

## Course Specification

<b>Published Date:</b>	15-Sep-2020
<b>Produced By:</b>	Laura Clode
<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	Institute of Human Sciences		
<b>Course Code(s):</b>	SR032H01UV SR032H31UV	Full-time Part-time	3 Years 6 Years
<b>Course Title:</b>	BA (Hons) Sport Business Management		
<b>Hierarchy of Awards:</b>	Bachelor of Arts with Honours Sport Business Management Bachelor of Arts Sport Business Management Diploma of Higher Education Sport Business Management Certificate of Higher Education Sport Business Management University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>	21/Sep/2020		
<b>Last Review:</b>	2019/0		
<b>Course Specification valid from:</b>	2019/0		
<b>Course Specification valid to:</b>	2024/5		

## Academic Staff

<b>Course Leader:</b>	Miss Alison Forbes
<b>Head of Department:</b>	Mr Julian Smith

# Course Information

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<b>Location of Delivery:</b>	University of Wolverhampton
<b>Category of Partnership:</b>	Not delivered in partnership
<b>Teaching Institution:</b>	University of Wolverhampton
<b>Open / Closed Course:</b>	This course is open to all suitably qualified candidates.

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## Entry Requirements:

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Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

## Distinctive Features of the Course:

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1. Throughout the course you will have the opportunity to work with a range of professional sport organisations and clubs to develop industry skills relevant to a career in sport business management
2. You will have the opportunity to contribute to real-world projects, initiatives and events in collaboration with relevant industry partners
3. Placement and industry modules will allow you to gain hands-on experience and to receive mentorship within an applied sports business management setting
4. Our employability modules enable you to explore sport business management career pathways and engage in career development planning that prepares you for graduate-level employment in a competitive industry.
5. Each year you will have opportunities to participate in career development activities and network with employers from the sports business industry.
6. You will have the opportunity to transfer to a sandwich placement year in a sport business management context. Our sandwich placement option allows you to take a full-year work placement, which can be undertaken abroad. A number of students in our department have been successful in securing places on these schemes in countries such as Spain, France, Canada and the US.
7. This course has been endorsed by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA). The course has been mapped against employer-set professional standards of a General Manager, meaning that you will be equipped with the competencies and skills needed to meet the requirements of potential employers.

## Educational Aims of the Course:

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With a wide range of links to professional sports clubs, governing bodies of sport as well as regional and local sports organisations, this degree qualification provides you with a unique and real world learning experience and the opportunity to learn and develop within the live operations of the sport industry.

This exciting programme has been developed alongside industry partners to ensure you gain skills and experiences relevant to the world of work.

The programme will provide opportunities to explore different strands of sport business management including marketing, strategy, policy, finance, economics, and sport event management. Studying these key areas will prepare you to enter a range of careers including sport development management, governing body management, insight and data management, facility management and business management.

A good graduate of this course will be able to:

1. Demonstrate a strategic understanding of the operational, marketing, policy and financial aspects of sport business management
2. Work effectively across partnerships within public, private and voluntary sectors of sport
3. Plan, manage and evaluate sport events and initiatives in a real world context
4. Use the course and work experience to develop their employability and key skills (e.g. literacy, numeracy, ICT, working with others) within a sport business management context
5. Use industry focused research skills in order to collect and evaluate data in applied sport business

management settings

Intakes:

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September

Major Source of Funding:

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Office for Students (OFS)

Tuition Fees:

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Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

PSRB:

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SR032H01UV (Full-time)

Accrediting Body:

Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

Accreditation Statement:

Endorsed by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA).

Approved	Start	Expected End	Renewal
09/Mar/2020	09/Mar/2020	08/Mar/2021	08/Mar/2021

SR032H31UV (Part-time)

Accrediting Body:

Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)

Accreditation Statement:

Endorsed by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA).

Approved	Start	Expected End	Renewal
09/Mar/2020	09/Mar/2020	08/Mar/2021	08/Mar/2021

Course Structure:

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**September (Full-time)**

## Year 1

Module	Title	Credits	Period	Type
4SR056	Introduction to Sport in Higher Education	20	IN YR	Core
4SR036	The Sport Industry Landscape	20	IN YR	Core
4SR035	Sport Media and Marketing	20	IN YR	Core
4SR049	Preparing to Work in the Sport Industry	20	IN YR	Core
4SR050	Sport Business Management Research and Insight	20	IN YR	Core
4SR047	Operational sport Business Management	20	IN YR	Core

## September (Part-time)

### Year 1

Module	Title	Credits	Period	Type
4SR056	Introduction to Sport in Higher Education	20	IN YR	Core
4SR036	The Sport Industry Landscape	20	IN YR	Core
4SR049	Preparing to Work in the Sport Industry	20	IN YR	Core

## September (Full-time)

### Year 2

Module	Title	Credits	Period	Type
5SR035	Sport & Physical Activity Industry Experience	20	IN YR	Core
5SR049	Critical Issues in Sport Development	20	IN YR	Core
5SR036	Sports Event Management	20	IN YR	Core
5SR039	The Sport Consumer	20	IN YR	Core
5SR050	Doing Real-World Sport Research	20	IN YR	Core
5SR051	The Business of Professional Sport	20	IN YR	Core

