

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) International Football Business
Awarding Body	Buckinghamshire New University
Teaching Institution	UCFB College of Football Business Ltd ("UCFB")
Faculty	Design, Media & Management
School	Applied Management & Law
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)	This programme has been examined against the Subject Benchmark statements for General Business and Management and Hospitality, leisure, sport and tourism
UCAS Code	8N61
Course Code(s)	BS1FBU1FW
Mode and Length of Study	3 Years / Full Time / by Attendance
Number of Intakes	1
Regime of Delivery	Attendance
Language of Study	English
Details of Accreditation	No regulatory body requirements
Publication Date	10 September 2013

Potential Student Profile / Criteria for Admission:

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

This award is a 3 year BA Honours in International Football Business and has been designed for students with an ambition of working as senior or line managers and administrators within the core functional departments of sports clubs, governing bodies, confederations, and charitable sports organisations. The programme is underpinned by a core spine of functional management and commercial business modules that are supported by specialist modules tailored to support a flexible career in the business of sport. The programme is strongly supported by UCFB's Complementary Curriculum and its aims and learning outcomes have been constructed in line with the 2007 QAA Subject Benchmark statements for General Business and Management 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.

The international football industry is itself a multi-billion pound global industry and the magnitude of this is increased on a global scale by the dynamic and rapidly developing commercial football business environment. The students are immersed in an international business culture with Wembley home to a host of international sporting events and this helps engage the student in business with an international context. 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 who identify football as the number one global sport.

This qualification is ideal for college-leavers with a strong desire to enter the world of football business and staff already working within the framework of football and sport.

Why students should choose this award:

Bucks New University has the highest quality standards for its degrees and UCFB students therefore benefit from a reliable structure and approach to delivering quality assured education.

This award would be the first choice for students who have a specific interest in working within the international football business environment and wish to further their ambitions and knowledge of the industry. Students will be taught by leading figures in football business education. UCFB is a partnership between Bucks New University, Burnley FC and the Wembley Stadium Management Group. 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.

Each student will undertake a range of core business management modules supported by specialist international football business modules. The core business modules will provide students with a strong platform and range of business knowledge to enhance their flexibility for employment upon graduation. Year 1 will develop student's individual academic and professional skills and this is reflected in the weighting of assessments. Year 2 assessments increase in group work to mimic the real world environment and to enhance future employability. Assessment weightings in Year 3 place an emphasis on individual academic competencies. There are optional modules in Years 2 and 3 that allow students to pursue an interest in digital and global marketing or management accounting and international finance. These options further enhance employability in key areas of functional business management.

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 and Customer Relationship Management (CRM) systems training. PDP facilitates and supports the academic, personal and professional development for each student. The Guest Speaker programme is designed to expose students to football business issues and employers and provides students with opportunities to network with industry leaders. CRM training certificates in partnership with an industry leader provides a valuable addition to enhance future employability.

Opportunities will be provided to attend conferences and to gain external industry-based qualifications such as statistical analysis package qualifications through organisations such as Prozone. These will be provided at an additional cost to the programme. There will be opportunities for volunteering in the community and for paid employment in a variety of roles at Wembley as well as national and international football and sport organisations in non-assessed work based situations. UCFB volunteer opportunities will be competitive to reflect the real world environment.

Opportunities available for students after completion of the award:

UCFB's unique personal development programme monitors each student throughout the three years. It means we get to know each student's needs and expectations. Each student will be allocated an Academic Mentor at the start of each year. This enhances the students' career development, ultimately leading to them finding the right place in the football and sports industry. For those who wish to extend their studies at the end of their degree, opportunities to study business at Masters Level will be encouraged.

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

Applicants will normally have achieved one of the following:

- 2 A levels achieving a minimum of 240-280 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 main educational aims of the programme are to:

- Prepare students for a career in the international football and sport industries
- Provide students with knowledge of how to practically apply business, finance and marketing disciplines
- Provide students with business management knowledge demanded for career development and advancement in the global football and sport industries
- Enable the talents of each student to flourish through learning, experience and academic support in a distinctive setting with unrivalled opportunities to integrate with industry leaders
- Equip graduates with transferable business skills to work across the football and sport industries
- Provide aspiring managers and executives in the football industry with the confidence and knowledge to operate in the international environment with different rules, regulations and governance

Programme Learning Outcomes

A. Knowledge and Understanding

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

1. Knowledge and understanding of the internal and external international football business environment (PESTEL) in which organisations operate.
2. An understanding of key management and business functions, theory and practice in an international context.
3. An understanding of how international federations, business managers and administrators are integrated into the sports industry.
4. An understanding of the impact and influence of policy, safety legislation, governance and licensing in an international business context.

