

COURSE SPECIFICATION

Each course requires an individual and tailored Course Specification document, irrespective of the Course Cluster in which it sits or of other courses with which it may share common modules.

Course Aim and Title	BA (Hons) Sports Business and Sports Broadcasting
Intermediate Awards Available	Certificate of Higher Education Diploma of Higher Education Ordinary Degree
Teaching Institution(s)	UCFB Manchester UCFCB Wembley
Alternative Teaching Institutions (for local arrangements see final section of this specification)	n/a
UEL Academic School	School of Arts & Creative Industries
UCAS Code	SBB1 SBBF
Professional Body Accreditation	n/a
Relevant QAA Benchmark Statements	QAA Subject Benchmark Statement Communication, Media, Film and Cultural Studies (2019) QAA Subject Benchmark Statement Events, Hospitality, Leisure, Sport and Tourism (2019) QAA Subject Benchmark Statement Business and Management (2019)
Additional Versions of this Course	n/a
Date Specification Last Updated	June 2025

Course Aims and Learning Outcomes

This course is designed to give students the opportunity to:

- Prepare for careers working within the sport broadcasting industries, including radio, television, and digital-specific platforms.
- Gain a detailed knowledge of the external contexts and business environments in which sports broadcasting takes place.
- Develop the communication, analytical, technical, and problem-solving skills demanded for career advancement in sports broadcasting.
- Engage with the sports industry throughout the course, utilising professional partnerships and distinctive, course-tailored delivery locations.

What students will learn:

Knowledge

- Analyse the external and business environments in which sports broadcasting takes place.
- Evaluate core broadcasting concepts and their application in different sporting and professional settings.
- Evaluate technical broadcasting skillsets and strategies.

Thinking skills

- Engage in critical thinking, analysis, and decision making to solve problems.
- Apply existing frameworks to new contexts and situations
- Explore professional knowledge in various new environments

Subject-Based Practical skills

- Apply relevant legal, professional, and ethical frameworks to the devising and creation of sports broadcasting content.
- Critically analyse the role and responsibilities of sports broadcasters.
- Demonstrate awareness of social-cultural aspects of public broadcasting.

Skills for life and work (general skills)

- Demonstrate effective leadership skills in a sports broadcasting context.
- Communicate information clearly and coherently in a range of forms relevant to different intended audiences.
- Work harmoniously and productively with others to achieve shared outcomes
 - Manage time effectively to meet deadlines and achieve performance targets.

Learning and Teaching

This course will be delivered in two ways. Firstly, face-to-face classroom content will allow students not just the traditional formats of lectures and seminars. It will also include physical sessions such as live projects, television studio scenarios, practical workshops, and small-group tutorials. Through classroom interactions such as lectures, students will be provided with structured classroom content based on core module objectives and key industry information and concepts. In seminars and workshops, clear links will be made between digitally-delivered learning activities, formative assessment and support for students' assessed and classroom work will be provided, and opportunities to apply lecture-delivered concepts in practical and discursive scenarios will be facilitated. Formative assessment and feedback provided within said practical and discursive scenarios, regarding ongoing student development of broadcast skills such as camera operation, video editing, and sound production, replicates best industry practice, comparable to a reporter/producer seeking guidance from their editor/exec producer. In live projects, students will have the opportunity to develop and receive formative feedback on professional and employable skills that build from the classroom key concepts, whilst working with academics and practitioners immersed in the sports business and sports broadcasting industries. Throughout all teaching activities, further formative assessment opportunities will be provided, in which students will be encouraged to share thoughts both with peers and with their tutors.

Secondly, the UCFB online learning portal will serve both as a student resource and as a teaching platform. With regards to the former, the portal will host key information delivery, including directed reading activities, resource lists, and structured online learning activities, that students can engage with independently and at their leisure. Supporting this independent learning framework will be digital-specific teaching sessions, including online tutorials and small-group activities based around core module content, which will test key concepts and ideas through case studies, reflective practice, and forums.

