

## Programme Specification

Part 1: Basic Data			
<b>Awarding Institution</b>	Hartpury University		
<b>Teaching Institution</b>	Hartpury		
<b>Delivery Location</b>	Hartpury		
<b>Study abroad / Exchange / Credit recognition</b>	None		
<b>Department responsible for programme</b>	Sport		
<b>Programme Title</b>	FdA Sports Business Management		
<b>Professional Statutory or Regulatory Body Links</b>	None		
<b>Highest Award Title</b>	FdA Sports Business Management		
<b>Default Award Title</b>	None		
<b>Interim Award Titles</b>	Cert HE Sports Business Management Certificate in Sport Studies		
<b>Mode(s) of Study</b>	FT / PT		
<b>Codes</b>	<b>UCAS:</b> NC26A	<b>UNIT-e:</b> FDASSBMX	
<b>Relevant QAA Subject Benchmark Statements</b>	Sports science, hospitality, leisure, sport and tourism General business and management		
<b>Last Major Approval Date</b>	V2.2 31 August 2018	<b>Valid from</b>	V2. 01 September 2018
<b>Amendment Approval Date</b>	V2.3 – 19 February 2020	<b>Amended with effect from</b>	V2.3 01 September 2020
<b>Version</b>	2.3		
<b>Review Due By</b>	1 September 2024		

## Part 2: Educational Aims of the Programme

1. The programme seeks to underpin the institutions principle that its graduates not only serve society, but also help to develop that society. In the case of the Foundation degree, the programme develops the institution's ambitions for its graduates by developing new ideas, and to challenge current processes and practices. The programme enables students to develop:
  - Creative and analytical thinking;
  - Personal qualities and interpersonal skills;
  - Knowledge;
  - Appropriate practical and technical skills;
  - Ethical awareness;
  - Self- evaluation and reflection.
2. It is important that within the programme, the institution student should be encouraged to challenge orthodox thinking about sports related studies. We will encourage students to think creatively, to solve problems in a variety of ways, and to look for new ways of defining systems and problems. This will be embedded within the context of the sports industry as it relates to business management, and the recent changes within the sports industry.
3. Not only should a institutions student acquire and challenge contextual information, they should also develop a range of key skills to enable them to communicate effectively in a variety of media. The design of the programme and the experiences students receive while studying for the programme will enable them to develop self-confidence. We want students to develop positive self-esteem.
4. The institutions model of student centred learning encourages students to develop an enquiring mind. It is a feature of this programme, as of any other institution programme, that there is application of the subject in a practical context. Students are encouraged to be well read within their subject and beyond. The programme will enable students to solve intellectual and practical problems within the context of sport. As such, the teaching and learning process will enable:
  - Practical application;
  - Reading and becoming acquainted with the ideas of experts and others from different times and places;
  - Discussing issues with tutors and peers;
  - Testing ideas in context.
5. A the institution students should recognise the influence of values on action and reflect on the consequences of these. The institution endorses the student centred approach adopted by the wider institution. There is strong encouragement for students to take responsibility for their own learning. In so doing, the delivery of the programme will facilitate a flexible learning experience that will enable students to structure their learning productively and equip the student with the skills to enable them to progress their learning further as part of a lifelong learning process.
6. The programme is designed to direct the student towards considering choices and options which will enable them to follow themes which will reflect areas of particular interest to the student. The study of changes in the business context of sports management will enable students to develop critical and analytical thinking. To support and facilitate this thinking, the programme will make extensive use of visits to innovative and alternative sports organisations and use the vocational experience which will underpin the undergraduate knowledge of the industries.
7. The collective aims of the programme submitted for validation should be seen in the context of the institution aims to ensure a student centred approach and to integrate the institutions estate and associated resources into teaching and learning approaches for its Higher Education programmes. In this regard, the institution's Sports Academy, its associated facilities and events together with strong industry links will be utilised to offer students practical relevant projects to enhance their learning.

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

This programme develops students ability to think practically and effectively when faced with business challenges. 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 practical business scenarios, academic knowledge and work based learning opportunities. Learning approaches and assessment aims to develop academic skills progressively and are varied to mirror the wide ranging demands faced within the sports business world.

### Part 3: Programme Structure for : FdA 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 interim award requirements
- 3 module diet, including compulsory and optional modules

		Compulsory Modules	Optional Modules	Awards
	Stage 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)		<u>Certificate in Sport Studies</u> Credit Requirements: 60 credits at level 4 or above of which not less than 45 are at level 4 or above.  <u>Cert HE Sports Business Management</u> Credit Requirements: 120 credits at level 3 or above of which not less than 90 are at level 4 or above.  <u>FdA Sports Business Management</u> Credit Requirements: 240 credits at level 3 or above of which not less than 210 are at level 4 or above, and not less than 90 are at level 5 or above
	Stage 2	Sports Business Experience (HSPXTY-30-5)	Students are normally required to select 90 credits from the optional modules listed below:  Sports Facilities & Hospitality Management (HSPV98-30-5) Research in Professional Practice (HSPV9Y-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)	

