

## Programme Specification

Part 1: Basic Data			
Awarding Institution	Hartpury University		
Teaching Institution	Hartpury		
Delivery Location	Hartpury		
Study abroad / Exchange / Credit recognition	None		
Department responsible for programme	Sport		
Programme Title	BA (Hons) Sports Business Management		
Professional Statutory or Regulatory Body Links	None		
Highest Award Title	BA (Hons) Sports Business Management with Integrated Placement Year BA (Hons) Sports Business Management		
Default Award Title	None		
Interim Award Titles	BA Sports Business Management; BA Sports Business Management with Integrated Placement Year DipHE Sports Business Management; CertHE Sports Business Management Certificate in Sports Studies		
Mode(s) of Study	FT / PT / IP		
Codes	UCAS: Year 1: NCF6	JACS: C600	
	Foundation Year: NFF6	HESA:	
	UNIT-e: BAHSSBMX		
Relevant QAA Subject Benchmark Statements	Events, Hospitality, Leisure, Sport and Tourism		
Last Major Approval Date	V4.1 31 August 2018	Valid from	V4.1 01 September 2018
Amendment Approval Date		Amended with effect from	
Version	4.1		
Review Due By	1 September 2024		

## **Part 2: Educational Aims of the Programme**

Graduates in this award will demonstrate knowledge of a range of specific business principles and skills, together with increased self-awareness and team working abilities appropriate to future management careers in the Sports Industry and wider business contexts. The programme is designed to encourage students to think creatively, challenge assumptions and prepares them to embrace the desire for lifelong learning essential for continued success in the modern business world. The range of transferable and intellectual skills gained will also prepare and encourage progression to Master's level study 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 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 sports business contexts.
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.

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

This programme develops students' ability to think creatively and practically when faced with the challenges of business decision making. Employers increasingly seek those with initiative and excellent team working skills. This programme is designed to build student confidence and experience through a blend of academic knowledge and applied sports business scenarios. Learning approaches and assessment are varied to mirror the wide ranging demands faced within the business world.

### Part 3: Programme Structure for BA (Hons) Sports Business Management

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

- 1 level and credit requirements
- 2 award requirements that are additional to the regulatory credit requirements
- 3 module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Awards
	Foundation Year	Foundation Skills Development (HANV8A-30-3) Academic Skills in Practice (HANV8B-30-3) Reviewing Literature (HANV8C-15-3) Foundations of Business Enterprise and Management (HANV8D-30-3) Foundation Sports Science (HANV8F-15-3)	Not applicable.	Please note that those students entering on the Foundation Year must satisfy the additional credit requirements (as appropriate) for the following awards:  <u>Certificate in Sports Studies</u>  <u>CertHE Sports Business Management</u>
	Year 1	Personal and Management Development (HANXM8-30-4) Introduction to the Sports Industry (HSPXM9-15-4) Understanding the Business and Economic Environment (HSPV5Q-15-4) Understanding Business and Financial Information (HSPV5V-15-4) Contemporary Issues in Sport Management (HSPV5U-15-4) Introduction to Technology in Sport (HSPV9L-15-4) Introduction to the Principles of Marketing (HSPV5S-15-4)	Not applicable.	<u>DipHE Sports Business Management</u>  <u>BA Sports Business Management</u>  <u>BA Sports Business Management with Integrated Placement Year</u> Requirements: This must include the Year Work Placement module.  <u>BA (Hons) Sports Business Management</u>  <u>BA (Hons) Sports Business Management with Integrated</u>
	Year 2	Professional Placement Experience (HSPVK5-15-5) Research in Professional Practice (HSPV9Y-30-5)	Students are normally required to select 75 credits from the optional modules listed below:  Sports Facilities & Hospitality Management (HSPV98-30-5) New Venture Creation (HSPXTX-15-5) The Sport Service Environment (HSPV5R-15-5) International Sports Development (HSPXU3-15-5) Accounting Information for Business (HSPV5W-15-5) Human Resource Management (HSPV5T-15-5) International Academic Study Portfolio (HANXRP-15-5) International Academic Study Project (HANXRQ-30-5) International Academic Study Extended Project (HANXRR-45-5)	<u>Placement Year</u> Requirements: This must include all compulsory modules and the Integrated Year Work Placement module.
	Optional Year	Year Work Placement (HANVK6-15-5)		
	Year 3	Undergraduate Dissertation (HANV3R-45-6)	Students are normally required to select 75 credits from the optional modules listed below:  Project Management in Action (HSPV48-15-6) Strategic Management (HSPV54-15-6) Sports Sponsorship and Brand Development (HSPV53-15-6) People, Leadership and Change (HSPV44-15-6) The Impact of Sports Events (HSPV4E-15-6)	

