

COURSE SPECIFICATION

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| Course Aim and Title | BA (Hons) Sports Management BA (Hons) Sports Management with Foundation Year |
| Intermediate Awards Available | Certificate of Higher Education Diploma of Higher Education Ordinary Degree |
| Teaching Institution(s) | UCFB Etihad Campus UCFB Wembley |
| Alternative Teaching Institutions (for local arrangements see final section 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 Business and Management (2019) QAA Subject Benchmark Statement for Events, Hospitality, Leisure, Sport and Tourism (2019) |
| Additional Versions of this Course | n/a |
| Date Specification Last Updated | July 2021 |



Course Aims and Learning Outcomes

The main educational aims of the course are to:

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

What students will learn:

Knowledge

- Analyse the external environment in which sports management takes place.
- Evaluate core sports business concepts and their application in the sports industry.
- Evaluate business techniques for management and leadership in a sports context.
- Evaluate traditional and emerging business management principles in an increasingly global, digital sports business marketplace.
- Analyse sports management contexts using a range of tools and techniques.

Thinking skills

- Engage in critical thinking, analysis, synthesis and decision making to solve real world sports management problems.
- Solve problems concerning sports business contexts.
- Apply existing sports management frameworks to new business contexts and situations.
- Explore professional knowledge in new challenging environments.
- Analyse, evaluate and apply theories and frameworks related to sports management and operations.

Subject-Based Practical skills

- Apply relevant legislation and ethical frameworks to sports management and leadership.
- Critically analyse the role and responsibilities in sports management practice.
- Demonstrate awareness of psycho-social aspects of sports management practice.



Skills for life and work (general skills)

- Demonstrate effective leadership skills in a sports management context.
- 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 for the purpose of meeting deadlines and achieving performance targets.
- Identify gaps in own knowledge and proactively take steps to fill these.

Learning and Teaching

This course will engage learners in two ways.

Firstly, students will be engaged through the medium of taught face to face lectures, seminars, workshops and practical sessions during the academic year. During these sessions students will have the opportunity to have contact with academics and practitioners immersed in the football industry. Clear links will be made between activities and formative support of the students' assessed work (feed forward) and detailed feedback on work that has been completed will be provided. Further formative assessment opportunities will be provided during face to face sessions and via online discussion activities in which students will be encouraged to share thoughts with each other and with the tutor.

Secondly students will receive materials via the online UCFB learning platform, where students work through information provided in each session based on the core module content, to introduce key information and concepts. Concepts and ideas are then tested via case studies, reflective practice and online forums.

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 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:

| Level | UEL Module Code | Module Title | Credit Weighting | Core/ Option | Available by Distance Learning ? Y/N |
|--------------|--------------------------------|--|-----------------------------|-------------------------|---|
| 4 | UD4003 | Principles of Marketing | 20 | Core | N |
| 4 | UD4013 | Understanding Sports Business | 20 | Core | N |
| 4 | UD4000 | Industry Competencies (Mental Wealth) | 20 | Core | N |
| 4 | UD4004 | Understanding Sports Fan Behaviour | 20 | Core | N |
| 4 | UD4001 | Financial Management Information Systems and Internal Controls | 20 | Core | N |
| 4 | UN4002 | Sport, Media and Society | 20 | Core | N |
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| 5 | UD5011 | Negotiation and Winning Contracts | 20 | Core | N |
| 5 | UD5008 | Managing Sports Organisations | 20 | Core | N |
| 5 | UD5010 | Industry Readiness (Mental Wealth) | 20 | Core | N |
| 5 | UD5013 | Research Methods | 20 | Core | N |



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| 5 | UD5007 | Legal Issues in the Governance of Sport | 20 | Core | N |
| 5 | UD5000 | Entrepreneurship | 20 | Core | N |
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| 6 | UD6013 | Strategic Management | 20 | Core | N |
| 6 | UD6007 | Strategic Event Delivery | 20 | Core | N |
| 6 | UD6014 | Professional Project | 40 | Core | N |
| 6 | UD6012 | Industry Engagement (Mental Wealth) | 20 | Core | N |
| 6 | UD6001 | Contemporary Issues in Sports Management | 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)
- 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:

- Stationery equipment
- Books, journals and periodicals
- Printing
- Placement activity costs
- DBS and/or other security checks.

Please note costs will vary depending on individual needs.

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.