

## Module Specification

Part 1: Basic Data					
Module Title	Football Business and Development				
Module Code	WSPVCQ-30-5	Level	5	Version	1.0
Credit Rating	30	ECTS Credit Rating	15	Includes WBL?	No
Teaching Institution	University Centre Weston	Department	Sport	Module Type	Standard
Contributes towards	FdSc Sports Studies				
PSRB involved	None	Module Entry requirements	None		
Pre-requisites	None	Excluded Combinations	None		
Most recent Validation Date	V1.0 – 10 July 2019	Due for re-validation by:	V1.0 - 01 Sept 2024		
Amendment Approval Date		Amended with effect from	01 September 2019		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1 Demonstrate an appreciation of the Football business environment and related sport development agendas. (A)</li> <li>2 Evaluate the provision of Football for identified participant groups, and formulate a plan to enhance provision. (A, B)</li> <li>3 Develop a coherent business enterprise proposition. (A, B)</li> <li>4 Critically apply fundamental business principles in relation to a proposed Football enterprise. (A, B)</li> </ol>
Syllabus Outline	<p>The following topics will be covered:</p> <ul style="list-style-type: none"> <li>• The Football business environment from a national and international perspective</li> <li>• Government and governance</li> <li>• Professional bodies and organisations</li> <li>• Sports development continuum</li> <li>• Identified groups and barriers to participation</li> <li>• Sports marketing</li> <li>• Event management</li> <li>• Financial decision making and fundraising</li> <li>• Business plans and proposals</li> </ul>

Teaching and Learning Methods	<p>Introductory lectures are supported by seminars, case studies, visits and practical workshops. In addition this module will be supported by interactive forums and learning tools.</p> <p><b>Scheduled Learning</b> May include lectures, seminars, tutorials, demonstration, practical classes and workshops; external visits; supervised time in studio/workshop, and self-directed study.</p> <p><b>Independent Learning</b> Includes the hours engaged with essential reading, assignment preparation and completion.</p> <p><b>Virtual Learning Environment (VLE), or equivalent</b> This module 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.</p>																																																																	
Unistats Information	<p>The Office for Students (OfS) require Unistats information to be produced at programme level for all undergraduate programmes of more than one year in length. These are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table><tr><td colspan="5">Expected learning hours for the module:</td></tr><tr><td colspan="5"></td></tr><tr><td colspan="4">Number of credits for this module</td><td>30</td></tr><tr><td colspan="5"></td></tr><tr><td>Hours to be allocated</td><td>Scheduled learning and teaching study hours</td><td>Independent study hours</td><td>Placement study hours</td><td>Allocated Hours</td></tr><tr><td>300</td><td>90</td><td>210</td><td>0</td><td>300</td></tr><tr><td colspan="5"></td></tr></table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table><tr><td colspan="5">Total assessment of the module:</td></tr><tr><td colspan="5"></td></tr><tr><td colspan="4">Written exam assessment percentage</td><td>0%</td></tr><tr><td colspan="4">Coursework assessment percentage</td><td>50%</td></tr><tr><td colspan="4">Practical exam assessment percentage</td><td>50%</td></tr><tr><td colspan="4"></td><td>100%</td></tr></table>	Expected learning hours for the module:										Number of credits for this module				30						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	90	210	0	300						Total assessment of the module:										Written exam assessment percentage				0%	Coursework assessment percentage				50%	Practical exam assessment percentage				50%					100%
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Reading Strategy	<p><b>Essential reading</b> Essential material will be indicated to the student via pre-course material, module guides and through their accessing a dedicated VLE programme presence. No</p>																																																																	

