Course Specification

BSc (Hons) Sports Event Management

Course Code: BHSEV

2020/21

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

Material Information Summary for 2020/21 Undergraduate Entrants

Confirmed at Jan 2020

General Information

Award
Bachelor of Sciences (with Honours) Sports Events Management

Contained Awards
Bachelor of Sciences 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
Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below:

3 years (full time, campus based)
Starts 21st September 2020/ Ends June 2023

4 years (full time, campus based with a one year work placement)
Starts 21st September 2020/ Ends June 2024

Location(s) of Delivery
Headingly 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: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning.

Admissions enquiries may be directed to:
AdmissionsEnquiries@leedsbeckett.ac.uk

Course Fees
Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Timetable Information

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

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

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

**Policies, Standards and Regulations** ([www.leedsbeckett.ac.uk/public-information](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**  
Julia Calver

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

**Your Course Administrator**  
Adam Parkin  
[events@leedsbeckett.ac.uk](mailto:events@leedsbeckett.ac.uk)  
0113 8123591

**Sandwich or Other ‘In Year’ Work Placement Information**

**Summary**

[http://www.leedsbeckett.ac.uk/studenthub/placement-information/](http://www.leedsbeckett.ac.uk/studenthub/placement-information/)

**Length**

Students on sandwich mode will undertake a minimum 46 week placement in a sports events context.

**Location**

Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependent on the opportunity.

**Other ‘In Year’ Work Placement Information**

**Summary**

Students on the full-time mode will engage with a minimum of two weeks’ work experience in a 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**

Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependent on the opportunity.
Course Overview

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.

Aims

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:

1. 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.
2. Demonstrate a range of skills and aptitudes to build competence in Sports Events planning, development and delivery within the Sports Events industry.
3. 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.

4. 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.

5. 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.

6. 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 Specification.
Your Modules

This information is 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)

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

Level 5 Core Modules (2021/22 for FT students and 2022/23 and 2023/24 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 (2022/23 for FT students, 2023/24 for sandwich placement students and 2024/25 and 2025/26 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 Event Production
- Sponsorship In Events

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 typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

Level 4 is assessed by a broadly even mix of coursework and practical assessments with some examinations.

Level 5 is assessed by a broadly even mix of coursework, practical assessments and examinations.

Level 6 is assessed by coursework predominantly with some examinations and practical assessments.

Workload

<table>
<thead>
<tr>
<th>Overall Workload</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching, Learning and Assessment</td>
<td>288 hours</td>
<td>288 hours</td>
<td>234 hours</td>
</tr>
<tr>
<td>Independent Study</td>
<td>912 hours</td>
<td>912 hours</td>
<td>966 hours</td>
</tr>
<tr>
<td>Placement</td>
<td>0 hours</td>
<td>Optional</td>
<td>0 hours</td>
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</tbody>
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Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work 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 Advice Hub on either campus. 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 Advice 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. Email enquiries may be directed to studentadvicehub@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.