



**HARTPURY**  
UNIVERSITY

Programme Information Sheet for 2020 entry

---

# BA (Hons) Sports Business Management (with Foundation Year)

UCAS Code: NFF6

**Award on completion of programme:** BA (Hons) Sports Business Management OR BA (Hons) Sports Business Management with Integrated Placement Year.

**Professional body accreditation:** None

**Location of study:** Hartpury University. Work placements can take place within the UK or abroad.

**Length of programme:** Four years full-time. Five years full time with Integrated Placement Year, Part-time options are available.

**Language of the programme:** This programme is taught in English.

## Entry Requirements:

**General:** A minimum of 5 GCSE A\* to C, (or 9 to 4 where numeric grades are being awarded), including English Language and Mathematics

All applications for the Foundation year will be considered individually, however **evidence of previous relevant study at level 3 (i.e. A Level, BTEC etc) is required.**

**Mature and international applicants:** Mature and international applicants are welcomed. Mature applicants that are not applying for a programme straight from formal education will be expected to demonstrate suitability for the course.

In the case of international applications, we will attempt to establish the equivalency of qualifications and the same criteria and assessment is used as for home students. An IELTS English qualification is expected for international applicants without a GCSE Grade C or above (or 9 to 4 where numeric grades are being awarded) in English Language.

If you have completed learning towards a university level qualification, perhaps at another institution or with a professional body or have relevant work experience then you may be able to gain credit for this and/or enter the course at a later point than standard year one entry. For further information please contact our Admissions team, who will be pleased to help you.

Personalised offers will be made to each applicant based on their own merits. Non-academic and academic achievement will be considered.

**Timetables** Both full-time and part-time students on the programme will start in September 2020. This programme is taught over two semesters, normally consisting of 12 weeks of scheduled teaching and then assessment weeks. The academic calendar can be found at: <http://www.hartpury.ac.uk/uni-termdates/> During scheduled teaching you will have a day without timetabled sessions to support you in managing your workload, gaining valuable volunteering and work experience and completing part-time work. Timetables are normally available during registration. Please note that while we make every effort to ensure that timetables are as student-friendly as possible, scheduled teaching can take place at any time between 8:30 to 20:30 Monday to Friday, although Wednesday afternoons are normally reserved for

sports and cultural activities. Work placements may entail working on different days and different hours, depending on the opportunity you identify. Part-time students should be advised that as their route is dependent on the full-time course's timetable there is the possibility depending on the modules chosen that the student could be required to attend five days a week.

**Programme Composition:** This programme is comprised of different modules, which focus on specific subjects. The modular structure of the programme gives you flexibility and choice and you can attend introductory sessions for optional modules before having to finally decide which ones you wish to study. We usually offer all optional modules available to students however if we believe that we are unable to offer a high quality student experience (which can be particularly affected by low student demand) then we may make the decision not to offer it. If an optional module will not be run, we will advise you as soon as possible and help you choose an alternative module. Our teaching is informed by research, and modules change periodically to reflect developments in the discipline. These changes are informed by both industry and student consultation.

On completion and passing of these modules you gain academic credit that accumulates towards your award. The marks you gain for these modules in your second and third year may contribute towards your overall award mark and outcome. The modules contain mixture of scheduled learning, independent learning and sometimes learning whilst on work placement. Students will receive a minimum of 15 hours scheduled contact per week in lectures, seminars and practicals in years 0 and 1. In subsequent years scheduled contact will vary depending on the modules you select but is typically around 12 hours per week. Students are expected to dedicate at least two to three hours of independent study per contact hour. This programme includes a mandatory work placement in which students will gain experience within the sports or business industries. Some modules may bring in guest lecturers to provide topical and industry-relevant talks.

	<b>Scheduled Contact Learning (%)</b>	<b>Placement Learning (%)</b>	<b>Independent Learning (%)</b>
<b>Year 0</b>	30	0	70
<b>Year 1</b>	24	7	69
<b>Year 2</b>	22	12	66
<b>Optional Integrated Placement Year</b>	1	80	19
<b>Year 3</b>	18	0	82

## **Compulsory Modules**

### **Year 0:**

- Foundation skills development  
The module aims to give students an understanding of the scientific method and enquiry, team working, research skills and effective time management.
- Academic skills in practice (internship)  
The module aims to develop reflective, practical and transferable skills in preparation for level 4 study based on an internship role at Hartpury linked to the student's programme of study
- Reviewing literature  
The aim of the module is to develop student understanding and knowledge of literature reviews including constructing a rationale, summarising and presenting relevant information to suit a purpose, subject and audience
- Foundation of business enterprise and management  
The aim of this module is learning and understanding of the balance of theory and practice in contemporary business practice; an appreciation of the complexity of modern organisational environments and of the critical role of enterprise and innovation has to play.
- Foundation sports science  
The introduction of central human anatomy and physiology and its adaption to sport training together with external and intrinsic factors that impact on the performance of the athlete.

