

COURSE SPECIFICATION

Course Aim and Title	MSc Sports Directorship
Intermediate Awards Available	Postgraduate Certificate (PGCert) Postgraduate Diploma (PGDip)
Teaching Institution(s)	<ul style="list-style-type: none"> • UCFB Manchester Campus (Face to Face) • UCFB Wembley (Face to Face)
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	n/a
Professional Body Accreditation	n/a
Relevant QAA Benchmark Statements	QAA Subject Benchmark Statement Master's Degrees in Business and Management (June 2015)
Additional Versions of this Course	Distance
Date Specification Last Updated	November 2024



Course Aims and Learning Outcomes

The term Sporting Director refers to the position in competitive sports organisations that sits between the executive function and the on field operational function (e.g. head coach). This term is often interchangeable with `technical director`, `director of football/cricket` etc.

The main educational aims of the programme are to:

- Develop students' ability to think critically and creatively about the role of the Sporting Director and its role in the global sporting environment.
- Provide students with the opportunity to identify, analyse and present innovative approaches to complex problems in the global sporting environment.
- Engender a reflective approach to practice in order to continually learn.
- Facilitate opportunities to conduct research and enquiry into issues associated with the role of the sporting director.
- Provide opportunities for students to communicate complex ideas and arguments about the global sporting environment.

What you will learn:

Knowledge

- Communicate effectively and convincingly about all elements of the sporting leadership environment.
- Synthesise the knowledge and understanding gained and apply this to creating innovative and relevant solutions to contemporary problems.
- Apply knowledge and understanding in the analysis of real time issues and challenges within the contemporary global sporting industry.

Thinking skills

- Think critically, analyse and appraise statements in terms of evidence.
- Appraise and solve complex problems and make decisions on the basis of the results.
- Implement and review decisions.

Subject-Based Practical skills

- Use appropriate decision-making techniques.
- Conduct research into business and management issues either individually or as part of a team using both qualitative and quantitative data and methods.

Skills for life and work (general skills)

- Effectively communicate orally and in written communication.

- Work in a team environment and also on own initiative to tight schedules within realistic game scenarios.
- Handle new issues and problems as they arise and provide solutions to the client.

Learning and Teaching

The MSc Sports Directorship is delivered in a format which allows students to combine study and work in a way that best suits their working life. Students will learn in blocks of face to face study, collaborating with peers to develop knowledge and share experiences.

All teaching, learning and assessment strategies will conform to a task-driven pedagogical approach. Using this approach, the focus shifts from 'the outcomes of instruction' towards the 'processes of learning' i.e. what learners need to do in order to learn. As such there will be a clear and demonstrable integration between theory and practice by a variety of means. Participants will be expected to utilise their current and previous experiences.

The programme combines expert content delivery from the teaching team and guest speakers with specialist expertise drawn from the national and international sporting business community in a workshop environment, providing new and best practice including case studies. Sessions will be interactive and formative feedback will be an aspect of the learning approach embedded within this learning and teaching approach. Confidentiality will be part of the teaching and learning agenda to encourage the sharing of best practice in order to maximise the learning environment.

Assessment

A range of assessment types are used across the programme, as appropriate to each module. Assessment is predominantly continuous, employing items that might include written assignments, reports, case study analyses, presentations, portfolios, reflective writing as well as practically orientated items. 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. Feedback and evaluation will be undertaken and used to inform on-going programme development, and the student experience.

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 Masters 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
7	UD7015	Personal Leadership in a Global Sporting Environment	30	Core	N
7	UD7016	Leading High Performance Sports Organisations in the Global Environment	30	Core	N
7	UD7017	Leading Innovation and Change in the Global Sports Industry	30	Core	N
7	UD7018	Financial, legal and media issues for the Sporting Director	30	Core	N
7	UD7019	Applied Professional Project	60	Core	N

The overall credit-rating of this course is 180 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 2 years part time.

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:

- 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.

Alternative Locations of Delivery

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