

Liverpool John Moores University

Title: Sport Business 3
Status: Definitive
Code: **6031SPOBUS** (120659)
Version Start Date: 01-08-2019

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
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Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 48
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	47
Seminar	1

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Ass 1	Portfolio (3500 words)	60	
Report	Ass 2	Report (2500 words)	40	

Aims

To develop the students' knowledge and understanding of the issues and concepts that exist within the sports business. To examine the roles played by the different stakeholders and to highlight the similarities and differences between them. To explore the multifaceted approach to the business that sport has become and the issues and complexities that surround it.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the multifaceted business approach and relevant skills set required within the sports business industry.
- 2 Analyse the different sectors and functions of the sports business.
- 3 Utilise online methods to produce, develop and sustain a relevant information source.

Learning Outcomes of Assessments

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

Portfolio (3500 words)	1	2
Report (2500 words)	3	

Outline Syllabus

Professional sport and its place within society.

Business aspects of sport including media, sponsorship, marketing and technology.

Broadcasting of sport through multi-platform sources.

The role of ethics in sport and the increased amount of corruption within sport.

Sports Law linked to sponsorship and image rights.

Gambling within Sport

Learning Activities

This module will be taught through a problem based learning (PBL) approach, combining lectures, seminars and tutorials. Analysis of case studies and real world examples will take place. This will be supported through guest speaker sessions with current industry practitioners.

Notes

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