

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Introduction to the Sports Industry				
Module Code	UISXM9-15-1		Level	1	Version 1
Owning Faculty	Hartpury College		Field	Business	
Contributes towards	BA (Hons) Sport Business Management FdA Sport Business Management				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co-requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
Valid From	01 September 2013		Valid to	01 September 2019	

CAP Approval Date	22 May 2013
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Part 2: Learning and Teaching		
Learning Outcomes	On successful completion of this module students will be able to:	
	1	Describe the role and nature of public provision for sport and leisure and the way in which government policy is decided and implemented (A).
	2	Understand the scale and scope of volunteering and the barriers which may affect third sector organisations (B).
	3	Describe how and why voluntary and commercial sectors provide for leisure and sport (B).
	4	Relate this understanding of structures and ideas of policy making to current major issues (A).
	5	Relate the nature of the governance of sport and the implications for managers in the delivery of services and the implementation of policies (B).
	6	Understand the dynamic environment in the industry and the role of management in the delivery of opportunities in sport and leisure (A, B).
Syllabus Outline	1	The size and structure of commercial sport companies.
	2	Key drivers for commercial sport organisations.
	3	The scale and scope of volunteering.
	4	Benefits and problems for volunteers.
	5	Barriers and incentives for volunteers.
	6	The links between central and local government.
	7	The development and rationale for public sector services.

Contact Hours	<p>Indicative delivery modes:</p> <table><tr><td>Lectures, guided learning, seminars etc</td><td>33</td></tr><tr><td>Self directed study</td><td>3</td></tr><tr><td>Independent learning</td><td>114</td></tr><tr><td>TOTAL</td><td>150</td></tr></table> <p>Each week students can expect a lead lecture. These lead lectures will be interactive in nature and will involve documentaries, media publications, student tasks and lecturer led debates with the class. In addition students will attend a seminar, these seminars look to explore in-depth, the current state of affairs in sport and offer the chance for critical discussion.</p>	Lectures, guided learning, seminars etc	33	Self directed study	3	Independent learning	114	TOTAL	150										
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TOTAL	150																		
Teaching and Learning Methods	<p>Scheduled Learning</p> <p>A variety of learning strategies will be utilised including, lectures and seminars, whilst visiting lecturers, e-learning and potential site visits may also be used to support to the student experience. Students will also be encouraged to develop skills associated with lifelong learning, to support progression within their degree programme. This will include directed study and additional reading.</p> <p>The BA (Hons) and Foundation cohorts will have separate seminar groups to improve the student experience allowing for individual learning activities.</p> <p>Virtual Learning Environment (VLE)</p> <p>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>																		
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS 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>Key Information Set – Module Data</p> <table><tr><td>Number of credits for this module</td><td>15</td></tr></table> <table><tr><th>Hours to be allocated</th><th>Scheduled learning and teaching study hours</th><th>Independent study hours</th><th>Placement study hours</th><th>Allocated Hours</th></tr><tr><td>150</td><td>36</td><td>114</td><td>0</td><td>150</td></tr></table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a:</p> <table><tr><td>1</td><td><i>Written Exam:</i> Unseen written exam, open book written exam, in-class test.</td></tr><tr><td>2</td><td><i>Coursework:</i> Written assignment or essay, report, dissertation, portfolio, project.</td></tr><tr><td>3</td><td><i>Practical Exam:</i> Oral Assessment and/or presentation, practical skills assessment, practical exam.</td></tr></table> <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:</p>	Number of credits for this module	15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	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.
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	<p>Total assessment of the module:</p> <table> <tr> <td>Written exam assessment percentage</td><td>0%</td></tr> <tr> <td>Coursework assessment percentage</td><td>75%</td></tr> <tr> <td>Practical exam assessment percentage</td><td>25%</td></tr> <tr> <td></td><td>100%</td></tr> </table>	Written exam assessment percentage	0%	Coursework assessment percentage	75%	Practical exam assessment percentage	25%		100%
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Coursework assessment percentage	75%								
Practical exam assessment percentage	25%								
	100%								
Reading Strategy	<p>Essential Reading Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be expected to purchase a set text, be given a study pack or be referred to texts that are available electronically, or in the Library. Module guides will also reflect the range of reading to be carried out.</p> <p>Further Reading Further independent reading is advisable for this module, and students will be encouraged to explore at least one of the titles held in the library on this topic. A current list of such titles will be given in the module handbook and revised annually.</p> <p>Access and Skills Formal opportunities for students to develop their library and information skills are provided within the induction period and student skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.</p>								
Indicative Reading List	<p>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms, including the module guide.</p> <ul style="list-style-type: none"> • Beech, J. & Chadwick, S. (Current Edition) <i>The Business of Sport Management</i>. Edinburgh: Pearson: Edinburgh. • Bramham, P (Current Edition) Sports Policy in Hylton, K & Bramham, P <i>Sports Development: Policy, Process and Practice</i>. Routledge: Oxon. • Gratton, C & Henry, I (Current Edition) <i>Sport in the City: The role of sport in economic and social regeneration</i>. Routledge: Oxon. • Hylton, K & Totten, M (Current Edition) Developing sport for all: Addressing inequality in sport in Hylton K & Bramham, P. <i>Sports Development: Policy, Process and Practice</i>. Routledge: Oxon. • Jackson, D (Current Edition) Developing Sports Practice in Hylton, K & Bramham, P. <i>Sports Development: Policy, Process and Practice</i>. Routledge: Oxon. • Torkildsen, G (Current Edition) <i>Sport & Leisure Management</i>. Routledge: Oxon. • Trenberth, L & Hassan, N (Current Edition) <i>Managing the Business of Sport</i>. Dunmore Press Ltd: London. • Trimble, L., Buraimo, B., Godfrey, C., Grecic, D. & Minten, S. (Current Edition) <i>Sport in the UK</i>. Learning Matters: Exeter. • Welch, M. Houlihan, B & White, A (2002) <i>The Politics of Sports Development: Development of Sport, or Developing Sport?</i> Routledge: Oxon. 								

Part 3: Assessment			
Assessment Strategy	The assignment will allow students to investigate a complex topic from the sports industry. This assessment will allow students to develop their academic writing skills and use of literature sources based on a summative approach.		
	The individual oral assessment offers students the chance to develop their presentation skills within the first semester examination period. They will present and defend ideas based on a sporting issue.		
	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.		
Identify final assessment component and element		Individual Oral Presentation.	
% weighting between components A and B (Standard modules only)		A:	B:
		25%	75%
First Sit			
Component A (controlled conditions) Description of each element		Element weighting	
1 Individual Oral Presentation (20 minutes)		25%	
Component B Description of each element		Element weighting	
1 Written Assignment (1500 words)		75%	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting	
1 Individual Oral Presentation (20 minutes)		25%	
Component B Description of each element		Element weighting	
1 Written Assignment (1500 words)		75%	
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.			