

Module code	GSM502		Level	5	
Module title	Sport, Business and Social Change				
Status	Core				
Teaching Period	Spring				
Courses on which the module is taught	BA Business and Global Sports Management				
Prerequisite modules	NA				
Notional learning hours	200	Credit value	20	ECTS Credits	10
Field trips?	Two field trips are compulsory for everyone taking this module. The first trip is to a sport's association in a community outside of London. It will provide an insight to the issues of how sports, business, and a smaller local community interact and affect social change at local level. The second field trip is to a London based sport's association that will investigate global impacts of the actors. No additional costs will be added to students.				
Additional costs	No additional costs anticipated				
Content notes	<i>The module does NOT contain emotionally difficult material.</i>				

1. Module description

The module will equip you with tools to analyse and understand how the world of sport impacts business and social change. Sports federations, trusts, governing bodies, leagues, organisations, entities, and brands, alongside businesses that operate in the sports industry, have embraced utilising the power of sport as a vehicle for driving social change.

You will enhance your understanding of the growing importance of sports globally and its impact on society and will investigate the economic and social impact and the relationship between competitors, fans, business organisations and teams as a platform for social change. You will search for and analyse a space for social entrepreneurs in contemporary business models of sport. You will pay attention to the study of collectives and individuals who inspired the changes through sport. The impact of media and corporate social responsibility on society will help you understand layers of tasks that businesses and sports engage in the community. The module will develop transferable problem-solving and inquiry skills and enhance your knowledge by inquiring into the alignment of sports, business, international relations (sport diplomacy) and social change.

Finally, you will bring this learning together, using existing case examples, to imagine new ways of affecting social change, diversity, equality, equity, and inclusion, through sport, and how they can be measured.

2. Learning Outcomes

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

Collaboration (MLO1):

Collaborate and build networks to solve challenges in complex settings.

Innovation (MLO2):

Analyse the existing relationship of a sport’s organisation and a community and develop value propositions that promote social change, combining curiosity and creativity.

Communication (MLO5):

Communicate effectively, both orally and in writing in multicultural and international settings, and within different social settings, by directing the communication to business environment, or sports organisation, or ground level local community.

Human and Environmental Impact (MLO10):

Analyse the impact of human activity of sports affiliated businesses on people, and on the environment.

3. Learning and teaching methods, and reasonable adjustments

Learning hours				200
Directed learning				48
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other	
1 hour X 12 weeks lead event; 3 hours X 12 weeks workshop				
Guided/Self-guided learning				152

The module adopts an experiential learning approach with reflective thinking of concepts theories and fundamentals. You will be learning how various disciplines are heavily related and affected via the world of sports. This will include international relations, politics economics and society. The approach is to observe, think, discuss, and reflect.

The key part of the module are two field trips where the experiential part of the learning will take place. The teaching methods will be adjusted to suit the overall learning experience based on the experiential methods and studies. You will take part in two field trips. The first trip is to a sport’s association in a community outside of London. The second field trip is to a London based sports or business organisation. You will develop understanding of the impact of the sports association on the local and/or global community. In class seminars and workshops will prepare you for the experiential element of the learning process.

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Project, 30% of TMM, 500 words equivalent (maximum)

You will need to provide your knowledge by choosing one out of the listed areas provided:

- Business
- Human rights
- Management of environment
- Social change (diversity, inclusion, etc.)

You will individually complete this assessment by conducting a vlog or a /podcast/interview, or by writing a blog/essay, or designing a poster on a pre-arranged topic exploring the connection between business, sports, and society, and in agreement with the teaching team.

Assessment component 2: Presentation (Group) 70% of TMM, 12 minutes (minimum, excluding questions),

Following the two field trips, you will work in teams to prepare presentations and compare the impact of each visited organisation on the local and/or global community, the responsibility that they take and social changes that occurred. You will contribute to the group work according to your strengths and internal organising within the group. Groups are expected, following the analysis of the found situation, to develop a plan for how the sports associations could improve the community and how they could further provide a positive social change.

The group presentation will last 12 minutes minimum with the additional minimum three minutes discussion, questions and answers. Allocation of marks for group work will be specified in the course assignment brief.

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Mapping of assessment tasks:

Assessment components	LO1	LO2	LO5	LO10
Individual essay/vlog/poster/blog/interview			x	x
Group presentation	x	x	x	x

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Hans Westerbeek and Adam Karg (eds.), "International Sport Business: Current Issues, Future Directions", Routledge, New York: 2022.

Brenda G. Pitts and James J. Zhang (eds.), "Global Sport Management: Contemporary Issues and Inquiries" Routledge, New York: 2017.

Simon Kuper and Stefan Szymanski, "Soccernomics (2022 World Cup Edition): Why France and Germany Win, Why England Is Starting to and Why The Rest of the World Loses", Harper Collins Publishers, London" 2022.

Foster, G. & O'reilly, N. & Davila, A. (2022) Sports Business Management: Decision-Making Around the Globe, 2nd edition, Routledge
 Agergaard, S. & Karen, D. (2024) Social issues in sport, leisure and health, Routledge

[Powering positive change and social impact | UK Sport](https://www.ukspor.gov.uk/our-work/powering-positive-change-and-social-impact) (https://www.ukspor.gov.uk/our-work/powering-positive-change-and-social-impact)

Sport Management Review Journal

International Journal of Environmental Research and Public Health

Journal of Sport Management

International Review for the sociology of sport

Sport, Education and society journal

Sports Business Journal