

Summary Information

Module Code	6002LBSSB
Formal Module Title	Applied Sport Business
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Online	4

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To develop students' knowledge and understanding of the issues and concepts that exist within the sports business. To explore the multifaceted approach to the business that sport has become and the issues and complexities that surround it. To develop practical skills in relation to the core concepts of finance, sponsorship, marketing and technology.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the sports business in relation to contemporary, relevant, and cutting-edge industry information and practice.
MLO2	2	Utilise a variety of real-life industry methods and scenarios to apply knowledge and understanding.
MLO3	3	Demonstrate high-level skills in relation to idea development, innovative thinking, creativity, communication, information analysis, production of professional documents and the ability to apply ideas with industry considerations.

Module Content

Outline Syllabus	Data analytics and/or sports finance. Business aspects of sport including media, sponsorship, marketing (digital and off-line) and sports technology (including products). Sports law linked to sponsorship and image rights. Growth of women's sports and women's sports sponsorship. The role of sustainability within the sports business Professional written presentation skills. Group working. Idea development.
Module Overview	
Additional Information	This module will support students in developing their thinking skills and their ability to make things happen.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	AS1	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Louise Williams	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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