

Unit Title: Sport As A Business
Unit Level: Level 2
Unit Credit Value: 3
GLH: 22
LASER Unit Code: WJE838
Ofqual Unit Code: T/507/1473

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand businesses in the sport sector.	1.1	Identify with examples income generating opportunities in the sport sector.
		1.2	Identify with examples the variety of businesses in the sport sector.
		1.3	Describe with examples types of sports-related consumer spending.
2.	Understand the contribution of sports businesses to the economy and society.	2.1	Identify sources of information relating to the performance of sports businesses.
		2.2	Describe with examples how sports businesses contribute to the economy.
		2.3	Describe with examples how sports businesses contribute to wider society.
3.	Understand the factors that help to make a successful sports business.	3.1	Describe the factors that affect the success of sports businesses.
		3.2	Identify measures that indicate the success of sports businesses.
		3.3	Explain the importance of analysing success of sports businesses.

Assessment Guidance:

NA

Additional Information:

NA