	<p>requirement for the purchase of set text(s) will be made unless explicitly stated and students will have full access to library services, online applications, and inter-library loans.</p> <p><b>Further reading</b> Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library catalogue, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature and wider professional sources.</p> <p><b>Access and skills</b> Formal opportunities for students to develop their library and information skills are provided within the induction period and student skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.</p>
Indicative Reading List	<p>The following list is offered to provide the validators /accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, current advice on readings will be available via other more frequently updated mechanisms.</p> <p>Allen, K. R. (current edition) <i>Launching new ventures: an entrepreneurial approach</i>. Boston, USA: Houghton Mifflin Company.</p> <p>Beech, J. and Chadwick, S. (current edition) <i>The marketing of sport</i>. Harlow: Prentice Hall.</p> <p>Cashmore, E. (current edition) <i>Making sense of sports</i>. London: Routledge.</p> <p>Coakley, J. J. (current edition) <i>Sport in society: issues and controversies</i>. London: McGraw Hill.</p> <p>Green, M. and Houlihan, B. (current edition) <i>Comparative: elite sport development: systems, structures and public policy</i>. London: Routledge.</p> <p>Houlihan, B. and White, A. (current edition) <i>The politics of sports development: Development of sport or development through sport?</i> London: Routledge.</p> <p>Hoye, R., Smith, C. T., Nicholson, M., Stewart, B. and Westerbeek, H., (current edition) <i>Sport management: principals and applications</i>. London/New York: Routledge.</p> <p>Hylton, K. and Bramham, P. (current edition) <i>Sports development: policy, process and practice</i>. London: Routledge.</p> <p>Jarvie, G. (current edition) <i>Sport, culture and society: an introduction</i>. London: Routledge.</p> <p>Kotler, P. and Armstrong, G. (current edition) <i>Principles of marketing</i>. London: Pearson.</p> <p>Mullins, L. J. (current edition) <i>Management and organisational behaviour</i>. London: Pitman.</p> <p>Polley, M. (current edition) <i>Moving the goalposts: A history of sport and society since 1945</i>. London: Routledge.</p> <p>Taylor, P. (current edition) <i>Torkildsen's sport and leisure management</i>. London: Routledge.</p> <p><u>Journals</u></p> <p>British Journal of Physical Education</p> <p>European Sport Management Quarterly</p> <p>Journal of the Institute for Sports Parks and Leisure</p>

	Managing Leisure Quarterly Sociology of Sport Journal  Websites The Football Association <a href="http://thefa.com">http://thefa.com</a> Sport England <a href="http://www.sportengland.org">www.sportengland.org</a>
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Part 3: Assessment	
Assessment Strategy	<p>This module will be assessed according to the approved Hartpury Academic Regulations including any specific regulations detailed within the student's programme specification.</p> <p>Aim: Students will be required to synthesise the module content to formulate a business enterprise proposal. The ability to communicate this proposal will be assessed through an oral presentation (Component A) and further detail will be outlined in a supporting written report (Component B).</p> <p>Opportunities for formative assessment exist for the assessment strategy used. Students will have opportunities to practice and develop their presentation skills and receive verbal feedback to aid their development prior to summative assessments.</p> <p>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.</p>

Identify final assessment component and element	<b>B1</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>50%</b>	<b>50%</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1. Oral Presentation (20 minutes)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>	
1. Written Report (equivalent to 2000 words)	100%	

Resit (further attendance at taught classes is not required)	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>
1. Oral Presentation (20 minutes)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>
1. Written Report (equivalent to 2,000 words)	100%
If a student is permitted a retake of the module under the Academic Regulations, the assessment will be that indicated by the Module Specification at the time that retake commences.	

### Module Amendment Log

<b>Module Title:</b>	Football Business and Development
<b>Module Code:</b>	WSPVCQ-30-5
<b>Initial Approval Date:</b>	10 July 2019

**Changes:**

<b>Current version number:</b> 0	
<b>Outline Change Details:</b> new module	
<b>Rationale:</b> This is a new module for a programme new to Hartpury University validation.	
<b>Approval Committee and Date:</b>	CVC 2019 07 10
<b>Change approved with effect from:</b>	1 September 2019
<b>Resulting new version number:</b>	1.0