

Programme Specification

Part 1: Basic Data			
Primary Programme Title	BSc (Hons) Sports Business Management (Level 6 entry)		
Target Award Titles	Mode and Typical Duration of Study	Professional Accrediting Body Links	Study Abroad / Exchange / Credit Recognition
BSc (Hons) Sports Business Management	Full time, 1 year, Part time 2 years	None	Credit Recognition / Exchange
Interim Award Titles	BSc Sports Business Management Undergraduate Level 6 Award in Sport Studies		
Teaching Delivery Method	On-site		
Awarding Institution	Hartpury University		
Teaching Institution	Hartpury University		
Delivery Location	Hartpury		
Department Responsible for Programme	Sport		
Unit-E Code	BSHSSBM6 (Stage 3 entry)		
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	16 July 2024	Due for Re-validation By	01 September 2030
Amendment Approval Date	V2.0 – 10 December 2025	Approved With Effect From	V1.0 – 01 September 2025 V2.0 – 01 September 2026
Professional Accrediting Body Approval Date		Date for Re-accreditation	
Version	2.0		

Part 2: Programme Overview

BSc (Hons) Sports Business Management graduates demonstrate knowledge of specific business and management principles, underpinned by industry standards in the sports management sector. 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 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 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

Core Modules	Optional Modules	Awards
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>
	HSPV48-15-6 Project Management in Action	<u>BSc Sports Business Management</u>
	HSPV53-15-6 Sports Sponsorship and Brand Development	<u>BSc (Hons) Sports Business Management</u>
	HSPV43-15-6 Sport and Social Media	This must include Sport Research and Knowledge Exchange Project
	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.

Learning Outcomes:	Sport Research and Knowledge Exchange Project	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) Knowledge and Understanding of:							
1. The basic principles and methodologies of business management and associated sports disciplines	A						
2. Information technology, research methods and project evaluation	A				B		
3. Identifying and developing an advanced understanding of the roles, scope and range of skills utilised by managers in business and sport organisations		B		B	B	B	
4. Understanding the goals and operations of agencies in the national sport industry							
5. The legal, ethical and-sustainability principles and issues impacting sports management practice		B	B			B	B
6. The strategic implementation and evaluation of resources to meet individual, organisation, community or national needs		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) Intellectual Skills:							
1. Demonstrate the ability to synthesise theory into practice	A	B	B	B	B	B	B
2. Comprehend, critically appraise and undertake research into sports management practice	A						
3. Demonstrate the ability to undertake sustained study, applying deeper cognitive learning to an aspect of sports management	A						
4. Use problem solving skills and decision-making strategies to support problems and/or new insights into sports management	A	B	B			B	
5. Use reflection, evaluation and critical thinking to support an effective understanding of strategic developments within the sports industry		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						
C) Performance and Practice							
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						
D) Setting, Personal and Enabling Skills							
1. Taking responsibility for their own learning	A						
2. Teamwork and time management						B	
3. Data collection; analysis; and problem solving	A			B			
4. Present material professionally in academic and business contexts	A	B		B			
5. Demonstrate effective personal management skills, including time management and reflective practice	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 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 and Knowledge Exchange Project

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

Assessment Map

		Type of Assessment*							Oral Assessment
		Coursework	Report	Portfolio	Written Examination	Written Test	Practical Skills Examination	Practical Skills Assessment	
Core modules Stage 3	Sport Research and Knowledge Exchange Project		A (75) Project Report						B (25) Oral Assessment
Optional Modules Stage 3	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).

Approved Programme Amendment Log

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

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

Current version number: 1.0	
Outline Change Details: Part 3, 4 and 5 – modules HANV3S-30-6 Applied Research Project and HANV4Y-15-6 Investigative Skills for the Successful Undergraduate removed. Parts 1 and 3: interim awards updated. BSc Sports Studies removed, as not required for this course route. Required modules text removed from BSc Sports Business Management and updated for BSc (Hons) Sports Business Management. Part 5: Description of Learning, Teaching and Assessment updated to reflect current delivery. Parts 2 and 3: Programme Structure – mentions of CIMSPA removed, as not applicable for this course route.	
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: No	
Rationale: Modules: in discussion with the Associate Head of Department for Animal, it is clear that only one student on direct entry SBM has chosen the combination route and that the Sport Research and Knowledge Exchange module provides sufficient support for learners coming onto the provision. Interim awards: to ensure accuracy following a review of interim awards and provide clarity on what interim awards are available. Part 5: to ensure accuracy. Professional Accrediting Body: mentions of CIMSPA not applicable for this course route.	
Change requested by: Michael 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	
Signature: 	Date: 21/10/25
Name of Head of Department: Sarah Lee / Thomas Legge I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department	
Signature: TJLEGGE	Date: 21/10/2025
Approval Committee and Date:	CVC 2025 12 10
Change approved with effect from:	01 September 2026
Resulting new version number:	2.0

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)

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