

Programme Specification

Part 1: Basic Data			
Primary Programme Title	Master of Science in Sports Management		
Target Award Titles	Mode and Typical Duration of Study	Professional Accrediting Body Links	Study Abroad / Exchange / Credit Recognition
MSc Sports Management	Full time, 1 year Part time, 2-3 years	The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) Digital Marketing Institute (DMI)	None
Interim Award Titles	Postgraduate Diploma in Sports Management Postgraduate Diploma in Sport Studies Postgraduate Certificate in Sports Management Postgraduate Certificate in Sport Studies Postgraduate Award in Sport Studies		
Teaching Delivery Method	Mixed		
Awarding Institution	Hartpury University		
Teaching Institution	Hartpury University		
Delivery Location	Hartpury		
Department Responsible for Programme	Sport		
Unit-E Code	MSTSSMXX		
Entry Criteria Information	Applicants will have achieved entry criteria appropriate for the stage of entry, which can be found through the Hartpury website (www.hartpury.ac.uk).		
Most Recent Validation Date	21 March 2022	Due for Re-validation By	01 September 2027
Amendment Approval Date	V3.0 – 26 April 2024	Approved With Effect From	V2.0 - 01 September 2022 V3.0 - 01 September 2025
Professional Accrediting Body Approval Date	CIMSPA 8 April 2021	Date for Re-accreditation	CIMSPA – none
	DMI 28 June 2021		DMI June 2024
Version	3.0		

Part 2: Programme Overview

MSc Sports Management graduates have a critical understanding of the sports management field and possess key skill sets to innovate and enhance modern industry demands. Graduates can put theory into practice across a wide range of sport and business management settings. They understand what it means to be a strategic leader in a digital world and display key insights into marketing in sports business management. Graduates have critically explored and developed knowledge, skills and understanding surrounding key industry-driven areas including organisational performance, strategic purpose, change management, interpersonal excellence, personal effectiveness and long-term purpose for innovation. In addition, graduates will have carried out their very own collaborative real world consultancy project utilising a range of research methods drawing upon findings to enhance organisational practice. On completion of their studies, graduates are professionally endorsed to CIMSPA "Senior Manager standard", and are accredited to the DMI Associate Membership standard.

Part 3: Programme Structure

This structure diagram demonstrates the student journey from enrolment through to graduation for a typical **full time student on the primary programme**, including:

- level and credit requirements
- award requirements that are in addition to those described in the Hartpury University Academic Regulations
- module diet, including core and optional modules.

Please note:

*PAB – these modules are subject to additional and variant regulations as part of an accreditation by a professional accrediting body

+ core modules marked + are not eligible for compensation

¹ or ² these modules are accredited by a professional awarding body, but are not subject to variant regulations:

For DMI accreditation students must complete the module indicated with a ¹ in the programme structure below.

For CIMSPA accreditation students must complete the modules indicated with a ² in the programme structure below.

^{AV} these modules are subject to additional and variant regulations but are not accredited

	Core Modules	Optional Modules	Target and Interim Awards
Stage 1	<p>HSPVS5-30-7 + Digital Media and Marketing ^{1 2}</p> <p>OR</p> <p>HSPVJ3-30-7 + Digital Media and Marketing in Sports Business ^{1, 2} <i>pre-2025 only</i></p> <p>HSPVFS-30-7 Evaluation and Learning for Sports Management Practices ²</p> <p>HSPVFR-30-7 Real World Issues in Sports Management</p> <p>HSPVJF-60-7 Sports Business Consultancy Project ²</p> <p>HSPVG7-30-7 Strategic Leadership in Sports Management ²</p>	None	<p><u>Postgraduate Award in Sport Studies</u></p> <p><u>PG Cert Sport Studies</u></p> <p><u>PG Cert Sports Management</u> This must include modules: Digital Media and Marketing and Strategic Leadership in Sports Management.</p> <p><u>PG Dip Sport Studies</u></p> <p><u>PG Dip Sports Management</u> This must include modules: Evaluation and Learning for Sports Management Practices; Real World Issues in Sports Management; Strategic Leadership in Sports Management; and Digital Media and Marketing.</p> <p><u>MSc Sports Management</u> This must include all core modules.</p>

2 years part time:

