



## PROGRAMME SPECIFICATION

Part 1: Information	
<b>Awarding Institution</b>	University of the West of England, Bristol
<b>Teaching Institution</b>	University of the West of England and Bristol City Community Trust
<b>Delivery Location</b>	Bristol City Community Trust – Ashton Gate Stadium
<b>Study abroad / Exchange / Credit recognition</b>	
<b>Faculty responsible for programme</b>	Faculty of Business and Law
<b>Department responsible for programme</b>	Business & Management
<b>Professional Statutory or Regulatory Body Links</b>	
<b>Highest Award Title</b>	BA(Hons) Sports Business and Entrepreneurship
<b>Default Award Title</b>	N/A
<b>Interim Award Titles</b>	BA Sports Business and Entrepreneurship Diploma in Higher Education Sports Business and Entrepreneurship Certificate in Higher Education Sports Business and Entrepreneurship
<b>UWE Progression Route</b>	
<b>Mode of Delivery</b>	<i>Full time</i>
<b>ISIS code/s</b>	N1C6
<b>For implementation from</b>	September 2019

**Part 2: Description**

The proposed programme BA(Hons) Sports Business and Entrepreneurship is an innovative, practice-led and student-centred approach. It builds on our team entrepreneurship programmes, based on learning through project work in the fast changing and growing sports industry. It is estimated that this sector is worth £145 billion globally and this presents a huge opportunity to carve a meaningful and successful career out of sport.

Learning at Ashton Gate stadium (home of Bristol City Football Club and Bristol Rugby and located in the south of the city, within easy walking distance of UWE's Bower Ashton Campus) provides students with a real insight of the internal workings of a stadia business and operation. It is here that students will get the opportunity to explore a plethora of different disciplines and gain experience that will lead to employment opportunities. Students will learn about the sports industry, how to build, develop and grow a company as well as developing the skills and confidence required to be a great leader.

The main educational aims of the programme are to develop graduates who are;

1. Highly networked, collaborative entrepreneurs with a commitment to life-long learning
2. Equipped with an all-round understanding and capacity for building an organization and managing and leading projects, with a particular emphasis on the sports industry
3. Committed to their own personal development and to the development of others
4. Highly skilled in working in teams and in using the creative power of the team to build value for customers
5. Confident and resilient learners with the capacity to lead others

Issues of ethical decision making, sustainability, organizational citizenship and global citizenship are imbedded throughout the curriculum.

**Description of any Distinctive Features**

This is an innovative approach to business and entrepreneurship education in the world of sport with a distinctive pedagogic approach based on a team coaching approach to learning. The most important learning tool is the team company, which is established at the onset of studies. Students work and share ideas, thoughts, experiences, and what they learn with their team mates. Together students practice team and interaction skills, which are vital in the professional world of the future. Instead of tutorials and lectures, there are coaching sessions and various projects with the team company. In training sessions (2x3 hours/week), the team's TE coach will offer ideas and advice upon request. The TE coach is not a teacher, and he or she will not tell the student/team what needs to be done next in the team company. Students' own know-how and resilience will develop through their team company's customer projects. By visiting customers students will gather contacts with companies and people that they are interested in and will build personal networks for the future. What students know might not be as important as who they know.

Students apply the theoretical knowledge acquired directly into practice as they run the team business. The learning journey will be mapped according to each student's individual objectives. Everyone regularly updates a Learning Contract that defines their path to Personal Mastery. As students operate in their own customer network, they will find that their courage and resilience will increase, and self-confidence will rise with every success. Studying by this approach requires genuine interest in business and developing entrepreneurship. Working as a team entrepreneur demands commitment and self-discipline, but it also gives a lot to those who love challenges and self-realization. Students' success is evaluated by customers, their team mates, and through critical self-reflection. Direct, constructive feedback gives students the opportunity to develop both professionally and as a human being. Independent initiative, social skills, and the desire to develop and challenge are central in studying on this programme. Courage to try new things and an enthusiastic attitude are also important

**Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)**

Students graduating from this programme will have spent 3 years learning by doing – working in student owned and led team companies in the sports industry that generate income doing real projects for real organisations in sport. To succeed on this programme, students will need to develop as confident and resilient learners with the capacity to lead others. They will leave as highly networked, collaborative

**Part 2: Description**

entrepreneurs with a commitment to lifelong learning and development (of self and others) and equipped with an all-round understanding and capacity for building an organization and managing and leading projects.