### **Year 1:**

- Personal and Management Development  
Involves learning leadership behaviours, understanding personal strengths and weaknesses, and engaging in at least 80 hours with a sports industry project

- Introduction to the Sports Industry  
Learn the size, scope, structure, and governance of the UK's sports industry
- Understanding the Business and Economic Environment  
An introduction into macro- and microeconomics
- Understanding Business and Financial Information  
Introduces students to financial statements and their use
- Contemporary Issues in Sport Management  
Students learn about contemporary sport management theories and their application to professional contexts
- Introduction to Technology in Sport  
Understand different types and development of technology in sports designed to improve athletic performance, coaching, supporting officials and the spectator experience
- Introduction to the Principles of Marketing  
Introduction to the principles of marketing products and services

### Year 2:

- Professional Placement Experience  
Students are required to complete a minimum of 150 hours of work experience during the year
- Research in Professional Practice  
This module introduces students to the methods of research and analysis required for their dissertation, as preparation for their third year project.

**Optional modules:** As a guide, in the past, these have included modules from both sports-focused and pure business topics.

### Year 3

- Undergraduate Dissertation  
Students will partake in independent research and analysis in a related area of their choice

**Optional modules:** In the past, these have focused on how business and management techniques previously learned are applied within the sports industry.

**Assessment Method:** You will be assessed through a mixture of written exams, applied business assessments, and written assignments. Many of the modules will be marked based on a mixture of assessment types, whilst others will be based solely on one type of assessment.

	Written Examination (%)	Coursework (%)	Practical Examination (%)
<b>Year 0</b>	12	44	44
<b>Year 1</b>	8	36	57
<b>Year 2</b>	0	61	39
<b>Optional Integrated Placement Year</b>	0	100	0
<b>Year 3</b>	0	74	26

**Discounts and special support associated with enrolling on the programme:** Whilst you are a student on this programme Hartpury will support fees associated to you being a student member of CIMSPA (Chartered Institute for the Management of Sport and Physical Activity). You will also have the opportunity of completing a course in your first year, which is recognised by the Institute of Leadership and Management. Hartpury also subsidises optional short courses for a reduced cost that give students the opportunity to gain relevant experience and qualifications prior to graduation. These are in addition to the discounts Hartpury usually offers to its students, such as free Wi-Fi on site and Microsoft Office packages etc. There is lots of support available to you whilst you study including allocation of a personal academic tutor that you will meet for 1:1 sessions and other services detailed at: <http://www.hartpury.ac.uk/university/facilities/life-at-hartpury/student-support/>

**Costs associated with the programme:** The cost of the programme will be £9250 per year for UK and EU students subject to government approval. We will only increase our fees in accordance with guidelines laid down by the Office for Students (OfS). This course offers an optional integrated placement year at a cost in the region of £925 (for students who want more experience working within the industry). The integrated placement year may incur additional costs depending on your choice of placement location and whether you choose a paid or unpaid position. Students have an option to purchase sports kits which can be bought as a bundle via Hartpury's website for approximately £150.00. Students are encouraged to engage in various trips and visits as part of the programme. A comprehensive package of non-repayable financial support is available to facilitate engagement with placements and study tours / trips where additional costs are involved.

For part-time costs and information about financial support please refer to the Hartpury Fee policy: <http://www.hartpury.ac.uk/about-us/governance-and-policies/governance-and-policies/>

### **How do I join a Sports Academy?**

If you would like to represent one of the Academy sports at Hartpury in the 2020/21 season then you must become a member of the Sports Academy.

The cost of the Sports Academy Membership fee for a HE student is currently £220 a year (this also includes a free student gym membership for the year).

### **How do I purchase Hartpury Sports kit?**

Visit the Hartpury online shop which you can access via the Hartpury website, at: <http://estore.hartpury.ac.uk/> You can then purchase the kit which is relevant to your course or sport.

For more information on the admissions policy, please visit: <http://www.hartpury.ac.uk/about-us/governance-and-policies/governance-and-policies/>

This Course Information Sheet is accurate as at 30 July 2020.