	Core Modules	Optional Modules	Target and Interim Awards
Stage 1.1	<p>HSPVFS-30-7 Evaluation and Learning for Sports Management Practices ²</p> <p>HSPVFR-30-7 Real World Issues in Sports Management</p>	None	<p><u>Postgraduate Award in Sport Studies</u></p> <p><u>PG Cert Sport Studies</u></p>
Stage 1.2	<p>HSPVS5-30-7 + Digital Media and Marketing ^{1, 2} OR HSPVJ3-30-7 + Digital Media and Marketing in Sports Business ^{1, 2} <i>pre-2025 only</i></p> <p>HSPVG7-30-7 Strategic Leadership in Sports Management ²</p> <p>HSPVJF-60-7 Sports Business Consultancy Project ²</p>	None	<p><u>PG Cert Sports Management</u> This must include modules: Digital Media and Marketing; and Strategic Leadership in Sports Management.</p> <p><u>PG Dip Sport Studies</u></p> <p><u>PG Dip Sports Management</u> This must include modules: Evaluation and Learning for Sports Management Practices; Real World Issues in Sports Management; Strategic Leadership in Sports Management; and Digital Media and Marketing.</p> <p><u>MSc Sports Management</u> This must include all core modules.</p>

3 years part time:

	Core Modules	Optional Modules	Target and Interim Awards
Stage 1.1	<p>HSPVFS-30-7 Evaluation and Learning for Sports Management Practices ²</p> <p>HSPVFR-30-7 Real World Issues in Sports Management</p>	None	<p><u>Postgraduate Award in Sport Studies</u></p> <p><u>PG Cert Sport Studies</u></p>
Stage 1.2	<p>HSPVG7-30-7 Strategic Leadership in Sports Management ²</p> <p>HSPVS5-30-7 + Digital Media and Marketing ^{1,2}</p> <p>OR</p> <p>HSPVJ3-30-7+ Digital Media and Marketing in Sports Business ^{1, 2} <i>pre-2025 only</i></p>	None	<p><u>PG Cert Sports Management</u> This must include modules: Digital Media and Marketing; and Strategic Leadership in Sports Management.</p> <p><u>PG Dip Sport Studies</u></p> <p><u>PG Dip Sports Management</u> This must include modules: Evaluation and Learning for Sports Management Practices; Real World Issues in Sports Management; Strategic Leadership in Sports Management; and Digital Media and Marketing.</p>
Stage 1.3	<p>HSPVJF-60-7 Sports Business Consultancy Project ²</p>	None	<p><u>MSc Sports Management</u> This must include all core modules.</p>

Part 4: Programme Learning Outcomes

Modules in bold are core modules and modules not emboldened are optional modules.
 A denotes a module that assesses a learning outcome and B denotes a module aligned with a learning outcome.

Learning Outcomes:	Evaluation and Learning for Sports Management Practices	Strategic Leadership in Sports Management	Digital Media and Marketing	Real World Issues in Sports Management.	Sports Business Consultancy Project
A) Knowledge and Understanding of:					
1. The key theories and concepts underpinning sports management practice in national and international spaces.		A	A	A	A
2. Current issues and the contemporary context for sports management provision and the wider world and how that impacts on sustainability.	A		A	A	A
3. The different models of sports management practice taking place and their management.		A		A	
4. The roles, scope and competencies required of senior sports management leaders.	A	A	A		
5. How to critically evaluate the key research paradigms and methodologies available to inform sport management practice.	A				A
B) Intellectual Skills					

1. Apply established theories and concepts to critically analyse sports management issues.		A		A	A
2. Critically evaluate alternative approaches to sport management provision.		A	A	A	
3. Demonstrate independent and self-directed competencies in identifying and analysing sports management issues.	A		A		A
4. Collaboratively develop, and implement a personal research project selecting appropriate research methods, analysis and dissemination of findings.					A
5. Interpret and evaluate sports management provision using various approaches to data insight.	A				A
C) Performance and Practice					
1. Demonstrate practical skills and responsibilities expected within sports management practices.		A	A	A	A
2. Work independently to synthesise theories and concepts and solve problems.	A	A	A		A
3. Demonstrate critical assessment of key vocational skills within the sports management field.	A	A		A	
4. Engage and collaboratively develop coordinated responses to sports management issues with industry stakeholders.	A		A		A
5. Apply research skills and disseminate research findings within professional environments.					A
6. Conduct in depth business consultancy research project utilising appropriate methodologies.					A
7. Communicate insights and findings from real world sports management issues in a professional and coherent manner.	A				A
D) Setting, Personal and Enabling Skills					
1. Take responsibility and reflect on personal and professional development to enhance professional practice within sports management contexts.		A	A	A	A
2. Utilise problem solving skills in a variety of different situations.	A		A		A
3. Communicate effectively with a wide range of individuals from diverse backgrounds using a plurality of methods to disseminate information.		A	A		A
4. Translate sports management insights to wider industry organisations.	A		A	A	A
5. Establish strong interprofessional relationships with sports management stakeholders.					A

Part 5: Learning, Teaching and Assessment

Learning, Teaching and Assessment Journey:

