

<b>Module code</b>	GSM501	<b>Level</b>	5
<b>Module title</b>	Sports Methods and Business Drivers		
<b>Status</b>	Core		
<b>Teaching Period</b>	Autumn		
<b>Courses on which the module is taught</b>	BA Business and Global Sports Management		
<b>Prerequisite modules</b>	NA		
<b>Notional learning hours</b>	200	<b>Credit value</b>	10
<b>Field trips?</b>	Optional subject to industry events		
<b>Additional costs</b>	None		
<b>Content notes</b>	None		

## 1. Module description

Sports coaching has advanced our understanding of performance in a way that is increasingly used to enhance business leadership. In this module, you'll explore topics that are shared across sports and business management – for example, data analytics, executive and leadership styles, psychology and motivation.

This module combines the newest management ideas with the best of traditional management thinking. It aims to equip you with practical management skills and values from the world of sports and is looking to connect with everyone involved in delivering sporting excellence, through applying techniques drawn from various psychology sub-disciplines.

You will examine the relationship between sport and the law. This will focus on contractual issues relating to sporting participation, agency and agreements. You will also be introduced to relevant regulatory regimes engaging with drug misuse, match fixing and corruption.

## 2. Learning outcomes

*Upon successful completion of this module, you will be able to:*

Decision-making (MLO4):

Analyse and reflect on how a selection of methods and values can inform sports business and decision-making in sports.

Digital Data and Tools (MLO6):

Analyse and use digital tools and data responsibly in sports and business context.

Interdisciplinary Perspectives (MLO9):

Investigate and apply perspectives from different disciplines such as business, management, law and psychology in multifaceted scenarios within sports industry

### 3. Learning and Teaching Methods

Learning and teaching strategies for this module will be achieved through interactive workshop sessions coupled with self-guided learning. The sessions will seek to explore how relevant topics are treated from different management perspectives.

The workshop sessions will introduce you to the key subject areas and enable you to develop appropriate analytical skills for your independent work. You will learn about the key sports methods and needed skills and how these are applied and used in business and management in general and with particular application to the world of sports. You will be introduced to how these areas are studied and practised.

You will follow an active based learning using practical exercises in the workshops working in groups with the aim to enhance your ability to learn across various sub-disciplines and apply sports concepts and skills in business.

Directed learning			48
Workshops/ seminars/ lead events	Supervision	Studio time	Other
48			
Guided/Self-guided learning			152

### 4. Assessment, formative feedback and relative weightings

#### Assessment 1: Video blog (Group) 40% of TMM 10 minutes max

You produce a Video blog examining and assessing the digital band and various marketing tools that focus on core sports methods and values such as team spirit, speed, precision, perseverance, coordination, resistance, beyond the limits etc of sport or non-sport business and how these value drive business. You are expected to demonstrate interdisciplinary analytical skills, critical reasoning, communication and presentation skills. You should include a script or a storyboard and a brief reflection document.

Allocation of marks for group work will be specified in the assignment brief.

#### Assessment 2: Case study essay: 60% of TMM (Individual submission) 2000 words maximum

Using a real-life sports case study, you will conduct research on a leadership and management style that focuses on specific sports values and skills. You will be expected to act as a consultant, evaluate the management strategies and how these have been effective in using sports methods and values.

Assessment components	LO4	LO6	LO9
Group Vlog		x	x
Individual Essay	x		x

## 5. Indicative resources

You will be expected to read appropriate sections of the core textbook. Essential reading for textbook will be available on VLE. You will also have access to a range of video presentations and other supporting materials on Blackboard. This will be in addition to formative case studies coupled with model answers.

Management: Leading and Collaborating in a Competitive World, Bateman, Snell, and Konopaske, 15<sup>th</sup> Edition, 2023, McGraw-Hill.

Law for business students, Adams, A., Caplan, S, and Lockwood, G. (2023), 12<sup>th</sup> ed., London, Pearson.

Contemporary Sport Management 7th Edition, 2022, Pederson, P, Thibault, L. Kinetics

Fundamentals of Management, Robbins, De Cenzo, Coulter, 9<sup>th</sup> Edition

Introduction to Business Law, Jones, L. (2019), (5th Edition). Oxford: OUP.

Sport Management, principles and Applications, 6<sup>th</sup> ed, 2022, Russell, H, Misener, K, Naraine, M., Ordway C., Routledge

Students are encouraged to read Academy of Management Journal, and Harvard Business Review articles, the Financial Times and news reports to stay abreast of developments related to this course.