

Summary Information

Module Code	6004LBSSB
Formal Module Title	The Future of 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
Lecture	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	This module will enable students to develop their critical business mindset by looking at the issues, trends and innovations in the sports industry. Through in-depth analysis and practical engagement, the students will look at ways to exploit this knowledge for future success.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Synthesize knowledge around the current and future trends in Sports Business.
MLO2	2	Critically analyse sport industry sectors and earmark areas for future innovation and development.
MLO3	3	Conduct effective market and scholarly research and communicate it in a manner that is academic, professional and convincing.

Module Content

Outline Syllabus	Micro and macro economy of sport Future issues in the sport industry Climate change and sustainability Emerging technologies Emerging economies of sport E-Sports The future of marketing Business and product analysis Contemporary issues in Sport Business
Module Overview	
Additional Information	The module will provide students with the skills and knowledge to succeed in the future sport business marketplace. This will be achieved through a comprehensive program of teaching and learning that encourages students to engage practically with emerging trends, technologies, and markets. Alongside this the assessment strategy will look to finesse the students writing and research skills while encouraging them to leave university with an innovative business idea.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	AS1	50	0	MLO1, MLO3
Presentation	AS2	50	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Jack Sugden	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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