Course Specification
BSc (Hons) Sports Event Management
Course Code: BHSEV
2019/20

leedsbeckett.ac.uk
BSc (Hons) Sports Events Management

Material Information Summary for 2019/20 Entrants

Confirmed at 5th October 2018

General Information

Award
Bachelor of Science (with Honours) Sports Events Management

Contained Awards
Bachelor of Science Sports Events Management
Diploma of Higher Education Sports Events Management
Certificate of Higher Education Sports Events Management

Awarding Body
Leeds Beckett University

Level of Qualification & Credits
Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total)

Course Lengths & Standard Timescales

The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2019. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters.

- 3 years (full time, campus based)
  Starts 23rd September 2019/ Ends June 2022

- 4 years (full time, campus based with a one year work placement)
  Starts 23rd September 2019/ Ends June 2023

- 6 years (part time, campus based)
  Starts 23rd September 2019/ Ends June 2025
Part Time Study
PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that advertised within this Course Specification but the modules offered within each level are as advertised. Please note that the work placement option is not available to PT students.

Location(s) of Delivery
Headingley Campus, Leeds (plus location of work placement, if applicable)

Entry Requirements
Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: http://www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning/

Course Fees
Course fees and additional course costs are confirmed in your offer letter.

Timetable Information
Timetables will be made available to students during induction week via:

i) The Student Outlook Calendar
ii) The Student Portal
iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions can be discussed with your Course Administrator.

Policies, Standards and Regulations
http://www.leedsbeckett.ac.uk/public-information/

There are no additional or non-standard regulations which relate to your course.

Key Contacts
Your Course Director
Lucy Laville

Your Academic Advisor
An Academic Advisor drawn from the Course Team will be allocated to you at induction.

Your Course Administrator
Jane Learmonth and Adam Parkin

Placement Information
http://www.leedsbeckett.ac.uk/studenthub/placement-information/

Length
• Students on sandwich mode will normally undertake a minimum of 30-week (normally 46 weeks) placement in a Sports Events context;

• Student on the full-time mode will engage with a minimum of two weeks’ work experience in an Sports Events organisation or volunteering during Level 4 and/or Level 5, this may in blocks of time or accumulated over a longer period;

Location
Not Specified

Professional Accreditation or Recognition Associated with the Course

Professional Body
Association of British Professional Conference Organisers (ABPCO)

How is Accreditation/ Recognition Achieved?

The School’s UK Centre for Events Management is recognised as a Centre of Excellence by the Association of British Professional Conference Organisers (ABPCO). This ensures this course is relevant and well connected to the needs of the events industry.

Course Accreditation/ Recognition Period
Current to 01/12/2020

Course Overview

Aims

Sports Events management is an occupation concerned with the professional delivery of Sports Events in a variety of contexts. These encompass yearly sporting events, tournaments, sport venues, sport business and many other occasions where people are brought together to celebrate sport. The professionalisation of Sports Events management has led to the extensive range of opportunities, serving a wide range of purposes, has led to the emergence of challenging jobs in an innovative industry that represents one of the fastest growing areas of the service sector. Sport events managers are in demand by sports bodies, associations and organisations that require specialists to oversee every facet of the Sports Events in a proactive and skilful manner.

The aims of the programme are to:
• Develop graduates who are able to design and deliver world-class Sports Events from conception through to evaluation;
• Develop students’ key skills and abilities to build upon the Sports Events experience they will gain on the course that is all based on rigorous academic knowledge and understanding;
• Provide a high quality learning experience based upon a coherent and integrated programme of applied learning, which reflects the dynamic and diverse nature of global Sports Events;
• Provide a supportive, inclusive environment which progressively fosters independence in learning and which establishes a base for life-long learning and continuing professional development;
• Develop reflective learners who are able to show competence in a range of personal, professional and business skills, which will enhance their employability and contribution to society in general;
• Encapsulate the philosophy of widening participation by offering different modes of study, coupled with entry points for students with traditional and non-traditional backgrounds;
• Provide the opportunity to develop knowledge, skills and motivation as a basis for career development;
• Provide specialised studies of direct relevance to a range of administrative and operational management careers in Sports Events and related service industries;
• Develop students’ critical academic abilities so that they may benefit from postgraduate study.