**Part time:**

The part time student journey from Entry through to Graduation is individually negotiated with the student.

**Part 4: 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:

Learning Outcomes:	Personal and Management Development	Introduction to the Sports Industry	Understanding the Business and Economic	Understanding Business and Financial	Contemporary Issues in Sport Management	Technology in Sport	Introduction to the Principles of Marketing	Professional Placement Experience	Research in Professional Practice	Sports Facilities & Hospitality Management	New Venture Creation	The Sport Service Environment	International Sports Development	Accounting Information for Business	Human Resource Management	International Academic Study Portfolio	International Academic Study Project	International Academic Study Extended Project	Year Work Placement	Undergraduate Dissertation	Project Management in Action	Strategic Management	Sports Sponsorship and Brand Development	People, Leadership and Change	The Impact of Sports Events	Social Media in Sport
	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					✓	✓		✓		✓						✓	✓	✓		✓	✓	✓				





## Part 5: Student Learning and Student Support

### **Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated**

At Hartpury there is a policy for a minimum average requirement of 15 hours in the foundation year and year one and 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face-to-face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA (Hons) Sports Business Management programme teaching is a mix of scheduled, independent and placement learning.

#### ***Scheduled Learning***

May include lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; external visits. Scheduled sessions may vary slightly depending on the module choices made. Within the Foundation Year, a feature will be the facilitated workshops and individual study, enabling students to benefit from small-group study.

#### ***Independent Learning***

May include hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices made.

#### ***Placement Learning***

All students are expected to complete a period of work placement, which forms the basis for their final year project. Many students find this experience invaluable when applying for jobs and making career decisions later on in the programme.

An optional Integrated Placement Year is included as part of this programme. By the end of the course these students will have benefitted from completing work experience with opportunities to reflect upon their personal development and improving levels of skills relevant to their programme. This experience will give each student a valuable insight into different aspects of industry (national or international) and may have helped formulate ideas of possible careers available following graduation.

#### ***International Academic Study***

Within this programme there is an opportunity to gain academic credit for a period of studying abroad. The student would be supported to identify an opportunity of interest, which may be with established institutions partners or by individual arrangement. All periods of study abroad would have to meet the institutions requirements before enrolment on the International Academic Study opportunity modules.

#### ***Virtual Learning Environment (VLE), or equivalent***

This specification 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.

#### ***Careers***

To support learner's career preparations, careers personnel are available on-site for group and 1:1 advice and the students can use all the on-line resources. Tutors will offer subject specific careers advice through module sessions or individual tutorials. Careers Fairs are arranged periodically to allow students to engage directly with employers from the industry sector.

## Description of any Distinctive Features

The purpose of the programme is to provide balanced vocational and academic study that is intellectually challenging, vocationally relevant, and provides a foundation for pursuing a variety of career options within the sports industry. The robust nature of the business modules and team focus within competitive sport equally prepares students for business careers in a wider range of Industry contexts. The programme 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 industry.

It embraces the key strategic priorities for sports development at the national level of key UK sports agencies including: the Department of Culture, Media & Sports; Sport England; Sport & Recreation Alliance (formerly CCPR); UK Sport and The Chartered Institute for the Management of Sport and Physical Activity.

