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.
PART A Course Specification

BA (Hons) Sport and Leisure Management

1. Introduction

This degree course is for a HNC, HND and BA (Hons) in Sport and Leisure Management. It will introduce students to the world of sports and leisure management with a clear focus on aspects of management and leadership. This course will create opportunities for students to develop key management skills as well as imbuing knowledge of the theories surrounding each of these fundamental elements of the course. The course will be designed to enable students to put theory, both traditional and contemporary, into practice with real-world contexts. This degree has been designed in conjunction with a range of partners and stakeholder inputs to ensure students graduate with the skills and knowledge needed to thrive in the sports & leisure industry be that locally, nationally and internationally. Sport and leisure management (along with hospitality, tourism and events) is one of fastest growing areas of the global economy and its impact on domestic growth has been significant. The sector has also seen increasing professionalism amongst those who work within it and employers will favour graduates in recruitment situations.

The growth of the sports and leisure industry and the growing interest in the sector with consumer spending rising on sports and leisure activities and services makes this degree an attractive addition to the group portfolio. The degree can be adapted to align with local needs and facilities. The UK has an array of sports and leisure activities at both a local and national level, ranging from national events to small community and charity groups and activities he modules that make up the course could be adapted to the needs of any locality and be enriched with the sports and leisure industry examples and opportunities that are available in the vicinity of CU Group campuses. The course would be enriched by cross campus involvement and reciprocal arrangements in terms of delivery that would improve the embedding of the international and globalisation agenda. The adaptability of this course lends itself to international delivery, where a wider and more diverse range of sport and leisure activities and events could utilised as real-life case studies and potential employment opportunities for students.

This course aims to provide work-ready graduates with skills in developing and managing sports, sports leadership and leisure events management. Students will also develop business acumen alongside professional practice to be prepared to work with the dynamics that the sport and leisure industry presents. Embedded into this degree will be sports (or related) qualifications, which will further enhance graduates’ skills and prepare them for employment in a variety of settings. They will also have developed a specialism to offer employees.

As the programme has HNC, HND and Degree elements students will be able to enter and exit according to their ambitions and management career aspirations.

Year 1 at HNC level focusses on giving students a sound grounding in ‘how’ sport and leisure activities are delivered and managed effectively by its many agencies. This would allow a typical HNC qualified student to enter the industry with a broad understanding, for example as a recreation assistant or sports leader in a public or private sector organisation.

Year 2 at HND level would continue to build an industry knowledge, but delve more into ‘what’ is needed to run an organisation efficiently in terms of resources applied to operations. This would allow a typical HND qualified student to enter the industry with deeper understanding of management dimensions that for example a supervisor or duty manager of a leisure centre or Retail specialist would require.

Year 3 at Degree level would prepare the graduate for a manager’s role with a view of ‘why’ strategy, problem solving and planning are vital for success.
A graduate might aspire to apply for roles as an assistant/deputy manager with responsibilities for marketing, project management, funding and delivery.

A feature of the programme will be the opportunity to develop specialist capabilities/attributes in for example Event management, Digital Marketing, Community Sports Leadership or in Facility Operations. The employment market has broadened in recent years and students will be able to consider roles in Leisure Clubs attached to Hotels, College and University sports departments, and large retail outlets or multi-sport complexes and villages.
There will be a number of additional awards that students can carry out whilst on programme. They will be but not exclusive to the following areas: Soccer; Rugby; Hockey; Cricket; Swimming; Lifeguarding; Sports first aid; Gym instructor; Personal trainer.

The key concept underpinning the course design is to build the academic provision around professional body standards. A distinctive feature of the course is that in addition to the academic qualification gained, students are registered with the Chartered Management Institute (CMI) for the duration of their course and the following additional qualifications:
On successful completion of HNC students attain CMI Level 3 certificate.
On successful completion of HND students attain CMI Level 5 Diploma.

