

Sport Business 1

Module Information

2022.01, Approved

Summary Information

Module Code	4201SSLN
Formal Module Title	Sport Business 1
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Tutorial	1
Workshop	39

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explore the sport business landscape through a historical perspective.
MLO2	2	Examine the use of technology in different sport sectors.
MLO3	3	Analyse the role the media plays within sport.

Module Content

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
Module Overview	This module is an introduction to the concepts that surround sports business and will examine the areas that make up this fast-developing industry. You will learn both practically and theoretically and explore key agencies and organisations.
Additional Information	This module will be taught through workshops, problem-based learning tasks and industry case studies.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Sarah Nixon	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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