

PROGRAMME SPECIFICATION

The Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes.

SECTION A: DETAILS OF THE PROGRAMME AND AWARD

Programme Title	MSc International Sport Management
Awarding Body	Buckinghamshire New University
Teaching Institution / Programme Location	UCFB - Wembley
Faculty	Design, Media & Management
Name of Final Award	Master of Science, MSc
NQF/FHEQ Level of Qualification	Level 7: Master's degree
QAA Subject Benchmark Statement(s)	Master's Degree in Business and Management (January 2015)
UCAS Code	N/A
Course Code(s)	MS1ISM1FW
Mode of Delivery	Full Time
Length of Study	1 year – 12 months
Number of Intakes	1 - September
Regime of Delivery	Campus Based
Language of Study	English
Programme Accreditation	n/a
Month and Year valid from	01 September 2016
Publication & Revision Dates	01 September 2016

Programme Introduction

UCFB's MSc International Sport Management provides an educational and experiential opportunity for aspiring sports leaders. This new programme has been developed as a transformational journey suited for graduates of all disciplines, as well as for current professionals working within various sectors of the sports industry, for example in management, marketing or operations.

As a capstone to the MSc International Sport Management degree, students may have an opportunity to specialise their academic experience by basing their dissertation on a research project with a sports organisation, leveraging UCFB's global network of contacts with a number of leading companies, as well as a multitude of football and sporting clubs both domestically and overseas. MSc students are also encouraged to apply for short term placements, internships and projects via the dedicated UCFB Employability and Enrichment team, some of which are unpaid.

Distinguishing Features of the Programme

Bucks New University has the highest quality standards for its degrees and UCFB students therefore benefit from a reliable structure and approach.

This award would be the first choice for students who have a specific interest in working in senior management positions within the core functional departments of the global sport management industry, spanning business development, marketing, finance, operations and media. UCFB is able to draw on a range of first-class partners and on the goodwill of other institutions to secure the services of leading academics and authorities in this industry to support the programme and the core curriculum teaching staff.

The core management modules provide students with functional business management and administrative knowledge that will support employability upon graduation. Students will also receive advice and guidance on how they can follow up specific elements of the programme in applications for employment, working alongside UCFB's dedicated careers coaches, who form part of the UCFB Employment and Enrichment Team.

The core academic curriculum is directly related to the student tuition fees. The Employment and Enrichment activities are 'added value' provision to the paid element of the degree programme. In some instances, students may be asked to make a contribution to the cost of some of these activities. Opportunities to increase employability will be provided through masterclasses, industry workshops, and the Executive Guest Speaker Programme. The Executive Guest Speaker Programme is designed to expose students to career insights from successful industry professionals and to provide students with networking opportunities. This balanced and tailored approach to learning enhancement provides an award that is fit for purpose.

Distinguishing Features

- Professional sport business environment in two world class stadia campus locations
- Industry guest lecturers and wider networking opportunities
- A range of Employment and Enrichment activities to enhance learning and understanding
- Dedicated Employability & Enrichment team for opportunities to apply for work experiences and internships, some of which are unpaid.
- A number of overseas internships, where students have to undertake a formal interview process in competition with other UCFB students. These are also subject to student visa regulations.

Admission Requirements

The programme seeks to recruit students from diverse educational and social backgrounds who demonstrate both the ability and motivation to benefit from the programme. The programme welcomes applications from those with a wide variety of educational qualifications and will consider on merit applicants with no formal qualifications.

The standard entry requirements for the programme are as follows:

- **Entry qualifications (GCSE's, A' Levels etc.)**
Applicants should hold a 2:1 honours degree or a recognised overseas equivalent.
Applicants may be accepted with a 2:2 honours degree (or equivalent) provided that this is in a sports-related degree, or they can otherwise demonstrate a strong profile with 50% or above in their dissertation module.
- **Non-academic entry requirements (interview, portfolio, audition)**
Additional tasks will be set for applicants who demonstrate potential but do not meet the minimum offer requirements. This might be in the form of a literacy test, numeracy test and an interview with a UCFB academic.
- **UCAS points**
N/A

- **IELTS**

Applicants from non-majority English speaking countries will be asked for an English qualification which tests Speaking, Listening, Reading and Writing and will be asked to achieve IELTS 6.5 overall.

