

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Business and Economics
Programme:	BA International Sports Management
FHEQ Level:	4
Course Title:	Introduction to Sport Business
Course Code:	SPT 4100
Course Leader:	Dr Emmanuel Okyere
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall
Credits:	12 UK CATS credits 6 ECTS credits 3 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, organizational and legal components of the sports industry.

Students will explore facets of sport business within areas such as event management, law, sponsorships and taxation. Contemporary issues related to sport business such as the media, business analytics, tourism and retailing are also examined.

Prerequisites: None

Aims and Objectives:

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

Programme Outcomes:

A1, A2, A3, A4, A5, A6, 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:

1. Contextualize the sport business environment.
2. Explore facets of sport business.
3. Articulate an understanding of principles and components of sport business.

Indicative Content:

- The International Sports System
- Traditional and New Media in Sports
- Taxation and Sports
- Sport Law
- Sport and Retailing
- Sport and Sponsorship
- Managing High Performance Sport
- Sport Event Management
- Business Analytics in Sports
- Managing Social Responsibility in Sport
- Sports Gambling

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

Teaching Methodology:

The course is taught using a variety of methods including lectures, case studies, and discussions.