**Regulations**

Approved to [University Regulations and Procedures](#)

**Part 3: Learning Outcomes of the Programme**

	UMCDBQ-30-1	UMCDBS-30-1	UMCDBT-30-1	UMCDLV-30-1	UMCDBU-30-2	UMCDBW-60-2	UMCDLW-30-2	UMCDB3-30-3	UMCDB4-30-3	UMCDLX-60-3
<b>Learning Outcomes:</b>										
<b>A) Knowledge and understanding of:</b>										
Team entrepreneurship and effective team working	√	√			√			√	√	√
Building and operating a team company in sport	√			√			√	√		
The nature of sports organisations, work and management				√			√			
Organisational and personal learning and development			√			√			√	
The practice of leadership						√		√	√	
Managing people			√		√	√			√	
Principles of accounting and the sources and uses of finance and financial information	√			√			√			
Marketing, communications and customer focus	√			√	√		√	√		
Identifying and building stakeholder relationships					√		√	√		
Developing and implementing business strategy	√			√		√	√	√		
Approaches to creativity and innovation		√			√	√	√			
Project management					√	√	√	√	√	√
Ethics, diversity and sustainable practice	√	√	√	√	√	√	√	√	√	√
Knowledge management, business and management research and the use of information technology	√	√	√	√	√	√	√	√	√	√
<b>(B) Intellectual Skills</b>										
Gather, prioritise and critically evaluate information and evidence from a range of sources	√	√	√	√	√	√	√	√	√	√
Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application	√	√	√	√	√	√	√	√	√	√
View complex situations from different perspectives and observe and interpret qualitative patterns	√	√	√	√	√	√	√	√	√	√
Demonstrate thought leadership					√	√	√	√	√	√
Apply these skills in a range of complex and unpredictable contexts.					√	√	√	√	√	√
Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks					√	√	√	√	√	√

Part 3: Learning Outcomes of the Programme										
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<b>(C) Subject/Professional/Practical Skills</b>										
Manage sports projects and communicate their learning from these projects effectively					√	√	√	√	√	√
Understand group processes and dynamics and their personal impact		√			√	√		√	√	√
Hold courageous conversations and give and receive constructive feedback					√	√			√	√
Undertake peer coaching/mentoring		√	√		√	√			√	√
Write project reports	√	√	√	√	√	√	√	√	√	√
Conduct a business and management enquiry/research project			√			√				√
Develop and sustain client relationships				√			√	√	√	
Select and apply tools and techniques appropriate to the situation	√	√	√	√	√	√	√	√	√	√
<b>(D) Transferable skills and other attributes</b>										
Develop high levels of personal resilience and a clear solution-focus	√	√	√	√	√	√	√	√	√	√
Work as a reflective practitioner, taking responsibility for own learning in complex, diverse and international contexts	√	√	√	√	√	√	√	√	√	√
Work effectively and authentically in teams	√	√	√	√	√	√	√	√	√	√
Work effectively alone, managing own time and workload	√	√	√	√	√	√	√	√	√	√
Present, discuss and defend ideas, concepts and views through formal and informal written and spoken language	√	√	√	√	√	√	√	√	√	√
Use information technology	√	√	√	√	√	√	√	√	√	√
Extract, process and present numeric information for a given purpose	√						√	√		
Transfer knowledge and skills across different settings					√	√	√	√	√	√
Develop a sound understanding of ethics in practice and the lifelong learning skills to make an ongoing contribution to society	√	√	√	√	√	√	√	√	√	√

