

Programme Specification 2011 Intake

Section 1. Basic Data:

Awarding institution/body	University of the West of England
Teaching institution	Hartpury College
Faculty responsible for programme	Hartpury
Programme accredited by	
Highest award title	BA (Hons) Sports Business Management
Default award title	
Interim award title	BA Sports Business Management DipHE Sports Business Management CertHE Sports Business Management
Modular Scheme title	Undergraduate Modular Scheme, Hartpury College
UCAS code	BUWE B80 NCF6A
Relevant QAA subject benchmarking group(s)	Sports science Hospitality, leisure, sport and tourism General business and management
On-going	
Valid from (insert date if appropriate)	September 2011
Authorised by: Rosie Scott	Date: June 2011
Version Code	
5.0	

Section 2. Educational aims of the programme:

Achievement in this award will mean that the student has developed a range of specific business knowledge and skills, together with improved self-awareness and personal development appropriate to graduate careers in sports businesses with the potential for management positions and to employability in general. The development of lifelong learning skills will include the development and enhancement of a range of general transferable intellectual and study skills which will also encourage further study at Master's level and beyond.

The programme enables students to:

1. Challenge orthodox thinking about sports business management;
2. Display a critical insight into the organisations and structures responsible for sport and the political context in which they operate;
3. Think creatively when assessing a range of options for solving problems in the sports industry;
4. Identify assumptions, evaluate statements and look for new ways of defining systems in the context of the sports industry;
5. Access and employ social, economic and political theory to explain and promote the development of sport throughout society;
6. Self reflect and be ethically aware of diversity in terms of people, cultures, business and management issues within the sports industry;
7. Understand and apply the theories, concepts and principles of practice from generic management areas to sports facilities and events;
8. Employ strategic and development planning skills to address and facilitate the development needs of sports organisations;
9. Study the current development of UK sport through use of work-related learning linked to innovative enterprises in the region's sports industry;
10. Effectively communicate using a range of media which are widely used within the sports industry;
11. Adopt an evaluative approach to data and sources of information, using appropriate methodologies;
12. Develop confidence and self-esteem by taking responsibility for their own learning and which encourages interpersonal skills and effective self –management.

Section 3. Learning outcomes of the programme:

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

A. Knowledge and understanding of:

1. The basic principles and methodologies of the business management and associated sports disciplines;
2. Effecting information technology, research methods and project evaluation;
3. Identifying and developing an advanced understanding of the roles, scope and range of skills utilised by managers in sport organisations including theories, models, frameworks, tasks and roles of management.;
4. Understanding the goals and operations of agencies in the national sport industry;
5. The legal, ethical and environmental principles and issues impacting sports management practice;
6. The strategic and business planning, implementation and evaluation of resources to meet individual, organisation, community/local, state and national needs;
7. The formulation of management and performance development objectives, programmes and plans for sports organisations including recognition of the individual and corporate behaviours and cultures which exist within and between organisations;
8. The operational management of human, financial and physical resources involved in the service delivery of sport opportunities and experiences;
9. Identifying the socioeconomic and political determinants of sport participation and promoting sport development to industry standards in accordance with the national sport delivery system;
10. Applying the processes of sport marketing to the development of marketing and sponsorship plans for sport organisations and events.
11. Defining an understanding performance monitoring and evaluation in sport organisations.

Teaching/learning methods and strategies:

During the process of module design, the programme teams have referred to the University Learning and Teaching Strategy (2003), the programme incorporates various teaching and learning methods and has attempted to match them to the aims and objectives of the programmes.

Students will engage in *active learning*:

- Lectures;
- Field and laboratory based practicals;
- Visits;
- Demonstrations;
- Tutorials;
- Seminars;
- Group work;
- Self evaluation;
- Interactive learning through the world wide web;

Assessment:

There is an element of formative assessment in each of the compulsory and optional modules. Testing of the knowledge base is through written examinations, assessed coursework, oral presentations, portfolio and through practical tasks undertaken under controlled conditions.

