

PROGRAMME SPECIFICATION

This Programme Specification is correct as of the date indicated; however, minor amendments may be made throughout the year and will be incorporated in the annual updating process.

SECTION A: DETAILS OF THE COURSE AND AWARD

Programme Title	BA (Hons) Sports Business and Sports Broadcasting
Awarding Body	Buckinghamshire New University
Teaching Institution	UCFB
Faculty	Business & Management
School	Applied Production & New Media
Name of Final Award	Bachelor of Arts with Honours, BA (Hons)
NQF/FHEQ Level of Qualification	Level 6: Bachelor's degree with honours
QAA Benchmark Statement(s)	
UCAS Code	
Course Code(s)	
Mode and Length of Study	3 years, full-time
Number of Intakes	
Regime of Delivery	Attendance
Language of Study	English
Details of Accreditation	NA
Publication Date	18 February 2015

Potential Student Profile / Criteria for Admission:

What the award is about and who the programme is aimed at:

This is a three-year BA Hons programme that has been created for aspiring professionals wishing to work in sports broadcast production as producers, managers or administrators. The programme has a balanced and progressive core curriculum that provides students with the knowledge and understanding of how the business of sport interacts with the demands of broadcasting and broadcasting markets. The core operational functions of broadcasting are set within the context of the sports business with its need for coverage and expansion of markets. This context is enhanced by the programme being located at Wembley stadium, where students will be able to utilise the business networks promoted through UCFB's partnership with the Wembley Stadium group.

The programme levels have been designed using the Framework for Higher Education Qualifications 2008 document. The programme aims and learning outcomes have been constructed in line with the 2008 QAA Subject Benchmark statements for Communication, Media, Film and Cultural Studies and the 2008 QAA Subject Benchmarks for Hospitality, Leisure, Sport and Tourism. The benchmarks state that there should be integration between theory and practice through delivery and support for an increased emphasis on autonomous learning as student's progress through each level.

The programme is underpinned by twin strands of modules setting out business concepts and practices in a sports context, and modules setting broadcasting skills and knowledge with focus towards sports production. Together these provide students with a relevant framework in which to develop their

knowledge and explore careers within the management of sports broadcasting. The financial elements of the programme are intrinsically linked to core administrative functions within both sports and broadcast organisations. The academic programme is supported by UCFB's Complementary Curriculum which provides students with unique industry insights and networking opportunities with key figures from within the sports industry.

We are looking for students who are aiming high and who are passionate about this industry and the way in which it plays a part in the lives of millions. This qualification is ideal for school and college-leavers with a strong desire to enter the world of sports broadcasting administration and staff already working within sport or broadcasting. Careers roles include:

- Production assistant
- Assistant Producer
- Producer
- Director
- Independent production executive
- Content marketing executive
- Rights administrator
- Rights negotiator

Why students should choose this award:

This award would be the first choice for students who have a specific interest in working within broadcast companies, production companies or as independent producers or directors who want their work to be focused on sports programming or sports content. Students will be taught by leading figures in sports and broadcasting management. UCFB is a partnership between Bucks New University, Burnley Football Club and the Wembley Stadium Management Group. Consequently UCFB is able to draw on a range of first-class partners and on the goodwill of other institutions to secure the services of leading academics and authorities in this industry to support the programme and the core curriculum teaching staff.

The core business modules provide students with functional business management and administrative knowledge that will support post-graduate study and employability upon graduation. Year 1 will develop student's academic and professional skills and this is reflected in the weighting of individual assessments. Year 2 assessments combined with work experience opportunities aim to build upon Year 1 to enhance future employability. Year 3 places an emphasis on students to achieve high levels of academic and autonomous competencies. Here, students will also receive advice and guidance on how they can follow up specific elements of the programme in post graduate study or applications for employment.

The core academic curriculum is the component of UCFB's Higher Education provision that is directly related to the student tuition fees. The Complementary Curriculum is an 'added value' provision to the paid-for element of the degree programme. Opportunities to increase employability will be provided through the Complementary Curriculum via the Personal Development Programme (PDP), the Executive Guest Speaker Programme, Strategic Business and Management workshops and practical video-recording and editing tuition. PDP facilitates and supports the academic, personal and professional development of each student. The Executive Guest Speaker programme is designed to expose students to critical sports business issues and potential employers and provides students with opportunities to network with key figures from the wider sporting industry. This balanced and structured approach to the core and Complementary Curriculum is the unique offering that provides an award that is fit for purpose.

