

## Programme Specification

Part 1: Basic Data			
<b>Primary Programme Title</b>	BSc (Hons) Sports Business Management (Level 6 entry)		
<b>Target Award Titles</b>	<b>Mode and Typical Duration of Study</b>	<b>Professional Accrediting Body Links</b>	<b>Study Abroad / Exchange / Credit Recognition</b>
<b>BSc (Hons) Sports Business Management</b>	Full time, 1 year, Part time 2 years	None	<b>Credit Recognition / Exchange</b>
<b>Interim Award Titles</b>	BSc Sports Business Management BSc Sport Studies Undergraduate Level 6 Award in Sport Studies		
<b>Teaching Delivery Method</b>	On-site		
<b>Awarding Institution</b>	Hartpury University		
<b>Teaching Institution</b>	Hartpury University		
<b>Delivery Location</b>	Hartpury		
<b>Department Responsible for Programme</b>	Sport		
<b>Unit-E Code</b>	<b>BSHSSBM6 (Stage 3 entry)</b>		
<b>Entry Criteria Information</b>	Applicants will have achieved entry criteria appropriate for the stage of entry, which can be found through the Hartpury website ( <a href="http://www.hartpury.ac.uk">www.hartpury.ac.uk</a> )		
<b>Most Recent Validation Date</b>	16 July 2024	<b>Due for Re-validation By</b>	01 September 2030
<b>Amendment Approval Date</b>		<b>Approved With Effect From</b>	V1.0 – 01 September 2025
<b>Professional Accrediting Body Approval Date</b>		<b>Date for Re-accreditation</b>	
<b>Version</b>	1.0		

## Part 2: Programme Overview

BSc (Hons) Sports Business Management graduates demonstrate knowledge of specific business and management principles, underpinned by the General Manager standards provided by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA). They think creatively, challenge assumptions and can embrace the concepts of risk and innovation. The range of transferable and intellectual skills gained will also prepare and encourage progression to higher levels of study.

Graduates display critical insight into the organisations responsible for sport and the political context in which they operate. By assessing a range of options for solving problems, graduates will consider new ways of defining systems and employ theory to promote the development of sport throughout society. Understanding diversity in terms of people and cultures enable our graduates to effectively communicate using a range of media and adopt an evaluative approach to sources of information.

Graduates have confidence and self-esteem by taking responsibility for their own learning and undertaking a relevant work placement (linked to topics covered within the programme) to enhance interpersonal skills and effective self-management.

### 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 Hartpur 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

<sup>1</sup> these modules are accredited by a professional awarding body, but are not subject to variant regulations

AV these modules are subject to additional and variant regulations but are not accredited by a professional awarding body.

For CIMSPA accreditation students must complete the modules indicated with a <sup>1</sup> in the programme structure below.

Core Modules	Optional Modules	Awards
EITHER HSPVQA-45-6 + Sport Research and Knowledge Exchange Project	HSPV44-15-6 People, Leadership and Change	<u>Undergraduate Level 6 Award in Sport Studies</u>
OR	HSPV48-15-6 Project Management in Action	<u>BSc Sport Studies</u>
HANV4Y-15-6 Investigative Skills for the Successful Undergraduate	HSPV53-15-6 Sports Sponsorship and Brand Development	<u>BSc Sports Business Management</u> This must include all core modules except Sport Research and Knowledge Exchange Project.
AND HANV3S-30-6 Applied Research Project	HSPV43-15-6 Sport and Social Media	<u>BSc (Hons) Sports Business Management</u> This must include all core modules.
	HSPV54-15-6 Strategic Management	
	HSPV4E-15-6 The Impact of Sports Events	

#### Part time:

The part time student journey from entry through to graduation is individually negotiated with the student.

## 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.

<b>Learning Outcomes:</b>  <b>A) Knowledge and Understanding of:</b>	<b>Sport Research and Knowledge Exchange Project</b>	<b>Investigative Skills for the Successful Undergraduate</b>	<b>Applied Research Project</b>	Strategic Management	Sports Sponsorship and Brand Development	People, Leadership and Change	Project Management in Action	The Impact of Sports Events	Sport and Social Media
	A	A	A						
	A	B	B				B		
				B		B	B	B	
				B	B			B	B
				A		B	B		

