

Liverpool John Moores University

Title: Sport Business 2
Status: Definitive
Code: **4205SSLN** (122511)
Version Start Date: 01-08-2021

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

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

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Tutorial	1
Workshop	39

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS 1	Essay (2000 words)	50	
Presentation	AS 2	Group Presentation (20 mins)	50	

Aims

The aim of this module is to enable students to appraise the nature and role of sport governing bodies, both nationally and internationally, within the sport business landscape. Students will also explore the principles of governance for best practice and assess the challenges within modern sport governance.

Learning Outcomes

After completing the module the student should be able to:

- 1 Investigate the role and development of sport governing bodies
- 2 Demonstrate an awareness of the issues at the forefront of governing sport within a variety of contexts.

Learning Outcomes of Assessments

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

Essay	1	2
Group Presentation	1	2

Outline Syllabus

The structure and nature of Sport Governance
Sport Governance Defined
The role of sport governing bodies
Evaluating performance in modern sport governance
Principles of best practice in sport governance
Contemporary issues in governing sport

Learning Activities

This module will be taught through a combination of workshops, authentic learning tasks and industry case studies. This will be supported through individual and group 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.