**Part 4: Programme Structure**

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Awards
	Level 1	UMCDBQ-30-1 Creating a Venture  UMCDLV-30-1 The Sports Business  UMCDBT-30-1 Managing My Learning and Development  UMCDBS-30-1 Working in Teams	None	CertHE Sports Business and Entrepreneurship 120 credits
	Level 2	UMCDBU-30-2 Developing Performance in Teams  UMCDBW-60-2 Developing Personal Effectiveness and Resilience  UMCDLW-30-2 Sports Marketing	None	DipHE Sports Business and Entrepreneurship 240 credits
	Level 3	UMCDB3-30-3 Sustaining a Venture  UMCDB5-60-3 Developing Specialist Knowledge and Understanding  UMCDB4-30-3 Leadership in Practice	None	BA Sports Business and Entrepreneurship 300 credits at appropriate level  <b>Highest Award</b> BA(Hons) Sports Business and Entrepreneurship 360 credits at appropriate level

**Part 5: Entry Requirements**

The University's Standard Entry Requirements apply with the following additions/exceptions\*:

Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).

All students will be interviewed for this course.

**Part 6: Reference Points and Benchmarks**

Set out which reference points and benchmarks have been used in the design of the programme:

[QAA UK Quality Code for HE](#)

[Strategy 2020](#)

[University policies](#)

The programme aligns with the QAA subject benchmarks for undergraduate degrees in Business and Management, published February 2015 and meets and exceeds the QAA's (2012) 'Enterprise and Entrepreneurship Education: Guidelines for HE Providers'. It has a clear emphasis on creativity and innovation and on the generation, selection and development of innovative ideas to support the creation of strong value propositions for projects and potential start-ups.

QAA (2012) Enterprise and entrepreneurship education: Guidance for UK higher education providers test the students' ability to integrate concepts and theories and to apply them in practice; ascertain their learning strengths and weaknesses and continuing development needs; encourage students to seek and provide constructive, developmental feedback from and to peers and others (360); develop students as reflective practitioners on a life-long learning journey; expose students to a variety of assessment methods in order to promote the growth of their life-long learning skills; test students' level of skills development.

The programme maps well against the UWE Bristol 2020 Strategy as a research and practice-led programme. The programme design has been informed by learning on the BA Business (Team Entrepreneurship) programme and has adapted these methodologies to meet the needs of the sports industry. Feedback on the Business (Team Entrepreneurship) programme has included statements such as:

"We are doing the employers' fair today and have met a number of students on your course. They are fabulous and so exciting ..." (local SME)

"I have never seen first year students like this anywhere." (International Education Representative)

"In the short time since we started the course we have all developed in a number of ways and learnt key skills which are essential to the success of our companies. Personally, the main skill I have developed is being able to work confidently in a large group." (Team Entrepreneur)

The development of the programme has also drawn on the considerable research and pedagogic expertise in innovation and entrepreneurship from across the faculty but notably from TE coaches on the BA Business (Team Entrepreneurship) who have considerable experience of collaborative and project-based learning. Members of this group are experienced in applied research based on organisational fieldwork, which informs a leading role in the provision of CPD and executive development within the

**Part 6: Reference Points and Benchmarks**

faculty. As a consequence, extensive practical experience and insight from working with a range of client organisations over the last 10 years provides a base of expertise upon which this programme has been developed.



## FOR OFFICE USE ONLY

First CAP Approval Date	14 July 2016			
Revision CAP Approval Date	31 January 2017	Version	2	<a href="#">link to RIA</a>
Revision ASCQ Approval Date <i>Update this row each time a change goes to ASQC</i>	15 January 2019	Version	3	<a href="#">link to RIA</a>
Next Periodic Curriculum Review due date	February 2019			
Date of last Periodic Curriculum Review				