In cases where an applicant does not require a Tier-4 visa, equivalent English tests may be accepted.

- **Knowledge and Skills**

Applicants should demonstrate a clear interest in their chosen subject and be able to rationalise clearly why they have selected this programme of study along with an ability to study and thrive in an academic environment. This will be assessed primarily through their personal statement and reference and may be explored further through an interview (if required).

Employability Statement / Career Prospects

The specificity of sport, with its high media coverage and numerous stakeholders, requires managers to have uniquely honed business skills and an in-depth knowledge of the principles of sport management. The programme has been developed for those with aspirations towards senior management positions within the core functional departments of the sport management industry, spanning business development, marketing, finance, operations and media. The international elements of this degree provide students with the skills and experience to progress and work either domestically or abroad in a multi-billion-pound global industry.

As part of the core module FB709 Leadership and Influence in Sport, students will develop a unique personal development programme, which highlights what students need to do in order to achieve their goals by the end of the degree and to prepare them for potential future degrees. It means we get to know each student's needs and expectations. This ties in with students' career development, ultimately leading to them finding the right place in the football and sport business.

Professional Statutory and Regulatory Body Accreditation

n/a

SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS

Programme Aims

The main educational aims of the programme are to:

- Enable students to focus on the skills needed to work effectively as a manager in the international sports industry and enable them to become active, autonomous learners
- Equip students with a range of research skills necessary to carry out effective research in international sports management and encourage independent learning
- Encourage students to develop a critical awareness of the financial implications of managerial decisions
- Equip students with the tools to develop an effective coordinated international marketing strategy
- Identify the current business environment and the strategic considerations facing sports managers when developing a strategic plan in the international sports industry
- Develop the skills necessary to successfully manage a sporting venue and sporting events

- Produce a dissertation, which can be in conjunction with a key stakeholder in the sport industry, which offers insight into a key management issue within an international sports context.
- Engage with and critically evaluate current themes in international sports management
- Create an environment in which students are able to relate theory to practice, solve problems, apply new and existing skills and show a critical awareness of the emerging issues facing the international sports industry

Programme Learning Outcomes

Table 1: Programme Learning Outcomes and Mapping to Modules

On successful completion of Level 7 MSc, a graduate, will be able to demonstrate the achievement of the following learning outcomes:

Programme Learning Outcomes to Individual Modules		
K	Knowledge and Understanding	Core modules (code) Level 7
K1	Demonstrate knowledge and a critical awareness of the developments in the global sports industry	All
K2	Critically evaluate internal and external environmental factors in international sport management and theoretical knowledge	All
K3	Demonstrate a systematic understanding of developments in international sport management practices and use research-based knowledge to inform their work	All
C	Intellectual/Cognitive Skills	
C1	Develop professional reports underpinned by key academic research	FB799, FB710, FB712
C2	Communicate effectively at an advanced level both in writing and electronically as well as showing listening skills, the ability to present and negotiate with team members	FB711, FB710
P	Practical Skills	
P1	Conduct research, analyse and interpret a range of data in order to develop effective sports management plans	FB799, FB712, FB710
P2	Demonstrate a range of advanced practical skills that are important to an effective professional sport manager	FB709, FB708
P3	Apply management skills to complex international sport management problems	FB708, FB709, FB710, FB711, FB712
T	Key/Transferable Skills	
T1	Work effectively as a member of a team and show leadership skills while making effective use of the resources available	All
T2	Reflect on their own performance and that of their group in the role of a sport manager while showing a sensitivity to people from diverse backgrounds	All
T3	Carry out research tasks on a number of projects and take into account issues of sustainability and continuous business improvement.	All

Please list here modules identified as being non-compensable (when a learning outcome is only met by one module or is the dissertation or equivalent) if applicable:

- FB799 Dissertation & Research Methods

Postgraduate Certificate/ Postgraduate Diploma

The learning outcomes for Exit Awards are the same as those for the final award. Any differences are in the extent to which individual outcomes have been realised within the scope appropriate for a learning outcome at Level 7.