---

This version was valid until 30 July 2020.



Programme Information Sheet for 2020 entry

## BA (Hons) Sports Business Management (with Foundation Year)

UCAS Code: NFF6

**Award on completion of programme:** BA (Hons) Sports Business Management OR BA (Hons) Sports Business Management with Integrated Placement Year.

**Professional body accreditation:** None

**Location of study:** Hartpury University. Work placements can take place within the UK or abroad.

**Length of programme:** Four years full-time. Five years full time with Integrated Placement Year, Part-time options are available.

**Language of the programme:** This programme is taught in English.

### Entry Requirements:

**General:** A minimum of 5 GCSE A\* to C, (or 9 to 4 where numeric grades are being awarded), including English Language and Mathematics

All applications for the Foundation year will be considered individually, however **evidence of previous relevant study at level 3 (i.e. A Level, BTEC etc) is required.**

**Mature and international applicants:** Mature and international applicants are welcomed. Mature applicants that are not applying for a programme straight from formal education will be expected to demonstrate suitability for the course.

In the case of international applications, we will attempt to establish the equivalency of qualifications and the same criteria and assessment is used as for home students. An IELTS English qualification is expected for international applicants without a GCSE Grade C or above (or 9 to 4 where numeric grades are being awarded) in English Language.

If you have completed learning towards a university level qualification, perhaps at another institution or with a professional body or have relevant work experience then you may be able to gain credit for this and/or enter the course at a later point than standard year one entry. For further information please contact our Admissions team, who will be pleased to help you.

Personalised offers will be made to each applicant based on their own merits. Non-academic and academic achievement will be considered.

**Timetables** Both full-time and part-time students on the programme will start in September 2020. This programme is taught over two semesters, normally consisting of 12 weeks of scheduled teaching and then assessment weeks. The academic calendar can be found at: <http://www.hartpury.ac.uk/uni-termdates/> During scheduled teaching you will have a day without timetabled sessions to support you in managing your workload, gaining valuable volunteering and work experience and completing part-time work. Timetables are normally available during registration. Please note that while we make every effort to ensure that timetables are as student-friendly as possible, scheduled teaching can take place at any time between 8:30 to 20:30 Monday to Friday, although Wednesday afternoons are normally reserved for sports and cultural activities. Work placements may entail working on different days and different hours, depending on the opportunity you identify. Part-time students should be advised that as their route is dependent on the full-time course's timetable there is the possibility depending on the modules chosen that the student could be required to attend five days a week.

**Programme Composition:** This programme is comprised of different modules, which focus on specific subjects. The modular structure of the programme gives you flexibility and choice and you can attend introductory sessions for optional modules before having to finally decide which ones you wish to study. We usually offer all optional modules available to students however if we believe that we are unable to offer a high quality student experience (which can be particularly affected by low student demand) then we may make the decision not to offer it. If an optional module will not be run, we will advise you as soon as possible and help you choose an alternative module. Our teaching is informed by research, and modules change periodically to reflect developments in the discipline. These changes are informed by both industry and student consultation.

On completion and passing of these modules you gain academic credit that accumulates towards your award. The marks you gain for these modules in your second and third year may contribute towards your overall award mark and outcome. The modules contain mixture of scheduled learning, independent learning and sometimes learning whilst on work placement. Students will receive a minimum of 15 hours scheduled contact per week in lectures, seminars and practicals in years 0 and 1. In subsequent years scheduled contact will vary depending on the modules you select but is typically around 12 hours per week. Students are expected to dedicate at least two to three hours of independent study per contact hour. This programme includes a mandatory work placement in which students will gain experience within the sports or business industries. Some modules may bring in guest lecturers to provide topical and industry-relevant talks.

	<b>Scheduled Contact Learning (%)</b>	<b>Placement Learning (%)</b>	<b>Independent Learning (%)</b>
<b>Year 0</b>	30	0	70
<b>Year 1</b>	28	7	65
<b>Year 2</b>	21	12	67
<b>Year 3</b>	18	0	82

NB The integrated placement year would involve a minimum of 40 weeks of placement and independent learning.