## September (Part-time)

### Year 2

Module	Title	Credits	Period	Type
4SR035	Sport Media and Marketing	20	IN YR	Core
4SR050	Sport Business Management Research and Insight	20	IN YR	Core
4SR047	Operational sport Business Management	20	IN YR	Core

## September (Full-time)

### Year 3

Module	Title	Credits	Period	Type
6SR019	The Professional Project	40	YEAR	Core
6SR035	Sport Consultancy	20	INYR	Core
6SR046	The Impact of Global Mega-Events	20	INYR	Core
6SR044	Personal and Professional Transitions	20	INYR	Core
6SR037	Strategic Sports Business Management	20	INYR	Core

## September (Part-time)

### Year 3

Module	Title	Credits	Period	Type
5SR049	Critical Issues in Sport Development	20	INYR	Core
5SR035	Sport & Physical Activity Industry Experience	20	INYR	Core
5SR039	The Sport Consumer	20	INYR	Core

## September (Part-time)

### Year 4

Module	Title	Credits	Period	Type
5SR027	Sports Event Management	20	INYR	Core
5SR050	Doing Real-World Sport Research	20	INYR	Core
5SR051	The Business of Professional Sport	20	INYR	Core

## September (Part-time)

### Year 5

Module	Title	Credits	Period	Type
6SR035	Sport Consultancy	20	INYR	Core
6SR046	The Impact of Global Mega-Events	20	INYR	Core
6SR037	Strategic Sports Business Management	20	INYR	Core

## September (Part-time)

### Year 6

Module	Title	Credits	Period	Type
6SR019	The Professional Project	40	YEAR	Core
6SR044	Personal and Professional Transitions	20	INYR	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

## Learning, Teaching and Assessment

### Academic Regulations Exemption:

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Formal decisions/recommendations made by AFRSC:

Undergraduate Sport Portfolio.

Section 1.2.3 - Exemption for delivery outside the standard University Academic Calendar in order to facilitate teaching over four consecutive blocks of study in each academic year.

APPROVED.

### Reference Points:

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UK Quality Code for Higher Education

University Policies and Regulations

Equality Act (2010)

Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) Professional Standards

### Learning Outcomes:

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CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study

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CertHE Course Learning Outcome 2 (CHECLO2)

Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study.

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CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work

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CertHE Course Learning Outcome 4 (CHECLO4)

Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments

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CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

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DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

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DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context

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DipHE Course Learning Outcome 3 (DHECLO3)

Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study

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DipHE Course Learning Outcome 4 (DHECLO4)

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis

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DipHE Course Learning Outcome 5 (DHECLO5)

Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively

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DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

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Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

Demonstrate knowledge and systematic understanding of the operational, marketing, policy and financial aspects at the forefront of sport business management

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Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

Communicate ideas, problems and solutions in order to work effectively across partnerships within public, private and voluntary sectors of sport

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Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

Apply coherent and detailed knowledge and understanding in order to plan, manage and critically evaluate sport events and initiatives in a real world context

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Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Critically reflect on theoretical and conceptual knowledge, along with the experience developed on your

course, to enhance employability and transferrable learning skills within a sport business management context

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Honours Degree Course Learning Outcome 1 (DEGCLO1)

Demonstrate knowledge and systematic understanding of the operational, marketing, policy and financial aspects at the forefront of sport business management

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Honours Degree Course Learning Outcome 2 (DEGCLO2)

Communicate ideas, problems and solutions in order to work effectively across partnerships within public, private and voluntary sectors of sport

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Honours Degree Course Learning Outcome 3 (DEGCLO3)

Apply coherent and detailed knowledge and understanding in order to plan, manage and critically evaluate sport events and initiatives in a real world context

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Honours Degree Course Learning Outcome 4 (DEGCLO4)

Critically reflect on theoretical and conceptual knowledge, along with the experience developed on your course, to enhance employability and transferrable learning skills within a sport business management context

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Honours Degree Course Learning Outcome 5 (DEGCLO5)

Accurately deploy research skills in order to work with higher levels of autonomy to collect, interpret, and evaluate relevant data utilising established techniques of analysis and enquiry in applied sport business management settings

Overview of Assessment:

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Module	Title	Course Learning Outcomes
4SR035	Sport Media and Marketing	CHECLO4
4SR036	The Sport Industry Landscape	CHECLO3, CHECLO5
4SR047	Operational sport Business Management	CHECLO4
4SR049	Preparing to Work in the Sport Industry	CHECLO5
4SR050	Sport Business Management Research and Insight	CHECLO2
4SR056	Introduction to Sport in Higher Education	CHECLO1, CHECLO5
5SR035	Sport & Physical Activity Industry Experience	DHECLO2, DHECLO6
5SR036	Sports Event Management	DHECLO2
5SR039	The Sport Consumer	DHECLO4, DHECLO5
5SR049	Critical Issues in Sport Development	DHECLO1
5SR050	Doing Real-World Sport Research	DHECLO3
5SR051	The Business of Professional Sport	DHECLO4
6SR018	Global Mega Events	DEGCLO1, DEGCLO3, ORDCLO1, ORDCLO3
6SR019	The Professional Project	DEGCLO5
6SR035	Sport Consultancy	DEGCLO3, DEGCLO5, ORDCLO3
6SR037	Strategic Sports Business Management	DEGCLO1, ORDCLO1
6SR044	Personal and Professional Transitions	DEGCLO2, DEGCLO4, ORDCLO2, ORDCLO4

