

**Summary Information**

<b>Module Code</b>	4003LBSSB
<b>Formal Module Title</b>	Sport Management
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 4
<b>Grading Schema</b>	40

**Module Contacts**

**Module Leader**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
Kostas Zervas	Yes	N/A

**Module Team Member**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
Clay Gransden	Yes	N/A
Matej Christiaens	Yes	N/A

**Partner Module Team**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
---------------------	---------------------------------	------------------

**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
Business and Management

## Learning Methods

Learning Method Type	Hours
Lecture	22

## Module Offering(s)

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

## Aims and Outcomes

<b>Aims</b>	This module is designed to introduce students to the basic management principles in the world of sports and use theory to understand the concept of sport industry.
-------------	---

## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Recognise and explain the main principles of management in relation to sport business settings.
MLO2	Apply theory to provide solutions in a range of sport business challenges.
MLO3	Identify the key elements of management principles in sports organisations.

## Module Content

Outline Syllabus
Management process Sport management principles Sport Human Resource Management Sport Marketing Sport Finance Managing sport

## Module Overview

### Additional Information

Interactive lectures during which students will participate in discussions around the basic management principles of sport. In seminars students will have the opportunity to apply theory in various sport business examples and enhance their understanding through collaboration and practice.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Essay	AS 1	40	0	MLO3, MLO2, MLO1
Exam	AS 2	60	1.5	MLO3, MLO2, MLO1