Employability of graduates is a critical success factor. Market research has shown that increasingly employers consider job applicants who hold professional qualifications in addition to academic ones to be of greater value in the labour market. According to the CMI (from the HE Partner Satisfaction Survey in May 2016), 4 out of 5 HE providers say that the partnership has had a positive impact on student recruitment.
## 2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Sport and Leisure Management</td>
<td>Full Time programme with year abroad (FY) year – 4 Years</td>
<td></td>
<td>Level 6</td>
</tr>
<tr>
<td></td>
<td>Full Time programme 3 Years</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Part Time programme 4 Years</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HND Sport and Leisure Management</td>
<td>Full Time programme 2 Year</td>
<td></td>
<td>Level 5</td>
</tr>
<tr>
<td></td>
<td>Part Time programme 4 Years</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HNC Sport and Leisure Management</td>
<td>Full Time programme 1 Year</td>
<td></td>
<td>Level 4</td>
</tr>
<tr>
<td></td>
<td>Part Time programme 2 Years</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 3 Awarding Institution/Body
- Coventry University.

### 4 Collaboration
- Not applicable

### 5 Teaching Institution and Location of delivery
- CU Group

### 6 Internal Approval/Review Dates
- Date of approval: February 2019
- Date for next review: 2027/2028
<table>
<thead>
<tr>
<th>7 Course Accredited by</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Accreditation Date and Duration</td>
<td></td>
</tr>
<tr>
<td>10 Date of Course Specification</td>
<td>October 2018</td>
</tr>
<tr>
<td>11 Course Director</td>
<td>Kay Fraser/ Geoffrey Proudlock</td>
</tr>
</tbody>
</table>

### 12 Outline and Educational Aims of the Course

This course will equip students with a rounded sports management and leisure business acumen combined with knowledge to manage and lead individuals and teams in the diverse sports & leisure calendar and in global contexts. It incorporates the QAA benchmark aims (November 2016) of:

- Develop students understanding of the role and purpose of Sport and Leisure organisations and the application of management theory in meeting their objectives.
- Prepare students for a career in management in the Sport and Leisure industry.
- Develop the underpinning academic skills and attributes of students to enable them to operate effectively in a global sports and leisure industry.

Specifically, the course aims to:

- Provide knowledge and understanding of sport and leisure organisations, and their management;
- Develop the skills and capabilities needed by students to gain employment in, and respond to the challenges of, the contemporary sport and leisure industry;
- Provide authentic contexts where learning can take place in order to fully prepare students for the work place whilst embedding lifelong learning approaches.
• Foster in students an enquiring, critical and reflective approach to a range of sport and leisure issues in a range of organisations;

• Equip graduates with the knowledge, understanding and academic skills required to continue to post-graduate study.

13 Course Learning Outcomes

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

HNC

1. Demonstrate a knowledge and understanding of management theory and practice in a variety of sport and leisure contexts.[BM6.2]
2. Explain operations within the sport and leisure environment and delivery by key organisations.
3. Process information to develop reasoned arguments in a range of sports and leisure assessment contexts.
4. Work and communicate effectively as a group member, taking the lead when required, and sustaining positive relationships with peers and professional colleagues.
5. Identify and use appropriate literature on sport, leisure and management to support research and decision making on complex delivery sport and leisure management problems.
6. Exercise initiative, personal responsibility, creativity, reflection and confidence in managing own learning, workload and reflective practice.
7. Undertake study techniques and self-initiated independent projects to formulate and suggest solutions to multi-disciplinary sports and leisure management problems.[BM6.2]
8. Apply safeguarding, reflection and safe working practices in sport and leisure management.
9. Have developed personal and professional skills relevant to the Sport and Leisure Industry, including facilitation principles in a specialty area.[BM6.2]

HND

10. Apply knowledge and understanding of management theory and practice to a variety of sport and leisure contexts.[BM6.2]
11. Demonstrate an understanding of basic operational practices and issues in diverse sport and leisure industry facilities. [BM6.2]
12. Critically assess information to develop solutions to a range of sports and leisure contexts.
13. Work and communicate effectively as a management team member, leading when required, and sustain positive relationships with peers, clients and professional colleagues, particularly in coaching and sports development contexts
14. Use appropriate literature on sport, leisure and management to support financial planning and decision making on funding for sport and leisure management projects.
15. Exercise initiative, personal responsibility, creativity, reflection and confidence in decision making.
16. Plan independent projects to formulate and suggest solutions to targeted specialist or community sports and leisure management problems.[BM6.2]
17. Demonstrate an understanding of the complexity of resource management both human and facility based.
18. Demonstrate transferable skills relevant to the sport and leisure industry to enable personal and professional employability.

