Course Specification

BA (Hons) Sport Management
FBLU052

Faculty of Business and Law

School of Marketing and Management

Academic Year 2020/2021
(For Sept 2020 Starters onwards)

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
1. Introduction

The BA (Hons) Sport Management degree is a distinctive course that provides an opportunity for students to develop advanced knowledge and understanding of business management within a sport context. Whilst the course is primarily aimed at students wishing to commence a career in the sport sector, it also provides students with an excellent understanding of business management expertise which prepares them for a broad range of careers within public, private or third sector organisations.

The course is distinct due to its focus on corporate engagement, responsible management and internationalisation. Teaching, learning and assessment strategies are grounded in the corporate world, using real life international case studies where possible. This is reinforced by experiential learning and an opportunity for an international/UK work placement in year three. The international focus of the course is derived from the diversity of the student body and the teaching team, the use of international teaching materials and the many mobility opportunities that are available to students.

An established feature of the course is the use of an Online International Learning (OIL) project in all stages of the course. These involve students interacting with students from international partner institutions in order to bring intercultural perspectives and a global dimension to their studies.

Another key feature of the course is that students are strongly encouraged to accrue a range of volunteering or work experience throughout their time at University in sport organisations and venues. This fits with the University's education strategy and embeds the pillars of transformative learning and community contribution and responsibility.

The course incorporates Add+vantage modules which offer students an extensive range of cross-university modules aimed at developing work related knowledge and employability skills. A 10-credit Add+vantage module is mandatory at each stage of the course.

The course is designed to enable students to develop knowledge and skills in sport management and to specialise in their final year of study, in order to secure a relevant and rewarding international management career. The course will explore sport management theory and practice and provide students with the business skills necessary to become successful, multi-disciplined and creative sport managers. It is a well-established course that is studied by full-time students over a three-year period or four years if students complete a UK/international work placement or study abroad.

The course structure is based upon core modules in Year One which introduce students to fundamental business management concepts applied to the sport sector. Employability is embedded in each year of the course through specific modules.

Year Two builds on the knowledge gained from Year One and develops students’ understanding and application of contemporary sport management ideas and theories. In preparation for the final year research project, students undertake a research methods module.

Following Year Two, students can either proceed directly to the final year or undertake a choice of work or study opportunities. These options include either a study/work placement abroad or a UK work placement.

The final year of study provides students with an opportunity to specialise in specific career pathways. The research project builds on the research methods module previously studied in Year Two and preparing students for employment is covered in the module, Managing your Career.

The ethos of this course is engagement with advanced academic study of sport management plus a strong emphasis on the practical and responsible application of business management theory, which will enable learners to secure graduate level employment and/or postgraduate study in a global environment.
<table>
<thead>
<tr>
<th>Available Award(s) and Modes of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title of Award</strong></td>
</tr>
<tr>
<td>BA (Hons) Sport Management</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Fallback Awards</strong></td>
</tr>
<tr>
<td>BA Sport Management</td>
</tr>
<tr>
<td>BA Leisure</td>
</tr>
<tr>
<td>Diploma of Higher Education in Sport Management</td>
</tr>
<tr>
<td>Certificate of Higher Education in Sport Management</td>
</tr>
</tbody>
</table>

| 3 Awarding Institution/Body          | Coventry University   |              |               |
| 4 Collaboration                     | n/a                   |              |               |
| 5 Teaching Institution and Location of delivery | Coventry University |          |               |
| 6 Internal Approval/Review Dates     | Date of latest review: 03/2017 |       |               |
|                                      | Date for next review: Academic year 2026/2027 |       |               |
| 7 Course Accredited by              | CMI                   |              |               |
| 8 Accreditation Date and Duration    | Commenced September 2019 |       |               |
| 9 QAA Subject Benchmark Statement(s) and/or other external factors | Subject Benchmark Statement for Events, Hospitality, Leisure, Sport and Tourism (2016) |       |               |
| 10 Date of Course Specification      | February 2017         |              |               |
| 11 Course Director                  | Julian Robinson       |              |               |

12 Outline and Educational Aims of the Course

The BA (Hons) Sport Management course provides students with an education that explores the concepts and characteristics of sport management as an area of academic and applied study. The course develops the skills of critical analysis in sport management and seeks to produce independent learners able to work with self-direction and the ability to blend theory and practice in complex situations.

The QAA Subject Benchmark Statement for bachelor’s degrees with honours in Events, Hospitality, Leisure, Sport and Tourism (2016) helped to inform and develop the educational aims of the course. The course reflects the Business School’s commitment, as a prime signatory, to the six Principles for Responsible Management Education (PRME) http://www.unprme.org/.

