

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Football Business and Development					
Module Code	UISV93-30-2		Level	2	Version	1
Owning Faculty	Hartpury		Field	Sport		
Contributes towards	FdSc Sports Studies					
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Standard	
Pre-requisites	None		Co-requisites	None		
Excluded Combinations	None		Module Entry requirements	None		
Valid From	01 September 2018		Valid to	01 September 2024		

CVC Approval Date	13 February 2018
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Part 2: Learning and Teaching										
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1 Demonstrate an appreciation of the Football business environment and related sport development agendas. (A) 2 Evaluate the provision of Football for identified participant groups, and formulate a plan to enhance provision. (A, B) 3 Develop a coherent business enterprise proposition. (A, B) 4 Critically apply fundamental business principles in relation to a Football enterprise of your choice. (A, B) 									
Syllabus Outline	<p>The following topics will be covered:</p> <ol style="list-style-type: none"> 1. The Football business environment from a National and International perspective. 2. Government and governance. 3. Professional bodies and organisations. 4. Sports development continuum 5. Identified groups and barriers to participation. 6. Sports Marketing 7. Event management 8. Financial decision making and fundraising 									
Contact Hours	<p>Indicative delivery modes:</p> <table border="0"> <tr> <td>1</td> <td>Lectures guided learning, seminars etc</td> <td>108</td> </tr> <tr> <td>2</td> <td>Independent learning</td> <td>192</td> </tr> <tr> <td colspan="2">TOTAL</td> <td>300</td> </tr> </table>	1	Lectures guided learning, seminars etc	108	2	Independent learning	192	TOTAL		300
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Teaching and Learning Methods	Introductory lectures are supported by seminars, case studies, visits and practical workshops. In addition this module will be supported by interactive forums and learning									

	<p>tools.</p> <p>300 hours study time of which 108 hours will represent scheduled learning.</p> <p>Scheduled Learning May include lectures, seminars, tutorials, demonstration, practical classes and workshops; external visits; supervised time in studio/workshop, and self-directed study.</p> <p>Independent Learning Includes hours engaged with essential reading, assignment preparation and completion.</p> <p>Virtual Learning Environment (VLE), or equivalent This module is supported by a VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.</p>																		
<p>Unistats Information</p>	<p>HEFCE require Unistats information to be produced at programme level for all undergraduate programmes of more than one year in length. These are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <p style="text-align: right;">Number of credits for this module 30</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Hours to be allocated</th> <th style="width: 25%;">Scheduled learning and teaching study hours</th> <th style="width: 20%;">Independent study hours</th> <th style="width: 20%;">Placement study hours</th> <th style="width: 20%;">Allocated Hours</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">108</td> <td style="text-align: center;">192</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a:</p> <ol style="list-style-type: none"> 1 <i>Written Exam:</i> Unseen written exam, open book written exam, in-class test. 2 <i>Coursework:</i> Written assignment or essay, report, dissertation, portfolio, project. 3 <i>Practical Exam:</i> Oral Assessment and/or presentation, practical skills assessment, practical exam. <p>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:</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding-right: 20px;">Written exam assessment percentage</td> <td style="border: 1px solid black; text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="border: 1px solid black; text-align: center;">50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="border: 1px solid black; text-align: center;">50%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	108	192	0	300	Written exam assessment percentage	0%	Coursework assessment percentage	50%	Practical exam assessment percentage	50%		100%
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<p>Reading Strategy</p>	<p>Access and Skills Further development of literature searching skills is supported by a Library Plus seminar provided within the first semester and by study skills sessions. Additional support is available through the Library Plus Services and via online resources, including interactive tutorials on finding books and journals, evaluating information and referencing.</p> <p>All students will be encouraged to make use of the print and electronic resources available to them through membership of both the college and the university. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. University Centre Weston Library's web pages provide access to subject relevant resources and to the library catalogue as well as signposting the University Library's web pages. Many resources can be accessed remotely.</p>																		

	<p>This guidance will be available in the programme handbook, module handbook and via module information on the VLE.</p> <p>Essential Reading Any essential reading will be indicated clearly, along with the method for accessing it. Students may be asked to purchase a set text, be given a print study pack or be referred to texts that are available electronically.</p> <p>Further Reading Students will be encouraged to read widely using the library catalogue, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature.</p> <p>All further reading resources will be available via both College and University libraries.</p>
Indicative Reading List	<p>Current readings will be available via the module handbook and VLE</p> <ul style="list-style-type: none"> • Allen, K. R. (Current Edition). <i>Launching New Ventures: An Entrepreneurial Approach</i>. Boston, USA: Houghton Mifflin Company. • Beech, J. and Chadwick, S. (Current Edition). <i>The Marketing of Sport</i>. Harlow: Prentice Hall. • Cashmore, E. (Current Edition). <i>Making sense of sports</i>. London: Routledge. • Coakley, J. J. (Current Edition). <i>Sport in society: issues and controversies</i>. London: McGraw Hill. • Green, M. and Houlihan, B. (Current Edition). <i>Comparative: Elite Sport Development: systems, structures and public policy</i>. London: Routledge. • Houlihan, B. and White, A. (Current Edition). <i>The politics of sports development: Development of sport or development through sport?</i> London: Routledge. • Hoye, R., Smith, C. T., Nicholson, M., Stewart, B. and Westerbeek, H., (Current Edition). <i>Sport Management: Principals and Applications</i>. London/New York: Routledge. • Hylton, K. and Bramham, P. (Current Edition). <i>Sports development: policy, process and practice</i>. London: Routledge. • Jarvie, G. (Current Edition). <i>Sport, culture and society: An introduction</i>. London: Routledge. • Kotler, P. and Armstrong, G. (Current Edition). <i>Principles of Marketing</i>. London: Pearson. • Mullins, L. J. (Current Edition) <i>Management and Organisational Behaviour</i>. London: Pitman. • Polley, M. (Current Edition). <i>Moving the goalposts: A history of sport and society since 1945</i>. London: Routledge. • Taylor, P. (Current Edition) <i>Torkildsen's Sport and leisure Management</i>. London: Routledge. <p>Journals:</p> <ul style="list-style-type: none"> • British Journal of Physical Education. • Journal of the Institute for Sports Parks and Leisure. • Managing Leisure Quarterly. • European Sport Management Quarterly. • Sociology of Sport Journal <p>Websites</p> <ul style="list-style-type: none"> • The Football Association http://thefa.com • Sport England http://www.sportengland.org

Part 3: Assessment		
Assessment Strategy	<p>A range of assessment techniques will be employed to ensure that students can meet the breadth of learning outcomes presented in this module alongside the ability to demonstrate transferable skills e.g. communication skills.</p> <p>Aim: Students will be required to synthesise the module content to formulate a business enterprise proposal. The ability to communicate this proposal will be assessed through an oral presentation (component A) and further detail will be outlined in a supporting written report (component B).</p> <p>Opportunities for formative assessment exist for the assessment strategy used. Students will have opportunities to practice and develop their presentation skills and receive verbal feedback to aid their development prior to summative assessments.</p> <p>In line with the College's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.</p>	
Identify final assessment component and element	Written Report	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1 Oral Presentation (20 minutes)	100%	
Component B Description of each element	Element weighting	
1 Written Report (2000 words equivalency)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1 Oral Presentation (20 minutes)	100%	
Component B Description of each element	Element weighting	
1 Portfolio (2000 words equivalency)	100%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		