Degree

19. Critically evaluate management theory and practice in a variety of sport and leisure contexts.
20. Critically evaluate strategy, policy, and contemporary issues in the global sport and leisure industry.
21. Critically assess information to develop reasoned arguments in a range of sports and leisure 'change' contexts.
22. Work and communicate independently on a research project.
23. Critically assess and use appropriate sources on sport, leisure and management to support research and decision making towards the planning of sport project or event.
24. Exercise initiative, leadership personal responsibility, creativity, reflection and confidence in decision making while operating as team member to deliver and event.
25. Undertake self-initiated independent projects to formulate and suggest solutions to multi-disciplinary sports and leisure management problems.
26. Display graduate transferable skills and attributes relevant to the sport and leisure industry and university standards to enable personal and professional development.

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

The HNC/HND/BA (Hons) Degree Sport and Leisure Management can be undertaken in various modes and patterns of delivery.

Full Time (FT) mode is designed for students who wish to study 120 credits (4 modules) in one academic year, Mon – Fri, or one day per week with the remaining study hours delivered online, Part Time (PT) mode is anything less than this.

The awards are offered in a range of delivery options. Students can normally attend in the week or on two evenings or all day on a Saturday. Weekday attendance is normally a four hour period either of a morning between 9am-1pm or in the afternoon from 1:30pm-5:30pm. The four hour length of teaching sessions allows for teaching to be presented in various ways including team teaching, group discussions, individual presentations, research and presentation, interactive teaching and guest lecturers. The aim of each lecture is to have a balance between students learning academic practical and professional skills.

The course is taught in 6-week blocks and can be offered (subjects to numbers) 6 times each calendar year.

- 4 blocks will lead to a HNC (120 credits at level 4)
- 8 blocks will lead to an HND (240 credits at levels 4 and 5)
- 12 blocks will lead to an Honours degree (360 credits at levels 4, 5 and 6)

Each one of the learning blocks (modules) is worth 30 credits, which will require the equivalent of 300 study hours. The modules run over a six week period and are taught consecutively, with assessments at the end of each block. Please see website for more detail.

Students have the option of a sandwich year between levels 5 and 6, and can choose to study abroad or engage in a work placement. These can lead to a BA (Hons) degree with an international or professional enhancement respectively.

Progression through the Degree: to progress from one stage to the next, students must meet the requirements specified in the CU Group regulations. The conditions for progression from one Level to the next and the classification of degrees awarded will be determined by the number and level of successful module passes achieved in accordance with the CU Group Regulations.

There will be opportunities for students to study abroad as part of their degree and an exchange trips, which will involve an international Sport and Leisure Events will be planned and delivered as suitable opportunities arise. Further opportunities for international links will be sought and it is hoped that an OIL project will be included at level 6 in ‘Contemporary Issues in Sport and Leisure’.

Cascade of Awards:

BA (Hons) Sport and Leisure Management_ Part A_version_1.9_GJP_200219
Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