Opportunities available for students after completion of the award:

Students will be able to pursue specific interests aroused by their studies to continue in Higher Education on a suitable post-graduate programme. The Complementary Curriculum and the opportunity to work at the national stadium will give students the opportunity to network with organisers, managers and stakeholders within the wider sports industry. As a result, this may enhance student's post-graduate employment opportunities. Furthermore, UCFB's Personal Development Programme systematically monitors each student throughout the three years, as each student is allocated an

Academic Mentor for the entirety of their degree. This enables UCFB to better understand each student's needs and career expectations.

Expected knowledge and skills that the entrant will have on entry to the programme:

The entry profile is guided by the university's standard entry requirements for undergraduate programmes. Whilst most prospective students may be school leavers, the programmes may also attract mature students with past employment experience. Entry criteria are thus relatively flexible, realistic and afford recognition to previous academic qualifications and/or industry experience.

Applicants will normally have achieved one of the following:

- 2 A levels achieving a minimum of 280-320 UCAS Tariff Points from at least two A levels or equivalent
- International Baccalaureate (minimum of 24 points)
- A National Diploma in an appropriate subject at Merit level
- A Merit level Advanced GNVQ in an appropriate subject;
- Pass Access Course: minimum of 60 credits, including at least 45 at Level 3.
- An equivalent qualification

Students should have a strong GCSE profile, including Maths and English at Grade C, or equivalent. Other qualifications, including overseas, may be considered. Applicants for whom English is a second language should have achieved IELTS 6 or equivalent for entry into Level 4.

The course also welcomes applications from mature students who lack the above qualifications but may have relevant experience. Students with disabilities are also welcome to apply.

All students applying to the programme will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with the subject through the academic programme and our Complementary Curriculum involving high-profile guest speakers, master classes and short-course opportunities.

Entry with advanced standing

Students are normally expected to start at Level 4, but can be admitted to any level of the course which is considered suitable, after portfolio review and interview using the Credit Accumulation and Transfer Scheme (CATS). Under this arrangement, a student may apply to have previous academic credits or other learning or experience taken into consideration. Such applications are considered by the Faculty CATS committee and must be supported by the Course Leader.

SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS

Programme Aims

The following programme aims have been developed to reflect the relevant subject benchmark statements. These are threshold levels only and indicate the minimum levels of attainment required of a graduate of the course. The levels to which outcomes have been attained are identified by the student's eventual degree classification.

The main educational aims of the programme are to:

- Prepare students for a business career in sports-focused broadcasting.
- Provide students with a detailed knowledge of sports business management and broadcasting and rights-management frameworks.
- Provide students with the knowledge and skills pertinent for academic and career development, enhanced employability and advancement within the business environment of sports business and broadcasting.
- Enable the talents of each student to flourish through a unique, contextual learning environment and unrivalled networking opportunities.

Programme Learning Outcomes

A. Knowledge and Understanding

On successful completion of the programme a graduate will be able to:

1. Demonstrate knowledge and understanding of the frameworks of sports business, the internal and external environment in which organisations operate and how they are managed.
2. Demonstrate knowledge and understanding management theories, models, frameworks, tasks and roles with rational analysis and other processes of decision-making within organisations and with external organisations.
3. Demonstrate knowledge and understanding of the principal features of broadcast programme production and distribution.
4. Explain the main processes of production, marketing and distribution of programme content and the legal and rights systems that govern them.
5. Demonstrate knowledge of the interconnectedness between sports and broadcast markets, customers, finance, people, policies and strategies.

B. Intellectual/Cognitive Skills

On successful completion of the programme a graduate will be able to:

1. Apply a range of cognitive, intellectual and critical thinking skills, together with techniques specific to sports business and sports broadcasting.
2. Effectively communicate orally and in writing using a range of methods and media which are widely used in sports business and sports broadcasting.
3. Recognise and rank issues in terms of relevance and importance using appropriate qualitative and quantitative data to make a reasoned choice between alternative solutions for effective decision-making.
4. Analyse, evaluate and synthesise a range of options to solve contemporary problems in sports business and broadcasting.

