

Course Aim and Title	BA (Hons) International Football Business
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)
Additional Versions of this Course	n/a
Date Specification Last Updated	March 2021



This course is designed to give students the opportunity to:

- Gain a perspective of the main components that make up the international football business landscape including International strategy, Law, Marketing and Finance
- Prepare for a business (domestic and international) career in the football and sport industry.
- Engage with professional organisations and individuals within industry throughout the course, utilising distinctive delivery locations and professional relationships.
- Develop key skills and knowledge of the entire International Football Eco-System and will be given the opportunity to practically apply theory and knowledge within real world contexts.

What students will learn:

Knowledge

- Evaluate core (marketing, finance & law concepts) and their application to the football and sports industry.
- Understand the organisation and running of the football
- Gain the capacity to evaluate and apply modern management techniques in real world scenarios.

Thinking skills

- Engage in critical thinking, analysis, synthesis and decision making to solve problems.
- Appraise the changing landscape of the Football business environment and its sub components
- Explore and challenge existing analytical frameworks to enhance professional knowledge

Subject-Based Practical skills

- Critically analyse the role and responsibilities of football key stakeholders in relation to existing and new football business matters
- Demonstrate the development
- Apply relevant legislation, ethical frameworks and strategic tools to the planning and delivery to a range of football business issues.

Skills for life and work (general skills)

- Demonstrate effective communication both within the education and professional environment
- To apply yourself individually and collectively to achieve shared outcomes.
- Manage time effectively in order to meet deadlines and achieve performance targets.



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.

Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities

Thinking skills are developed through

- Reflective activities & Case Studies with feedback
- Discussions and activities via OTT platforms

Practical skills are developed through

- IT activities with feedback
- Research skills-based activities with feedback
- External visits and case studies

Skills for life and work (general skills) are developed through

- The demands of the study medium (e.g. distance learning)
- Planning activities (individual & group) with feedback
- Time constraint project work



A range of assessment types are used across the course, as appropriate to each module. 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.

Knowledge is assessed by

- Professional reports and essays
- Voice over PPT
- Examinations

Thinking skills are assessed by

- Debates and reflection
- Examinations
- Case Studies

Practical skills are assessed by

- Presentations (individual and Group)
- Producing podcasts
- Portfolio completion

Skills for life and work (general skills) are assessed by

- Individual and group project work
- Time constraint assessments
- VIVA - Defending your work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.



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	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	UD4006	Understanding International Football Business Environment	20	Core	No
4	UD4005	Introduction to Football Law	20	Core	No
4	UD4000	Industry Competencies (Mental Wealth)	20	Core	No



4	UD4002	Integrated Marketing Communications	20	Core	No
4	UD4001	Financial Management Information Systems and Internal Controls	20	Core	No
4	U04015	Technical Directorship and Leadership	20	Core	No
5	UD5006	International Football Business Analysis	20	Core	No
5	UD5005	International Culture and Relations	20	Core	No
5	UD5010	Industry Readiness (Mental Wealth)	20	Core	No
5	UD5013	Research Methods	20	Core	No
5	UD5009	Marketing, Technology and Innovation	20	Core	No
5	UD5004	Intermediate Management and Cost Accounting	20	Core	No
6	UD6013	Strategic Management	20	Core	No
6	UD6011	International Football Law and Governance	20	Core	No
6	UD6014	Professional Project	40	Core	No
6	UD6008	International Events and Project Management	20	Core	No
6	UD6012	Industry Engagement (Mental Wealth)	20	Core	No



Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award.

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 UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- UCFB web pages

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

Please note costs will vary depending on individual needs.

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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.