The educational aims of the BA (Hons) Sport Management course are to:

1. Develop students’ systematic and conceptual understanding of key aspects of sport management theory and practice.
2. Provide an education that applies the concepts of academic research, analysis, evaluation and strategic capabilities as related to sport management.

3. Enable an appreciation of the uncertainty, ambiguity and limits of knowledge.

4. Provide an education that encourages students to effectively manage their own learning.

5. Develop in students the relevant set of transferable skills for employment and career success within sport management.

6. Provide students with opportunities to enhance their intercultural competencies.

7. Enable students to develop autonomy in problem solving and the creation of appropriate solutions.

8. Equip students with the analytical skills required in the workplace.

9. Provide students with opportunities to experience intercultural and international volunteering activities.


13 Course Learning Outcomes

On successful completion of the course, a student will be able to:

1. Demonstrate knowledge and understanding of the latest development in management theory and practice in a variety of sport and business contexts.

2. Apply skills of critical inquiry and independent research, using a range of resources, methods and methodologies, in order to evaluate evidence, arguments and assumptions, to reach judgements and to communicate them effectively.

3. Recognise and continually develop the relevant set of transferable skills required by the sport industry such as numeracy, communication and self-reflection for continuous professional development.

4. Evaluate and develop expertise in a range of digital technologies that will enhance effectiveness in the workplace.

5. Apply innovative and entrepreneurial approaches in providing solutions to real sport management issues.

6. Critique the principles of sport policy and governance and evaluate global contemporary issues and theories challenging sport organisations.

7. Work effectively, efficiently and dynamically within teams using critical thinking to solve complex sport management problems.

8. Evaluate the management of sport in global settings and reflect upon intercultural and international dimensions.

9. Use the principles of responsible management to design and implement activities which meaningfully engage a community.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, their status (whether mandatory or option), the levels at which they are studied, their credit value, and pre/co requisites, are identified in Table 1 below.
Modules within the course may be classed as:

Mandatory (M) – These modules are compulsory.

Options (O) – These modules are chosen from a prescribed list of modules.

Details regarding the patterns and modes of attendance, as well as other distinctive features of the course are presented below.

**14.1 Patterns and modes of attendance**

The course is available either on a three-year full-time basis or a four-year sandwich basis, which includes a placement. Students are encouraged to take the opportunity of either a placement or study/work abroad between stages two and three of the course.

Section 6.4 of University regulations concerning enrolment and registration are applicable to the course.

**14.2 The Option Year**

These are:

1. A study/work placement abroad (5003SMM).
2. A UK work placement (5002SMM).

Notes: The minimum duration for full-year work placements or study year abroad must meet the definition used by HEFCE/Office for Students for a full-time student.

A student can progress to placement in accordance with the current University academic regulations.

The aim of the option year/placement module is to enhance the employability prospects and career development of students and it therefore contributes to the University’s mission statement. The potential benefits of the option year/placement module to the student are considerable and include:

- Experience in job-searching, self-presentation and being interviewed.
- Work experience which supports future career prospects more directly than typical vacation or part-time work.
- Confidence in their capacity to contribute to the organisation that employs them.
- Understanding of how their studies relate to practice.
- Self-discipline and organisation.
- Building relations with a prospective employer.
- The opportunity for international experience in a different culture.

Students preparing for the option year, whether in the UK or internationally are supported by the Business Futures Team members of which will help in the preparation of CVs, preparation for interviews and employment and provide support throughout the year. The Faculty has links to a number of suitable employers and can assist with finding opportunities for placements. However, students are encouraged to seek alternative sources of employment themselves with guidance provided by Business Futures.

The University has a wide range of partners where students can undertake a period of study abroad. This route gives students the opportunity to:

- Add an additional international dimension to their course.
- Appreciate the language and culture of another country.
• Experience the teaching and learning environment of an international institution.

Students who opt for the study/work placement abroad or placement module, will develop an international cultural aspect to their study and learning; the ability to communicate in, and appreciate, international working/study methods and it will enhance their interpersonal skills and increase their employability. Students wishing to take the option of the study/work placement abroad will receive support and guidance from the Centre for Global Engagement.

14.3 Innovative or distinctive features of the course

These are summarised below:

• A choice of industry consultancy project or a traditional research project in the final year.
• Reflecting the Business School’s commitment, as a prime signatory, to the six Principles for Responsible Management Education (PRME) http://www.unprme.org/.
• Strong focus on internationalisation integrating OIL projects.
• An explicit focus on how and why information provided by traditional business disciplines informs and/or drives the choices made by managers in a sport context.
• Opportunities to engage in sport event volunteering to enhance evidence of relevant work experience for CV.

