

Business of Sport

Module Information

2022.01, Approved

Summary Information

Module Code	6047JOURN
Formal Module Title	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	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	Enable critical analysis of sport in a business context. Develop the student's ability to demonstrate an advanced awareness of the significance of sports business. Enable demonstration of a sophisticated understanding of the specialist terminology used in the reporting of sports business stories.
------	---

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 sports business.
MLO2	2	Effectively communicate information, ideas and arguments using appropriate academic conventions and style.
MLO3	3	Successfully conduct research tailored to a piece of original journalism.

Module Content

Outline Syllabus	This module is designed to reflect on the increasing significance of sport as a business. Once recreation, sport is now a multi-billion pound global business 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 sports journalists to operate effectively in this changing economic context.
Module Overview	
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
Report	Feature Article	30	0	MLO1, MLO3
Essay	Essay	70	0	MLO1, MLO2

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
--------------	--------------------------	-----------