

Summary Information

Module Code	4005LBSSB
Formal Module Title	Sports Industry Context
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
Jack Sugden	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Kostas Zervas	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
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To provide students with the knowledge and skills to interpret the sports industry and its governance.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Discuss the current structure of sport both nationally and internationally, with specific attention on the functions of sport governing bodies.
MLO2	Examine current issues within the sports industry and the impact upon the sport business environment.
MLO3	Explain the role of sustainable practices within contemporary sport organisations.

Module Content

Outline Syllabus
To provide students with the knowledge and skills to interpret the sports industry and its governance.

Module Overview

Additional Information
This module will enable students to explore and understand the sport business industry and how it is governed. It will provide students with an introduction that will assist for when undertaking the L5 Grassroots Sport and Elite Sport modules.

Assessments

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