

## Module Outline – Bachelor of Arts (Honours) in Sport Business Management

### Year 1 Modules

#### **Digital Media and Culture**

It's often suggested that we are living in an age of 'convergent media' – that is to say, media that bring users, content, technologies and experiences together in new and interesting ways in the digital realm. This module is about how networked digital media brings together people and ideas, texts and images, and technologies and industries in new ways.

Students will explore topics such as:

- interpersonal communication on social media;
- the relationships between media technologies and cultural change;
- audiences as creative producers.

There will be discussion on the new ways that media audiences are accessing, creating, editing, organising, sharing and collaborating on media. Students will already be familiar with many of these practices. Students will be tested these concepts as part of practical assignments, experimenting with a range of online media tools. Students should not think of this course as a series of separate topics, but instead consider continuities between weeks. As students progress through the semester, compare and contrast, and try to make connections between ideas.

#### **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.

#### **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.

### **Introduction to Digital Storytelling**

Introduction to Digital Storytelling is a blend of theory and practice that will give students the knowledge and experience of creating an interactive digital narrative using a variety of industry-standard tools.

Over the course of the module, students will develop and produce creative digital content, supported by theory-informed practice-based techniques. The teaching and learning approach of the module will be split over two halves. In the first five weeks, students will learn a variety of conceptual contextual approaches to digital storytelling. This will then underpin creative "studio sessions" that form the second half of the module. During these sessions, students will work iteratively on the production of your digital story, in creative workshops informed by their own research. Students will also be required to reflect critically on the development of their practice-based work, in doing so contextualising their creative work in relevant theory.

### **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.

### **Foundations of Sport Management**

The module is structured around three broad themes:

1. The industry of sport: this will present the size and social importance of the sport industry, and the differences between sport for participants and sport for spectators in the sport industry.
2. Role of the sports manager: this will explore the role of sports managers and positions of leadership in sports organisations.
3. Introduction to management in sport: this will examine areas of operational management in sport organisations including marketing, human resource management and financial management.

Students will develop:

- knowledge and understanding of the origins of sport management

- an appreciation of what sport managers are seeking to achieve
- awareness of concepts underpinning sport management and of theories that will help you understand the subject
- knowledge of the nature of critical issues and challenges facing sport managers

## **Year 2 & 3 Modules**

### **Research Methods in Sports Studies**

This module aims to contribute to students' understanding and appreciation of research in the social sciences. It will develop knowledge of quantitative and qualitative research approaches, research design and methodology.

There are four themes in the module:

1. The Research Process: introduction to research and the research process; reviewing the evidence/literature; research theories and frameworks; approaches to research in social sciences; identifying research questions.
2. Research Design: planning a research project; ethics; recruitment; sampling; appraising research designs.
3. Data Collection and Methods: introduction to qualitative and quantitative research; qualitative and quantitative data collection and data analysis.
4. Reporting Research Findings: presenting of results; writing up research; writing in an academic style; limitations; referencing.

During the studying process, students also develop the following general transferable skills:

Autonomy and initiative for independent research and learning through a series of specific tasks for seminars, as well as summative and formative assessments in support of the lecture and seminar programme. By the end of the module, students will gain the knowledge required to undertake research in sports studies, specifically for the final year major project.

### **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.

## **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.

## **Journalism and Society**

Journalism and Society uses contemporary case studies to help students reflect on the practice of journalism. It helps students develop the intellectual tools for analysing current affairs with sophistication and rigour. Students will get to engage with current debates on the significance of journalism in society and develop their understanding of the institutional and cultural contexts that enable or constrain journalism.

## **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.

## **The Business of eSports**

This module will focus on the business of eSports, teaching students the theoretical principles of eSports and the practicalities of hosting and promoting events, creating businesses and building online communities. A broad view of eSports will be developed. It will encompass all forms of eSports stakeholders (participants and viewers) and take a multi-disciplinary approach to the topic. Issues of consumption and loyalty will be debated. The eSports setting (real and virtual ecosystems) will be considered. Branding and sponsorship in eSports will be discussed, including advertising, media rights and content licenses. The nature of event planning and digital stadia environments will also be a focus. The intention is to draw on eSports events across the globe, with particular focus on the UK. Whilst professional eSports will be core to the module, local eSports needs and community and participation dimensions will not be ignored. This module finally investigates the application of modern management and marketing techniques to eSports.

## **Major Project in Sports Studies**

This is the final year project module, which students will take if they are a single honours sports studies student or a combined honours student who has chosen to undertake a sports studies major project.

By taking this module, students will have the chance to identify a topic/issue/ challenge or opportunity in sport or physical activity worthy of investigation. Students will then have the chance to investigate the area further and produce a piece of work appropriate for a target audience. This target audience could be an academic audience, a professional audience or the general population.

## **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 Professional Practice**

This module is designed to improve student's awareness of the skills and attributes needed to be successful in the sport and related industries. It aims to develop these skills and attributes through practical engagement in a work-related placement experience in the sport sector and taking part in a programme of work-related development activities.

Specifically, the work-related experience opportunity will either be:

- a role student is currently in (like a sports coach), which student can reflect upon, demonstrate key learning and utilise for the purpose of the degree programme;
- a placement opportunity from within the University (for example, University sports teams);
- running an event within the University with fellow students;
- within any ongoing research project involving practical work;
- an external placement sourced by the student.

For all of the above options, students may be tasked with, for instance, running a sport and exercise science event series, putting on a school sport event, running a webinar series around sports topics of interest, running a sports tournament for charity, running an academic conference and so on.