

COURSE SPECIFICATION

Course Aim and Title	<ul style="list-style-type: none"> • BA (Hons) Sports Management • BA (Hons) Sports Management with Foundation Year • BA (Hons) Sports Management (Distance with Attendance)
Intermediate Awards Available	<ul style="list-style-type: none"> • Certificate of Higher Education • Diploma of Higher Education • Ordinary Degree
Teaching Institution(s)	UCFB
Alternative Teaching Institutions (for local arrangements see final section of this specification)	None
UEL Academic School	Royal Docks School of Business and Law
UCAS Codes	<ul style="list-style-type: none"> • BA (Hons) Sports Management: SM10 • BA (Hons) Sports Management with Foundation Year: SM1F • BA (Hons) Sports Management (Distance with Attendance): SM10
Professional Body Accreditation	None
Relevant QAA Benchmark Statements	<p>QAA Subject Benchmark Statement for Business and Management (2023)</p> <p>QAA Subject Benchmark Statement for Events, Hospitality, Leisure, Sport and Tourism (2019)</p> <p>QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies (2019)</p>
Additional Versions of this Course	None
Date Specification Last Updated	May 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 in order to foster inclusive workplaces
- Plan for the the achievement of responsible and sustainable development
- 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

Campus-based delivery

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.

Distance with attendance delivery

This course will be delivered in two ways. Firstly, this course will be taught with study materials developed specifically for distance learning. Learners will have access to dedicated support staff and academic tutors as well as an online learner community throughout their studies. Preparation for and the undertaking of assessments are included in the teaching and learning time. Because of the direction and support in the study guide, learner/tutor interaction time should be minimal. However, dedicated support staff and academic tutors will be available through the online learner community and will address all queries in line with the student charter for distance learning. Secondly, each year, two modules have been selected to comprise an intensive face to face teaching experience.



Teaching and learning methods and strategies used to enable the achievement of learning outcomes

Materials prepared by your tutors are provided through our Online Hub, this includes:

- Discussion forums
- Blogs and text chat sessions
- Online presentations
- Moodle workshops
- Directed reading and reflection
- Collaborative and research activities
- Formative assessment tasks

Self-directed activities include:

- Assignment preparation
- Background reading
- On-line activities
- Group work
- Portfolio
- Diary preparation
- Directed reading
- Self-formed study groups
- Discussion with other learners online

Some examples of types of activities are those which require you to:

- Apply concepts or frameworks to your own situations
- Apply concepts in solving problems or evaluating scenarios
- Reflect on or analyse topics
- Carry out further research related to topics of study

Feedback will be provided for all activities. This may take the form of:

- Identifying a right or wrong answer
- Enabling you to compare your responses with the responses from other learners
- Giving examples, alerting you to key points

Self-assessment questions enable you to check your progress – by comparing your answers with sample answers; you can assess for yourself how well you met the learning outcomes for a particular section of the study material.

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 and presentations 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	Y
4	UD4013	Understanding Sports Business	20	Core	Y
4	UD4000	Industry Competencies (Mental Wealth)	20	Core	Y



4	UD4004	Understanding Sports Fan Behaviour	20	Core	Y
4	UD4010	Introduction to Sport Finance	20	Core	Y
4	UN4002	Sport, Media and Society	20	Core	Y
5	UD5011	Negotiation and Winning Contracts	20	Core	Y
5	UD5008	Managing Sports Organisations	20	Core	Y
5	UD5010	Industry Readiness (Mental Wealth)	20	Core	Y
5	UD5013	Research Methods	20	Core	Y
5	UD5007	Legal Issues in the Governance of Sport	20	Core	Y
5	UD5000	Entrepreneurship	20	Core	Y
6	UD6013	Strategic Management	20	Core	Y
6	UD6007	Strategic Event Delivery	20	Core	Y
6	UD6014	Professional Project	40	Core	Y
6	UD6012	Industry Engagement (Mental Wealth)	20	Core	Y
6	UD6001	Contemporary Issues in Sports Management	20	Core	Y

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

None

Typical Duration



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

A student cannot normally continue study on a course after four 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 Leaders

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.
- Accommodation

Please note costs will vary depending on individual needs.

Alternative Locations of Delivery

This course is awarded by the University of East London and delivered in the following locations:

- Wembley
- Manchester
- Distance with attendance