

The Business of Sport

Module Code	4BUSS003W
Module Level	4
Length	Session Two, Three Weeks
Site	Central London
Host Course	London International Summer School
Pre-Requisite	None
Assessment	50% In-Class Test, 50% Groupwork

Summary of module content

Sport is a high profile global business, which excites and entertains, builds allegiances and generates intense rivalries. As such it provides the perfect medium to explore important business concepts of relevance for private, public and not-for-profit organisations. The module looks at concepts such as of value and price in sport, the market for (and marketing of) sports products and services, issues of CSR and ethics in sport and the role of government regulations.

Learning outcomes

By the end of the module the successful student will be able to:

1. Identify the factors affecting the demand for and supply of a sports product or service and describe how changes to these factors will influence price and/or value in both national and global contexts.
2. Identify the principal stakeholders in any sports transaction and appreciate their respective influence and interest in the transaction.
3. Apply concepts of profit and utility maximisation to the stakeholders in any sports transaction, with a view to resolving potential conflicts between them.
4. Explain the financial and marketing concepts that drive sports transactions and evaluate the opportunities and conflicts that might arise from those transactions.
5. Describe the ethical considerations involved in sport and evaluate issues of sustainability surrounding sporting events.
6. Explain the roles of national and international sporting bodies and how these interact with those of other stakeholders.

Course outcomes the module contributes to:

As an Elective does not contribute directly to Course outcomes, but helps contextualise these.

Indicative syllabus content

- The origins and progression of sport through its codification and commercialisation
- The globalisation of sport via broadcasting and the influence of broadcasting on codification and stakeholder expectations.
- The determinants of price and/or value for national and global sporting events.
- Stakeholder influence and interest models and their application to both professional and amateur sports

- Concepts of profit and utility and their application to stakeholder groups
- Sports finance and national/global capital projects.
- Marketing as the linkage between stakeholder groups and as a means of profit maximisation
- Digital marketing as a means of building loyalty and narrowing the gap between profit and utility.
- Corporate Social Responsibility and business ethics and their role in building long term value (profit and utility)
- The London 2012 Olympics. Where was the benefit? And to whom?
- Stadium visit: Olympic Park or Wembley or both.

Teaching and learning methods

This module will use a combination of weekly lectures, seminars and, in some weeks, workshops and/or fieldwork. It is structured around a range of important ‘themes’ affecting opportunities for doing business through sport, drawing on theoretical knowledge and practical skills from a range of business disciplines. The *lectures* will give an overview of each topic; they will be used to outline and summarise the main concepts and themes, and to contextualise the seminar/workshop *activities*. The student *seminar presentations* will help expand on issues arising from the lectures and will require the collection and analysis of relevant secondary data (and, where appropriate and feasible, primary data drawn from fieldwork) to address the allocated topics.

Formative tasks will be an integral part of the module. These will focus on active learning through student research in preparation for the presentations/podcasts. While this research will not directly contribute to summative grading, it will help to develop teamwork and the acquisition of work related skills, with tutor and peer feedback preparing students for the presentations/podcasts themselves.

Activity type	Category	Student learning and teaching hours*
Lecture	Scheduled	12
Seminar	Scheduled	24
Fieldwork	Scheduled	6
External visits	Scheduled	6
Total Scheduled		48
Structured independent study	Independent	54
Module and course-based general study	Independent	42
Working on and taking assessments	Independent	56
Independent study		152
Total student learning and teaching hours		200

*the hours per activity type are indicative and subject to change.

Assessment rationale

The *Group Presentation (Video & Script)* will test students' ability to access and evaluate published research and data on one sport or sporting event, and to present this convincingly in the form of a video (*including a Group Presentation and associated Transcript: LOs 1,2 and 3*).

The *Restricted Format Examination* will assess students' ability to (1) apply the concepts of price determination to sport and expand on the influence of marketing (2) recognize the aspirations of different stakeholder groups and discuss how these may be reconciled through marketing and communication (3) evaluate the impact of ethics and sustainability on sport and the profitability of key stakeholders (*Examination: LOs 1,2,3,4,5 and 6*)

The assessment for this module has been designed in the full expectation that the formative tasks set are completed, as directed, by the module leader; failure to do so is likely to impact on the student's ability to pass the module.

Assessment criteria

In the Group Presentation (Video & Script): students will be assessed on their ability to synthesise and present information from a range of sources and present this in a convincing and accessible way.

In the Examination: students will be assessed on their ability to display, in writing and under time-constraint, their knowledge of a range of key concepts and apply them to sports and sporting events thereby evaluating their benefits, both financial and non-financial, to key stakeholders.

Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment
<i>Groupwork: YouTube presentation & transcript</i>	50	30	n/a	1,2,3	<i>10 minute video presentation & transcript</i>
<i>Exam or In-class test for Summer School</i>	50	30	n/a	1,2,3,4,5 & 6	<i>Restricted Format Examination (1 ½ hours) or In-class test (1 ½ hours), semester 3</i>

Synoptic assessment

n/a

Sources

Essential reading list

Beech J & Chadwick, S (second edition), (2013), *The Business of Sport Management*, Harlow: Pearson FT/Prentice Hall (on-line access from the University of Westminster library site).

Trenberth, L & Hassan, D (Eds), 2012, *Managing Sport Business: An Introduction*, London & New York: Routledge.

Web resources:

www.bbc.co.uk/news/business/business_of_sport

www.deloitte.com

www.sportbusiness.com

www.economist.com

www.ft.com

www.uefa.com

Both the Economist and the FT publish business of Sport specials on a six monthly basis.

The UEFA website contains links to ethical and sustainability issues in Sport.