C. Practical Skills

On successful completion of the programme a graduate will be able to:

1. Present business knowledge or an argument through effective oral and written communication skills, including interpersonal skills of listening, negotiating and presentation.
2. Undertake analysis of the resources and facilities required in a range of broadcast programme environments.
3. Conduct research into rights, markets and contractual issues both individually and as part of a team.
4. Prepare and plan the deployment of broadcasting resources with a range of programme demands and constraints.

D. Key/Transferable Skills

On successful completion of the programme a graduate will be able to:

1. Examine and analyse business and contractual information in a range sports and broadcasting environments.
2. Evaluate the logistical and resources issues involved in complex technical environments and involving the deployment of plant and people.
3. Apply self-management in terms of independent research, time management, planning and behaviour, and enterprise.
4. Self-reflect with openness and sensitivity to diversity, and awareness of the needs of creative people and teams.

Table 1: Programme Skills Matrix – Assessment

Module Code	Information Acquisition	Critical thinking, analysis and synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
FB411	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB414	☒	☒	☐	☐	☒	☒	☒	☒	☒	☐
FB419	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB528	☒	☒	☒	☒	☒	☐	☒	☒	☒	☐
FB527	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB518	☒	☒	☐	☐	☒	☒	☒	☐	☒	☐
FB626	☒	☒	☐	☐	☒	☒	☐	☒	☒	☐
FB607	☒	☒	☒	☐	☒	☒	☒	☐	☒	☐
FB604	☒	☒	☒	☒	☒	☐	☐	☒	☒	☒
FB624	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB417	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB526 Sports Broadcasting & Media Management	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB602 Elective	☒	☒	☐	☒	☒	☒	☐	☒	☒	☒

Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes

Students will have first-class facilities for study within a sports business environment. The programme is constructed in line with the 2008 QAA Subject Benchmark statements for Communication, Media, Film and Cultural Studies. The benchmarks state that there should be integration between theory and practice through delivery and an emphasis on autonomous learning. Within the programme's core curriculum, the theory-practice link will be achieved through a range of assessments that include exams, case studies, presentations, essays and investigatory reports.

The teaching schedule will integrate contact and online teaching methods through a weekly delivery of two-hour lectures, two-hour seminars and a minimum of two hours' independent learning via tasks set in the Virtual Learning Environment (VLE). Students are required to attend and engage in 90% of lectures, seminar discussion, and practical learning activities in order to reap the benefits of the

Complementary Curriculum. Online discussion forums will also develop student's knowledge to meet the programme and module learning outcomes.

A blended approach will be applied to the teaching and learning strategies and modes of assessment to provide opportunities for all students to flourish. Formative and summative modes of assessment are integrated across the programme, enabling tutors to monitor individual levels of student development. Formative assessment methods employed across the programme will include: presentations, student-led learning sessions, multi-media platform discussions and academic mentor meetings provided by tutors. Feedback from this range of assessments and scheduled meetings with tutors will enable students to link the guidance provided to their personal development and action plans. This will provide a platform for development that can be linked to the completion of summative assessments.

Summative assessments will be designed to provide students with fair and supportive opportunities to attain module-specific learning outcomes. Throughout the programme (levels 4-6) students are encouraged and supported to gain knowledge and develop subject specific skills, their practical application and the ability to work as an independent and autonomous learner within the context of the programme title.

At level 5 and 6, seminars and workshops will be employed to promote student participation in modules. Within all levels there is an emphasis on written examinations, case studies and oral presentations as these will also serve to reassure the sector about the overall competencies of the graduate and their ability to contribute to the workplace upon graduation.

Work-Based / Placement Learning

This programme does not incorporate work-based learning as identified in Chapter B3 of the Quality Code and understood in the University's Placement Learning Policy. The programme will incorporate a Complementary Curriculum which will supplement the student learning experience as already highlighted. This will not form part of the students' assessment but will provide students with a practical framework in which to put into practice the academic theory and professional concepts taught.

SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

Table 2: Programme Structure Table

Course Title		Sports Business and Sports Broadcasting							
Course Code									
Mode of Study		Full Time							
Credit Value		UK	360		ECTS		180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award Core / Optional	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
FB411	Understanding Sports Business	4	1	C	30	50	50		1
FB419	Introduction to Sports Media	4	1	C	30		100		1
FB414	Understanding Sports Fans & Customers	4	1	C	30		100		2
FB417	Modern Broadcast Technology	4	1	C	30		70	30	2
FB528	International Business of Sport	5	2	C	30		80	20	1
FB527	Communications Entrepreneurship, Employment & Self-Employment	5	2	C	30		100		1
FB518	Research Methods	5	2	C	30		100		2
FB526	Sports Broadcasting & Media Management	5	2	C	30		100		2
FB626	Strategic Media Management	6	3	C	30	50	50		1
FB607	Research Project	6	3	C	30		100		2
FB624	Copyright, Broadcasting Rights & Contracts	6	3	C	30		100		1
FB602	Global Marketing Management	6	3	C	30	50	50		1

Table 3: Mapping of Programme Outcomes to Modules

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
A. Knowledge and Understanding					
A1. Demonstrate knowledge and understanding of the frameworks of sports business, the internal and external environment in which organisations operate and how they are managed.	FB411 FB4__ Understanding Sports Fans & Customers	FB5__ International Business of Sport	FB607 FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A
A2. Demonstrate knowledge and understanding management theories, models, frameworks, tasks and roles with rational analysis and other processes of decision-making within organisations and with external organisations.	FB4__ Understanding Sports Fans & Customers	FB5__ International Business of Sport	FB6__ Strategic Media Management	N/A	N/A
A3. Demonstrate knowledge and understanding of the principal features of broadcast programme production and distribution.	FB4__ Introduction to Sports Media FB4__ Modern Broadcast Technology	FB5__ Sports Broadcasting & Media Management	FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A
A4. Explain the main processes of production, marketing and distribution of programme content and the legal and rights systems that govern them.	FB4__ Introduction to Sports Media FB4__ Modern Broadcast Technology	FB5__ Sports Broadcasting & Media Management	FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
A5. Demonstrate knowledge of the interconnectedness between sports and broadcast markets, customers, finance, people, policies and strategies.	FB4__ Introduction to Sports Media FB4__ Modern Broadcast Technology	FB5__ Sports Broadcasting & Media Management	FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts		
B. Intellectual / Cognitive Skills					
B1. Apply a range of cognitive, intellectual and critical thinking skills, together with techniques specific to sports business and sports broadcasting.	FB411 FB4__ Introduction to Sports Media FB4__ Understanding Sports Fans & Customers FB4__ Modern Broadcast Technology	FB5__ International Business of Sport FB5__ Communications Entrepreneurship, Employment & Self-Employment FB5__ Research Methods FB5__ Sports Broadcasting & Media Management	FB607 FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A
B2. Effectively communicate orally and in writing using a range of methods and media which are widely used in sports business and sports broadcasting.	FB4__ Introduction to Sports Media FB4__ Understanding Sports Fans & Customers FB4__ Modern Broadcast Technology	FB5__ International Business of Sport FB5__ Communications Entrepreneurship, Employment & Self-Employment FB5__ Sports Broadcasting & Media Management	FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts		
B3. Recognise and rank issues in terms of relevance and importance using appropriate qualitative and quantitative data to make a reasoned choice between alternative solutions for effective decision-making.	FB4__ Modern Broadcast Technology	FB5__ Communications Entrepreneurship, Employment & Self-Employment FB5__ Sports Broadcasting & Media Management	FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A
B4. Analyse, evaluate and synthesise a range of options to solve contemporary problems in sports business and broadcasting.	FB4__ Modern Broadcast Technology	FB5__ Sports Broadcasting & Media Management	FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
C. Practical Skills					
C1. Present business knowledge or an argument through effective oral and written communication skills, including interpersonal skills of listening, negotiating and presentation.	FB411 FB4__ Modern Broadcast Technology	FB5__ Sports Broadcasting & Media Management	FB607 FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A
C2. Undertake analysis of the resources and facilities required in a range of broadcast programme environments.	FB4__ Modern Broadcast Technology	FB5__ Sports Broadcasting & Media Management	FB607 FB6__ Strategic Media Management	N/A	N/A
C3. Conduct research into rights, markets and contractual issues both individually and as part of a team.		FB5__ Sports Broadcasting & Media Management	FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A
C4. Prepare and plan the deployment of broadcasting resources with a range of programme demands and constraints.	FB4__ Modern Broadcast Technology	FB5__ Sports Broadcasting & Media Management	FB6__ Strategic Media Management	N/A	N/A
D. Key / Transferable Skills					
D1. Examine and analyse business and contractual information in a range sports and broadcasting environments.	FB4__ Introduction to Sports Media	FB5__ Communications Entrepreneurship, Employment & Self-Employment FB5__ Sports Broadcasting & Media Management	FB607 FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
D2. Evaluate the logistical and resources issues involved in complex technical environments and involving the deployment of plant and people.	FB4__ Modern Broadcast Technology	FB5__ Sports Broadcasting & Media Management	FB6__ Strategic Media Management	N/A	N/A
D3. Apply self-management in terms of independent research, time management, planning and behaviour, and enterprise.	FB411 FB4__ Introduction to Sports Media FB4__ Understanding Sports Fans & Customers FB4__ Modern Broadcast Technology	FB5__ International Business of Sport FB5__ Communications Entrepreneurship, Employment & Self-Employment FB5__ Research Methods FB5__ Sports Broadcasting & Media Management	FB607 FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts	N/A	N/A
D4. Self-reflect with openness and sensitivity to diversity, and awareness of the needs of creative people and teams.	FB4__ Modern Broadcast Technology	FB5__ Communications Entrepreneurship, Employment & Self-Employment FB5__ Sports Broadcasting & Media Management	FB607 FB6__ Strategic Media Management FB6__ Copyright, Broadcasting Rights & Contracts		

