidence and examples from the sports industry.

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**3. Understand the factors that help to make a successful sports business**

**3.1 Describe the factors that affect the success of sports businesses. (Pass)**

Explain:

Political: ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Economic: ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Social: ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Technological: ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Competitive factors: ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**For a merit or possible distinction, s**how an understanding of how one or more of the above would affect a sports business using examples where possible.

(Use back of page)

**3:2 Identify measures that indicate the success of sports businesses. (Pass only)**

|  |  |
| --- | --- |
| **Identified Measure** | **Success** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**3:3 Explain the importance of analysing success of sports businesses. (Pass only)**

|  |
| --- |
| List 3 areas that you believe to be of importance when analysing the success of sports businesses. |
| 1. |
| 2. |
| 3. |

|  |
| --- |
| For each of the 3 areas identified, state why you think they are important. |
| 1. |
| 2. |
| 3. |

What may be a potential negative if a business was not to analysis their business?

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

3:4 Identify the skills needed for successful sports business operation. (Pass only)

The 3 S’s:

S……………… S……………….. S………………

Briefly explain your understanding of how the 3 S’s can make a business operate correctly.

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

3:5 Describe the business skills needed to support customers in the sport sector. (Pass Only)

Task:

Highlight key areas needed for successful customer service.

Patience Lateness

Knowledge

Attentiveness don’t care attitude

Clear communication skills

Positive language no qualifications

Rudeness Acting skills

Good time keeping poor hygiene

Ability to read customers

Lazy Calm manner

Persuasion skills

Willingness to learn

People skills

Qualifications swearing

Pick your top 5 of most important areas and describe why they are important to you when in business.

1. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………
2. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………
3. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………
4. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………
5. ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**3.6 Describe (Pass) the role of marketing within a sports business. For a merit, provide some suggestions on how it can lead to an increase in business using examples.**

Define Marketing: ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

What role can marketing have on a sports business?

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

What type of marketing ideas are available to local sports businesses and how could they individually support a local business?

|  |  |
| --- | --- |
| Marketing Approach | Success it could have |
|  |  |
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Task:

Design a leaflet for a local sports business in your area.

Think about what information could be put on it to get the most out of your advertisement. Use the space below. To confirm a merit, analysis the strengths of your poster.