

**\* SUBJECT TO APPROVAL IN FEB 2016**  
**COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	Richmond Business School
<b>Programme:</b>	BA (Hons) International Sports Management
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Sports Management
<b>Course Code:</b>	SPT 5215
<b>Course Leader:</b>	TBC
<b>Student Engagement Hours:</b>	<b>120</b>
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning :	75
<b>Semester:</b>	Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

**Course Description:**

This course explores the diverse and expanding practice of sport management in an international context. Alongside the underpinning theoretical concepts, students will explore international sport management theory and practice within functional areas such as finance, human resource management, and marketing, as well as from historical, cultural, political, and business perspectives. Contemporary issues related to the management of international sports, such as risk management, the media and sponsorship are also examined.

**Prerequisites:** MGT 3200

**Aims and Objectives:**

This course enables students to:

1. Develop an historical understanding of the management of sport in terms of the organisational sectors that constitute sport associations and clubs.

2. Critically evaluate the nature and the role of governance and management as it relates to international product and service provision
3. Critically analyze general management principles and the components necessary for the successful management of sport.
4. Explore how the key functional areas of management can be applied in a sporting context

### **Programme Outcomes**

A1, A2, A3, A4, A5, A6, A7

B1, B2, B5

C2

D2

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:  
<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

### **Learning Outcomes:**

By the end of this course, successful students should be able to:

- 1. Contextualise the management of sport from historical, cultural, political, and business perspectives.**
- 2. Evaluate the nature and the role of governance and management in sport**
- 3. Articulate an understanding of general management principles and functional components.**
- 4. Explore the key management functional areas in relation to sport**

### **Indicative Content:**

1. The Sport Management Environment: Historical and cultural perspectives
2. Managing sport associations and clubs: From local to global
3. Governance and ethics in sport
4. Government Involvement in Sport
5. Functional aspects of sports organisations: Organisational behaviour and human resource management
6. Functional aspects of sports organisations: Sports marketing
7. Functional aspects of sports organisations: Sports finance
8. The application of management theory
9. Contemporary Sports management issues: Sport and the media
10. Contemporary Sports management issues: The law, governance and ethics

## 11. Contemporary Sports management issues: Risk management and Corporate Social Responsibility

### **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

### **Teaching Methodology:**

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s).

The lectures will be participative in nature and will encourage commentary, application to real life scenarios/experiences and questioning to help develop deep learning and understanding, in addition to transferable skills.

Weekly seminars will support and enhance student learning through the presentation of information in a coherent and concise manner. Seminar sessions will require both individual and team participation and students will be encouraged to come prepared to participate in class.

Powercampus will be used to upload lecture notes and other essential course-related information.

### **Bibliography:**

See syllabus for complete reading list

### ***IndicativeText(s):***

Trenberth, L., & Hassan, D., (Eds) (2011). *Managing Sport Business: An introduction*. Abingdon, Routledge

Lussier, R., & Kimball, D. (2009) *Applied Sport Management Skills*. Leeds, Human Kinetics

Hoye, R., & Cuskelly, G. (2007). *Sport governance*. Oxford: Elsevier Butterworth-Heinemann.

Hoye, R., Smith, A., Westerbeek, H., Stewart, B., & Nicholson, M. (2006). *Sport management: principals and applications*. Sydney: Elsevier.

Slack, T., & Parent, M. (2006). *Understanding sport organizations: The application of organization theory*, (2nd ed.). Champaign IL: Human Kinetics.

Lussier, R.N. & Kimball, D. (2004). *Sport management: Principles, applications, skill development*. Mason, OH: Southwestern.