<table>
<thead>
<tr>
<th>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>4</td>
<td>401SML</td>
<td>The Sport and Leisure Environment</td>
<td>30</td>
<td>M</td>
<td>1,2,3,4,5,6,7</td>
</tr>
<tr>
<td>4</td>
<td>402SML</td>
<td>Introduction to Sport and Leisure Delivery</td>
<td>30</td>
<td>M</td>
<td>1,2,3,6,7</td>
</tr>
<tr>
<td>4</td>
<td>403SML</td>
<td>Management and Leadership in Sport and Leisure</td>
<td>30</td>
<td>M</td>
<td>1,2,3,5,6,7,9</td>
</tr>
<tr>
<td>4</td>
<td>404SML</td>
<td>Marketing, Sales and Customers in Sport and Leisure</td>
<td>30</td>
<td>M</td>
<td>1,3,5,6,7,9</td>
</tr>
<tr>
<td>5</td>
<td>501SML</td>
<td>Operations Management in Sport and Leisure</td>
<td>30</td>
<td>M</td>
<td>10,11,12,13,14,15,16,17,18</td>
</tr>
<tr>
<td>5</td>
<td>502SML</td>
<td>Developing a Specialism for Sport and Leisure</td>
<td>30</td>
<td>M</td>
<td>10,11,12,13,14,5,16,17,18</td>
</tr>
<tr>
<td>5</td>
<td>503SML</td>
<td>Managing Resources</td>
<td>30</td>
<td>M</td>
<td>10,11,12,14,15,16,17,18</td>
</tr>
<tr>
<td>5</td>
<td>504SML</td>
<td>Managing Finance and Funding</td>
<td>30</td>
<td>M</td>
<td>10,11,12,14,15,16,17,18</td>
</tr>
<tr>
<td>6</td>
<td>601SML</td>
<td>Project and Events Management in Sport and Leisure</td>
<td>30</td>
<td>M</td>
<td>19,20,23,25,26</td>
</tr>
<tr>
<td>6</td>
<td>602SML</td>
<td>Contemporary Issues in Sport and Leisure Management</td>
<td>30</td>
<td>M</td>
<td>19,20,21,22,23,24</td>
</tr>
<tr>
<td>6</td>
<td>603SML</td>
<td>Strategy and Change Management</td>
<td>30</td>
<td>M</td>
<td>19,20,23,26</td>
</tr>
<tr>
<td>6</td>
<td>604SML</td>
<td>Sport and Leisure Management Project</td>
<td>30</td>
<td>M</td>
<td>19,20,21,22,23,24,25,26</td>
</tr>
</tbody>
</table>
**15 Criteria for Admission and Selection Procedure**

UCAS entry profiles may be found by searching for the relevant course on the UCAS website, then clicking on 'Entry profile'.

The minimum entry requirements to these programmes are that candidates should normally possess one of the following:

- A minimum of 64 UCAS tariff points, including two full A levels or equivalent for a HNC
- A minimum of 80 UCAS tariff points, including two full A levels or equivalent for a HND
- A minimum of 104 UCAS tariff points, including two full A levels or equivalent for a BA (Hons) Degree
- BTEC National Certificate or Diploma (equivalent points to those noted above) in a relevant subject
- Appropriate Foundation/Access qualification where the standard achieved is deemed equivalent to the above

Candidates will be expected to have passed maths and English language GCSE with minimum grade 4, and hold a minimum of 5 GCSE’s in total (level 2 alternatives such as functional skills are accepted).

The admissions team will also review applicants with non-standard entry requirements including those with professional work experience and direct entry applicants.

The general requirements for admissions are in line with CU Group policy (Academic Regulations: Regulations for the Admission of Students Chapter 2.3), and are also available on the individual course websites.

Students whose first language is not English must demonstrate proficiency in the English language equivalent to IELTS 6.0.

CU Group will also review applicants with non-standard entry requirements including those with professional work experience and direct entry applicants. Accredited prior learning and accredited prior experiential learning (AP(E)L) may be taken into consideration and mapped onto the entry criteria for the course. AP(E)L is in accordance with CU Group Academic Regulations (see Academic Regulations: Regulations for the Admission of Students Chapter 2.2).

**16 Academic Regulations and Regulations of Assessment**

This Course conforms to the standard CU Group Academic Regulations Mode F.

**17 Indicators of Quality Enhancement**

The Course is managed by the Management, Leadership and Law & Policing Board of Study of CU Group.

The CUG JAB – Joint Assessment Board for Management, Leadership and Law & Policing is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.
The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry’s web site.

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires.

The QAA’s review of higher education undertaken in February 2015 confirmed that Coventry University meets UK expectations in:

- the setting and maintenance of the academic standards of its awards;
- the quality of student learning opportunities;
- the quality of the information about learning opportunities;
- the enhancement of student learning opportunities.

In addition:

- teaching and learning strategy which utilises case studies as a key approach, synthesises theory and practice and provides opportunities for reflection;
- assessment which is aligned to teaching strategy and provides formative assessment opportunities;
- 92% overall satisfaction rate in NSS;
- 85% progression to further study or employment.

**18 Additional Information**

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

Student Handbook
Module Descriptor
Moodle
Module Spaces
Study Support information