This programme provides a robust underpinning of the core business principles coupled with a sound knowledge of the contemporary sports industry and applied sports management competencies. Option modules allow students to specialise and tailor their programme to specific areas and career interests within the sports industry or outside it. Anticipating future skills needs within this growing Sports Industry, the award creates opportunities to develop interests in sports marketing and sponsorship, operational management and people management spheres.

The programme embeds the nationally recognised ILM level 2 award within the core curriculum; opportunities to attain level 3 are available during additional study week activities (subject to demand). Career planning and preparation are integral within the curriculum and are delivered through the university commitment to study skills sessions. Specific modules at each level of study are designed to focus on personal skill development, whilst career preparation will be at the heart of every module content and design. Work experience is embedded in year 2 and students are supported to source and organise relevant industry placements. . The programme utilises a wide network of industry practitioners and experts to enhance student learning. This takes the form of guest speakers, conference opportunities, facilitated workshops and industry visits.. This programme offers the opportunity for students to undertake an approved Exchange Programme, for an agreed period (one/two semesters), of overseas study at a higher education institution studying modules appropriate to their programme aims and which have been pre-approved by the Programme Manager. The Exchange Programme is dependent on an approved agreement between Hartpury College and an approved International Institution for BA (Hons) Sports Business Management. Students are encouraged and supported with extra-curricular opportunities such as business competitions, careers fairs, charity and fundraising activities. The programme welcomes students with disabilities or additional needs. The associate faculty has extensive support in place to assist students.

## Part 6: Assessment

This module will be assessed according to the Academic Regulations published for the academic year on the website <http://www.hartpury.ac.uk>

### Assessment Strategy

Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

Assessment within the Foundation Year had been designed to prepare a student for the assessment to come in following years. As such, it demonstrates a breadth of type and gradual introduction to the expectations for HE level study.

#### *Level 4*

Assessment blends the following assessment methods to develop independence, communication, intellectual skills, problem solving and confidence within a supportive framework. Modules at level 4 contain the individual building blocks for the business and academic skills required later in the programme and beyond.

## Part 6: Assessment

### Levels 5 and 6

Assessment at levels 5 and 6 builds and shapes the skills introduced at level 4 and creates opportunities for students to synthesise their knowledge across a range of applied sports business scenarios. Assessment aims to mirror the challenges students will face both seeking employment and in the workplace such as client pitches, obtaining finance, business report writing, project management and business research. Assessment aims to reward a combination of academic excellence and commercial awareness.

In line with the institutions 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.

### Assessment Map

The programme encompasses a range of **assessment methods** and these are detailed in the following assessment map:

#### Assessment Map for BA (Hons) Sports Business Management

		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
<b>Compulsory Modules Level 3</b>	Foundation Skills Development	A (25)				B (75)					
	Academic Skills in Practice						A (25)	B (75)			
	Reviewing Literature						(A100)				
	Foundations of Business Enterprise and Management						A (50)	B (50)			
	Foundation Sports Science			B (50)			A (50)				
<b>Compulsory Modules Level 4</b>	Personal and Management Development						A (40) G			B (60)	
	Introduction to the Sports Industry						A (25)	B (75)			
	Understanding the Business and Economic Environment						A (50) G	B (50)			
	Understanding Business and Financial Information		A (60)	B (40)							
	Contemporary Issues in Sport Management						A (100) G				
	Technology in Sport						A (100)				
	Introduction to the Principles of Marketing						A (100) G				
Professional Placement Experience										A (100)	

## Part 6: Assessment

<b>Compulsory Modules Level 5</b>	Research in Professional Practice					A (30)		B (70)			
<b>Optional Modules Level 5</b>	Human Resource Management					A (50) G		B (50)			
	Sports Facilities & Hospitality Management						A (50)	B (50)			
	International Sports Development						A (100)				
	New Venture Creation						A (100)				
	Accounting Information for Business	A (50)						B (50)			
	The Sport Service Environment							A (100)			
	International Academic Study Portfolio										A (100)
	International Academic Study Project						A (25)				B (75)
	International Academic Study Extended Project						A (25)				B (75)
	<b>Optional Year</b>	Year Work Placement									
<b>Compulsory Modules Level 6</b>	Undergraduate Dissertation										A (100)
<b>Optional Modules Level 6</b>	Project Management in Action						A (100)				
	Strategic Management							A (100)			
	Sports Sponsorship and Brand Development						A (100)				
	People, Leadership and Change						A (25)	B (75)			
	The Impact of Sports Events						A (80)		B (20)		
	Social Media in Sport							B (50)	A (50)		

\*Assessment should be shown in terms of either **Written Exams**, **Practical exams**, or **Coursework** as indicated by the colour coding above.