7. The formulation of objectives or projects identified for-organisational change / development, including recognition of individual and corporate cultures				B	B	A		B	
8. The operational management of human, financial and physical resources involved in the service delivery of sport initiatives and experiences								B	
9. Identifying the socioeconomic, political and wellbeing determinants of sport participation and promoting sport development to industry standards in accordance with the national sport delivery system								B	
10. Applying the processes of marketing to the development plans for individuals, organisations or events					A				B
<b>B) Intellectual Skills:</b>									
1. Demonstrate the ability to synthesise theory into practice	A	B	B	B	B	B	B	B	B
2. Comprehend, critically appraise and undertake research into sports management practice	A	B	A						
3. Demonstrate the ability to undertake sustained study, applying deeper cognitive learning to an aspect of sports management	A		A						
4. Use problem solving skills and decision-making strategies to support problems and/or new insights into sports management	A		A	B	B			B	
5. Use reflection, evaluation and critical thinking to support an effective understanding of strategic developments within the sports industry			A	B			B	A	
6. Demonstrate a commitment to continuing professional development and lifelong learning through the development of skills in relation to self-directed and independent study.	A		A						
<b>C) Performance and Practice</b>									
1. Demonstrate team working skills through group activities and assessment strategies								B	
2. Plan, source and engage in a work placement opportunity									
3. Communicate how sports organisations deliver efficient and effective operations, programmes, products and services								B	
4. Develop strategic marketing plans in accordance with market needs and demands					A				
5. Design and conduct an independent business focussed research project	A		A						
<b>D) Setting, Personal and Enabling Skills</b>									
1. Taking responsibility for their own learning	A		A						
2. Teamwork and time management								B	
3. Data collection; analysis; and problem solving	A		A			B			
4. Present material professionally in academic and business contexts	A		A	B		B			
5. Demonstrate effective personal management skills, including time management and reflective practice	A		A						
6. Recognise the needs, priorities and goals of peers or organisations						B			

## Part 5: Learning, Teaching and Assessment

Learning, Teaching and Assessment Journey:

Contact time encompasses a range of scheduled learning activities as described below. In addition, a range of other learning activities will be embedded within the programme which, together with the scheduled learning, will enable learning outcomes to be achieved and demonstrated. During each stage of their programme a student will be allocated an academic personal tutor.

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

### ***Scheduled Learning***

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

Within the Foundation stage students are supported to adjust to studying at University through spiral induction and embedded academic personal tutoring activities that facilitate the development of skills essential to academic study and professional success.

### ***Independent Learning***

May include hours engaged with essential reading, case study preparation, assignment preparation and completion.

### ***Placement Learning***

All students are expected to complete a period of work placement at level 5, and many find this applied experience invaluable when applying for jobs and making career decisions later 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.

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

This specification is supported by a VLE where students will be able to find module information. Direct links to information sources will also be provided from within the VLE.

### ***Careers***

To support career preparations, personnel are available on-site for group and one to one advice and the students can utilise online 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.

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 Research and Knowledge Exchange Project

Professional Accrediting Body documents to which this programme is mapped and or aligned: None.

Assessment Map									
		Type of Assessment*							
		Coursework	Report	Portfolio	Written Examination	Written Test	Practical Skills Examination	Practical Skills Assessment	Oral Assessment
<b>Core modules level 6 entry: One of the two 45 credit choices</b>	Sport Research and Knowledge Exchange Project <b>OR</b>		A (75) Project Report						B (25) Oral Assessment
	Investigative Skills for the Successful Undergraduate <b>AND</b>	B (50) Coursework				A (50) In-Class Test			
	Applied Research Project		A (100) Project Report						
<b>Optional Modules Stage 3</b>	Strategic Management		A (100) Case Study Report						
	Sports Sponsorship and Brand Development								A (100) Group Oral Presentation with Questions individually marked
	People, Leadership and Change	B (75) Coursework							A (25) Poster Defence
	Project Management in Action								A (100) Oral Presentation with Questions
	The Impact of Sports Events		B (20) Poster Report						A (80) Group Oral Presentation



									with Questions individually marked
	Sport and Social Media		A (100) Project Report						

\*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](http://www.hartpury.ac.uk)).

### Approved Programme Amendment Log

<b>Primary Programme Title:</b>	BSc (Hons) Sports Business Management (Level 6 entry)
<b>Programme Code:</b>	BSHSSBM6
<b>Initial Approval Date:</b>	16 July 2024

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

30/04/2025: Correction of typographical error

Parts 1 and 3: interim awards - Undergraduate Level 6 Award title corrected from Sports to Sport.

Approved by CSP Chair's action (LD)

<b>Outline Change Details:</b> New programme.	
<b>Approval Committee and Date:</b>	CVC 2024 07 16
<b>Change approved with effect from:</b>	01 September 2025
<b>Resulting new version number:</b>	1.0