

Liverpool John Moores University

Title: Sport Business 1
Status: Definitive
Code: **4201SSLN** (122507)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

| Team | Leader |
|-----------------|--------|
| Sarah Nixon | Y |
| Anees Anees | |
| Louise Williams | |

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 40
Total Learning Hours: 200
Private Study: 160

Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Tutorial | 1 |
| Workshop | 39 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|-----------|-------------------|------------------------|---------------|---------------|
| Portfolio | AS 1 | Portfolio (4500 words) | 100 | |

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explore the sport business landscape through a historical perspective.
- 2 Examine the use of technology in different sport sectors.
- 3 Analyse the role the media plays within sport.

Learning Outcomes of Assessments

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

| | | | |
|-----------|---|---|---|
| Portfolio | 1 | 2 | 3 |
|-----------|---|---|---|

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

Technology and its role in sport

Media and its role in sport

Learning Activities

Students will participate in workshops and online learning introducing real-life case studies and theoretical constructs. Students will be supported through group and individual tutorials. Activities will be student-centred and will enable participants to realistically develop an understanding of the sport business.

Notes

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