

Liverpool John Moores University

Title: Sport Business 1
Status: Definitive
Code: **4011SPOBUS** (120651)
Version Start Date: 01-08-2018

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

| Team | Leader |
|-----------------|--------|
| Louise Williams | Y |
| Track Dinning | |
| Sarah Nixon | |

Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 48
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 20 |
| Tutorial | 1 |
| Workshop | 27 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-------------------|---------------|---------------|
| Report | Ass1 | Report 3000 words | 50 | |
| Essay | Ass2 | Essay 3000 words | 50 | |

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. You will learn both proactively and theoretically, explore key agencies and organisations and look both historically and explore the possibilities for the future.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the composition of the sports business through historical and governance perspectives.
- 2 Analyse the role of major events and legacy in the progression of the sports business.
- 3 Review the development of sports federations and organisations through commercialisation.

Learning Outcomes of Assessments

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

| | | |
|-------------------|---|---|
| Report 3000 words | 2 | 3 |
| Essay 3000 words | 1 | |

Outline Syllabus

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 role of governance in the sport business

The interaction of wider business approaches with and through the sport industry

The role of major sporting events for host cities and sports federations

Learning Activities

Students will participate in lectures, seminars and on-line learning introducing real-life case studies and theoretical constructs. Students will be supported through group and individual tutorials.

Notes

This module will be taught through lectures, problem based learning tasks and industry case studies.