

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	International Sports Management
FHEQ Level:	4
Course Title:	Introduction to Sport Business
Course Code:	SPT 4100
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall, Spring, Summer
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:

- 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:

International Sports Management: A1, A2, A4, A5, B1, B3, C1, D1, D2, D3

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:

- Demonstrate understanding of key concepts of sport business, contextualize various sport business environments and identify strategic practices of sport business organizations.
- Identify and evaluate different critical perspectives on sports business settings and organizational practices.
- Apply knowledge of sport business to successfully fulfil assessment criteria.
- Locate and interpret a variety of sports business sources, effectively evaluate their findings, and present information as appropriate to assessment tasks.

Indicative Content:

- The International Sports System
- Taxation and Sports
- 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 University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies>

Teaching Methodology:

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

Indicative Text(s):

Conrad, M. 2017 *The Business of Sports* 3rd Edition. London: Routledge
Hassan, D. 2018. *Managing Sport Business: An Introduction* 2nd Edition. London: Routledge
Foster, G., O'Reilly, N., and Davila, A. 2020. *Sports Business Management Decision Making Around the Globe* 2nd Edition. London: Routledge

Journals

International Journal of Sports Finance
Journal of Sport Management
Journal of Sport and Social Issues
European Sport Management Quarterly
International Journal of Sport Management and Marketing
Journal of Quantitative Analysis in Sports.

Web Sites

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Amendment of course learning outcomes to align with QAA FHEQ Level 4 benchmark descriptors.	13 December 2021	
Various updates as part of the UG programme review	AB Jan 2022	