The MSc in Sports Management will be an intensive and immersive course that brings together the different disciplines within the broad umbrella of sports management which encompasses the business and social science aspects of provision. The learning and teaching philosophy of the course is applied in nature fusing academic rigour with industry application. It is our intention that students will apply their learning in the real world of sport management. By reaching out to progressing graduates from undergraduate provision and existing sport management practitioners, students will be able to accelerate their development to leadership roles in the sector. The aim is to engage students in what it means to be critical, creative and innovative to conduct 'live' research projects which could lead to recommendations in performance, such as efficiency, productivity, logistics or marketing and thus having very real industry impact. These key performance indicators will be embedded throughout a wide and varied form of modular assessments that are closely aligned to industry needs and recommendations. This will ensure that students get real application from each module that can enhance their current skill set and experience dealing with industry issues and scenarios. Furthermore, we will help students to discover the value of teamwork and uncover skill sets which are needed to make decisions and successfully implement them in today's highly competitive global markets.

Providing a learning and teaching curriculum that is relevant to the sports management field is imperative. Therefore, the MSc in Sports Management is closely aligned to the Chartered Institute for Sport Leisure and Management's (CIMSPA) professional standards. Across the module provision students will critically explore and innovate key areas such as: project management, strategic marketing, evaluation, digital business, self-management, strategic decision making, innovation and change, strategic planning, strategic leadership and developing collaborative relationships.

The course will be taught through the combination of online and on-site delivery methods. This may consist of lectures, collaborative discussions and question and answer sessions making full use of innovative approaches to campus based and technology enhanced learning. The Sport Business Consultancy Project will be delivered across three semesters in a similar but reduced face to face contact model. This is because it is expected that students will be immersed in industry applying their project, collecting data, and disseminating findings to sport management organisations to enhance knowledge.

During the MSc in Sports Management, it is important that students engage in independent learning. Students will be expected to engage in teaching and learning activities, but also show their own proactivity to learn and reflect in an independent way. Students will engage with the scholarship of academia at postgraduate level.

As evidenced above (and within the module descriptors) the learning and teaching strategy of the institution provides the opportunity for students to engage in several different learning environments. It is understood that people learn through different means, so the onsite and online provision will ensure a range of methods are used, including, but not limited to, lectures, debates, practical and computer-based sessions, supervised practical skills assessment and seminar / discussion sessions centred around current published literature. Assessment also comes in many guises in order that students experience a range of opportunities in which they may excel from written assignments and oral presentations through to research reports and needs assessments. Those students with additional learning needs will be supported to get the help they need through academic and support services. Students disclosing additional learning needs are able to access their

Part 5: Learning, Teaching and Assessment

additional support requirements, or gain advice on how to do so, via our Learning Support team. All students can access the Achievement and Success Centre (ASC) which offers one-to-one tutorials, group workshops, and online guidance to support the development of study skills and facilitate academic achievement.

Description of the teaching resources provided for students

Students will engage with a wide range of high-quality resources as part of this MSc. The programme may include guest lectures from some of the leading figures across the sports management academic and industry sector. Students will have access to key businesses and organisations through the Hartpury Sports Business Hub where they will be immersed in live briefs associated with their assessments. In addition, students will have access to some of the key sport management journals and textbooks through the library and will be able to access key CIMSPA (Chartered Institute of Sport Management and Physical Activity) resources through their membership.

Industry links are made possible through the Hartpury Sports Business Hub which aims to foster closer collaboration with wider sports businesses within Hartpury and surrounding areas. The intention is to link our students with real world live briefs where they work collaboratively with our community of practice of organisations. The Hartpury Sports Business Hub is the premise, and support structure to enable the Sport Business Consultancy Project to take shape.

Students will also be made aware of, and connected to other key industry organisations such as:

The European Association of Sports Management

www.easm.net/

The Chartered Institute for Management Sport and Physical Activity

www.cimspa.co.uk

The virtual learning environment (VLE) will act as a key resource to facilitate the learning journey of students. Students will be able to:

- View and listen to onsite face to face content* that has been recorded through lecture capture (either in real time or after the session has taken place).
- View live 'online' face to face content in flexible environments suitable to them.
- View pre-recorded sessions in flexible environment suitable to them.
- Engage in collaborative discussion forums connected to live, and / or pre-recorded content.
- Submit assessments.
- View module information / schemes of work.

*Content may range from but is not limited to short lecture videos, podcasts, vlogs, learning groups, industry links and contemporary sports management content (YouTube).

In addition to the VLE, students will have the opportunity to use online platforms as their collaborative space to learn online and work with their peer

The learner's ability to demonstrate their fulfilment of the learning outcomes will be tested through oral examinations (individual and group presentations), reports, and written assignments. To support these assessments, students will engage with

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collaborative discussions and independent research, and have opportunities to receive and provide formative feedback.

These assessment methods have been chosen to align with the applied focus of this MSc and what is required of a sports management professional within the industry. Being able to communicate orally with conviction and clarity is crucial, as is the need to produce coherent written reports and assignments

This programme will be assessed according to the approved Academic Regulations.

