

Liverpool John Moores University

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Title: The Business of Sport
Status: Definitive
Code: **6038JOURN** (124573)
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
David Randles	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 48
Total Learning Hours: 200 **Private Study:** 152

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12
Seminar	36

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	15 Minute Presentation	30	
Essay	Essay	Essay - 2800 Words	70	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Presentation	2	4		
Essay	1	2	3	4

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.

Learning Activities

Lectures and seminars.

Notes

The module will consider the requirements of sports journalists in reporting stories that focus on the ethical business aspects of sport.