

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	Master of Arts Degree in International Sports Business
FHEQ Level:	7
Course Title:	Contemporary Issues in Sports Business
Course Code:	SPT 7101
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

The course examines the geo-political, economic, social, and technological environments pertinent to the international sport sector and encouraged students to critically reflect on these issues in the context of international sports management. Students will develop an understanding of the similarities and differences in the production, meaning, promotion, and consumption of sport. They will also critically evaluate the nature and the role of sport in contrasting socio-economic systems.

Prerequisites: MA International Sports business students only

Aims and Objectives:

- Understand the role of a range of forces acting on the sports world.
- Understand the importance and the role of a sport in countries and political systems around the world.
- Describe the main positive and negative impacts on the world of contemporary sport
- Analyse how contemporary issues affect the consumption of sport

Programme Outcomes:

A2, A3, A4, A5
B1, B2, B3, B4, B5

C1, C2, C3, C4,
D1, D3, D4,

A detailed list of the programme outcomes are found in the Programme Specification. This is found at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Develop critical responses to the issues, tensions and contradictions surrounding the use of sport in society
- Examine and critique the intervention of the state in sport and the interrelationships at the national and local level
- Appraise how the socio-political context of sport impacts on current management practice

Cognitive skills

- Investigate a range of current key aspects of sports strategy, with particular emphasis on the geo-political, economic, social, and technological influences and drivers.
- Explain how their research relates to the sports business environment

Subject specific, practical and professional skills

- Work together as members of a team, in group work that will require rational, and analytical approaches

General/transferable skills

- Develop analytical skills and communicate their findings effectively to others.

Indicative Content:

- Ideology and national identity,
- Globalisation,
- Social inclusion
- Substance abuse,
- Technology,
- Media,
- Commercialism and the impact of corporations,
- Politics,
- Organising multinational events

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be taught through a combination of lectures, seminars, tutorials, directed and independent tasks and guided reading. Independent study will be strongly encouraged through the provision of reading lists and tasks to undertake in preparation for upcoming taught sessions. Together, the learning strategies of taught sessions and independent study aim to develop conceptual knowledge of international sport management.

Bibliography:

Indicative Text(s):

Beech, J. and Chadwick, S. (2013) *The Business of Sports Management*, Pearson.

Cunningham, G., Fink, J. and Doherty, A. (2015) *The Routledge Handbook of Theory in Sports Management*, Routledge.

Girginov, V. (2008) *Management of Sports Development*, Elsevier Press.

Hoye R., Smith, A. and Nicholson, M. (2015) *Sports Management: Principles and Applications*, Routledge.

Lussier, R., & Kimball, D. (2013) *Applied Sport Management Skills*. Leeds, Human Kinetics

Masteralexis, L., Barr, C. & Hums, M. (2014) *Principles & Practice of Sport Management* (3rd Edition). London: Jones & Bartlett Publishers.

Torkildsen, G. (2010) *Leisure & Recreation Management* (6th Edition). London: E & FN Spon.

Journals

Journal of Sport Management

Journal of Physical Education and Sport Management

International Journal of Sport Management and Marketing

Journal of Applied Sport Management

Web Sites

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body	Change Actioned by Academic Registry
Annual update	June 2023	
Total hours updated	April 2024	