



ZIMBABWE EZEKIEL GUTI UNIVERSITY.

COLLEGE FOR LIFELONG LEARNING

Faculty of Law, Business Intelligence and Economics.

EXAMINATION PAPER

COURSE CODE : SFA113
COURSE TITLE : SPORTS HUMAN CAPITAL MANAGEMENT
DURATION : 3 HOURS
DATE :
SPECIAL REQUIREMENTS : 30 JUL 2024

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer **QUESTION ONE (1)** and any other **THREE (3)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

SECTION A

QUESTION 1 – COMPULSORY.

Read the following case study and answer the questions below.

Case Study: Mhondoro Ngezi City Football Club.

MN City FC is a newly established professional football club competing in a highly competitive national Premier league in Zimbabwe. The club has a strong financial backing and ambitions to become a major force in the league within the next five years. However, the club currently lacks a well-defined human capital management strategy. Many staff members, including coaches and support staff, have limited experience working at this level. Additionally, the club struggles to attract and retain top young talent in the province, who are often lured away by established clubs like Yadah FC, Bikita Minerals FC, Hwange FC and TelOne FC who are offering more lucrative contracts and better facilities.

Questions:

- 1(a) Identify two key challenges MN City FC faces in managing its sport human capital. **(5 Marks)**
- (b) Recommend two strategies MN City FC can implement to attract and retain top young talent. **(10 Marks)**
- (c) Briefly discuss how MN City FC can develop its existing staff to create a high-performance culture. **(10 marks)**

SECTION B

QUESTION 2

Discuss the causes and consequences of athlete burnout, and propose strategies to prevent and manage it within a sports organization. **(25 Marks)**

QUESTION 3

Explain the benefits of diversity and inclusion, and discuss strategies for creating a more diverse and inclusive environment in a sports organization. **(25 Marks)**

QUESTION 4

Racism and discriminations in Zimbabwean Sport are unlawful and costs the sector millions of dollars in failed sponsorship. In what circumstances can the finance department help the club to mitigate such practices and save money? **(25 Marks)**

QUESTION 5

- (a) Write a short reflection (2-3 paragraphs) on the importance of sport human capital management in achieving success in today's sports industry. You may also discuss any personal insights or areas of interest gained from studying this subject. **(15 Marks)**
- (b) What is the primary focus of recruitment and selection in sport human capital management? **(10 Marks)**.

QUESTION 6

There are no rights to flexible hours in Zimbabwe sport and Weekends are considered working days. What are the consequences of such a practice to the generality of work life balance of an employee and discuss the implication of our Labour Laws in Sport Human Capital Management **(25 Marks)**

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