

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	RBS/RIASA
Programme:	Year 1 Programme
FHEQ Level:	3
Course Title:	Fundamentals of Sport Studies
Course Code:	SPRT 3101
Total Hours:	160
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

Foundations of Sport Studies provides students with a comprehensive foundation to the multifaceted world of sport and provides a critical grounding in sport studies – with a specific focus on sport’s cultural, social, governance and business-related aspects.

Prerequisites:

None

Aims and Objectives:

Aim: Foundations of Sport Studies develops students’ knowledge and understanding of the complex interplay between sport and society to examine a variety of commercial and organizational practices within that shape the modern sports industry.

Objectives

- Examine critical social issues in sport, including equity, diversity, and inclusion
- Develop an understanding of sports governance, organizational and management practices with a variety of sports contexts
- Explore sports marketing strategies and the planning of sporting events

Programme Outcomes:

A3 (I), B3 (I), C3 (I), D3 (I)

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

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Course Learning Outcome	Programme Outcome
<p>Disciplinary Knowledge and Understanding Explain key social issues affecting the sports industry, including concepts of equity, diversity, and inclusion and describe fundamental principles of sports studies in various sporting contexts.</p>	A3 (I)
<p>Disciplinary Applied Skills Develop understanding of basic marketing strategies for sports-related products and services and key elements of sport event planning.</p>	B3 (I)
<p>Communication Skills Communicate complex ideas related to sport studies in a variety of written and both oral formats.</p>	C3 (I)
<p>Transferable Skills Apply critical thinking and analytical skills to evaluate complex issues in sports studies contexts</p>	D3 (I)

Indicative Content:

Sport and Social Contexts

- Gender equality and ethnic diversity sports
- Sport policy and community development

Sports Management and Governance

- Organizational structures in sports
- Governance and sports bodies
- Ethical considerations and decision-making in sports

Sports Marketing and Event Management

- Marketing campaigns for sports events and organizations
- Sporting events and sustainability practices

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Lawrence, S. et al. ed. (2024) *Routledge handbook of sport, leisure, and social justice*. London: Routledge.

Masterman, G. (2021) *Strategic sports event management*. 4th Edition. London: Routledge.

Shilbury, D., and Ferkins, L. ed. (2019) *Routledge handbook of sport governance*. London: Routledge.

Smith, C., et al. ed. (2024) *Introduction to Sport Marketing*. 3rd Edition. London: Routledge.

Stavros, T., and Mallen, C. ed. (2022) *Sport and sustainable development: an introduction*. London: Routledge.

Journals

Journal of Sport Management

Sport Management Review

European Sport Management Quarterly

International Journal of Sport Management

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition	Nov 2024	
Updated Programme and course title	Feb 2025	