

Bachelor of Arts (Honours) in Sport Business Management

Module Outline

Year 1 Modules

Fundamentals of Sustainability in Management

Sustainability is a central and substantive part of the operating environment of all organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. The module focuses on how sustainability (composed of social, environmental and economic) issues shape the way managers make decisions and act within organisations. We will seek to answer three questions: one, what is the state of the world (e.g. climate change, the Anthropocene, planetary boundaries); two, why do we care (e.g. business case for sustainability, legal requirements); three, what can we do about it (e.g. environmental management systems, systems thinking). The module concludes with key tools used by managers to manage sustainability issues.

Fundamentals of Marketing

Fundamentals of Marketing aims to give students an understanding of the foundations of Marketing, and illustrate how a Marketing approach can be implemented and managed in a range of situations and organisations.

On completion of this module, student will be able to:

- Describe what it means for a company to be market-led;
- Apply a customer focus in a range of situations;
- Describe the nature, content and application of marketing ideas and concepts;
- Outline the marketing management process and describe a range of techniques used to implement marketing strategies;
- Demonstrate the importance of marketing ideas and techniques in a range of organisations.

The Organisation of Business

There has been a worldwide expansion of organisation since the industrial era. It is almost impossible now to do anything without relying on, or at least interacting with, an organisation. Try to think about how many different organisations have entered your day-to-day activities just today and how many of them were necessary for you to get something done. This makes the study of organisation more important than ever.

In this module, students will be looking into the world of organisations, scrutinising it with questions that matter for the people who inhabit organisations as well as those who are affected by the consequences of their activities. What are the different ways by which business can be organised and is business the only, or best, way to organise?

From the early days of the railroads to the recent rise of new technologies of automation, students will be challenging the mistaken assumption that everything organisational is ultimately about profit. The Organisation of Business therefore provides you with a starting point for making informed and responsible judgements when managing people and technologies in contemporary work organisations.

Socially Responsible Marketing

This module will develop students' knowledge and expertise on how strategically manage products and brands during the climate emergency. In doing this, students will develop a detailed understanding of the sustainable consumer, the causes of over-consumption and how marketing can be sustainably practiced. Upon completion, students will be able to:

- Demonstrate knowledge and awareness of the climate change and sustainability issues that create challenges for marketing, markets and society.
- Explain the multidimensional and dynamic environmental impacts of consumption and consumer choices.
- Describe and critically analyse the conceptual frameworks related to sustainable marketing and sustainable consumption.
- Selectively apply relevant theoretical and planning tools to either reactively or proactively solve a marketing management issue.
- Search for relevant sources of information in order to conduct and deliver assessed and non-assessed (seminar) coursework.

Global Retailing in Society

The module introduces students to retailing and provides an understanding of the business strategies, operations, formats and environments through which retailing is carried out. The materials covered would include, but not limited to the following areas:

- The complex and diverse retail industry
- The Changing Retail landscape
- Strategies for retail business
- Store formats for certain Retail trades
- Retail location
- Exemplary Customer Services within retailing
- Retail buying and merchandising
- Shoppers' behavior
- Information gathering for repeated purchases.

Understanding Global Sport

The module aims to provide a sound base of knowledge and understanding in basic scientific concepts, sociology and management to underpin advanced study in the related streams of the Sports Studies, and Sport and Exercise Science programmes.

Students on this module will develop a basic understanding of three central knowledge streams that feature within the sports studies benchmark. This module will provide students with an understanding of human physiology, nutrition and sports science so that they are well equipped to understand the principles of health-related exercise. It will also allow students to explore the key social theories within sport that impact on opportunity, participation and performance. Students will also develop their knowledge in areas of sports finance and business that impact on sports management in the public and private sector.

On completion of this module students will be able to:

- Understand the key social theories and concepts utilized in the study of sport
- Understand the importance of finance and business in contemporary sport
- Understand basic concepts in sport nutrition and sport physiology
- Apply theories and concepts to the analysis of contemporary sports practice.

Year 2 & 3 Modules

Managing the Consumer Experience

The growing consumer desire for an 'experience' is widely evident – not least in the strong growth in participation sports, business conventions and music festivals. With the service sector accounting for the largest part of the global economy, and the sport and events sector burgeoning, this is set to continue. Get it right and the rewards are great; get it wrong and reputations and livelihoods pay the price. This module focuses on placing consumer experience right at the core of Sport and Events management.

