

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 Law
Awarding Body	Buckinghamshire New University
Teaching Institution	UCFB
Faculty	Design, Media & ManagementDesign, Media & Management
School	Applied Management & LawApplied Management & Law
Name of Final Award	Bachelor of Arts with Honours, BA (Hons)Bachelor of Arts with Honours, BA (Hons)
NQF/FHEQ Level of Qualification	Level 6: Bachelor's degree with honoursLevel 6: Bachelor's degree with honours
QAA Benchmark Statement(s)	This programme has been examined against the Subject Benchmark statementsfor Law (2007), General Business and Management (2007), and Hospitality, Leisure, Sport and Tourism (2008)
UCAS Code	1N46
Course Code(s)	BS1SBL1FW
Mode and Length of Study	3 years, full-time
Number of Intakes	1
Regime of Delivery	AttendanceAttendance
Language of Study	English
Details of Accreditation	NA
Publication Date	10 September 201310 September 2013

Potential Student Profile / Criteria for Admission:

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

This is a 3 year BA Hons programme that has been created for aspiring professionals wishing to work within the regulatory and administrative framework of sport as 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 legal and financial frameworks. Furthermore, the core operational functions of modern sporting organisations are underpinned by legal frameworks, financial governance and quality service. The context of this programme is enhanced by its location being 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 2007 QAA Subject Benchmark statements for General Business and Management, Law 2007 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 an increased emphasis on autonomous learning as student's progress through each level.

The programme is underpinned by a core spine of functional management and law modules that provide students with a relevant framework in which to develop their knowledge and explore careers within the business of sports administration. The financial elements of the programme are intrinsically linked to core administrative functions within sporting 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 college-leavers with a strong desire to enter the world of sports administration and staff already working within the framework of sport. Careers roles include:

- Sports Lawyer
- Chartered Legal Executive
- Paralegal
- Legal Clerk
- Legal Secretary
- Bar Association Administrator
- Arbitrator
- Auditor
- Sports Agent

Why students should choose this award:

This award would be the first choice for students who have a specific interest in working within professional and amateur sports clubs, governing bodies, agencies, sports stadia and sporting facilities and organisations that are focused on good governance and adherence to regulatory systems. Students will be taught by leading figures in sports management and sports law. 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 and Strategic Business and Management workshops. 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 management and administration.
- Provide students with a detailed knowledge of sports business management and legal and financial 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 administration.
- 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 of principle features of the legal system, concepts, values and rules.
3. Explain the main legal institutions and procedures of that system and some substantive areas of the legal system.
4. Demonstrate knowledge of the interconnectedness between markets, customers, finance, people, policies and strategies.
5. Demonstrate knowledge and understanding management theories, models, frameworks, tasks and roles with rational analysis and other processes of decision making within organisations and in relation to the external environment.

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 law.
2. Effectively communicate orally and in writing using a range of methods and media which are widely used in sports business and administration environments.
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 synthesize a range of options to solve contemporary problems in business management and sports administration matters.

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 data analysis, interpretation and extrapolation in a range of business settings.
3. Conduct research into business, management and legal issues, either individually or as part of a team.
4. Read and discuss legal materials which are written in technical and complex language.

D. Key/Transferable Skills

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

1. Critique and examine organisational data, interpretation and extrapolation in a range of sports business and legal settings.
2. Evaluate how core values, for example, ethics, integrity, respect, strategy and continuous improvement are reflected in business administration and governance.
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 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
FB411	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB412	☒	☒	☐	☐	☒	☒	☐	☒	☐	☐
FB402	☒	☒	☐	☐	☒	☒	☒	☒	☒	☐
FB413	☒	☒	☐	☐	☒	☒	☐	☒	☒	☐
FB511	☒	☒	☐	☐	☒	☒	☒	☒	☒	☐
FB505	☒	☒	☐	☐	☒	☒	☒	☒	☒	☐
FB514	☒	☒	☐	☒	☒	☒	☐	☒	☒	☐
FB515	☒	☒	☐	☐	☒	☒	☐	☒	☒	☐
FB605	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB607	☒	☒	☒	☐	☒	☒	☒	☐	☒	☐
FB618	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB619	☒	☒	☐	☐	☒	☒	☒	☒	☒	☐

