



LEEDS
BECKETT
UNIVERSITY

Course Specification

**BA (Hons) Sport
Business
Management**

Course Code: BHSBM

2020/21

BA (Hons) Sport Business Management

Material Information Summary for 2020/21 Entrants

Confirmed at 2 August 2019

General Information

Award	Bachelor of Arts (with Honours) Sport Business Management
Contained Awards	Bachelor of Arts Sport Business Management Diploma of Higher Education Sport Business Management Certificate of Higher Education Sport Business 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 2020. 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 21 September 2020/ Ends June 2023
- 4 years full time (Sandwich Placement)
Starts 21 September 2020/ Ends June 2024
- 6 years (part time, campus based)
Starts 21 September 2020/ Ends June 2026

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 Sandwich Placement is not available to PT students.
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Location(s) of Delivery	Headingley Campus, Leeds (plus location of work placement, if applicable)
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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 Christopher Wolsey (Acting Course Director)

Your Academic Advisor Your Academic Advisor will be allocated to you at induction.

Your Course Administrator Your Course Administrator can be contacted on schoolofsportadmin@leedsbeckett.ac.uk

Placement Information

Summary Leeds Beckett is dedicated to improving the employability of our students and one of the ways in which we do this is to support our students to gain valuable work experience through work-based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles and the teams are dedicated to supporting students through every stage of the placement process. More information about the many benefits of undertaking a work placement, along with details about how to contact our placement teams may be found [here](http://www.leedsbeckett.ac.uk/studenthub/placement-information/): <http://www.leedsbeckett.ac.uk/studenthub/placement-information/>

Length 120 hours during year 2 (level 5)

46 weeks, undertaken between year 2 and year 3 (level 5 and Level 6) (optional)

Location Not specified

Professional Accreditation or Recognition Associated with the Course

Professional Body There is no professional accreditation or recognition associated with this course

How is Accreditation/ Recognition Achieved?

N/A

Course Accreditation/ Recognition Period

N/A

Course Overview

Aims

The aims of the programme are to:

- 1 To provide an integrated programme of study that is commercially focused, academically challenging and vocationally relevant to the Sports Business Industry.
- 2 To provide a broad, analytical, multi-disciplinary study of the nature, growth, and changing environment of Sport Business.
- 3 To provide a sound basis for further study, career opportunities and continuing professional development in Sport Business, management and related employment contexts.
- 4 To develop appropriate levels of generic skills and graduate attributes (enterprise, digital literacy and global) with the ability to apply them to local, national and global employment contexts.
- 5 To foster a spirit of critical enquiry, knowledge, and familiarity with the relevance and ethical application of research and problem solving to Sport Business.

Course Learning Outcomes

At the end of the course, students will be able to:

- 1 Devise and sustain arguments, solve problems using ideas and techniques from relevant disciplines.
- 2 Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements and frame appropriate questions and solutions which can be applied to the Sports Business Industry.
- 3 Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- 4 Exercise initiative, reflexive learning and personal responsibility needed to undertake appropriate further training of a professional or equivalent nature.
- 5 Demonstrate a systematic understanding of a coherent and detailed knowledge informed by the forefront of the relevant discipline and professional context in sport business.

- 6 Apply methods and techniques to review, consolidate, extend and apply their knowledge and understanding to initiate and carry out projects.

Teaching and Learning Activities

Summary

Underpinning the Course level approach to learning and teaching is the need to create an inclusive learning environment which recognises difference and accommodates and meets the needs of all of the Course's learners. In designing module and learning materials staff ensure that it represented a range of cultural perspectives and practices. In addition, a conscious effort is made to provide for the differing learning and assessment preferences amongst the student body. The Course in particular follows a participatory and interactive approach to learning. This approach to learning incorporates experiential learning to challenge the students (Clark & White's, 2010), where the focus is more about learning from doing and reflecting on experience (Kolb, 1984). Students participate in many types of experiential learning throughout the Course, for example in the PPAD module at Level 4 and Managing People in Sports Organisations module at Level 5. This participatory and experiential design encourages greater understanding of the Courses key threshold concepts (Ash & Green, 2009) and challenge and stimulate the students.

The Course is supported by a range of learning and teaching activities that include:

- Lectures
- Seminars or workshops
- Project work
- Authentic Employer briefs
- Work Based Learning
- Shadowing, observing
- Group pitches to professionals in the industry
- Consultancy Skills
- Power point, Prezi, verbal and poster presentations
- Lab-based Information Technology
- Blogs, on-line profile
- Data analysis, Metrics, Business Intelligence
- Integrated Academic Writing Support levels 4, 5, and 6
- Professional Reflections
- Case studies
- On-line podcasts
- Simulation or role play
- Hypothetical scenarios
- Video analysis and discussion
- Guest and Visiting Lectures
- Experiential learning
- Designing, planning, delivering and evaluating events

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 (2020/21 for FT students and 2020/21 and 2021/22 for standard PT students)

The Sport Business Landscape

The Sport Consumer

Introduction to Sport Marketing

Digital Business

Personal, Professional and Academic Development (PPAD)

Sport Finance

Level 5 Core Modules (2021/22 for FT students and 2022/23 and 2023/24 for standard PT students)

Professional Practice in the Sport Industry

Strategic Management of Sport Business

Managing People in Sports Organisations

Research in Practice

Sport Economics

Level 5 Option Modules (delivery years as per Level 5 core modules above)

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

Business Enterprise Planning

Events & Facility Management

Soccer & Society

Sport Sponsorship

Marketing Communications

Sport Broadcasting

Level 6 Core Modules (2022/23 for FT students, 2023/24 for sandwich placement students and 2024/25 and 2025/26 for standard PT students)

Sport Business Analytics

Sport Governance

Globalisation of Sport Business

Major Independent Study

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

Sport Branding

Sport Events Management

Sport & Leisure Identities

Strategic Marketing

Digital Media for International Marketing

Work Placement (Sandwich degree only)

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.

Level 4 is assessed by course work predominantly, with some examinations and practical assessments.

Level 5 is assessed by course work predominantly, with some examinations and practical assessments.

Level 6 is assessed by course work predominantly, with some examinations.

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	288 hours	276 hours	198 hours
Independent Study	912 hours	804 hours	1002 hours
Placement	-	120 hours	-

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.