



SECTION 1: KEY PROGRAMME DETAILS

PROGRAMME INFORMATION	
Final Award Title	BA(Hons) Sports Business and Entrepreneurship
Default Award Title (Exit Award)	N/A
Interim Award Titles (Exit Awards)	Diploma in Higher Education Sports Business and Entrepreneurship Certificate in Higher Education Sports Business and Entrepreneurship
Awarding Institution	UWE Bristol
Teaching Institutions	N/A
Partner Institutions	The University of the West of England (UWE)
Delivery Locations	Bristol City Robins Foundation (Ashton Gate)
Study Abroad / Exchange / Credit Recognition	N/A
Faculty Responsible For Programme	Faculty of Business and Law
Department Responsible For Programme	Business and Management Department
Professional Statutory or Regulatory Body (PSRB) Links	N/A
Apprenticeship	No
Mode of Delivery	Full-time (attendance). There is no sandwich route.
Entry Requirements	The University's Standard Entry Requirements apply. Tariff points as appropriate for the year of entry – up to date requirements are available through the courses database .
For Implementation From	September 2021 (new cohorts)
Programme Codes	ISIS2: N1C6 N1C6 (FT)

PART B: FOR STUDENT AND ACADEMIC SERVICES COMPLETION ONLY	
First UVP Approval Date	24/03/2020
Date of Last Revalidation (through Programme Enhancement Review)	N/A
Next Programme Enhancement Review Date	2026

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES****1. (Programme) Overview (c. 400 words)**

Sports Business and Entrepreneurship is an enterprise and entrepreneurship programme based in the sporting environment of Ashton Gate stadium, home of Bristol City FC. The programme helps you develop the behaviours, attributes and competencies you need to develop a successful business career in sport. You will engage in topics within the fields of enterprise and entrepreneurship, and be equipped with an all round understanding and capacity of identifying, building and developing projects and ventures, with a particular emphasis on the sports industry.

If you want a practical course that enables you to “learn by doing”, then Sports Business and Entrepreneurship could be for you. It is an innovative, practice-based degree which allows you to take control of your own learning so that you can graduate ready-and-able for your chosen career. You will be a part of a learning community that will help you develop what you need to become an effective team player, capable of supporting, developing and creating the value-generating ventures of the future.

The course is recognised as a model for practice-led, self-managed, team-based, enterprise-orientated learning. By engaging in the complexities of organisational life, you will gain rich opportunities for learning and self-development. “Team Academy” principles are applied, which were developed in Finland in the 1990s, and now adopted in many universities across the UK, Europe and beyond, with Sports Business and Entrepreneurship being the only programme adopting this methodology within a sports context. These principles include:

- Not students *But team entrepreneurs*
- Not classrooms *But an open plan office*
- Not teaching *But learning*
- Not teachers *But coaches*
- Not simulations *But real ventures*
- Not control *But self-organising*

You will undertake your learning journey as part of a “Team Company”, which will be your primary environment for managing and sharing your learning throughout the course. You and your Team Company will be supported by a “Team Coach” – a member of staff who will support and challenge you throughout your learning journey, helping you every step of the way.

You will develop your own “Learning Contract” where you set out where you want to get to and how you will get there – this will be reviewed and agreed with your Team Company and become the primary tool for setting goals and monitoring your achievements.

Throughout the course you will engage in a wide range of self-directed learning activities that will enable you to develop core enterprising and entrepreneurial competencies. These will give you the knowledge, skills and confidence you need to develop yourself, to work with others and to create, develop and manage your own business ventures, inside and outside of sport. You will “learn by doing”, working with others in your own projects and ventures. You will carry out your own enquiries into topics that enable you to gain the knowledge and understanding you need to achieve your goals.

In addition to the other members of your Team Company and your Team Coach, you will make links with local businesses, mentors, and Team Entrepreneurs from other Team Academies in the UK and abroad. You will gain a network of contacts through Bristol Sport, Bristol City FC and its wider business networks, working on real life challenges for these clients. This will enable you to build a rich network supports you during the course and can stay with you after you graduate.

As you engage in all aspects of the course, you will gather evidence of your learning and development which you will use to show your Team Company and your Team Coach (and to prove to yourself!) what

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

you have achieved. By doing this you will not only be rewarded university degree you deserve, but also be fully prepared for your chosen future path after university.

2. Educational Aims (c. 4-6 aims)

To engage in practice-led, self-managed, team-based, enterprise-orientated learning which enables students to develop the ability to:

- manage their own learning and development
- work constructively with others in a range of roles.
- create and engage in projects and ventures that generate both learning for self and value for others, with an emphasis on the sports industry
- create, run and develop a core "Team Company" as a learning organisation that supports the learning of self and others
- foster an entrepreneurial/enterprising mindset underpinned by a critical understanding of the fields of enterprise and entrepreneurship, in the context of sport

3. Programme Learning Outcomes (c. 6-8 outcomes)

Upon successful completion of the programme students will be able to:

No.	PO Text
PO1	Identify, create, evaluate and exploit enterprising and entrepreneurial ideas and opportunities in a sporting context.
PO2	Mobilise self toward self-defined, agreed and required goals
PO3	Support, enable, lead and mobilise others to achieve their goals
PO4	Create, contribute to and develop effective teams and sporting ventures
PO5	Identify, critically evaluate and apply appropriate theories, models, frameworks and methodologies relating to the discipline of enterprise and entrepreneurship
PO6	Demonstrate informed personal perspectives relating to professional ethics such as impact, inclusivity, risk, sustainability and equity