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 2007 QAA subject benchmarks for General Business Management and Law. 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 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 90% of lectures, seminar discussion, 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 your tutor 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 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, however 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 Law								
Course Code	BS1SBL1FW								
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 Sport Business	4	1	C	30	50	50		1
FB412	An Introduction to Law	4	1	C	30	50	50		1
FB402	Managing Money	4	1	C	30	30	70		2
FB413	An Introduction to Sports Law	4	1	C	30	50	50		2
FB511	Managing Sports Organisations	5	2	C	30	50	50		1
FB514	Regulating Play and Deviant Conduct in Sport	5	2	C	30		100		1
FB505	Financial Reporting and Management	5	2	C	30	40	60		2
FB515	Legal Issues in the governance of Sport	5	2	C	30	50	50		2
FB605	Strategic Management	6	3	C	30	50	50		1
FB607	Research Project	6	3	C	30		100		2
FB618	Employment Law and Sport	6	3	C	30	40	60		1
FB619	Regulating the Business of Sport	6	3	C	30	50	50		2

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 external environment in which organisations operate and how they are managed.	FB411 FB402	FB511 FB515	FB605 FB607 FB618 FB619	N/A	N/A

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
A2 Demonstrate knowledge and understanding of principle features of the legal system, concepts, values and rules.	FB412 FB413	FB514 FB515	FB618 FB619	N/A	N/A
A3 Explain the main legal institutions and procedures of that system and some substantive areas of the legal system.	FB412 FB413	FB514 FB515	FB618 FB619	N/A	N/A
A4 Demonstrate knowledge of the interconnectedness between markets, customers, finance, people, policies and strategies.	FB411 FB402	FB505 FB511 FB515	FB605	N/A	N/A
B. Intellectual / Cognitive Skills					
B1 Apply a range of cognitive, intellectual and critical thinking skills, together with techniques specific to sports business and sports law.	FB411 FB412 FB413	FB514 FB515	FB605 FB607 FB618 FB619	N/A	N/A
B2 Effectively communicate oral and in writing using a range of methods and media which are widely used in sports administration business environments.	FB402 FB412 FB413	FB505 FB511 FB514 FB515	FB606 FB607 FB618 FB619		
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.	FB412 FB413	FB505 FB514 FB515	FB618 FB619	N/A	N/A
B4 Analyse, evaluate and synthesize a range of options to solve contemporary problems in business management and administrative matters.	FB412 FB413	FB511 FB514 FB515	FB605	N/A	N/A
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.	FB402 FB411	FB505 FB511 FB514 FB515	FB605 FB607	N/A	N/A
C2 Undertake data analysis, interpretation and extrapolation in a range of business settings.	FB402 FB412	FB505	FB607	N/A	N/A
C3 Conduct research into business and management issues, either individually or as part of a team.	FB402 FB411	FB505 FB511	FB605	N/A	N/A

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
C4 Read and discuss legal materials which are written in technical and complex language.	FB412 FB413	FB514 FB515	FB618 FB619	N/A	N/A
D. Key / Transferable Skills					
D1 Critique and examine organisational data, interpretation and extrapolation in a range of sports business settings.	FB402	FB505 FB511	FB607	N/A	N/A
D2 Evaluate how core values, for example, ethics, integrity, respect, strategy, and continuous improvement are reflected in business.	FB413	FB514 FB515	FB605	N/A	N/A
D3 Apply self-management in terms of independent research, time management, planning and behaviour, and enterprise.	FB402 FB411 FB412 FB413	FB505 FB511 FB514 FB515	FB605 FB607	N/A	N/A
D4 Self-reflect with openness and sensitivity to diversity e.g. people, cultures, own performance, business and management issues.			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	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.

Which elements must be passed to be awarded a degree?

All elements must be passed to be awarded the BA (Hons) 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.	