Module Proforma

Module full title	The Business of Sport
SITS Module Code	4BUSS003W
Credit level	Level 4
Length	Semester
UK credit value	20
ECTS credit value	10
College	Westminster Business School
School	Finance and Accounting
Host programme of study	BABSM29F (BA Sports Management FT)
Progression and assessment board	Organisations, Economy and Society UG PAB
Pre-requisites	
Co-requisites	
Study abroad	Yes
Special features	
Access restrictions	
Are the module learning outcomes delivered, assessed or supported through an arrangement with organisation(s) other than the University of Westminster:	No
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.

Module aims

1. To demonstrate the extent of sporting activity and how this provides business opportunity.

2. To understand how sport and its exploitation by business has grown.

3. To gain a view of all the stakeholders in a sport and to see their aspirations are met, including the impact of poor business and sporting ethics.

4. To understand how economic theory underpins the marketing of and through sport.

Assessment Methods

Rank	Assessment type	Assessment name	Weighting	Qualifying Mark	Qualifying set (where the minimum mark required applies across multiple assessments)
001	Presentation Group	Group Presentation (15 mins per group)	50		
002	Coursework	Sports Business Report (1500 words)	50		

Synoptic assessment

n/a

Learning outcomes

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

1. Analyze the factors influencing demand, supply, and pricing for sports products or services in national and global contexts.
2. Identify key stakeholders in sports events and businesses, evaluating their influence, interests, and potential conflicts.
3. Apply financial and marketing concepts to develop plans for sports businesses and events, identifying commercial opportunities and challenges.
4. Evaluate ethical and sustainability issues in sports events and businesses, considering the roles of governing bodies.

Course outcomes the module contributes to

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

For **BA Sports Management**, the Course Outcomes addressed through this module are:

- 003 Demonstrate an awareness of ethical and sustainability issues and the importance of diversity and inclusivity in the sports sector. (KU)
- 004 Collaborate effectively in groups, building team relationships that support the achievement of set goals in the context of the sports industry. (PPP KTS)

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?

Teaching and learning methods

This module will use a combination of weekly lectures and seminars. 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
Tutorial	Scheduled	
Project supervisor	Scheduled	
Demonstration	Scheduled	
Practical classes and workshops	Scheduled	
Supervised time in studio/workshop	Scheduled	
Fieldwork	Scheduled	
External visits	Scheduled	
Work based learning	Scheduled	
Scheduled online learning	Scheduled	
Other learning	Scheduled	
Total scheduled		36
Placement	Placement	
Independent study	Independent	164
Total student learning and teaching hours		200

* hours per activity type are indicative and subject to change

Assessment rationale: Why has this assessment been used for this module?

The assessments are designed to evaluate students' understanding of key business concepts in sport, aligned with the module's four learning outcomes. They encourage first-year non-specialist students to apply theoretical knowledge to practical contexts, developing research, analytical, and communication skills relevant to the sports industry.

The Group Presentation (50%),- **15 mins per team (4-5 students per team)** focusing on a major sporting event (e.g., Olympics, World Cup), assesses students' ability to research and analyze a real-world sports event, evaluating stakeholder dynamics and ethical/sustainability issues. Students will produce a video presentation and transcript, demonstrating their ability to identify key stakeholders, their influence, interests, and potential conflicts (LO2), and to evaluate ethical and sustainability considerations, including the roles of governing bodies (LO4). This assessment fosters teamwork and communication skills while addressing commercial and ethical dimensions of major events.

The Sports Business Report (50%) (1500 words), focusing on a hypothetical small sports business (e.g., physiotherapy or personal training service), evaluates students' ability to develop a comprehensive business plan. Students will analyze market demand, supply, and pricing strategies (LO1), apply financial and marketing concepts to create a viable plan, including customer personas and breakeven analysis (LO3), and evaluate ethical and sustainability issues, considering relevant governing bodies (LO4). Stakeholder analysis (LO2) supports the plan by identifying key actors and potential conflicts. This assessment, weighted more heavily, emphasizes independent research, critical thinking, and practical application of business principles to the sports industry.

Assessment criteria: What criteria will be used to assess my work on this module?

University Grade Descriptors are a benchmark point of reference, they are contextualised using specific subject specialist criteria specific to a particular assessment.

University Grade Descriptors

Group Presentation (50%)- 15 mins per team (4-5 students per team)
Students will be assessed on their ability to deliver a clear and engaging in-person presentation, supported by slides and a script, analyzing a major sporting event (e.g., Olympics, World Cup). The criteria include:

- **Stakeholder Analysis (LO2)**: Accurately identify key stakeholders (e.g., sponsors, fans, governing bodies) and evaluate their influence, interests, and potential conflicts, supported by relevant research.
- **Ethical and Sustainability Evaluation (LO4)**: Critically assess ethical issues (e.g., labour practices) and sustainability concerns (e.g., environmental impact), considering the roles of governing bodies, with evidence from credible sources.
- **Commercial Insight (LO3, partial)**: Demonstrate understanding of commercial development and sponsorship opportunities, linking to marketing concepts where relevant.
- **Presentation Quality**: Synthesize information from diverse sources into a convincing, accessible, and well-structured presentation with slides and script, demonstrating effective teamwork and clear communication.

  Marks will be awarded for individual contribution.

Sports Business Report (50%)- (1500 words)
Students will be assessed on their ability to produce a well-structured written report outlining a business plan for a hypothetical small sports business (e.g., physiotherapy or personal training service). The criteria include:

- **Market Analysis (LO1)**: Analyze demand, supply, and pricing strategies for the proposed business, including a basic break even analysis, supported by relevant market data.
- **Business Planning (LO3)**: Apply financial and marketing concepts to develop a viable business plan, including customer personas, a simple marketing strategy, and identification of commercial opportunities and challenges.
- **Ethical and Sustainability Considerations (LO4)**: Evaluate ethical issues (e.g., client welfare, fair pricing) and sustainability practices, considering the role of relevant governing bodies (e.g., professional credentialing bodies).
- **Stakeholder Integration (LO2)**: Identify key stakeholders (e.g., customers, regulators) and assess their influence and potential conflicts, integrating these into the business plan.

How will this module enhance employability?

The module helps in developing and assessing employability skills and prepares students for the labour market.