

Liverpool John Moores University

Title: Sport Business 2
Status: Definitive
Code: **5021SPOBUS** (120653)
Version Start Date: 01-08-2019

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

Team	Leader
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Academic Level: FHEQ5 **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
Seminar	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Ass1	Essay (3000 words)	50	
Report	Ass 2	Report (3000 words)	50	

Aims

The aim of the module is for students to gain an in depth understanding of the delivery and development of sport at both grass root and elite level.

Learning Outcomes

After completing the module the student should be able to:

- 1 Contextualise sport at a grass root level in relation to the different sectors.
- 2 Identify key issues in relation to funding and the operations of grass root sport.
- 3 Evaluate the elite sport end of the spectrum.
- 4 Assess key issues of elite sport with particular reference to funding, player pathways and support mechanisms.

Learning Outcomes of Assessments

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

Essay (3000 words)	1	2
Report (3000 words)	3	4

Outline Syllabus

Different sectors of grass root sports including local authority; sports clubs; leisure trusts; private leisure and voluntary organisations.

Funding streams for the different sectors at both grass root and elite level.

Organising and running grass root and elite sport.

Player pathways in elite sport.

Commercial sports.

International migrations of players.

Government bodies and federations that support grass root and elite sport.

Learning Activities

This module is taught through seminars; case studies; guest lectures and is supported through individual and group tutorials.

Notes

The module will enable students to explore both the grass root and elite ends of the sports spectrum. Key issues will be analysed, including policy development; political influence and the support mechanisms for athletes of all levels.