

Liverpool John Moores University

Title: Introduction to the Sports Business
Status: Definitive
Code: **5025SPOBUS** (120664)
Version Start Date: 01-08-2016

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
Lecture	20
Tutorial	1
Workshop	27

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Ass 1		40	
Report	Ass 2		30	
Presentation	Ass 3		30	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the composition of the sports business.
- 2 Contextualise sports business within its market-place.
- 3 Analyse trends within sports business.

Learning Outcomes of Assessments

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

Essay 2,500 words	3
Case Study 2,000 words	2
Group Presentation 20 mins	1

Outline Syllabus

Key concepts of the sport business

The different functions of the sport business

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

Technology and its development with and through sport

Trends and developments in the industry

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 introduces the student to the option of the business of sport that will be offered at Level 3, ensuring that an informed choice can be made. It will help students to develop skills, knowledge and understanding in relation to the sports business.