Students registered on this programme will have access to the Hartpury University support services.

The distinctive module used by the Programme Examination Board to inform recommending differential awards for students when considering borderline performance profiles will be:

Sport Business Consultancy Project

Professional Accrediting Body documents to which this programme is mapped and or aligned:

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)
Digital Marketing Institute (DMI)

Assessment Map

		Type of Assessment*							Oral Assessment
		Coursework	Report	Portfolio	Written Examination	Written Test	Practical Skills Examination	Practical Skills Assessment	
Core Modules Stage 1	Real World Issues in Sports Management	A (100) Coursework							
	Evaluation and Learning for Sports Management Practices	B (70) Essay							A (30) Oral Assessment
	Strategic Leadership in Sports Management		B (70) Report						A (30) Oral Assessment
	Digital Media and Marketing		B (70) Project Report						A (30) Group Oral Presentation with Questions individually marked
	Sports Business Consultancy Project		A (80) Project Report						B (20) Oral Presentation with Questions

*Indicative assessment types for new students enrolling on this programme after the date this specification takes effect (Part 1) are shown in terms of either **Coursework**, **Written Examination**, or **Practical Examination** as indicated by the colour coding above.

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 they take 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 through Hartpury's website (www.hartpury.ac.uk).

Approved Programme Amendment Log

Primary Programme Title:	MSc Sports Management
Programme Code:	MSTSSMX
Initial Approval Date:	11 June 2021

Changes: *Most recent at the top of the page*

Current version number: 2.0	
Outline Change Details: Parts 3, 4 and 5: new module HSPVS5-30-7 Digital Media and Marketing replaces HSPVJ3-30-7 Digital Media and Marketing in Sports Business, to reflect module name change. Part 3: Programme Structure – asterisks removed as modules are not subject to variant regulations. Text and numbers added to indicate PAB modules.	
Do the changes presented alter the mapping against the Hartpury University Curriculum Framework (delete as appropriate)? No	
If yes, please provide the details of the changes:	
Material Alteration: Yes and is accompanied by the relevant course information document.	
Rationale To provide clear information to students about which modules are required for PAB requirements aligned to their programme structure.	
Change requested by: Steve Butts I can confirm that student representatives have been consulted about this change I can confirm that colleagues impacted by this change have been consulted I have retained evidence of these consultations, which will be summarized within the Programme Enhancement Report	
Signature: SL Butts	Date: 04/12/23
Name of Head of Department: Sarah Lee I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department	
Signature: Sarah Lee	Date: 04.12.23
Approval Committee and Date:	CVC Chair's action 2024 04 26
Change approved with effect from:	01 September 2025
Resulting new version number:	3.0

Current version number: 1.1	
Outline Change Details: Document amended to meet requirements of new 2022 template. The learning outcomes have been revised in accordance with the Hartpury Curriculum Framework. Parts 1 and 3: interim awards updated to include the new 30 credit Postgraduate Award in Sport Studies.	
Material Alteration: No	
Rationale: Revised as part of the Refresh 22 process.	
Change requested by: Sarah Lee <input type="checkbox"/> I can confirm that student representatives have been consulted about this change <input type="checkbox"/> I can confirm that colleagues impacted by this change have been consulted <input type="checkbox"/> I have retained evidence of these consultations, which will be summarized within the Programme Enhancement Report	

Signature: S Lee		Date: 24/01/2022
Name of Head of Department: Sarah Lee		
<input type="checkbox"/> I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department		
Signature: S Lee		Date: 24/01/2022
Approval Committee and Date:	Refresh Approval Panel action 2022 03 21	
Change approved with effect from:	01 September 2022	
Resulting new version number:	2.0	

Current version number: 1.0	
Outline Change Details: Part 1: CIMSPA and DMI added as PSRB and HEAR statement updated. Part 3: updated to reflect PSRB aligned modules.	
Material Alteration: Yes.	
Rationale: updated to reflect the most contemporary issues within sports management industry - these changes were made to enable students to connect with the relevant professional bodies.	
Change requested by: Kev Harris I can confirm that student representatives have been consulted about this change I can confirm that colleagues impacted by this change have been consulted I have retained evidence of these consultations, which will be summarized within the Programme Enhancement Report	
Signature: Dr Kev Harris	Date: 13.09.21
Name of Head of Department: Sarah Lee I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department	
Signature: Sarah Lee	Date: 13.09.21
Approval Committee and Date:	CVC Chair's action 2021 09 24
Change approved with effect from:	24 September 2021
Resulting new version number:	1.1

Current version number: 0	
Outline Change Details: New programme	
Approval Committee and Date:	CVC Chair's action 2021 06 11
Change approved with effect from:	01 September 2021
Resulting new version number:	1.0