## Part 7: Entry Requirements

Applicants will have achieved entry criteria appropriate for the year of entry, which can be found through the Hartpury website ([www.hartpury.ac.uk](http://www.hartpury.ac.uk)).

We also welcome applicants from a diverse range of backgrounds who do not have the entry requirements outlined above. Applicants will be considered on the basis of evidence of personal, professional and educational experience which indicates an applicant's ability to meet the demands of the programme. Where appropriate experience or learning has been gained prior to enrolment on the programme recognition of that prior learning (RPL/RPEL) may be possible. Applicants whose first language is not English must also gain a minimum IELTS score of 6.0 prior to entry onto the programme.

## Part 8: Reference Points and Benchmarks

Description of **how** the following reference points and benchmarks have been used in the design of the programme:

### **QAA UK Quality Code for HE**

Has been used to define the minimum level of achievement that students need to achieve to succeed on this programme and achieve the qualification. It has also been used to inform the academic quality of the programme and enhance the quality of the learning opportunities and the assessment methods used to measure achievement on the programme.

### **The Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) 2015**

The programme has been designed considering how it addresses aspects of part one of the ESG. In particular the programme has been designed so that it meets 'the objectives set for them, including the intended learning outcomes. The qualification resulting from a programme should be clearly specified and communicated, and refer to the correct level of the national qualifications framework for higher education and, consequently, to the Framework for Qualifications of the European Higher Education Area.'

Additionally the design and teaching, learning and assessment strategy within this programme encourages the programme to be 'delivered in a way that encourages students to take an active role in creating the learning process, and that the assessment of students reflects this approach'.

### **Other relevant reference points:**

#### Hartpury 2020 Strategy and the Teaching and Research Excellence Strategy 2017-2021

These have been used in designing this programme to ensure that the programme is: learning-centred; underpinned by sound health and safety practices and informed by research and professional practice; inclusive, flexible and accessible, exemplified in particular by the part-time and accelerated study routes; and, provides a diverse assessment diet. Furthermore, the programme aims to produce graduates who: know and value themselves as open-minded, reflective and inter-dependent learners, and participants, employees, self-employed professionals and entrepreneurs in global settings and as global citizens; and, reflect on their own learning and practice, who value others as collaborators in their learning and its exchange.

Assessment within the programme: is an integral part of a dynamic learning and teaching process and not separate from it; plays a key part in the rigorous setting and maintaining of academic standards; provides all students with the entitlement to parity of treatment; makes no distinction between different modes of study; ensures that progression is achieved by credit accumulation and the completion of pre-requisites and co-requisites; recognises different module learning in different forms of assessment; and, affords students the maximum opportunity to demonstrate their knowledge, skills, competencies and overall strengths through a variety of assessed activities.

## Part 8: Reference Points and Benchmarks

### Staff Research

The proposed modules for BA (Hons) Sports Business Management are based on well - established teaching areas. These modules will be developed & taught by staff who are research or consultancy active, have significant sports business experience, and who bring this experience to bear on their teaching.

### **What methods have been used in the development of this programme to evaluate and improve the quality and standards of learning? This could include consideration of stakeholder feedback from, for example current students, graduates and employers.**

The methods used in developing the programme include; PER (Programme Enhancement Reports, PC (Programme Committees) and PCR (Periodic Curriculum Review) informed and attended by current students, alumni, external subject specialists and industry experts. Through these multiple evaluations, current employers encouraged collaborative partnerships and continual reflection of study topics to ensure emerging trends and contemporary subject areas provide the standard of learning expected in the sport marketplace. Existing students focused on experiential and employment qualities such international exchange opportunities, industry based assessment and accreditation with relevant professional bodies.

