

## Programme Specification 2009 / 2010 Intake

### Section 1: Basic Data

<b>Awarding institution/body</b>	University of the West of England
<b>Teaching institution</b>	Hartpury College
<b>Faculty responsible for programme</b>	Hartpury (Associate Faculty)
<b>Programme accredited by</b>	
<b>Highest award title</b>	BA (Hons) Sport and Exercise Management
<b>Default award title</b>	
<b>Interim award title</b>	BA Sport and Exercise Management Dip HE Sport and Management Studies Cert HE Sport and Management Studies
<b>Modular Scheme title (if different)</b>	
<b>UCAS code (or other coding system if relevant)</b>	
<b>Relevant QAA subject benchmarking group(s)</b>	Hospitality, Leisure, Sport and Tourism General Business and Management
<b>Ongoing/valid until* (*insert end date)</b>	<b>Ongoing</b>
<b>Valid from (insert date if appropriate)</b>	<b>September 2007</b>
<b>Authorised by...Pauline Williams</b>	<b>Date:...August 2007</b>
<b>Version Code</b> <b>2.1</b>	
<i>For coding purposes, a numerical sequence (1, 2, 3 etc.) should be used for successive programme specifications where 2 replaces 1, and where there are no concurrent specifications. A sequential decimal numbering (1.1; 1.2, 2.1; 2.2 etc) should be used where there are different and concurrent programme specifications</i>	

## **Section 2: Educational aims of the programme**

The BA (Hons) Physical Activity Management seeks to underpin the University's principle that graduates not only serve the applied (sports) industry, but also aid in the development of that industry. The programme seeks to support the University's ambitions for its graduates by challenging current processes and practices and exploring new concepts. It is important that within the programme, the Hartpury College student is encouraged to challenge orthodox thinking about sports science related concepts. Students will be encouraged to think creatively, to solve problems in a variety of ways, and to look for new ways of defining systems and problems. This is embedded within the context of the sports industry and the recent changes therein.

Not only should a Hartpury College student acquire and challenge contextual information, but they should also develop a range of key skills to enable them to communicate effectively through a variety of media. The experiences students gain while studying on the programme have been designed to enable them to develop self-confidence. Student centred learning has been employed which encourages students to develop an enquiring mind, a feature of this programme is the application of the subject in a practical context. Students are encouraged to be well read within their subject and beyond to ensure that they will be prepared to solve intellectual and practical problems within the context of the applied sport industry and as such, the teaching and learning process aims to enable students to develop:

- practical competencies in preparation for viable management of the physical activity industry;
- appropriate skills in the management of physical activity programmes;
- ethical awareness arising from an understanding of the physical activity industry;
- knowledge and understanding of research and evidence based practice within the physical activity industry and in a business management context;
- creative and analytical thinking arising from an intellectual understanding of the physical activity and business management disciplines;
- personal qualities and interpersonal skills necessary for successful engagement in the management of physical activity programmes;
- undertake research to further knowledge of exercise prescription and/or management of exercise referral schemes;
- managerial skills necessary for personal development and accomplishment in the physical activity industry; and
- their contribution to local, national and/or international society through development of lifespan learning skills and personal development.

### Section 3: Learning outcomes of the programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas: ...

#### A Knowledge and understanding

Learning outcomes

Teaching, Learning and Assessment Strategies

#### A Knowledge and understanding of:

1. basic principles, procedures and methodologies of physical activity disciplines and associated business management;
2. the roles, scope and range of skills utilised by managers in physical activity based organisations;
3. the goals and operations of agencies in the national physical activity industry;
4. the operational management of human, financial and physical resources involved in the service delivery of physical activity opportunities and experiences;
5. strategic and business planning for implementation and evaluation of resources to meet individual, organisational, community and national needs;
6. the process of marketing to the development of physical activity marketing plans for target populations and events;
7. the socioeconomic and political determinants of physical activity participation; and
8. management and activity development objectives, programmes and plans of clients and population groups.

#### Teaching/learning methods and strategies:

*Acquisition of 1-8 is through a variety of learning and teaching opportunities which include lectures, practical sessions, seminars, web-based study and independent and directed learning strategies. Students are introduced to such variety early in the programme to aid their search for an effective personal learning strategy and facilitate them in understanding their individual learning style.*

*Additional support is provided through:*

1. *development and maintenance of online learning materials designed for students to test their own knowledge and guide their independent learning strategies.*
2. *encouragement to form study groups to facilitate their own learning process*

*Throughout, the learner is encouraged to undertake independent reading both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding.*

#### Assessment

Testing of the knowledge base is through a variety of formative and summative means including written assignment, poster defence, practical assessment, debate and professional assessment (1-8). See attached 'learning outcomes matrix' for further details of which modules deliver and assess the programme's learning outcomes.

