

Liverpool John Moores University

Title: Sport Business - Elite
Status: Definitive
Code: **5501SSLNEF** (127088)
Version Start Date: 01-08-2021

Owning School/Faculty: Sport and Exercise Sciences
Teaching School/Faculty: Everton Football College

Team	Leader
Cath Walker	Y

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
Lecture	16
Tutorial	1
Workshop	23

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1 2 3	Narrated PowerPoint Presentation	40	
Essay	AS1 2 3	Essay (2800 Words)	60	

Aims

The aim of the module is for you to gain an in depth understanding of the delivery and development of elite sport. The module will be taught through problem based learning (PBL); seminars and guest speakers. You will be expected to partake in all aspects of the module.

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 generation

Learning Outcomes of Assessments

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

Presentation	1	2	3
Essay	1	2	3

Outline Syllabus

Explore non-commercial elite sport activity, Elite sport policy, Funding

Learning Activities

This will be delivered through tutor led and independent learning involving the research of particular case studies to support understanding

Notes

-This unit will encourage learners to explore sport development initiatives and programmes to encourage talent identification and elite sport looking at the current landscape through a variety of sports. Students will be assessed through written essay and presentation.