

Liverpool John Moores University

Title: THE SPORTS BUSINESS
Status: Definitive
Code: **6305SPODEV** (104387)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Louise Williams	Y

Academic Level: FHEQ6
Credit Value: 24
Total Delivered Hours: 42
Total Learning Hours: 240
Private Study: 198

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Seminar	20
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	(2,000 words)	40	
Essay	AS2	Development Portfolio (3,000 words)	45	
Essay	AS3	Personal reflection on individual development (1,000 words)	15	

Aims

To develop the students knowledge and understanding of the issues and concepts that exist within the business of sport and sports management. To examine the roles played by the different agencies and to highlight the similarities and differences between them. To explore the multifaceted approach to the business that sport has

become and that surrounds it.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the multifaceted business approach to top level sport
- 2 Integrate and analyse the different functions to be able to pull together the whole picture
- 3 Critical analyse the sports business issues against and within different business models
- 4 Contextualise industry skill requirements against personal development

Learning Outcomes of Assessments

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

Coursework	1	2
Portfolio	2	3
Reflection	4	

Outline Syllabus

Professional sport and its place within society
Business aspects of sport including media, sponsorship, marketing
Major sporting events
Broadcasting
Technology

Learning Activities

This module will be taught in Lectures, Seminars and Tutorials. Analysis of case studies and real world examples will take place.

This will be supported through the seminars hosting 'masterclass' sessions by current practitioners

Notes

This module will extend the students awareness and knowledge of the sports business and will enable them to place their own development against industry standards. The module will help students to be more aware of the expectations of the industry as they start to plan for their future employability.