The PGCert will be awarded for the completion of 60 credits from the following 80 credits:

FB708 Financial & Human Capital Management
FB709 Leadership & Influence in Sport
FB710 Sustainable Stadium & Event Management
FB712 Global Strategic Sports Marketing

The PGDip will be awarded for the completion of 80 credits from the list above plus 40 credits from the following modules:

FB711 Corporate Strategy in a Sporting Context
FB713 Globalisation of Sport Management

Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes

How will students learn

Being taught in a working international sports environment presents several opportunities for students to reflect on the material covered in lectures and seminars. Using a variety of teaching and learning methods ensures that students develop the necessary skills to take up a management role in the international sports industry.

The leadership and influence module teaches students through self-reflection by considering what makes an effective leader, while modules in marketing, event management and finance prepare students to be able to make strategic decisions in corporate strategy. The final dissertation allows students to tackle a contemporary issue in international sports management which can be based on an existing organisation or sporting body.

How will students be assessed

The assessment strategy for the MSc at UCFB addresses the key learning outcomes. On successful completion of the MSc, candidates will experience a broad range of assessment techniques that are aimed at testing learning and ensuring that they graduate as competent managers that are ready for the marketplace.

In some modules, formative assessments have been included in order to test learning and establish the current level of understanding of a subject. There are a number of reports to be submitted and the final assessment is the dissertation, where students have to submit a 12,000-word thesis on a subject agreed with their tutors. The aim of the dissertation is for students to choose a topic that builds on existing skills but that will also enhance their chances of securing employment when they graduate. The dissertation process will be monitored closely to ensure that students take advantage of this opportunity and in some cases UCFB will identify potential dissertation topics.

The range of assessments used include seminar contributions where the students are encouraged to prepare and present material in their seminars on a weekly basis and reflect on this process through a portfolio. To encourage team working skills there are group presentations where the group will receive a group mark.

It is important to ensure that there is academic rigour at Level 7 and a number of modules are tested through a final exam

Work-Based / Placement Learning

Not applicable

SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

Table 1: Programme Structure Table

Programme Title		MSc International Sport Management							
Course Code		MS1ISM1F							
Mode of Study		Full Time							
Credit Value		UK	180	ECTS		90			
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (<i>IC</i> / <i>IO</i> / <i>Optional</i>)	Credit Value	Assessment Regime			Semester Taught *
						Written Exam %	Coursework %	Practical %	
FB708	Financial and Human Capital Management	7	1	C	20	60%	40%		S1
FB709	Leadership and Influence in Sport	7	1	C	20	40%	60%		S1
FB710	Sustainable Stadium and Event Management	7	1	C	20	50%		50%	S1
FB712	Global Strategic Sports Marketing Management	7	1	C	20		100%		S1
FB711	Corporate Strategy in a Sporting Context	7	1	C	20		70%	30%	S2
FB713	Globalisation of Sport Management	7	1	C	20		70%	30%	S2
FB799	Dissertation & Research Methods	7	1	C	60		80%	20%	S2

Table 3: Breakdown of Contact Hours

Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	443	1357	0	1800

Total	443	1357	0	1800
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*These hours should be calculated based on the hours stated in the module descriptors.

SECTION D: ASSESSMENT REGULATIONS

This programme complies with the approved University regulations *Academic Assessment Regulations* and procedures as detailed on the University website.

The following modules will be non-compensable: *(if not applicable, please state this under the bullet points)*

- FB799 Dissertation and Research Methods

The calculation of this award will be **level 7 100%**

Exit Awards Available

Exit Award Type	Award Title	Credits Achieved
Postgraduate Certificate	International Sports Management	60 credits
Postgraduate Diploma	International Sports Management	120 credits

SECTION E: FURTHER INFORMATION

Reference Points

The following reference points were used when designing the programme:

- QAA Subject Benchmark Statement for Master's Degree in Business and Management (January 2015)
- QAA Framework for Higher Education Qualifications (2014)
- University Academic Qualifications Framework
- Recommendation and feedback from external subject academic and industry professional

Annual Review and Monitoring

This programme will be monitored annually through the University's Programme Review and Enhancement process, which is a continual cycle of review and enhancement. This process is supported by both the periodic review of departments and the periodic re-approval process for individual programmes. All processes are completed in consultation with students via the Students' Union or student representatives.

The re-approval of this programme is scheduled for academic year: 2021-2022

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