B. Intellectual Skills:

1. Critically evaluate the effectiveness of sports conditioning, coaching and management;
2. Demonstrate the ability to synthesise theory into practice;
3. Comprehend, critically appraise and undertake research into sports management practice;
4. Promote equality to individual sports clients by adopting a sound ethical framework for practice;
5. Demonstrate the ability to undertake sustained study, applying deeper cognitive learning to an aspect of sports management;
6. Use problem solving skills and decision making strategies to support problems and/or new insights into sports development and management;
7. Use skills of reflection, evaluation and critical thinking to support an effective understanding of the strategic, business planning, operational management, development and operations of the sports industry;
8. Demonstrate a commitment to continuing professional development and lifelong learning through the development of skills in relation to self directed and independent study.

Teaching/learning methods and strategies:

Intellectual skills are developed through the teaching and learning on all of the modules in the programme, but they are emphasised particularly through the compulsory modules.

The assessment strategy for intellectual skills is intended to:

- Consolidate learning;
- Ensure appropriate feedback;
- Strengthen motivation;
- Develop analytical skills.

The programmes are monitored to ensure that assessment in modules:

- Is in relation to outcomes made explicit to students;
- Is based upon the range of strategies through which a student can demonstrate what he or she knows, understands or can do;
- Is based on a range of evidence appropriate to the activity.

Assessment:

Principles of assessment will be those as defined by the University through its Academic Procedures and the Modular Assessment Regulations and the University assessment Strategy document (2003).

<p>C. Subject/Professional/Practical Skills:</p> <ol style="list-style-type: none"> 1. Educate athletes in the procedures of sports conditioning and sports coaching; 2. Plan and manage the sports conditioning programmes of athletes and teams; 3. Plan and manage the coaching programmes of athletes and teams; 4. Accomplish the efficient and effective operational management of sports organisations, programmes, products and services; 5. Develop sports marketing and sponsorship plans in accordance with market needs and demands; 6. Evaluate processes employed in sports conditioning, coaching and management; 7. Demonstrate skills in sports coaching and in promoting positive, healthy exercise; 	<p>Teaching/learning methods and strategies:</p> <ul style="list-style-type: none"> • Skills are developed through formal teaching, seminars, workshops, and integrated practical sessions in both compulsory and optional modules; • Students are able to carry out self evaluation of both their theoretical learning and practical competency through the development of a student quality portfolio; • Through complementary studies students are able to acquire professional qualifications and accreditation in coaching, therapy and management. <p>Assessment:</p> <p>Due to the applied nature of the programme a significant proportion of the modules include practical assessments, however, at least 50% of assessment will be carried under controlled conditions.</p>
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D. Transferable skills and other attributes:

Key skills development and acquisition is mapped onto each module outline.

Students are encouraged to develop transferable skills, including:

- Taking responsibility for their own learning;
- Teamwork and time management;
- Data collection, analysis and problem solving;
- Communicate effectively and appropriately with athletes, coaches, managers and clients of the sports, physical activity and fitness activity;
- Present material professionally in a variety of contexts;
- Demonstrate effective personal management skills, including time management and reflective practice;
- Support the development of fitness and performance as a member of an inter-professional team;
- Recognise the needs, priorities and goals of others.

Extra Information Technology training is available for all students throughout their study time at the College.

Teaching/learning methods and strategies:

At level 1, tutorials and discussion groups are used to clarify, elaborate, and consolidate the ideas presented in lectures and also to develop the skills of thinking and arguing rationally. Written and oral presentations assist students in communicating articulately. Interactive skills are developed. Laboratory exercises and fieldwork provide training in practical skills and experiences in collecting and interpreting data. Students are able to communicate quantitative data effectively using appropriate formats. Students are able to apply methods and tools accurately and carefully. Students can use IT effectively.

At level 2, word processing and the use of databases, spreadsheets, graphical and statistical analysis packages provide students with the opportunity to clarify their thinking, organise the material, and revise their drafts. Interactive skills become increasingly more important with role playing/simulation exercises used to develop team building. Students become more confident in handling statistical data. Visits to appropriate sport organisations and WRL support professional development.