**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 Environment	Understanding Business and Financial Information	Contemporary Issues in Sport Management	Technology in Sport	Introduction to the Principles of Marketing	Sports Business Experience	Sports Facilities & Hospitality Management	Research in Professional Practice	New Venture Creation	The Sport Service Environment	International Sports Development	Accounting Information for Business	Human Resource Management
1	Basic principles and methodologies business management;		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Basic knowledge and understanding of sports development practice;		✓							✓				✓		
3	Roles, scope and range of skills of sports managers;	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
4	Human Resource management for sports managers;					✓	✓		✓							✓
5	Financial management for sport managers;				✓					✓		✓			✓	
6	Employment skills required of sports management professionals;	✓							✓							
7	Sports operational management;		✓			✓	✓			✓			✓			
8	Effective team working skills;	✓				✓		✓	✓	✓						
9	Effective communication skills;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
10	Identifying the socioeconomic and political determinants of sport participation and promoting sport development to industry standards in accordance with the national sport delivery system;		✓											✓		
11	Collecting, collating and processing data for the analysis of sports management key issues;						✓	✓		✓	✓					
12	The philosophy and operation of the institutions Undergraduate Modular Scheme.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
1	Seek, describe and interpret information;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Describe, interpret and organise data;	✓						✓		✓	✓					
3	Identify key themes from written work and oral presentations;	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
4	Express key themes in written work;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Apply given tools/methods accurately and carefully to a well defined problem and draw appropriate conclusions;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	Identify, describe and analyse problem situations;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7	Allocate priorities, identify suitable solutions and draw appropriate conclusions;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8	Understand and apply numerical conventions, interpreting trends and data.				✓			✓		✓	✓				✓	
9	Use research effectively in the presentation of an argument;									✓	✓					
10	Reflect on actions and priorities;								✓							

11	Formulate effective strategies for achieving goals;								✓	✓	✓						
12	Debate issues in relation to more general ethical perspectives.									✓				✓		✓	
1	Awareness of the ethics, responsibilities and standards of professional practice in sport management;	✓	✓			✓			✓	✓				✓		✓	
2	Empathy for the needs of the full spectrum of sport and fitness practitioners from introductory through recreational to elite competitive levels of participation;	✓				✓								✓		✓	
3	Act competently, synthesise information and employ it in an intelligent, responsible and creative manner;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	Communicate and co-operate in the interpersonal, group, corporate and community contexts;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Accomplish the efficient and effective operational management of sports organisations, programmes, products and services;						✓			✓			✓				
6	Develop sports marketing and sponsorship plans in accordance with market needs and demands;						✓			✓							
7	Conduct the human resource and financial management operations of sport organisations efficiently and sensitively;			✓			✓								✓	✓	
8	Evaluate processes employed in sports management;		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Key skills development and acquisition is mapped onto each module outline. Students are encouraged to develop transferable skills, including:																	
1	Taking responsibility for their own learning;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Teamwork and time management;	✓						✓		✓		✓			✓		
3	Data collection; analysis; and problem solving;	✓	✓	✓	✓	✓	✓	✓		✓	✓						
4	Communicate effectively and appropriately in all business contexts with athletes, coaches, managers and clients of the sports, physical activity and fitness activity;	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓			
5	Present material professionally in a variety of contexts;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	Demonstrate effective personal management skills, including time management and reflective practice;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7	Support the development of fitness;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8	Recognise the needs, priorities and goals of others.	✓						✓	✓	✓		✓					

## **Part 5: Student Learning and Student Support**

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

There is a policy for a minimum average requirement of 15 hours / week in stage one of the full-time undergraduate programme. This contact time encompasses a range of face: 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 FdA Sports Business Management programme teaching is a mix of scheduled, independent, virtual learning environment (VLE) and work based learning.

#### **Scheduled Learning**

May include lectures, seminars, tutorials, project supervision, practical classes and workshops; fieldwork; external visits; work based learning; supervised time. Scheduled sessions may vary slightly depending on the module choices made.

#### **Independent Learning**

May include hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices made.

#### **Work Based Learning**

Includes practical work based individual and group tasks and will include a work placement linked to assessment. The institution will:

1. Ensure that all work-based learning is assessed in accordance with the Academic Regulations
2. Monitor and review their policies and procedures for securing and allocating to students effective work-based learning opportunities as part of the process for continuous monitoring for enhancement.
3. Provide clear information regarding the responsibilities of each party to the learning contract or other agreement.
4. Ensure students are adequately prepared for work based learning.
5. Support, in the workplace, the development of the learners.
6. Ensure that the learning is documented in a form that clearly identifies how it contributes to the overall aims and learning outcomes of the programme.
7. Ensure that clear strategies are in place to support the identification and organisation of work based activities for students, commensurate with the significance of this learning to the programmes of which it forms a part.

#### **Virtual Learning Environment (VLE)**

This programme 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 a balance of vocational and academic study that is intellectually challenging, vocationally relevant, and provides a foundation for pursuing a career within the sport industry.

