

Summary Information

Module Code	4001LBSSB
Formal Module Title	The Business of Sport
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Matthew Hindmarsh	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Christopher Faulkner	Yes	N/A
Matej Christiaens	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	This module is an introduction to the concepts that surround the sports business and will examine the areas that make up this fast-developing industry. Students will learn both practically and theoretically, explore key agencies and organisations. In addition students will look historically and explore the possibilities for the future in sport business.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Discuss the sport business landscape through a historical perspective.
MLO2	Review how marginalised groups in sport business has developed.
MLO3	Examine the use of technology in different sport sectors.
MLO4	Analyse the role the media plays within sport.

Module Content

Outline Syllabus
How sport and sport business is defined Key concepts of the national and international sports business The different functions of the sport business The key stakeholders in the sport business The historical context of the sport business The development of marginalised groups in the sport business Technology and its role in sport Media and its role in sport Academic and reflective writing

Module Overview

Additional Information

Activities will be student-centred and will enable participants to realistically develop an understanding of the sport business.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	AS 1	100	0	MLO4, MLO3, MLO2, MLO1