



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Sports Business and Entrepreneurship				
Module Code	UMCDLX-60-3	Level	3	Version	1
UWE Credit Rating	60	ECTS Credit Rating	30	WBL module?	No
Owning Faculty	FBL	Field	Business and Management Cross Disciplinary		
Department	BBS: Business and Management	Module Type	Project		
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			Revised with effect from		

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"> • Scope, plan, conduct and critically evaluate a creative enquiry project exploring an aspect of sports business and/or entrepreneurship • Gain deep insight into the application of approaches to creativity and innovation • Demonstrate a depth of critical understanding of collaborative practice and its implications for the nature of leadership, work and organisations • Identify, appreciate and respond to group processes and dynamics and their personal impact • Show a deep appreciation of diversity and internationalisation in teams • Identify, analyse and critically evaluate complex business problems in a range of sports-related contexts using appropriate concepts and frameworks and transfer this learning across different settings • Gather, prioritise and critically evaluate information and evidence from a range of sources and including different media • Show a high level of competency in critical self-reflection and self-awareness, including personal impact • Communicate – with clarity - verbally and in writing, their ideas and findings to a diverse audience
Syllabus Outline	The learning on this module is experiential and enquiry-based; is guided through TE coaching (see learning and teaching methods below for fuller explanation); and does

	<p>not follow a set syllabus. Instead team coached training sessions work with experience gained on projects and the learning taken from readings and students will complete a creative enquiry project exploring an aspect of sports business and/or entrepreneurship in depth. Supervision of this project will take the form of facilitated action enquiry groups (AEGs), as well as one-to-one supervision.</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"> • Principles of action enquiry • Research methods • Sports business and entrepreneurship in practice • Application of approaches to creativity and innovation in team coaching and facilitation 																
<p>Contact Hours</p>	<p>Formal contact hours with staff will take the form of team coaching sessions and facilitated action enquiry groups, comprising 144 hours during the course of the 32 week learning block (in total there will be 288 hours of team coaching across the 120 credits studied in this teaching block). 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 similar 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>																
<p>Teaching and Learning Methods</p>	<p>'Classroom' learning on this module is based around team coached training sessions, supplemented by 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 'Leadership in Practice' (UMCDB4-30-3) and 'Sustaining a Company' (UMCDB3-30-3) 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 continue to undertake projects, and will select an aspect of sports business and/or entrepreneurship to explore in their creative enquiry project.</p> <p>The study time on this module for a typical student will be:</p> <table border="0" data-bbox="416 1570 874 1816"> <tr> <td>Team coaching</td> <td>144 hours</td> </tr> <tr> <td>Team meetings</td> <td>36 hours</td> </tr> <tr> <td>Action enquiry groups</td> <td>36 hours</td> </tr> <tr> <td>Reading</td> <td>100 hours</td> </tr> <tr> <td>Project related (Placement)</td> <td>80 hours</td> </tr> <tr> <td>Creative learning project</td> <td>140 hours</td> </tr> <tr> <td>Learning contract</td> <td>20 hours</td> </tr> <tr> <td>Reflective logs</td> <td>40 hours</td> </tr> </table> <p>Scheduled learning on this module is through participation in team coached training sessions and through Action Enquiry Groups.</p> <p>Independent learning 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	144 hours	Team meetings	36 hours	Action enquiry groups	36 hours	Reading	100 hours	Project related (Placement)	80 hours	Creative learning project	140 hours	Learning contract	20 hours	Reflective logs	40 hours
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Key Information Sets Information

Key Information Set - Module data				
Number of credits for this module				
				60
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
600	180	340	80	600

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	100%
Practical exam assessment percentage	0%
	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 current enquiry 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 on their creative enquiry project, and can expect to apply their learning from these materials in the course of their creative enquiry project. They will be supported in the selection process by their TE Coach and peers in their action enquiry group.

Indicative Reading List

For this module and alongside their readings for their creative enquiry project, which will vary according to the nature of the project they are enquiring into, students are encouraged to read the following text:

Torbert, W. and Associates (2012) *Action Inquiry: The Secret of Timely and Transforming Leadership*

and to engage with the research methods literature, for example:

Easterby-Smith, M., Thorpe, R. and Jackson, P.R. (2015) *Management and Business Research* (5th ed). London: Sage
 Saunders, M. Lewis, P. and Thornhill, A.. (2015) *Research methods for business students* (7th ed). Pearson Education

Skinner, J. Edwards, A. and Corbett, B. (2014) *Research Methods for Sport Management*. London: Routledge

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.</p> <p>This is the capstone module for the programme, where students reflect deeply on their learning on the programme, the principles of team entrepreneurship and how they will apply them in their careers beyond the programme. Summative assessment on this module will be a creative enquiry project, where students select an aspect of sports business and/or entrepreneurship to explore in depth.</p> <p>Using an action enquiry process, students will bring their writings and reflections to a facilitated small action enquiry group. Through a series of action-reflection cycles they will develop and refine their creative learning project based on input and feedback from the group.</p> <p>Their reflections on the action enquiry group sessions will be included as appendices in their final creative enquiry project.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A: 100%	B:
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Creative enquiry project (15,000 words + appendices)	100%	
Component B Description of each element	Element weighting (as % of component)	
n/a		

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Creative learning enquiry project (15,000 words + appendices)	100%	
Component B Description of each element	Element weighting (as % of component)	
n/a		
If a student is permitted a RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		