## B Intellectual Skills

<p><b>B Intellectual Skills</b></p> <p>On successful completion of the programme the student should be able to:</p> <ol style="list-style-type: none"><li>1. recognise and evaluate the effectiveness of physical activity and business management principles;</li><li>2. demonstrate an ability to synthesise theory into practice;</li><li>3. comprehend, critically appraise and undertake research into physical activity management practice;</li><li>4. promote equality to individual clients by adopting a sound ethical framework for practice;</li><li>5. challenge received opinion;</li><li>6. incorporate a critical and ethical dimension into practice; and</li><li>7. demonstrate confidence in analysing current situations identifying strengths and weaknesses and developing current strategy.</li></ol>	<p><b>Teaching/learning methods and strategies</b></p> <p><i>Intellectual skills are developed through the use of lectures (1, 6) and related support materials (3, 7), seminars (5), web-based learning (2), case studies (4) and problem-based learning (4, 5, 6) which are all based on a range of evidence appropriate to specific modules of study.</i></p> <p><b>Assessment</b></p> <p>A variety of assessment methods is employed. The learner's ability to demonstrate skills 1-7 is tested through written assignments, written examinations, practical examinations, oral examinations and poster defences which are used to consolidate learning and develop appropriate analytical skills. See attached 'learning outcomes matrix' for further details of which modules deliver and assess the programme's learning outcomes.</p>
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## C Subject, Professional and Practical Skills

<b>C Subject/Professional/Practical Skills</b>	<b>Teaching/learning methods and strategies</b>
<p>On successful completion of the programme the student should be able to:</p> <ol style="list-style-type: none"> <li>1. plan, design, manage and execute physical activity programmes for specific client categories;</li> <li>2. accomplish efficient and effective operational management of physical activity based organisations, programmes and services;</li> <li>3. develop, evaluate and improve physical activity marketing plans in accordance with market needs and demands;</li> <li>4. understand the physical activity industry including current trends and devise strategy for further development of the industry; and</li> <li>5. develop a reflective philosophy when analysing personal effectiveness.</li> </ol>	<p><i>Subject skills are developed and practiced through the use of practical teaching and learning sessions. Students build on core lecture material and implement the practical skills through experiential learning (1) which predominantly occur during levels I and II. Students gain professional 'delivery' skills through work related and work based learning (2 and 5) during levels II and III. Professional skills (3 and 4) are developed during lectures and seminars where students will work in small groups to understand case study and problem-based scenarios with discussion focussed on the complexities of real-life situations and delivery strategies.</i></p> <p><b>Assessment</b></p> <p>Due to the applied nature of this programme, a significant proportion of the modules includes practical assessments or assessment of case studies/practical reports. Additionally, skills 1-5 may also be assessed in written and practical examinations.</p> <p>See attached 'learning outcomes matrix' for further details of which modules deliver and assess the programme's learning outcomes.</p>

## D Transferable Skills and other attributes

<b>D Transferable skills and other attributes</b>	<b>Teaching/learning methods and strategies</b>
<p>On successful completion of the programme the student should be able to:</p> <ol style="list-style-type: none"> <li>1. take responsibility for their own learning;</li> <li>2. be able to work as a part of a team and manage time effectively;</li> <li>3. collect valid and reliable data and demonstrate academic integrity in efficient and effective analysis of such data;</li> <li>4. communicate effectively and appropriately through verbal (spoken) and non-verbal (written and presentation) means with a range of personnel with clients, colleagues and managers;</li> <li>5. present material in a variety of contexts;</li> <li>6. demonstrate appropriate ICT skills; and</li> <li>7. recognise the needs, priorities and goals of others.</li> </ol>	<p><i>Skill 1 is developed through all levels of the programme during compulsory modules. Skills 2, 3 and 4 are acquired during the planning of assessment strategies for all modules and during planning of work based learning during levels II and III. Skill 5 is developed through the appropriate use of IT during practical laboratory based classes, independent preparation of coursework and through on-line learning opportunities. Skills 6 and 7 are gained through a variety of means including the production of coursework, during inter-personal and inter-professional communication on work placement. Skills 2-6 will also be developed during the study skills module at level I.</i></p> <p><b>Assessment</b></p> <p>Transferable skills are assessed to some extent in all modules within the programme and the Associate Faculty's marking criteria also make explicit the requirements of the different academic levels. See attached 'learning outcomes matrix' for further details of which modules deliver and assess the programme's learning outcomes.</p>

