

Summary Information

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| Module Code | 6201SSLN |
| Formal Module Title | Sport Business 3 |
| Owning School | Business and Management |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 6 |
| Grading Schema | 40 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|-----------------|--------------------------|-----------|
| Louise Williams | Yes | N/A |

Module Team Member

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
|--------------|--------------------------|-----------|

Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
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Teaching Responsibility

| LJMU Schools involved in Delivery |
|-----------------------------------|
| Business and Management |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
|----------------------|-------|

| | |
|----------|----|
| Tutorial | 1 |
| Workshop | 39 |

Module Offering(s)

| Offering Code | Location | Start Month | Duration |
|---------------|----------|-------------|----------|
| SEP-MTP | MTP | September | 12 Weeks |

Aims and Outcomes

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|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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:

| Code | Description |
|------|-----------------------------------------------------------------------------------------------------------------------------|
| MLO1 | Critically evaluate the multifaceted business approach and relevant skills set required within the sports business industry |
| MLO2 | Utilise online methods to produce, develop and sustain a relevant information source. |
| MLO3 | Demonstrate high-level skills in relation to idea development, communication and analysis. |

Module Content

| 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 |

| Module Overview |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The aim of this module is to develop your knowledge and understanding of the issues and concepts that exist within the sports business. You will explore the business that sport has become and the issues and complexities that surround it. You will develop practical skills in relation to the core concepts of finance, sponsorship, marketing and technology. |

| Additional Information |
|----------------------------------------------------------------------------------------------------------------|
| This module will support students in developing their thinking skills and their ability to make things happen. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|--------------------------|
| Portfolio | Portfolio | 100 | 0 | MLO3, MLO1, MLO2 |