The course embraces the government's commitment to the expansion of higher education. The flexibility of the Foundation degree allows people already in work to re-engage in higher education whilst making full use and awarding credit for prior experiential learning within the working environment.

The programme has been designed to build on the competencies of a wide spectrum of students who should be capable of taking up appropriate positions of responsibility within the varied range of enterprises operating within the sports industry sector. Employer input has been sought in the design of the Foundation Degree in Sports Business Management through vocational panels representing employers from the local area, thus identifying employer's needs and current skills gaps in the sports industry.

The Foundation degree programme blends academic knowledge and vocational skills to equip the student with the tools relevant to their employment and to the needs of employers. The degree is designed to provide a pathway for life-long learning and the opportunity to progress to Honours degree programmes.

The programme comprises core modules in business management and the sports industry serving to underpin the acquisition of a range of vocational competencies. Students are prepared with skills to address operational management, products and services, sports marketing and sponsorship plans, human resource implications and the financial management of sport organisations. These competencies are further contextualised within a sport industry business environment through a work placement module. 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.

Career planning and preparation are integral within the curriculum and specific modules at each level of study are designed to focus on personal skill development and address study skills sessions aims, whilst career preparation will be at the heart of every module's content and design. The programme offers the opportunity to gain an industry recognised ILM qualification embedded within the core curriculum. This module additionally offers students practical tasks to develop their team-working and organisational skills.

The programme recognises the progression pathway from this FdA to the BA (Hons) Sports Business Management and supports skill development that prepares students adequately for either the academic demands of an Honours degree or for direct entry to the workplace.

The programme utilises a wide network of industry practitioners and experts to enhance student learning. This takes the form of guest speakers, facilitated workshops, industry visits and work placement opportunities. 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 institution 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>  
The distinctive module used by the Programme Examination Board to inform recommending differential awards for students when considering borderline performance profiles will be:  
Sports Business Experience

### Assessment Strategy

Due to the varied nature of the programme modules will include reflective portfolios and problem based written assignments, however, a proportion of assessment will be carried under controlled conditions.

Assessment at level 4 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.

Assessment at level 5 builds and shapes the skills introduced at level 4 and creates opportunities for students to develop synthesis 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 and event plans. Assessment aims to reward a combination of academic excellence and practical business awareness.

In line with the institution's 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 FdA 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
Compulsory Modules Level 4	Personal and Management Development						A (G) (40)				B (60)
	Introduction to the Sports Industry						A (G) (25)	B (75)			
	Understanding the Business and Economic Environment						A (G) (50)	B (50)			
	Understanding Business and Financial Information		A (60)	B (40)							
	Contemporary Issues in Sport Management						A (G) (100)				
	Introduction to Technology in Sport						A (100)				
	Introduction to the Principles of Marketing						A (G) (100)				
	Sports Business Experience										A (100)



## Part 6: Assessment

<b>Compulsory Modules Level 5</b>	Human Resource Management				A (50) G			B (50)			
<b>Optional Modules Level 5</b>	Sports Facilities & Hospitality Management						A (50)	B (50)			
	International Sports Development						A (100)				
	Research in Professional Practice					A (30)		B (70)			
	New Venture Creation						A (100)				
	Accounting Information for Business	A (50)						B (50)			
	The Sport Service Environment								A (100)		

\*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 institutions website ([www.hartpurv.ac.uk](http://www.hartpurv.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.

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>	FdA Sports Business Management
<b>Programme Code:</b>	NC26A
<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>	V1.0

#### Changes:

<b>Current version number:</b> 2.2	
<b>Outline Change Details:</b> Part 5: Delivery hours amended to reflect marketing information. Part 6: assessment matrix amended to reflect change in the Level 4 compulsory module 'Introduction to the Sports Industry' from individual to group presentation. Part 8 removed in line with current template.	
<b>Material Alteration:</b> No	
<b>Rationale:</b> to ensure accuracy	
<b>Change requested by:</b> Academic Registrar	
<b>Signature:</b> 	<b>Date:</b> 19 February 2020
<b>CVC approval date:</b>	CSP Chair's action 2020 02 19
<b>Change approved with effect from:</b>	1 September 2020
<b>New version number:</b>	2.3 (intakes 2020+)

#### Version 2.2

<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. 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>	2.2

#### Version 1.1

<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>	1.3

#### Version 1.0

**Rationale:** 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).

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-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 change for 1 level 5 module.

**Material Alteration:** Yes

**Outline Change Details:** 1. Title change to:

(HSPXU3 15 5) Sports Development Organisations & Governance to International Sports Development

2. Addition of 3 new module:

Introduction to Technology in Sport (HSPV9L-15-4)

Sports Facilities & Hospitality Management (HSPV98 30 5)

Research in Professional Practice (HSPV9Y 30 5)

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>	1 <sup>st</sup> March 2018
<b>Change approved with effect from:</b>	01 September 2018
<b>New version number:</b>	1.1