## Section 4: Programme structure

<p><b>ENTRY</b> ↓</p>	<p><b>level 1</b></p> <p><b>Compulsory modules</b></p> <p>UMA C33-20-1 Understanding Financial Information</p> <p>UMO C9R-20-1 Management &amp; Organisational Behaviour</p> <p>UIS XNC-20-1 Introduction to Exercise Physiology</p> <p>UIS XND-20-1 Sport and Physical Activity Development</p> <p>UIS XNE-20-1 Introduction to Sports Biomechanics</p> <p><b>Optional modules</b></p> <p>UIS XNF-20-1 Fundamental Skills for Sport &amp; Exercise Scientists</p>	<p><b>Interim Awards:</b></p> <p>CertHE Sport and Management Studies <i>Credit Requirements:</i> 120 credits at level 0 or above of which not less than 100 are at level 1 or above.</p>
	<p><b>level 2</b></p> <p><b>Compulsory modules</b></p> <p>UMK C7Q-20-2 Marketing</p> <p>UFM EFE-20-2 Statistics and Research Methods</p> <p>UIS XPA-20-2 Principles of Strength and Conditioning</p> <p>UIS XPG-20-2 Principles of Physical Activity</p> <p>UIS VPK-20-2 Sports Management</p> <p><b>Optional modules</b></p> <p>UIS XPC-20-2 Sports Nutrition and Drugs</p> <p>UMS CBW-20-2 Entrepreneurship and Small Business</p>	<p><b>Interim Awards:</b></p> <p>Dip HE Sport and Management Studies <i>Credit Requirements:</i> 240 credits credits of which not less than 220 are at level 1 or above and not less than 100 at level 2 or above. This must include the modules:</p> <p>UMP CNM-20-2 Human Resource Management</p> <p>UIS XPG-20-2 Principles of Physical Activity</p> <p>UIS XPA-20-2 Principles of Sports Conditioning</p>

<b>level 3</b>	<p><b>Compulsory modules</b></p> <p>UIE XCF-40-3 Vocational Business Experience  UIS XQP-20-3 Applied Physical Activity  UIS XQT-20-3 Physical Activity in Practice</p> <p><b>Optional modules</b></p> <p>UIS XQK-20-3 Sports Marketing and Sponsorship  UIS XQJ-20-3 Sports Operational Management</p>	<p><b>Interim Award:</b></p> <p>BA Sport and Exercise Management  300 credits at level 0 or above of which not less than 280 are at level 1 or above, not less than 160 at level 2 or above and not less than 60 at level 3 or above. This must include the modules:  As Dip HE Sport and Management Studies and</p> <p>UIS XQJ-20-3 Operational Management in Sport and Physical Activity</p> <p>UIS XQK-20-3 Marketing and Sponsorship in Sport and Physical Activity</p> <p><b>Target Award:</b></p> <p>BA (Hons) Sports and Exercise Management  360 credits at level 0 or above of which not less than 280 are at level 1 or above, not less than 160 at level 2 or above and not less than 100 at level 3 or above. This must include all compulsory modules.</p>
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→ **GRADUATION**

## **Section 5: Entry requirements**

Applicants must provide evidence which demonstrates to the University's satisfaction that they can benefit from study at Honours degree level and are likely to achieve the required standard. Applicants will have achieved five subjects including English, Mathematics and Science at GCSE level and either 260-300 UCAS Tariff Points or 24 International Baccalaureate points (both to include a science subject and/or physical education and/or sports science) or equivalent.

We also welcome applicants from a diverse range of backgrounds who do not have the entry requirements outlined above. The university will consider applicants on the basis of evidence of personal, professional and educational experience which indicates an applicant's ability to meet the demands of an undergraduate degree programme. Applicants with non-standard entry criteria will be reviewed on an individual basis. This will take the form of an individual interview with members of the programme team and possibly the completion of a set task such as a written assignment.

Applicants whose first language is not English must also gain a minimum IELTS score of 6.0 prior to entry onto the programme.

## **Section 6: Assessment Regulations**

University Assessment Regulations

## **Section 7: Student learning: distinctive features and support**

The BA (Hons) Physical Activity Management programme of study has developed in line with government changes regarding the important role of the GP Exercise Referral Scheme in the improvement of the state of the Nation's health. Graduates from this programme will be able to service these schemes either as an Exercise Referral's Consultant or as a Referral Scheme Manager. The role of the Exercise Referral Consultant involves providing clients an exercise prescription based on their unique health needs. The role of the Referral Scheme Manager is to liaise with the scheme's stakeholders including NHS Trusts, GPs, leisure centres and Exercise Referral Consultants. The unique combination of physical activity and business management subject areas aims to support students in reaching these positions, meeting the needs of the health industry.

