

COURSE SPECIFICATION

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)	Manchester Campus Manchester Campus (Distance with Attendance) Wembley Wembley (Distance with Attendance)
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 (2023) QAA Subject Benchmark Statement for Events, Hospitality, Leisure, Sport and Tourism (2019)
Additional Versions of this Course	n/a
Date Specification Last Updated	January 2024

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

On Campus

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.

For Distance with Attendance Students:

This course will be delivered via the online UCFB learning platform, where students work through structured lessons with information provided in each session based on the core module content, to introduce key information and concepts. In some cases, this replaces the traditional format of a lecture and seminar. Concepts and ideas are then tested via case studies, reflective practice and online forums.

Learning will predominantly occur through online content, allowing students to work through materials independently. Online content for each module will be supplemented with several live sessions that will be focused on the clarification and expansion of key concepts. These live online sessions are playing a key role in providing a platform fostering a community of learning between tutor and students. For each online 20 credit module, students will receive a minimum of 8 hours live contact time through a mix of lectures, drop ins, tutorials etc. throughout the module. Sessions will be timetabled in advance to align to key parts of the learning journey.

Distance students receive an additional on-campus delivery of approximately 60+ hours per course. Students will attend short, intense blocks of taught face-to-face lectures, seminars, and workshops at two points during the academic year. During these periods, students will have the opportunity to have contact with academics and practitioners immersed in the football industry. Clear links will be made between online learning activities and discussion activities and formative support of the students' assessed work (feed forward) and detailed feedback on work that has been completed will be provided via virtual meetings between the student and tutor.



Students are expected to undertake independent study to enable them to achieve the learning outcomes by completing core and recommended readings, weekly tasks, and relevant research and scholarly activities.

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 (on campus delivery):

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
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



5	UD5007	Legal Issues in the Governance of Sport	20	Core	N
5	UD5000	Entrepreneurship	20	Core	N
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 module structure of this course (distance with attendance delivery):

Level	UEL Module Code	Module Title	Credit Weighting	Core/ Option	Available by Distance Learning ? Y/N
4	UD4XX X	Principles of Marketing (Distance with Attendance)	20	Core	N
4	UD4XX X	Understanding Sports Business (Distance with Attendance)	20	Core	N
4	UD4XX X	Industry Competencies (Mental Wealth) (Distance with Attendance)	20	Core	N



4	UD4XX X	Understanding Sports Fan Behaviour (Distance with Attendance)	20	Core	N
4	UD4XX X	Financial Management Information Systems and Internal Controls (Distance with Attendance)	20	Core	N
4	UN4XX X	Sport, Media and Society (Distance with Attendance)	20	Core	N
5	UD5XX X	Negotiation and Winning Contracts (Distance with Attendance)	20	Core	N
5	UD5XX X	Managing Sports Organisations (Distance with Attendance)	20	Core	N
5	UD5XX X	Industry Readiness (Mental Wealth) (Distance with Attendance)	20	Core	N
5	UD5XX X	Research Methods (Distance with Attendance)	20	Core	N
5	UD5XX X	Legal Issues in the Governance of Sport (Distance with Attendance)	20	Core	N
5	UD5XX X	Entrepreneurship (Distance with Attendance)	20	Core	N
6	UDXXX	Strategic Management	20	Core	N

		(Distance with Attendance)			
6	UD6XX X	Strategic Event Delivery (Distance with Attendance)	20	Core	N
6	UD6XX X	Professional Project (Distance with Attendance)	40	Core	N
6	UD6XX X	Industry Engagement (Mental Wealth) (Distance with Attendance)	20	Core	N
6	UD6XX X	Contemporary Issues in Sports Management (Distance with Attendance)	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 Campus (on campus and distance with attendance and Wembley (on campus and distance with attendance). This course is awarded by the University of East London.