

## Liverpool John Moores University

Title: Sport Business 3  
Status: Definitive  
Code: **6201SSLN** (122519)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Louise Williams	Y
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**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 40  
**Total Learning Hours:** 200  
**Private Study:** 160

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Tutorial	1
Workshop	39

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS 1	Portfolio (4500 words)	100	

### Aims

*To develop students' knowledge and understanding of the issues and concepts that exist within the sports business. To explore the multifaceted approach to the business that sport has become and the issues and complexities that surround it. To develop practical skills in relation to the core concepts of finance, sponsorship, marketing and technology.*

## 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 Utilise online methods to produce, develop and sustain a relevant information source.
- 3 Demonstrate high-level skills in relation to idea development, communication and analysis.

## Learning Outcomes of Assessments

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

Portfolio	1	2	3
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## Outline Syllabus

*Finance and the role it plays in sport*

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

*Sports law linked to sponsorship and image rights*

*Product and service development*

*Professional presentation skills*

*Group working*

*Idea development*

## Learning Activities

This module will be taught through a problem based learning (PBL) approach, combining workshops 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 support students in developing their thinking skills and their ability to make things happen.