Assessment

A range of assessment types are used across this 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 broadcast output such as digital content, television packages, documentaries and audio productions.

Applied assessment tasks are used as far as possible to enable students to link theory with practice, thereby assessing knowledge and understanding alongside practical study-specific skills and key industry skills.

Inclusivity is contained within this range of assessment types in ways that maximise students having the agency and opportunity to prioritise particular strengths. For example, practical broadcast output assessments permit for student choice in the ways in which key industry skills and applied: group broadcast studio assessments permit for a diversity of choice regarding available production roles; digital content

and visual/audio productions encourage a diversity of student input on factors such as editorial focus.



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Provision will be made, in partnership with student services and module leaders, so that students with registered disabilities are supported through all forms of assessment. This is to make sure that everyone, regardless of issues of access, can engage with the assessment content across all modules on this course.

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	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	UD4000	Industry Competencies (Mental Wealth)	20	Core	N
4	UD4013	Understanding Sports Business	20	Core	N
4	UN4007	Principles of Sports Broadcasting	20	Core	N
4	UN4002	Sport, Media and Society	20	Core	N
4	UN4004	The Business of Digital Media	20	Core	N
4	UN4001	Broadcast Journalism	20	Core	N
5	UD5010	Industry Readiness (Mental Wealth)	20	Core	N
5	UN5007	Visual Storytelling	20	Core	N
5	UN5003	Media Law and Ethics	20	Core	N
5	UD5013	Research Methods	20	Core	N
5	UN5000	Audio Storytelling	20	Core	N

5	UN5006	The Business of Broadcasting	20	Core	N

6	UD6014	Professional Project	40	Core	N
6	UN6002	Documentary Storytelling	20	Core	N
6	UN6004	Sports Commentary	20	Core	N
6	UD6012	Industry Engagement (Mental Wealth)	20	Core	N
6	UN6005	Digital Futures	20	Core	N

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 fulltime mode unless exceptional circumstances apply and extenuation has been granted.

More information about this course is available from:

- The UCFB website (www.ucfb.ac.uk)
- The course handbook
- Course Leader (London or Manchester)

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

Some of our degrees involve extra costs which are not covered by your tuition fees. To ensure you budget accurately for Higher Education life, read this and see which extra costs apply.

Below is a list on generic items that you may incur as a student. The list is not exhaustive, and some or all of these costs may be relevant to you. However, it is helpful to be aware of the types of things you may have to pay for.

Digital Devices:

There is an expectation that all students at UCFB will have a laptop or computer.

Students are expected to supply their own SD cards for recording and saving their work when filming/recording; and Batteries if using non-rechargeable equipment;

Disclosure and Barring Service (DBS) :

Some students may be required to obtain a Disclosure and Barring Service (DBS) check (formerly Criminal Service Bureau (CRB) check). This may be needed for work-based learning opportunities. It is currently priced at £49.50.

The Government website has [information on DBS checks](#).

Living Costs:

As a university student, you will need to budget for general living expenses, including accommodation, food and toiletries, travel, and socialising.

Prices for accommodation vary depending on which option you choose, but please consider whether your preferred option suits your budget.

Books:

A wealth of learning resources are available through our [library](#).

A lot of the books and journals on your reading lists are made available online through the library. However, you may be required to, or prefer to, buy your own copy of key textbooks.

If you return a library book late, you must pay an overdue charge.

Stationery

You are expected to supply your own stationery and study/writing materials (i.e. such as calculators).

Printing:

Printing credits are required to print documents on UCFB sites. Copies are 5p for black and white and 15p for colour.

Work-based Learning Opportunities:

If you are taking part in a work-based learning opportunities, any travel or accommodation costs are your responsibility.

Transport:



If you commute, you will need to pay for travel, such as purchasing a bus pass or paying for parking if you drive.

Graduation:

There are associated costs with your graduation ceremony at UCFB. While your ticket is free, you are expected to cover the cost of gown hire and photography.

Alternative Locations of Delivery

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