



## COURSE SPECIFICATION

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|--|---|
| Course Aim and Title   | BA (Hons) Sports Business and Coaching  |
| Intermediate Awards Available  | Certificate of Higher Education<br>Diploma of Higher Education<br>Ordinary Degree   |
| Teaching Institution(s)  | UCFB Etihad Campus<br>UCFB Wembley  |
| Alternative Teaching Institutions<br>(for local arrangements see final section<br>of this specification) | n/a   |
| UEL Academic School  | Royal Docks School of Business and Law  |
| UCAS Code  | tbc   |
| Professional Body Accreditation  | n/a   |
| Relevant QAA Benchmark Statements  | QAA Subject Benchmark Statement for<br>Events, Hospitality, Leisure, Sport and<br>Tourism (2019)<br><br>QAA Subject Benchmark Statement for<br>Business and Management (2019) |
| Additional Versions of this Course   | n/a   |
| Date Specification Last Updated  | March 2021  |



## Course Aims and Learning Outcomes

The main educational aims of the course are to:

- Prepare students for a variety of careers in sports business, coaching, education and performance analysis.
- Provide students with a detailed knowledge of the industry contexts in which sports business and coaching takes place.
- Enable students to develop the communication, analytical and problem-solving skills demanded for career advancement in a variety of settings.
- Develop students' understanding of contemporary approaches to evidence based practice in sports coaching.
- Develop students' understanding of, and experience in, the application of sports business and sports coaching skills and techniques.
- Provide students with opportunities to engage with the sports business and sports coaching industry throughout the course, utilising distinctive delivery locations and professional relationships.

What students will learn:

### Knowledge

- Analyse the varied external environments in which sports business and coaching take place.
- Evaluate core coaching concepts and their application in different coaching and education settings.
- Evaluate techniques for coaching in community, talent and high performance contexts.
- Evaluate and apply various skills relevant to a variety of business settings.
- Develop applied skills in a range of business and coaching environments.

### Thinking skills

- Engage in critical thinking, analysis, synthesis and decision making to solve problems.
- Solve problems concerning business and coaching contexts.
- Apply existing frameworks to new and varied contexts and situations.
- Explore professional knowledge in new environments.

### Subject-Based Practical skills

- Apply relevant legislation and ethical frameworks to the planning and delivery of sports coaching sessions.
- Critically analyse the role and responsibilities of sports coaches.
- Demonstrate awareness of psycho-social aspects of coaching practice.



Skills for life and work (general skills)

- Demonstrate effective leadership skills in business and sports contexts.
- Communicate information clearly and coherently in a range of forms, relevant to intended audiences.
- Work harmoniously and productively with others to achieve shared outcomes.
- Manage time effectively in order to meet deadlines and achieve performance targets.



## Learning and Teaching

Primarily this course is delivered through face-to-face lectures, seminars, workshops and practical coaching sessions.

In classroom based sessions you will have access to lecturers and support staff as well as industry professionals, all of whom will support the introduction to and development of academic theories and models, as well as real-world examples and case studies. These face-to-face lessons will involve high levels of student engagement through classroom tasks and tasks to be completed independently.

Practical, sessions will form a core component of the delivery method. Here, you will be participants in tutor led sessions and be tasked with planning, delivering and reviewing your own group and individual coaching practices and sessions. You will have access to a variety of technologies that will support the reflective process. Peer review, as well as tutor feedback, will allow for you to feed-forward in preparation for coaching outside the degree and with direct links to academic assessment.

Finally, a comprehensive library of resources will be available for you to access through the UCFB online learning platform.

## Assessment

A range of assessment types are used across the course, as appropriate to each module. Assessment is predominantly continuous, employing items that will include academic essays, reports, presentations, portfolios, reflective writing as well as practical coaching sessions. Applied assessment tasks are used as far as possible to enable students to link theory with practice, thereby assessing knowledge and understanding alongside subject-specific skills and key skills.

## Work or Study Placements

n/a

## Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:



| <b>Level</b> | <b>UEL<br/>Module<br/>Code</b> | <b>Module Title</b>                     | <b>Credit<br/>Weighting</b> | <b>Core/Option</b> | <b>Available<br/>by<br/>Distance<br/>Learning?<br/>Y/N</b> |
|--------------|--------------------------------|---|-----------------------------|--------------------|--|
| 4            | UO4013                         | Fundamentals of Sports Coaching         | 20                          | Core               | N  |
| 4            | UD4013                         | Understanding Sports Business           | 20                          | Core               | N  |
| 4            | UD4000                         | Industry Competencies (Mental Wealth)   | 20                          | Core               | N  |
| 4            | UO4002                         | Coaching in Education and the Community | 20                          | Core               | N  |
| 4            | UD4004                         | Understanding Sports Fan Behaviour      | 20                          | Core               | N  |
| 4            | UO4010                         | Development of Sport                    | 20                          | Core               | N  |
|              |                                |   |                             |                    |  |
| 5            | UD5000                         | Entrepreneurship                        | 20                          | Core               | N  |
| 5            | UO5014                         | Talent Development and Scouting         | 20                          | Core               | N  |
| 5            | UD5010                         | Industry Readiness (Mental Wealth)      | 20                          | Core               | N  |
| 5            | UD5013                         | Research Methods                        | 20                          | Core               | N  |



|   |        |                                     |    |      |   |
|---|--------|-------------------------------------|----|------|---|
| 5 | UD5001 | Event Planning                      | 20 | Core | N |
| 5 | UO5001 | Coaching in Education Settings      | 20 | Core | N |
|   |        |                                     |    |      |   |
| 6 | UO6002 | High Performance Coaching           | 20 | Core | N |
| 6 | UO6004 | Leadership and Management           | 20 | Core | N |
| 6 | UD6014 | Professional Project                | 40 | Core | N |
| 6 | UD6012 | Industry Engagement (Mental Wealth) | 20 | Core | N |
| 6 | UO6006 | Performance Analysis                | 20 | Core | N |

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

### Course Specific Regulations

n/a

### Typical Duration

The expected duration of this course is 3 years full-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted.

### Further Information

.More information about this course is available from:

- The UCFB web site ([www.ucfb.ac.uk](http://www.ucfb.ac.uk))
- The course handbook
- Course Leader



- Module Leader

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

- Accommodation - Students are required to attend face to face classes as part of the course. Students are responsible for arranging their own accommodation if it is required to support timely access to course dates. Costs will be dependent on the students' choice of accommodation. If assistance is required to identify suitable accommodation this can usually be provided. Costs for city centre accommodation vary dependent on times, these are likely to be between £50-£150 per night.
- Stationery equipment – paper and pens are required. Costs will vary dependent of student choice.
- Books, journals and periodicals – books will be available to access in the UCFB and UEL library. If students wish to purchase books they can do so, however this is not a requirement.
- Printing – printing credits are required to print documents on UCFB sites. Copies are 5p for black and white and 15p for colour.
- DBS checks - typically up to £50
- Field trips - contribution requested

### Alternative Locations of Delivery

This course is taught by UCFB in Manchester (Etihad Campus) and London (Wembley) and is awarded by the University of East London.