SECTION D: CONTACT HOURS

Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.

Table 4: Breakdown of Contact Hours

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	360	840		1200
Year Two	360	840		1200
Year Three	360	840		1200
Total	1080	2520		3600

SECTION E: ASSESSMENT REGULATIONS

This programme conforms to the approved University procedures as detailed on the University website with the following exceptions:

- Annual Review and Evaluation
- Student Feedback
- Personal Tutoring
- Student Representation

Which module/s cannot be condoned?

FB607; Research project cannot be condoned and must be passed to complete the BA (Hons) aspect.

This programme will be covered by the following University regulations: *University Academic Framework and Assessment Regulations*

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APPENDIX 1: MAPPING TO THE UK QUALITY CODE OF HIGHER EDUCATION – CHAPTER B3

Chapter B3: Learning and Teaching (December 2011): Section 2 – Work-based and placement learning

Indicator	Indicator Explanation	Course Response
1	Where work-based or placement learning is part of a programme of study, awarding institutions ensure that its learning outcomes are: • clearly identified • contribute to the overall and coherent aims of their programme • assessed appropriately.	Not Applicable. This programme does not incorporate work-based learning as identified in Chapter B3 of the Quality Code and understood in the University's Placement Learning Policy.
2	Awarding institutions are responsible for the academic standards of their awards and the quality of provision leading to them, and have in place policies and procedures to ensure that their responsibilities, and those of their partners involved in work-based and placement learning, are clearly identified and met.	
3	Awarding institutions ensure that all partners providing work-based and placement learning opportunities are fully aware of their related and specific responsibilities, and that the learning opportunities provided by them are appropriate.	
4	Awarding institutions inform students of their specific responsibilities and entitlements relating to their work-based and placement learning.	
5	Awarding institutions provide students with appropriate and timely information, support and guidance prior to, throughout and following their work-based and placement learning.	
6	Awarding institutions ensure that work-based and placement learning partners are provided with appropriate and timely information prior to, throughout and following the students' work-based and placement learning.	

Indicator	Indicator Explanation	Course Response
7	Awarding institutions ensure that: • their staff involved in work-based and placement learning are appropriately qualified, resourced and competent to fulfil their role(s) • where applicable, other educational providers, work-based and placement learning partners have effective measures in place to monitor and assure the proficiency of their staff involved in the support of the relevant work-based and placement learning.	
8	Awarding institutions have policies and procedures for securing, monitoring, administering and reviewing work-based and placement learning that are used effectively and reviewed regularly.	