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, available on the Institution's website.

### Programme Amendment Log

<b>Programme Title:</b>	BA (Hons) Sports Business Management
<b>Programme Code:</b>	NCF6
<b>Initial Approval Date:</b>	01 September 2017
<b>Approved by:</b>	Hartpury Curriculum Validation Committee
<b>Approved until:</b>	01 September 2024
<b>Original version number:</b>	V2.0

#### Changes:

##### Version 4.1

<b>Rationale:</b> After the successful application for University Title, amendments were required to all specifications.	
<b>Material Alteration:</b> Yes and Course Information Sheet amended appropriately: Not required	
<b>Outline Change Details:</b> 1. Part 1: Basic Data requires the Awarding Body to be amended from Hartpury College to Hartpury University. 2. Award Titles amended to replace (SW) with (IP) 3. Subject Benchmark Statements updated where required.	
<b>Change requested by:</b>	Academic Registrar
<b>CVC approval date:</b>	31 August 2018
<b>Change approved with effect from:</b>	01 September 2018
<b>New version number:</b>	4.1

##### Version 2.1 (2018 intake)

<b>Rationale:</b> To provide additional academic depth within the written part of the Human Resource Management HSPV5T-15-5 assessment.	
<b>Material Alteration:</b> Yes	
<b>Outline Change Details:</b> Change of assessment weighting between component A & B from 75/25 to 50/50 on Human Resource Management	
<b>Change requested by:</b>	Kevin Ball
<b>CVC approval date:</b>	06 August 2018
<b>Change approved with effect from:</b>	01 September 2018
<b>New version number:</b>	2.3

##### Version 2.1 (2018 intake)

<b>Rationale:</b> The development of this programme has occurred following the recent sport business management PCR and the associated outcomes to review the current curriculum (subject areas, assessment and trips).	
<p>The new Research in Professional Practice module will create a context specific level 5 offer allowing the business team to support and prepare students appropriately for dissertation. In addition, combining the Facilities and Hospitality modules at level 5 will amalgamate two current subject areas which have a natural synergy and allow the staff members to derive more value and enhance the student experience from the existing trips. From a strategic perspective, the business department have focused significantly on increasing the application within student assessment and in particular applying theory to industry practice through inquiry based learning. The evolution and continued expansion of technology in sport (materials, VAR, wearable, e-</p>	

gaming, spectator experience) has created the rationale for a module dedicated to the subject area. The strategic decision to include this at level 4 will allow the business staff to create a foundation level of knowledge and expose new students to the range of technology influences in sport. Furthermore, early exposure to this subject area will enable students to integrate technology concepts within future module assessments (e.g. NVC, facilities & hospitality, sport services sponsorship). Small name changes for 1 level 5 module and 2 level 6 modules.

**Material Alteration:** Yes

**Outline Change Details:** : 1. Addition of 3 new modules:  
 Introduction to Technology in Sport (HSPV9L-15-4) **to replace Sports Facilities Management**  
 Research in Professional Practice (HSPV9Y 30 5) **to replace Study Trip**  
 Sports Facilities & Hospitality Management (HSPV98 30 5) **to replace Events Management & Fundraising and Sports Hospitality Management**

2. Change in title to 3 modules:  
 International Sports Development (HSPXU3-15-5) from Sports Development Organisations & Governance  
 The Impact of Sports Events (HSPV4E-15-6) from The Legacy and Impact of Sports Events  
 Social Media in Sport (HSPV43-15-6 from Media, Technology & Communication in Sport

3. Change to assessment in HSPXU3 15 5 International Sports Development to Component A 100% Practical

<b>Change requested by:</b>	Michael Green
<b>CVC approval date:</b>	01 March 2018
<b>Change approved with effect from:</b>	01 September 2018
<b>New version number:</b>	V2.1