

Liverpool John Moores University

Title: Sport Business - Elite
Status: Definitive
Code: **5205SSLN** (122517)
Version Start Date: 01-08-2021

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

Team	Leader
Sarah Nixon	Y
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Academic Level: FHEQ5 **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
Report	AS 1	Report (4,500 words)	75	
Presentation	AS 2	Poster presentation (group poster)	25	

Aims

The aim of the module is for students to gain an in-depth understanding of the delivery and development of non-commercial sport at elite level.

Learning Outcomes

After completing the module the student should be able to:

- 1 Contextualise non-commercial elite level sport
- 2 Identify key issues in relation to funding and the operations of elite-level non-commercial sport
- 3 Assess key issues of elite non-commercial sport with particular reference to funding, financial diversification and income generations

Learning Outcomes of Assessments

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

Report	1	2	3
Poster	1	2	3

Outline Syllabus

Government bodies and federations that support elite sport.

Different sectors of elite sport.

Funding streams for the different sectors at elite level.

Organising and running elite sport.

Player pathways in elite sport.

Financial diversification for NGBs and athletes

Income-generating opportunities

Learning Activities

Students will participate in workshops which will include both real-life case studies and theoretical constructs. Students will be supported through group and individual tutorials.

Notes

This module will enable students to explore and understand the area of elite sport.