

Summary Information

Module Code	6038JOURN
Formal Module Title	The Business of Sport
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	12
Seminar	36

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	28 Weeks

Aims and Outcomes

Aims	1. Enable the individual student to critically reflect on sport in a business context.2. Develop the student's ability to demonstrate an advanced awareness of the economics of sport.3. Enable the student to demonstrate a sophisticated understanding of the specialist terminology used in the reporting of business stories in a sporting context. 4. Develop the student's ability to show a wide ranging and deep appreciation of the requirements of sports journalists in reporting stories that focus on the business aspects of sport.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Express critical knowledge and a systematic understanding of the debates surrounding sport and business.
MLO2	2	Critically examine developments in sport and be able to assess their implications in a business sense.
MLO3	3	Effectively communicate information, ideas and arguments using appropriate academic conventions and style.
MLO4	4	Manage own learning and engage in independent study

Module Content

Outline Syllabus	This module is designed to reflect on sport as a business. Once recreation, sport now generates millions of pounds and students will examine the implications for the participants, spectators and society as a whole. It will provide a critical understanding of the guiding principles needed for the production of reports that shows awareness of this changing economic context.
Module Overview	This module will enable you to reflect on sport in a business context developing your ability to demonstrate an advanced awareness of the economics of sport. The module will enable you to demonstrate an understanding of the specialist terminology used in the reporting of business stories in a sporting context.
Additional Information	The module will consider the requirements of sports journalists in reporting stories that focus on the ethical business aspects of sport.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Presentation	30	0	MLO4, MLO2
Portfolio	Essay	70	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
David Randles	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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