## Teaching, Learning and Assessment:

Learning activities on this course will include:

- Lectures
- Seminar discussion
- Practical sessions
- Workshops
- Work-based learning
- Tutorial support
- Independent reading of core and supplementary material from books, journals and electronic sources
- Independent practical study
- Canvas (VLE) structured on-line tasks and independent study
- Peer teaching
- Problem solving, reflection and decision making
- Assessment preparation workshops
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Assessment has a focus on real-world skills that will be required in the industry. There is therefore an emphasis on portfolios, reports, presentations and coursework, rather than exams and essays. Level 4 introduces you to the sport industry landscape, career routes, and basic research skills. Level 4 assessment will be contemporary so that you develop your understanding of issues which are relevant to the industry. For example, in Sport Media and Marketing you will be given an 'issue' and be required to produce a piece of marketing material (e.g. poster, small video suitable for social media, leaflet) and to justify some of the key decisions made in producing the material.

At Level 5 and 6 you will then put your learning from Level 4 into practice in modules with real-world links to help build up an evidence base of skills and experiences to draw upon as you prepare for employment. Assessment on certain modules has been designed to allow you to select an area which relates to your interest, graduate destination or your community/real world interests. For example, the Level 5 research

proposal and final year project allow you to select your own topic area (provided it links to staff expertise in the department) and to choose from a range of project submission formats.

For some assessments you will present ideas to those in industry, promoting the development of real world skills and networking opportunities throughout.

Assessment methods on this course will include:

- Practical
- Presentation
- Research
- Portfolio
- Report
- Coursework
- Project

## Assessment Methods:

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At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)  
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)  
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

## Student Support:

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General University support:

The University Library is the key source of academic information for students. The Library provides physical resources (books, journal, DVDs etc.) and offers a range of study areas to allow you to study in the environment that suits you best: Social areas, quiet and silent areas. It also provides access to wide range of online information sources, including eBooks, e-Journals and subject databases.

The Library also provides academic skills support via the Skills for Learning programme. If you are based on campus then you can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. You can also access a range of online skills material at: [www.wlv.ac.uk/lib/skills](http://www.wlv.ac.uk/lib/skills).

Course Specific Support

- You will study a module designed to facilitate your transition into Higher Education at the start of level 4.
- Your course will be overseen by a Course Leader and you will also be allocated a Personal Tutor. You can book 1-to-1 appointments with them via our online Student Appointment Management System (SAMS).
- Specific assessment support will be factored into each module.
- If you have disabilities and/or specific learning difficulties you can gain a wide range of support from Student Support and Well Being.
- Higher Education academic skills will be embedded throughout the curriculum, with a focus on these skills in the following modules: Introduction to Sport in Higher Education; Sport Media and Marketing; Critical Issues in Sport Development; The Sport Consumer and The Impact of Global Mega Events
- You will be allocated a supervisor for your final year project.

## Employability in the Curriculum:

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This course will prepare you for employment in a range of roles within the Sport and Physical Activity sector, which contributes approximately £40 billion to the UK economy each year and employs approximately one million people. Professional Standards for roles in this sector are developed by the Chartered Institute for the

Management of Sport and Physical Activity (CIMSPA). The University of Wolverhampton is working in partnership with CIMSPA, demonstrating our commitment to the ongoing development of the sector Professional Standards. Studying this programme will prepare you to enter a range of careers including sport development management, governing body management, insight and data management, facility management and business management.

You will have the opportunity to develop professional skills and attributes throughout your studies. Our employability modules enable you to explore sport business management career pathways and engage in career development planning that prepares you for graduate-level employment in a competitive industry. As part of these employability modules you will reflect on the experiences and skills you have gained in order to articulate your readiness to work in the sport business management profession.

You will also have the opportunity to work with a range of professional sport organisations and clubs to develop industry skills and attributes relevant to a career in sport business management. Placement modules are a feature of each level of the course allowing you to gain hands-on experience and mentoring in an applied sports business management setting. You can also choose to transfer to an optional sandwich placement year in a sport business management context. In addition, in each year you will have opportunities to participate in career development activities and network with employers from the sports industry. Modules such as The Sport Consumer, Sport Event Management, and Sport Consultation also provide opportunities to contribute to real-world projects, initiatives and events in collaboration with relevant industry partners.

The Wolverhampton Enterprise and Employability Awards (WEEA) will be embedded in the modules below:

- 5SR035 - Sport and Physical Activity Industry Experience
- 5SR036 - Sports Event Management
- 6SR035 - Sports Consultancy
- 6SR044 - Personal and Professional Transitions

Upon successful completion on these modules and your course you may be eligible for the WEEA certificate.



THE UNIVERSITY OF OPPORTUNITY