14.4 Progression and Awards

The conditions given below are specific regulations for an honours degree in Sport Management. They are in addition to current University Academic Regulations.

Progression requirements

Progression is in accordance with the University Academic Regulations referring to regulation 6.4.2a and 6.5.1

14.5 Cascade of Awards

- BA (Hons) Sport Management
- BA Sport Management/BA Leisure
- Diploma of Higher Education in Sport Management
- Certificate of Higher Education in Sport Management

14.6 Conditions for Awards

• For an Honours degree in Sport Management a student must have passed all mandatory modules plus options to a total of 360 credits excluding 5003SMM and 5002SMM.

• For an Unclassified degree a student must have passed a minimum of 300 credits including at least 100 credits at level 4, 80 credits at level 5 and 80 credits at level 6 including all mandatory modules. The 300 credits exclude 5003SMM and 5002SMM.

• For a BA Leisure degree (fall back) a student must have passed a minimum of 300 credits with at least 100 credits at level 4, 80 credits at level 5 and 80 credits at level 6. BA Leisure is a fall back award created for students who pass the required number of credits to be awarded a degree, but who may have failed one or more mandatory modules. The 300 credits exclude 5003SMM and 5002SMM.

• For a Diploma of Higher Education in Sport Management a student must have passed a minimum of 240 credits including 100 credits at level 4 and 100 credits at level 5.

• For a Certificate of Higher Education in Sport Management a student must have passed a minimum of 120 credits, with at least 100 credits at level 4.

• 5002SMM and 5003SMM cannot count towards the total number of credits required for an award and cannot count towards the final degree classification.
<table>
<thead>
<tr>
<th>Module credit level</th>
<th>Module Code</th>
<th>Title</th>
<th>Credit Value</th>
<th>Mandatory/ Optional</th>
<th>Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Year 1. All Mandatory Modules (110 credits) plus Add+Vantage (10 credits)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>4000SEM</td>
<td>Academic and Professional Skills</td>
<td>10</td>
<td>Mandatory</td>
<td>3, 4,</td>
</tr>
<tr>
<td>4</td>
<td>4001SEM</td>
<td>Introduction to Sport Business</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 2, 6, 8</td>
</tr>
<tr>
<td>4</td>
<td>4003SEM</td>
<td>Introduction to Sport Marketing</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 3, 5, 7</td>
</tr>
<tr>
<td>4</td>
<td>4006SEM</td>
<td>Management and Leadership</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 3, 4, 8</td>
</tr>
<tr>
<td>4</td>
<td>4005SEM</td>
<td>Managing People in the Sport and Event Industry</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 3, 9</td>
</tr>
<tr>
<td>4</td>
<td>4007SEM</td>
<td>The Sport and Event Business Environment</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 2, 4</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Add+vantage</td>
<td>10</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Year 2. Mandatory Modules (90 credits), Optional Modules (20 out of 60 credits) plus Add+Vantage (10 credits)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>5001SEM</td>
<td>Sport Policy and Governance</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 2, 6, 7</td>
</tr>
<tr>
<td>5</td>
<td>5006SEM</td>
<td>Corporate Social Responsibility in Sport and Events</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 7, 8, 9</td>
</tr>
<tr>
<td>5</td>
<td>5005SEM</td>
<td>Managing Sport Events</td>
<td>20</td>
<td>Mandatory</td>
<td>3, 8, 9</td>
</tr>
<tr>
<td>5</td>
<td>5000SEM</td>
<td>Developing a Professional Identity</td>
<td>10</td>
<td>Mandatory</td>
<td>3, 4, 5</td>
</tr>
<tr>
<td>5</td>
<td>5008SEM</td>
<td>Research Methods</td>
<td>20</td>
<td>Mandatory</td>
<td>2, 7</td>
</tr>
<tr>
<td>5</td>
<td>5009SEM</td>
<td>Media and Entertainment Law</td>
<td>20</td>
<td>Option</td>
<td>1, 6</td>
</tr>
<tr>
<td>5</td>
<td>5003SEM</td>
<td>Sport Marketing Insights</td>
<td>20</td>
<td>Option</td>
<td>2, 4, 3</td>
</tr>
<tr>
<td>5</td>
<td>5007SEM</td>
<td>Sport and Event Tourism</td>
<td>20</td>
<td>Option</td>
<td>2, 5, 8</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Add+vantage</td>
<td>10</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sandwich Mode. Optional year abroad (study and/or work abroad). Optional UK placement.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>5003SMM</td>
<td>Study/Work Placement Abroad *</td>
<td>0</td>
<td>Option</td>
<td>3, 8</td>
</tr>
<tr>
<td>5</td>
<td>5002SMM</td>
<td>UK Work Placement*</td>
<td>0</td>
<td>Option</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final Year. Mandatory Modules (70 credits), Optional Modules (40 out of 80 credits) plus Add+Vantage (10 credits)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>6002SEM</td>
<td>Strategic Management in Sport and Events</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 7, 8</td>
</tr>
<tr>
<td>6</td>
<td>6000SEM</td>
<td>Managing Your Career</td>
<td>10</td>
<td>Mandatory</td>
<td>3, 4</td>
</tr>
<tr>
<td>6</td>
<td>6001SEM</td>
<td>Venue Operations Management</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 5, 6, 9</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Add+vantage</td>
<td>10</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>6000SMM</td>
<td>Project**</td>
<td>20</td>
<td>Mandatory</td>
<td>1, 2, 4</td>
</tr>
<tr>
<td>6</td>
<td>6006SEM</td>
<td>Sport and Event Entrepreneurship</td>
<td>20</td>
<td>Option</td>
<td>1, 5, 9</td>
</tr>
<tr>
<td>6</td>
<td>6008SEM</td>
<td>Contemporary Issues in Sport</td>
<td>20</td>
<td>Option</td>
<td>1, 6, 8</td>
</tr>
<tr>
<td>6</td>
<td>6007SEM</td>
<td>Sport Event Legacy</td>
<td>20</td>
<td>Option</td>
<td>1, 4, 5, 8</td>
</tr>
<tr>
<td>6</td>
<td>6009SEM</td>
<td>Sport PR and Media</td>
<td>20</td>
<td>Option</td>
<td>1, 2, 7, 8</td>
</tr>
</tbody>
</table>

