



**ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	The Sports Business				
Module Code	UMCDLV-30-1	Level	1	Version	2
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	FBL	Field	Business and Management Cross Disciplinary		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	BA (Hons) Sports Business and Entrepreneurship				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	n/a		
First CAP Approval Date	14 July 2016	Valid from	September 2017		
Revision CAP Approval Date	31 January 2017	Revised with effect from	September 2017		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of running an organisation in the sports sector, including market analysis and customer value propositions (All)</li> <li>• Demonstrate a knowledge and understanding of sources, uses and interpretation of financial information (A1, A3)</li> <li>• Understand and apply key principles of sales and marketing planning and scoping and managing simple projects (A1, A2, A3)</li> <li>• Understand and apply key principles of knowledge management and the use of information technology to their sports-based team company (B)</li> <li>• Communicate - with clarity - verbally and in writing, their ideas and findings to a diverse audience (A2, A3)</li> <li>• Understand the ethical implications and sustainability of practice of business decisions taken (A3)</li> </ul>
Syllabus Outline	<p>The learning on this module is experiential and enquiry-based; is guided through team entrepreneurship coaching (see learning and teaching methods below for fuller explanation); and does not follow a set syllabus. Instead team coaching (training) sessions work with experience gained on learning projects and the learning taken from readings and from reflecting on these projects. As such the precise content will be tailored to meet the needs of individual students and their sports-based team company.</p> <p>To meet the learning outcomes, there will be particular emphasis in this module on providing students with guidance, readings and coaching in the following areas:</p> <ul style="list-style-type: none"> <li>• An overview of the sports business sector</li> <li>• Market analysis and creating customer value propositions</li> </ul>

	<ul style="list-style-type: none"> <li>• Readings and guided reflections on taking a brief, scoping and writing a project proposal and managing simple projects</li> <li>• Roles and 'job descriptions'</li> <li>• Establishing customer relationships</li> </ul>																		
Contact Hours	<p>Formal contact hours with staff will take the form of team coaching sessions, comprising 72 hours over the 36 week learning block (in total there will be 288 hours of team coaching across the 120 credits studied at Level 1). There is an expectation that students will attend all team coaching sessions. In addition, students will have access to support from an 'Assistant Coach' – a recent graduate of a team entrepreneurship programme.</p> <p>Students on the programme will typically spend more time on campus, working in their team companies than would typically be the case and each team will have its own dedicated space. At least one of the Team Coaches will typically be present during normal working hours in the suite.</p> <p>The programme is supported by the Blackboard virtual learning environment and makes extensive use of this technology to support discussion groups, share project reports, etc.</p> <p>Taken together, a student will typically receive 80-88 contact hours on this module.</p>																		
Teaching and Learning Methods	<p>'Classroom' learning on this module is based around team coaching sessions, supplemented coach support and giving and receiving peer feedback. During this learning block there will be two x 3 hour team coaching sessions per week, shared with the 'Building a Company' (UMCDBQ-30-1) 'Management Learning and Development (UMCDBT-30-1) and 'Learning in Teams' (UMCDBS-30-1) modules. Students will also work with the TE Coach and their peers to develop and refine their Learning Contract as projects and the module unfold.</p> <p>Students will undertake team meetings and teambuilding sessions and learning projects, and will select appropriate texts that support their practice and deepen their learning from these activities. They will be guided in selecting appropriate reading material from the programme reading handbook by the Team Coach and their peers.</p> <p>The study time on this module for a typical student will be:</p> <table data-bbox="414 1433 925 1702"> <tr> <td>Team coaching</td> <td>72 hours</td> </tr> <tr> <td>Team meetings</td> <td>18 hours</td> </tr> <tr> <td>Sales and marketing planning</td> <td>40 hours</td> </tr> <tr> <td>Project planning</td> <td>18 hours</td> </tr> <tr> <td>Reading</td> <td>50 hours</td> </tr> <tr> <td>Learning project (Placement)</td> <td>40 hours</td> </tr> <tr> <td>Learning contract</td> <td>10 hours</td> </tr> <tr> <td>Reflective logs</td> <td>12 hours</td> </tr> <tr> <td>Assessment</td> <td>40 hours</td> </tr> </table> <p><b>Scheduled learning</b> on this module is through participation in team coaching sessions.</p> <p><b>Independent learning</b> includes hours engaged with essential reading, identifying and approaching potential clients, undertaking projects and recording learning, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.</p>	Team coaching	72 hours	Team meetings	18 hours	Sales and marketing planning	40 hours	Project planning	18 hours	Reading	50 hours	Learning project (Placement)	40 hours	Learning contract	10 hours	Reflective logs	12 hours	Assessment	40 hours
Team coaching	72 hours																		
Team meetings	18 hours																		
Sales and marketing planning	40 hours																		
Project planning	18 hours																		
Reading	50 hours																		
Learning project (Placement)	40 hours																		
Learning contract	10 hours																		
Reflective logs	12 hours																		
Assessment	40 hours																		
Key Information Sets Information																			

