

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 Coaching
Awarding Body	Buckinghamshire New University
Teaching Institution	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 for General Business and Management and Hospitality, Leisure, Tourism and Sport (2008)
UCAS Code	1N64F
Course Code(s)	BS1SBC1F
Mode and Length of Study	3 years, full-time
Number of Intakes	1
Regime of Delivery	Attendance
Language of Study	English
Details of Accreditation	NA
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 Hons in Sports Business and Coaching and is designed to give students interested in sports coaching a variety of skills to pursue exit routes into community sports, professional sports, PE teaching and coaching business. It will also aid the students in establishing their own coaching business with opportunities to see and experience working within their chosen sports field on a number of levels.

The programme is underpinned by a core spine of functional business management modules that are supported by specialist coaching modules tailored to support a flexible career in the business and coaching sectors of sport. The programme is 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 core academic curriculum is the component of UCFB's Higher

Education provision that is directly related to student tuition fees. The Complementary Curriculum is an 'added value' provision to the programme that is not paid for by tuition fees.

Why students should choose this award:

This award would be the first choice for students who specifically are involved in sports coaching and wish to further their ambitions and knowledge of business as well as achieve relevant industry-based coaching qualifications. The student will be supported through selected qualifications as well as gaining an understanding of the science of coaching and will be given opportunities to coach a variety of sports within the local community. They will gain sound knowledge on identifying, coaching, analysing and high performance training on a number of sports. There is also opportunity to gain external industry-based qualifications such as ProZone, FA Level 1 and FA Level 2. There is a range of guest speakers and guest coaches from across the professional sports field as well as opportunities to network with guest lecturers from business, marketing, finance and media. This is supported with sound marketing and business knowledge in entrepreneurial activities and international sports marketing. The award is designed to complement current NGB qualifications and gives the students a strong understanding of age-related training demands, performance analysis software qualifications coupled with skills of budgeting, managing finance, accessing grants and marketing skills. This qualification is ideal for college-leavers with a strong desire to enter the world of sports business and staff already working within sports community programmes.

Year 1 aims to develop student's academic and professional skills with a focus on business, finance and coaching knowledge. There is a focus on individual development which is reflected by the nature of assessments. Year 1 students are supported by the Complementary Curriculum which brings students into contact with industry guest speakers and coaches. Assessments in Year 2 increase in group work to mimic the real world environment and this will enhance employability skills and behaviours. The Year 2 Complementary Curriculum provides opportunities to undertake in work experience with end of year internships vital for students to develop contacts and networks in the sports industry. The assessment regime and weightings in Year 3 place an emphasis on individual academic and practical coaching competencies.

Opportunities available for students after completion of the award:

The award has been specifically designed to have a number of quality exit routes in community sports coaching and professional coaching, here in the UK and globally. It is also designed to encourage 'cross-pollination' in coaching and business management in a variety of sports with unique links and opportunities at professional football, rugby league, rugby union, cricket and Formula 1. There are global opportunities for qualified coaches as sport branches across the world. The students will leave with NGB qualifications as well as a strong business and marketing acumen which will make them highly employable. The coaches will leave with a much more in-depth understanding of coaching, training, analysing and identifying principles. The students will be supported in gaining external qualifications in a number of sports and this will give them the opportunity to be employed within local sports development and nationally.

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 200-240 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 sports coaching business industry.
- Provide students with a detailed knowledge of the sports industry and the sports business and coaching sector in particular.
- Provide students with the knowledge and skills demanded for career development and advancement in the global sports industry
- Enable the talents of each student to flourish through learning and experience in distinctive settings and unrivalled opportunities

Programme Learning Outcomes

A. Knowledge and Understanding

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

1. Demonstrate and retain relevant knowledge and understanding of sports business and coaching, the external environment in which they operate and how they are managed.
2. Demonstrate and retain an understanding of key coaching concepts, theory and practice and apply them in situ.
3. Demonstrate and retain an understanding of how the role of the coach is integrated into the sports industry.

B. Intellectual/Cognitive Skills

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

1. Recognise and demonstrate a range of cognitive and intellectual skills, together with techniques specific to business and management and sports business and coaching specifically.
2. Recognise and demonstrate cognitive skills of critical thinking, analysis and synthesis, within the context of business and sports coaching.
3. Recognise and demonstrate effective problem solving and decision making using appropriate qualitative and quantitative skills.
4. Recognise and demonstrate the ability to create, evaluate and assess a range of options to address contemporary and coaching matters aligned to sports business.

C. Practical Skills

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

1. Consolidate effective communication skills, including interpersonal skills of listening, negotiating and presentation.
2. Consolidate the ability to conduct research into sports business and management issues, either individually or as part of a team.
3. Demonstrate and consolidate competent coaching in a variety of sports in different environments.

4. Demonstrate an understanding of coaching interventions and document in a professional manner.

D. Key/Transferable Skills

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

1. Examine and critique the ability to undertake data analysis, interpretation and extrapolation.
2. Examine and critique the ability to create, evaluate and assess a range of options to address contemporary and coaching matters aligned to sports business.
3. Demonstrate the ability to self-reflect with openness and sensitivity to diversity e.g. people, cultures, business and management issues.
4. Critique the acquisition of professional communication skills aligned to sports business.

