

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	International Sports Management
FHEQ Level:	5
Course Title:	Sports Management
Course Code:	SPT 5215
Total Hours:	120
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course explores the diverse and expanding practice of sport management in an international context. Alongside the underpinning theoretical concepts, students will explore international sport management theory and practice within functional areas such as finance, human resource management, and marketing, as well as from historical, cultural, political, and business perspectives. Contemporary issues related to the management of international sports, such as risk management, the media and sponsorship are also examined.

Prerequisites:

MGT 3200 Foundations of Business

Aims and Objectives:

This course enables students to:

- Develop an historical understanding of the management of sport in terms of the organisational sectors that constitute sport associations and clubs.
- Critically evaluate the nature and the role of governance and management as it relates to international product and service provision.
- Critically analyze general management principles and the components necessary for the successful management of sport.
- Explore how the key functional areas of management can be applied in a sporting context.

Programme Outcomes

International Sports Management A1, A2, A3, A4, A7, B1, B2, B5, C2 D2

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located 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

Demonstrate critical understanding of sport management theories, methods and functional components.

Contextualize the role of sport management of from historical, cultural, political, and business perspectives.

Cognitive Skills

Critically evaluate the nature and the role of sport management within different sports industry settings as it relates to international product and service provision.'

Practical and/or Professional Skills

Apply knowledge and understanding of sports management to analyze a variety of different issues within sport organizational contexts

Key Skills

Locate and interpret a variety of sports management sources to evaluate different perspectives on sport management and effectively present findings as appropriate to assessment criteria.

Indicative Content:

- The Sport management environment: historical and cultural perspectives
- Managing sport associations and clubs: from local to global
- Government involvement in Sport
- Functional aspects of sports organisations: organisational behaviour and human resource management
- Functional aspects of sports organisations: sports marketing
- Functional aspects of sports organisations: sports finance
- The application of management theory
- Contemporary sports management issues: sport and the media
- Contemporary sports management issues: risk management
- Contemporary sports management issues: corporate social responsibility and sustainability

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:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s).

The lectures will be participative in nature and will encourage commentary, application to real life scenarios/experiences and questioning to help develop deep learning and understanding, in addition to transferable skills.

Weekly seminars will support and enhance student learning through the presentation of information in a coherent and concise manner. Seminar sessions will require both individual and team participation and students will be encouraged to come prepared to participate in class.

Blackboard will be used to upload lecture notes and other essential course- related information.

Bibliography:

See syllabus for complete reading list

IndicativeText(s):

Beech, J., and Chadwick, S. (Eds.). 2013. *The Business of Sport Management*. Harlow: Pearson Education.

Foster, G., O'Reilly, N., and Davila, A. 2020. *Sports Business Management*. London: Routledge

Hassan, D., (Eds). 2018. *Managing Sport Business: An introduction*. London, Routledge

Hoye, R., Smith, A., Westerbeek, H., Stewart, B., and Nicholson, M. 2018. *Sport Management: Principals and Applications*. London, Routledge

Journals

Journal of Sport Management

Sport Management Review

Journal of Global Sport Management

Sport Business and Management

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

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Minor	Amendment of programme outcome codes to conform with B & E School standards.	School Chair's action by PDA	
Minor	Amendment of course learning outcomes to align programme outcomes and QAA FHEQ Level 5 benchmark descriptors.	13/12/2021 Chairs Action	
Minor	Updated indicative texts	June 2022	
	Revision – annual update	May 2023	
Minor	Change to Learning Outcome 3	June 2023	
	Total Hours Updated	April 2024	