B. Intellectual/Cognitive Skills

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

1. A range of cognitive and intellectual skills, together with techniques specific to international business and management.
2. Effective communication, oral and in writing using a range of media which are widely used in business environments.
3. Effective problem solving and decision making using appropriate qualitative and quantitative skills to solve business problems in a range of situations.
4. The ability to create, evaluate and assess a range of options to address contemporary matters aligned to international football business.

C. Practical Skills

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

1. Effective communication skills, oral or written including interpersonal skills of listening, negotiating and presentation.
2. The ability to conduct research into business and management issues, either individually or as part of a team
3. Creativity in the utilisation of technological platforms to present key business issues in a professional manner.
4. Effective performance through contribution within a team environment, including leadership, influencing and project management skills.

D. Key/Transferable Skills

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

1. A range of business data, sources of information and appropriate methodologies, and for such to inform the overall learning process.
2. Data, interpretation and extrapolation in a range of business settings.
3. Self-management in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise.
4. The ability to self-reflect with openness and sensitivity to diversity e.g. people, cultures, own performance, business and management issues.

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
FB401	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
FB402	☑	☑	☐	☑	☑	☑	☑	☑	☑	☑
FB403	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
FB408	☑	☑	☑	☑	☐	☑	☑	☑	☑	☑

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
FB501	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB504	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB505	☒	☒	☐	☐	☒	☒	☒	☒	☒	☐
FB506	☒	☒	☒	☐	☒	☒	☒	☒	☒	☒
FB510	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB602	☒	☒	☐	☒	☒	☒	☐	☒	☒	☒
FB606	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB607	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB608	☒	☒	☐	☒	☒	☒	☐	☒	☒	☒
FB617	☒	☒	☒	☐	☒	☒	☐	☒	☒	☒

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

The course takes place at the Wembley campus which is also the National Stadium. Students will have first-class facilities for study within an international football business environment. In both QAA business and management and sport benchmarks, there is a strong emphasis on application to practice in order to promote core business skills and develop employability. The QAA subject benchmarks for Business and Management state that there should be integration between theory and practice through delivery.

The teaching schedule will integrate contact and online teaching methods through a weekly delivery of 2 hour lectures, 2 hour seminars and a minimum of 2 hours independent learning via tasks set in the Virtual Learning Environment (VLE). Students are required to attend and engage in lectures, seminar discussion, practical learning activities and online discussion forums that have been designed to develop their knowledge to meet the programme and module learning outcomes. A balance of teaching and learning strategies are employed and modes of assessment provide opportunities for all students to flourish. Methods employed across the programme also include: presentations, student led learning sessions, multi-media platforms, academic mentor meetings and careers support and guidance. The theoretical underpinning for this practical experience will come from students' core modules.

Formative and summative modes of assessment are integrated across the programme, enabling students to maximise development and consolidate learning for progression. Throughout the programme (levels 4-6) students are encouraged and supported in gaining knowledge and skills, their practical application and the ability to work as an independent and autonomous learner within the context of international business.

There will be strong opportunities to gain insightful feedback and reflection from industry professionals. This will be achieved through learning methods such as action learning, reflective practice and problem-based learning approaches in addition to completion of the final year project. In level 5 and 6, seminars and workshops will be employed to promote student participation in modules. At level 6, there is some emphasis on research and experience within industry which arises from the need to prepare graduates for their exit route. This will also serve to reassure the sector about overall graduate competency and their ability to contribute to the workplace immediately upon graduation.

The teaching, learning and assessment methodologies used are consistent with those described in the benchmark statements. Emphasis is placed on understanding football customers, finance, markets, social media and business strategy. In addition, the sport benchmarks refer to understanding social and political theory as well as cultural aspects of the industry. Multidisciplinary learning is facilitated throughout the programme and specifically addressed through the practical application of subject knowledge to the context of international football business. This will be facilitated through students being able to undertake their learning within an iconic national stadium environment with access to employees working across various business functions (e.g. stadium operations, commercial, communications, environmental, finance) at the stadium.

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.

SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

Table 2: Programme Structure Table

Course Title		BA (Hons) International Football Business							
Course Code		BS1FBU1FW							
Mode of Study		Full-time							
Credit Value		UK	360	ECTS		180			
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
FB401	Understanding Football Business	4	1	C	30	50	50		1
FB402	Managing Money	4	1	C	30	30	70		2
FB403	The Role of Marketing in Business	4	1	C	30		100	30	1
FB408	International Football Business	4	1	C	30	50	50		2
FB501	Intermediate International Football Business Management	5	2	C	30	30	70		1

FB504	Entrepreneurship	5	2	C	30		100		1
FB505	Financial Reporting and Management	5	2	O	30	40	60		2
FB506	Digital Technologies for Marketing	5	2	O	30		100		2
FB510	Stadium Management	5	2	C	30		100		2
FB602	Global Marketing Management	6	3	O	30	50	50		2
FB606	International Finance	6	3	O	30	40	60		2
FB607	Research Project	6	3	C	30		100		2
FB608	Advanced International Football Business Management	6	3	C	30	35	65		1
FB617	Leadership and Management	6	3	C	30		100		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 Knowledge and understanding of the internal and external (PESTEL) international football business environment in which organisations operate.	FB401 FB403 FB408	FB501	FB602 FB617 FB606 FB608		
A2 An understanding of key management and business functions, theory and practice in an international context.	FB401 FB402 FB403 FB408	FB504 FB505 FB506 FB510	FB602 FB617 FB606 FB608		
A3 An understanding of how international federations, business managers and administrators are integrated into the football industry.	FB401 FB408	FB501 FB505 FB506	FB608		
A4 An understanding of the impact and influence of policy, safety legislation, governance and licensing in an international business context.	FB401 FB408	FB501 FB505 FB510	FB606 FB608		
B. Intellectual / Cognitive Skills					
B1 A range of cognitive and intellectual skills, together with techniques specific to international business and management.	FB402 FB403	FB504 FB505 FB506 FB510	FB607 FB608		

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
B2 Effective communication, oral and in writing using a range of media which are widely used in business environments.	FB402 FB408	FB501 FB504	FB602 FB608		
B3 Effective problem solving and decision making using appropriate qualitative and quantitative skills to solve business problems in a range of situations.	FB402 FB403 FB408	FB504 FB505	FB602 FB606 FB607		
B4 The ability to create, evaluate and assess a range of options to address contemporary matters aligned to international football business.	FB401 FB402 FB408	FB501	FB617 FB607		
C. Practical Skills					
C1 Effective communication skills, oral or written, including interpersonal skills of listening, negotiating and presentation	FB401 FB403 FB408	FB501 FB504	FB602 FB606 FB607 FB608		
C2 The ability to conduct research into international football business and management issues, either individually or as part of a team	FB401 FB408	FB501 FB504 FB505 FB510	FB602 FB606 FB608 FB617		
C3 Create, present and utilise technological platforms to present key business issues in a professional manner.	FB401 FB403 FB408	FB504 FB506	FB602 FB606 FB608		
C4 Effective performance through contribution within a team environment, including leadership, influencing and project management skills.	FB401 FB403	FB504 FB506			
D. Key / Transferable Skills					
D1 Critique a range of business data, sources of information and appropriate methodologies, and for such to inform the overall learning process.	FB401 FB402	FB504 FB505	FB602 FB605 FB606 FB607		

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
D2 Critique data, interpretation and extrapolation in a range of business settings	FB401 FB402 FB403 FB408	FB504 FB505	FB606 FB607		
D3 Critique own self-management in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise.	FB401 FB402 FB403 FB408	FB501 FB504 FB505 FB506	FB602 FB605 FB606 FB607 FB608 FB6		
D4 Own ability to self-reflect with openness and sensitivity to diversity e.g. people, cultures, own performance, business and management issues.	FB401 FB403	FB504	FB607		

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	480	720		1200
Year Two	560	640		1200
Year Three	550	650		1200
Total	1590	2010		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

How is the degree calculated?

One third of Level 5 grades plus two thirds of Level 6 grades. Level 4 grades are not included in the calculation.

Which module/s cannot be condoned?

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

Which elements must be passed to be awarded a degree?

All elements must be passed to be awarded the BA (Hons) aspect. If an element at Level 6 is not passed or condonable, the student will receive an ordinary degree.

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.	