Course Learning Outcomes

At the end of the course, students will be able to:
• Analyse and critically evaluate the concepts, development and defining characteristics of Sports Events as an area of academic and applied study in the context of intercultural, international and global societies;
• Demonstrate a range of skills and aptitudes to build competence in Sports Events planning, development and delivery within the Sports Events industry;
• Critique and apply relevant frameworks and models associated with the operational and strategic management of human, financial, marketing, sponsorship and media, technological and physical resources within the global Sports Events industry;
• Demonstrate employability, enterprise, and academic skills through practical work experience, engagement with professional practice and embedded study and research skills in order to provide progression routes into employment and further study;
• Select, evaluate and apply the theories, techniques, strategies and developing practice of planning and delivering Sports Events in a range of contexts, including different platforms, target markets and sectors
• Demonstrate knowledge of ethical, policy and decision-making processes that inform Sports Events stakeholders and attendees.

Teaching and Learning Activities

Summary

The teaching methods deployed are chosen to match the aims and learning outcomes of each module, and so will vary between them. Knowledge and understanding, intellectual skills, practical skills and key skills are dispersed throughout the modules, where they can be suitably contextualised towards Sports Events and are clearly articulated to students in the module handbooks and through online learning materials.

The course aims to provide an inclusive environment not only to enable all students, of whatever ability or background, to benefit from learning but in addition to provide positive models of business and professional behaviour that they will take forward into future employment and enterprise. Case studies and examples are chosen and prepared to avoid gender and other stereotypes and to provide an inclusive range of cultural references. By designing the course to promote global awareness, we are encouraging all students to be more receptive to ideas and expectations from locations and cultures with which they are less familiar. The diverse nature of the academic staff and their world-wide experiences readily facilitates this as does our use of international sources, case studies and research outputs.

Within the 200 hours of activity per 20 credit point module, students will attend lectures, participate in small-group tutorials, and execute challenging and authentic Sports Events-related tasks, individually and in groups, in seminars and workshop sessions. Each module will normally involve a total of 48 hours of contact with staff. In support of their studies, students will also conduct their own research on the topics in question, consult digital and other information resources and complete directed readings and other tasks. Teaching activities have been selected to represent a challenging and stimulating diet of activities for the student. Tasks are very much “hands-on” where students are provided with authentic Sports Events materials (e.g. stadium plans, Ordnance Survey maps, traffic plans, Sports Events images and videos, risk assessments, VIP lists, schedules and so on) as used at real sporting Sports Events.
The activities are all laid out in a module handbook and on the VLE but individual and group learning contracts may be used within the course, where appropriate, as a method of planning student work. The module learning activities are detailed in each Module Approval Template.

**Your Modules**

*Correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules, which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable).*

**Level 4 Core Modules (2019/20 for FT students and 2019/20 and 2020/21 for standard PT students)**

- Event Planning
- Sports Events and Society
- Creative Event Marketing
- Professional Event Practice 1
- Staging Safe Events
- Sport Event Organisations

**Level 5 Core Modules (2020/21 for FT students and 2021/22 and 2022/23 for standard PT students)**

- Event Law and Business Administration
- Sport, Media and Culture
- Sport Marketing and Sponsorship
- Professional Event Practice 2
- Managing the Event Workforce
- Event Production

**Level 6 Core Modules (2021/22 for FT students, 2022/23 for sandwich placement students and 2023/24 and 2024/25 for standard PT students)**

- Policy and Politics of Sports Events
- The Impacts of Sports Events
- Strategic Management for Event Organisations
Individual Project

Level 6 Option Modules (delivery years as per Level 6 core modules above)

The following option modules are indicative of a typical year. There may be some variance in the availability of option modules.

Understanding Partnership
Managing Risk for Major Events
Event and Dissent
Innovative Fundraising
Business Events Production

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Sandwich placement years spent out of the University are not be included in the calculation unless they are credit bearing and attributed to a level of the course. Modules may have more than 1 component of assessment.

<table>
<thead>
<tr>
<th>Assessment Balance</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examination</td>
<td>30</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>Coursework</td>
<td>50</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>Practical</td>
<td>20</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td><strong>Overall Workload</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teaching, Learning and Assessment</td>
<td>300</td>
<td>300</td>
<td>240</td>
</tr>
<tr>
<td>Independent Study</td>
<td>900</td>
<td>900</td>
<td>960</td>
</tr>
</tbody>
</table>

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators works closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students’ Union Advice team for additional support with course-related questions.
If you have any questions about life at our University in general, call into or contact the Student Hub on either campus to speak to our Student Experience Team. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. The telephone number is 0113 812 3000, and the e-mail address is StudentHub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students’ Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.