

Liverpool John Moores University

Title: INTRODUCTION TO THE SPORTS BUSINESS
Status: Definitive
Code: **5214SPODEV** (104377)
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: 42
Total Learning Hours: 240
Private Study: 198

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Seminar	20
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation (20 minutes)	40	
Presentation	AS2	(4,000 words)	60	

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 Contextualize sports business within its market-place
- 3 Examine the role that sport plays within society
- 4 Analyse trends within sports business and the role of emerging technologies

Learning Outcomes of Assessments

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

Presentation	2	4	
Coursework	1	2	3

Outline Syllabus

Sport and its role within society

The different functions of the sport business

The interaction of wider business approaches with and through sport industry

Technology and its development with and through sport

Learning Activities

Students will participate in Lectures and seminars introducing real-life case studies and theoretical constructs.

Students will be supported through Tutorials also.

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.