

## 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>	V1.1 – 13 February 2025	<b>Approved With Effect From</b>	V1.1 – 01 September 2027
<b>Professional Accrediting Body Approval Date</b>	N/A	<b>Date for Re-accreditation</b>	N/A
<b>Version</b>	1.1		

## 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 enables 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 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 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

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

<sup>AV</sup> these modules are subject to additional and variant regulations but are not accredited by a professional awarding body

<sup>EX</sup> these modules are offered by exception

Core Modules	Optional Modules	Awards
EITHER HSPVQA-45-6 + Sport Research 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	HSPV43-15-6 Sport and Social Media	<u>BSc Sports Business Management</u>
AND HANV3S-30-6 Applied Research Project	HSPV53-15-6 Sports Sponsorship and Brand Development	This must include all core modules except Sport Research Project.
	HSPV54-15-6 Strategic Management	<u>BSc (Hons) Sports Business Management</u>
	HSPV4E-15-6 The Impact of Sports Events	This must include all core modules.

#### 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>Sport Research Project</b>		<b>Investigative Skills for the Successful Entrepreneur</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
<b>Learning Outcomes:</b>												
<b>A) Knowledge and Understanding of:</b>												
<b>1.</b> The key principles of business management.							A		A	A		
<b>2.</b> Business-specific research methods and data analysis techniques.	A	B	B			B				B		A
<b>3.</b> The roles, scope and range of skills utilised by managers in business and sport organisations.	Required at entry											
<b>4.</b> The goals and operations of national and international sport organisations.	Required at entry											
<b>5.</b> The legal, ethical and-sustainability principles impacting sports management practice.	Required at entry											
<b>6.</b> The strategic implementation and evaluation of resources to meet organisational or community needs.						A		B	B			
<b>7.</b> The formulation of objectives or projects identified for-organisational change and development.						B	B	A			B	
<b>8.</b> The management of human, financial and physical resources involved in sport organisations, initiatives and experiences.	Required at entry											

9. Identifying the socioeconomic, political, inclusivity and wellbeing determinants of sport participation and promoting sport development in accordance with the national sport delivery system.	Required at entry								
10. The processes of marketing and branding to develop individuals, organisations or events.	Required at entry								
<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. Apply problem solving and decision-making skills to complex situations in sports management.	A		A	B	B			B	
4. Use reflection, evaluation and critical thinking to support an effective understanding of strategic developments within the sports industry.	A		A	B	B			B	
5. Demonstrate a commitment to continuing professional development (CPD) 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.	Required at entry								
2. Plan and engage in a work-based project opportunity.	Required at entry								
3. Communicate how sports organisations deliver efficient and effective operations, programmes, products and services.	Required at entry								
4. Use a range of data to strategically direct decisions in finance, operations and marketing.	Required at entry								
5. Design and conduct an independent, sport business focussed research and knowledge exchange project.	A		A						
<b>D) Setting, Personal and Enabling Skills</b>									
1. Teamwork and time management.					A			A	
2. Data collection, analysis, and problem-solving.	A		A			B			
3. Present material professionally to people from diverse backgrounds in academic and business contexts.	A		A	B		B			
4. Demonstrate effective personal management skills, including time management and reflective practice to enhance personal wellbeing.	A		A						
5. Recognise the needs, priorities and goals of peers or organisations.				A	A	A		A	A

## Part 5: Learning, Teaching and Assessment

Learning, Teaching and Assessment Journey:

On the BSc (Hons) Sports Business Management programme, teaching is a mix of scheduled, independent and placement learning. Contact time encompasses a range of scheduled learning activities which may include lectures, seminars, tutorials, project supervision, workshops, guests and external visits. Scheduled sessions may vary slightly depending on the module choices made. 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.

### **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 Project or Applied Research 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 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) 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		A (100) Case Study Report						
	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>Current version number: 1.0</b>	
<b>Outline Change Details:</b> Removed irrelevant text related to foundation year students, small amendments to learning outcomes and changed the assessment map details for the Impact of Sports Events. Parts 3, 4 and 5 – updated to reflect module name change for Stage 3 / Level 6 core module HSPVQA-45-6 Sport Research and Knowledge Exchange Project to Sport Research Project. Part 3: Programme Structure – CIMSPA sentence removed. Part 4: Programme Learning Outcomes reviewed and updated. Mapping updated to reflect Level 6 entry course route, including indication of outcomes required to be met by entry criteria. Part 5: Learning, Teaching and Assessment updated. Part 5: Assessment Map - assessment for optional module The Impact of Sports Events changed from Poster Report and Oral Presentation to Case Study Report, in line with module amendment. Investigative Skills for the Successful Undergraduate Component A corrected from In-Class Test to Test.	
<b>Do the changes presented alter the mapping against the Hartpury University Curriculum Framework (delete as appropriate)? No</b>	
<b>If yes, please provide the details of the changes:</b>	
<b>Material Alteration: No</b>	
<b>Rationale:</b> Changes made following the Department's PSR 2024-25 and to reflect amendments made within modules.	
<b>Change requested by:</b> Mike Green 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	
<b>Signature:</b> 	<b>Date:</b> 31/10/2024
<b>Name of Head of Department: Sarah Lee</b> I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department	
<b>Signature:</b> Sarah Lee	<b>Date:</b> 01.11.24
<b>Approval Committee and Date:</b>	CVC Chair's action (SD) 2025 02 13 (from CVC 2025 01 22)
<b>Change approved with effect from:</b>	01 September 2027
<b>Resulting new version number:</b>	1.1 (2027 intake onwards)

<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