

TASK

Unit 22 – Investigating Business in the Sports and Active Leisure Industry

Create a presentation on a sporting business of your choosing (Example: Enfield Town FC, JumpIn, Albany Leisure Centre). The presentation must include:

- The features and [structure of the business](#):
 - Type of business (private, public, voluntary).
 - Scope of the business (local, national, international, multinational).
 - Size of the business (micro, small, medium, large).
- [Aims and objectives of the business](#):
 - Private business (Make profit, break-even, survival, growth, market leadership, diversification, service provision, customer service).
 - Public/ Voluntary business (control cost, value for money, service quality, meeting government standards).
- Provision of sports facilities programme and services:
 - Purpose of the provision and services being offered.
 - Programmes to promote participation: health and fitness, educational, sports, gym, swimming pool, specific groups, industry trends.
 - Services: instruction based, therapeutic, customer services
 - Additional facilities: refreshments, car parking, changing rooms, lockers, creche.
- Customer Groups:
 - [Demographic](#): age, gender, ethnic minority grouping, disability, socio-economic groups.
 - Purpose: specific activity or sport, recreational, weight management, health maintenance, performance, charity.
 - Programming to meet customer needs: staffing, times, legal requirements.
- [Laws and Regulations](#):
 - Equality and diversity, safeguarding, data protection, health and safety, employment.

OVERVIEW

Exam Units:

Unit 1: Anatomy and Physiology · Unit 2: Fitness Training and Programming for Health, Sport and Well-being · Unit 22: Investigating Business in the Sports and Active Leisure Industry

Coursework Units:

Unit 3: Professional Development in the Sports and Active Leisure Industry · Unit 4: Sports Leadership · Unit 6: Sports Psychology · Unit 7: Practical Sports Performance · Unit 18: Work Experience in the Sports and Active Leisure Industry – Unit 23: Skill Acquisition in Sport

Materials Required:

Large A4 ring binder, plastic ring binder sleeves, ring binder dividers, black pen, highlighters.

Text Books & Revision guides: [BTEC Nationals | Sport \(2016\) | Pearson qualifications](#)

Career Pathways

Sports Scientist - Sports Analysis - Sports Coaching - PE Teaching - Sports Apprenticeships, Events Manager - Fitness Instructor – PT - Sports Referee - Leisure Centre Assistant/ Manager - Sport Psychologist - Sports Commentator - Sports Development Officer

25% of university students studied a BTEC National

Due: First lesson in September 2021