Notes:
* Students who choose to complete a placement must choose either Study/Work Placement Abroad (5003SMM) or UK Work Placement (5002SMM).
** The module runs all year but credits are counted in Semester 2. Formative assignment work will be done towards these modules during Semester 1.

In the second year, students must choose one option from the following list:

- 5003SEM Sport Marketing Insights
- 5007SEM Sport and Event Tourism

- In the final year, students must choose two options:
  - 6006SEM Sport and Event Entrepreneurship
  - 6008SEM Contemporary Issues in Sport
  - 6007SEM Sport Event Legacy
  - 6009SEM Sport PR and Media

There are no pre-requisites in the course.
15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found at http://www.ucas.ac.uk/profiles/index.html

Accreditation for prior learning (APL) is in accordance with University regulations.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.0 or equivalent.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Regulations.

17 Indicators of Quality Enhancement

The following are key indicators of quality and standards:

- The National Student Survey of final year Sport Management undergraduates conducted in 2016 indicated an overall satisfaction score of 93%.

- The course has been designed in accordance with the QAA Benchmark Statement for Events, Hospitality, Leisure, Sport and Tourism (2016).

- Graduates of the course are working in roles such as Social Media Executive; Project and Operations Manager; Sales Executive; Head Tennis Coach; Marketing Assistant and Sales and Sport Programme Officer.

- The School has excellent links with sport employers and venues, for example the Wasps Rugby Club, the Ricoh Arena and Edgbaston Cricket Club.

- Regular meetings of the Business Advisory Group enable a close working relationship with sport organisations and employers in the region.

- The course reflects the Business School's commitment, as a prime signatory, to the six Principles for Responsible Management Education (PRME) http://www.unprme.org/. PRME has 6 principles, including Purpose, Values, Method, Research, Partnership and Dialogue. All 6 principles of PRME are practiced in the course.

- University of the Year at the Times Higher Education Awards (2015).


The QAA's Higher Education Review undertaken in February 2015 confirmed that:

- The setting and maintenance of the academic standards of awards at the provider meet UK expectations.

- The quality of student learning opportunities meets UK expectations.

- The quality of the information about learning opportunities meets UK expectations.

- The enhancement of student learning opportunities meets UK expectations.
18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Faculty Undergraduate Student Handbook and Course Guide.
- Module Guides produced for all modules.
- Module Information Directory.
- Teaching plan and module resource documents produced for all modules available on Moodle.
- Study Support information is accessible from the home page of the CU Student Portal.