

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	RBS/RIASA
Programme:	BA International Sports Management
FHEQ Level:	4
Course Title:	Introduction to Sport Business
Course Code:	SPRT 4102
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:

This course explores the diverse and expanding practice of sport business in an international context. It provides a comprehensive foundation of the economic, organisational and legal components of the sports industry. Students will explore facets of sport business within areas such as sport event management, sports law, and sports marketing. Contemporary issues related to sport business such as the media, sports analytics, corporate social responsibility, and retailing are also examined.

Prerequisites:

N/A

Aims and Objectives:

- To develop a full understanding of sport business in the international context.
- Explore the key principles and components of sport business.
- Critically analyse facets of sport business necessary for success in the sport industry.

Programme Outcomes:

A4(I), B4(I), C4(I), D4(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
Disciplinary Knowledge and Understanding Demonstrate understanding of key concepts of sport business, contextualize various sport business environments and identify strategic practices of sport business organizations.	A4 (I)
Disciplinary Applied Skills Identify and evaluate different critical perspectives on sports business settings and organizational practices.	B4 (I)
Communication Skills Demonstrates planning, management and communications skills to effectively present sport business issues to an audience.	C4 (I)
Transferable Skills Locate and interpret a variety of sports business sources, effectively evaluate their findings, and present information as appropriate to assessment tasks.	D4 (I)

Indicative Content:

- The International Sports System
- Sport and Retailing
- Sport and Sponsorship
- Sport Event Management
- Sports Analytics
- Corporate Social Responsibility
- Economic and Financial Principles applied to Sports
- Legal issues and risk management
- Managing Social Responsibility in Sport
- Managing High Performance Sport
- Sports Gambling

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):

Chandler, D., (2022) *Strategic Corporate Social Responsibility: Sustainable value creation*. 6th edn. London: Sage.

Conrad, M., (2017) *The Business of Sports*. 3rd edn. London: Routledge.

Foster, G., O’Rielly, N. and Davila, A. (2021) *Sports Business Management, Decision Making Around the Globe*. 2nd edn. London: Routledge.

Hassan, D. (2018) *Managing Sport Business: An Introduction*. 2nd edn. London: Routledge.

Hoye, R., Miesener, K., Naraine, M. L., and Ordway, C. (2022) *Sport Management: Principles and Applications*. 6th edn. London: Routledge.

Masteralexis, L. P., Barr, C. A., and Hums, M. A. (2020) *Principles and Practice of Sport Management*. 6th edn. Burlington, MA: Jones & Bartlett Learning.

Pedersen, P. M. and Thibault, L. (2021) *Contemporary Sport Management*. 7th edn. Human Kinetics.

Journals

European Sport Management Quarterly (ESMQ).

International Journal of Sport Finance (IJSF).

International Journal of Sport Policy and Politics.

Journal of Global Sport Management.

Journal of Sports Economics (JSE).

Journal of Sport Management.

Sport Management Review.

Students are also expected to read other publications relating to sport business which are available in the library resources.

Websites

These websites offer a broad introduction to sports business, blending basic industry insights with more specialized knowledge. These are excellent resources that cover everything from sports management to sponsorship, media rights, fan engagement strategies, and the overall sports industry landscape.

SportBusiness. Available at: <https://www.sportbusiness.com/> (Accessed: November 2024).

Sports Business Journal (SBJ). Available at: <https://www.sportsbusinessjournal.com/> (Accessed: November 2024).

Sloane Sports Analytics Conference (SSAC). Available at:

Website: <https://www.sloansportsconference.com/> (Accessed: November 2024).

SportsPro Media. Available at: <https://www.sportspromedia.com/> (Accessed: November 2024).

Aspire Group. Available at: <https://www.theaspiregroupinc.com/> (Accessed: November 2024).

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	