## **Compulsory Modules**

### **Year 0:**

- **Foundation skills development**  
The module aims to give students an understanding of the scientific method and enquiry, team working, research skills and effective time management.
- **Academic skills in practice (internship)**  
The module aims to develop reflective, practical and transferable skills in preparation for level 4 study based on an internship role at Hartpury linked to the student's programme of study
- **Reviewing literature**  
The aim of the module is to develop student understanding and knowledge of literature reviews including constructing a rationale, summarising and presenting relevant information to suit a purpose, subject and audience
- **Foundation of business enterprise and management**  
The aim of this module is learning and understanding of the balance of theory and practice in contemporary business practice; an appreciation of the complexity of modern organisational environments and of the critical role of enterprise and innovation has to play.
- **Foundation sports science**

The introduction of central human anatomy and physiology and its adaption to sport training together with external and intrinsic factors that impact on the performance of the athlete.

### Year 1:

- Personal and Management Development  
Involves learning leadership behaviours, understanding personal strengths and weaknesses, and engaging in at least 80 hours with a sports industry project
- Introduction to the Sports Industry  
Learn the size, scope, structure, and governance of the UK's sports industry
- Understanding the Business and Economic Environment  
An introduction into macro- and microeconomics
- Understanding Business and Financial Information  
Introduces students to financial statements and their use
- Contemporary Issues in Sport Management  
Students learn about contemporary sport management theories and their application to professional contexts
- Introduction to Technology in Sport  
Understand different types and development of technology in sports designed to improve athletic performance, coaching, supporting officials and the spectator experience
- Introduction to the Principles of Marketing  
Introduction to the principles of marketing products and services

### Year 2:

- Professional Placement Experience  
Students are required to complete a minimum of 150 hours of work experience during the year
- Research in Professional Practice  
This module introduces students to the methods of research and analysis required for their dissertation, as preparation for their third year project.

**Optional modules:** As a guide, in the past, these have included modules from both sports-focused and pure business topics.

### Year 3

- Undergraduate Dissertation  
Students will partake in independent research and analysis in a related area of their choice

**Optional modules:** In the past, these have focused on how business and management techniques previously learned are applied within the sports industry.

**Assessment Method:** You will be assessed through a mixture of written exams, applied business assessments, and written assignments. Many of the modules will be marked based on a mixture of assessment types, whilst others will be based solely on one type of assessment.

	Written Examination (%)	Coursework (%)	Practical Examination (%)
<b>Year 0</b>	12	44	44
<b>Year 1</b>	7	42	51
<b>Year 2</b>	12	64	24
<b>Year 3</b>	0	65	35

NB. The integrated placement year will involve 100% coursework.

**Discounts and special support associated with enrolling on the programme:** Whilst you are a student on this programme Hartpury will support fees associated to you being a student member of CIMSPA (Chartered Institute for the Management of Sport and Physical Activity). You will also have the

opportunity of completing a course in your first year, which is recognised by the Institute of Leadership and Management. Hartpury also subsidises optional short courses for a reduced cost that give students the opportunity to gain relevant experience and qualifications prior to graduation. These are in addition to the discounts Hartpury usually offers to its students, such as free Wi-Fi on site and Microsoft Office packages etc. There is lots of support available to you whilst you study including allocation of a personal academic tutor that you will meet for 1:1 sessions and other services detailed at: <http://www.hartpury.ac.uk/university/facilities/life-at-hartpury/student-support/>

**Costs associated with the programme:** The cost of the programme will be £9250 per year for UK and EU students subject to government approval. We will only increase our fees in accordance with guidelines laid down by the Office for Students (OfS). This course offers an optional integrated placement year at a cost in the region of £925 (for students who want more experience working within the industry). The integrated placement year may incur additional costs depending on your choice of placement location and whether you choose a paid or unpaid position. Students have an option to purchase sports kits which can be bought as a bundle via Hartpury's website for approximately £150.00. Students are encouraged to engage in various trips and visits as part of the programme. A comprehensive package of non-repayable financial support is available to facilitate engagement with placements and study tours / trips where additional costs are involved.

For part-time costs and information about financial support please refer to the Hartpury Fee policy: <http://www.hartpury.ac.uk/about-us/governance-and-policies/governance-and-policies/>

### **How do I join a Sports Academy?**

If you would like to represent one of the Academy sports at Hartpury in the 2020/21 season then you must become a member of the Sports Academy.

The cost of the Sports Academy Membership fee for a HE student is currently £220 a year (this also includes a free student gym membership for the year).

### **How do I purchase Hartpury Sports kit?**

Visit the Hartpury online shop which you can access via the Hartpury website, at: <http://estore.hartpury.ac.uk/> You can then purchase the kit which is relevant to your course or sport.

For more information on the admissions policy, please visit: <http://www.hartpury.ac.uk/about-us/governance-and-policies/governance-and-policies/>

This Course Information Sheet is accurate as at 1 September 2019.