<b>Key Information Set - Module data</b>				
<i>Number of credits for this module</i>				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	188	40	300



The table below indicates as a percentage the total assessment of the module which constitutes a -

**Written Exam:** Unseen written exam, open book written exam, In-class test  
**Coursework:** Written assignment or essay, report, dissertation, portfolio, project  
**Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	80%
Practical exam assessment percentage	20%
	100%

**Reading Strategy**

The reading strategy on this module is designed to encourage students to read relevant and challenging books and refereed journal articles at a point in time when they can apply ideas and concepts learned on peer coaching and learning projects. Readings are selected from the programme reading handbook, supported by readings identified and retrieved independently. In accessing reading materials in this way, the reading strategy aims to support students in making strong connections between theory and its application in practice and in developing their skills in identifying, sifting and selecting information sources.

Students on this module are, therefore, expected to access readings to support their learning and performance in establishing their sports-based team company and project design and delivery. They can expect to apply their learning from these materials in the course of their project and/or their reflections on the project. They will be supported in the selection process by their TE Coach and their peers.

On this module, students will be required to read and review books, refereed journal articles and other published sources totalling 20 book points<sup>1</sup>, including the core text(s). A minimum of 5 points should consist of readings identified and retrieved independently.

The programme reading handbook provides an extensive book list across the whole programme. Updated annually to ensure currency, the programme reading handbook is available on Blackboard, as well as in hard copy. It is organised by broad topic area to improve ease of access, whilst still permitting students to select the readings of most relevance to them.

<sup>1</sup> For example, a typical refereed journal article might attract 1 book point, whilst a complex book can attract up to 5 book points.

Indicative Reading List	<p>Indicative readings for this module include:</p> <p>Burns, P. (2016) <i>Entrepreneurship and Small Business</i> (4<sup>th</sup> ed)</p> <p>DeGeus, A. P. (1999) <i>The Living Company: Growth, Learning and Longevity</i></p> <p>Evans, V. (2011) <i>FT Essential Guide to writing a Business Plan</i></p> <p>Foster, G., O'Reilly, N. and Davila, A. (2016) <i>Sports Business Management: Decision Making Around the Globe</i>. London: Routledge.</p> <p>Hoye, R., Smith, A. C. T., Nicholson, M. and Stewart, B. (2015) <i>Sport Management: Principles and Applications</i> (4<sup>th</sup> ed). London: Routledge.</p>
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Part 3: Assessment	
Assessment Strategy	<p>In keeping with the learning strategy for the module, the assessment strategy has been developed to encourage students to reflect deeply on their experience and their learning and to make strong connections between theory, ideas and concepts and their application in practice. Project reports will include reflections on the implications for ethics and sustainable practice of the project.</p> <p>Summative assessment of practice-led activity will require the student to work in groups to develop and deliver project report focusing on the issues of developing a sports venture. It will also require students to individually review and evaluate the issues involved in the development of a project that they have participated in. Students will also have to work with their peers within their Team Company to produce a report which assess and evaluates the performance of their Team Company.</p> <p>Summative assessment will also include undertaking a guided research undertaking, whereby they evidence their learning on defined topics relating to the development of ventures based on their own research and sources provided by the Module Leader. Students will also be required to evidence their understanding of the topic of the development of ventures in an assessed reflective essay on the topic which draws on their practical experience and research.</p> <p>As reflective practitioners, students receive formative feedback and assessment throughout the module from, for example, the Team Coach, their peers and, where appropriate and available, clients.</p>

Identify final assessment component and element	<b>Component B2</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b> 60%	<b>B:</b> 40%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Team Company Project Report (Group)	25%	
2. Project Review	50%	

3. Team Company Implementation Report (Group)	25%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Research Undertaking (guided)	25%
2. Reflection of the subject of The Business of Sport	75%

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Team Company Project Report (Individual Reflection)	25%
2. Project Reviews	50%
3. Team Company Implementation Report (Individual Reflection)	25%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Research Undertaking (guided)	25%
2. Reflection of the subject of The Business of Sport	75%
If a student is permitted a <b>RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.	

**FOR OFFICE USE ONLY**

First CAP Approval Date	14 July 2016			
Revision CAP Approval Date	31 January 2017	Version	2	<a href="#">link to RIA</a>
			3	
			4	