

Liverpool John Moores University

Title: The Sports Business
Status: Definitive
Code: **6035SPODEV** (117295)
Version Start Date: 01-08-2019

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

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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
Seminar	47
Tutorial	1

Grading Basis: 40 %

Assessment Details

Category	Short	Description	Weighting	Exam
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	Description		(%)	Duration
Report	Ass 1	2000 word report	30	
Portfolio	Ass 2	3000 word development portfolio	70	

Aims

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

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the multifaceted business approach and relevant skill set required within top level sport.
- 2 Integrate and analyse the different functions and sectors of the sports business industry.

Learning Outcomes of Assessments

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

2,000 word report	2
3,000 word development port	1

Outline Syllabus

*Professional sport and its place within society
Business aspects of sport including media, sponsorship, marketing
Major sporting events
Broadcasting
Technology*

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

This module will extend the students awareness and knowledge of the sports business and will enable them to place their own development against industry standards. The module will help students to be more aware of the expectations of the industry, as they start to plan for their future employability.