

Sport Business 3

Module Information

2022.01, Approved

Summary Information

Module Code	6501WUCSBP
Formal Module Title	Sport Business 3
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Westford University College

Learning Methods

Learning Method Type	Hours
Tutorial	1
Workshop	39

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
PAR	PAR		12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the multifaceted business approach and relevant skills set required within the sports business industry
MLO2	2	Utilise online methods to produce, develop and sustain a relevant information source.
MLO3	3	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	
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)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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