Sports Policy

This module will introduce students to the concepts and practices involved in sports policy. It covers a diverse and broad range of issues that underpin and explain how sport is organised and run. Central to these issues are questions around who makes policy, why and to what effect. The first theme of the module includes key concepts and ideas, and provides some examples of policy making.

The second theme presents a sample of contemporary issues which demonstrate how different approaches and the complexity of working within the multi-organisational sports environment can lead to problems, conflict and a failure to deliver policy aspirations. It will examine the different sectors that provide sport and what they are aiming to achieve. With the emphasis on critical discussion and analysis throughout the module, students will be equipped with the details and processes involved in sports policy.

International Business

International Business (IB) is a multi-disciplinary module that considers the context and management of business and its people within an increasingly global world of work. Because of the importance of IB for all individuals who plan to have careers in business of any kind this is a required module for all students taking a Business Studies degree. This module is an introduction to IB which introduces learners to various issues related to IB. Key purposes of the module are to:

- Study organisations, people management and the changing IB environment;
- Provide an international perspective essential to many of today's employees in business and management
- Enhance cognitive and intellectual skills and personal development

Developing Sustainable Events

The Events industry already makes a significant contribution to the economy, and its potential for growth has been recognised with investment in new venues. Consumers' desire to be part of a bigger 'experience' – be that participating in a mass sporting events or attending any one of the burgeoning arts festivals – is clearly a trend managers need to understand and respond to well. This module reviews the core concepts & tools that can contribute to the development of sustainable events.

Managing the Business of Sport

This module introduces students to the concepts and practices involved in sport management. It aims to provide students with a grounding and understanding of the management of organizations within the sport business sector. The first theme of the module focuses on key concepts in the sport business. Central to the theme are the questions what is sport management and why is management different in the sport industry. The second theme presents a strategic perspective to the management of sports organizations. The third theme illustrates management tools, concepts for the operational management of sports organizations.

Project Management

Project management is vital to all organisations. Organising a mega event, implementing a new information system or even launching an initiative to change a city's image: they are all projects needing careful management. The demand for project managers has increased significantly in the last few decades and is projected to grow further. This module introduces the basic concepts, techniques of project management and their applications. Students should read widely as well as attending lectures to establish a solid framework of knowledge on project management. The students are also required to participate actively in tutorials and workshops to develop hands-on skills and become familiar with techniques of project planning, control and evaluation. Project cases will be examined both in lectures and in student presentations.

Sport Governance

This module provides students with an understanding of the role and importance of governance in sport and in sport organisations. The module will cover three broad themes: Governance in voluntary organisations, Governance and governing bodies in sport, and Corporate governance and sport. Students will be able to critically assess ways in which sport/sport organisations is/are governed and discuss different concepts of governance and explain their relevance to management of sport/sport organisations. It will also include reflecting theories that underpin governance and; to identify and apply criteria for the evaluation of good governance and related ethical practices in sport management contexts as well as the knowledge in sport governance failures.

Sport Marketing

This module investigates the application of modern marketing techniques to sport. The objectives of this module are to develop the capabilities of students to extend knowledge of marketing approaches and applications into a lesser known sector – sport and to utilize marketing concepts in understanding business approaches to sport marketing.

Strategic Management

The aim of this module is to give students an understanding of the way organisations make decisions by providing an overview of issues on strategy analysis, formulation and implementation. The module aims to combine the broad theoretical background of strategic management with practical implications to the way

organisations are managed. Thus, important objectives of the module is to provide students with tangible strategic skills that can readily be put into practice. The emphasis is on analysis and provides an examination of the choices that organisations have to make in changing business environments. On completion of this module students will be able to:

- Understand differences in the nature and roles of strategic management for organisations in the public, private and not-for-profit sectors.
- Explain and apply basic strategic management principles and conventions to analyse an organisations internal and external environment
- Understand the debates that surround corporate values and social responsibility in strategic management

Work-based Project

This module with the University's vision of high quality student experience and employability agenda. As part of their major degree project this module provides students with the opportunity to work on a practice-based action research project alongside an external organisation. Students can work individually or in groups depending on the nature and scope of the project.

Dissertation

This module provides students with the opportunity to study in depth, a topic of particular interest in an appropriate sports studies discipline, to design and execute the research and to write a dissertation which is original work in the sense that students should attempt to present personal discussion and analysis of the chosen topic.