At level 3, students will be expected to perform complex skills with confidence and co-ordination, whilst being able to evaluate both their own and others' performance. Self appraisal and reflection on practice will form an important part of assessment at level III, looking at the ability to self-criticise and reflect on actions taken. It would be expected that a student at level III would take responsibility for the planning and management of their learning experience with minimum guidance whilst making full use of the extensive range of resources available to them. Problem solving is a skill implicit within all applied science programmes and would require a student to be flexible in identifying and defining complex problems whilst adapting to unpredictable situations.

Section 4. Programme structure				
ENTRY ↓		Compulsory modules	Option modules	Interim awards
	Level 1	UMA C33-20-1: Understanding Financial Information UMO C9R-20-1: Management & Organisational Behaviour UME D7A-20-1: Global Business Context	UIS VNP-20-1: Fundamentals of Sports Performance UIS XNR-20-1: Sports Facilities Management UIS XNX-20-1: Introduction to Sports Industry	CertHE Sports Business Management Credit requirements: Requirements: 120 credits at level 0 or above of which not less than 100 are at level 1 or above
	Level 2	UFM EFE-20-2: Statistics & Research Methods UMK C7Q-20-2: Marketing UMP CNM-20-2: Human Resource Management	UIS XPD-20-2: Sports Psychology UMA D3Y-20-2: Accounting Information for Business UIS VPK-20-2: Sports Management UMS CBW-20-1: Entrepreneurship and Small Business UIS XPS-20-2: Sport and Hospitality Management UMM D39-20-2: Competing Through Operations	DipHE Sports Business Management Credit Requirements: Requirements: 240 credits at level 0 or above of which not less than 220 are at level 1 or above and not less than 100 at level 2 or above
	Level 3	UMS CC3-20-3: Strategic Management UIE XCF-40-3: Vocational Business Experience OR UIN XJH-40-3: Dissertation	UIS XQK-20-3: Sports Marketing & Sponsorship UIS XQJ-20-3: Sports Operational Management UMK CMM-20-3: Tourism Behaviour Marketing UIS XQU-20-3: The Sports Industry	BA Sports Business Management Credit Requirements: 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 Target Award BA (Hons) Sports Business Management Credit Requirements: 360 credits at level 0 or above of which not less than 340 are at level 1 or above, not less than 200 are at level 2 or above and not less than 100 at level 3 or above

→ 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 280 UCAS Tariff Points or 24 International Baccalaureate points (to include two A2s) 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 purpose of the programme is to provide a balanced vocational and academic study that is intellectually challenging, vocationally relevant, and provides a foundation for pursuing a career within the sports and fitness industry.

It has been designed to provide academic skills and applied competencies for students who should be capable of taking up appropriate management positions within the varied range of organisations in the sports and fitness industry.

It seeks to promote increased participation in sport and physical activity in the UK through effective and efficient management thereby facilitating the government's central objectives for sport of achieving social inclusion and primary health care.

It consequently embraces the key strategic priorities for sports development at the national level of key UK sports agencies including: the Dept Culture, Media & Sports; National Association for Sports Development; National Coaching Foundation; Sport England; CCPR; UK Sport; Youth Sport Trust; and at the local and regional levels of the Gloucestershire County Sports Partnership.

The core modules provide an understanding of business management, sports science, sports conditioning and coaching, and sports management principles, methodologies and applied competencies.

Option modules enable students to specialise in sports psychology, coach relective practice and empirical research into user psychographics.

In anticipating future skills needs within sport, the award focuses upon sports marketing and sponsorship and sports operational management.

Section 8. Reference points/benchmarks:

QAA Subject Benchmark Statement:

- Sports Science;
- Hospitality, Leisure, Sport and Tourism;
- The Framework for Higher Educational Qualifications in England, Wales and Northern Ireland (QAA 2001)

Other relevant reference points:

- University teaching and learning policies: University of the West of England Learning and Teaching Strategy (2201);
- Employer interaction/feedback: Field of Sports Science Vocational Panel 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.