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	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB402	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB409	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB410	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB502	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB503	☒	☒	☐	☒	☒	☒	☐	☐	☒	☒
FB504	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB512	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB513	☒	☒	☐	☒	☒	☒	☒	☒	☒	☒
FB605	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB607	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB615	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒
FB616	☒	☒	☒	☒	☒	☒	☒	☒	☒	☒

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

The course takes place at the Turf Moor campus which is also Burnley FC's stadium and students will be provided with bespoke facilities to study within a sports business environment. Specifically, there will be opportunities for volunteering in the community and for paid employment in a variety of roles at Burnley F.C, as well as in non-assessed work experience opportunities at other clubs and in other parts of the sports industry in the UK and globally. This will enable students to build up their own network of contacts in the industry, to help them achieve their ambitions.

The above activities will be delivered through a Complementary Curriculum as part of the added value for the programme. This is designed to expose students to football business issues and employers. Within the programme's curriculum, the theory-practice link will be achieved through case studies, guest speakers and through access to the football club business environment.

The theoretical underpinning for this practical experience will come from students' studies. Students will be taught by leading figures in sports business and coaching education. UCFB is a partnership between Bucks New University and Burnley FC. It has been able to draw on a range of first-class partners and on the goodwill of other institutions to secure the services of leading authorities in this industry.

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 football business and media. This will be facilitated through students being able to undertake their learning within a professional football club environment with access to club employees working across various businesses and coaching functions at the stadium.

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 include: lectures, seminars, presentations, tutorials, student-led learning sessions, virtual learning and multi-media platforms, and careers support and guidance. The complimentary curriculum supports and enhances the delivery of the core curriculum. The students will engage in a number of National Governing Body qualifications in this allocated time including FA Level 1, FA Level 2, Athletics Level 1, Rugby Ready and Pro Zone Level 1 and 2. The students will also have access to guest lecturers and coaches within the complimentary curriculum to support all modules, both coaching and business-based. The practical sessions within the complimentary curriculum are to support the student's progression in coaching skills as well as curriculum and will be delivered by a coach educator with a number of guest coaches.

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 football business and coaching. This will be achieved through learning methods such as action learning 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 future sports industry professional development. This will also serve to reassure the sector about overall graduate competency and their ability to contribute to the workplace immediately 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.

SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

Table 2: Programme Structure Table

Course Title		BA (Hons) Sports Coaching and Business							
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 ([Close / [Optional)])	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
FB411	Understanding Sport Business	4	1	C	30	50	50		1
FB402	Managing Money	4	1	C	30	30	70		2
FB409	Theory of Coaching	4	1	C	30		50	50	1
FB410	Coaching in the Community	4	1	C	30		100		2
FB502	Football Business and Finance	5	2	C	15		80	20	2
FB503	Contemporary Issues in Football	5	2	C	15		100		2
FB504	Football and Entrepreneurship	5	2	C	30		100		1
FB512	Events Planning	5	2	C	30		100		2
FB513	Talent Identification	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
FB615	Performance Analysis	6	3	C	30		100		1
FB616	High Performance Coaching	6	3	C	30		40	60	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 Relevant knowledge and understanding of sports business and coaching, the external environment in which they operate and how they are managed.	409 402 410 411	502 503 512	605 607 615 616		
A2 An understanding of key coaching concepts, theory and practice and apply them in situ.	409 410	512	615 616		
A3 An understanding of how the role of the coach is integrated into the sports industry.	409	512 513	615 616		
B. Intellectual / Cognitive Skills					
B1 A range of cognitive and intellectual skills, together with techniques specific to business and management and sports business and coaching specifically.	402 409 410 411	501 504 512 513	605 607		
B2 Cognitive skills of critical thinking, analysis and synthesis, within the context of business and sports coaching.	402 409 411	502 503 504 512	605 607 615 616		
B3 Effective problem solving and decision making using appropriate qualitative and quantitative skills.	409	504 512	607 615 616		
B4 The ability to create, evaluate and assess a range of options to address contemporary and coaching matters aligned to sports business.	409 410 411	503 512 513	605 607		
C. Practical Skills					
C1 Effective communication skills, including interpersonal skills of listening, negotiating and presentation.	409 410 411	503 504 512 513	605 607 616		
C2 The ability to conduct research into sports business and management issues, either individually or as part of a team.	402 410	502 503 512 513	605 607 615 616		

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
C3 Competent coaching in a variety of sports in different environments.	409 410	512 513	616		
C4 An understanding of coaching interventions and document in a professional manner.	409 410	512 513	615 616		
D. Key / Transferable Skills					
D1 The ability to undertake data analysis, interpretation and extrapolation.	402	502 503 504 512 513	605 607 615 616		
D2 The ability to create, evaluate and assess a range of options to address contemporary and coaching matters aligned to sports business.	410 411	503 512	605 607 615 616		
D3 The ability to self-reflect with openness and sensitivity to diversity e.g. people, cultures, business and management issues.	409 410	512	616		
D4 The acquisition of professional communication skills aligned to sports business.	402 409 410 411	502 504 512	605 607 615 616		

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	706	494		1200
Year Two	730	470		1200
Year Three	700	500		1200
Total	2136	1464		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*

© 2012 Buckinghamshire New University

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.	