



## **Module Specification**

### **Sports Business and Entrepreneurship**

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#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>5</b>
<b>Part 5: Contributes towards .....</b>	<b>7</b>

## Part 1: Information

**Module title:** Sports Business and Entrepreneurship

**Module code:** UMCDLX-60-3

**Level:** Level 6

**For implementation from:** 2023-24

**UWE credit rating:** 60

**ECTS credit rating:** 30

**Faculty:** Faculty of Business & Law

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

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**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:** 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 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.

**Outline syllabus:** 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:

Principles of action enquiry

Research methods

Sports business and entrepreneurship in practice

Application of approaches to creativity and innovation in team coaching and facilitation

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

**Teaching and learning methods:** '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.

Students will continue to undertake projects, and will select an aspect of sports business and/or entrepreneurship to explore in their creative enquiry project.

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

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

Scheduled learning on this module is through participation in team coached training sessions and through Action Enquiry Groups.

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.

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.

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.

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

**MO1** Scope, plan, conduct and critically evaluate a creative enquiry project exploring an aspect of sports business and/or entrepreneurship

**MO2** Gain deep insight into the application of approaches to creativity and innovation

**MO3** Demonstrate a depth of critical understanding of collaborative practice and its implications for the nature of leadership, work and organisations

**MO4** Identify, appreciate and respond to group processes and dynamics and their personal impact

**MO5** Show a deep appreciation of diversity and internationalisation in teams

**MO6** 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

**MO7** Gather, prioritise and critically evaluate information and evidence from a range of sources and including different media

**MO8** Show a high level of competency in critical self-reflection and self-awareness, including personal impact

**MO9** Communicate – with clarity - verbally and in writing, their ideas and findings to a diverse audience

**Hours to be allocated:** 600

**Contact hours:**

Independent study/self-guided study = 340 hours

Placement = 80 hours

Face-to-face learning = 180 hours

Total = 600

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

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.

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.

Their reflections on the action enquiry group sessions will be included as appendices in their final creative enquiry project.

**Assessment components:**

**Project (First Sit)**

Description: Creative enquiry project (15,000 words + appendices)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Project (Resit)**

Description: Creative learning enquiry project (15,000 words + appendices)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study: