

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	RBS/RIASA
Programme:	BA International Sports Management
FHEQ Level:	5
Course Title:	Sports Management
Course Code:	SPRT 5103
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 management in an international context. Alongside the underpinning theoretical concepts, students will explore international sport management theory and practice within functional areas such as leadership, human resource management, organization, and planning as well as from historical, cultural, political, and business perspectives. Contemporary issues related to the management of international sports, such as corporate social responsibility, strategic management, and the media are also examined.

Prerequisites:

40 Credits

Aims and Objectives:

Aim: This course aims to equip students with the knowledge and skills necessary to effectively manage sports organizations.

Objectives:

- Develop an historical understanding of the management of sport.
- Critically evaluate the nature and the role of management as it relates to international product and service provision.
- Critically analyse 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:

A5(II), B5(I), C5(II), D5(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 critical understanding of sport management theories, methods, and functional components.	A5 (II)
Disciplinary Applied Skills Apply knowledge of sport management theories, methods, and functions to evaluate the nature and the role of management of sport in a range of different settings.	B5 (I)
Communication Skills Analyse and communicate issues within sports organizational contexts using sports management knowledge.	C5 (II)
Transferable Skills Locate, interpret and evaluate sports management sources, presenting findings effectively in line with assessment criteria.	D5 (I)

Indicative Content:

- Sport Management Overview and Competencies
 - Sport Management Environment
 - Sport Policy and government role in sport development
 - Non-profit sport and governing bodies of sports
 - Professional sports

- Sport management principles
 - Strategic Management
 - Human resource management and leadership in sport
 - Sport organisational design
 - Sport organisational culture
 - 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:

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.

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., & Hums, M. A. (2024) *Principles and Practice of Sport Management*. 7th edn. Burlington, MA: Jones & Bartlett Learning.

Pedersen, P. M., and Thibault, L. (2022) *Contemporary Sport Management*. 7th edn. Illinois: 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.

Managing Sport and Leisure(T&F).

Sport Management Review.

Websites

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

North American Society for Sport Management (NASSM). Available at: <https://www.nassm.org/> (Accessed: November 2024).

European Association for Sport Management (EASM). Available at: <https://www.easm.net/> (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	