This target award provides graduates with the skills necessary to enter the physical activity industry at an operational management level, having studied the compulsory management disciplines of Understanding Financial Information & Management and Organisational Behaviour at level 1 and Marketing, Human Resource Management & Operations and Business Systems Management at level 2 before progressing to marketing and operations management modules at level 3 which focus specifically on the sport and physical activity industry.

The business management based modules are supported through each level by sports science and physical activity based modules which provide students with a thorough understanding of the physical benefits to the human of exercise participation. Students study a range of categories of lifestyle issues from obesity to cancer and HIV patients with a view to prescribing exercise which will benefit each population. This combination of business management and human science modules provides students with a unique opportunity to graduate with a target award aimed specifically at ensuring they have the ability to manage within a rapidly developing industry currently being driven by the government's agenda of having a healthier nation who are less of a burden on the National Health Service. It also provides graduates with the range of knowledge and skills required to support the student as they make the transition from the academic world to industry by being linked very closely to the professional competencies required by the GP Exercise Referral Consultant.

Throughout the programme, students have the opportunity to gain other professional competencies and engage in work-based learning to support the subject, professional and practical skills required within the physical activity industry. Students are also

required to gain eight weeks (or 300 hours) of industry experience in order that they complete the level three module 'Vocational Business Experience' where they gain a working knowledge of the industry and understand the complexities of managing physical activity programmes and initiatives. This module requires the students to be able to perform an analysis on the effectiveness of the operation of the organisation within which they work and is supported by the level two module 'Statistics and Research Methods' thus ensuring the research competence required of graduating students.

It is of paramount importance that the Hartpury student feels supported throughout their educational journey. As a result key supportive documents are in position to offer guidance at appropriate points during their course of study. Alongside the University of the West of England documentation that indicates University regulations and procedures, students receive a student planner from the Associate Faculty which introduces 'student life at Hartpury' and 'academic life at Hartpury' along with an academic year diary for the students' use. A programme handbook detailing the programme aims and an overview of the programme, programme team biographies, the assessment schedule, guidelines for written work (faculty wide), guidelines on citations and references, guidelines on assessment offences and guidelines for study and examination preparation is also provided to all students. In support of this, students receive a guide for each module that they study on the programme which provides information on the module aims and learning approach, the module timetable (scheme of work), a guide to study tours and visits relevant to the module and assessment guidelines. Each module guide also contains the current module descriptor and the component B assessment brief.

The Virtual Learning Environment (VLE) is an electronic resource accessible remotely which is administered by the programme and module teams, providing students with access to academic materials relevant to their active modules and programmes and has the capability to be used as an online test of knowledge for students through the various online testing functions embedded into its infrastructure. Students can be kept up to date with information via the notice board areas on the VLE or via the SMS text service which the Associate Faculty has engaged with. Students are also strongly encouraged to engage in two face-to-face tutorials with their allocated personal tutor per semester of study which serves to support the student academically. Student advisors are also in place as an additional recognition of the demands placed on students whom provide support in factors that might impinge on the academic journey.

The learning and teaching strategy of the Associate Faculty provides the opportunity for students to engage in a number of different learning environments. It is understood that people learn through different means, so a range of methods are used including but not limited to lectures, debates, laboratory (practical and computer based) sessions, practical application forums, work placements (including working within the local community to support ongoing sports coaching initiatives) and seminar/discussion sessions centred around current published literature. Assessment also comes in many guises in order that students experience a range of opportunities in which they may excel from written assignments and written examinations through to clinical based competency assessments.

The University of the West of England library service is very supportive of the academic disciplines within the Physical Activity Management programme and provides an extensive range of paper (book and periodical) and electronic based (e-book, periodical and database) resources relevant to the discipline of study. The library service is in constant contact with the programme team to provide up-to-date, relevant material which supports the students' academic journey.

## **Section 8 Reference points/benchmarks**

- *Subject benchmarks*

Hospitality, Leisure, Sport and Tourism

General Business and Management

- *University teaching and learning policies:*

University of the West of England Learning and Teaching Strategy

University of the West of England Assessment Strategy

University of the West of England Work Based Learning Policy

- *Employer interaction/feedback:*

Field of Sports Science Vocational Panel

Physical Activity Management programme development team meetings

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Administrator.