4. Programme (Learning) Outcomes (POs) Mapping												
Programme Outcomes:	Running a Learning Organisation 1	Managing My Learning and Development 1	Enterprising and Entrepreneurial Practice 1	Enquiry into Enterprise and Entrepreneurship 1	Running a Learning Organisation 2	Managing My Learning and Development 2	Enterprising and Entrepreneurial Practice 2	Enquiry into Enterprise and Entrepreneurship 2	Running a Learning Organisation 3	Managing My Learning and Development 3	Enterprising and Entrepreneurial Practice 3	Enquiry into Enterprise and Entrepreneurship 3
	PO1: Identify, create, evaluate and exploit enterprising and entrepreneurial ideas and opportunities in a sporting context			✓				✓				✓
PO2: Mobilise self toward self-defined, agreed and required goals		✓				✓				✓		
PO3: Support, enable, lead and mobilise others to achieve their goals	✓				✓				✓			
PO4: Create, contribute to and develop effective teams and sporting ventures	✓				✓				✓			
PO5: Identify, critically evaluate and apply appropriate theories, models, frameworks and methodologies relating to the discipline of enterprise and entrepreneurship				✓				✓				✓
PO6: Demonstrate informed personal perspectives relating to professional ethics such as impact, inclusivity, risk, sustainability and equity		✓				✓				✓		

PART B: PROGRAMME STRUCTURE

1. Structure (Full-time)

The following principles are incorporated in the structure:

- Support for self-managed and team-based learning.
- Primary focus on assessment of competencies, secondary focus on assessment of knowledge and understanding.
- Recognition that experiential learning is iterative, circular and “spiral” in nature, rather than linear.
- Recognition of the importance of the Team Company and the Learning Contract within the pedagogy.

This structure diagram demonstrates the student journey from entry through to Graduation for a student noting:

- all study is full-time
- no placement year is offered (due to the practical nature of all learning throughout)
- all modules are compulsory and carry 30-credits
- no modules are shared with other programmes.

	Modules		
	Year 1: Level 4	Year 2: Level 5	Year 3: Level 6
“Team Company” strand	Running a Learning Organisation 1	Running a Learning Organisation 2	Running a Learning Organisation 3
“Self-Leadership” strand	Managing My Learning and Development 1	Managing My Learning and Development 2	Managing My Learning and Development 3
“Learning by Doing” strand	Enterprising and Entrepreneurial Practice 1	Enterprising and Entrepreneurial Practice 2	Enterprising and Entrepreneurial Practice 3
“Learning from Others” strand	Enquiry into Enterprise and Entrepreneurship 1	Enquiry into Enterprise and Entrepreneurship 2	Enquiry into Enterprise and Entrepreneurship 3

Certificate in Higher Education Sports Business and Entrepreneurship	Diploma in Higher Education Sports Business and Entrepreneurship
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Given the that learning on this programme is iterative, circular and “spiral” in nature, rather than linear, the diagram below provides an alternative view of the relationship between the elements.



Year: 1

Interim award: Certificate in Higher Education Sports Business and Entrepreneurship requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules (No optional modules)

Module Code	Module Title	Level	Credit
UMCDSB-30-1	Running a Learning Organisation 1	4	30
UMCDSG-30-1	Managing My Learning and Development 1	4	30
UMCDSH-30-1	Enterprising and Entrepreneurial Practice 1	4	30
UMCDSE-30-1	Enquiry into Enterprise and Entrepreneurship 1	4	30

Year: 2

Interim award: Diploma in Higher Education Sports Business and Entrepreneurship requires 240 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules (No optional modules)

Module Code	Module Title	Level	Credit
UMCDSF-30-2	Running a Learning Organisation 2	5	30
UMCDSG-30-2	Managing My Learning and Development 2	5	30
UMCDSH-30-2	Enterprising and Entrepreneurial Practice 2	5	30
UMCDSJ-30-2	Enquiry into Enterprise and Entrepreneurship 2	5	30

Year: 3 BA (Hons) Sports Business and Entrepreneurship requires 360 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules (No optional modules)

Module Code	Module Title	Level	Credit
UMCDSK-30-3	Running a Learning Organisation 3	6	30
UMCDSL-30-3	Managing My Learning and Development 3	6	30
UMCDSM-30-3	Enterprising and Entrepreneurial Practice 3	6	30
UMCDSN-30-3	Enquiry into Enterprise and Entrepreneurship 3	6	30

PART C: HIGHER EDUCATION ACHIEVEMENT RECORD (HEAR) SYNOPSIS

Graduates will have engaged in a challenging and stimulating programme of self-directed study within a vibrant learning community. They will have practised and developed behaviours, attributes and competencies that enable them to leave ready-and-able for their chosen future. They will have worked in student owned and led team companies engaging with the sports industry, generating income doing real projects for real organisations in sport. They will have gained key enterprising and entrepreneurial competencies, together with a deep critical understanding of key areas of enterprising and entrepreneurial practice. Together, these will have enabled them to be effective in managing themselves, working with others and in creating, developing and running ventures that provide value to others.

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

The design of the programme has been informed and underpinned by guidance provided by the QAA's publication "*Enterprise and Entrepreneurship Education: Guidance for UK Higher Education Providers*" (2018) and the European Commission's "*EntreComp: The Entrepreneurship Competence Framework*" (2016) and related documentation.

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

The design has also been informed by, and is compatible with, all aspects of the "Manifesto" adopted by Team Academy UK (the network of UK Universities that are adopting or developing Team Academy programmes).

These documents and the frameworks contained therein have enabled and supported the design of the Programme, rather than provided constraints or limitations.

PART E: REGULATIONS

Approved to [University Regulations and Procedures](#)