



## **Module Specification**

### **The Sports Business**

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## Part 1: Information

**Module title:** The Sports Business

**Module code:** UMCDLV-30-1

**Level:** Level 4

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Field:** Business and Management Cross-Disciplinary

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes

**Outline syllabus:** 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.

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:

An overview of the sports business sector

Market analysis and creating customer value propositions

Readings and guided reflections on taking a brief, scoping and writing a project proposal and managing simple projects

Roles and 'job descriptions'

Establishing customer relationships

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

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.

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.

Taken together, a student will typically receive 80-88 contact hours on this module.

'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.

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.

The study time on this module for a typical student will be:

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

Scheduled learning on this module is through participation in team coaching sessions.

Independent learning includes hours engaged with essential reading, identifying and approaching potential clients, undertaking projects and recording learning, assignment preparation and completion etc.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate an understanding of running an organisation in the sports sector, including market analysis and customer value propositions

**MO2** Demonstrate a knowledge and understanding of sources, uses and interpretation of financial information

**MO3** Understand and apply key principles of sales and marketing planning and scoping and managing simple projects

**MO4** Understand and apply key principles of knowledge management and the use of information technology to their sports-based team company

**MO5** Communicate - with clarity - verbally and in writing, their ideas and findings to a diverse audience

**MO6** Understand the ethical implications and sustainability of practice of business decisions taken

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 188 hours

Placement = 40 hours

Face-to-face learning = 72 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umcdlv-30-1.html) via the following link <https://uwe.rl.talis.com/modules/umcdlv-30-1.html>

## Part 4: Assessment

**Assessment strategy:** 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.

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.

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.

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.

**Assessment tasks:**

**Report (First Sit)**

Description: Team company project report (group)

Weighting: 15 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3

**Written Assignment (First Sit)**

Description: Project reviews

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO5

**Report (First Sit)**

Description: Team company implementation report (group)

Weighting: 15 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6

**Project (First Sit)**

Description: Research undertaking (guided)

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4

**Written Assignment (First Sit)**

Description: Reflection of subject of the business of sport (3000 words)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4

**Report (Resit)**

Description: Team company project report (individual reflection)

Weighting: 15 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Written Assignment (Resit)**

Description: Project reviews

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO5

**Report (Resit)**

Description: Team company implementation report (individual reflection)

Weighting: 15 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6

**Project (Resit)**

Description: Research undertaking (guided)

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4

**Written Assignment (Resit)**

Description: Reflection of the subject of the business of sport (3000 words)

Weighting: 30 %



Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study: