

Liverpool John Moores University

Title: SPORT MANAGEMENT
Status: Definitive
Code: **4005SPOSCI** (114189)
Version Start Date: 01-08-2011

Owning School/Faculty: Sports Sciences
Teaching School/Faculty: Sports Sciences

Team	Leader
David Richardson	Y

Academic Level: FHEQ4
Credit Value: 12.00
Total Delivered Hours: 25.00
Total Learning Hours: 120
Private Study: 95

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	16.000
Seminar	8.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Exam (essay type)	50.0	1.00
Presentation	AS2	Group Presentation	50.0	

Aims

This module aims to introduce students to the basic theoretical concepts of management and marketing and establish their application within the sports environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Illustrate the basic theoretical concepts of management and their application within the sports environment.
- 2 Illustrate the basic theoretical concepts of marketing and their application within the sports environment.
- 3 Comment on the transient nature and diversity of the sports industry.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM	1	2	3
CW	1	2	3

Outline Syllabus

Introduction to sport management

Theoretical concepts of Sport

Customer care

Quality

Sport marketing

Time management

Presentations

Exam preparation

Learning Activities

Students are expected to attend time-tabled lectures and are encouraged to utilise the available directed learning time to discuss and seek advice from module staff and/or conduct essential reading. The coursework requires students to engage in group-work activities where students will be required to engage in debate, analysis and problem-solving to enhance their own learning. Students should complete the required and recommended reading to establish knowledge and understanding, along with their ability to appreciate appropriate reference material. Students will be required to evidence this in the production of their coursework and an examination.

References

Course Material	Book
Author	Deming, W.E.
Publishing Year	1982
Title	Out of the Crisis
Subtitle	
Edition	
Publisher	Cambridge, University press

ISBN	
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Course Material	Book
Author	Haywood, L., Kew, F., Bramham, P., Spink, J., Capenhurst, J and Henry, I
Publishing Year	1995
Title	Understanding Leisure
Subtitle	
Edition	2nd Edition
Publisher	London, Stanley Thornes
ISBN	0 7487 2059 6

Course Material	Book
Author	Swarbrooke, J
Publishing Year	1995
Title	The Development & Management of Visitor Attractions
Subtitle	
Edition	
Publisher	Butterworth-Heinemann, Oxford
ISBN	

Course Material	Book
Author	Torkildsen, G
Publishing Year	1999
Title	Leisure and Recreation Management
Subtitle	
Edition	4th edition.
Publisher	London, E&FN Spon
ISBN	

Course Material	Book
Author	Torkildsen, G
Publishing Year	1993
Title	Torkildsen's Guide to Leisure Management
Subtitle	
Edition	
Publisher	Essex, Longman
ISBN	0 582 21261 8

Course Material	Book
Author	Parks, J.B., Zanger, B.K.R.K. and Quarterman, J. (eds)
Publishing Year	1998
Title	Contemporary Sport Management.
Subtitle	
Edition	
Publisher	Leeds, Human Kinetics
ISBN	0 87322 836 7

Course Material	Book
Author	Chisnall, P
Publishing Year	2001
Title	Marketing Research
Subtitle	
Edition	6th Edition
Publisher	London, McGraw Hill
ISBN	007709751 3

Notes

The module aims to establish an understanding of the basic concepts of management and marketing and their application within the sports environment. Implicit within the module is an appreciation of the transient and diverse nature of the sports industry.